

ADMINISTRATIVE COUNCIL MINUTES

November 19, 2020

The Administrative Council met on Thursday, November 19, 2020 at 9:00 a.m. in the Ballroom. Present were Dr. John Berzett (Vaughn proxy); Ms. Pam Clark, Recorder; Mr. Jonathan Craft; Dr. Joe Delap; Mr. Andrew Dollar; Ms. Jackie Gooch; Mr. Jeffrey Guenther; Dr. Jim Kerner; Ms. Belinda Krigel; Dr. Kim LaFevor; Ms. Sarah McAbee; Mr. Mike McCoy; Dr. Katherine Quinnell; Mr. Derrek Smith; Dr. Stephen Spencer; Dr. Lee Vartanian; and Dr. Philip Way. Mr. Richard Collie; Dr. Keith Ferguson; Mr. Chris Latham; Mr. Rylan Pendleton, SGA President; Dr. Jackie Smith; and Dr. Lionel Wright were absent.

Dr. Way convened the meeting at 9:00 a.m. and welcomed everyone. The purpose of the meeting was to have discussions on goal #1 of the strategic plan (Horizon 2030) concerning workforce development and programs in health, safety and security. He gave the floor to Mr. Dollar.

I. Workforce Development

Mr. Dollar presented on the topic Building a Regional Workforce Development Strategy (Attachment 1). Members were divided into five groups to discuss and answer the following questions.

A. Group 1 – Dr. LaFevor and Dr. Spencer

Identify Athens State’s internal strengths to expanding our workforce development presence. What is our value? How do we expand?

Internal strengths

- a. Personal and professional networks - faculty and administrators hold board positions and are involved in professional organizations that connect with businesses and the community.
- b. Center for Lifelong Learning (CLL) – coordinate workforce development with academics.
- c. Faculty with diverse disciplinary expertise - to develop new programming and workforce development.
- d. Certificates and credentials – the University has been developing these and continues to add more.

Value

- a. Identity/brand – have a need to market our brand effectively.
- b. Cost – affordability.

How to expand

- a. Partnerships – businesses, corporations, agencies.
- b. Flexibility – multiple options, paths, formats for students to achieve credentials and complete programs.

B. Group 2 – Dr. Delap and Dr. Way

Identify Athens State's internal weaknesses to expanding our workforce development presence. Where are the barriers? Obstacles? Issues?

Obstacles/Issues

- a. Time needed to connect to determine needs. Challenging to get on the CEO's calendar. Solution is to "drill down" to other management personnel.
- b. Can we deliver? We need to convince companies that we are the solution to their training needs.
- c. Advisory council within the colleges to identify training needs.
- d. Company concerns - time taken away from work for training.
- e. Training facilities – do we go to them or do they come to us? Some training may be industry specific.
- f. Need professional development facilities for specific training.

C. Group 3 – Mr. Craft, Ms. Gooch, Mr. McCoy and Mr. Smith

How can Athens State expand our footprint in the regional workforce arena? Who are the key players? What are the key activities? Where do we need to be?

Expand footprint

- a. Network with businesses and industries.
- b. Leverage our alumni and Board of Visitors.
- c. Need a workforce training facility.
- d. Know what we are selling and research our competition.
- e. We need to physically visit the industries.

Key players

- a. Vice President of Corporate and Community Relations
- b. Board of Trustees and Board of Visitors
- c. Center for Lifelong Learning

Key Activities

- a. Environmental analysis to understand needs.
- b. Inventory current talent.
- c. Inventory current resources.
- d. Cost analysis.

Where do we need to be?

- a. Need to be out in the community.
- b. Digital presence in the community.

How

- a. Secure resources.
- b. Understand needs.
- c. We need buy-in and a launch partner.

D. Group 4 – Dr. Berzett, Ms. Krigel and Ms. McAbee

As we expand, what types of products should we offer? Topics? Services? Modalities?

Topics

- a. Nationally recognized certificates.
- b. Government Contract Accounting Certificate.
- c. Clearances – build a partnership between academia and companies that are knowledgeable in clearance requirements.

Services

- a. Become knowledgeable about the processes and requirements to help students navigate through the requirements.
- b. Present opportunities to companies for the development of their employees.
- c. Present to companies the opportunities for developing their employees.

Modalities

- a. Use hybrid knowledge and skills to deliver.
- b. Use our newly developed skills and knowledge to do remote, synchronous online.

E. Group 5 – Mr. Guenther, Dr. Kerner, Dr. Quinnell and Dr. Vartanian

Where and how can we go about offering training? Outreach? Audiences? Messaging?

Outreach

- a. Inventory of skills training that we can offer.
- b. Use existing contacts – local chambers, talent development contacts, trade shows, and school districts.
- c. Utilize Emsi to identify potential corporate partners; “cold call” companies/organizations.
- d. Keep up with advancing technology.
- e. Determine training assessments per organization and modality.

Audiences

Make sure everyone at Athens State including faculty, staff, students, and administrators are ambassadors for this effort.

Message

- a. Always say, “Yes, we can do that.”
- b. We want to be quick and flexible.
- c. Have social media outreach.

Mr. Dollar thanked everyone for their comments and gave the floor to Dr. LaFavor.

II. Health, Safety and Security Programs

Dr. LaFevor presented on the topic of Health, Safety and Security programs (Attachment 2). Members were divided into groups to record their ideas on products/programming, place, promotion, price and people for new programs in health, safety and security.

A. Products/Programming (Topics and Audiences) – Dr. Quinnell, Dr. Spencer and Dr. Vartanian

General themes for this group were security and nursing programs.

Products/Programming			
Idea	Number of Times Submitted	Number 1 Choice of Importance	Number 2 Choice of Importance
Masters in Nursing /Doctor of Nursing Practice/National Certifications in Healthcare Services	6	3	2
Security and Intelligence/Security Management/National Certificates in Security Information/Security Tools Badge	5	1	1
Forensic Accounting and Fraud Detection	3	6	0
Cybersecurity Management for Higher Education Organizations	2	0	0
Safety Administration	1	2	2
Physical Therapy	1	1	2
Industrial Security	1	0	0
Accounting for Healthcare Minor	1	0	0
Accelerated Programs in all Health and Safety Degrees	1	0	4
Masters in Mental Health Counseling	1	0	2
Medical Support Staff Mid-level Managers	1	0	0
Major in Gerontology	1	0	0

B. Place (Where and Modalities) – Ms. Krigel, Ms. McAbee and Dr. Way

General themes for this group were on-line format and physical places.

Place			
Idea	Number of Times Submitted	Number 1 Choice of Importance	Number 2 Choice of Importance
On-line	14	12	11
Where to deliver - CLL (in person), hospitals, on-site at large companies/organizations, Research Park and Bridge Street	7	2	3
Hybrid	3	0	0
Traditional	1	0	0

C. Promotion (Advertising) – Dr. Delap, Mr. McCoy and Mr. Smith

General themes for this group were internal recruitment, on-site recruitment and digital approaches.

Promotion			
Idea	Number of Times Submitted	Number 1 Choice of Importance	Number 2 Choice of Importance
Digital marketing /optimize through web-based information about hot topics that Athens offers as programs/certificates	2	5	6
Radio/Streaming music	2	0	0
Social media	2	0	0
Targeted marketing	1	5	4
Industry trade association	1	2	0
Industry business connection and collaboration	1	1	0
Medical school promotion	1	1	0
Marketing through employers to employees (upskilling)	1	0	0
National marketing	1	0	0
Partnerships	1	0	0
Local police department	1	0	0
Google ads/web ads,	1	0	0
You Tube commercials	1	0	0
Professional organizations	1	0	2
Direct market to hospitals	1	0	0
Linked-In	1	0	0
Networking	1	0	0
Optimized website	1	0	0
Recruit in cafeterias at medical facilities	1	0	0
Recruit from Psychology and Behavioral Science majors	1	0	0
Word of mouth	1	0	0

D. Price (Estimation of Cost, Fixed and Variable) – Mr. Berzett, Mr. Guenther and Dr. Kerner

General themes for this group were sponsorships/corporate donations, competitive pricing, corporate partnerships and grants.

Price			
Idea	Number of Times Submitted	Number 1 Choice of Importance	Number 2 Choice of Importance
Competitive market pricing/tuition	5	4	2
Grants	4	2	1
Corporate tuition assistance to employees/employer incentives/discount tuition for employees who sign agreement	4	1	2
External sponsorship & collaboration/donations/funding from corporate donors	3	5	2
Business partnership	1	1	7
Fixed training resources, variable number of faculty	1	1	0
Grad programs: need to account for the increased salary required for graduate faculty	1	0	0
Group pricing for companies	1	0	0
Cost sharing with partner corporations	1	0	0
No additional cost	1	0	0
Could we offer it for free and then receive a percentage of the raise a grad/completer receives for a set number of years?	1	0	0
Package pricing to employers	1	0	0

E. People (Faculty, Staff, External Stakeholders/Resources) – Mr. Craft and Ms. Gooch

General themes for this group were partnerships with corporations and in-house resources.

People			
Idea	Number of Times Submitted	Number 1 Choice of Importance	Number 2 Choice of Importance
In-house experts, Board of Visitors, alumni and faculty	13	9	3
Accreditation body determines curriculum	2	2	1
School of health (Shelby Building)	2	0	0
Educational institution or system leaders to determine needs for teachers' continuing education	1	2	7
Corporate management staff	1	1	3
Third party	1	0	0
Police officers	1	0	0
Redstone Arsenal	1	0	0
Cyber experts teaching courses through partnerships/team teaching	1	0	0
HR directors	1	0	0
Health care professionals	1	0	0
Business partners	1	0	0

Dr. Way thanked everyone for their participation and adjourned the meeting at 10:38 a.m.

Respectfully submitted by: Pamela Clark

Attachment 1: Building a Regional Workforce Development Strategy

Attachment 2: Health, Safety and Security

Attachment 3: Alabama Department of Labor – Region 1 Help Wanted Online 2019 YTD Healthcare Most Requested Skills/Certifications



Building a Regional Workforce Development Strategy

Session Goals

- Understanding the climate from the top
- Key findings in recent research
- Local labor market data
- Athens State's progress
- Breakout session

What's keeping CEO's awake at night?

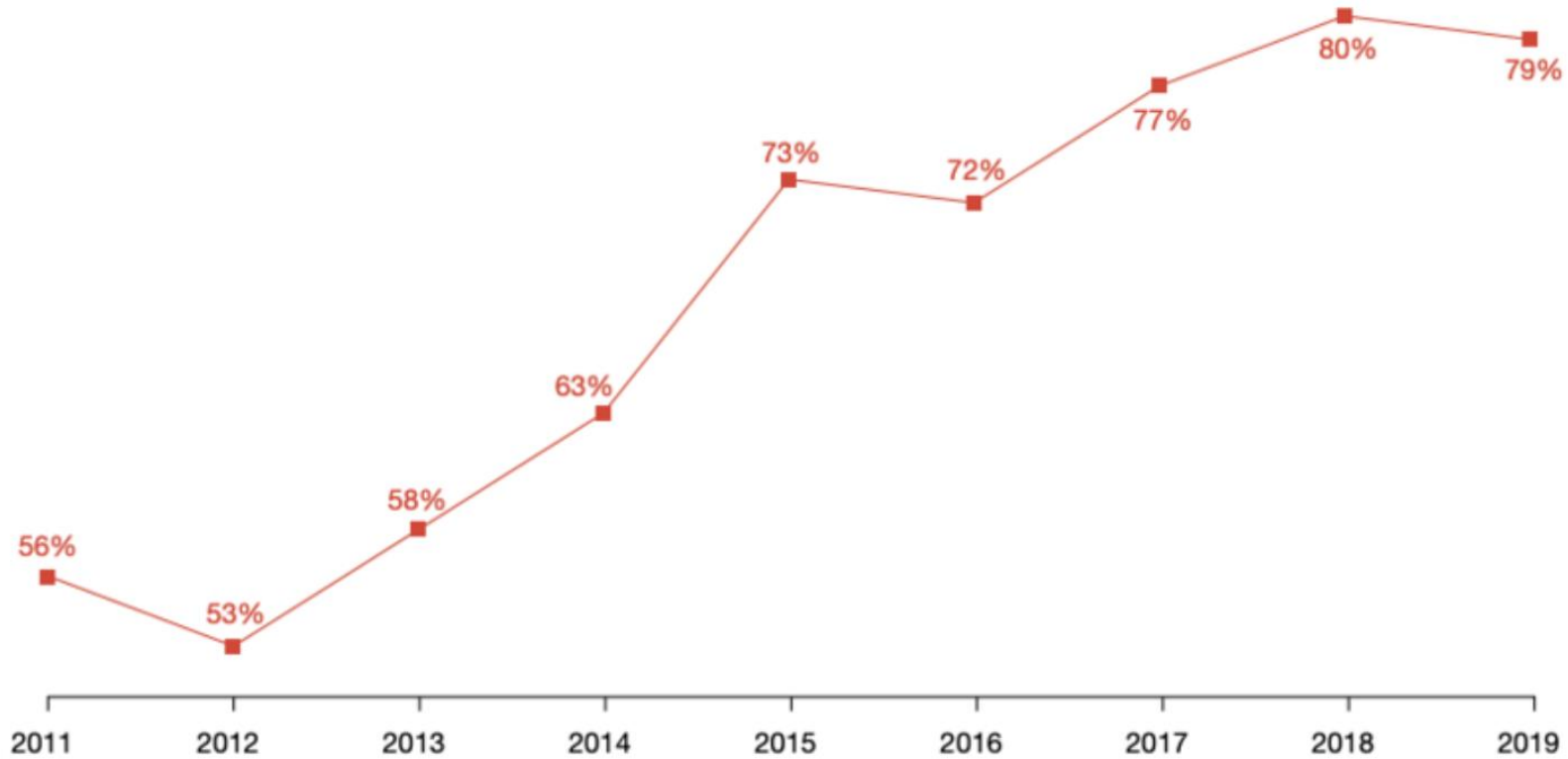


EXHIBIT 1

How global CEOs' concern over the availability of skills has risen

QUESTION

How concerned are you about the following threats to your business? (Showing those who responded 'extremely concerned' or 'somewhat concerned' regarding availability of key skills.)



Source: PwC, 22nd Annual Global CEO Survey

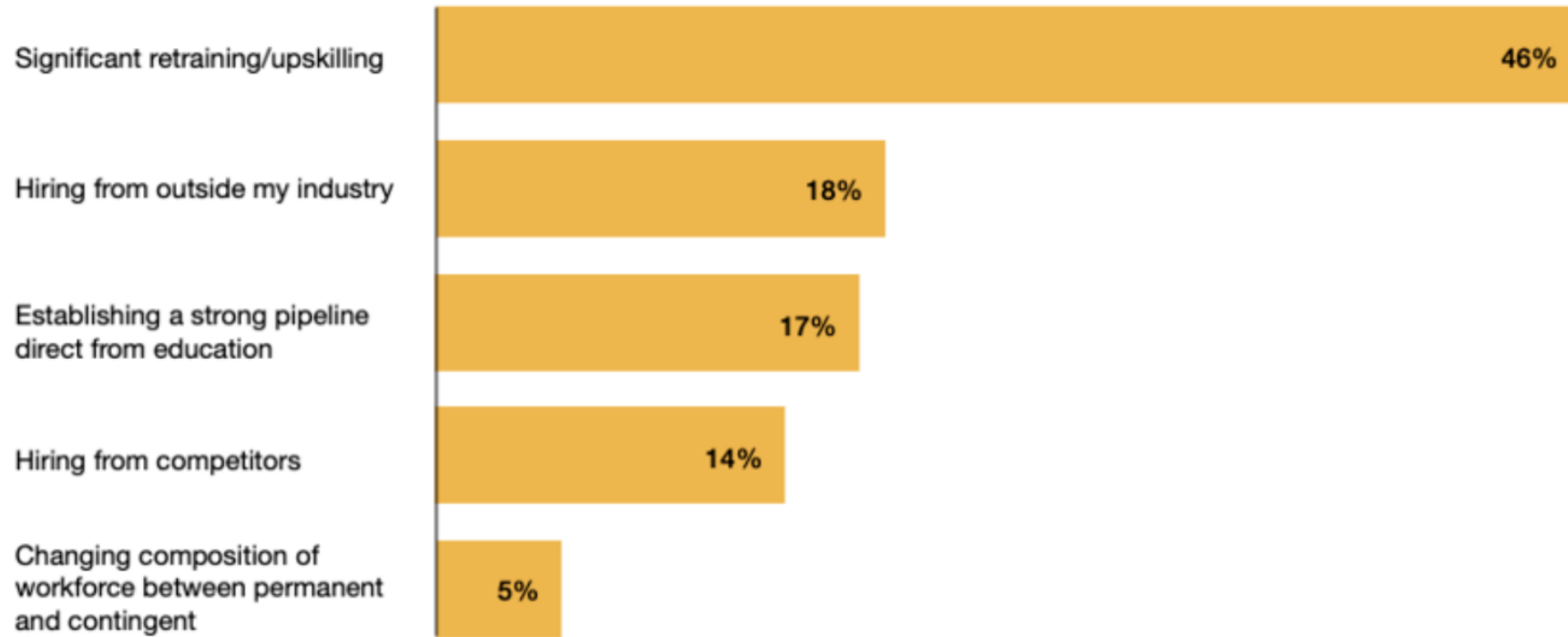
Base: All respondents, global (2019=1,378; 2018=1,293; 2017=1,379; 2016=1,409; 2015=1,322; 2014=1,344; 2013=1,330; 2012=1,258; 2011=1,201)

EXHIBIT 3

CEOs focus on reskilling and upskilling to fill the skills gap

QUESTION

Which of these is the most important to close a potential skills gap in your organisation?

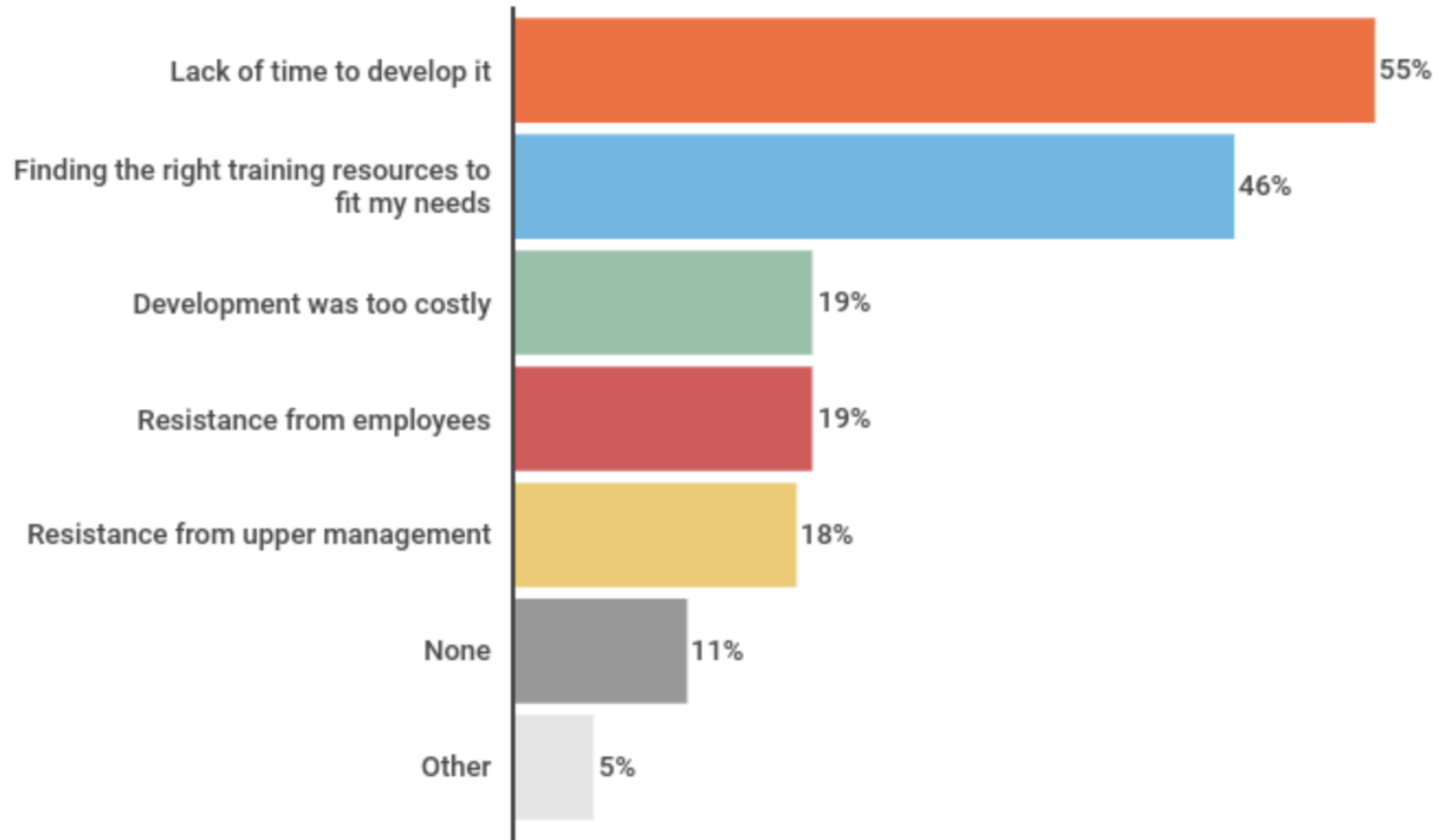


'Skills are the currency of the future.'

Recent Findings

- 42% of companies stepped up their upskilling/reskilling efforts after the coronavirus outbreak
- 42% of employees have pursued training on their own after the coronavirus outbreak
- 68% of companies invest in reskilling/upskilling training to handle changes within the organization
- **Only 35% of employers have an official upskilling or reskilling program in place**

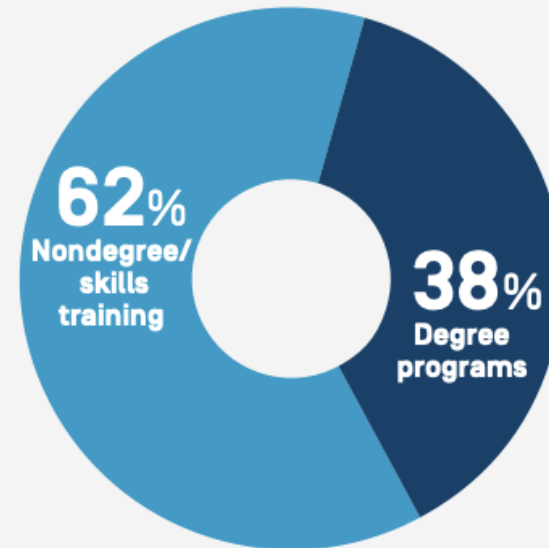
What challenges did you face in developing your upskilling / reskilling initiative?



While many workers who are looking to make a career transition need to reskill, less than half (**44%**) of Americans say they **have access to the education and training** they want.



Americans strongly **prefer nondegree programs and skills training** over degree programs.



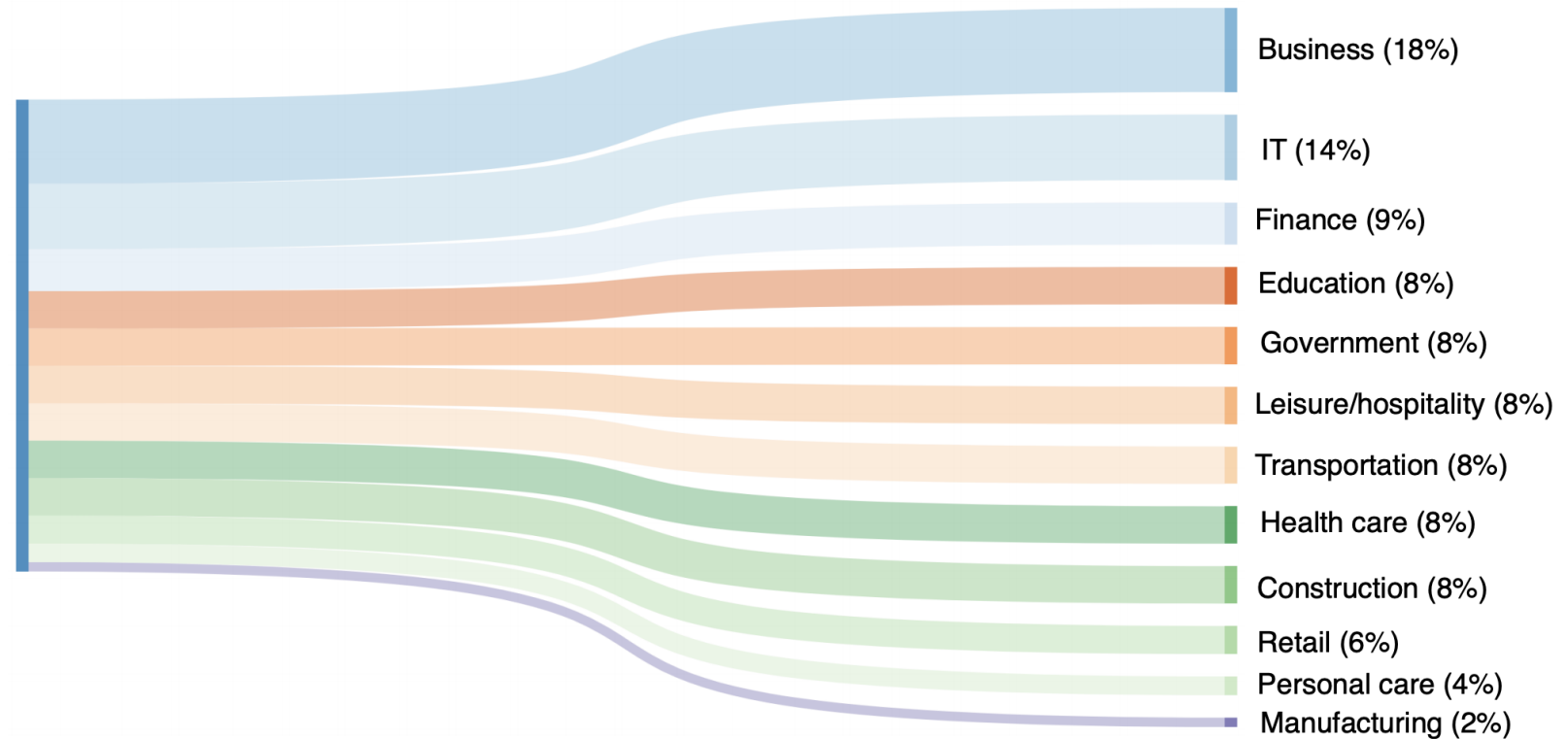
* Survey completed weekly March 25 through June 11 by Heart+Mind Strategies on behalf of the Center for Consumer Insights.



Workers looking to change fields are most interested in transitioning into business and information technology

If you were to lose your job, which industry/sector would you be interested in working in? Please rank your top 3 choices.

**Workers
looking to
change fields**



Strada Center for Consumer Insights Public Viewpoint surveys May 13-June 11. Base: workers 18 and older, n=2,211. Calculated based on weighted average of top three choices.



Taking a Look at the Local Workforce Needs Madison, Limestone, & Morgan Counties

Who's Hiring

Top Companies Posting



Company	Total/Unique (Jan 2020 - Oct 2020)	Posting Intensity	Median Posting Duration
Boeing	9,001 / 1,344	7 : 1	28 days
Science Applications International Corporation	9,897 / 1,249	8 : 1	44 days
Dynetics, Inc.	5,885 / 1,232	5 : 1	62 days
Northrop Grumman Corporation	11,498 / 1,149	10 : 1	60 days
CRST International, Inc.	6,806 / 988	7 : 1	33 days
Huntsville Hospital	3,225 / 677	5 : 1	31 days
Raytheon Company	6,322 / 671	9 : 1	57 days
Kbr, Inc.	3,088 / 627	5 : 1	54 days
Jacobs Engineering Group Inc.	4,192 / 607	7 : 1	40 days
Leidos Holdings, Inc.	5,811 / 571	10 : 1	38 days

Top Industries



Industry	Total/Unique (Jan 2020 - Oct 2020)	Posting Intensity	Median Posting Duration
Professional, Scientific, and Technical Services	105,025 / 18,017	6 : 1	39 days
Administrative and Support and Waste Management and Remediation Services	52,399 / 11,337	5 : 1	33 days
Manufacturing	62,934 / 10,370	6 : 1	38 days
Retail Trade	48,578 / 9,078	5 : 1	45 days
Transportation and Warehousing	43,684 / 8,771	5 : 1	33 days
Health Care and Social Assistance	26,978 / 5,715	5 : 1	34 days
Accommodation and Food Services	21,207 / 4,878	4 : 1	50 days
Construction	11,491 / 2,593	4 : 1	40 days
Finance and Insurance	10,550 / 2,281	5 : 1	33 days
Public Administration	10,552 / 1,995	5 : 1	29 days

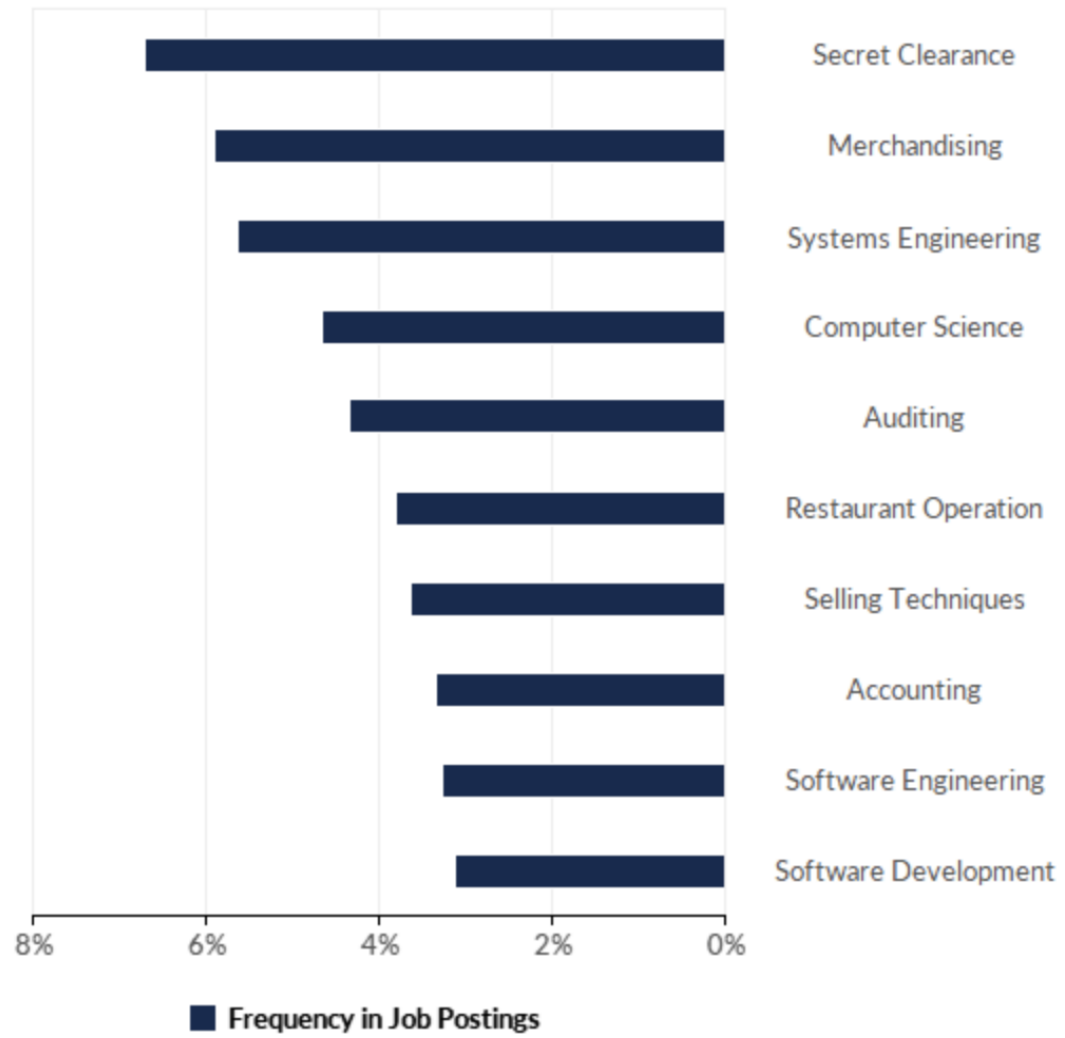


Top Posted Occupations



Occupation (SOC)	Total/Unique (Jan 2020 - Oct 2020)	Posting Intensity	Median Posting Duration
Heavy and Tractor-Trailer Truck Drivers	42,403 / 9,860	4 : 1	30 days
Software Developers and Software Quality Assurance Analysts and Testers	33,367 / 4,956	7 : 1	41 days
Retail Salespersons	14,867 / 2,582	6 : 1	43 days
First-Line Supervisors of Retail Sales Workers	9,795 / 2,217	4 : 1	41 days
Computer Occupations, All Other	12,794 / 2,062	6 : 1	38 days
Customer Service Representatives	11,061 / 2,052	5 : 1	31 days
Information Security Analysts	11,219 / 2,028	6 : 1	43 days
Registered Nurses	7,235 / 1,817	4 : 1	20 days
Network and Computer Systems Administrators	9,436 / 1,812	5 : 1	38 days
Industrial Engineers	10,097 / 1,701	6 : 1	38 days

Top Hard Skills





How does Athens State find our niche in a competitive market?

Athens State Progress

- Micro-credentials
 - Forensic Accounting Badge
 - Federal Tax Accounting Badge
- Certificates
 - Accounting
 - Cyber Security
 - Logistics
 - Project Management
- Noncredit Professional Development
 - CEU, PLU & Customized Training

Breakout Session-10 minutes

1. Identify Athens State's internal strengths to expanding our workforce development presence?
 - What is our value? How do we expand?

2. Identify Athens State's internal weaknesses to expanding our workforce development presence?
 - Where are the barriers? Obstacles? Issues?

3. How can Athens State expand our footprint in the regional workforce arena?
 - Who are the key players? What are the key activities? Where do we need to be?

4. As we expand, what types of products should we offer?
 - Topics? Services? Modalities?

5. Where and how can we go about offering training?
 - Outreach? Audiences? Messaging?

Report Out



Closing Thoughts

- To remain relevant in the changing market we must continue to connect higher education to businesses and people
- Get out of our own way by building credit and noncredit programs that transfer knowledge AND skills to workforce needs
- Build a robust product that allows us to drive from syllabi to skillabi and from market to classroom
- Skill based hiring is coming. How can we best prepare so that our graduates can navigate the market?

Questions?





Health, Safety & Security

THEIR IMPORTANCE AND THE ACADEME'S (OUR) RESPONSE TO EMERGING WORKFORCE NEEDS



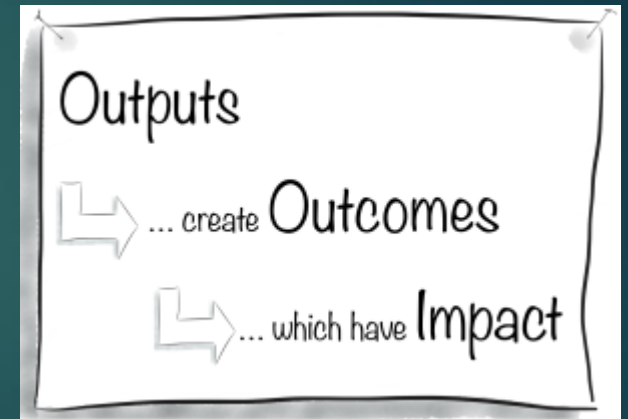


Desired Outcomes

- ▶ Identification of need for HHS portfolio

- ▶ Examination of current state versus desired state for HHS programming/initiatives

- ▶ Determination of Future and Next Steps-
 - ▶ Products/Programming (topics, audiences)
 - ▶ Place (where and modalities)
 - ▶ Promotion (advertising)
 - ▶ Price (estimation of cost, fixed and variable)
 - ▶ People (Faculty, Staff, External stakeholders/resources)





Today's Outline

- ▶ Relevance of Health, Safety and Security Occupations
 - ▶ Central to dynamic environment we live in
 - ▶ Critical for Personal Health & Welfare
 - ▶ Critical for Organizational Sustainability
- ▶ Current Athens State University offerings in HSS
- ▶ An Overview of Stakeholder Feedback: Health and Security Summits
- ▶ Breakout Working Session: Identifying the 5 P's for Athens State University HHS Programming/Initiatives
- ▶ Plenary Feedback



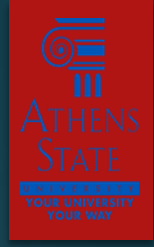


Alabama's State of Education 2020: Employment Outcomes Report

- ▶ Past Decade public colleges and universities have shown continued growth in graduates across all degree levels---increase of 38%
- ▶ Bachelor Degrees conferred increased from 19,000 to over 25,000
- ▶ Median Earnings for Alabamians 25 years of age and older increased 12% in same period



- ▶ Governor Kay Ivey's Governor's Office of Education and Workforce Transformation (GOEWT) has three main goals:
 - ▶ Increasing Alabama's labor force participation and decreasing unemployment rates
 - ▶ Adding 500,000 skilled workers in the State of Alabama by 2025
 - ▶ Creating career pathways in all 16 career clusters for in-school youth, out-of-school youth, adults, at-risk populations, and disconnected populations



Alabama Employment Data

- ▶ 57% of graduates of Alabama public universities remain in Alabama contributing to state economy and growth
- ▶ 51% of bachelor's degree recipients
- ▶ 65% Certificate earners
- ▶ 71% Associate Degree earners
- ▶ 47% of Masters Degree recipients
- ▶ 29% of Doctoral Degree (research) recipients
- ▶ 39% of Doctoral Degree (professional) recipients



▶ Among those who remain in Alabama were more largely in fields of engineering, computer & information sciences, and health professions

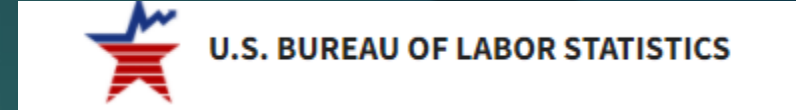
State of Alabama Employment by Field of Study

- ▶ Included in the highest Alabama employment rates after five years of graduation are the following fields of study:
 - ▶ Computer and information systems
 - ▶ Health professions
 - ▶ Information sciences and protective services





Huntsville Industry Supersectors 12-month change 2019



- ▶ Information +2.6%
- ▶ Professional and Business +60.4%
- ▶ Education and Health Services +21.4%



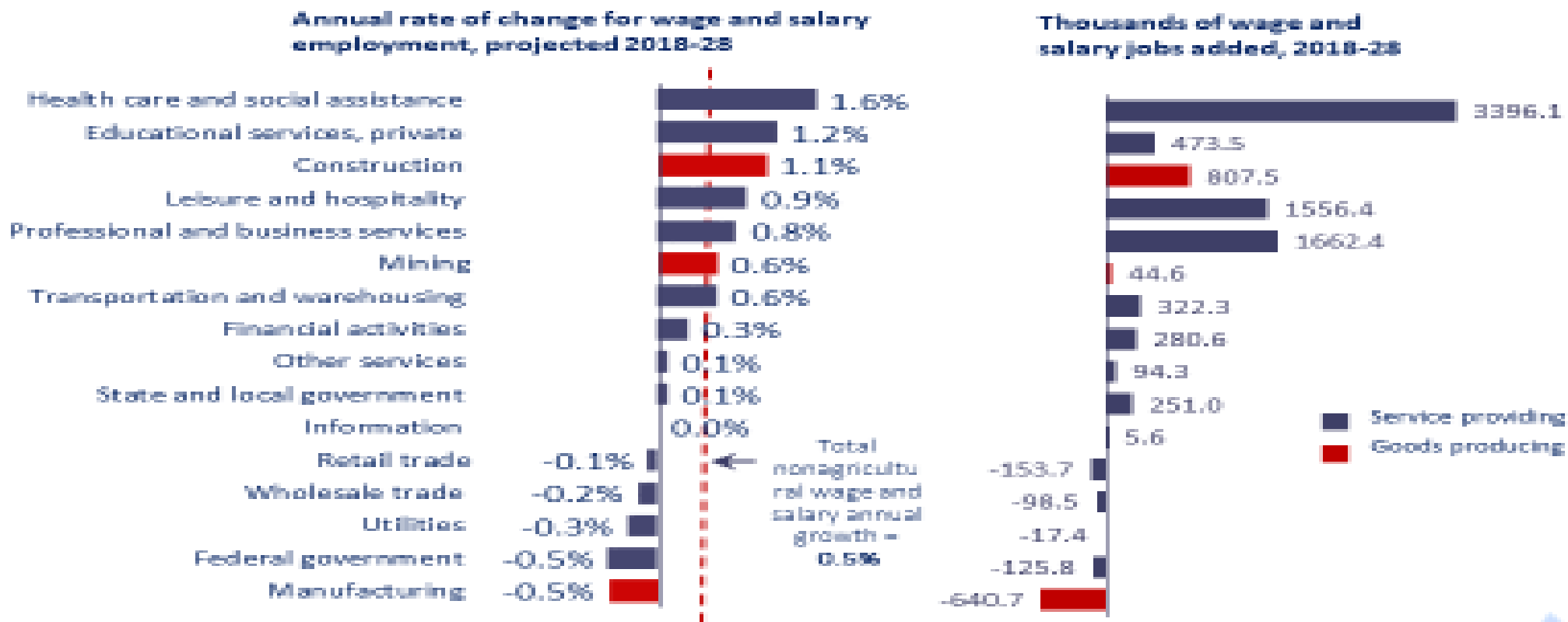
Healthcare Sector





Fastest Growing Industry

Health Care and Social Assistance is the Fastest Growing Industry



Healthcare Growth



Healthcare Occupational Groups are Projected to Grow Fastest

Percent employment growth, projected 2018-2028



(Continued on next slide)



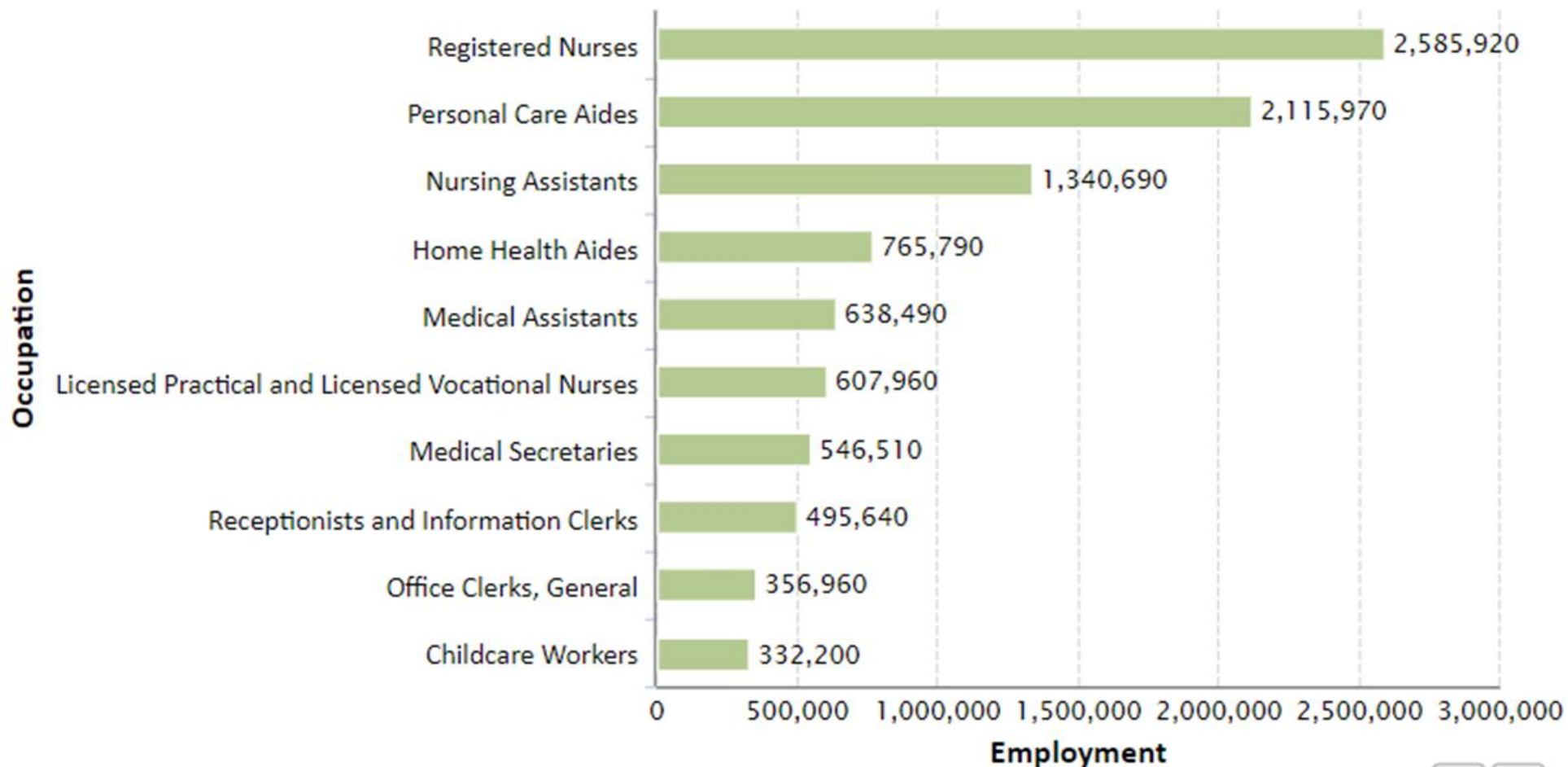


Largest Occupations-Health Care



U.S. BUREAU OF LABOR STATISTICS

Largest Occupations in Sector 62 - Health Care and Social Assistance, May 2018





Occupational Employment Statistics-Huntsville

Occupation code	Occupation title (click on the occupation title to view its profile)	Level	Employment	Employment RSE	Employment per 1,000 jobs	Location quotient	Median hourly wage	Mean hourly wage	Annual mean wage	Mean wage RSE
29-0000	Healthcare Practitioners and Technical Occupations	major	13,230	2.0%	58.476	0.98	\$26.77	\$35.03	\$72,860	3.0%
29-1021	Dentists, General	detail	190	25.8%	0.853	1.09	(8)	(8)	(8)	(8)
29-1031	Dietitians and Nutritionists	detail	70	15.2%	0.294	0.66	\$26.56	\$26.85	\$55,850	3.0%
29-1041	Optometrists	detail	30	42.6%	0.141	0.55	\$60.60	\$79.87	\$166,120	25.4%
29-1051	Pharmacists	detail	370	5.1%	1.641	0.77	\$61.89	\$59.68	\$124,140	2.7%
29-1061	Anesthesiologists	detail	(8)	(8)	(8)	(8)	(5)	(5)	(5)	20.1%
29-1062	Family and General Practitioners	detail	40	48.8%	0.164	0.21	\$72.38	\$74.48	\$154,910	14.6%
29-1067	Surgeons	detail	80	10.3%	0.356	1.50	(5)	\$129.02	\$268,360	16.4%
29-1069	Physicians and Surgeons, All Other	detail	560	5.4%	2.490	0.93	(5)	\$121.92	\$253,600	8.6%
29-1071	Physician Assistants	detail	70	26.1%	0.299	0.38	\$48.31	\$50.65	\$105,360	4.6%
29-1122	Occupational Therapists	detail	110	24.3%	0.484	0.55	\$39.54	\$39.31	\$81,770	3.5%
29-1123	Physical Therapists	detail	270	13.5%	1.191	0.75	\$41.46	\$43.22	\$89,890	3.3%
29-1124	Radiation Therapists	detail	(8)	(8)	(8)	(8)	\$36.82	\$52.27	\$108,720	12.9%
29-1126	Respiratory Therapists	detail	270	7.1%	1.197	1.34	\$26.50	\$26.73	\$55,600	3.7%
29-1127	Speech-Language Pathologists	detail	180	16.8%	0.782	0.77	\$28.53	\$31.40	\$65,320	6.5%
29-1131	Veterinarians	detail	(8)	(8)	(8)	(8)	\$44.33	\$52.12	\$108,420	22.6%
29-1141	Registered Nurses	detail	5,220	2.1%	23.083	1.13	\$27.26	\$27.48	\$57,170	1.8%
29-1151	Nurse Anesthetists	detail	270	11.9%	1.199	3.99	\$84.28	\$78.57	\$163,430	15.3%
29-1171	Nurse Practitioners	detail	460	8.5%	2.028	1.63	\$45.22	\$44.62	\$92,820	3.0%



Alabama's High Demand in Healthcare

Alabama Department of Labor

Labor Market Information Division

Region 1 2016-2026 Occupational Projections High Demand Healthcare Occupations

SOC	Occupation	2016	2026	Net Change	Percent Change	Ave Ann Growth	Ave Ann Openings	Location Quotient
29-1123	Physical Therapists	450	580	130	30.04	2.57	35	0.71
29-1141	Registered Nurses*	9,580	10,970	1,390	14.45	1.36	655	0.80
29-1171	Nurse Practitioners	600	790	190	31.61	2.79	55	0.89
31-1011	Home Health Aides*	1,450	1,940	490	34.09	2.95	240	1.07
31-2021	Physical Therapist Assistants*	450	610	160	34.14	3.09	80	0.95
31-9092	Medical Assistants*	1,630	2,030	400	24.80	2.22	230	0.91
31-9097	Phlebotomists*	510	630	120	23.87	2.14	70	0.88
29-2052	Pharmacy Technicians*	2,000	2,190	190	9.30	0.91	180	1.12
31-1014	Nursing Assistants*	5,110	5,480	370	7.18	0.70	625	0.88
31-9091	Dental Assistants*	790	880	90	12.18	1.08	100	0.92

*Listed on High Demand - Associate Degree and Under list.

Fast Growing Healthcare Occupations

SOC	Occupation	2016	2026	Net Change	Percent Change	Ave Ann Growth	Ave Ann Openings	Location Quotient
29-1071	Physician Assistants	140	190	50	35.21	3.10	15	0.81
29-1122	Occupational Therapists	180	230	50	32.95	2.48	15	0.64
29-1171	Nurse Practitioners	600	790	190	31.61	2.79	55	0.89
31-1011	Home Health Aides	1,450	1,940	490	34.09	2.95	240	1.07
31-2011	Occupational Therapy Assistants	120	170	50	35.25	3.54	20	0.99
31-2021	Physical Therapist Assistants	450	610	160	34.14	3.09	80	0.95

Data provided by the Alabama Department of Labor, Labor Market Information Division in cooperation with the Projections Managing Partnership, and the U.S. Bureau of Labor Statistics.

Totals in some occupational groups may not add due to exclusion of sub-groups and/or individual occupations with employment of less than 10 in the base (2016) and projected (2026) years or where publication of the occupation would violate confidentiality.

1. Employment is rounded to the nearest 10. 2. Average Annual Growth is compounded. 3. Openings are rounded to the nearest 5.

Note: Percent change is based on unrounded data.

National Demand for Nurses

Occupational Employment and Wages, May 2018

29-1141 Registered Nurses

Assess patient health problems and needs, develop and implement nursing care plans, and maintain medical records. Administer nursing care to ill, injured, convalescent, or disabled patients. May advise patients on health maintenance and disease prevention or provide case management. Licensing or registration required. Includes Clinical Nurse Specialists. Excludes "Nurse Anesthetists" (29-1151), "Nurse Midwives" (29-1161), and "Nurse Practitioners" (29-1171).

[National estimates for this occupation](#)

[Industry profile for this occupation](#)

[Geographic profile for this occupation](#)

National estimates for this occupation: [Top](#)

Employment estimate and mean wage estimates for this occupation:

Employment (1)	Employment RSE (3)	Mean hourly wage	Mean annual wage (2)	Wage RSE (3)
2,951,960	0.5 %	\$36.30	\$75,510	0.3 %



U.S. BUREAU OF LABOR STATISTICS

Percentile wage estimates for this occupation:

Percentile	10%	25%	50% (Median)	75%	90%
Hourly Wage	\$24.42	\$28.25	\$34.48	\$42.47	\$51.22
Annual Wage (2)	\$50,800	\$58,770	\$71,730	\$88,350	\$106,530

Industry profile for this occupation: [Top](#)

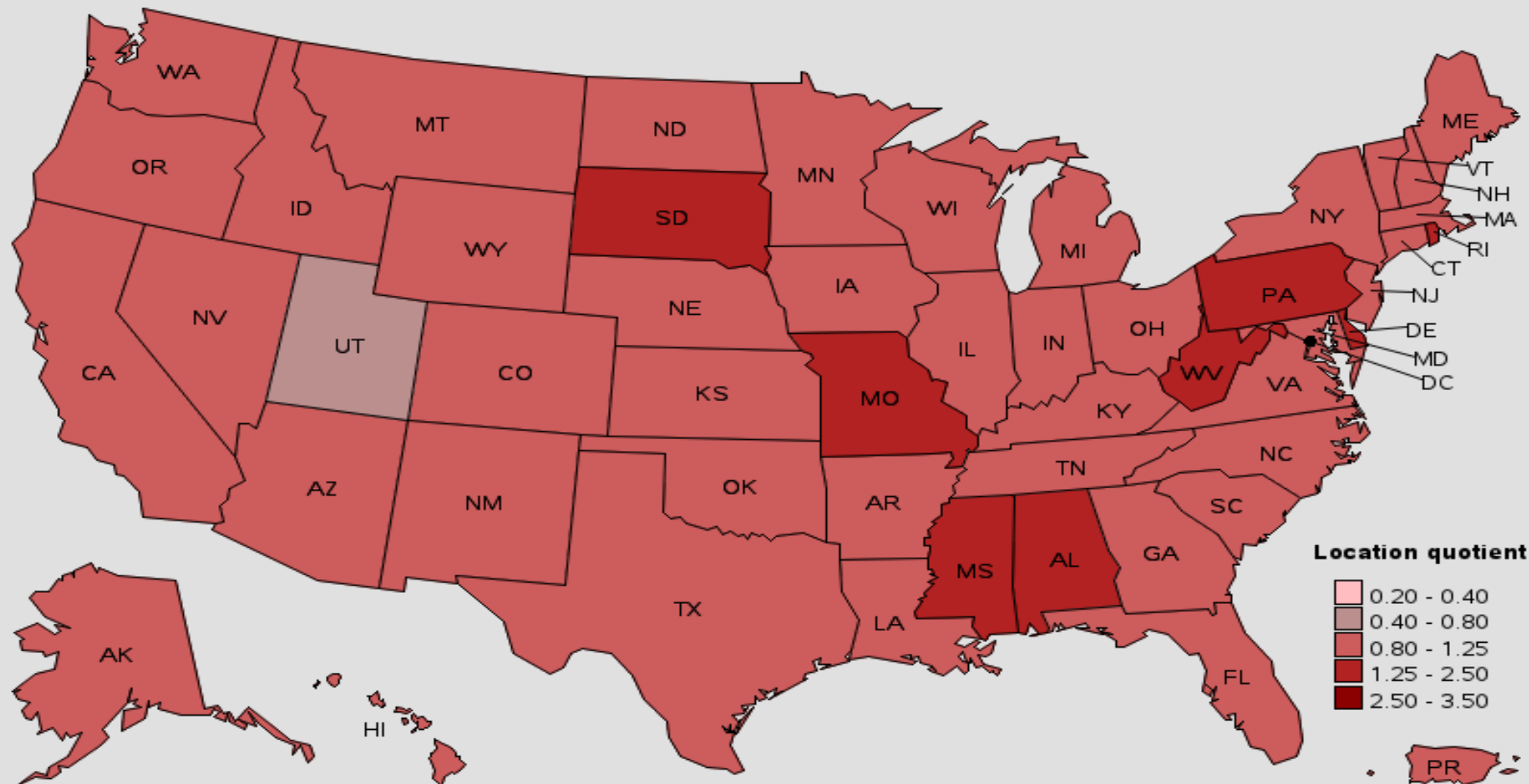
Industries with the highest published employment and wages for this occupation are provided. For a list of all industries with employment in this occupation, see the [Create Customized Tables](#) function.

Industries with the highest levels of employment in this occupation:

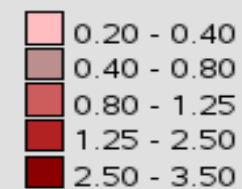
Industry	Employment (1)	Percent of industry employment	Hourly mean wage	Annual mean wage (2)
General Medical and Surgical Hospitals	1,698,700	30.62	\$37.37	\$77,730
Offices of Physicians	197,790	7.63	\$32.59	\$67,790
Home Health Care Services	181,180	12.50	\$34.54	\$71,850
Nursing Care Facilities (Skilled Nursing Facilities)	153,120	9.51	\$32.39	\$67,370
Outpatient Care Centers	141,830	15.38	\$38.09	\$79,230



Location quotient of registered nurses, by state, May 2018



Location quotient



Blank areas indicate data not available.

Safety Sector





Occupational Health & Safety Technicians

- ▶ Loss Control Manager (Insurance), Risk Manager, Safety Administrator, Safety Consultant, Safety Director, Safety Engineer, Safety Specialist, Safety Manager, Fire Safety Manger, Compliance Officer, Safety Coordinator Safety Inspector, Director of Safety and Wellness, Health and Safety Manager, Occupational Health Analyst, Environmental Protection Specialist, Field Safety Officer, Safety Manager, and other similar positions.

Wages & Employment Trends

Median wages (2019) \$24.79 hourly, \$51,550 annual

State wages

Local wages ZIP Code:

Employment (2018) 19,900 employees

Projected growth (2018-2028) ■■■ Faster than average (7% to 10%)

Projected job openings (2018-2028) 1,300

State trends

Top industries (2018) [Manufacturing](#)
[Government](#)



Other Considerations-Safety Occupations

- ▶ North Alabama is experiencing record growth and revitalization within its manufacturing sector, growth that is being fueled by both the construction of new manufacturing facilities that utilize state-of-the-art manufacturing and IT technologies and the re-tooling of existing facilities for this same purpose. Specifically, North Alabama has benefitted from capital investments of \$6.7B during the last 5 years, 14,000 new jobs, and record low unemployment. Furthermore, it is expected that future worker demand will outpace supply (Labor Market Analysis- North Alabama Region, Deloitte, 2019).
- ▶ Athens State University is strategically located to serve such industries as the new Mazda/Toyota production facility in Limestone County and its Tier 1 suppliers, Carpenter Technologies, BoCar Industries, ULA, Polaris, GE Aviation, GE Appliances, and many others. Our online courses will provide students in the region, as well as around the country with the opportunity to enroll in this program.



Other Considerations- Safety Occupations

- ▶ The U.S. Bureau of Labor Statistics (BLS) reported projections for an individual with a Bachelor's degree holding the title of "Occupational Health and Safety Specialist," would expect to earn an average of \$73,020 annually and that from 2018 to 2028 the job segment will increase from 98,000 positions to 104,000.
- ▶ The BLS reports the labor market demand and wages for Safety/Compliance Manager is expected to grow from 1,080,000 to 1,171,300 jobs nationally over the next decade with an annual median wage of \$107,480.
- ▶ Likewise, with entry level positions, employment trends for safety technician will rise 7-10% from 20,000 to 21,300 jobs with an annual salary of \$50,780. In Alabama, the labor market demand for Safety Managers is expected to grow by 6% from 5,180 to 5,470 jobs in the next 10 years.



Security Sector





Information Security Specialists

15-1122.00 - Information Security Analysts

Plan, implement, upgrade, or monitor security measures for the protection of computer networks and information. May ensure appropriate security controls are in place that will safeguard digital files and vital electronic infrastructure. May respond to computer security breaches and viruses.

Sample of reported job titles: Data Security Administrator, Information Security Officer, Information Security Specialist, Information Systems Security Analyst, Information Systems Security Officer (ISSO), Information Technology Security Analyst (IT Security Analyst), Information Technology Specialist, Network Security Analyst, Security Analyst, Systems Analyst

Wages & Employment Trends

Median wages (2019) \$47.95 hourly, \$99,730 annual

State wages

Local wages ZIP Code:

Employment (2018) 112,300 employees

Projected growth (2018-2028) ■■■■ Much faster than average (11% or higher)

Projected job openings (2018-2028) 12,800

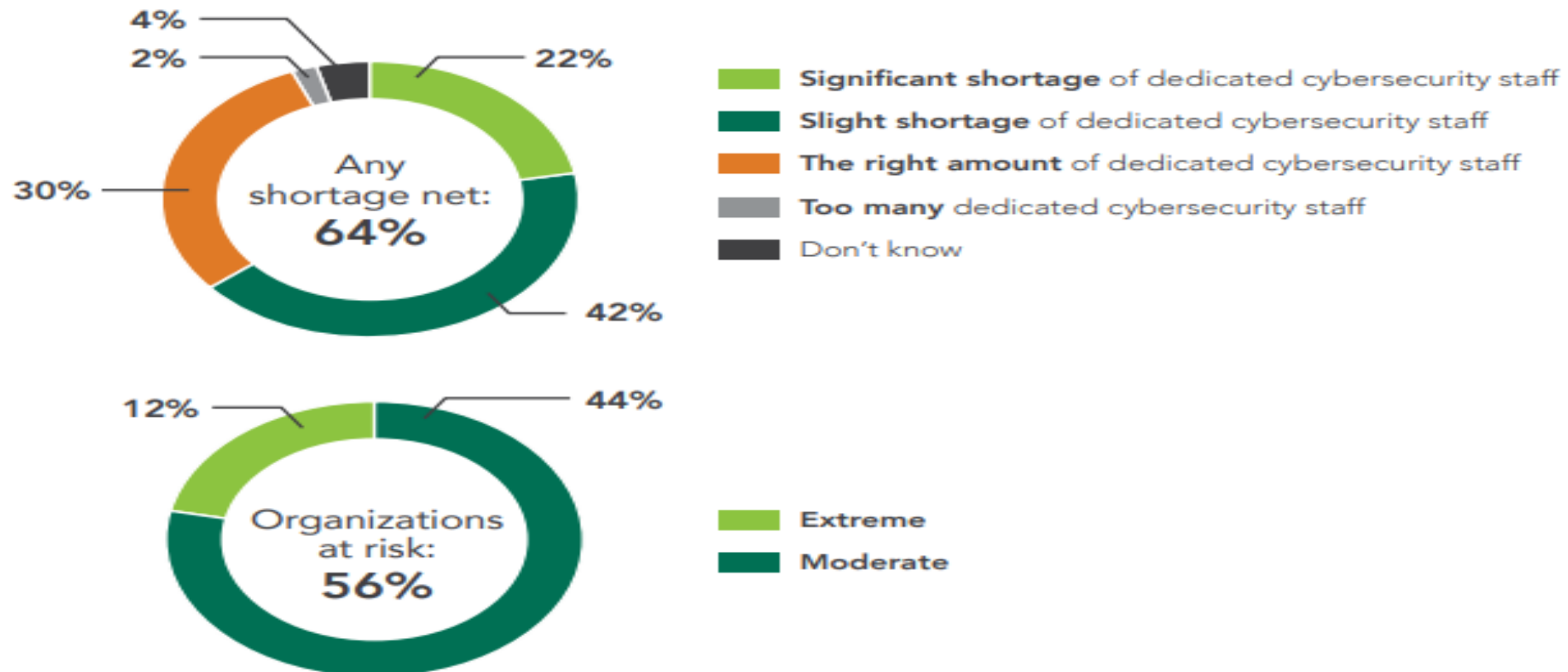
State trends

Top industries (2018) [Professional, Scientific, and Technical Services](#)
[Finance and Insurance](#)

Other Considerations Security Occupations

Cybersecurity Staffing Levels and Security Risks

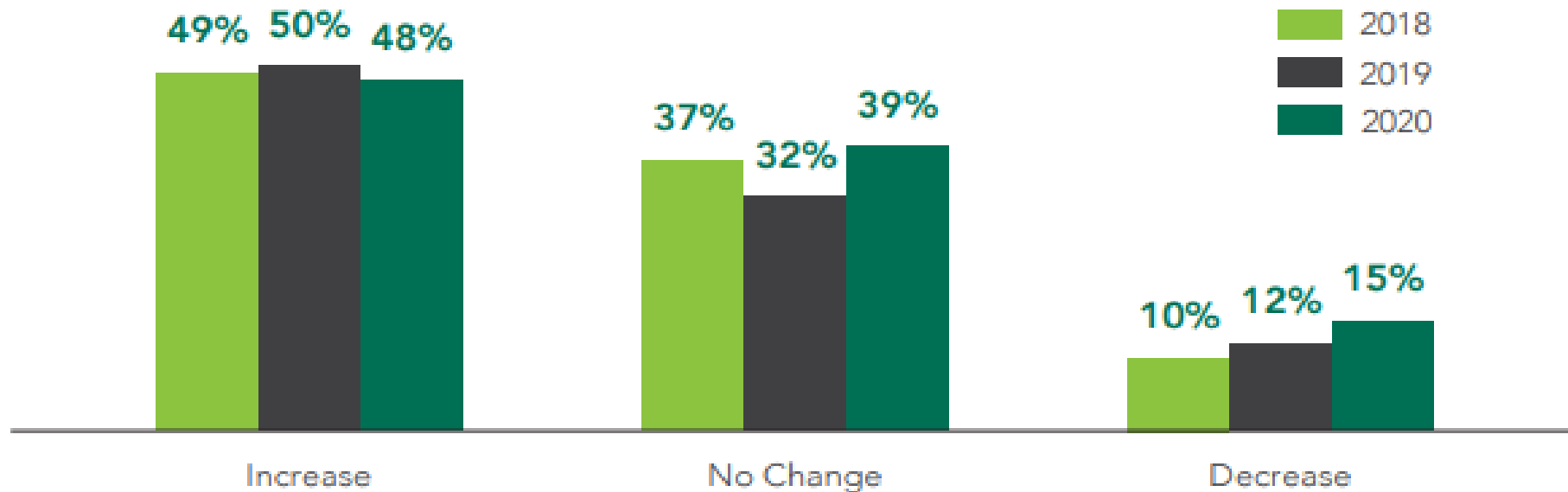
Cybersecurity professionals report staff shortages at their own organizations, and security risks that spring directly from those shortages.



Other Considerations Security Occupations

Expected Change in Cybersecurity Staffing Levels

Despite COVID-19 and economic pressures, organizations' plans to increase cybersecurity staffing over the next 12 months remain consistent with previous years.





Other Considerations in Security Occupations

Skill	5-year Projected Growth	Postings Oct. 2019-Sept. 2020	Salary Premium
Application Development Security	164%	29,635	\$12,266
Cloud Security	115%	19,477	\$15,025
Risk Management	60%	57,967	\$13,379
Threat Intelligence	41%	60,039	\$9,609
Incident Response	37%	23,497	\$5,683
Compliance and Controls	36%	54,770	\$12,423
Data Privacy and Security	36%	88,527	\$5,256
Security Strategy and Governance	20%	82,952	\$7,735
Health Information Security	20%	413,687	\$738

Other Considerations in Security Occupations

Global Cybersecurity Workforce and Gap Estimates

The current cybersecurity workforce estimate is shown for each of the countries below, with the size of the workforce gap indicated in parentheses.





Current & Immediate Future Program Offerings



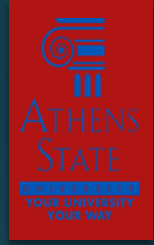


Current Athens State Programs: Health

Majors:

- ▶ B.S. Health Science
- ▶ B.S. Health Science-Health Care Administration Option
- ▶ B.S. Health Care Management
- ▶ B.S. Biology-Bioinformatics
- ▶ B.S. Health & Wellness Management

- ▶ Planned for Fall Launch (with ACHE approval) 2021:
 - ▶ M.S. Strategic Healthcare Management & Administration
 - ▶ B.S. Nursing (RN to BSN)



Current Athens State Programs: Health

Minors:

- ▶ Health Care Management
- ▶ Gerontology
- ▶ Health Fitness



Current Athens State Programs: Safety

Majors:

- ▶ B.S. Occupational Health & Safety Management (new in 2020-2021)
- ▶ B.S. Public Safety and Health Administration

Minors:

- ▶ Homeland Security & Administration
- ▶ Public Safety and Health Administration



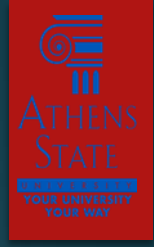
Current Athens State Programs: Security

Majors:

- ▶ B.S. Criminal Justice
- ▶ B.S. Criminal Justice-Juvenile Justice Studies
- ▶ B.S. Computer Science (name change to Software and Systems)
- ▶ B.S. Information Technology-Can choose one of three concentrations: Information Technology, Computer Networking, or Health Information Technology.
- ▶ B.S. Management of Cybersecurity Operations

Programs Planned for Fall Launch (with ACHE approval) 2021:

- ▶ B.S. Homeland & Corporate Security
- ▶ Concentrations in: 1) Intelligent Systems, 2) Artificial Intelligence



Current Athens State Programs: Security

Minors:

- ▶ Forensic Accounting
- ▶ Information Systems Management
- ▶ Management of Cybersecurity Operations
- ▶ Forensics and Investigation Minor
- ▶ Forensic Psychology
- ▶ Homeland Security and Administration Minor
- ▶ Information Technology

Certificate

- ▶ Cyber Security Operations

Badge

- ▶ Forensic Accounting

Health & Security Summits: What we Learned....



External Advisory and Focus Groups Health Care Summit (November 2019)



- ▶ **Employment Trends:** growth in all allied health areas, physician assistants, certified nursing practitioner, nursing case managers, mental health (especially rural areas), counseling, paramedic and EMT, health IT, health support, physical therapy, home health care, social services.
- ▶ **Credentials and Skills:** BSN, nurses trained in specialties (mental health, counseling), project management, people skills/interpersonal skills, communication, teamwork, ability to see larger context of people and experiences, critical thinking, leadership.
- ▶ **Athens Programs:** need for “authentic situations” for students (internships, field experience, apprenticeships), certifications, partnerships/pathways with CC’s, promoting relevant skills.



External Advisory and Focus Groups: Homeland & Corporate Security Summit (November 2020)

- ▶ **Employment Trends:** Cybersecurity is the most important and rapidly expanding area of security, in both public and private sectors, and Corporate Security is undergoing massive changes as a result of increasing use of technology; emerging areas of employment include threat system management and law enforcement, and agencies will be hiring more civilian employees in security.
- ▶ **Credentials and Skills:** Cyber, forensic, and data analysis; preparation for various certification tests; significant and long-term internships to gain real-world experience and direct experience working with security tools—internships will give students an advantage in the job market; training in personal, physical, and digital security (especially for corporate security professionals); counter-terrorism related to domestic terror threats and criminal threats related to drugs and human trafficking; knowledge of ideologies that underlie domestic and international terrorism, to understand the ideological and cultural mindset; surveillance training—the tools, including Unmanned Aerial Vehicle training, which will become more important for private sector.
- ▶ **Athens Programs:** new program in Homeland and Corporate Security; addressing significant areas of security studies; internships and project-based learning integrated into program; partnerships with agencies and companies to work together for mutual benefit, including a standing advisory board.



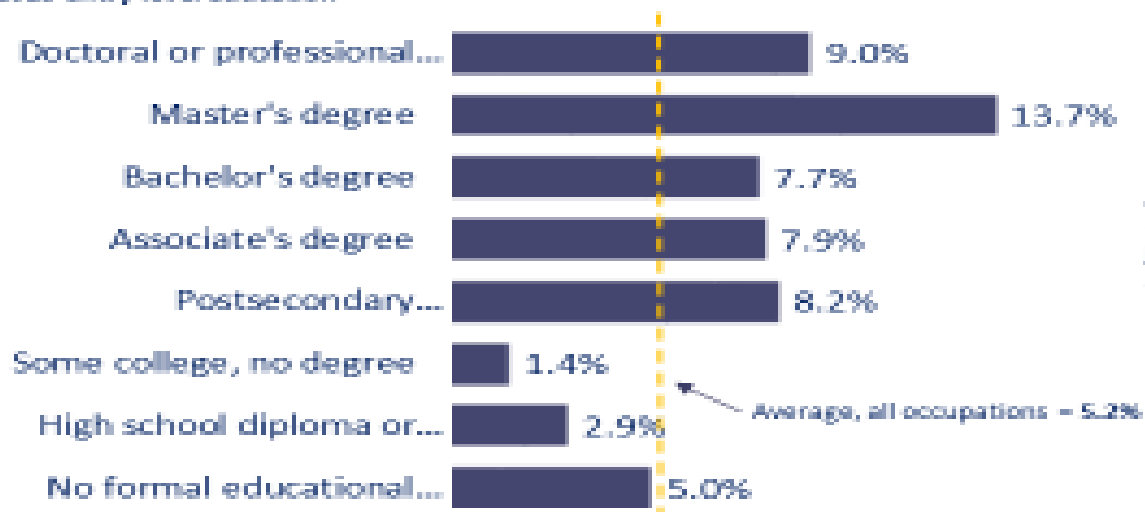
Other Considerations in Our Plan & Path Forward to Consider....

KEY POINTS

Occupations & Projected Growth

Occupations that Need More Education for Entry are Projected to Grow Faster*

Projected 2018-28 growth rate in occupational employment by typical 2018 entry-level education



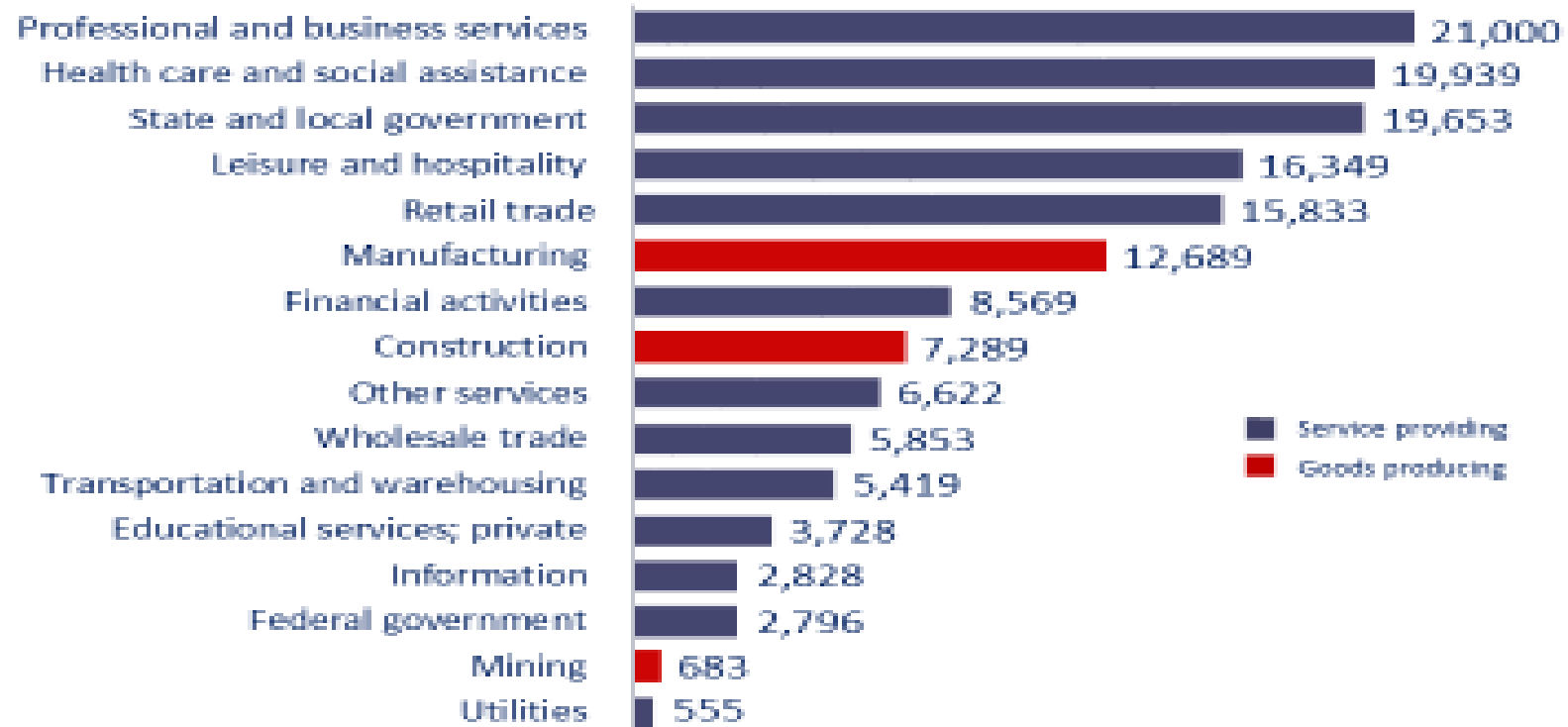
*The occupational growth rates shown in this chart include projected growth in all jobs from 2018-2028, not just entry level jobs. Entry level education reflects 2018 requirements—BLS does not project education requirements.

Service Industries-Growth



Service-Providing Industries Have Most Employment

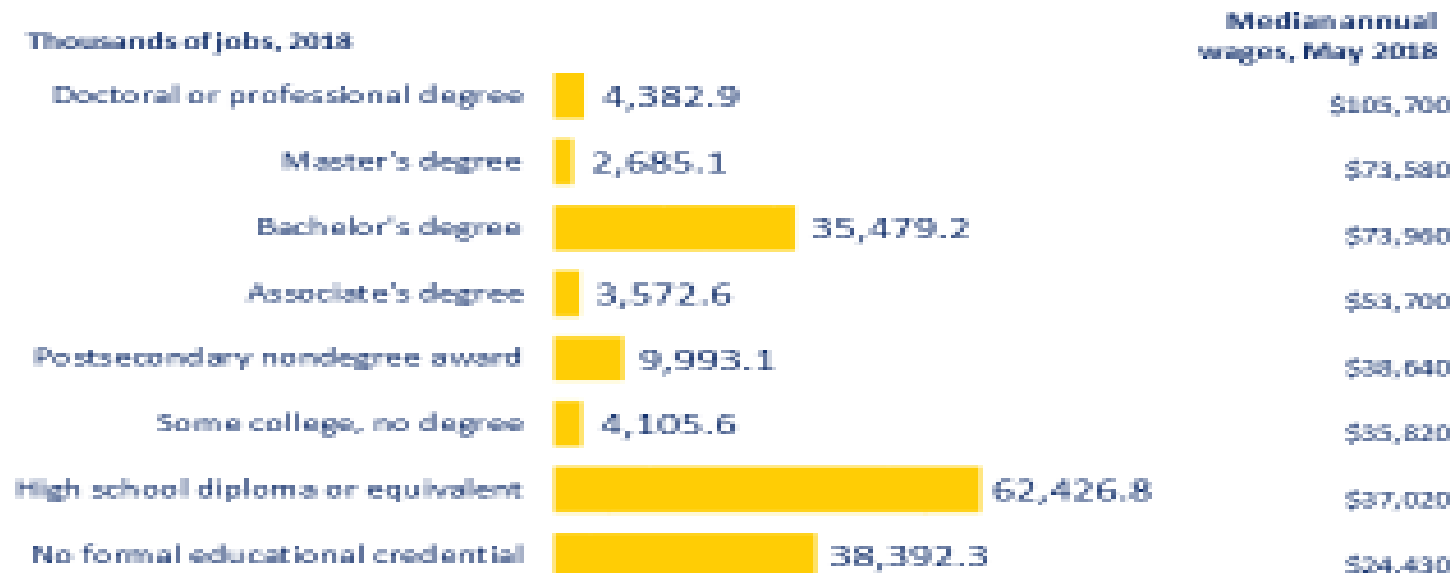
Thousands of wage and salary jobs, 2018



Relationship of Education & Pay



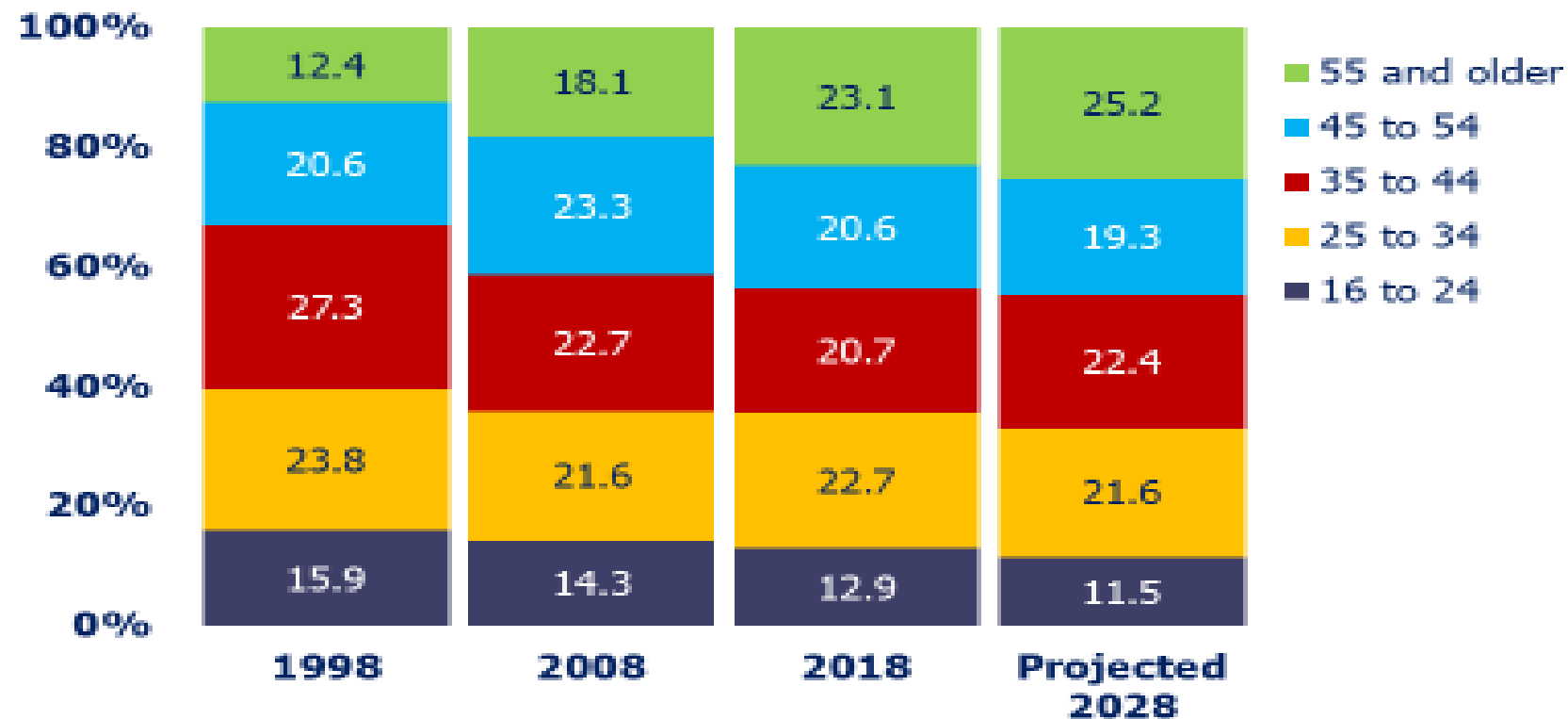
Education and Training Pay



Other Special Considerations...

The Labor Force is Aging

Percent distribution of the labor force





Determination of Future and Next Steps-Small Group Working Session

What are Athens State University's Needed Next Steps with Health Care, Safety, and Security Programming and Initiatives?

Identify the Five P's:

- ▶ Products/Programming (topics, audiences)
- ▶ Place (where and modalities)
- ▶ Promotion (advertising)
- ▶ Price (estimation of cost, fixed and variable)
- ▶ People (Faculty, Staff, External stakeholders/resources)

Plenary Feedback



Alabama Department of Labor

Labor Market Information Division

**Region 1 Help Wanted Online 2019 YTD
Healthcare Most Requested Skills/Certifications**

Hard Skills
Critical Care
Geriatrics
Pediatrics
Emergency Room
Electronic Medical Records
English Speaker
Quality Assurance
Drug Testing
Medical-Surgical Nursing
Microsoft Office
Medicaid
Asset Protection
Hemodialysis
Quality Control
Ambulances
Mathematics
Care Plans
Medical Information
Behavioral Health
Utilization Review

Soft Skills
Oral and Written Communication
Integrity
Team-Oriented, Teamwork
Quality Improvement
Clinical Experience
Dependability
Problem Solving
Organizational Skills
Detail Oriented
Work Independently
Marketing
Coaching
Management Skills
Decision Making
Time Management
Creativity
Basic Computer Skills
Inventory Management
Patient Care
Critical Thinking

Certification
Basic Life Support
Certified Registered Nurse
Certification in Cardiopulmonary Resuscitation
Advanced Cardiac Life Support
Licensed Practical Nurse
Driver's License
Hospice and Palliative Care
Continuing Education
Pediatric Advanced Life Support
Physical Therapist Certification
Occupational Safety & Health Administration Certification
Emergency Medical Technician
Board Certified
Basic Cardiac Life Support
Pharmacy Technician
Licensed Vocational Nurse
Certified Rehabilitation Registered Nurse
Health Insurance Portability and Accountability Act - HIPPA
Certified in Long Term Care
Security Clearance

Source: Alabama Department of Labor, Labor Market Information Division; Help Wanted Online from The Conference Board and WANTED Technologies. HWOL data current as of Oct. 29, 2019. Year-to-date total includes January 2019 through July 2019.