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**occupational
requirements
for
vocational
education**

**annual report
iowa employment security commission**

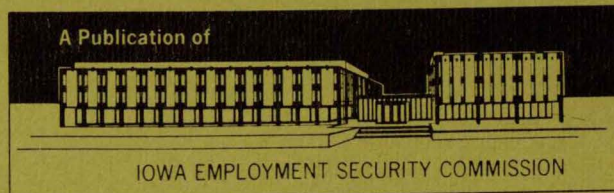
fiscal year 1974

marshalltown

GEORGE A. LUNDBERG

COMMISSIONERS
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ANNUAL REPORT ON STATE AND AREA

OCCUPATIONAL REQUIREMENTS FOR VOCATIONAL EDUCATION

Developed by

IOWA EMPLOYMENT SECURITY COMMISSION

Fiscal Year 1974

IOWA EMPLOYMENT SECURITY COMMISSION

Iowa State Employment Service

Bernard E. Boerger, Manager

401 East Main Street

Marshalltown, Iowa 50158

Percent
of Total

Industry	Percent of Total
Manufacturing	31.7%
Construction	5.7%
Transportation	4.0%
Communication	1.0%
Public Utilities	1.0%
Wholesale Trade	2.8%
Retail Trade	1.4%
Finance, Insurance, and Real Estate	2.1%
Services	2.1%
Government	1.4%
All other non-agricultural	1.4%
Agriculture	11.7%

This report is submitted in accordance with Section 123(a) (8) of the Vocational Amendments of 1968 and represents findings with respect to the needs for Vocational Education in the metropolitan area of Marshalltown, Iowa (Marshall county).

This industry is followed by retail trade, government, and agriculture, while the substantial participation of the area in production and agriculture has a large number of farm workers in Marshall county as a substantial figure for the state.

NARRATIVE ANALYSIS

MARSHALLTOWN, IOWA

I. Background Information

A. Area Coverage and Description

- (1) The area covered in this report is Marshalltown (defined as Marshall county). The Marshalltown office of the Iowa Employment Security Commission serves this community as well as Hardin, Tama and Poweshiek counties. Marshall county's 1970 census figure was 41,076 persons, with 63 percent of the county's population living in the city of Marshalltown. While the surrounding area is generally rural in nature, Marshalltown is the principal urban center of the area. As a center for manufacturing and trade, the city of Marshalltown provides employment for many persons in a wide area of central Iowa.
- (2) Industrial Composition - Size of Employment

Industry	1972 - Nine Month Averages	Percent of Total
Manufacturing	5845	31.5%
Construction	460	2.5
Transportation	380	2.0
Communications and Public Utilities	330	1.8
Wholesale Trade	370	2.0
Retail Trade	2770	14.9
Finance, Insurance and Real Estate	390	2.1
Services	1540	8.3
Government	2530	13.6
All other non- agricultural	1775	9.6
Agriculture	2170	11.7
TOTAL	18560	100.0

As shown above, manufacturing is the most significant Marshall county industry, employing nearly one-third of the workers in the county. This industry is followed by retail trade, government and agriculture. While the industrial composition of the area is predominantly non-agricultural, the 2170 farmers and farm workers in Marshall county is a substantial figure for an urban Iowa county.

B. Summary of Recent Employment and Unemployment Trends

(1) Marshalltown Work Force

	1970 (Annual)	1971 (Annual)	1972 (9 Month)
Work Force	19,480	19,180	19,060
Unemployment - Total	490	620	520
Rate	2.5%	3.2%	2.7%
Employment	18,980	18,390	18,550
Non-Ag Wage & Salary	14,980	14,510	14,610
Manufacturing	6,440	5,830	5,845
Non-manufacturing	8,540	8,630	8,660
Other Non-agricultural	1,820	1,770	1,775
Agriculture	2,170	2,200	2,170
Persons involved in labor-management disputes	0	70	0

(2) Due to increased hiring in several major industries, the level of employment in Marshalltown has risen steadily since the beginning of the year. It appears that we are again establishing a trend of very low unemployment rates, such as those recorded during most of 1970. Manufacturing employment in Marshalltown has risen by 110 since January. The opening of a new shopping center has been the chief factor in the establishment of 480 new retail trade positions in Marshalltown this year. Other increases that have occurred this year are in construction (+200) and government (+140).

It is believed that the current level of employment in the county will remain very stable as we move into 1973. New hiring in retail trades will be minimal; the great majority of retail businesses at the new shopping center are now moved in and doing business. Manufacturing firms expect only a few new hires during the winter months.

II. Amplification and Analysis of Statistical Information

A. Labor demand in hard-to-fill job openings (Based on Table 1 at the end of this report)

Most hard-to-fill job openings encountered at the local Marshalltown ES office can be attributed to selective employers who have specific requirements in mind when placing job orders with the Employment Service. Specific qualifications such as designated experience, training or education often play a key role in determining whether

or not an individual will be considered for a specific job. A high school diploma is now a "must" for entry into practically all but the most low-paying jobs. These jobs often involve work that is physical in nature and for which few skills are required.

With the present large number of clerical workers seeking employment it is ironic that certain clerical openings are sometimes hard-to-fill. High-speed typing, shorthand and company clerical tests often make it difficult for some inexperienced clerical workers to gain entry into these jobs.

There continues to be a limited demand for college trained people in this area. Most openings, however, call for graduates with specific college training in certain fields, such as accounting, marketing, engineering, scientific areas, etcetera. Some liberal arts graduates and teachers are finding themselves up against a tight job market. These applicants can often be placed in manager trainee positions with retail companies or small businesses, although the entry level salary for this type of position is normally rather low.

Openings received for sales work often go unfilled for a number of days. These are usually in the nature of commission sales jobs which only appeal to seasoned, experienced salesmen. Other job requirements, such as over-night travel, also make these jobs difficult to fill. Some companies will discuss sales openings only with experienced salesmen and are reluctant to hire trainees.

Training and experience are the big factors in determining who gets hired in many machine trade occupations. Openings for top-notch mechanics are almost always available in this area, a situation that also exists nationally. Factories prefer applicants who have basic mechanical ability and sometimes require people who can set up machines and work at specific tolerances.

B. Labor Supply Summary (Based on Table 4 at the end of this report)

On August 30th there were 1387 applicants in the active file of the local Employment Service office. The following table shows the occupational breakdown of these applicants:

Occupation	Applicants	Percent of Total
Prof., Tech. & Mgr.	106	7.6
Clerical	243	17.5
Sales	123	8.9
Services	172	13.9
Agriculture	61	4.4
Processing	56	4.0
Machine Trades	104	7.5
Bench Work	44	3.2
Structural Work	253	18.2
Miscellaneous	205	14.8

The table on the preceding page, along with Table 4 gives a clear picture of the occupations in Marshalltown in which a surplus of workers exists. Table 4 contains a breakdown of the labor supply of this area as it existed on August 30th. The following is a summary of the current labor supply in Marshalltown and the nearby area:

Professional, Technical and Managerial - A small group of college trained people are available for work in this area. Most job seekers with these qualifications attempt to find employment in cities of larger size. Technical training in specific areas is an important criteria for good paying jobs in this occupational classification. While rapid growth is anticipated nationally, local openings for these occupations will probably be filled quite easily for a number of years. The number of people with college or technical training seeking local employment will keep pace with the limited amount of future hiring that will occur due to business expansion and employee retirement.

Clerical - With 17.5 percent of the applicants on file, this occupational classification has a large supply of job seekers. Most applicants are young, female high school graduates who have taken general office courses and have limited work experience. Table 4 indicates that there are more general office clerks registered with the Marshalltown Employment Service office than workers in any other specific occupation.

Sales - The recent opening of a new shopping center has reduced the number of applicants seeking work in this field, although a sizeable number of sales workers are still registered with this office. Most employers prefer cashiers and sales clerks who have had experience meeting the public and operating cash registers.

Service - The outlook for service occupations is good, although jobs in this classification are normally of the "low pay, long hours" variety. Little education or training is necessary for most jobs in this field. Some occupations, such as waitress work and service station attendants, have high turnover rates and openings are frequently available. At the present time, however, the supply of nurse-aides is much greater than the demand.

Agriculture - No growth is anticipated in agricultural occupations, with the farm population growing smaller each year. Most agricultural openings received by this office are for seasonal farm jobs.

Processing - Employment prospects in processing trades are good and should remain so during the next several years. Very few processing workers are currently registered with the local Employment Service office. The majority of these applicants are foundry workers who were laid off last year. Many jobs in processing offer good starting wages and do not require special education or experience to gain entry.

Machine Trades - Limited new openings are foreseeable in this occupation. Local manufacturers are currently working at high production, but new hiring of machine operators should not be excessive. Favorable economic advances over the next few years will help to create more openings in the machine trades. There continues to be a demand for highly skilled gasoline and diesel engine mechanics.

Bench Work - The situation in the bench work trades is similar to that of the machine trades. Major increases in employment will depend mainly upon increased volumes of business by local manufacturing firms.

Structural Trades - Workers who have skill or experience in structural trades can usually find employment in this area. Finish carpenters, heavy equipment operators and skilled welders are often in demand. While Table 4 indicates that there are many construction laborers registered at this office, many of these applicants have had only limited construction experience and some do not even desire to continue in this occupation.

Miscellaneous - The great majority of job seekers in this category are school drop-outs or high school graduates who have no skills or work experience. While the demand for workers in many of these occupations is steady, a constant over-supply of workers exists. Pay scales and working conditions for many jobs in this classification are undesirable to most job seekers.

C. Limitations of Data

Labor demand in Marshalltown does not necessarily mirror the national outlook. Information compiled on Table 1 is limited to job orders received by the local office of the State Employment Service during the past four quarters. Our rural, Midwestern location and population size have a definite bearing on the number of openings available in fields such as managerial, clerical, sales and machine trades.

Job applicants listed on Table 4 refers to the situation as it existed on August 30th. It must be emphasized that not all ES applicants are unemployed. Many are under-employed and desire to change their place of employment; some are entering the labor force for the first time; still others are women who have children in school and wish to re-enter the labor force.

Unforeseen economic changes can alter the demand that is predicted for some occupations. Marshalltown has recently gone through a period of growth in retail sales occupations that would not have been forecast two years ago. Manufacturing, the backbone of Marshalltown's work force, depends a great deal upon the existence of a national economy that encourages customer orders and a continuing demand for the products manufactured here. Various goods manufactured in Marshalltown and some small local towns are shipped all over the United States and to many parts of the world.

III. Findings and Interpretations

Special educational and skill requirements will continue to be key factors in the existence of labor surpluses and shortages. Occupations with low entry requirements are easily filled and therefore offer less chance of meaningful employment to the job seeker. On-the-other-hand, jobs that require higher entrance standards are not jobs that are always filled quickly, but they normally offer higher salaries, better benefits and more favorable working conditions. Students preparing themselves for future employment would be wise to study the supply and demand of labor as it pertains to the career they wish to enter.

A surplus of labor currently exists for lower-skilled clerical workers, construction workers, auto mechanics and truck drivers, as well as unskilled general laborers. There is a general need for workers in medical and health occupations, especially in registered nursing. Highly skilled clerical workers are also in demand. Employment opportunities look favorable in many of the machine trades, with knowledgeable engine mechanics topping the list.

EMPLOYMENT OPPORTUNITIES RELATED TO VOCATIONAL EDUCATION PROGRAMS
TABLE 1: LABOR DEMAND IN HARD-TO-FILL JOB OPENINGS - UNFILLED OPENINGS APPROACH

1. State IOWA	2. Date Report Prepared Mo. Day Yr. 11 09 72	3. Unfilled Openings Data Refer to 12 Months Ending Mo. Day Yr. 08 31 72	4. Geographic Coverage (Check one) <input type="checkbox"/> a. Entire State <input checked="" type="checkbox"/> b. Area Only	5. Area Name if Area Only MARSHALLTOWN, IOWA
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6. Political Subdivision(s) Within Area (Use reverse side if additional space is necessary.) MARSHALL COUNTY	7. Type of Data (Check one) <input checked="" type="checkbox"/> a. Actual ES unfilled openings <input type="checkbox"/> b. ES unfilled openings inflated to total current job opportunities <input type="checkbox"/> c. All current job opportunities (From sample survey of employer job vacancies)
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Dictionary of Occupational Titles		Vocational Education Instructional Program Code	Unfilled Openings 30 Days or More				National Growth to 1980 a. Rapid b. Moderate c. Slow d. None e. Decline	Comments
Code	Title (Abbreviate if necessary)		Annual Range in Number	Annual Average		Number Range Anticipated in Next FY		
				Number	Percent of Total			
A	B	C	D	E	F	G	H	I
0 - 1	Prof. Tech. Mgr.		0-6	2	33.3	0-5	R	
20 - 24	Clerical		0-3	2	50.0	0-3	M	
25 - 29	Sales		0-7	4	66.6	0-10	M	
30	Domestics		0-1	0	0	0-2	S	
31 - 39	Other Services		0-4	2	25.0	0-2	M	
4	Farm		0-1	1	50.0	0-3	S	
5	Processing		0-89*	23	95.8	0-3	M	*Atypical situation; result of a large job order in which employment needs were over-estimated.
6	Machine Trades		1-4	2	40.0	0-3	M	
7	Bench Work		0-3	1	100.0	0-2	M	
8	Structural Work		0-3	2	25.0	0-5	M	
90 - 91	Transportation		0-0	0	0	0-0	M	
92	Mat. Handlers, etc.		0-0	0	0	0-0	S	
93 - 97	Other		0-0	0	0	0-0	S	

EMPLOYMENT OPPORTUNITIES RELATED TO VOCATIONAL EDUCATION PROGRAMS
TABLE 4: LABOR SUPPLY SUMMARY

1. State IOWA	2. Date Report Prepared Mo. Day Yr. 11 06 72	3. Currently Available Labor Supply Data Refer to Mo. Day Yr. 08 30 72	4. Geographic Coverage (Check one) <input type="checkbox"/> a. Entire State <input checked="" type="checkbox"/> b. Area Only	5. Area Name if Area Only MARSHALLTOWN, IOWA
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6. Political Subdivision(s) With Area (Use reverse side if additional space is necessary.)

MARSHALL COUNTY

Dictionary of Occupational Titles		Vocational Education Instructional Program Code	Currently Available Labor Supply (ES Job Applicants)	Training Output				Comments
Code	Title (Abbreviate if necessary)			Vocational Education Training		Training by Other Sectors		
				1 Year Hence	5 Years Hence	1 Year Hence	5 Years Hence	
A	B	C	D	E	F	G	H	I
0, 1	Prof. Tech. Mgr.							
160.188	Accountant		6					
185.168	Manager, Store		6					
189.168	Manager Trainee		14					College trained appli- cants, with little experience.
2	Clerical & Sales							
201.368	Secretary		29					Limited demand, over- supply of clerical workers.
203.588	Typist		5					Ditto
209.388	Clerk-typist		13					Ditto
209.588	Clerk, General		19					Ditto
210.388	Bookkeeper		17					Ditto
212.368	Bank Teller		6					
219.388	Clerk, Gen. Office		80					Ditto
219.488	Accounting Clerk		5					
223.387	Stock Clerk		12					Low pay; few openings.
230.878	Delivery Boy		5					
237.368	Receptionist		20					Limited demand; over- supply of clerical workers.
263.458	Sales, Clothing		7					

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Code	Title (Abbreviate if necessary)			Vocational Education Training		Training by Other Sectors		
				1 Year Hence	5 Years Hence	1 Year Hence	5 Years Hence	
A	B	C	D	E	F	G	H	I
289.358	Salesman, General		8					Commission work; appli- cants have limited exp.
289.458	Salesperson, Gen.		12					Ditto
290.478	Sales Clerk		40					Supply exceeds demand.
292.358	Salesman-Driver		7					
299.468	Cashier-Checker		18					Ditto
3	Service Occupations							
306.878	Maid, General		10					Little demand.
307.878	Nursemaid		5					
311.878	Waiter, Waitress		24					Low pay; high turnover rate occupation.
313.381	Cook		17					Limited openings; em- ployers are selective.
316.884	Meat-cutter		6					Few new openings.
318.887	Kitchen Helper		22					Low pay; few openings.
323.887	Maid II		8					
332.271	Cosmetologist		5					
355.878	Nurse-aid		27					Low pay; few skills required.
381.887	Janitor-Charwoman		24					Limited demand.
4	Agriculture							
406.887	Groundman		6					

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Code	Title (Abbreviate if necessary)			Vocational Education Training		Training by Other Sectors		
				1 Year Hence	5 Years Hence	1 Year Hence	5 Years Hence	
A	B	C	D	E	F	G	H	I
421.883	Farmhand, Gen. I		22					Seasonal demand.
421.887	Farmhand, Gen. II		10					Ditto
5	Processing							
519.887	Foundry Worker		19					Foundry closing last year produced over- supply of workers.
529.887	Laborer, Meat Pack.		5					
6	Machine Trades							
609.884	Laborer, General		13					Applicants often have low education and few work skills.
609.885	Production-Machine Operator		12					Limited new hiring.
620.281	Auto. Mechanic		14					High employer standards.
620.884	Auto Mech. Helper		7					Applicants not fully qualified.
7	Bench Work							
706.884	Assembler, small parts		5					
706.887	Assembler, production		5					

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Code	Title (Abbreviate if necessary)			Vocational Education Training		Training by Other Sectors		
				1 Year Hence	5 Years Hence	1 Year Hence	5 Years Hence	
A	B	C	D	E	F	G	H	I
8	Structural							
807.381	Auto-body Repairman		7					
810.884	Welder, Arc		7					
812.884	Welder, Combination		7					
824.281	Electrician		8					Many apprenticeship trades require high school education.
840.781	Painter		9					
859.883	Heavy Equip. Opr.		7					
860.381	Carpenter		14					Skilled trade; training or experience needed.
860.887	Carpenter Helper		5					
869.884	Const. Worker I		61					Seasonal work; occa- sional layoffs; many applicants lack skills or work experience.
869.887	Const. Worker II		56					
899.381	Maintenance Man		6					
9	Miscellaneous							
904.883	Tractor-trailer Truck Driver		11					Away-from-home travel often required.
905.883	Trk Driver, Heavy		43					Little education re- quired; oversupply of workers.

EMPLOYMENT OPPORTUNITIES RELATED TO VOCATIONAL EDUCATION PROGRAMS
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Page 5 of 5

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Code	Title (Abbreviate if necessary)			Vocational Education Training		Training by Other Sectors		
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A	B	C	D	E	F	G	H	I
915.867	Auto Service Station Attendant		28					Low pay; long hours; high turnover rate.
922.883	Industrial-Truck Operator		13					
922.887	Laborer, Stores		18					Low pay; limited openings.
929.887	Material Handler		60					Applicants often have low education, poor work history, few skills.

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