CAREER PROFILES

WIN WORKFORCE INTELLIGENCE NETWORK

WHAT ARE CAREER PROFILES?

The Workforce Intelligence Network (WIN) for Southeast Michigan has created **data snapshots** on specific occupations that provide information about **wages, employment projections, and recent job postings.** They are a great tool for **workforce planning, career counseling, and program development.** Profiles can be created for specific occupations supported by ISD programs within the served region.

WHO IS WIN?

- The **U.S. Department of Labor** has recognized WIN as one of the **top workforce collaboratives in the nation.** WIN is a partnership of nine community colleges and seven Michigan Works! agencies.
- The WIN mission is to **help cultivate a cohesive talent system by facilitating data-driven workforce solutions to ensure responsiveness to changing labor market demands**.

WHO IS THE WIN RESEARCH TEAM?

WIN **gathers, analyzes, and distributes real-time labor supply-and-demand intelligence** on workforce needs and characteristics specific to the southeast Michigan region.

WHAT TO EXPECT

$300 PER PROFILE

Step 1: Email info@winintelligence.org to let us know your interest

Step 2: Meet with the WIN Research Team to discuss timeline, scope, and specific needs related to profile development.

Step 3: Execute contract agreement to initiate the project.

Step 4: WIN Research Team begins development of profiles based on agreed scope and timeline.

Step 5: Draft profiles submitted to ISD for review and feedback. Revisions are made based on provided input.

Step 6: Final profiles delivered to the organization. Contract obligations fulfilled upon delivery.

EXAMPLES OF OCCCUPATIONS

- Agriculture
- Arts
- Business
- CNC
- Construction
- Culinary Arts
- Customer Service
- Cybersecurity
- Education

- Energy
- Engineering and Design
- Finance
- Health Care
- Home Health Personal Care Aids
- Hospitality
- Human Services
- Information Technology

- Manufacturing
- Marketing
- Nursing Assistants
- Registered Nurses
- Skilled Trades
- STEM
- Transportation, Distribution and Logistics
- Welding

PROFILE EXAMPLES

AGRICULTURE AND NATURAL RESOURCES
OCCUPATION AND TRAINING OUTLOOK
St. Clair County | 2024

INTRODUCTION

Careers pathways in Agriculture and Natural Resources include areas such as agricultural sciences, earth sciences, environmental sciences, food science, fisheries, forestry, horticulture, and wildlife. These jobs require a collection of science, business, and technical knowledge along with an understanding of plants, animals, and the environment.
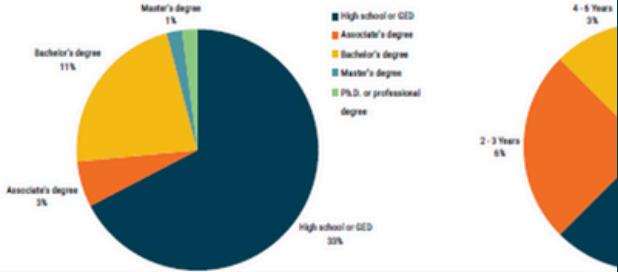
419 WORKERS EMPLOYED

WAGE DISTRIBUTION AND JOB OPENINGS

	Entry	Median	Experienced
Farmers, Ranchers, and Other Agricultural Managers	$10.10	$21.06	$59.67
Environmental Science and Protection Technicians, Including Health	Insf. Data	Insf. Data	Insf. Data
Veterinarians	$34.38	$45.25	$68.04
Landscaping and Groundskeeping Workers	$12.92	$15.97	$23.09
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	$26.49	$54.34	$89.38

EDUCATION AND EXPERIENCE

POSTINGS BY EDUCATION LEVEL

POSTINGS BY

Data Sources: Lightcast (2024)

"*The **occupation profiles** developed by WIN have been an important resource for the Lenawee ISD. They present **complex labor market information** in a **clear and accessible way** for **counselors, parents, and students** as they consider **future opportunities.** These profiles have supported our efforts to **guide students toward high-demand, high-skill career pathways with confidence.**"*

– Jenny Heath, LISD Assistant Superintendent

AGRICULTURE AND NATURAL RESOURCES

INDUSTRY EXPERTISE AND CREDENTIALS

Agriculture and Natural Resource workers are hired by employers both in and out of traditional agriscience jobs. Industries with the most job postings are Landscaping Services, Other Activities Related to Real Estate, Boat Dealers, Other Management Consulting Services, and All Other Amusement and Recreation Industries. Ordered by frequency:

TECHNICAL SKILLS
1. Landscaping
2. Mowing
3. Lawn Care
4. Irrigation
5. Groundskeeping
6. Sales Prospecting
7. Selling Techniques
8. Pruning
9. Sales Management
10. Lawn Maintenance

SOFT SKILLS
1. Sales
2. Communication
3. Customer Service
4. Lifting Ability
5. Time Management
6. Operations
7. Self-Motivation
8. English Language
9. Leadership
10. Problem Solving

TOP POSTED CREDENTIALS
1. Valid Driver's License
2. Insurance License
3. Chauffeur License
4. Commercial Driver's License (CDL)
5. Automated External Defibrillator (AED) Certification
6. Cardiopulmonary Resuscitation (CPR) Certification

RELATED CAREER PROFILES

Conservation Scientists
Agricultural Equipment Operators
Tile and Stone Setters
First-Line Supervisors of Mechanics, Installers, and Repairers
Tree Trimmers and Pruners
Landscaping and Groundskeeping Workers
Forest and Conservation Workers
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers
Most Related   Least Related
Fallers
Pesticide Handlers, Sprayers, and Applicators, Vegetation
Food Scientists and Technologists

TOP POSTED EMPLOYERS
Ordered by frequency of postings:

- TruGreen
- RI Holdings
- Walstrom Marine
- Rightway Automotive
- T-Roc
- Redline
- AAA
- Weed Man
- Schwan's Company
- St Clair Golf Club

QUESTIONS?

Contact the WIN Research team at info@winintelligence.org

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