



In-Demand Occupations Determination & Usage

Effective Date

10/11/2023, Revision 8/19/2025

Purpose

The purpose of this policy is to disseminate guidelines concerning the identification and utilization of in-demand occupations by the Northeast Iowa Workforce Development Board (NEIWDB) as mandated under Workforce Innovation and Opportunity Act (WIOA) Section 3(23)(B).

Background

According to WIOA regulations, local workforce boards are required to identify occupations that are in demand within their Local Areas. This policy outlines the process to be followed by NEIWDB in developing and maintaining a local list of increasing and decreasing occupations in the area.

Policy

Definition: “In-demand” refers to occupations, industry sectors, or career pathways that have been identified as emerging, growing, and a priority for local workforce partners, or that offer the best job prospects due to workforce needs and employer hiring demands. Utilization of WIOA Title I training funds is limited to customers enrolled in state-approved eligible training programs that lead to entry into an occupation on the approved in-demand list.

References

This policy is based on the following references:

- Workforce Innovation and Opportunity Act (WIOA) Section 3(23)(B)
- WIOA Sec. 134(c)(3)(F)(v)
- WIOA Sec. 134(c)(3)(G)(ii)(V)(aa)
- WIOA Sec. 134(c)(3)(G)(iii)
- Subsequent guidance

Determination of Targeted Industries

The Northeast Iowa Workforce Development Area has identified target sectors based on anecdotal evidence from employers, studies, and analyses conducted by workforce partners, such as the Iowa Workforce Development in-demand lists and Lightcast’s economic overview. The power sectors identified are as follows:

- Healthcare and Social Assistance
- Manufacturing
- Educational Services
- Transportation and Warehousing,



Local Policies – Title IB Programs

- Accommodation and Food Services
- Finance and Insurance
- Construction

In-Demand Occupations

The NEIWDB must establish, maintain, and review, and annually update a list of existing or emerging occupations that fulfill the following criteria:

- Belong to sectors with a high potential for sustained demand or growth in the local area.
- Align with target industry clusters within the local area.
- Support economic growth priorities.
- Address industry-specific shortages.

“In-demand occupation standard” used to determine eligible occupations for training activities considers various factors, such as:

- 3-digit Standard Occupational Classification (SOC) code from Labor Market Data available through Lightcast.
- Projected 2% job growth based on 3-year projections.
- Earns a self-sufficiency wage as defined by the NEIWDB
- Other factors that can be taken into consideration include:
 - turnover rates
 - minimum skills required
 - average entry-level wages for the occupation.

This policy enables NEIWDB to:

- Extend services to low-income workers and facilitate their career path to self-sufficiency.
- Prioritize high-wage industry sectors and occupations for training.
- Make job-training programs leading to self-sufficiency a priority.

Usage of the In-Demand Occupation Policy

The Title I Service Provider will use the NEIWDB In-Demand Occupation Policy to determine the appropriate training program for participants seeking employment in a demand occupation. Training for a demand occupation may be targeted to employment status within or outside Local Area boundaries. Participants may request training for an occupation in demand in another area, provided an adult or dislocated worker is willing to relocate or commute for the approved training.

To establish a relationship between an occupation and an industry sector deemed “related to” an in-demand industry sector, the NEIWDB will refer to the O*Net online website as a resource.

Exceptions

In specific circumstances, exceptions to the attached in-demand industry list may be considered. The request for an exception must be submitted in writing to the NEIWDB Executive Director. The request must include the occupation for which training is requested, the basis for the exception request with supporting documented evidence, and whether the request is temporary or permanent. The request



Local Policies – Title IB Programs

should be submitted before any training expenditure related to it is reviewed. The NEIWDB Executive Director will review the request with the Board Chair and respond in writing within ten (10) days.

Availability of the In-Demand Occupation List

The NEIWDB’s In-Demand Occupation List will be made accessible at the American Job Centers in the Northeast Iowa Local Area and on the NEIWDB website.

Annual Reporting

An updated report on the In-Demand Occupation List will be presented to the NEIWDB during the last meeting of each program year, or more frequently if necessary. During this time the board may make exceptions for any occupation they feel should be included on the in-demand list but may not reach every criterion listed above. The vote on the report will be documented in the official minutes and exceptions noted.

Northeast Iowa In-Demand Industries

In-demand refers to occupations, industry sectors, or career pathways that have been identified as emerging, growing, and a priority for local workforce partners, or that offer the best job prospects due to workforce needs and employer hiring demands. Utilization of WIOA Title I training funds is limited to customers enrolled in state-approved eligible training programs that lead to entry into an occupation on the approved in-demand list.

Industry Description	NAICS Code
Nursing and Residential Care Facilities	623
Educational Services	611
Ambulatory Health Care Services	621
Social Assistance	624
Hospitals	622
Professional, Scientific, and Technical Services	541
Total Self Employed and Unpaid Family Workers, All Jobs	671
Warehousing and Storage	493
Insurance Carriers and Related Activities	524
Local Government, Excluding Education and Hospitals	930
Specialty Trade Contractors	238
Accommodation, including Hotels and Motels	721
Transportation Equipment Manufacturing	336
Religious, Grantmaking, Civic, Professional, and Similar Organizations	813
Food Services and Drinking Places	722
Food Manufacturing	311
Fabricated Metal Product Manufacturing	332
Truck Transportation	484
Amusement, Gambling, and Recreation Industries	713
Construction of Buildings	236
Chemical Manufacturing	325
Management of Companies and Enterprises	551
Machinery Manufacturing	333
Administrative and Support Services	561
Wood Product Manufacturing	321



Local Policies – Title IB Programs

Credit Intermediation and Related Activities	522
Couriers and Messengers	492
General Merchandise Retailers	455
Personal and Laundry Services	812
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	523
Merchant Wholesalers, Durable Goods	423
Motor Vehicle and Parts Dealers	441
Electrical Equipment, Appliance, and Component Manufacturing	335
Food and Beverage Retailers	445
Support Activities for Agriculture and Forestry	115
Beverage and Tobacco Product Manufacturing	312
Gasoline Stations and Fuel Dealers	457
Repair and Maintenance	811
Plastics and Rubber Products Manufacturing	326
Health and Personal Care Retailers	456
Rental and Leasing Services	532
Real Estate	531
Heavy and Civil Engineering Construction	237
Transit and Ground Passenger Transportation	485
Building Material and Garden Equipment and Supplies Dealers	444
Support Activities for Transportation	488
Waste Management and Remediation Services	562
State Government, Excluding Education and Hospitals	920
Private Households	814
Telecommunications	517
Performing Arts, Spectator Sports, and Related Industries	711
Museums, Historical Sites, and Similar Institutions	712
Paper Manufacturing	322
Computer and Electronic Product Manufacturing	334
Rail Transportation	482
Publishing Industries	513
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	518
Utilities	221
Leather and Allied Product Manufacturing	316
Printing and Related Support Activities	323
Motion Picture and Sound Recording Industries	512
Broadcasting and Content Providers	516
Funds, Trusts, and Other Financial Vehicles	525



Local Policies – Title IB Programs

In-Demand Industry Request for Exception

This is a request for an exception to the In-Demand Industry Policy list. This form will be used for consideration of the documented industry to be added to the current In-Demand Industry List.

Date of Request:	
Contact Name:	Contact Title:
Contact Phone:	Contact Email:
Industry Title Requested:	

Occupation Information

Occupation Title:	
Primary O*Net Code:	Additional O*Net Codes:

Supporting Justification: This section is used to provide a description of the justification for adding the industry to the In-Demand Industry List. Provide as much detail as possible to assist in the review process to determine the need for the addition.

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Additional Supporting Information: Provide a narrative describing the need to support current and future job openings or increased wages that may not be reflected in the labor market information and data utilized for the current in-demand industry list. Attach additional information and supporting documentation to this request as evidence.

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Exception Request Approval

Planning and Operations Committee Chair Signature:		Date:
NEIWDB Chair Signature:		Date:

Submit the completed form to: Taylor Williams, NEIWDB Executive Director at taylor@northeastiawdb.org