



Education Report

Education, General

Marshall (45 minute drive)



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Definition of Education, General, CIP 13.0101

A program that focuses on the general theory and practice of learning and teaching, the basic principles of educational psychology, the art of teaching, the planning and administration of educational activities, school safety and health issues, and the social foundations of education.

Awards

The table below is a list of postsecondary awards in CIP 13.0101 that were granted by institutions located in the Marshall (45 minute drive) in the 2020 academic year.

Schools	Certs & 2yr Awards ¹	4yr Awards ²	Post-Grad Awards ³	Avg Net Price ⁴
East Texas Baptist University			5	\$22,956
Bossier Parish Community College	3			\$8,526
LeTourneau University	1			\$24,609
Southern University at Shreveport				\$8,691
Total	4	0	5	

1. Undergraduate certificates and associate's degrees

2. Bachelor's degrees and post-baccalaureates

3. Master's, post-master's, and doctorates

4. Average net price represents full-time beginning undergraduate students who paid the in-state or in-district tuition rate and were awarded grant or scholarship aid from federal, state or local governments, or the institution. Data as of the 2018-2019 academic year.

Awards data are per the National Center for Education Statistics (NCES) and JobsEQ for the 2020 academic year. Any programs shown here reflect only data reported to the NCES; reporting is required of all schools participating in any federal finance assistance program authorized by Title IV of the Higher Education Act of 1965, as amended—other training providers in the region that do not report data to the NCES are not reflected in the above.

Occupation Crosswalk

The below table lists all occupations linked with the program, Education, General, CIP 13.0101.

		Education and Training Requirements			Educational Attainment				
		Typical Education Needed for Entry	Work Experience in a Related Occupation	Typical On-the-Job Training Needed to Attain Competency in the Occupation	No College	Some College, No Degree	Associate's Degree	Bachelor's Degree	Postgraduate Degree
11-9031	Education and Childcare Administrators, Preschool and Daycare	Bachelor's degree	Less than 5 years	None	10%	9%	6%	29%	47%
11-9032	Education Administrators, Kindergarten through Secondary	Master's degree	5 years or more	None	10%	9%	6%	30%	46%
11-9033	Education Administrators, Postsecondary	Master's degree	Less than 5 years	None	9%	9%	6%	30%	46%
11-9039	Education Administrators, All Other	Bachelor's degree	Less than 5 years	None	10%	9%	6%	29%	46%
21-1012	Educational, Guidance, and Career Counselors and Advisors	Master's degree	None	None	7%	6%	3%	27%	57%
25-1081	Education Teachers, Postsecondary	Doctoral or professional degree	Less than 5 years	None	3%	3%	3%	21%	70%
25-2011	Preschool Teachers, Except Special Education	Associate's degree	None	None	19%	22%	17%	33%	9%
25-2012	Kindergarten Teachers, Except Special Education	Bachelor's degree	None	None	19%	23%	17%	33%	8%
25-2021	Elementary School Teachers, Except Special Education	Bachelor's degree	None	None	0%	4%	3%	50%	43%
25-2022	Middle School Teachers, Except Special and Career/Technical Education	Bachelor's degree	None	None	0%	4%	3%	51%	42%
25-2023	Career/Technical Education Teachers, Middle School	Bachelor's degree	Less than 5 years	None	0%	4%	3%	51%	41%
25-2031	Secondary School Teachers, Except Special and Career/Technical Education	Bachelor's degree	None	None	0%	3%	3%	48%	47%
25-2032	Career/Technical Education Teachers, Secondary School	Bachelor's degree	Less than 5 years	None	0%	3%	2%	48%	47%
25-2051	Special Education Teachers, Preschool	Bachelor's degree	None	None	8%	8%	6%	37%	40%
25-2052	Special Education Teachers, Kindergarten and Elementary School	Bachelor's degree	None	None	8%	8%	6%	38%	41%
25-2057	Special Education Teachers, Middle School	Bachelor's degree	None	None	8%	8%	6%	38%	40%
25-2058	Special Education Teachers, Secondary School	Bachelor's degree	None	None	8%	8%	6%	38%	40%
25-2059	Special Education Teachers, All Other	Bachelor's degree	None	None	8%	8%	6%	38%	40%

		Education and Training Requirements			Educational Attainment				
		Typical Education Needed for Entry	Work Experience in a Related Occupation	Typical On-the-Job Training Needed to Attain Competency in the Occupation	No College	Some College, No Degree	Associate's Degree	Bachelor's Degree	Postgraduate Degree
25-3011	Adult Basic Education, Adult Secondary Education, and English as a Second Language Instructors	Bachelor's degree	None	None	18%	18%	11%	35%	18%
25-3021	Self-Enrichment Teachers	High school diploma or equivalent	Less than 5 years	None	17%	18%	11%	35%	19%
25-9031	Instructional Coordinators	Master's degree	5 years or more	None	10%	9%	7%	33%	41%
25-9099	Educational Instruction and Library Workers, All Other	Bachelor's degree	None	None	10%	9%	7%	32%	42%

Education and training requirements are from the Bureau of Labor Statistics (BLS); educational attainment mix are regional data modeled by Chmura using Census educational attainment data projected to 2021Q2 along with source data from the BLS

Definition of Education and Childcare Administrators, Preschool and Daycare (11-9031)

Plan, direct, or coordinate the academic and nonacademic activities of preschool and childcare centers or programs. Excludes "Preschool Teachers" (25-2011).

Definition of Education Administrators, Kindergarten through Secondary (11-9032)

Plan, direct, or coordinate the academic, administrative, or auxiliary activities of public or private elementary or secondary level schools.

Definition of Education Administrators, Postsecondary (11-9033)

Plan, direct, or coordinate research, instructional, student administration and services, and other educational activities at postsecondary institutions, including universities, colleges, and junior and community colleges.

Definition of Education Administrators, All Other (11-9039)

All education administrators not listed separately.

Definition of Educational, Guidance, and Career Counselors and Advisors (21-1012)

Counsel individuals and provide group educational and vocational guidance services.

Definition of Education Teachers, Postsecondary (25-1081)

Teach courses pertaining to education, such as counseling, curriculum, guidance, instruction, teacher education, and teaching English as a second language. Includes both teachers primarily engaged in teaching and those who do a combination of teaching and research.

Definition of Preschool Teachers, Except Special Education (25-2011)

Instruct preschool-aged children in activities designed to promote social, physical, and intellectual growth needed for primary school in preschool, day care center, or other child development facility. Substitute teachers are included in "Teachers and Instructors, All Other" (25-3099). May be required to hold State certification. Excludes "Childcare Workers" (39-9011) and "Special Education Teachers" (25-2050).

Definition of Kindergarten Teachers, Except Special Education (25-2012)

Teach elemental natural and social science, personal hygiene, music, art, and literature to kindergarten students. Promote physical, mental, and social development. May be required to hold State certification. Substitute teachers are included in "Teachers and Instructors, All Other" (25-3099). Excludes "Special Education Teachers" (25-2050).

Definition of Elementary School Teachers, Except Special Education (25-2021)

Teach students basic academic, social, and other formative skills in public or private schools at the elementary level. Substitute teachers are included in "Teachers and Instructors, All Other" (25-3099). Excludes "Special Education Teachers" (25-2050).

Definition of Middle School Teachers, Except Special and Career/Technical Education (25-2022)

Teach students in one or more subjects in public or private schools at the middle, intermediate, or junior high level, which falls between elementary and senior high school as defined by applicable laws and regulations. Substitute teachers are included in "Teachers and Instructors, All Other" (25-3099). Excludes "Career/Technical Education Teachers, Middle School " (25-2023) and "Special Education Teachers" (25-2050).

Definition of Career/Technical Education Teachers, Middle School (25-2023)

Teach occupational, career and technical, or vocational subjects in public or private schools at the middle, intermediate, or junior high level, which falls between elementary and senior high school as defined by applicable laws and regulations. Substitute teachers are included in "Teachers and Instructors, All Other" (25-3099). Excludes "Special Education Teachers" (25-2050).

Definition of Secondary School Teachers, Except Special and Career/Technical Education (25-2031)

Teach students in one or more subjects, such as English, mathematics, or social studies at the secondary level in public or private schools. May be designated according to subject matter specialty. Substitute teachers are included in "Teachers and Instructors, All Other" (25-3099). Excludes "Career/Technical Education Teachers, Secondary School" (25-2032) and "Special Education Teachers" (25-2050).

Definition of Career/Technical Education Teachers, Secondary School (25-2032)

Teach occupational, career and technical, or vocational subjects at the secondary school level in public or private schools. Substitute teachers are included in "Teachers and Instructors, All Other" (25-3099). Excludes "Special Education Teachers, Secondary School" (25-2054).

Definition of Special Education Teachers, Preschool (25-2051)

Teach preschool school subjects to educationally and physically handicapped students. Includes teachers who specialize and work with audibly and visually handicapped students and those who teach basic academic and life processes skills to the mentally impaired. Substitute teachers are included in "Teachers and Instructors, All Other" (25-3099).

Definition of Special Education Teachers, Kindergarten and Elementary School (25-2052)

Teach elementary school subjects to educationally and physically handicapped students. Includes teachers who specialize and work with audibly and visually handicapped students and those who teach basic academic and life processes skills to the mentally impaired. Substitute teachers are included in "Teachers and Instructors, All Other" (25-3099).

Definition of Special Education Teachers, Middle School (25-2057)

Teach middle school subjects to educationally and physically handicapped students. Includes teachers who specialize and work with audibly and visually handicapped students and those who teach basic academic and life processes skills to the mentally impaired. Substitute teachers are included in "Teachers and Instructors, All Other" (25-3099).

Definition of Special Education Teachers, Secondary School (25-2058)

Teach secondary school subjects to educationally and physically handicapped students. Includes teachers who specialize and work with audibly and visually handicapped students and those who teach basic academic and life processes skills to the mentally impaired. Substitute teachers are included in "Teachers and Instructors, All Other" (25-3099).

Definition of Special Education Teachers, All Other (25-2059)

All special education teachers not listed separately.

Definition of Adult Basic Education, Adult Secondary Education, and English as a Second Language Instructors (25-3011)

Teach or instruct out-of-school youths and adults in remedial education classes, preparatory classes for the General Educational Development test, literacy, or English as a Second Language. Teaching may or may not take place in a traditional educational institution.

Definition of Self-Enrichment Teachers (25-3021)

Teach or instruct courses other than those that normally lead to an occupational objective or degree. Courses may include self-improvement, nonvocational, and nonacademic subjects. Teaching may or may not take place in a traditional educational institution. Excludes "Fitness Trainers and Aerobics Instructors" (39-9031). Flight instructors are included with "Aircraft Pilots and Flight Engineers" (53-2010).

Definition of Instructional Coordinators (25-9031)

Develop instructional material, coordinate educational content, and incorporate current technology in specialized fields that provide guidelines to educators and instructors for developing curricula and conducting courses. Includes educational consultants and specialists, and instructional material directors.

Definition of Educational Instruction and Library Workers, All Other (25-9099)

All education, training, and library workers not listed separately.

Occupation Details

As of 2021Q2, total employment for occupations linked to Education, General in the Marshall (45 minute drive) was 13,913. Over the past three years, linked occupations shed 461 jobs in the region and are expected to need in aggregate approximately 7,065 newly trained workers over the next seven years.

Snapshot of Occupations Linked to Education, General in the Marshall (45 minute drive)¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			Unempl Rate	Online Job Ads ³	3-Year History	7-Year Forecast			
				LQ	Unempl	Ann %			Total Demand	Exits	Transfers	Empl Growth	Avg Ann Growth %
25- 2021	Elementary School Teachers, Except Special Education	3,738	\$51,300	1.33	137	4.3%	44	-1.2%	1,744	789	1,095	-140	-0.5%
25- 2031	Secondary School Teachers, Except Special and Career/Technical Education	2,672	\$55,400	1.30	77	3.0%	132	-1.1%	1,179	510	765	-96	-0.5%
25- 2022	Middle School Teachers, Except Special and Career/Technical Education	1,594	\$52,100	1.31	68	4.4%	36	-1.0%	747	337	467	-57	-0.5%
11- 9032	Education Administrators, Kindergarten through Secondary	797	\$80,900	1.44	24	3.1%	12	-1.1%	393	141	282	-30	-0.5%
21- 1012	Educational, Guidance, and Career Counselors and Advisors	761	\$61,200	1.20	15	2.1%	11	-1.4%	517	167	366	-17	-0.3%
25- 2011	Preschool Teachers, Except Special Education	682	\$40,000	0.72	69	9.6%	22	-1.2%	448	186	284	-22	-0.5%
25- 2052	Special Education Teachers, Kindergarten and Elementary School	657	\$54,700	1.68	23	3.5%	1	-2.3%	306	147	187	-28	-0.6%
25- 2021	Self-Enrichment Teachers	539	\$37,000	0.73	48	8.9%	6	1.0%	421	217	209	-5	-0.1%
25- 9031	Instructional Coordinators	474	\$59,300	1.27	46	9.6%	20	-0.2%	288	136	165	-14	-0.4%
25- 2058	Special Education Teachers, Secondary School	393	\$56,400	1.34	13	3.5%	3	-1.4%	185	88	112	-15	-0.6%
25- 2032	Career/Technical Education Teachers, Secondary School	294	\$54,400	1.97	7	3.0%	1	-1.3%	129	56	84	-11	-0.6%
25- 2012	Kindergarten Teachers, Except Special Education	252	\$47,600	0.99	25	10.0%	2	-0.3%	169	69	106	-6	-0.4%
25- 2057	Special Education Teachers, Middle School	237	\$52,800	1.48	7	3.5%	n/a	-1.4%	111	53	68	-9	-0.6%
11- 9033	Education Administrators, Postsecondary	205	\$88,700	0.63	6	2.9%	28	-0.1%	97	36	72	-10	-0.7%
25- 9099	Educational Instruction and Library Workers, All Other	190	\$32,400	0.74	7	4.2%	n/a	-0.2%	111	54	66	-9	-0.7%
11- 9031	Education and Childcare Administrators, Preschool and Daycare	116	\$41,000	0.93	3	3.1%	1	-0.2%	53	20	40	-7	-0.9%
25- 3011	Adult Basic Education, Adult Secondary Education, and English as a Second Language Instructors	77	\$46,200	0.80	4	7.1%	1	-3.6%	47	29	28	-10	-1.9%
25- 2059	Special Education Teachers, All Other	63	\$53,100	0.92	2	3.5%	9	-0.2%	31	14	18	-1	-0.3%
25- 1081	Education Teachers, Postsecondary	57	\$54,800	0.48	2	3.1%	n/a	-1.7%	30	14	18	-2	-0.5%

Snapshot of Occupations Linked to Education, General in the Marshall (45 minute drive)¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			Unempl Rate	Online Job Ads ³	3-Year History Ann %	Total Demand	7-Year Forecast			Avg Ann Growth %
				LQ	Unempl						Exits	Transfers	Empl Growth	
11- 9039	Education Administrators, All Other	53	\$75,800	0.61	1	3.1%	n/a	2.4%	28	9	19	0	-0.1%	
25- 2051	Special Education Teachers, Preschool	35	\$52,400	0.85	1	3.6%	n/a	0.3%	17	8	10	-1	-0.4%	
25- 2023	Career/Technical Education Teachers, Middle School	29	\$51,900	1.23	1	4.7%	n/a	-0.6%	14	6	9	-1	-0.5%	
Total - Linked Occupations		13,913	\$54,200	1.19	587	4.5%	329	-1.1%	7,065	3,088	4,469	-492	-0.5%	
Total - All Occupations		329,863	\$45,800	1.00	25,630	7.4%	17,995	-1.7%	243,750	98,001	157,939	-12,190	-0.5%	

Source: [JobsEQ®](#)

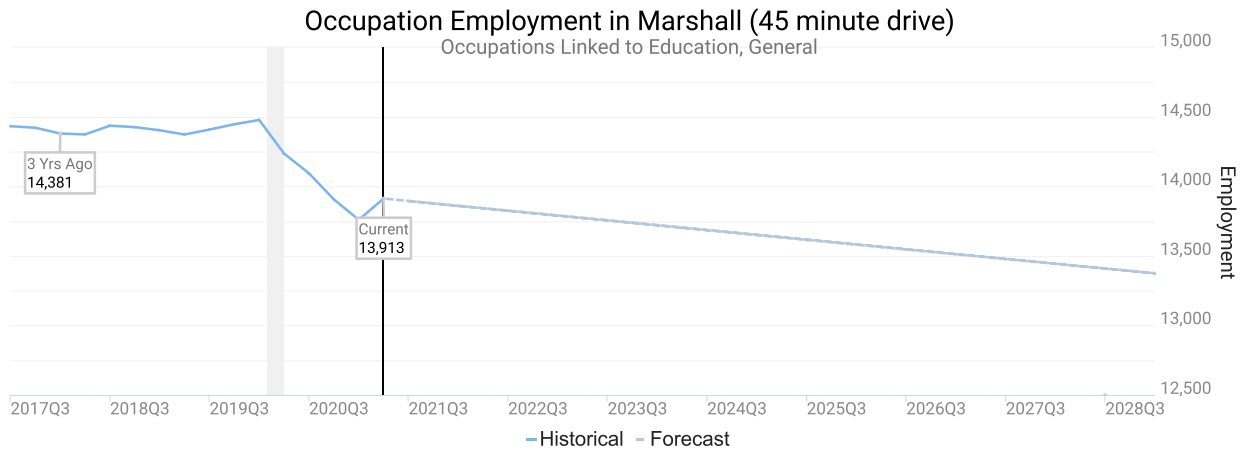
Data as of 2021Q2 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data are as of 2020 and represent the average for all Covered Employment

3. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment in that place for queries in this analytic. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list).



Source: JobsEQ®, Data as of 2021Q2. The shaded areas of the graph represent national recessions.

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2021Q1, imputed where necessary with preliminary estimates updated to 2021Q2. Wages by occupation are as of 2020 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns. Occupation unemployment figures are imputed by Chmura.

Employment by Industry

The table illustrates the industries in the Marshall (45 minute drive) which most employ occupations linked to Education, General. The single industry most employing these occupations in the region is Elementary and Secondary Schools, NAICS 6111. This industry employs 11,622 workers in the linked occupations—employment which is expected to decrease by 618 jobs over the next ten years; furthermore, 8,619 additional new workers in these linked occupations will be needed for this industry due to separation demand, that is, to replace workers in this occupation and industry that retire or move into a different occupation.

Industry Distribution for Occupations Linked to Education, General in Marshall (45 minute drive)

NAICS Code	Industry Title	Current			10-Year Demand		
		% of Occ Empl	Empl	Exits	Transfers	Empl Growth	Total Demand
6111	Elementary and Secondary Schools	83.5%	11,622	3,502	5,118	-618	8,001
8131	Religious Organizations	3.7%	513	209	276	-12	473
6244	Child Day Care Services	3.6%	503	179	280	-50	409
6113	Colleges, Universities, and Professional Schools	2.4%	338	110	186	-4	292
6116	Other Schools and Instruction	2.1%	296	164	165	3	333
6112	Junior Colleges	1.3%	177	59	94	-23	130
6241	Individual and Family Services	0.7%	91	41	61	26	127
	All Others	2.7%	373	148	204	-10	342

Source: JobsEQ®

Data as of 2021Q2 except wages which are as of 2020. Note that occupation-by-industry wages represent adjusted national data and may not be consistent with regional, all-industry occupation wages shown elsewhere in JobsEQ.

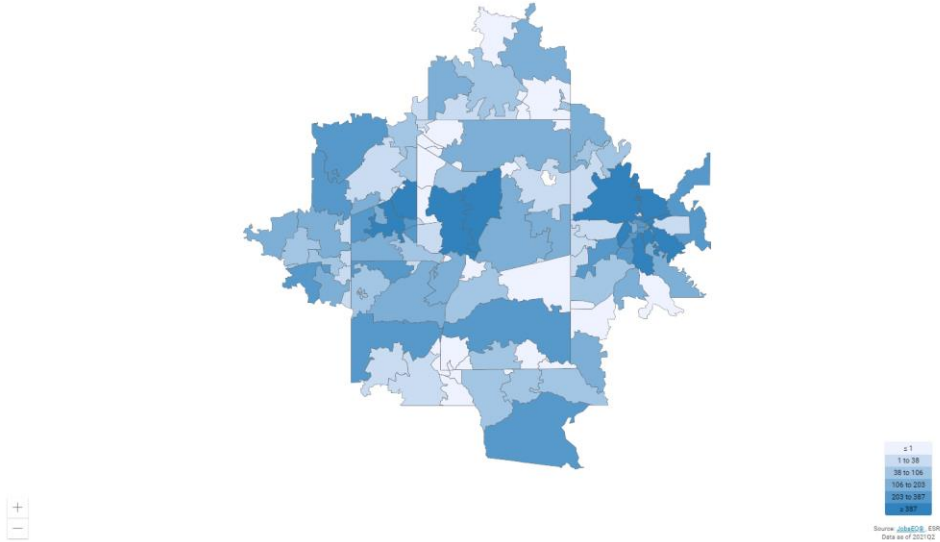
Note: Figures may not sum due to rounding.

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2021Q1, imputed where necessary with preliminary estimates updated to 2021Q2. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Geographic Distribution

The map below illustrates the ZCTA-level distribution of employed workers in the Marshall (45 minute drive) in occupations linked to Education, General. Employment is shown by place of work.

Marshall (45 minute drive), Occupation Concentration by Place of Work for Occupations Linked to Education, General



Top ZCTAs with Employment Linked to Education, General, 2021Q2

Region	Employment
ZCTA 71111 (Bossier Parish, LA portion)	792
ZCTA 71106	655
ZCTA 75605 (Gregg County, TX portion)	589
ZCTA 75604 (Gregg County, TX portion)	500
ZCTA 71112	467
ZCTA 75670	461
ZCTA 71105 (Caddo Parish, LA portion)	434
ZCTA 75650	427
ZCTA 71109	401
ZCTA 71107 (Caddo Parish, LA portion)	387

Source: JobsEQ®

Occupation employment data are estimated via industry employment data and the industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2021Q1, imputed where necessary with preliminary estimates updated to 2021Q2.

Demographic Profile

The population in the Marshall (45 minute drive) was 822,561 per American Community Survey data for 2015-2019.

Of individuals 25 to 64 in the Marshall (45 minute drive), 21.4% have a bachelor's degree or higher which compares with 33.5% in the nation. Per American Community Survey 2015-2019 estimates, the region has about 10,870 students enrolled in grade 12.

Summary¹

	Percent		Value	
	Marshall (45 minute drive)	USA	Marshall (45 minute drive)	USA
Population (ACS)	—	—	822,561	324,697,795
Male	48.7%	49.2%	400,466	159,886,919
Female	51.3%	50.8%	422,095	164,810,876
Median Age ²	—	—	37.8	38.1
Under 18 Years	24.7%	22.6%	203,342	73,429,392
18 to 24 Years	8.7%	9.4%	71,542	30,646,327
25 to 34 Years	13.6%	13.9%	111,563	45,030,415
35 to 44 Years	12.2%	12.6%	100,579	40,978,831
45 to 54 Years	11.9%	13.0%	97,728	42,072,620
55 to 64 Years	12.9%	12.9%	106,064	41,756,414
65 to 74 Years	9.2%	9.1%	75,960	29,542,266
Labor Force Participation Rate and Size (civilian population 16 years and over)	57.9%	63.2%	366,682	163,555,585
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	76.5%	82.1%	232,917	104,634,905
Armed Forces Labor Force	1.0%	0.4%	6,602	1,073,907
Veterans, Age 18-64	6.2%	4.6%	29,908	9,143,042
Veterans Labor Force Participation Rate and Size, Age 18-64	71.4%	76.6%	21,355	7,003,778
Median Household Income ²	—	—	\$50,916	\$62,843
Per Capita Income	—	—	\$26,723	\$34,103
Mean Commute Time (minutes)	—	—	22.4	26.9
Commute via Public Transportation	0.7%	5.0%	2,255	7,641,160
No High School Diploma	14.0%	10.9%	58,162	18,550,150
High School Graduate	31.1%	25.7%	129,018	43,627,868
Some College, No Degree	24.6%	20.7%	101,891	35,174,790
Associate's Degree	8.9%	9.1%	36,836	15,526,064
Bachelor's Degree	14.6%	21.2%	60,625	35,997,848
Postgraduate Degree	6.7%	12.3%	27,883	20,961,560
Total Housing Units	—	—	365,870	137,428,986
Median House Value (of owner-occupied units) ²	—	—	\$146,392	\$217,500
Homeowner Vacancy	1.9%	1.6%	3,848	1,257,737
Rental Vacancy	9.7%	6.0%	11,876	2,793,023
Renter-Occupied Housing Units (% of Occupied Units)	35.3%	36.0%	108,806	43,481,667
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	7.4%	8.6%	22,833	10,395,713
Poverty Level (of all people)	19.1%	13.4%	152,038	42,510,843

Summary¹

	Percent		Value	
	Marshall (45 minute drive)	USA	Marshall (45 minute drive)	USA
Households Receiving Food Stamps/SNAP	15.2%	11.7%	46,789	14,171,567
Enrolled in Grade 12 (% of total population)	1.3%	1.4%	10,870	4,422,344
Disconnected Youth ³	3.8%	2.5%	1,596	423,273
Children in Single Parent Families (% of all children)	42.2%	34.1%	79,579	23,790,005
Uninsured	13.3%	8.8%	105,934	28,248,613
Speak English Less Than Very Well (population 5 yrs and over)	3.4%	8.4%	26,179	25,615,365

Source: [JobsEQ®](#)

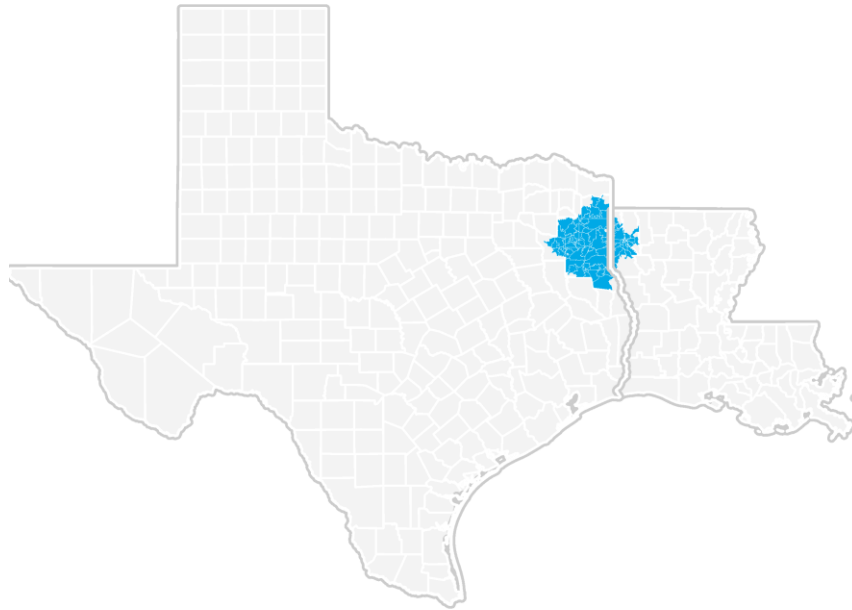
1. American Community Survey 2015-2019, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census 2020, annual average growth rate since 2010

Marshall (45 minute drive) Regional Map



Region Definition

Marshall (45 minute drive) is defined as the following zip code tabulation areas:

ZCTA 71004	ZCTA 75640 (Upshur County, TX portion)
ZCTA 71007	ZCTA 75641 (Gregg County, TX portion)
ZCTA 71027	ZCTA 75641 (Rusk County, TX portion)
ZCTA 71033	ZCTA 75642
ZCTA 71037	ZCTA 75643 (Panola County, TX portion)
ZCTA 71046 (Caddo Parish, LA portion)	ZCTA 75643 (Shelby County, TX portion)
ZCTA 71046 (De Soto Parish, LA portion)	ZCTA 75644
ZCTA 71047	ZCTA 75645 (Gregg County, TX portion)
ZCTA 71049	ZCTA 75645 (Upshur County, TX portion)
ZCTA 71060	ZCTA 75647 (Gregg County, TX portion)
ZCTA 71061	ZCTA 75647 (Smith County, TX portion)
ZCTA 71078	ZCTA 75647 (Upshur County, TX portion)
ZCTA 71082	ZCTA 75650
ZCTA 71101 (Bossier Parish, LA portion)	ZCTA 75651 (Harrison County, TX portion)
ZCTA 71101 (Caddo Parish, LA portion)	ZCTA 75651 (Marion County, TX portion)
ZCTA 71103	ZCTA 75652
ZCTA 71104 (Bossier Parish, LA portion)	ZCTA 75654 (Rusk County, TX portion)
ZCTA 71104 (Caddo Parish, LA portion)	ZCTA 75656 (Cass County, TX portion)
ZCTA 71105 (Bossier Parish, LA portion)	ZCTA 75657 (Cass County, TX portion)
ZCTA 71105 (Caddo Parish, LA portion)	ZCTA 75657 (Harrison County, TX portion)
ZCTA 71106	ZCTA 75657 (Marion County, TX portion)
ZCTA 71107 (Bossier Parish, LA portion)	ZCTA 75661
ZCTA 71107 (Caddo Parish, LA portion)	ZCTA 75662 (Gregg County, TX portion)
ZCTA 71108	ZCTA 75662 (Rusk County, TX portion)
ZCTA 71109	ZCTA 75662 (Smith County, TX portion)
ZCTA 71110	ZCTA 75667
ZCTA 71111 (Bossier Parish, LA portion)	ZCTA 75668 (Marion County, TX portion)
ZCTA 71111 (Caddo Parish, LA portion)	ZCTA 75668 (Morris County, TX portion)
ZCTA 71112	ZCTA 75669 (Panola County, TX portion)
ZCTA 71115 (Caddo Parish, LA portion)	ZCTA 75669 (Rusk County, TX portion)
ZCTA 71118	ZCTA 75670
ZCTA 71119	ZCTA 75672
ZCTA 71129	ZCTA 75681
ZCTA 75551	ZCTA 75682
ZCTA 75555 (Cass County, TX portion)	ZCTA 75683 (Marion County, TX portion)

Marshall (45 minute drive) is defined as the following zip code tabulation areas:

ZCTA 75555 (Marion County, TX portion)

ZCTA 75560

ZCTA 75562

ZCTA 75563

ZCTA 75565

ZCTA 75601 (Gregg County, TX portion)

ZCTA 75601 (Harrison County, TX portion)

ZCTA 75602 (Gregg County, TX portion)

ZCTA 75602 (Harrison County, TX portion)

ZCTA 75603 (Gregg County, TX portion)

ZCTA 75603 (Rusk County, TX portion)

ZCTA 75604 (Gregg County, TX portion)

ZCTA 75604 (Upshur County, TX portion)

ZCTA 75605 (Gregg County, TX portion)

ZCTA 75605 (Harrison County, TX portion)

ZCTA 75605 (Upshur County, TX portion)

ZCTA 75630 (Cass County, TX portion)

ZCTA 75630 (Marion County, TX portion)

ZCTA 75631

ZCTA 75633

ZCTA 75639

ZCTA 75640 (Harrison County, TX portion)

ZCTA 75640 (Marion County, TX portion)

ZCTA 75683 (Upshur County, TX portion)

ZCTA 75684 (Rusk County, TX portion)

ZCTA 75684 (Smith County, TX portion)

ZCTA 75691 (Panola County, TX portion)

ZCTA 75691 (Rusk County, TX portion)

ZCTA 75692

ZCTA 75693

ZCTA 75705

ZCTA 75706

ZCTA 75707

ZCTA 75708

ZCTA 75750

ZCTA 75755 (Upshur County, TX portion)

ZCTA 75792

ZCTA 75935 (Shelby County, TX portion)

ZCTA 75946 (Rusk County, TX portion)

ZCTA 75954 (Panola County, TX portion)

ZCTA 75954 (Shelby County, TX portion)

ZCTA 75974 (Panola County, TX portion)

ZCTA 75974 (Shelby County, TX portion)

ZCTA 75975 (Panola County, TX portion)

ZCTA 75975 (Rusk County, TX portion)

ZCTA 75975 (Shelby County, TX portion)

FAQ

What is CIP?

The 2010 Classification of Instructional Programs (CIP) is taxonomy of instructional program classifications and descriptions. It was developed and has been updated by the U.S. Department of Education's National Center for Education Statistics (NCES).

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

What is the source of the job ads?

Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 12/16/2021 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.

What is the program-to-occupation crosswalk?

Training programs are classified according to the Classification of Instructional Programs (CIP codes). For relating training programs, this report uses a modified version of the CIP to SOC crosswalk from the National Center for Education Statistics (NCES). While this is a very helpful crosswalk for estimating occupation production from training program awards data, the crosswalk is neither perfect nor comprehensive. Indeed, it is hard to imagine such a crosswalk being perfect since many training program graduates for one reason or another do not end up employed in occupations that are most related to the training program from which they graduated. Therefore, the education program analyses should be considered in this light.

As an example of the many scenarios that may unfold, consider a journalism degree that crosswalks into three occupations: editors, writers, and postsecondary communications teachers. Graduates with a journalism degree may get a job in one of these occupations—and that may be the most-likely scenario—but a good number of these graduates may get a job in a different occupation altogether (the job may be somewhat related, such as a reporter, or the job may be totally unrelated, such as a real estate agent). Furthermore, a graduate may stay in school or go back to school for a degree that will lead to other occupation possibilities. Still another possibility includes the graduate not entering the labor market (maybe being unemployed, being a non-participant, or moving to another region).

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth

demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an occupation (or industry) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

About This Report

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