

EMPLOYER ENGAGEMENT NETWORK NEWSLETTER

September
2024

AN OPEN FORUM FOR EMPLOYERS AND SCHOOLS

47% discovered
skilled trades
through
schools*

Thousands of employers rely on trained graduates from career schools to fill their workforce demands. View the list of some of the local and national brands that are proud to hire career school grads.

CAREER FOCUSED DATA TRENDS

“From 2019 to 2024, hiring rates fell for workers in their 20s for roles that tend to require a bachelor's degree, **while hiring rates rose for roles requiring a vocational or associate's degree**...And during that five-year span, enrollment in bachelor's degree programs fell by 4%, **while enrollment in vocational schools grew by 5%**.
-CNN Business

Proprietary career schools produce a significant number of graduates in high-demand fields.



73% of Medical Assistants



63% of Dental Assistants



54% of Truck and Bus Drivers



42% of HVAC Installers and Mechanics



41% of Aircraft Mechanics/Technicians



36% of Electricians



29% Auto Mechanics and Technicians



28% of Plumbers



22% of Welders

View the full list of the top professional degrees from career education institutions in the Career Education in the United States publication.

RECENT WORKFORCE SHORTAGE UPDATES IN THE NEWS

TOP NEWS

- [America's fastest-growing job, mapped](#) - Axios

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A wind turbine service technician is the hottest job in the country, per the Bureau of Labor Statistics, with 60% growth projected between 2023-2033.

SCHOOL SPOTLIGHT

Pinnacle Career Institute | Kansas City, MO

Pinnacle Career Institute offers training and certifications in the wind, tower, and HVAC industries. In addition to the campus in Missouri, Pinnacle Career Institute was named one of the Top 10 Online Schools for Wind Energy Technicians.



Valerie Bujak
Campus President
Pinnacle Career Institute

“At PCI, we understand the critical role trade schools play in developing a skilled workforce, especially in specialized fields like wind energy. Since 2010, we’ve trained thousands of Wind Turbine Technicians to meet the growing demand for clean energy professionals.”

As a Global Wind Organization provider, we offer comprehensive certification programs led by trainers with real-world experience. Our focus on safety, hands-on training, and industry-relevant skills ensures that employers receive well-prepared technicians ready to contribute to the future of renewable energy.”

TOP NEWS CONTINUED

- [Want job security in this uncertain market? A surprising trend is paying off](#) - CNN
- [The Perfect Storm In The Skilled Industrial Workforce](#) - Forbes
- [An American dream: Skilled trades can provide a dignified path to the middle class](#) - The Hill
- [Why is manufacturing activity up in some regions and down in others?](#) - MarketPlace

MULTIMEDIA ON WORKFORCE ISSUES



What are ‘durable skills’ and why are they important?

Career Education Report



Here’s what employers can do about the shortage of skilled trade workers

Working Nation



Mike Rowe on trade work shortage, Work Ethic Scholarships

WGN Radio



Bridging the Skilled Trade Gap

Working Nation