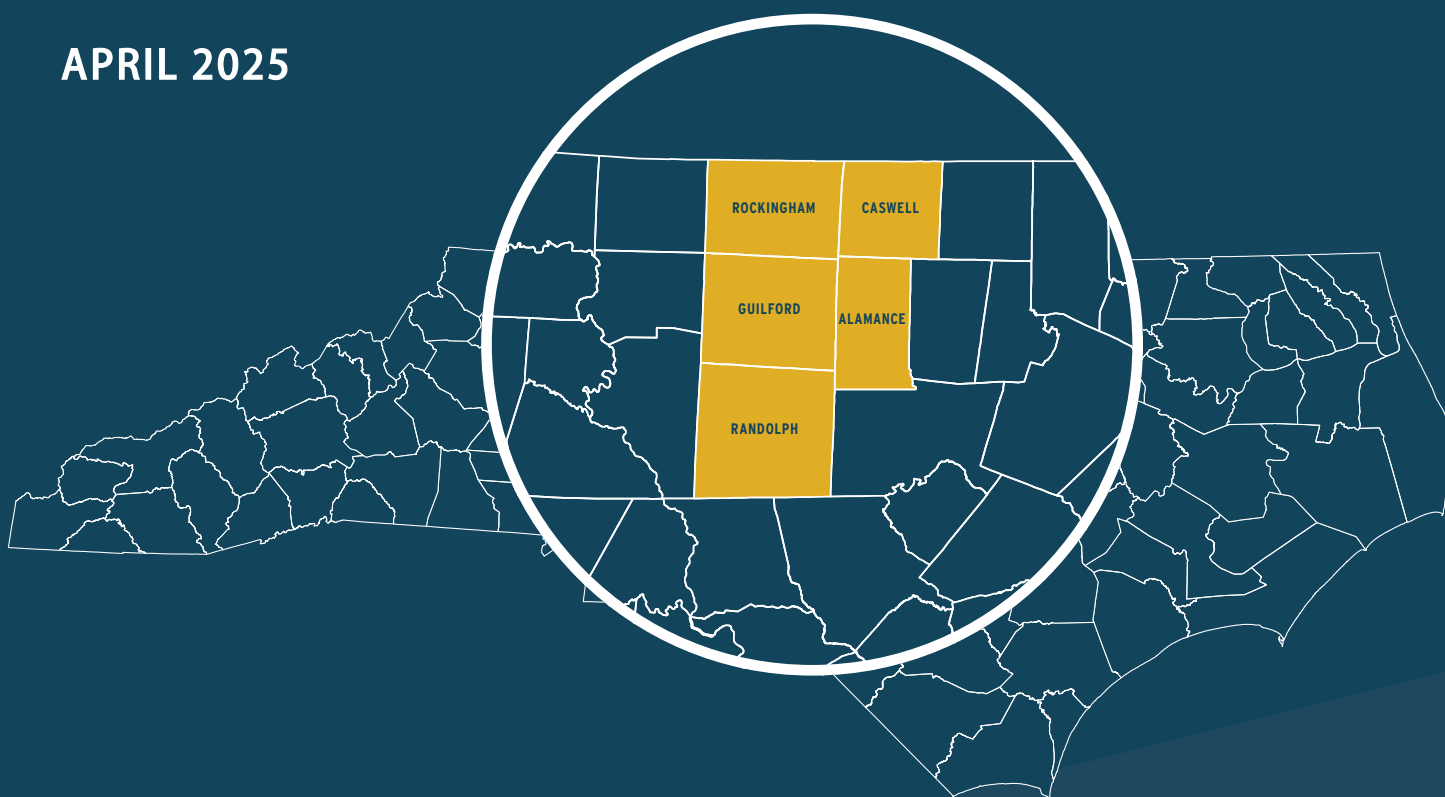# North Carolina Community College System

2025 Greensboro Region Labor Market Analysis Report

APRIL 2025

Greensboro Region Counties
Alamance · Caswell · Guilford · Randolph · Rockingham

NC Community Colleges serving the Greensboro Region
Alamance CC · Guilford TCC · Piedmont CC · Randolph CC · Rockingham CC

Introduction

This report is designed to help stakeholders understand the current and future labor market within their region. It is also a tool for North Carolina community colleges as they consider programmatic changes that align with the labor market and identify potential opportunities for programmatic collaboration with other colleges in the region. This report specifically provides regional insights into:

- Recent trends associated with overall employment at the region and county levels

- Current regional diversity of industry sectors and occupational groups

- Projected regional changes across industry sectors and occupational groups

- Regional projections for annual openings in occupations requiring or preferring a community college education and their associated earnings

- Annual count of regional community college completers by program and their associated earnings

- Comparison of occupational openings and community college completers by PropelNC Workforce Sector

- Recent economic development activity

Region

North Carolina's 100 counties are organized into eight multi-county economic regions called Prosperity Zones, which are further divided into sixteen Sub Prosperity Zones. The Greensboro region is one of two subzones of the Piedmont-Triad region, encompassing the following counties: Alamance, Caswell, Guilford, Rockingham, and Randolph.
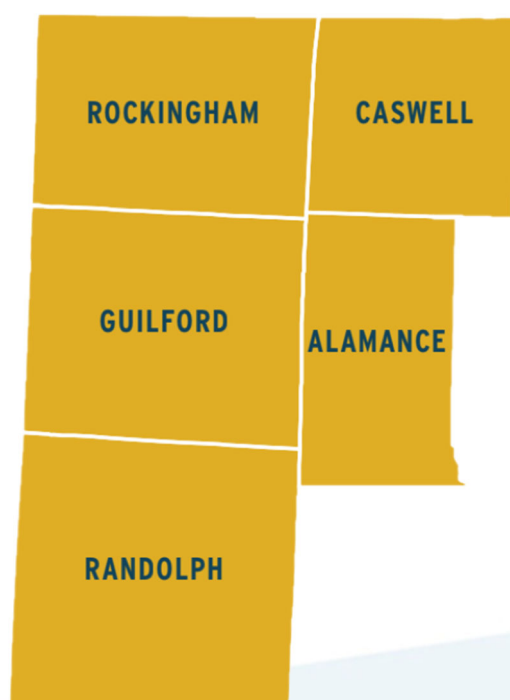
Highlights

Employment (Pages 4-5)

- The region grew employment by 1.8% between 2018-2023, resulting in 423,616 workers in 2023.

- 2 of 5 counties in the region saw growth in employment across the 6-year period.

- The regional unemployment rate was 3.8% in 2023, above the statewide rate (3.5%).

- All counties showed a net decrease in unemployment rates across the 6-year period. In 2023, unemployment rates ranged from 3.4%-4.0%.

Existing Industry Sectors and Occupational Groups (Pages 6-7)

- In 2022, the four largest industry sectors in the region were Manufacturing, Health Care and Social Assistance, Retail Trade, and Accommodation and Food Services.

- In 2022, the four largest occupational groups in the region were Office and Administrative Support, Transportation and Material Moving, Sales and Related, and Production.

Labor Supply and Demand (Page 8)

- During the COVID-19 pandemic, there was an oversupply of job seekers relative to job openings. In every year since (through 2023), job openings have outpaced labor.

- In 2023, Architecture and Engineering Occupations and Healthcare Support Occupations had significantly more jobs than job seekers (ratio: 0.2), whereas Life, Physical, and Social Science Occupations had about twice as many job seekers as available jobs (ratio: 2.3).

Employment Projections (Pages 9-10)

- The region is projected to add nearly 24,000 jobs between 2022 and 2032. The Accommodation and Food Services sector will experience the largest growth (+5,405 jobs), and the Arts, Entertainment, and Recreation sector will have the largest percentage growth (24.4%).

- Across the 10-year period, the Food Preparation and Serving Related Occupations group will experience the largest growth (+4,761 jobs), and the largest percentage growth (12.8%).

Focused Occupational Projections and Current Earnings

- Between 2022 and 2032, it is projected that Home Health and Personal Care Aides and Heavy and Tractor-Trailer Truck Drivers will be the two occupations with the highest number of annual openings in the region.

- Within the region, median annual earnings among the top twenty-five occupations range from $28,613 (Teaching Assistants, Except Postsecondary) to $84,899 (Registered Nurses).

Community College Completers and Earnings

- In the 2023-2024 academic year, the Nursing Assistant/Aide and Patient Care Assistant/Aide and Emergency Medical Technology/Technician (EMT Paramedic) pathways produced the most completers (552 and 306, respectively).

- The Registered Nursing/Registered Nurse completers had the highest average median salary ($79,618).

PropelNC Workforce Sector Occupation Projections and Community College Completers

- Using projections for 2032, the PropelNC-aligned workforce sectors with the largest number of openings in the region were Trades and Transportation (42.5%) and Business and Management (18.6%).

- In comparison, based on completions in the 2023-2024 academic year, the PropelNC-aligned workforce sectors with the largest number of completers included Trades and Transportation (17.9%) and Healthcare II (15.6%).

Economic Development Projects

- Between 2019 and 2024, 177 economic development projects were reported across the region, adding a total of 17,829 jobs and $18.7 billion in capital investment.

- Across the six-year period, the Automotive sector saw the largest growth in jobs (5,844 new positions) and the greatest investment ($14.0 billion).

- The announced projects included 40 foreign direct investments from 14 different countries, including Japan (10 projects), Belgium (5 projects), and Germany (5 projects).

Appendix

- Technical Documentation

- Detailed Data Tables

- Acknowledgements

Employment

Employment Trends

Data from the Quarterly Census of Employment and Wages shows that the Greensboro region experienced a 1.8% increase in employment between 2018 and 2023, resulting in 423,616 workers in 2023. After reducing the workforce by nearly 22,000 individuals during the COVID-19 pandemic, the region steadily recovered and experienced a net gain in employment of around 7,500 individuals since 2018. Compared to state trends, Greensboro lost a higher percentage of its workforce during the pandemic (-3.9% statewide compared to -5.2% regionally) and recovered at a slower rate (4.2% growth statewide in 2021-2022 compared to 1.9% regionally). Figure 1 compares statewide and regional employment from 2018 to 2023.

Figure 1. Statewide and regional employment statistics from 2018-2023.
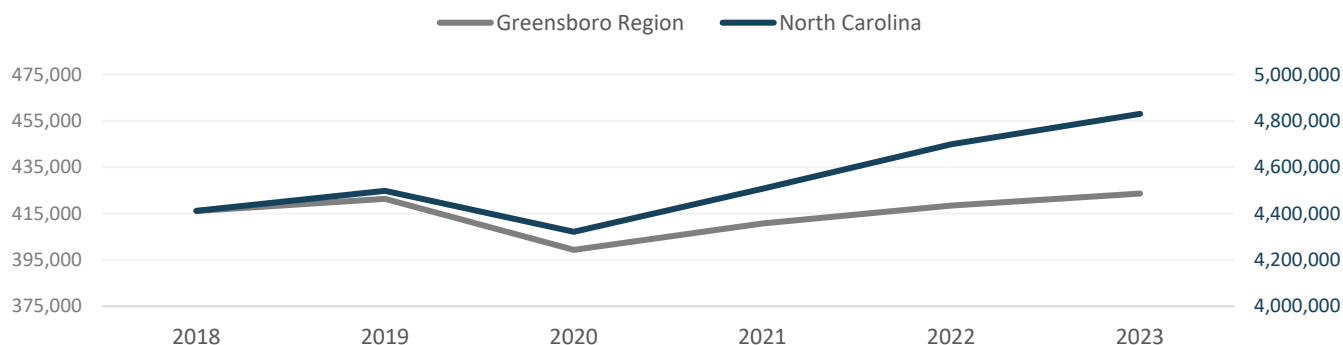
Employment by County

Counties in the Greensboro region show different trends in employment across 2018-2023. Three of the five counties experienced a reduction in workforce during the 6-year period, including Caswell, Randolph, and Rockingham. While employment in Randolph and Rockingham grew following the pandemic, the workforce in Caswell County continued to decline year-over-year (-0.7% in 2021, -0.4% in 2022). However, the county experienced heavy growth in 2023 (5.1%), resulting in a net loss of only 3.3%. The net gains in the regional workforce were driven by increases in employment in Alamance and Guilford counties. Alamance showed the greatest percentage gains, netting over 5,300 workers between 2018 and 2023 (8.8%). Meanwhile, Guilford County, with the largest workforce in the region, added around 5,200 workers (a 1.8% increase). Table 1 provides a breakdown of statewide, regional, and county-level employment across the period.

Table 1. Statewide, regional, and county-level employment statistics from 2018-2023.

	2018	2019	2020	2021	2022	2023	Net Change
North Carolina	4,411,261	4,497,459	4,321,018	4,506,954	4,698,369	4,830,066	9.5%
Greensboro	416,046	421,335	399,342	410,689	418,447	423,616	1.8%
Alamance	61,167	62,515	59,769	62,305	63,523	66553	8.8%
Caswell	3,019	2,972	2,808	2,787	2,777	2919	-3.3%
Guilford	281,881	285,602	270,641	278,588	284,390	287072	1.8%
Randolph	44,879	45,200	42,547	43,131	43,524	42455	-5.4%
Rockingham	25,100	25,046	23,577	23,878	24,233	24617	-1.9%

Unemployment Rate Trends

Unemployment data, obtained from the Local Area Unemployment Statistics, suggests that the rate of unemployment in the Greensboro region hovered around 4.1% in 2018 and 2019, consistent with statewide averages. Unsurprisingly, unemployment rates hit a record high across the period in 2020, reaching 7.9%. Since then, unemployment rates have declined rapidly, reaching pre-pandemic levels by 2022 (4.0%) and resulting in a net change in unemployment rate of just -0.3% between 2018 to 2023. Compared to statewide trends, the Greensboro region saw greater unemployment during the COVID-19 pandemic, and as of 2023 has slightly higher unemployment rates (3.8% versus 3.5% statewide). Figure 2 compares statewide and regional unemployment rates from 2018 to 2023.

Figure 2. Statewide and regional unemployment statistics from 2018-2023.
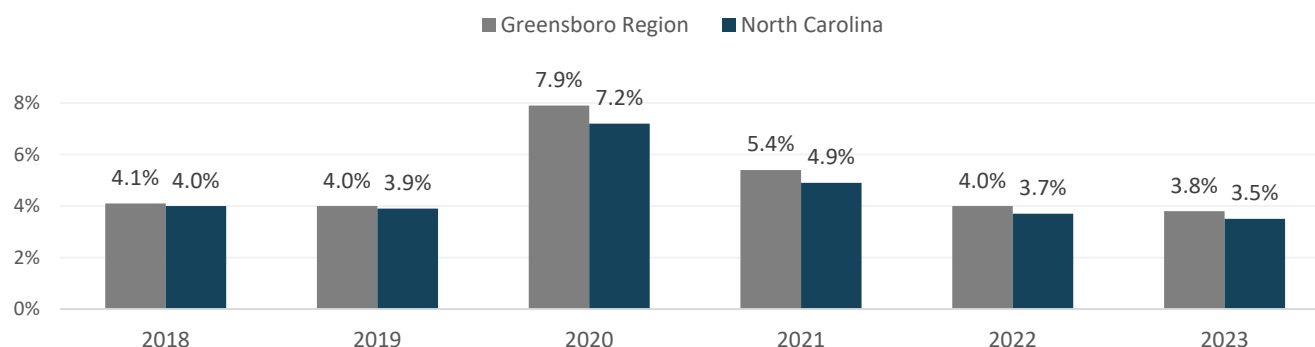
Unemployment Rate by County

All five counties within the Greensboro region (i.e., Alamance, Caswell, Guilford, Randolph, and Rockingham) show unemployment rates within 0.4% of the regional employment rate in 2023. Based on six years of data from 2018-2023, Alamance and Randolph tend to have slightly lower unemployment rates than the regional average, Caswell and Rockingham tend to have slightly higher unemployment rates than the regional average, and Guilford tends to be very similar to the regional average (which is unsurprising given that, based on the volume of jobs, it drives the unemployment rates for the region). Guildford rates of unemployment also tend to fluctuate more than the other counties in the region. For example, unemployment rates increased by 4.3% during the pandemic (the second highest county was Rockingham, which increased by 3.8%), and decreased by 2.7% and 1.6% in 2021 and 2022, respectively. However, across all counties, Caswell shows the greatest six-year change, reducing unemployment rates by 0.9% between 2018-2023 (4.5% to 3.6%). Table 2 displays statewide, regional, and county-level unemployment rates from 2018-2023.

Table 2. Statewide, regional, and county-level unemployment statistics from 2018-2023.

	2018	2019	2020	2021	2022	2023
North Carolina	4.0%	3.9%	7.2%	4.9%	3.7%	3.5%
Greensboro	4.1%	4.0%	7.9%	5.4%	4.0%	3.8%
Alamance	3.8%	3.8%	7.1%	4.9%	3.7%	3.4%
Caswell	4.5%	4.4%	7.6%	5.4%	4.1%	3.6%
Guilford	4.2%	4.1%	8.4%	5.7%	4.1%	3.9%
Randolph	3.8%	3.8%	7.2%	4.8%	3.7%	3.6%
Rockingham	4.6%	4.4%	8.2%	5.6%	4.2%	4.0%

Existing Industry Sectors and Occupational Groups

Industry Sectors

In 2022, three industries – Retail Trade, Health Care and Social Assistance, and Manufacturing – each accounted for over 10% of jobs in the Greensboro region (a combined 165,133 out of 454,042 jobs in the area). An additional five industry sectors each boasted between 6-8% of the total job count, including Transportation and Warehousing (26,087 jobs), Self Employed and Unpaid Family Workers (27,242 jobs), Administrative and Support and Waste Management and Remediation Services (31,803 jobs), Educational Services (32,496 jobs), and Accommodation and Food Services (38,506 jobs). Collectively, these eight industries account for over 70% of positions in the Greensboro region in 2022. In contrast, two sectors – Mining, Quarrying, and Oil and Gas Extraction and Utilities – had less than 1,000 jobs and accounted for less than 0.3% of the total job market. Other sectors – for example, Information, Finance and Insurance, and Government – accounted for between 1% (roughly 4,000 jobs) and 5% (roughly 23,000 jobs) of the market. Figure 3 shows the statewide and regional distribution of the workforce in each industry sector.

Figure 3. Statewide and regional distribution of industry sectors in 2022.
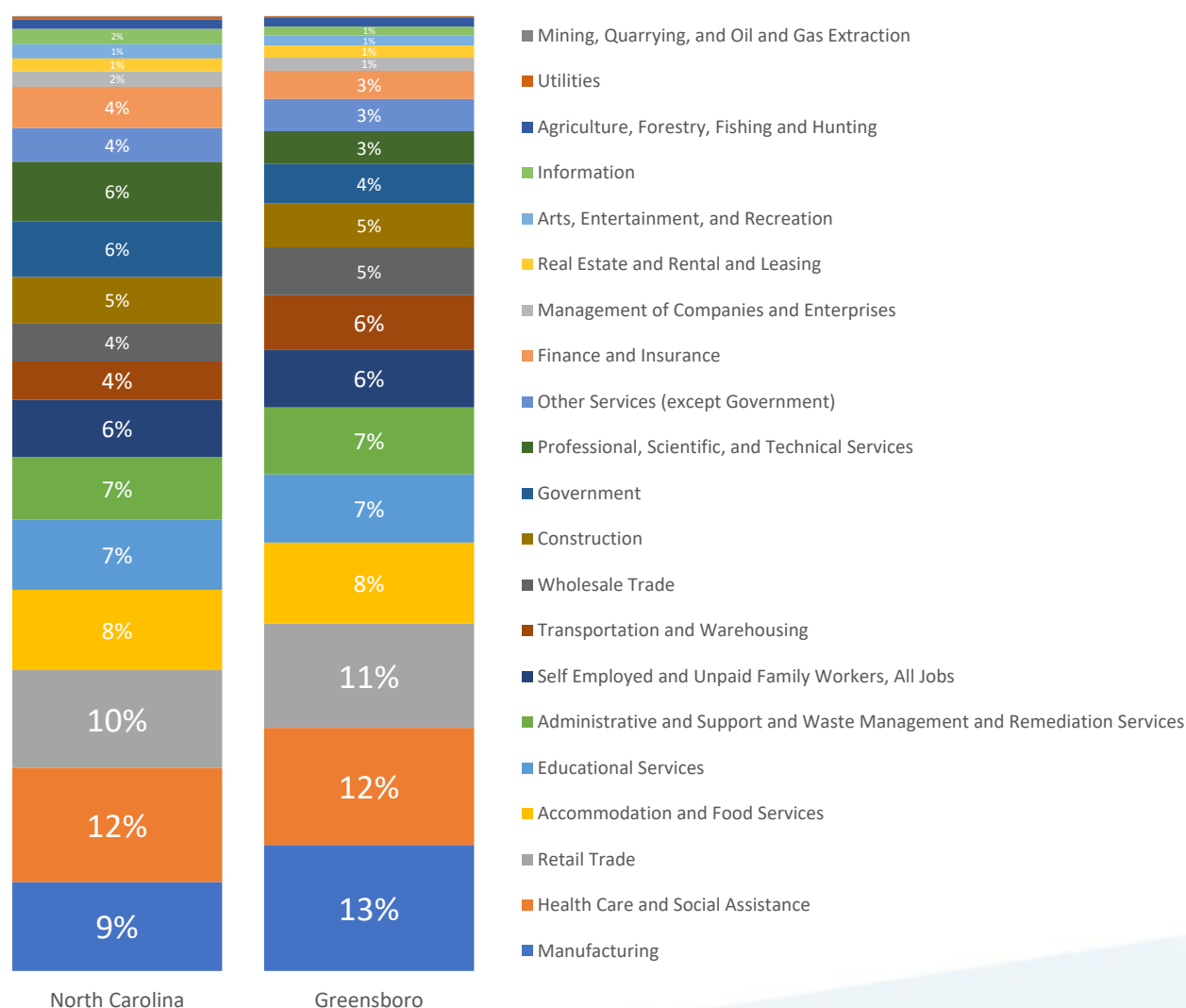
Occupational Groups

The occupational landscape consists of twenty-two occupational groups, the smallest of which (Legal Occupations) was estimated to contain 1,946 positions in 2022, and the largest of which (Office and Administrative Support Occupations) was estimated to have 54,437 positions in 2022 in the Greensboro region, representing between 0.4% and 12.0% of the total workforce in this area. Other smaller occupational groups include Life, Physical, and Social Science Occupations (2,094 jobs), Farming, Fishing, and Forestry Occupations (2,964 jobs), and Arts, Design, Entertainment, Sports, and Media Occupations (5,488 jobs). In total, twelve occupational groups have less than 20,000 jobs, each representing 4% or less of the total workforce. In contrast, in addition to Office and Administrative Support Occupations, three occupational groups had more than 40,000 positions in Greensboro in 2022 – Production Occupations (around 44,000 jobs), Sales and Related Occupations (around 47,000 jobs), and Transportation and Material Moving Occupations (53,000 jobs). Each of these groups comprised around 10% of the total workforce. Figure 4 shows the statewide and regional distribution of the workforce in each occupational group.

Figure 4. Statewide and regional distribution of occupational groups in 2022.
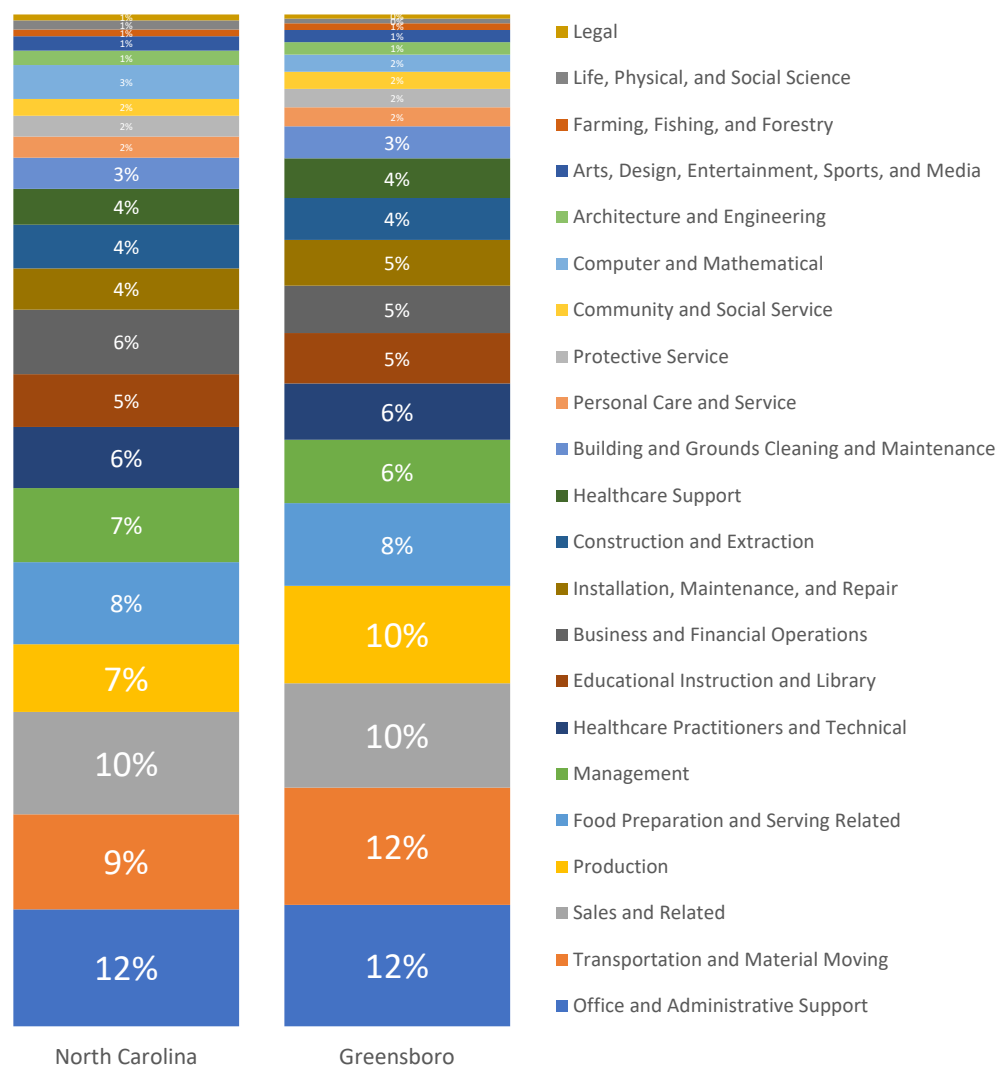
Labor Supply and Demand

Occupational Trends – State Level

Data from the NC Department of Commerce compares the amount of labor supply (the number of persons looking for a job) to labor demand (the number of job openings) at a statewide level. In 2020, this ratio was positive, indicating an oversupply of job seekers relative to job openings. In 2021, the ratio was 1.0, indicating equal supply and demand, whereas in the years since, job openings have outpaced labor. Figure 5 shows statewide average rates of jobseekers to job openings from 2020 to 2023.

Figure 5. Statewide average rate of jobseekers per job opening from 2020-2023.
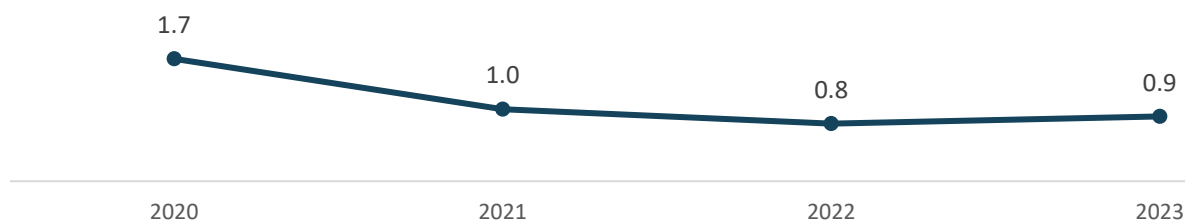
The trend of decreasing ratios generally holds true across all occupational groups (Table 3). As of 2023, Architecture and Engineering Occupations and Healthcare Support Occupations have the lowest ratios (0.2), indicating that there are approximately five jobs for every job seeker in these fields. In contrast, Life, Physical, and Social Science Occupations (2.3), Arts, Design, Entertainment, Sports, and Media Occupations (1.9), and Construction and Extraction Occupations (1.9) have the highest ratios, indicating that there are about twice as many jobseekers as there are available jobs.

Table 3. Statewide average rate of jobseekers per job opening by occupational group from 2020-2023.
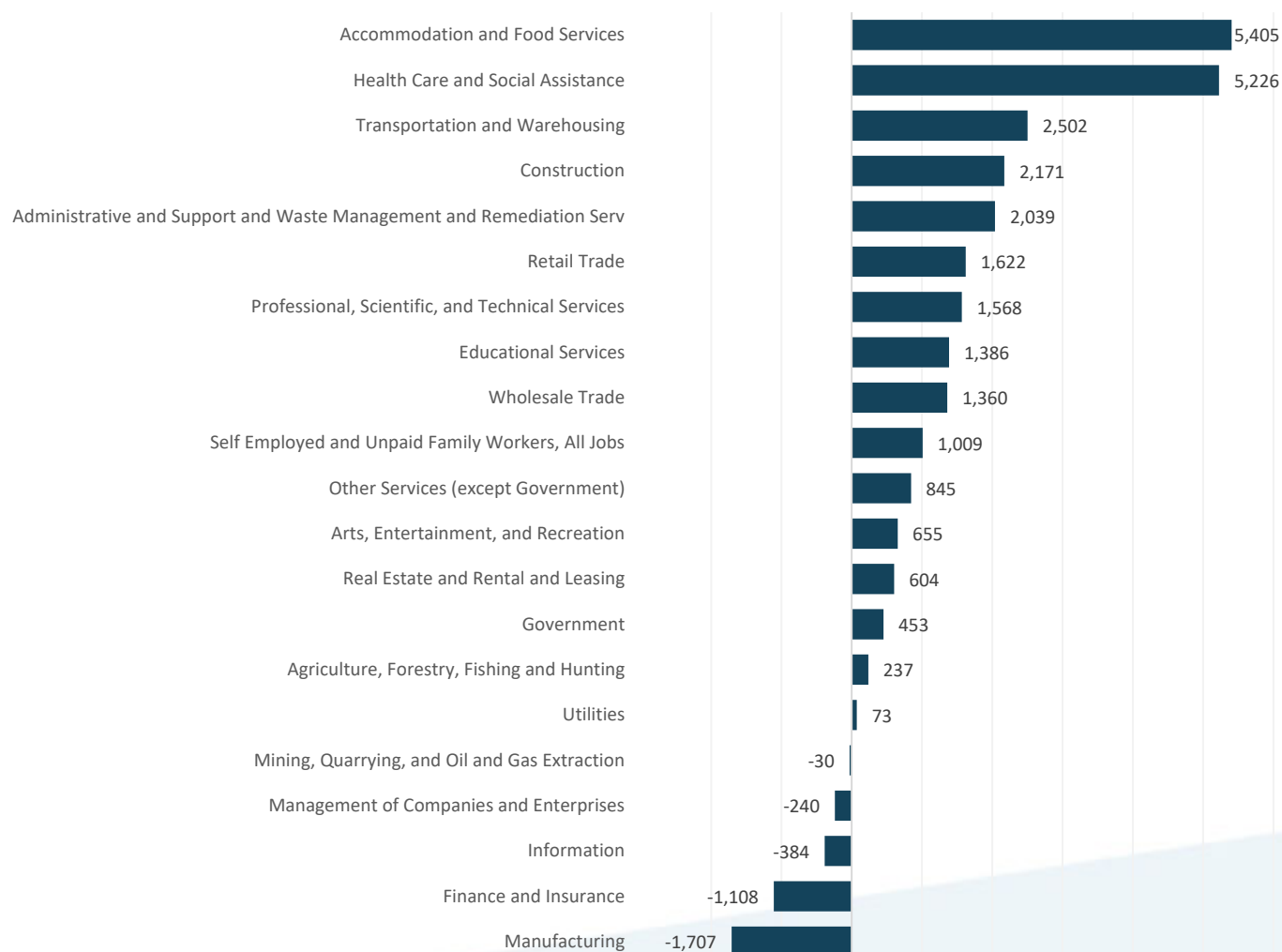
Occupational Group	2020	2021	2022	2023
Architecture and Engineering	1.0	0.4	0.4	0.2
Healthcare Support	0.6	0.8	0.4	0.2
Installation, Maintenance, and Repair	0.9	0.3	0.4	0.3
Business and Financial Operations	1.2	0.9	0.5	0.5
Healthcare Practitioners and Technical	1.0	0.7	0.7	0.5
Community and Social Service	1.9	1.9	0.8	0.7
Food Preparation and Serving Related	1.2	0.5	0.5	0.7
Transportation and Material Moving	2.2	0.8	0.8	0.9
Building and Grounds Cleaning and Maintenance	1.5	1.6	1.5	1.0
Legal	1.2	0.3	0.8	1.0
Office and Administrative Support	1.2	1.0	0.8	1.0
Protective Service	1.3	0.8	0.5	1.0
Educational Instruction and Library	2.8	2.6	1.6	1.1
Production	2.3	1.1	0.8	1.1
Computer and Mathematical	1.7	1.2	1.3	1.2
Management	2.7	1.3	0.9	1.2
Personal Care and Service	3.6	1.8	1.2	1.2
Arts, Design, Entertainment, Sports, and Media	3.1	3.2	2.0	1.9
Construction and Extraction	3.5	2.5	2.2	1.9
Sales and Related	2.5	1.3	1.5	1.9
Life, Physical, and Social Science	2.1	2.6	1.2	2.3
Total (average across all occupational groups)	**1.7**	**1.0**	**0.8**	**0.9**

Employment Projections

Industry Projections

Based on the latest projections, the Greensboro region is expected to add nearly 24,000 jobs between 2022 and 2032. Accommodation and Food Services is projected to be the fastest-growing industry by number of jobs in the region, adding over 5,400 positions across the ten-year period (a 14.0% increase). Similar in magnitude, the Health Care and Social Assistance sector is projected to add around 5,200 positions (a 9.4% increase), growing to over 60,000 positions in the Greensboro region by 2032. Several other large sectors are also projected to grow by 10.0% or more, including Construction (+2,171 jobs), and Professional, Scientific, and Technical Services (+1,568 jobs). Similarly, while they represent a small number of total added jobs, Arts, Entertainment, and Recreation (+655 jobs) and Real Estate and Rental and Leasing (+604 jobs) are expected to grow by 10.0% or more. In contrast, while most industry sectors are expected to grow in the Greensboro region between 2022 and 2032, five are expected to lose jobs. Namely, Mining, Quarrying, and Oil and Gas Extraction (-30 jobs), Management of Companies and Enterprises (-240 jobs), Information (-384 jobs), Finance and Insurance (-1,108 jobs), and Manufacturing (-1,707 jobs) are expected to decrease positions by 2.9% to 19.6%. Figure 6 shows the projected net growth across the ten-year period for each industry sector.

Figure 6. Regional projections for net growth of industry sectors from 2022 to 2032.

Industry Sector	Net Growth
Accommodation and Food Services	5,405
Health Care and Social Assistance	5,226
Transportation and Warehousing	2,502
Construction	2,171
Administrative and Support and Waste Management and Remediation Serv	2,039
Retail Trade	1,622
Professional, Scientific, and Technical Services	1,568
Educational Services	1,386
Wholesale Trade	1,360
Self Employed and Unpaid Family Workers, All Jobs	1,009
Other Services (except Government)	845
Arts, Entertainment, and Recreation	655
Real Estate and Rental and Leasing	604
Government	453
Agriculture, Forestry, Fishing and Hunting	237
Utilities	73
Mining, Quarrying, and Oil and Gas Extraction	-30
Management of Companies and Enterprises	-240
Information	-384
Finance and Insurance	-1,108
Manufacturing	-1,707

Occupational Group Projections

Occupational employment is divided among twenty-two occupational groups, twelve of which are expected to change by less than 1,000 positions in the Greensboro region between 2022 and 2032. Given the small share of the occupational group, this still represents a 9.5% net increase for Personal Care and Service Occupations (+807 jobs) and Architecture and Engineering Occupations (+530 jobs). Across all groups, Office and Administrative Support Occupations (-1,868 jobs) and Production Occupations (-995 jobs) are the only groups projected to lose positions, but Farming, Fishing, and Forestry Occupations and Legal Occupations are expected to gain fewer than 100. Meanwhile, three groups are expected to gain over 2,000 positions (namely, Healthcare Practitioners and Technical Occupations, Healthcare Support Occupations, and Management Occupations), while two groups are expected to gain over 4,500 positions (Transportation and Material Moving Occupations (+4,644 jobs) and Food Preparation and Serving Related Occupations (+4,761 jobs). These five occupational groups represent 60% of the net growth in expected jobs (16,045 out of 26,549 added positions). Figure 7 shows the projected net growth across the ten-year period for each occupational group.

Figure 7. Regional projections for net growth of occupational groups from 2022 to 2032.

Occupational Group	Net Growth
Food Preparation and Serving Related	4,761
Transportation and Material Moving	4,644
Healthcare Practitioners and Technical	2,400
Healthcare Support	2,179
Management	2,061
Construction and Extraction	1,881
Installation, Maintenance, and Repair	1,803
Educational Instruction and Library	1,295
Business and Financial Operations	1,132
Building and Grounds Cleaning and Maintenance	939
Personal Care and Service	807
Community and Social Service	627
Architecture and Engineering	530
Computer and Mathematical	409
Protective Service	348
Arts, Design, Entertainment, Sports, and Media	263
Life, Physical, and Social Science	160
Sales and Related	131
Farming, Fishing, and Forestry	90
Legal	89
Production	-995
Office and Administrative Support	-1,868

Focused Occupational Projections

Occupational Projections

Specific occupational projections are considered to provide a more granular look at which jobs are expected to have the most openings between 2022 and 2032 based on an annual average of the NC Department of Commerce employment projections. Based on an internal analysis of program alignment, occupations either minimally requiring or preferring a community college credential were included in the analysis.

In Greensboro, the twenty-five occupations with the highest average annual openings range from Dental Assistants (175) to Home Health and Personal Care Aides (1,100). In total, these occupations account for 10,477 projected annual openings. Other occupations with a high number of annual openings include Heavy and Tractor-Trailer Truck Drivers (951), Miscellaneous Assemblers and Fabricators (831), Nursing Assistants (813), and First-Line Supervisors of Food Preparation and Serving Workers (674). Meanwhile, occupations toward the lower end of the top twenty-five include School Bus Drivers; Welders, Cutters, Solderers, and Brazers; Preschool Teachers; and Industrial Machinery Mechanics.

Current Earnings

In Greensboro, median annual earnings among the top twenty-five occupations range from $28,613 (Teaching Assistants, Except Postsecondary) to $84,899 (Registered Nurses). Nine of the top twenty-five have annual median earnings under $40,000, while five have annual median earnings between $40,001 and $50,000. Other occupations with lower annual median earnings include Home Health and Personal Care Aides, Childcare Workers, Preschool Teachers, and Nursing Assistants. Meanwhile, occupations with the highest annual earnings include Human Resource Specialists ($65,651), First-Line Supervisors of Construction Trades and Extraction Workers ($66,917), and Accountants and Auditors ($80,508).

Table 4 includes occupation titles, median earnings, and average annual openings for 25 Standard Occupation Code (SOC) titles with the largest number of annual openings. Two additional tables are available in the Appendices – one that details the 50 SOC occupation titles with the largest number of annual openings that require or prefer either a minimum of a high school credential or a community college credential (Table 8), and one that details the 50 SOC occupation titles with the largest number of annual openings that require a minimum of a Bachelor's degree (Table 9).

Table 4. Regional summary of the top 25 SOC occupation titles with the highest number of average annual openings.

Occupation Title	Median Earnings	Annual Openings
Home Health and Personal Care Aides	$29,241	1,100
Heavy and Tractor-Trailer Truck Drivers	$52,941	951
Miscellaneous Assemblers and Fabricators	$39,340	831
Nursing Assistants	$38,093	813
First-Line Supervisors of Food Preparation and Serving Workers	$38,465	674
Light Truck Drivers	$39,318	581
Bookkeeping, Accounting, and Auditing Clerks	$46,774	505
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	$43,688	505
Registered Nurses	$84,899	457
Maintenance and Repair Workers, General	$46,702	450
Teaching Assistants, Except Postsecondary	$28,613	298
Medical Assistants	$45,351	289
First-Line Supervisors of Production and Operating Workers	$65,512	278
Electricians	$53,339	276
Childcare Workers	$30,235	275
Accountants and Auditors	$80,508	273
Farmers, Ranchers, and Other Agricultural Managers	*	246
First-Line Supervisors of Construction Trades and Extraction Workers	$66,917	238
Human Resources Specialists	$65,651	237
Automotive Service Technicians and Mechanics	$50,566	232
Bus Drivers, School	$38,112	232
Welders, Cutters, Solderers, and Brazers	$51,242	195
Preschool Teachers, Except Special Education	$33,009	184
Industrial Machinery Mechanics	$59,380	182
Dental Assistants	$52,630	175

*Represents a cell with insufficient data to calculate median.

Community College Completers and Earnings

This section summarizes the top 25 Classification of Instructional Programs (CIP) codes with the highest number of completers in the region. "Completers" is defined as the unduplicated student count of Curriculum students successfully completing (i.e., graduating with) an AAS, Diploma, Certificate, or workforce continuing education students with 144+ hours of coursework aligned with workplace entry. It should be noted that the completion count is based on student county of residence, regardless of which college they are enrolled in. One important exclusion that results from this methodology is that those in the military with county residencies outside the state are not included in the completion counts.

Estimated median earnings are based on the earnings in the third year after exit of community college graduates who earned either an AAS, Diploma, or Certificate. For this report, exiters from 2016-17 through 2019-20 are included. Those with any post-secondary enrollment after exit are not included. Earnings are based on the highest quarterly wage record within a year projected out to an annual estimate.

In the Greensboro region, the top 25 CIPs ranged from 39 completers to 552 completers. Six pathways produced more than 200 completers; these include Nursing Assistant/Aide and Patient Care Assistant/Aide; Emergency Medical Technology/Technician (EMT Paramedic); Business Administration and Management; Information Technology; Commercial and Advertising Art; and Criminal Justice/Police Science. Table 5 (below) includes instructional program description, estimated median earnings, and completers for the 25 CIPs with the largest number of completers.

Table 5. Regional summary of the top 25 Classification of Instructional Programs (CIPs) with the highest number of completers (2023-24).

Instructional Program Description	Estimated Median Salary	Completers
Nursing Assistant/Aide and Patient Care Assistant/Aide	$36,880	552
Emergency Medical Technology/Technician (EMT Paramedic)	$54,286	306
Business Administration and Management, General	$46,572	266
Information Technology	$49,492	225
Commercial and Advertising Art	$37,978	218
Criminal Justice/Police Science	$55,024	213
Truck and Bus Driver/Commercial Vehicle Operator and Instructor	$57,548	194
Medical Office Management/Administration	$37,352	192
Registered Nursing/Registered Nurse	$79,618	184
Early Childhood Education and Teaching	$35,504	164
Welding Technology/Welder	$50,776	159
Cosmetology/Cosmetologist, General	$29,520	154
Accounting and Finance	$44,520	105
Automobile/Automotive Mechanics Technology/Technician	$47,936	104
Criminal Justice/Safety Studies	$44,204	104
Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Tech	$55,506	102
Fire Prevention and Safety Technology/Technician	$69,336	78
Massage Therapy/Therapeutic Massage	$37,342	75
Medical/Clinical Assistant	$38,220	63
Culinary Arts/Chef Training	$31,504	55
Electrician	$63,960	53
Dental Assisting/Assistant	$40,534	52
Licensed Practical/Vocational Nurse Training	$57,150	52
Airframe Mechanics and Aircraft Maintenance Technology/Technician	$58,864	50
Industrial Production Technologies/Technicians, Other	*	39

*Represents a cell with insufficient data to calculate median.

PropelNC Workforce Sector Occupation Projections and Community College Completers

Occupations where a community college credential is either required or identified as employer preferred were categorized into PropelNC-related workforce sectors. Similarly, this categorization was applied to programs and coursework associated with community college completers. Please note that some PropelNC workforce sectors were either combined or split for reporting purposes. Like the state, the largest share of PropelNC occupations in the Greensboro region were in Trades and Transportation (42.5%). This was followed by Business and Management (18.6%), Healthcare II (15.4%), Personal Services (10.2%), and Healthcare I (6.0%). As for community college completers, the largest share of PropelNC completers in the Greensboro region was also Trades and Transportation (17.9%). This was followed by Healthcare II (15.6%), Public Safety and First Responders (15.3%), Business and Management (13.9%), and Personal Services (11.8%). Figure 8 shows the statewide and regional distribution projected annual openings and 2023-24 community college completers by PropelNC workforce sector.

Figure 8. Statewide and regional distribution projected annual openings and 2023-24 community college completers by PropelNC workforce sector.
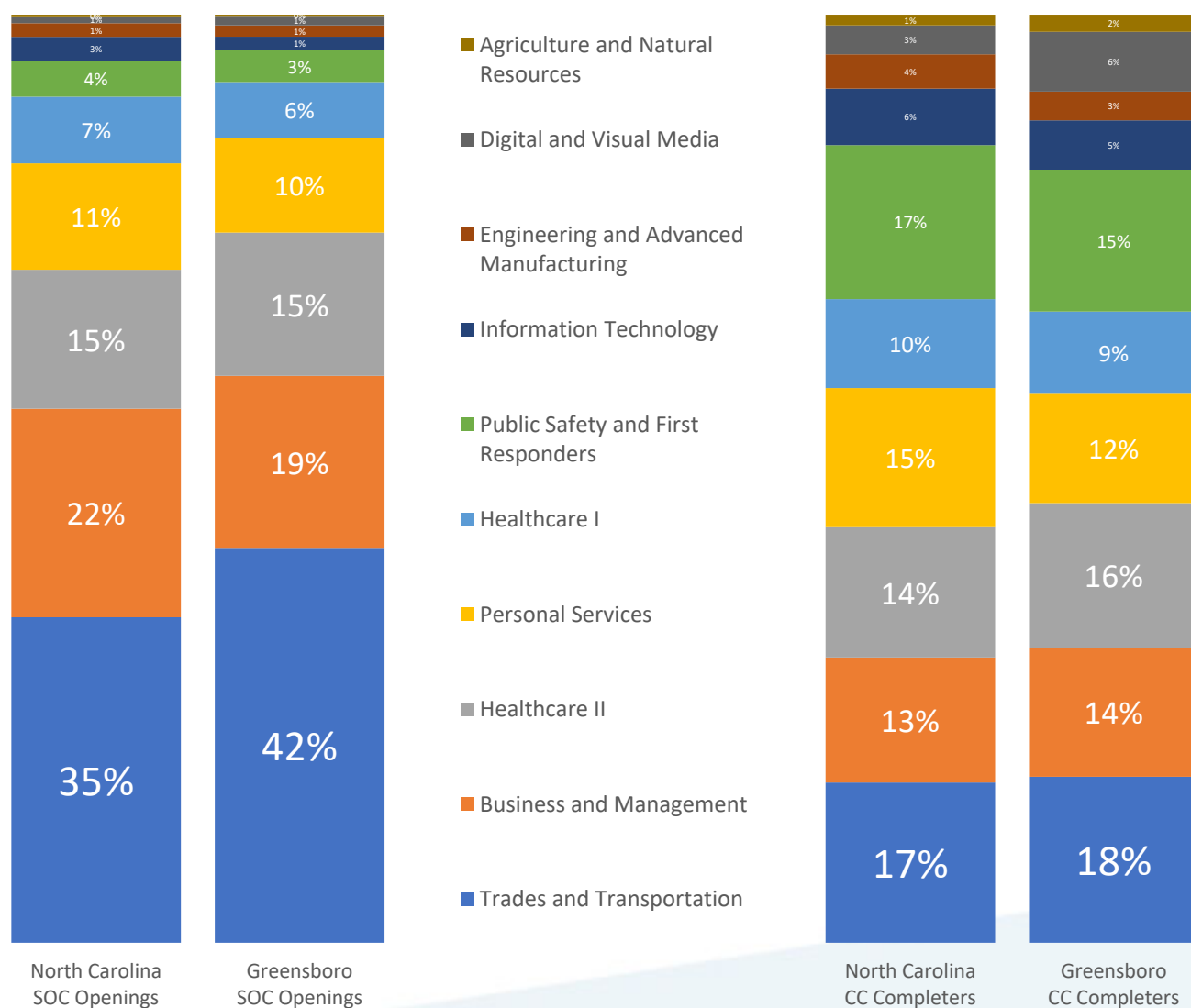
Economic Development Projects

Between 2019 and 2024, the Greensboro region reported 177 economic development projects, adding a total of 17,829 jobs and $18.7 billion in capital investment. Across the six-year period, the Greensboro region saw the greatest job creation and the greatest investment in 2023 (5,485 jobs and $11.1 billion, respectively). This was an unprecedented year for the region, which typically saw closer to 2,000 jobs and $1 billion in investments on an annual basis. In comparison, statewide job creation was highest in 2022, with nearly 30,000 jobs created from project announcements that year. This corresponds with over $20 billion in investments, which was the highest annual investment during the time period. The following figures show a comparison between annual statewide and regional job creation (Figure 9) and investment (Figure 10) from project announcements during the six-year period.

Figure 9. Statewide and regional job creation from project announcements by year from 2019 through 2024.
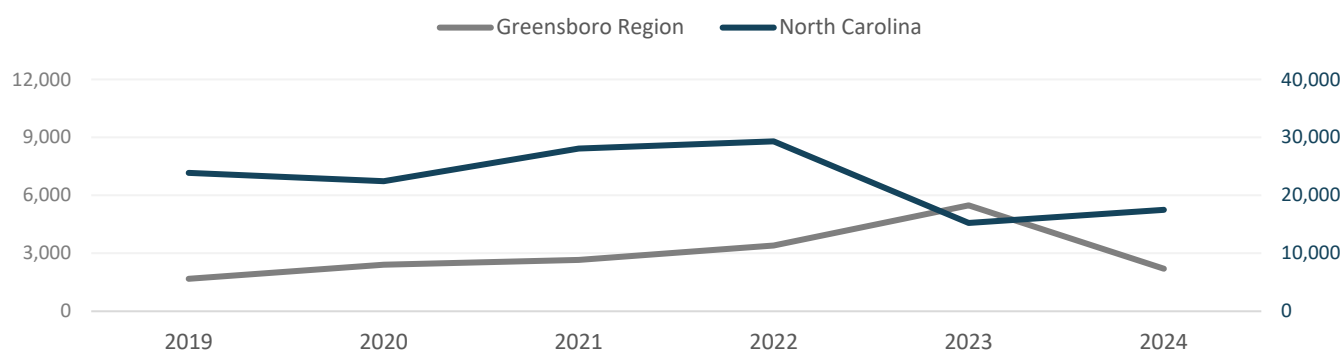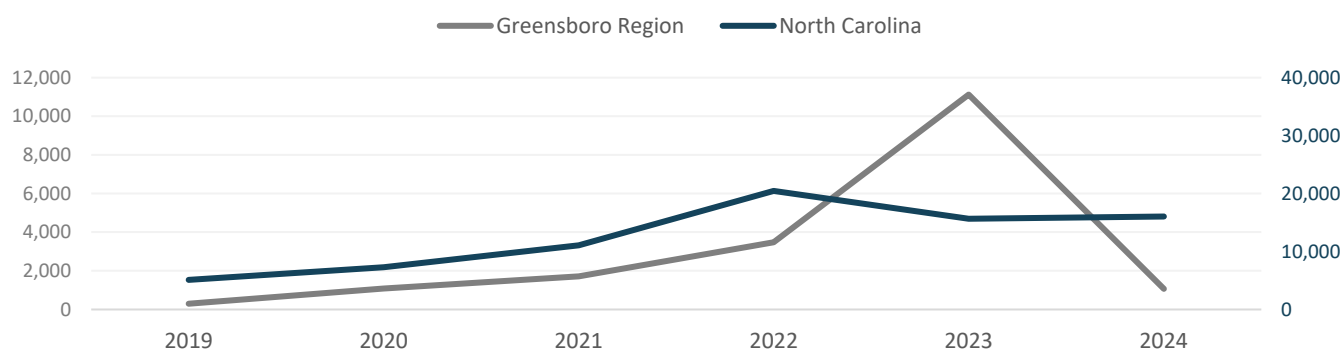

Figure 10. Statewide and regional investment from project announcements by year from 2019 through 2024 (in millions).
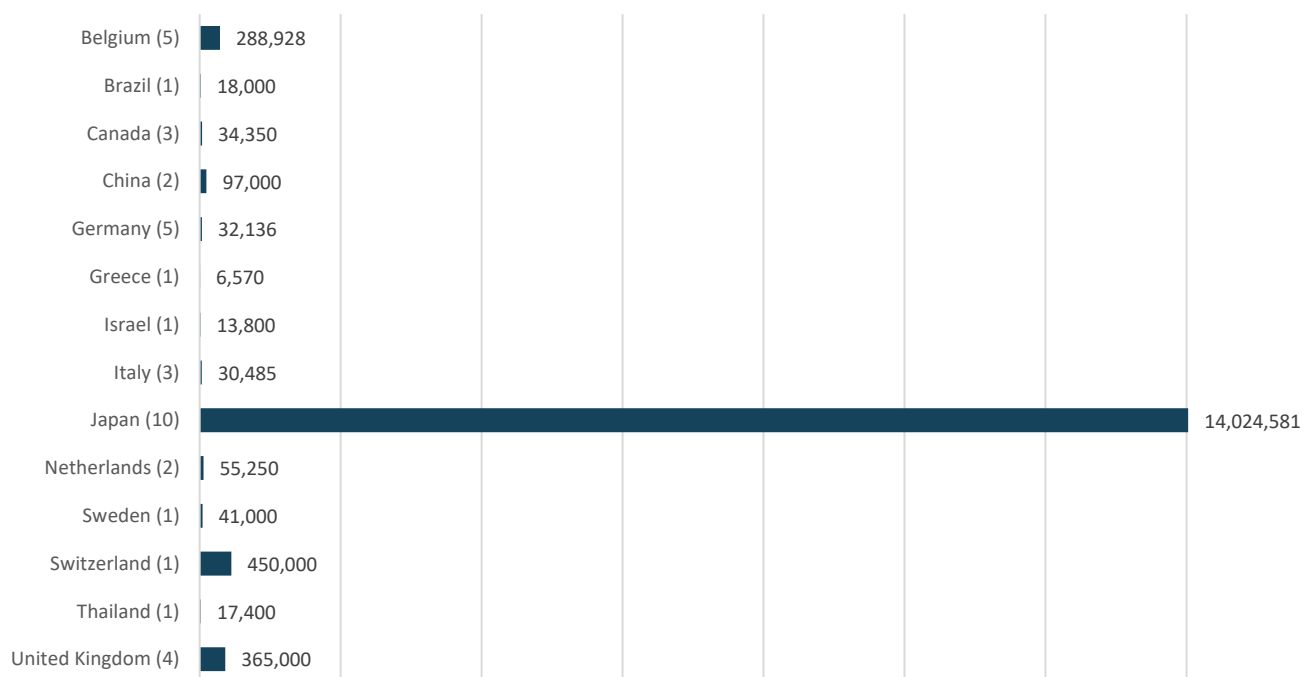

In the Greensboro region, the industry sectors with the highest number of jobs included Automotive (5,844 jobs), Aerospace/Aviation (2,384 jobs), and Transportation and Logistics (1,241 jobs). Meanwhile, the industry sectors with the highest investment (in thousands) included Automotive ($14,036,986), Food, Beverage and Agriculture ($777,762), and Aerospace/Aviation ($707,724). Table 6 shows the number of projects, announced jobs, and investment by industry sector from 2019 through 2024.

Table 6. Regional Number of Projects, Announced Jobs, and Investment by Industry Sector from 2019-2024.

Industry Sector	Number of Projects	Announced Jobs	Investment (in thousands)
Aerospace/Aviation	7	2,384	707,724
Automotive	16	5,844	14,036,986
Automotive/Motor Vehicles	2	41	3,816
Biotechnology, Pharmaceuticals and Life Sciences	5	584	586,000
Business and Financial Services	6	36	44,347
Chemicals, Plastics and Rubber	19	1,223	390,334
Energy	5	283	109,069
Food, Beverage and Agriculture	22	1,035	777,762
Furniture and Home Furnishings	25	542	107,742
Information Technology	8	703	453,715
Other	26	2,255	391,636
Textiles	9	693	130,747
Textiles, Apparel and Sporting Goods	2	875	451,075
Transportation and Logistics	14	1,241	464,849
Waste/Recycling	2	86	60,600

The announced projects included 40 total foreign direct investment projects from 14 different countries, including Japan (10 projects), Belgium (5 projects), and Germany (5 projects). Foreign-based companies often seek partnerships with local community colleges to establish a talent pipeline, through apprenticeship programs or other custom training opportunities. Figure 11 shows the cumulative investment of all countries who announced projects in the region from 2019 through 2024.

Figure 11. Investment (in thousands) per Foreign Direct Investment Parent Country. Project Count in Parentheses.

Country	Investment
Belgium (5)	288,928
Brazil (1)	18,000
Canada (3)	34,350
China (2)	97,000
Germany (5)	32,136
Greece (1)	6,570
Israel (1)	13,800
Italy (3)	30,485
Japan (10)	14,024,581
Netherlands (2)	55,250
Sweden (1)	41,000
Switzerland (1)	450,000
Thailand (1)	17,400
United Kingdom (4)	365,000

Appendix

Technical Documentation

Table 7. Summary of data sources.

Section	Sub-section(s)	Description	Source
Employment			
	Employment Trends; Employment by County	*The Quarterly Census of Employment and Wages (QCEW) program publishes a quarterly count of employment reported by employers covering more than 95 percent of U.S. jobs, available at the county, metropolitan statistical area, state, and national levels by industry.* **URL**: https://d4.nccommerce.com/QCEWSelection.aspx **Dates**: 2018-2023	**Quarterly Census of Employment and Wages:** N.C. Department of Commerce & U.S. Department of Labor
	Unemployment Rate Trends; Unemployment Rate by County	*The Local Area Unemployment Statistics (LAUS) program is a federal-state cooperative effort in which monthly estimates of total employment and unemployment are prepared.* **URL**: https://d4.nccommerce.com/LausSelection.aspx **Dates**: 2018-2023	**Local Area Unemployment Statistics:** N.C. Department of Commerce & U.S. Department of Labor
Existing Industry Sectors and Occupational Groups			
	Industry Sectors; Occupational Groups	*Two measures of employment produced by the U.S. Bureau of Labor Statistics (BLS) are used to determine base year employment: (1) the Current Employment Statistics (CES) survey, an establishment survey that provides data on wage and salary employment and weekly hours for most nonagricultural industries and the logging industry, and (2) the Current Population Survey (CPS), a household survey that includes information regarding agricultural employment, self-employed workers and hours, and private household workers.* **URL**: https://tools.nccareers.org/employmentprojections/about.html **Dates**: 2022	**Employment Projections Program:** N.C. Department of Commerce & U.S. Department of Labor
Labor Supply and Demand			
	Labor Supply and Demand	*The amount of labor supply—the number of persons looking for a job, by occupation and place of residence—is estimated using labor force data from federal household surveys. Occupational trends are derived from labor force data on experienced workers from the U.S. Bureau of Labor Statistics' (BLS) Current Population Survey (CPS). The amount of labor demand—the number of job openings, by occupation and place of work—is estimated using online job postings data and federal surveys of employers. Data on job openings at the state level come from the BLS's Job Openings and Labor Turnover Survey (JOLTS).* **URL**: https://analytics.nccommerce.com/NC-Labor-Supply-Demand/ **Dates**: 2020-2023	**NC Labor Supply and Demand:** N.C. Department of Commerce & U.S. Department of Labor
Employment Projections			
	Industry Projections; Occupational Group Projections	*Every two years, in conjunction with the Bureau of Labor Statistics (BLS), the North Carolina Department of Commerce publishes long-term industry and occupational employment projections for statewide and sub-state areas. The employment projections are an estimate of the future demand for workers based on historical employment data and various economic factors.* **URL**: https://tools.nccareers.org/employmentprojections/about.html **Dates**: 2022, 2032 projections	**Employment Projections Program:** N.C. Department of Commerce & U.S. Department of Labor

Focused Occupational Projections and Current Earnings

Occupational Projections	Occupational projections were calculated using the methodology described above for "Occupational Group Projections." Based on an internal analysis of program alignment, occupations either minimally requiring or preferring a community college credential were included in the analysis. **URL**: https://tools.nccareers.org/employmentprojections/about.html **Dates**: 2022, 2032 projections	**Employment Projections Program:** N.C. Department of Commerce & U.S. Department of Labor
Current Earnings	*LEAD utilizes industry employment data derived from the Enhanced Quarterly Unemployment Insurance (EQUI) dataset. The data contains a quarterly count of employment and wages report that is sent from employers based on the North American Industry Classification System (NAICS) code. Employment data on uncovered industries within the Unemployment Insurance (UI) program is collected from other sources such as Current Employment Statistics (CES), Census Bureau, and Railroad Retirement Board.* **Dates**: 2022	**Enhanced Quarterly Unemployment Insurance (EQUI) dataset:** N.C. Department of Commerce & U.S. Department of Labor

Community College Completers and Earnings

Community College Completers	"Completers" is defined as the unduplicated student count of Curriculum students successfully completing (i.e., graduating with) an AAS, Diploma, Certificate, or workforce continuing education students with 144+ hours of coursework aligned with workplace entry. **Dates**: 2023-2024 academic year	North Carolina Community Colleges
Estimated Median Salary	Estimated median earnings are based on the earnings in the third year after exit of community college graduates who earned either an AAS, Diploma, or Certificate. For this report, exiters from 2016-17 through 2019-20 are included. Those with any postsecondary enrollment after exit are not included. Earnings are based on the highest quarterly wage record within a year projected out to an annual estimate. **Dates**: graduates from 2016-17 through 2019-20; wages from 2019-20 through 2022-23	North Carolina Community Colleges; National Student Clearinghouse (NSC); Common Follow-up System (CFS)

PropelNC Workforce Sector Occupation Projections and Community College Completers

PropelNC Workforce Sector Occupation Projections and Community College Completers	See methodology for occupational projections and community college completers above. Occupations were categorized into PropelNC-related workforce sectors. Similarly, this categorization was applied to curriculum programs and workforce continuing education coursework associated with community college completers. Please note that some PropelNC workforce sectors were either combined or split for reporting purposes.	North Carolina Community Colleges

Economic Development Projects

Economic Development Projects	The North Carolina Economic Development Activity Report is a comprehensive picture of job and investment growth, tracking job and capital investment of economic development projects, by county, across the state of North Carolina. **URL**: https://cir.edpnc.com/ **Dates**: 2019-2024	North Carolina Economic Development Activity Report (EDAR): The Economic Development Partnership of North Carolina (EDPNC)

*Italics indicate that the text is copied directly from documentation provided by the data producers.

Detailed Data Tables

Table 8. Summary of the top 50 SOC occupation titles, where a community college education is either required or preferred, with the highest number of annual openings in the Greensboro region.

Occupation Title	Median Earnings	Annual Openings
Home Health and Personal Care Aides	$29,241	1,100
Heavy and Tractor-Trailer Truck Drivers	$52,941	951
Miscellaneous Assemblers and Fabricators	$39,340	831
Nursing Assistants	$38,093	813
First-Line Supervisors of Food Preparation and Serving Workers	$38,465	674
Light Truck Drivers	$39,318	581
Bookkeeping, Accounting, and Auditing Clerks	$46,774	505
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	$43,688	505
Registered Nurses	$84,899	457
Maintenance and Repair Workers, General	$46,702	450
Teaching Assistants, Except Postsecondary	$28,613	298
Medical Assistants	$45,351	289
First-Line Supervisors of Production and Operating Workers	$65,512	278
Electricians	$53,339	276
Childcare Workers	$30,235	275
Accountants and Auditors	$80,508	273
Farmers, Ranchers, and Other Agricultural Managers	*	246
First-Line Supervisors of Construction Trades and Extraction Workers	$66,917	238
Human Resources Specialists	$65,651	237
Automotive Service Technicians and Mechanics	$50,566	232
Bus Drivers, School	$38,112	232
Welders, Cutters, Solderers, and Brazers	$51,242	195
Preschool Teachers, Except Special Education	$33,009	184
Industrial Machinery Mechanics	$59,380	182
Dental Assistants	$52,630	175
First-Line Supervisors of Mechanics, Installers, and Repairers	$76,702	172
Pharmacy Technicians	$39,825	170
Plumbers, Pipefitters, and Steamfitters	$53,766	170
Carpenters	$48,082	169
Medical Secretaries and Administrative Assistants	$39,784	167
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	$53,426	166
Business Operations Specialists, All Other	$68,341	165
Phlebotomists	$41,082	162
Upholsterers	$47,615	151
Buyers and Purchasing Agents	$65,188	150
Hairdressers, Hairstylists, and Cosmetologists	$37,536	149
Firefighters	$43,411	143
Police and Sheriff's Patrol Officers	$56,552	141
Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	$38,265	140
Food Service Managers	$65,657	137
Licensed Practical and Licensed Vocational Nurses	$62,480	137
Machinists	$51,993	133
Exercise Trainers and Group Fitness Instructors	$41,052	121
Operating Engineers and Other Construction Equipment Operators	$48,999	121
Clinical Laboratory Technologists and Technicians	$49,910	117
Real Estate Sales Agents	$45,857	112
Bus and Truck Mechanics and Diesel Engine Specialists	$55,292	109
Project Management Specialists	$95,992	108
Computer User Support Specialists	$54,156	101
Tellers	$39,974	99
Electrical, Electronic, and Electromechanical Assemblers, Except Coil Winders, Tapers, and	$40,009	99

*Represents a cell with insufficient data to calculate median.

Table 9. Summary of the top 50 SOC occupation titles, where a Bachelor's degree is either required or preferred, with the highest number of annual openings in the Greensboro region.

Occupation Title	Median Earnings	Annual Openings
Elementary School Teachers, Except Special Education	$52,675	304
Construction Managers	$105,641	234
Market Research Analysts and Marketing Specialists	$69,181	176
Substitute Teachers, Short-Term	$39,734	162
Software Developers	$126,721	135
Religious Workers, All Other	*	131
Medical and Health Services Managers	$110,298	129
Financial Managers	$142,503	115
Clergy	$54,321	111
Middle School Teachers, Except Special and Career/Technical Education	$52,051	111
Training and Development Specialists	$58,291	108
Securities, Commodities, and Financial Services Sales Agents	$61,663	103
Personal Financial Advisors	$97,348	90
Child, Family, and School Social Workers	$53,054	89
Industrial Engineers	$87,132	83
Coaches and Scouts	$40,263	82
Mechanical Engineers	$105,868	79
Loan Officers	$61,268	78
Computer and Information Systems Managers	$158,772	77
Industrial Production Managers	$111,147	69
Sales Managers	$114,118	68
Graphic Designers	$54,053	59
Cost Estimators	$69,697	53
Marketing Managers	$146,801	48
Career/Technical Education Teachers, Postsecondary	$63,614	46
Educational Instruction and Library Workers, All Other	$61,201	45
Compliance Officers	$66,665	42
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	$85,094	40
Directors, Religious Activities and Education	$61,686	39
Administrative Services Managers	$97,416	38
Public Relations Specialists	$58,919	35
Civil Engineers	$86,972	34
Writers and Authors	$64,182	33
Human Resources Managers	$120,192	31
Occupational Health and Safety Specialists	$78,740	30
Special Education Teachers, Kindergarten and Elementary School	$53,292	30
Social and Community Service Managers	$71,993	28
Architectural and Engineering Managers	$153,483	26
Purchasing Managers	$120,079	25
Interior Designers	$54,540	25
Facilities Managers	$104,144	24
Electrical Engineers	$103,492	24
Community and Social Service Specialists, All Other	$47,267	22
Adult Basic Education, Adult Secondary Education, and English as a Second Language Instructors	$50,237	22
Chief Executives	*	20
Chemists	$85,650	20
Environmental Scientists and Specialists, Including Health	$67,492	20
Social Science Research Assistants	$64,565	19
Career/Technical Education Teachers, Secondary School	*	19
Special Education Teachers, Secondary School	$52,938	19

*Represents a cell with insufficient data to calculate median.

Table 10. Summary of the top 50 Classification of Instructional Programs (CIPs) with the highest number of completers.

Instructional Program Description	Estimated Median Salary	Completers
Nursing Assistant/Aide and Patient Care Assistant/Aide	$36,880	552
Emergency Medical Technology/Technician (EMT Paramedic)	$54,286	306
Business Administration and Management, General	$46,572	266
Information Technology	$49,492	225
Commercial and Advertising Art	$37,978	218
Criminal Justice/Police Science	$55,024	213
Truck and Bus Driver/Commercial Vehicle Operator and Instructor	$57,548	194
Medical Office Management/Administration	$37,352	192
Registered Nursing/Registered Nurse	$79,618	184
Early Childhood Education and Teaching	$35,504	164
Welding Technology/Welder	$50,776	159
Cosmetology/Cosmetologist, General	$29,520	154
Accounting and Finance	$44,520	105
Automobile/Automotive Mechanics Technology/Technician	$47,936	104
Criminal Justice/Safety Studies	$44,204	104
Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Tech	$55,506	102
Fire Prevention and Safety Technology/Technician	$69,336	78
Massage Therapy/Therapeutic Massage	$37,342	75
Medical/Clinical Assistant	$38,220	63
Culinary Arts/Chef Training	$31,504	55
Electrician	$63,960	53
Dental Assisting/Assistant	$40,534	52
Licensed Practical/Vocational Nurse Training	$57,150	52
Airframe Mechanics and Aircraft Maintenance Technology/Technician	$58,864	50
Industrial Production Technologies/Technicians, Other	*	39
Computer Numerically Controlled (CNC) Machinist Technology/CNC Machinist	*	38
Agricultural and Domestic Animal Services, Other	$33,880	35
Language Interpretation and Translation	*	32
Child Development	$30,612	32
Mental and Social Health Services and Allied Professions, Other	*	28
Radiologic Technology/Science - Radiographer	$57,028	28
Interior Design	$46,800	27
Accounting	$43,976	26
Game and Interactive Media Design	*	24
Dental Hygiene/Hygienist	$70,236	23
Mechatronics, Robotics, and Automation Engineering Technology/Technician	$64,062	23
Autobody/Collision and Repair Technology/Technician	$49,328	23
Medium/Heavy Vehicle and Truck Technology/Technician	$56,944	23
Cyber/Computer Forensics and Counterterrorism	*	21
Legal Assistant/Paralegal	$40,222	20
Surgical Technology/Technologist	$48,088	20
Biology/Biotechnology Technology/Technician	$49,700	19
Applied Horticulture/Horticulture Operations, General	$42,540	18
Office Management and Supervision	$37,416	18
Aesthetician/Esthetician and Skin Care Specialist	*	16
Airline/Commercial/Professional Pilot and Flight Crew	$48,388	16
Respiratory Care Therapy/Therapist	$71,388	16
Nail Technician/Specialist and Manicurist	$26,510	16
Physical Therapy Assistant	$54,956	15
Funeral Service and Mortuary Science, General	$46,872	15
Pharmacy Technician/Assistant	$42,696	15

*Represents a cell with insufficient data to calculate median.

Acknowledgements