

HEALTHCARE

From Occupations to Skills

DATA SUMMARY

**Regional
Data & Analytics
Summit**

June 5th, 2025

The Greater Fargo Moorhead Economic Development Corporation, in partnership with Lightcast, is proud to present this workforce report—a collaborative effort to assess and strengthen the region’s economic vitality and talent readiness. As our region experiences rapid growth and investment, we face both significant opportunity and an urgent need to align workforce capabilities with business demands.

Key sectors such as manufacturing, bioscience, and ag-tech are expanding, yet employers continue to grapple with talent shortages. Our analysis of current labor market data highlights critical skills gaps—from technical and digital proficiencies to soft skills like communication and adaptability. Preparing our workforce for both today’s roles and the jobs of tomorrow is essential.

To address these challenges, we are introducing the Promising Practices Toolkit—a set of actionable, evidence-based strategies that include proven training models, successful employer-education partnerships, inclusive hiring practices, and data-driven planning tools for stakeholders. We invite you to engage with these insights and resources as we work together to build a more adaptive, inclusive, and globally competitive workforce for the Fargo-Moorhead region.



Joe Raso
*President & CEO
GFMEDC*



Josh Wright
*Head of Growth
Lightcast*

While the primary objective of this summit is to address the workforce needs of industry, it is essential to acknowledge a set of interconnected factors that significantly impact workforce participation, development, and sustainability.

ADJACENT FACTORS

- Affordable & Available Housing Supply
- Childcare Availability & Affordability
- Livable Wage & Economic Mobility

PERSISTENT WORKFORCE CHALLENGES

- Lack of Clear Career Pathways
- Foundational Skill Gaps
- Soft Skill Deficits

HUMAN AIDED WORK

- Artificial Intelligence
- Automation

Though not the primary focus, factors like housing, childcare, and wages directly affect workforce participation and stability. With this in mind, we now turn to workforce demand—over 47,000 job postings in the past year highlight the pressing need to align talent with industry needs.

Current State of Affairs: FM MSA Job Postings

Over the last year, our region has seen a wide array of open positions across different industries. From May 2024 to April 2025, there were 47,000 unique job postings in the FM MSA across all industry sectors. Over 3,500 employers competed for talent during this time.

May 2024 - Apr 2025

Sample of Top Industries

Unique Postings

Health Care and Social Assistance	8,805
Administrative and Support and Waste Management	6,354
Retail Trade	4,704
Manufacturing	2,404
Wholesale Trade	2,390
Construction	2,149
Accommodation and Food Services	2,072
Professional, Scientific, and Technical Services	1,995
Finance and Insurance	1,581
Educational Services	1,517
Public Administration	1,048
Transportation and Warehousing	999
Other Services (except Public Administration)	894
Real Estate and Rental and Leasing	879

**Less than half
(48%)**

of the job
postings in
the last year
listed any
education
requirement.

**About 1 in 4
(23%)**

asked for an
**Associates or
Bachelor's
Degree.**

Staffing Patterns Now and Through 2031

Sample of Top Occupations

	Employed in Industry (2025)	Employed in Industry (2031)	Change (2025- 2031)	% Change (2025- 2031)
Healthcare Practitioners and Technical Occupations	11,758	12,789	1,031	9%
Healthcare Support Occupations	8,197	8,898	702	9%
Personal Care and Service Occupations	5,845	6,092	246	4%
Architecture and Engineering Occupations	2,297	2,500	203	9%
Life, Physical and Social Science Occupations	1,472	1,569	96	7%

Expected growth amongst all occupations is greater than 7,200 new positions.

Healthcare Education, Experience and Qualifications

About 7,700 unique job postings in the Healthcare Industry was posted in the last year (May 2024-Apr 2025) in the FM MSA. Over 245 employers competed for talent across the metro.

In the past year, nearly **35% of job postings in the Healthcare sector did not specify any formal education requirement**, while just over 20% requested a minimum of a high school diploma or GED.

Education Level	Unique Postings	% of Total*
No Education Listed	2,624	34%
High school or GED	1,719	22%
Associate's degree	1,406	18%
Bachelor's degree	2,250	29%
Master's degree	477	6%
Ph.D. or professional degree	295	4%

*This includes any mention of an education level and may total more than 100%.

Additionally, **nearly 70% of all postings in these fields did not list any prior work experience as a requirement**, indicating a significant number of entry-level opportunities within the sector.

Minimum Experience	Unique Postings	% of Total
No Experience Listed	5,242	68%
0 - 1 Years	1,293	17%
2 - 3 Years	955	12%
4 - 6 Years	161	2%
7 - 9 Years	34	0%
10+ Years	15	0%

Specialized skills requested in job postings:

- Nursing** 42%
- Nursing Care** 19%
- Nurse Licensure Compact** 19%
- Nurse Education** 18%
- Patient Education and Counseling** 17%

Qualification	Postings with Qualification
Registered Nurse	2,465
Licensed Practical Nurse	917
Basic Life Support Certification	838
Valid Driver's License	671
Certified Nursing Assistant	602
Certified Patient Care Technician	286
Basic Cardiac Life Support	261
Advanced Cardiovascular Life Support	234
Nurse Practitioner	193

Healthcare: Pipeline Gap

Evaluating a potential talent surplus or shortage involves considering multiple variables. Key factors such as an occupation's share of total industry employment, the average number of annual job openings, median hourly wages, and projected employment changes provide a comprehensive framework for assessing workforce alignment. For reference, there are 19,700 people currently employed in the Healthcare Industry in the FM MSA.

Top 10 Occupations in Healthcare by % of total Jobs in Industry Group

Description	% of Total Jobs in Industry Group (2024)	Entry Level Education	Average Annual Openings	Annual Post-Secondary Surplus/ (Gap)*	Median Hourly Earnings	Change in Jobs (2025-2031)
Registered Nurses	21.70%	Bachelor's degree	372	132	\$38.75	502
Nursing Assistants	9.50%	Postsecondary nondegree award	373	(369)	\$19.23	139
Home Health and Personal Care Aides	4.50%	HS Diploma	559	*	\$18.95	2
Licensed Practical and Licensed Vocational Nurses	3.10%	Postsecondary nondegree award	65	(44)	\$28.55	18
Clinical Laboratory Technologists and Technicians	2.30%	Bachelor's degree	40	205	\$29.04	36
Nurse Practitioners	2.10%	Master's degree	31	472	\$60.66	54
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	1.90%	Bachelor's degree	72	192	\$29.60	58
Receptionists and Information Clerks	1.90%	HS Diploma	124	*	\$17.73	1
Medical Secretaries and Administrative Assistants	1.90%	HS Diploma	56	8	\$21.95	48
Dental Assistants	1.60%	Postsecondary nondegree award	51	(51)	\$23.34	28

Note: Change in the table above is the net difference for the occupation; inclusive of exits and growth.

*This surplus/gap is arrived at taking the number of regional completions less the number of average annual openings. Due to lack of program information or that no post-secondary program is needed, we are unable to ascertain a surplus or gap for this occupation.

Grey Shaded Occupations:

As we contemplate how to address the needs of the healthcare industry, we can't overlook the demand for key positions and the role they play in these sectors. However crucial, these positions have median hourly earnings under \$25/hour and pose difficulties to fill now and in the future without intentional action.

Blue Shaded Occupations:

Targeted Occupations filtered by % of jobs in industry, quantity of openings, and median hourly wage as well as highly anticipated retirements in future years.

Career Pathways Mapping

Career Pathways Mapping, a Lightcast tool, helps address in-demand occupations by focusing on the skills that occupations need. Many adjacent occupations have similar skill sets that can be developed, or up-skilled to move workers into in-demand careers. Looking at the top occupations in each grouping of targeted industries, General and Operations Managers are a common needed occupation throughout.

Manufacturing & Trades

Carpenters

First-Line Supervisors of Construction Trades and Extraction Workers

General and Operations Managers

Operating Engineers and Other Construction Equipment Operators

Welders, Cutters, Solderers, and Brazers

Healthcare & Bioscience

Registered Nurses

General and Operations Managers

Managers, All Other

Software Developers

Substance Abuse, Behavioral Disorder and Mental Health Counselors

AgTech & Autonomous

Software Developers

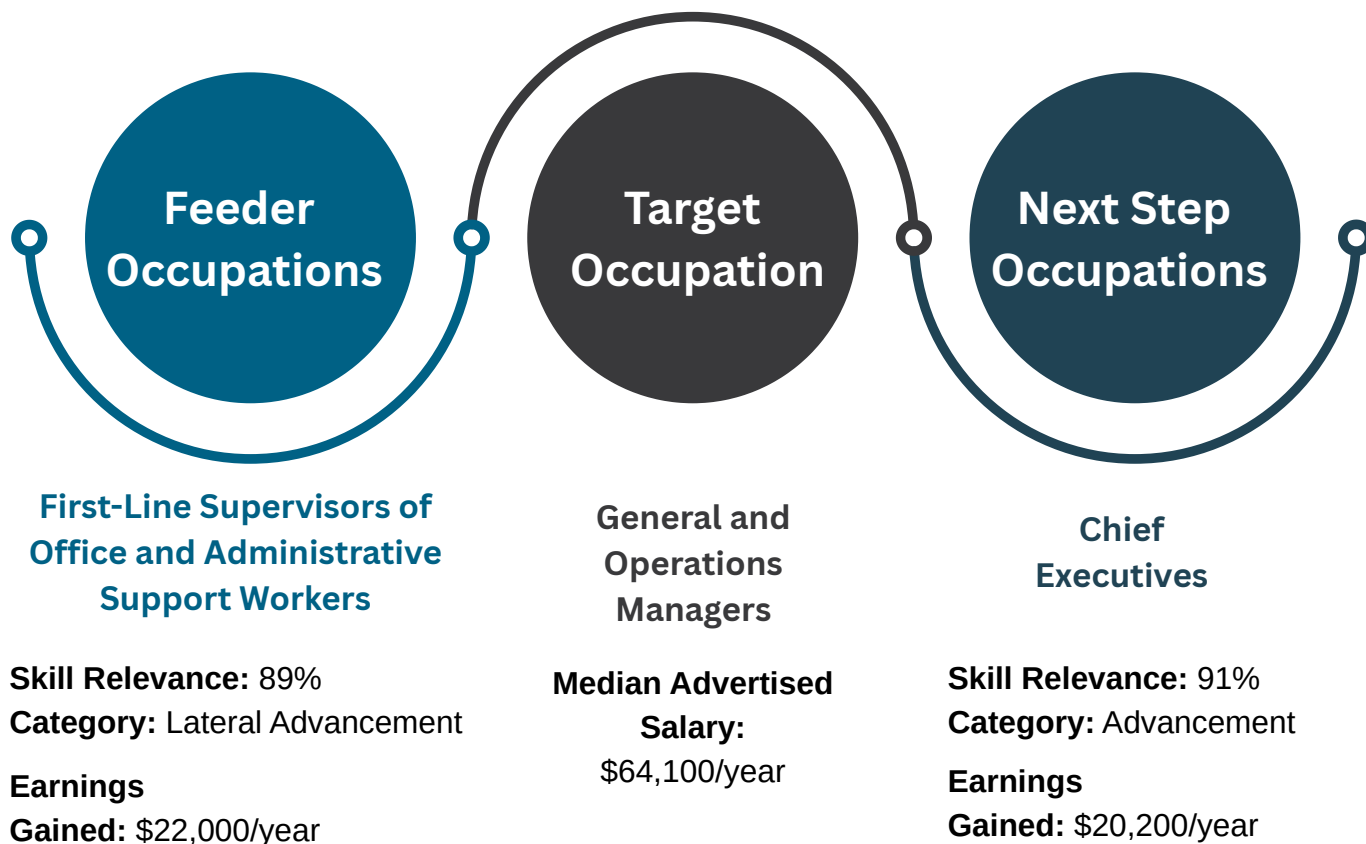
Civil Engineers

General and Operations Managers

Computer User Support Specialists

Software Quality Assurance Analysts and Testers

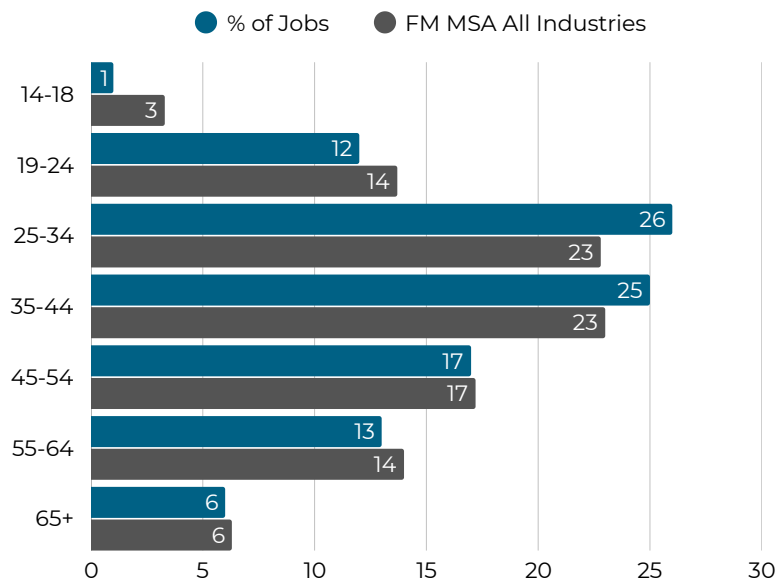
Example of Career Mapping for: General and Operations Managers



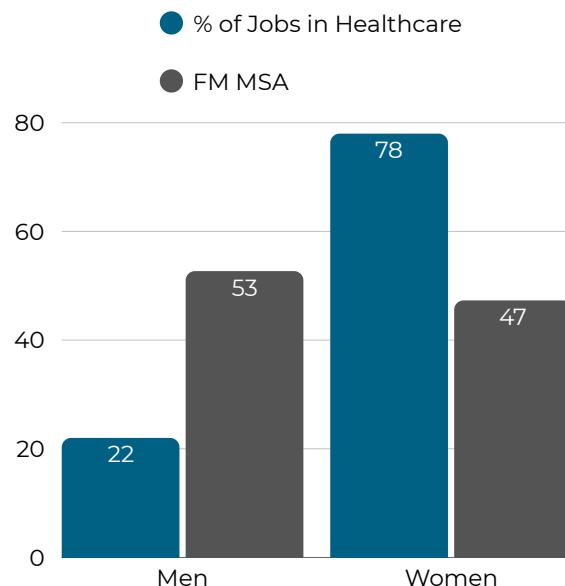
Healthcare Industry Demographics

Examining the age, gender, and race or ethnicity of an industry's workforce helps identify key challenges in recruitment, retention, and equity. These demographics reveal trends like aging workers, underrepresentation, or lack of diversity, all of which affect workforce stability and long-term growth.

Industry Age Breakdown



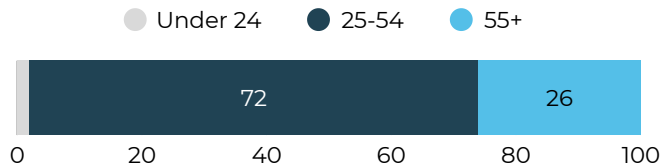
Gender Breakdown



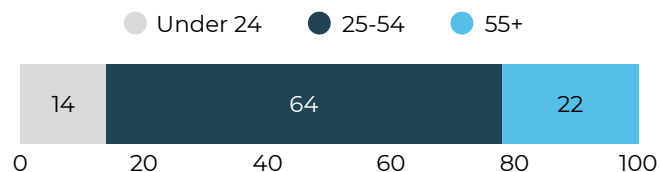
Nearly **20%** of the workforce in the healthcare industry are **over the age of 55**. This indicates a significant portion of the workforce is nearing retirement age with the industries facing a loss of experienced workforce.

Over **75%** of the workforce in the healthcare industry are **female**. Additionally, about **1/5** of the workforce in the healthcare industry are **diverse**.

Medical and Health Services Managers



Clinical Laboratory Technologists and Technicians



Looking deeper at demographic trends such as age can help us spot occupation gaps before they become critical.

For the occupations to the left, more than 20% of their workforce is age 55+ and likely considering retirement in future years.

Promising Practices

Promising practices refer to strategies that effectively increase occupational completions and market entries. While this list is not exhaustive, they serve as key building blocks for addressing workforce challenges.

How do we make a collective impact with promising practices?

- Align resources, expertise, and training to scale programs targeting in-demand skills.
- Streamline pathways from skill development to microcredentials to employment.
- Build a statewide data network to connect employers with programs that expand talent pools (e.g., ND's Childcare and ROOTS Talent Attraction Programs).



Skills-Based Hiring

PartnerHighlight



A skills-based approach is primarily used in the hiring process. It's put into practice when a hiring manager places a greater emphasis on the skills a candidate has over their degree or previous job titles. In evaluating a candidate by the skills needed for the job, as opposed to using degree title and job title filters, companies can expand their talent pool for skilled candidates.

Read about Lightcast's Skills-Based Hiring Toolkit here →



Talent Recruitment



PartnerHighlight



The GFMEDC has been engaged in talent recruitment strategies that have both built awareness of the FM Region and helped companies engage in talent outreach. The www.liveinfargo.com and www.workinfargo.com websites are tools that companies can use when showcasing the region to out-of-market candidates. The GFMEDC's Lightning Recruitment Program can help pin-point outside talent to recruit. Additionally, the FMWF Chamber's Community Concierge Program can help new comers cultivate connections.



Accelerated Credentialing

Accelerated credentialing refers to streamlining the process that workers learn skills and are tested on those skills for entry into a profession. Benefits of accelerated credentialing include:

- Faster entry into the workforce
- Microcredentialing and credential stacking
- Recognition of prior learning and experience



Career Exposure



PartnerHighlight



How can learning about a career be accessible, fun and rewarding? Providing career information in an engaging way can help. To do this, numerous efforts have been made by the GFMEDC and our partners in the following:

- Virtual Reality
- Work-Based Learning
- The Good Jobs Challenge



Company Culture



Workplaces with great company culture attract and retain employees. The GFMEDC is gathering these best practices in a collaborative network that companies can tap into and assess their own culture.

CONTACT US



701-364-1900



gfmedc.com



info@gfmedc.com



51 Broadway Suite 500 | Fargo, ND 58102

FULL DATA PROFILE

gfmedc.com/industries/



Data Profile Prepared by:



DATA ANALYSIS

Sammi Rowe

Sr. VP Business Intelligence

In collaboration with Lightcast



DESIGN

Chelsie Wertman

Executive Assistant &

Program Support Manager



Thank You

