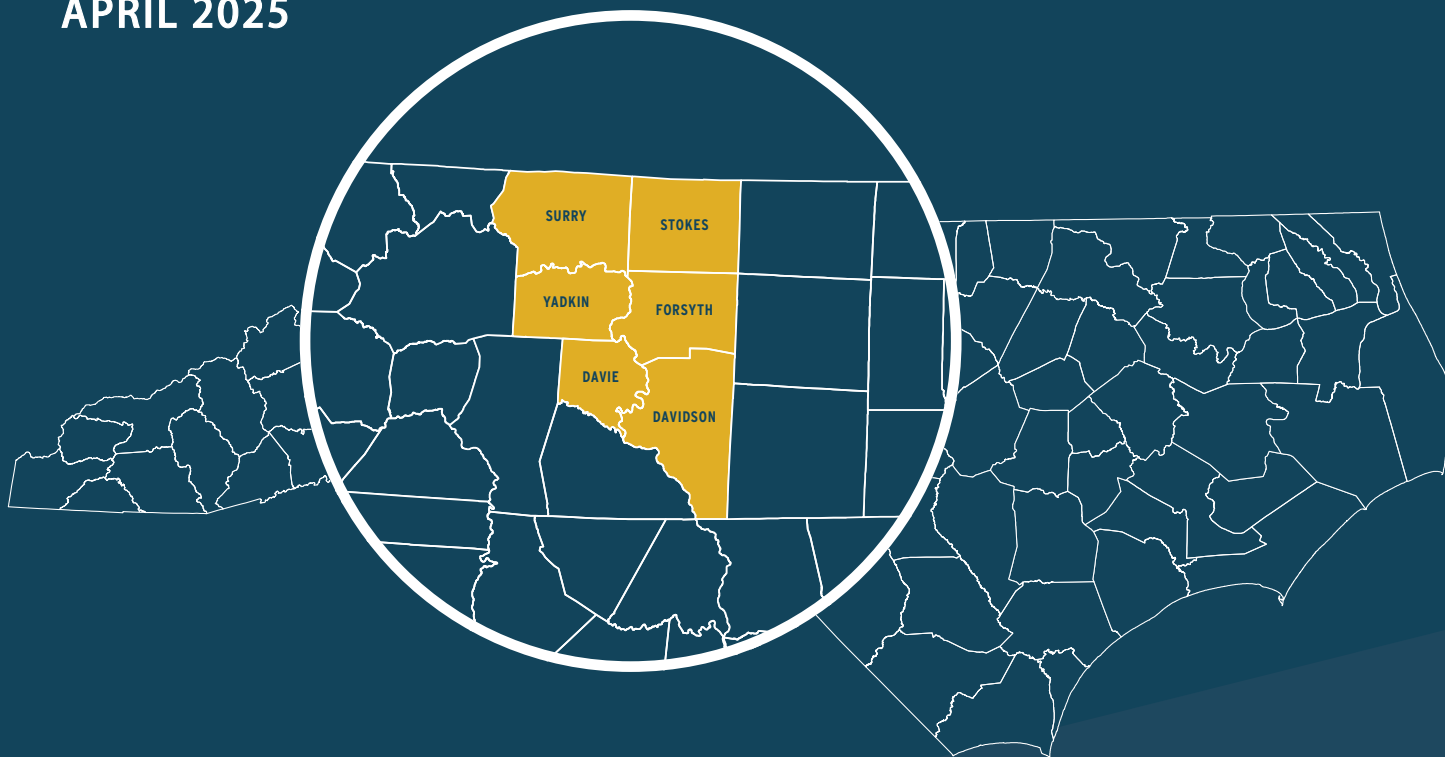


North Carolina Community College System

2025 Winston-Salem Region Labor Market Analysis Report

APRIL 2025



Winston-Salem Region Counties

Davidson • Davie • Forsyth • Stokes • Surry • Yadkin

NC Community Colleges serving the Winston-Salem Region

Davidson-Davie CC • Forsyth TCC • Surry CC



NC DEPARTMENT
of COMMERCE
LABOR & ECONOMIC
ANALYSIS



ECONOMIC DEVELOPMENT PARTNERSHIP of
NORTH CAROLINA

NC COMMUNITY
COLLEGES
CREATING SUCCESS

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 Winston-Salem Region is one of two subzones of the Piedmont-Triad region, encompassing the following counties: Davidson, Davie, Forsyth, Stokes, Surry, and Yadkin.



Highlights

Employment (Pages 4-5)

- The region grew employment by 3.1% between 2018 and 2023, resulting in 298,836 workers in 2023.
- 4 out of 6 counties in the region saw growth in employment across the 6-year period.
- The regional unemployment rate was 3.4% in 2023, below 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 3.1%-3.5%.

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

- In 2022, the four largest industry sectors in the region were Health Care and Social Assistance, Manufacturing, 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 22,001 jobs between 2022 and 2032. The Health Care and Social Assistance sector will experience the largest growth (+6,902), and the Arts, Entertainment, and Recreation sector will have the largest percent growth (18%.2).
- Across the 10-year period, the Healthcare Practitioners and Technical Occupations group will experience the largest growth (+4,260) and the largest percent growth (16.3%).

Focused Occupational Projections (Pages 11-12)

- Between 2022 and 2032, it is projected that Nursing Assistants and Registered Nurses 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 \$27,052 (Teaching Assistants, Except Postsecondary) to \$87,073 (Registered Nurses).

Community College Completers and Earnings (Page 13)

- 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 (551 and 301, respectively).
- The Registered Nursing/Registered Nurse completers had the highest average median salary (\$77,156).

PropelNC Workforce Sector Occupation Projections and Community College Completers

(Page 14)

- Using projections for 2032, the PropelNC-aligned workforce sectors with the largest number of openings in the Winston-Salem region were Trades and Transportation (38.2%) and Business and Management (19.5%).
- 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 (18.7%) and Healthcare II (17.0%).

Economic Development Projects (Page 15-16)

- Between 2019 and 2024, 93 economic development projects were reported across the region, adding a total of 6,668 jobs and \$2.6 billion in capital investment.
- Across the six-year period, the Food, Beverage and Agriculture sector saw the largest growth in jobs (1,248 new positions) while the Furniture and Home Furnishings sector saw the greatest investment (\$333 million).
- The announced projects included 18 foreign direct investments from 12 different countries, including Germany (4 projects) and Austria (2 projects).

Appendix (Page 17-22)

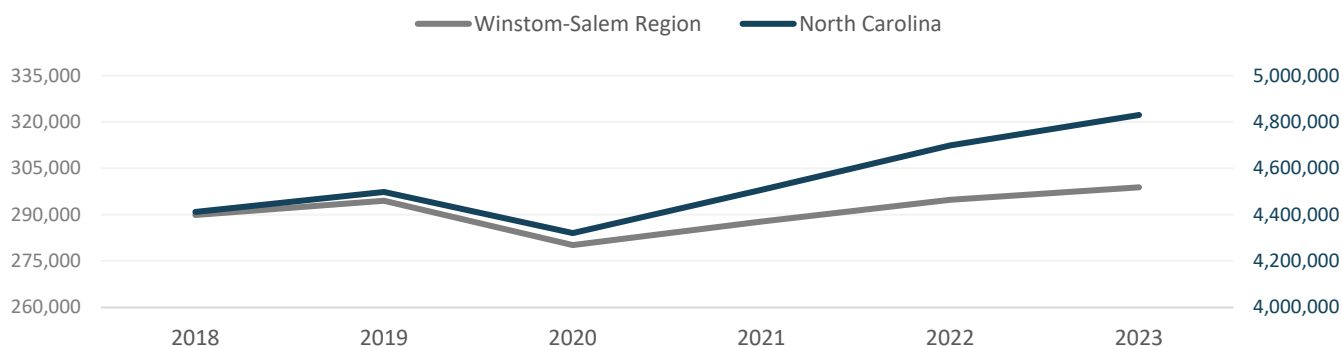
- Technical Documentation
- Detailed Data Tables
- Acknowledgements

Employment

Employment Trends

Data from the Quarterly Census of Employment and Wages shows that the Winston-Salem region experienced a 3.1% increase in employment between 2018 and 2023, resulting in 298,836 workers in 2023. After reducing the workforce by over 14,000 individuals during the COVID-19 pandemic, the region steadily recovered and experienced a net gain of 8,950 workers since 2018. Compared to state trends, Winston-Salem lost a higher percentage of its workforce during the pandemic (-3.9% statewide compared to -4.9% regionally) and recovered at a slower rate (2.8% growth statewide in 2022-2023 compared to 1.4% 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

Net changes in employment in the Winston-Salem region ranged from -1.9% (Surry) to 5.6% (Davidson) across the six-year period from 2018 to 2023. Surry County was the only county in the region to experience a decrease in employment from 2018 to 2019. However, in the subsequent year, due to the COVID-19 pandemic, all counties experienced large losses (ranging from 1.9% to 7.7%). In the years since, Stokes County lost additional workers in 2021, saw no changes in 2022, and had a slight increase in employment in 2023 (0.5%). All other counties grew employment in 2021, 2022, and 2023 (with the exception of Yadkin, which experienced minor declines in 2023). Table 1 provides a breakdown of statewide, regional, and county-level employment across the period.

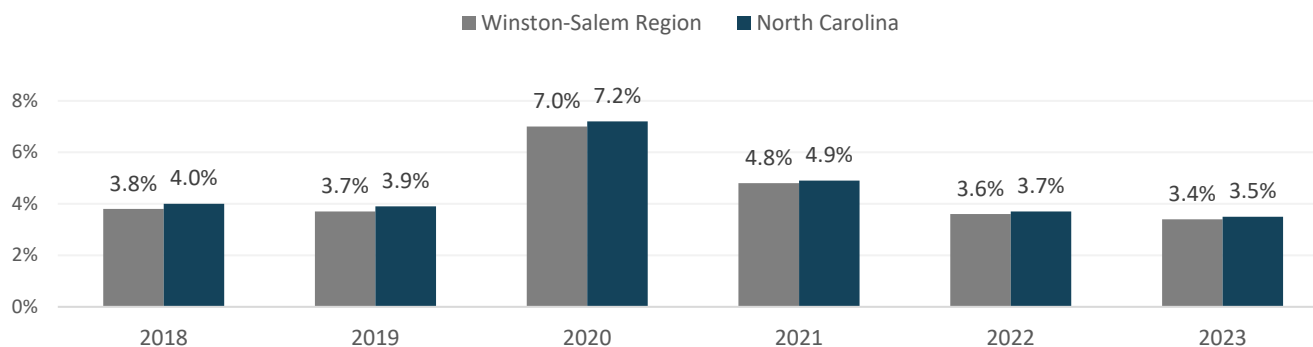
Table 1. Statewide, regional, and county-level employment statistics from 2018-2023.

	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%
Winston-Salem	289,886	294,467	280,161	287,753	294,804	298,836	3.1%
Davidson	43,874	44,100	42,578	44,000	45,482	46,349	5.6%
Davie	12,854	12,868	12,406	12,935	13,457	13,507	5.1%
Forsyth	186,472	190,969	181,664	186,126	190,759	192,791	3.4%
Stokes	7,493	7,619	7,478	7,412	7,414	7,454	-0.5%
Surry	29,303	28,961	26,848	27,376	27,684	28,760	-1.9%
Yadkin	9,890	9,950	9,187	9,904	10,008	9,975	0.9%

Unemployment Rate Trends

Unemployment data, obtained from the Local Area Unemployment Statistics, suggests that the rate of unemployment in the Winston-Salem region hovered around 3.8% in 2018 and 2019, just below statewide averages. Unsurprisingly, unemployment rates hit a record high across the 6-year period in 2020, reaching 7.0%. Since then, unemployment rates have declined rapidly, reaching pre-pandemic levels by 2022 (3.6%) and resulting in a net change in unemployment rate of just 0.4% between 2018 and 2023. Compared to statewide trends, the Winston-Salem region saw slightly lower unemployment during the COVID-19 pandemic, and as of 2023 has similar unemployment rates (3.4% 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

In 2023, unemployment rates in the Winston-Salem region ranged from 3.1% (Davie, Stokes, Yadkin) to 3.5% (Forsyth). Interestingly, the range of unemployment rates across the region is small; typically, all counties are within 0.6% of each other, meaning no one county consistently has higher or lower unemployment rates than the rest of the region. All counties saw large changes in unemployment during the COVID-19 pandemic (increases of 2.7% to 3.6%) but declines of around 2.0% in 2021 and 1.0% in 2022, leading to minor net decreases in unemployment rates across the six-year period from 2018 to 2023 (ranging from 0.1% to 3.3%). 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.

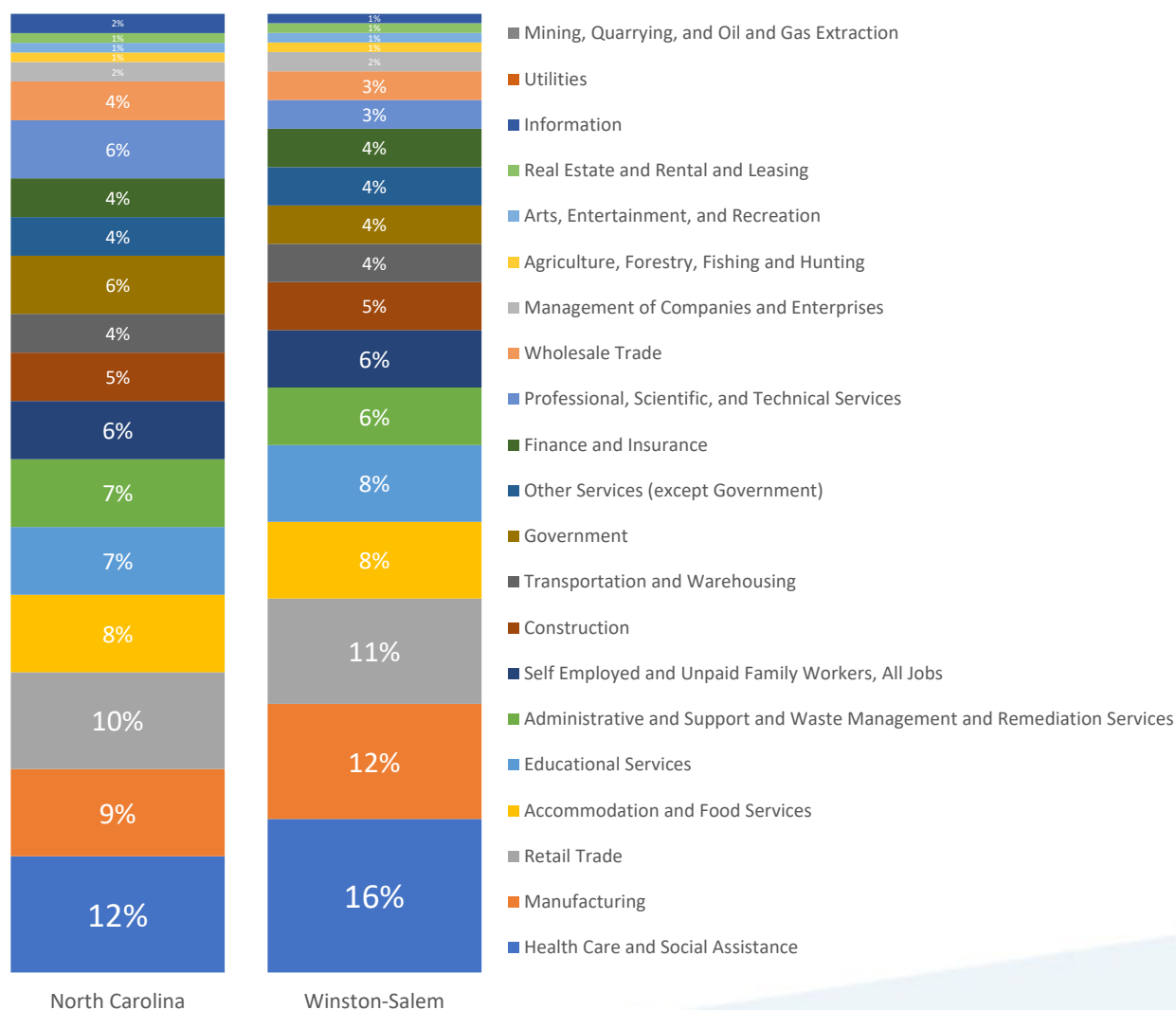
	2018	2019	2020	2021	2022	2023
North Carolina	4.0%	3.9%	7.2%	4.9%	3.7%	3.5%
Winston-Salem	3.8%	3.7%	7.0%	4.8%	3.6%	3.4%
Davidson	3.7%	3.7%	6.9%	4.6%	3.6%	3.4%
Davie	3.5%	3.4%	6.6%	4.4%	3.4%	3.1%
Forsyth	3.9%	3.7%	7.3%	5.0%	3.8%	3.5%
Stokes	3.7%	3.6%	6.3%	4.3%	3.4%	3.1%
Surry	3.6%	3.6%	6.8%	4.5%	3.5%	3.2%
Yadkin	3.4%	3.4%	7.0%	4.3%	3.4%	3.1%

Existing Industry Sectors and Occupational Groups

Industry Sectors

In the Winston-Salem region in 2022, the smallest industry sector (Mining, Quarrying, and Oil and Gas Extraction) included 199 positions and the largest (Health Care and Social Assistance) held 50,920 positions, representing between 0.1% and 15.8% of the total workforce in this area. Other smaller industry sectors include Utilities (566 jobs), Information (2,046 jobs), and Real Estate and Rental and Leasing (2,680 jobs). In total, eight industry sectors have less than 10,000 jobs, each representing less than 3.0% of the total workforce. Mid-sized industry sectors include, among others, Wholesale Trade, Transportation and Warehousing, Government, and Construction. These sectors offer between 10,575 (Professional, Scientific, and Technical Services) and 27,022 (Accommodation and Food Services) jobs, representing between 3.3% and 8.4% of the workforce. Finally, in addition to Health Care and Social Assistance, Retail Trade and Manufacturing hosted over 35,000 positions each, representing over 11% of the workforce. Figure 3 shows the statewide and regional distribution of the workforce in each industry sector.

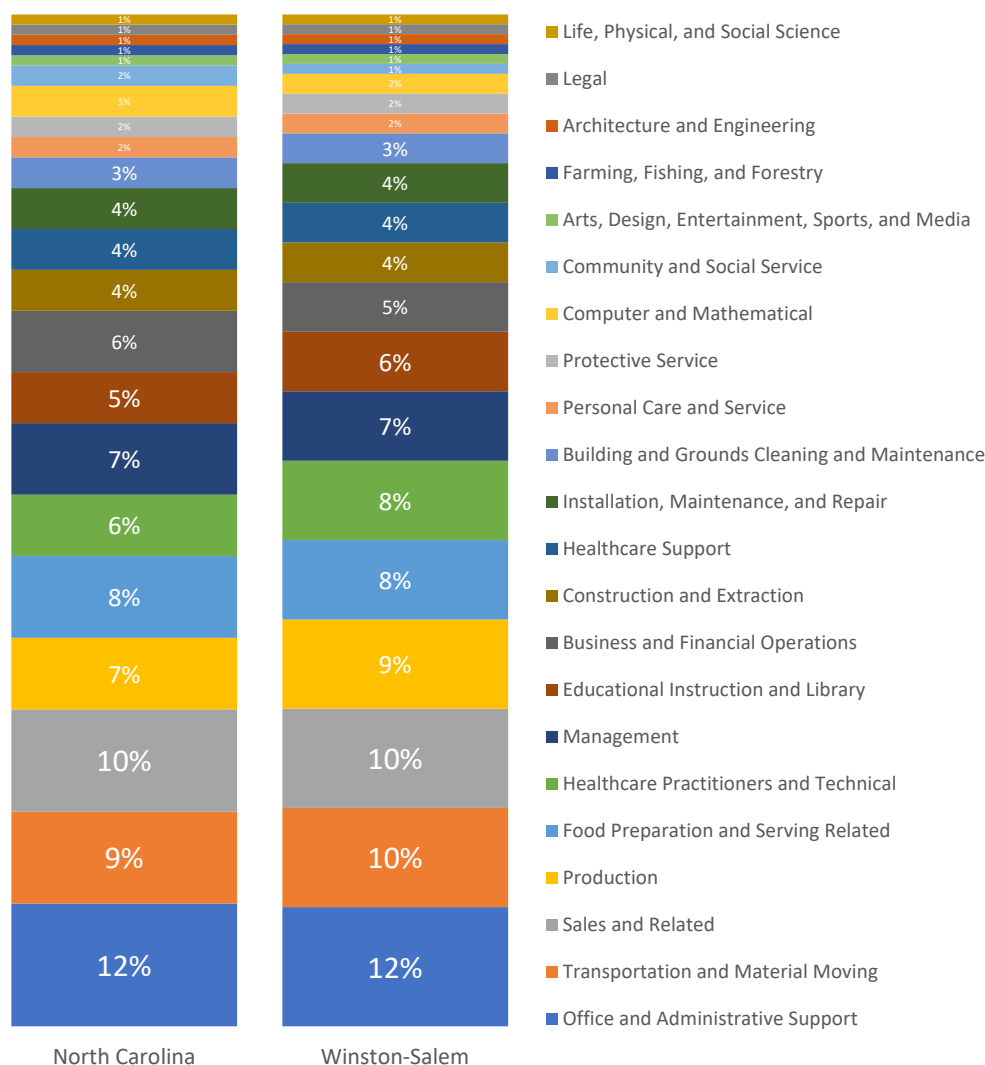
Figure 3. Statewide and regional distribution of industry sectors in 2022.



Occupational Groups

In 2022, three industries – Sales and Related Occupations, Transportation and Material Moving Occupations, and Office and Administrative Support Occupations – each accounted for over 9.0% of jobs in the Winston-Salem region (a combined 101,438 out of 322,971 jobs in the area). An additional five industry sectors each boasted between 5.7-8.6% of the total job count, including Educational Instruction and Library Occupations (18,452 jobs), Management Occupations (21,769 jobs), Healthcare Practitioners and Technical Occupations (26,161 jobs), Food Preparation and Serving Related Occupations (26,879 jobs), and Production Occupations (27,899 jobs). Collectively, these eight industries account for over two-thirds of positions in the Winston-Salem region in 2022. In contrast, two sectors – Life, Physical, and Social Science Occupations and Legal Occupations – had less than 2,000 jobs and accounted for less than 0.7% of the total job market. Other sectors – for example, Architecture and Engineering Occupations and Business and Financial Operations Occupations – accounted for between 0.9% (roughly 2,900 jobs) and 4.7% (around 15,000 jobs) of the market. 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.

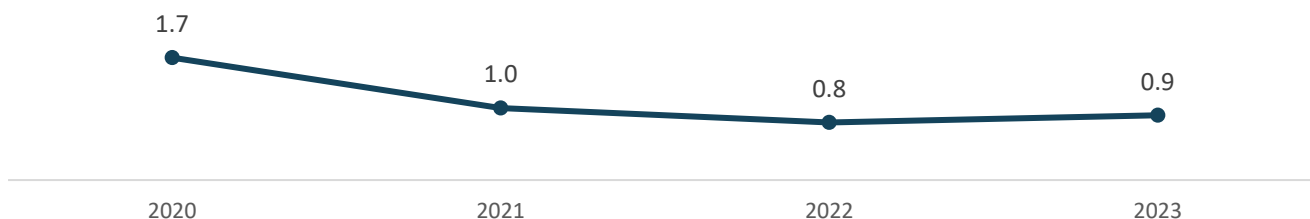


Labor Supply and Demand

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.

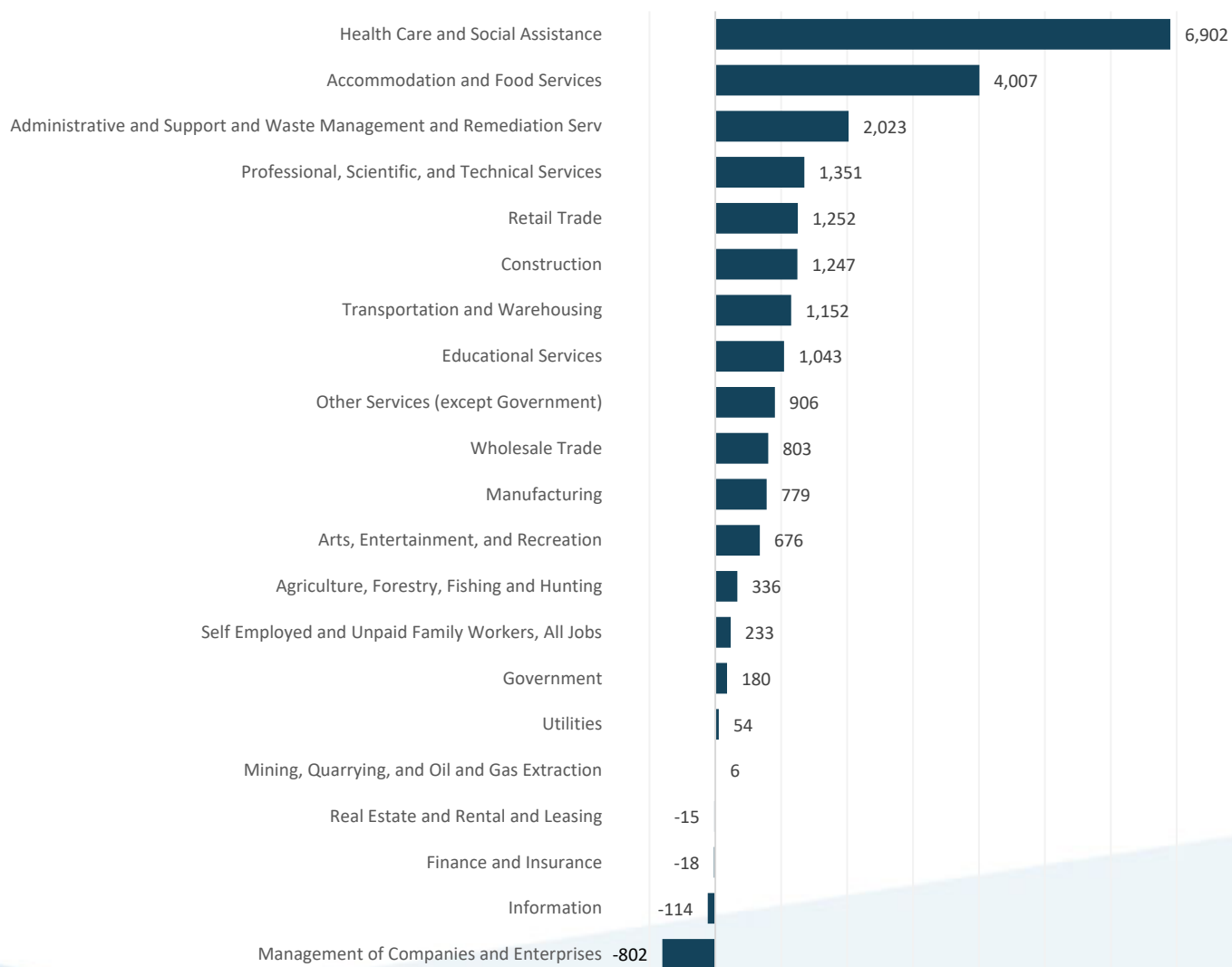
Occupational Group	2020	2021	2022	2023
Architecture and Engineering	1.0	0.4	0.4	0.2
Healthcare Support	0.6	0.8	0.4	0.2
Installation, Maintenance, and Repair	0.9	0.3	0.4	0.3
Business and Financial Operations	1.2	0.9	0.5	0.5
Healthcare Practitioners and Technical	1.0	0.7	0.7	0.5
Community and Social Service	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 Winston-Salem region is expected to add 22,001 jobs between 2022 and 2032. By numbers, the Health Care and Social Assistance sector is projected to be the fastest-growing industry in the region, adding over 6,900 positions across the ten-year period (a 13.6% increase). Similar in magnitude, the Accommodation and Food Services sector is projected to add 4,007 positions (a 14.8% increase), growing to over 30,000 positions in the Winston-Salem region by 2032. Three other sectors are also projected to grow by 10% or more, including Arts, Entertainment, and Recreation (+676 jobs), Professional, Scientific, and Technical Services (+1,351 jobs), and Administrative and Support and Waste Management and Remediation Services (+2,023 jobs). In contrast, while most industry sectors are expected to grow in the Winston-Salem region between 2022 and 2032, four are expected to lose jobs. Namely, the Real Estate and Rental and Leasing (-15 jobs), Finance and Insurance (-18 jobs), Information (-114 jobs), and Management of Companies and Enterprises (-802 jobs) sectors are expected to lose between 0.2% and 11.6% of their positions. Figure 6 shows the projected net growth across the ten-year period for each industry sector.

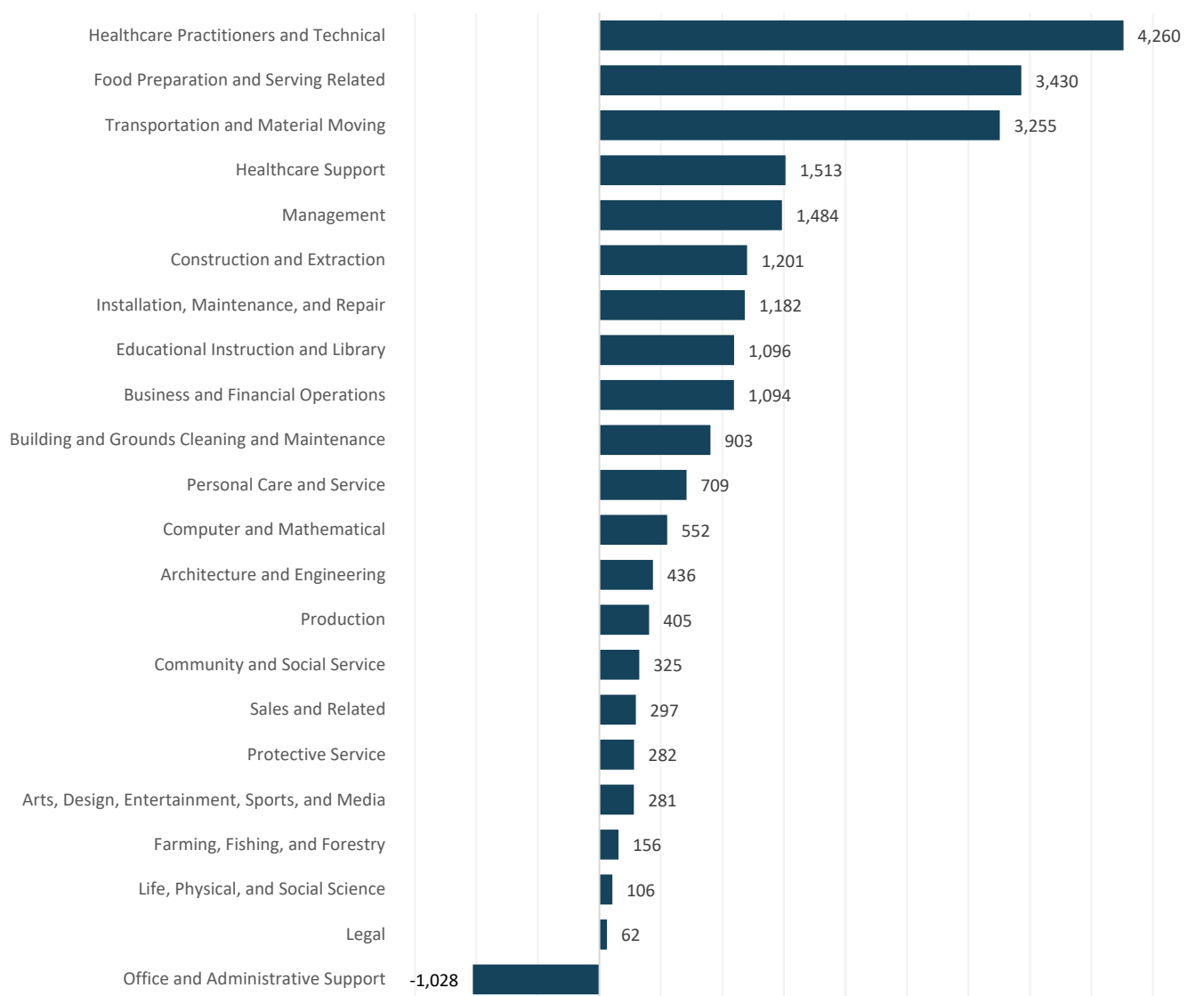
Figure 6. Regional projections for net growth of industry sectors from 2022 to 2032.



Occupational Group Projections

Occupational employment is divided between twenty-two occupational groups, twelve of which are expected to change by less than 1,000 positions in the Winston-Salem region between 2022 and 2032. Given the small share of the occupational group, this still represents a 10.0% or greater net increase for Personal Care and Service Occupations (+709 jobs), Computer and Mathematical Occupations (+552 jobs), and Architecture and Engineering Occupations (+436 jobs). Across all groups, Office and Administrative Support Occupations is the only group projected to lose positions (-1,028 jobs). Meanwhile, three groups are expected to gain 3,000 positions or more, including Transportation and Material Moving Occupations (+3,225 jobs), Food Preparation and Serving Related Occupations (+3,430 jobs), and Healthcare Practitioners and Technical Occupations (+4,260 jobs). These three occupational groups represent nearly half of the net growth in expected jobs (10,945 out of 22,001 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



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 the Winston-Salem region, the twenty-five occupations with the highest average annual openings range from Human Resources Specialists (135) to Nursing Assistants (744). In total, these occupations account for a projected 7,986 annual openings. Other occupations with a high number of annual openings include Registered Nurses (704), Home Health and Personal Care Aides (702), Heavy and Tractor-Trailer Truck Drivers (657), and Miscellaneous Assemblers and Fabricators (568). Meanwhile, occupations toward the lower end of the top twenty-five include Medical Secretaries and Administrative Assistants; Pharmacy Technicians; Machinists; and Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic.

Current Earnings

In the Winston-Salem region, median annual earnings among the top twenty-five occupations range from \$27,052 (Teaching Assistants, Except Postsecondary) to \$87,073 (Registered Nurses). Seven of the top twenty-five have annual median earnings under \$40,000, while nine have annual median earnings between \$40,000 and \$50,000. Other occupations with lower annual median earnings include Childcare Workers; Home Health and Personal Care Aides; Nursing Assistants; and First-Line Supervisors of Food Preparation and Serving Workers. Meanwhile, occupations with the highest annual earnings include First-Line Supervisors of Production and Operating Workers (\$66,865); Accountants and Auditors (\$79,432); and First-Line Supervisors of Construction Trades and Extraction Workers (\$65,430).

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
Nursing Assistants	\$38,032	744
Registered Nurses	\$87,073	704
Home Health and Personal Care Aides	\$29,815	702
Heavy and Tractor-Trailer Truck Drivers	\$53,426	657
Miscellaneous Assemblers and Fabricators	\$40,246	568
First-Line Supervisors of Food Preparation and Serving Workers	\$38,902	521
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$43,171	404
Bookkeeping, Accounting, and Auditing Clerks	\$46,628	387
Light Truck Drivers	\$39,269	329
Maintenance and Repair Workers, General	\$46,744	300
Farmers, Ranchers, and Other Agricultural Managers	*	289
Teaching Assistants, Except Postsecondary	\$27,052	241
Medical Assistants	\$42,718	198
First-Line Supervisors of Production and Operating Workers	\$66,865	193
Accountants and Auditors	\$79,423	188
Automotive Service Technicians and Mechanics	\$41,919	184
Childcare Workers	\$29,901	183
Welders, Cutters, Solderers, and Brazers	\$49,192	176
First-Line Supervisors of Construction Trades and Extraction Workers	\$65,430	163
Electricians	\$53,431	151
Pharmacy Technicians	\$43,103	144
Medical Secretaries and Administrative Assistants	\$41,599	144
Machinists	\$55,763	141
Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	\$39,368	140
Human Resources Specialists	\$63,706	135

*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 Winston-Salem region, the top 25 CIPs ranged from 31 completers to 551 completers. Eight pathways produced more than 150 completers; these include Nursing and Patient Care Assistants/Aides; Emergency Medical Technology/Technicians; Business Administration and Management; Information Technology; and Registered Nursing/Registered Nurse. 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).

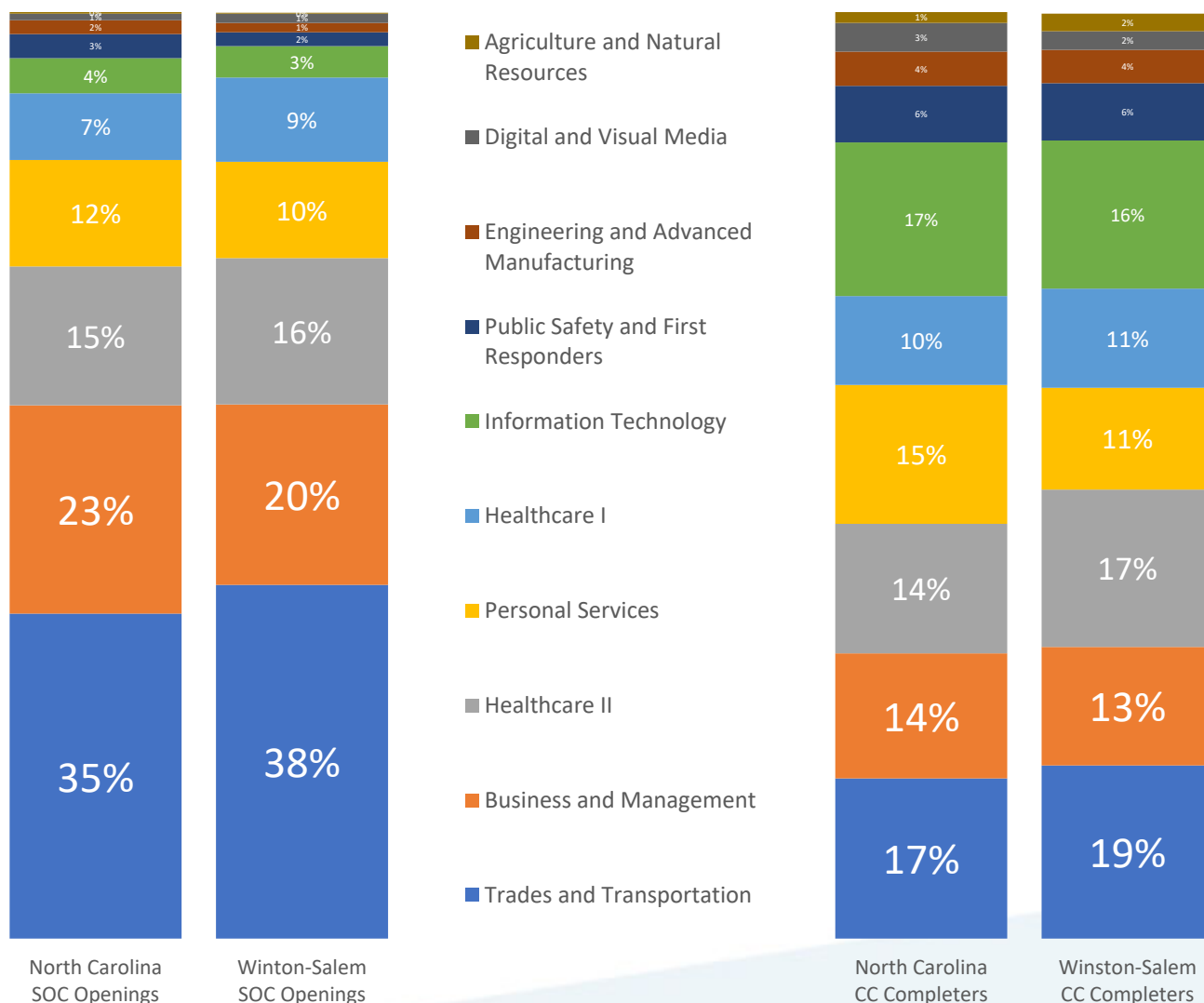
Instructional Program Description	Estimated Median Earnings	Completers
Nursing Assistant/Aide and Patient Care Assistant/Aide	\$38,636	551
Emergency Medical Technology/Technician (EMT Paramedic)	\$57,468	301
Business Administration and Management, General	\$44,628	248
Information Technology	\$49,156	237
Registered Nursing/Registered Nurse	\$77,156	196
Welding Technology/Welder	\$51,980	189
Criminal Justice/Police Science	\$54,460	172
Early Childhood Education and Teaching	\$32,180	150
Truck and Bus Driver/Commercial Vehicle Operator and Instructor	\$56,998	124
Cosmetology/Cosmetologist, General	\$32,144	122
Medical Office Management/Administration	\$38,002	101
Automobile/Automotive Mechanics Technology/Technician	\$46,094	99
Criminal Justice/Safety Studies	\$43,764	85
Accounting and Finance	\$44,964	83
Licensed Practical/Vocational Nurse Training	\$51,976	70
Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Tech	\$51,090	68
Mental and Social Health Services and Allied Professions, Other	*	60
Electrician	\$51,994	55
Fire Prevention and Safety Technology/Technician	\$68,258	43
Dental Assisting/Assistant	\$38,008	38
Autobody/Collision and Repair Technology/Technician	\$40,770	37
Mechatronics, Robotics, and Automation Engineering Technology/Technician	\$71,000	34
Massage Therapy/Therapeutic Massage	\$34,182	33
Medium/Heavy Vehicle and Truck Technology/Technician	\$60,782	32
Legal Assistant/Paralegal	\$44,312	31

*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 Winston-Salem region were in Trades and Transportation (38.2%). This was followed by Business and Management (19.5%), Healthcare II (15.8%), and Personal Services (10.4%). As for community college completers, the largest share of PropelNC completers in the Winston-Salem region was also Trades and Transportation (18.7%). This was followed by Healthcare II (17.0%), Public Safety and First Responders (16.0%), and Business and Management (12.8%). 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 Winston-Salem region reported 93 economic development projects, adding a total of 6,668 jobs and over \$2.6 billion in capital investment. Across the six-year period, the Winston-Salem region saw the greatest job creation in 2022 (1,636 jobs), but the greatest investment in 2023 (\$743 million). In general, the region experienced increases in job creation year-over-year through 2022, followed by a steady decline. 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.

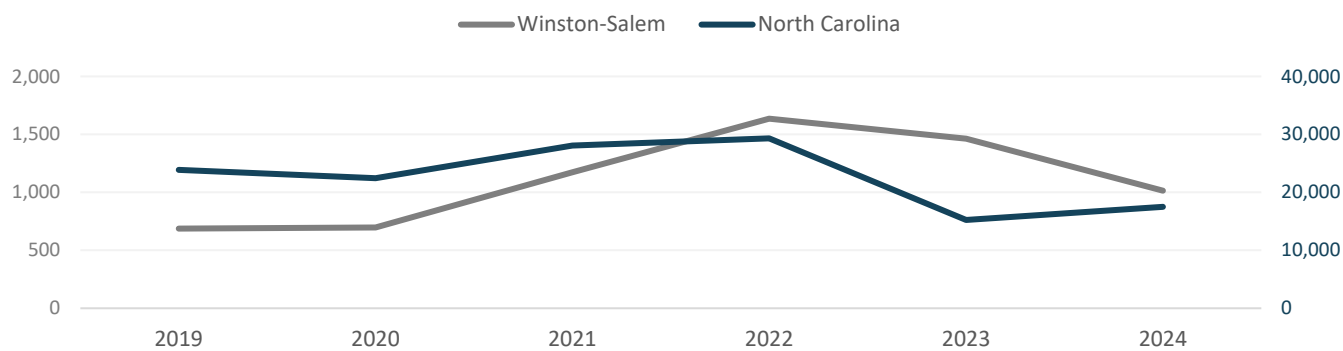
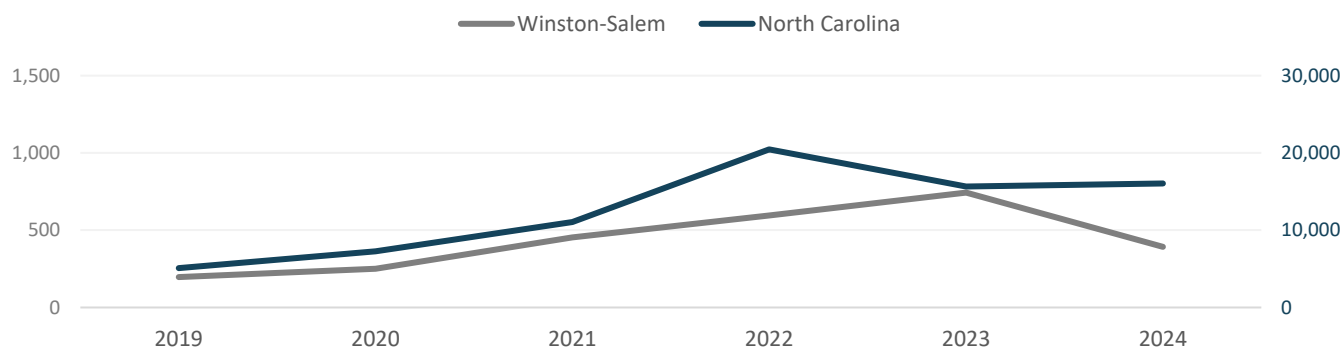


Figure 10. Statewide and regional investment from project announcements by year from 2019 through 2024 (in millions).



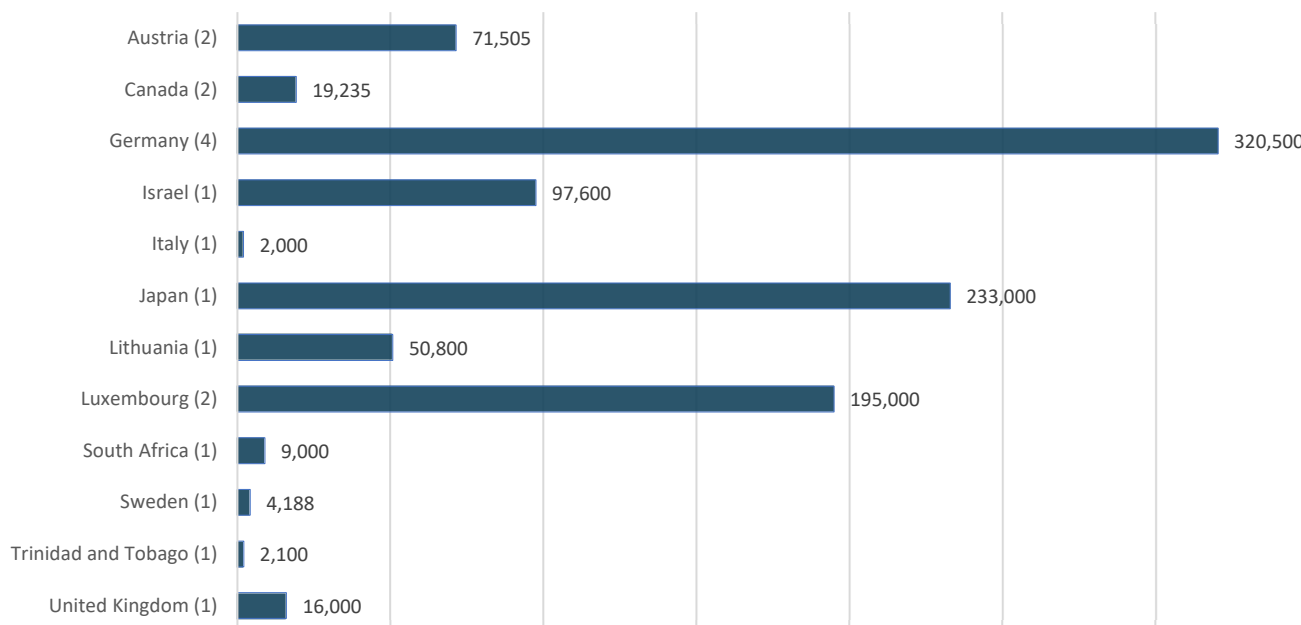
In the Winston-Salem region, the industry sectors with the highest number of jobs included Food, Beverage and Agriculture (1,248 jobs) and Transportation and Logistics (689 jobs). Meanwhile, the industry sectors with the highest investment (in thousands) included Furniture and Home Furnishing (\$333,317) and Automotive/Motor Vehicles (\$303,000). 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	4	324	40,442
Automotive	3	180	82,018
Automotive/Motor Vehicles	2	502	303,000
Biotechnology, Pharmaceuticals and Life Sciences	4	389	83,071
Business and Financial Services	1	100	0
Chemicals, Plastics and Rubber	8	267	131,071
Computers and Electronics	1	50	9,000
Energy	3	388	55,988
Food, Beverage and Agriculture	14	1,248	263,715
Furniture and Home Furnishings	8	539	333,317
Information Technology	2	130	100,000
Military/Defense	1	10	900
Other	25	1,366	770,903
Textiles	10	422	139,335
Transportation and Logistics	5	689	224,090

The announced projects included 18 total foreign direct investment projects from 12 different countries, including Germany (4 projects), Austria (2 projects), Canada (2 projects), and Luxembourg (2 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.



Appendix

Technical Documentation

Table 7. Summary of data sources.

Section	Sub-section(s)	Description	Source
<i>Employment</i>			
	Employment Trends; Employment by County	<i>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.</i> 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	<i>The Local Area Unemployment Statistics (LAUS) program is a federal-state cooperative effort in which monthly estimates of total employment and unemployment are prepared.</i> URL: https://d4.nccommerce.com/LausSelection.aspx Dates: 2018-2023	Local Area Unemployment Statistics: N.C. Department of Commerce & U.S. Department of Labor
<i>Existing Industry Sectors and Occupational Groups</i>			
	Industry Sectors; Occupational Groups	<i>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.</i> URL: https://tools.nccareers.org/employmentprojections/about.html Dates: 2022	Employment Projections Program: N.C. Department of Commerce & U.S. Department of Labor
<i>Labor Supply and Demand</i>			
	Labor Supply and Demand	<i>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).</i> 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
<i>Employment Projections</i>			
	Industry Projections; Occupational Group Projections	<i>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.</i> 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	<p>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.</p> <p>URL: https://tools.nccareers.org/employmentprojections/about.html</p> <p>Dates: 2022, 2032 projections</p>	<p>Employment Projections Program: N.C. Department of Commerce & U.S. Department of Labor</p>
Current Earnings	<p><i>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.</i></p> <p>Dates: 2022</p>	<p>Enhanced Quarterly Unemployment Insurance (EQUI) dataset: N.C. Department of Commerce & U.S. Department of Labor</p>

Community College Completers and Earnings

Community College Completers	<p>“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.</p> <p>Dates: 2023-2024 academic year</p>	<p>North Carolina Community Colleges</p>
Estimated Median Salary	<p>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.</p> <p>Dates: graduates from 2016-17 through 2019-20; wages from 2019-20 through 2022-23</p>	<p>North Carolina Community Colleges; National Student Clearinghouse (NSC); Common Follow-up System (CFS)</p>

PropelNC Workforce Sector Occupation Projections and Community College Completers

<p>PropelNC Workforce Sector Occupation Projections and Community College Completers</p>	<p>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.</p>	<p>North Carolina Community Colleges</p>
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Economic Development Projects

Economic Development Projects	<p>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.</p> <p>URL: https://cir.edpnc.com/</p> <p>Dates: 2019-2024</p>	<p>North Carolina Economic Development Activity Report (EDAR): The Economic Development Partnership of North Carolina (EDPNC)</p>
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**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 (including ties), where a community college education is either required or preferred, with the highest number of annual openings in the Winston-Salem region.

Occupation Title	Median Earnings	Annual Openings
Nursing Assistants	\$38,032	744
Registered Nurses	\$87,073	704
Home Health and Personal Care Aides	\$29,815	702
Heavy and Tractor-Trailer Truck Drivers	\$53,426	657
Miscellaneous Assemblers and Fabricators	\$40,246	568
First-Line Supervisors of Food Preparation and Serving Workers	\$38,902	521
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$43,171	404
Bookkeeping, Accounting, and Auditing Clerks	\$46,628	387
Light Truck Drivers	\$39,269	329
Maintenance and Repair Workers, General	\$46,744	300
Farmers, Ranchers, and Other Agricultural Managers	*	289
Teaching Assistants, Except Postsecondary	\$27,052	241
Medical Assistants	\$42,718	198
First-Line Supervisors of Production and Operating Workers	\$66,865	193
Accountants and Auditors	\$79,423	188
Automotive Service Technicians and Mechanics	\$41,919	184
Childcare Workers	\$29,901	183
Welders, Cutters, Solderers, and Brazers	\$49,192	176
First-Line Supervisors of Construction Trades and Extraction Workers	\$65,430	163
Electricians	\$53,431	151
Medical Secretaries and Administrative Assistants	\$41,599	144
Pharmacy Technicians	\$43,103	144
Machinists	\$55,763	141
Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	\$39,368	140
Human Resources Specialists	\$63,706	135
Hairdressers, Hairstylists, and Cosmetologists	\$37,453	132
Bus Drivers, School	\$37,859	124
Carpenters	\$44,926	119
First-Line Supervisors of Mechanics, Installers, and Repairers	\$78,265	110
Plumbers, Pipefitters, and Steamfitters	\$52,337	108
Licensed Practical and Licensed Vocational Nurses	\$62,156	108
Business Operations Specialists, All Other	\$70,930	108
Industrial Machinery Mechanics	\$63,537	107
Preschool Teachers, Except Special Education	\$34,840	106
Firefighters	\$35,226	104
Paralegals and Legal Assistants	\$48,997	102
Buyers and Purchasing Agents	\$64,964	98
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	\$51,634	95
Police and Sheriff's Patrol Officers	\$52,867	95
Food Service Managers	\$66,620	93
Operating Engineers and Other Construction Equipment Operators	\$48,593	92
Dental Assistants	\$48,260	85
Project Management Specialists	\$80,710	80
Management Analysts	\$82,369	79
Clinical Laboratory Technologists and Technicians	\$62,201	78
Exercise Trainers and Group Fitness Instructors	\$35,111	77
Real Estate Sales Agents	\$46,019	77
Tellers	\$38,882	72
Phlebotomists	\$42,008	72
First-Line Supervisors of Housekeeping and Janitorial Workers	\$42,086	70

*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 required, with the highest number of annual openings in the Winston-Salem region.

Occupation Title	Median Earnings	Annual Openings
Elementary School Teachers, Except Special Education	\$53,410	201
Construction Managers	\$104,107	165
Managers, All Other	\$110,388	163
Market Research Analysts and Marketing Specialists	\$77,900	145
Clergy	\$58,542	111
Secondary School Teachers, Except Special and Career/Technical Education	\$60,109	111
Medical and Health Services Managers	\$110,738	108
Software Developers	\$130,423	94
Training and Development Specialists	\$56,093	89
Financial Managers	\$141,914	80
Coaches and Scouts	\$39,276	79
Personal Financial Advisors	\$104,834	68
Middle School Teachers, Except Special and Career/Technical Education	\$54,588	67
Securities, Commodities, and Financial Services Sales Agents	\$51,508	63
Child, Family, and School Social Workers	\$52,997	60
Industrial Engineers	\$87,794	54
Sales Managers	\$114,043	51
Industrial Production Managers	\$113,805	50
Computer and Information Systems Managers	\$143,359	46
Marketing Managers	\$150,349	45
Religious Workers, All Other	s	43
Loan Officers	\$62,583	41
Cost Estimators	\$66,975	38
Facilities Managers	\$97,087	37
Graphic Designers	\$53,464	36
Teaching Assistants, Postsecondary	\$34,305	35
Social Science Research Assistants	s	32
Career/Technical Education Teachers, Postsecondary	\$62,345	32
Administrative Services Managers	\$90,244	28
Compliance Officers	\$66,887	28
Educational Instruction and Library Workers, All Other	\$60,754	28
Mechanical Engineers	\$85,578	26
Adult Basic Education, Adult Secondary Education, and English as a Second Language Instructors	\$57,738	26
Human Resources Managers	\$129,377	24
Civil Engineers	\$83,019	24
Information Security Analysts	\$133,565	22
Kindergarten Teachers, Except Special Education	\$62,551	22
Occupational Health and Safety Specialists	\$75,802	21
Community and Social Service Specialists, All Other	\$49,088	20
Special Education Teachers, Kindergarten and Elementary School	\$53,483	20
Social and Community Service Managers	\$70,870	19
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$99,675	18
Purchasing Managers	\$126,302	17
Data Scientists	\$123,190	17
Career/Technical Education Teachers, Secondary School	\$61,135	17
Public Relations Specialists	\$55,725	17
Writers and Authors	\$70,873	17
Chief Executives	*	16
Computer Network Architects	\$119,530	14
Special Education Teachers, Middle School	\$53,427	14

*Represents a cell with insufficient data to calculate median.

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

Instructional Program Description	Estimated Median Salary	Completers
Nursing Assistant/Aide and Patient Care Assistant/Aide	\$38,636	551
Emergency Medical Technology/Technician (EMT Paramedic)	\$57,468	301
Business Administration and Management, General	\$44,628	248
Information Technology	\$49,156	237
Registered Nursing/Registered Nurse	\$77,156	196
Welding Technology/Welder	\$51,980	189
Criminal Justice/Police Science	\$54,460	172
Early Childhood Education and Teaching	\$32,180	150
Truck and Bus Driver/Commercial Vehicle Operator and Instructor	\$56,998	124
Cosmetology/Cosmetologist, General	\$32,144	122
Medical Office Management/Administration	\$38,002	101
Automobile/Automotive Mechanics Technology/Technician	\$46,094	99
Criminal Justice/Safety Studies	\$43,764	85
Accounting and Finance	\$44,964	83
Licensed Practical/Vocational Nurse Training	\$51,976	70
Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Tech	\$51,090	68
Mental and Social Health Services and Allied Professions, Other	*	60
Electrician	\$51,994	55
Fire Prevention and Safety Technology/Technician	\$68,258	43
Dental Assisting/Assistant	\$38,008	38
Autobody/Collision and Repair Technology/Technician	\$40,770	37
Mechatronics, Robotics, and Automation Engineering Technology/Technician	\$71,000	34
Massage Therapy/Therapeutic Massage	\$34,182	33
Medium/Heavy Vehicle and Truck Technology/Technician	\$60,782	32
Legal Assistant/Paralegal	\$44,312	31
Aesthetician/Esthetician and Skin Care Specialist	\$28,340	30
Computer Numerically Controlled (CNC) Machinist Technology/CNC Machinist	*	30
Radiologic Technology/Science - Radiographer	\$56,046	27
Medical/Clinical Assistant	\$39,336	27
Electrical, Electronic, and Communications Engineering Technology/Technician	\$61,840	26
Electromechanical Technologies/Technicians, Other	\$67,076	25
Pharmacy Technician/Assistant	\$49,174	25
Language Interpretation and Translation	\$32,040	22
Applied Horticulture/Horticulture Operations, General	\$32,996	20
Forensic Science and Technology	\$38,644	20
Logistics, Materials, and Supply Chain Management	\$48,154	20
Computer Software and Media Applications, Other	\$36,956	19
Culinary Arts/Chef Training	\$38,612	19
Airframe Mechanics and Aircraft Maintenance Technology/Technician	\$64,196	17
Architectural Engineering Technologies/Technicians	\$50,846	16
Respiratory Care Therapy/Therapist	\$67,354	16
Commercial and Advertising Art	\$39,134	15
Interior Design	\$39,864	15
Plumbing Technology/Plumber	\$47,848	14
Health Information/Medical Records Technology/Technician	\$51,364	14
Agroecology and Sustainable Agriculture	*	14
Office Management and Supervision	\$39,052	12
Mechanical/Mechanical Engineering Technology/Technician	\$59,086	11
Dental Hygiene/Hygienist	\$68,484	11
Wildlife Biology	\$30,738	10
Carpentry/Carpenter	\$42,394	10
Biology/Biotechnology Technology/Technician	*	10
Building/Property Maintenance	\$51,828	10

*Represents a cell with insufficient data to calculate median.

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NCCCS Contributors:

- Aneika Bullock, Research Specialist
- Andrea Crowley, Executive Director, NC Student Success Center
- Chris Harrington, ApprenticeshipNC Director
- Michelle Lair, State Director of Student Success
- Bill Schneider, Vice President of System Effectiveness
- Emily Smail, Director of Research and Evaluation
- Elizabeth Stoddard, Director of Analytics and Reporting

Inquiries about this report can be directed to the NCCCS System Effectiveness team (systemeffectiveness@nccommunitycolleges.edu).