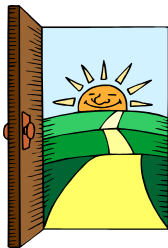




Criteria for Choosing Potential Target Industries

The first stage of the sector research process involves identifying two or three potential target industries on the basis of quantitative data that is gathered from secondary sources. At each stage of this data analysis, several industries are compared to each other according to a set of four criteria. Those that are least able to satisfy the conditions of the first criterion are eliminated before moving onto the second criterion, and so on, until only two or three industries remain after all four criteria have been examined. The prioritization of these four criteria makes a difference as to how the industry selection process turns out. Stakeholders leading the sector initiative can prioritize these criteria based on their community's needs. The standard criteria are:

1. **HIGH DEMAND:** An industry is characterized as “high demand” if it has a relatively large number of projected job openings. Both newly created jobs and job openings due to attrition are examined.



2. **ACCESSIBILITY:** Typically, when a significant portion of the jobs within a particular industry require less than 2 years of education and training to obtain, the industry is considered accessible to low-skill workers. Depending on the target population you want to impact, however, this definition can be modified. For example, if the target population is comprised of ex-offenders, accessible industries might be defined as those that do not screen out individuals with criminal records.



3. **SELF-SUFFICIENCY WAGE:** The amount that an average-sized household in a specific region must earn in order to meet basic needs without public assistance is calculated using a tool called the Family Economic Self-Sufficiency Standard. Average occupational wages within an industry are examined to determine which occupations allow entry-level workers to earn the self-sufficiency wage.

4. **MOBILITY:** Industries are compared to see which offer entry-level workers the greatest opportunity for career advancement. Industries with high mobility are those that have a career ladder comprised of occupations requiring successively higher levels of skills and education.

