# Understand Our Local Workforce

**A family guide to the GNO, Inc. Jobs Report**
Advanced manufacturing example | Chalmette High School

What kinds of work are in our region? What skills could a student learn? Which employers and colleges could we explore? This report helps families ask these questions using local job information.

**Open the Jobs Report** at gnoinc.org/jobsreport/. This guide uses the **2025 report**, viewed October 1, 2026. Numbers and screens may change.




| Start with these Quick Links | What you can learn |
|---|---|
| Industries Overview | Explore a field of work, such as manufacturing. |
| Occupations Overview | Explore a specific kind of job, its pay, and skills. |
| Workforce Pipeline | Find employer names and colleges connected to a career. |
| Methodology | Learn how the report chooses jobs and defines its numbers. |

**A useful first goal:** Find one career, two skills, and one training question. Use current job listings later to check actual openings and locations.

# 1. Start with advanced manufacturing

Click **Industries Overview**. Scroll below the dashboard to the written sections. Choose **Advanced Manufacturing** from the list on the left.

An **industry** is a group of businesses that do similar work. Advanced manufacturing uses skilled workers, machines, and technology to make products. A **cluster** groups related businesses for this report.




| Snapshot number | Read it this way |
|---|---|
| 12,003 jobs (2025) | An estimate of existing jobs in this cluster. It does not mean 12,003 jobs are open. |
| -568 jobs / -4.5% | The cluster had fewer jobs in 2025 than in 2015. This looks backward; it does not predict the next ten years. |
| $107,731 average earnings | A cluster-wide earnings figure across different jobs and experience levels. It is not a new graduate's starting salary. |
| 303 postings per month | A measure of online hiring activity. Ads are not a promise of that many new jobs or openings today. |

**Use this information:** A field can shrink overall and still need workers in certain roles. Next, look at specific jobs and skills instead of choosing a career from one large pay number.

# 2. Find careers within manufacturing

On **Industries Overview**, return to the interactive dashboard near the top. In **Top Jobs Count by Industry**, click the **Manufacturing** bar. Let the charts finish updating.



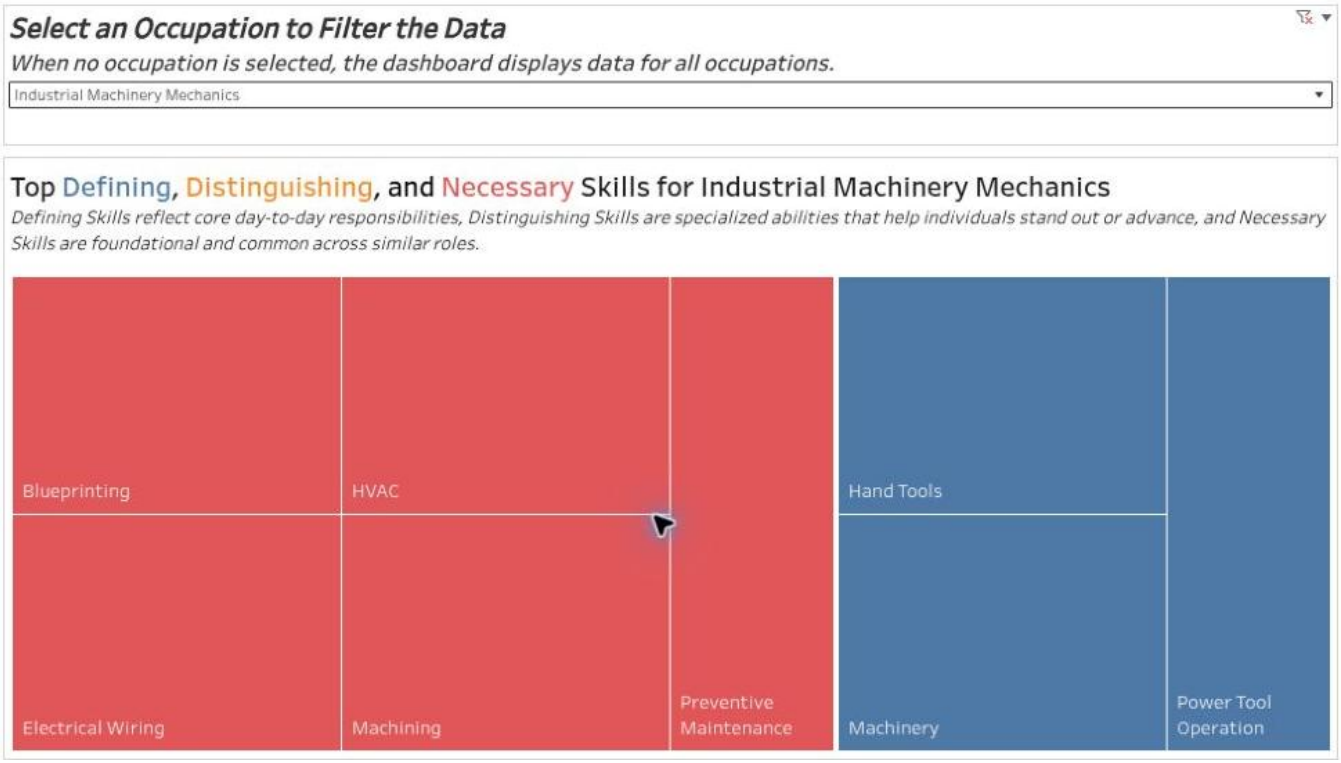

Check that the next chart says **Top Jobs for Manufacturing by Employment Count**. It lists job types found in this industry. We will use **Industrial Machinery Mechanics** as our career example.

| What to notice | What it means |
|---|---|
| Employment count | Estimated existing jobs. A longer bar means more jobs in this chart, not more vacancies. |
| Manufacturing versus Advanced Manufacturing | The dashboard uses a broader industry category. The written cluster uses a selected group of businesses. Their totals do not need to match. |
| Job titles | Save an exact title to look up on Occupations Overview. One job type can appear in several industries. |

**To reset:** Click the Manufacturing bar again to return to all industries. Hover over bars for more details. Scroll down to see the other charts; recheck the chart title after every selection.

# 3. Explore one career and its skills

Click **Occupations Overview** in Quick Links. Open the dropdown under **Select an Occupation to Filter the Data**. Choose **Industrial Machinery Mechanics**. The dropdown and chart title should show that career before you read the results.



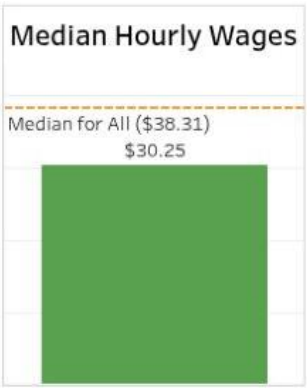

An **occupation** is a type of job. Industrial machinery mechanics work with industrial machines. In our selected view, the skill boxes include **Machinery, Hand Tools, Electrical Wiring, Machining,** and **Preventive Maintenance**.

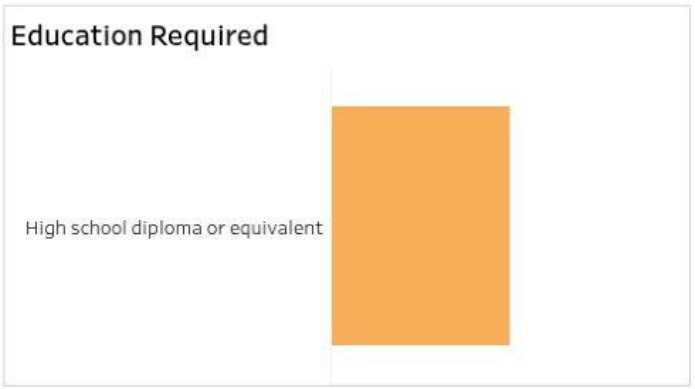
| Skill word | Simple meaning |
|---|---|
| Necessary skills | Basic skills shared with similar jobs. |
| Defining skills | Skills tied to the main everyday work. |
| Distinguishing skills | Special skills that may help someone stand out or move ahead. |
| Preventive maintenance | Checking and caring for equipment to help prevent problems. |
| Machining | Using machines to shape or make parts. |

**Try it together:** Pick two skill boxes. Ask: Which skill sounds interesting? Which class or hands-on activity could help me explore it? The boxes are skills to investigate, not a personal test score.

# 4. Read pay, education, and experience

Keep **Industrial Machinery Mechanics** selected. Scroll down to the three charts below the skills. These are career-level results; check the dropdown before copying a number.







| Our selected result | What families should understand |
|---|---|
| Median hourly wages: $30.25 | Median means the middle pay level: about half earn more and half earn less. This is not guaranteed starting pay or take-home pay. |
| Education: High school diploma or equivalent | The report's typical entry education category. It does not list every employer's requirements or every useful training program. |
| Work experience: None | The report's typical prior related experience category. Students may still need job training, safety skills, or other preparation. |

## Turn the charts into questions

Ask a training program or employer: **What does a new worker need? Is a certificate helpful? What training happens on the job? What is the starting pay? Are there shift or transportation requirements?**

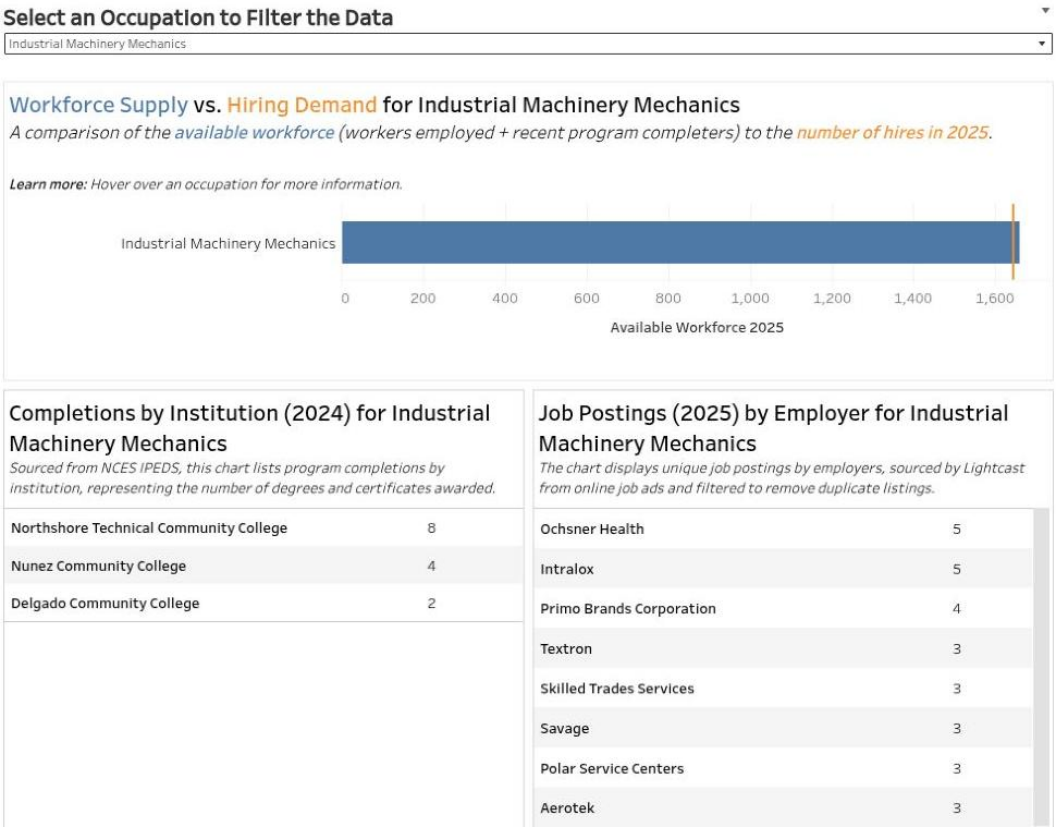
The orange dotted wage line is a dashboard comparison. It is not this career's starting wage. Broad dashboard pay summaries combine information across jobs; compare individual careers for a clearer pay discussion.

## What about demographics?

The charts below describe the people currently working in the occupation. Percentages show shares of that workforce. These charts do not say who is allowed to enter a career. Age charts may suggest future replacement needs, but they do not promise openings.

# 5. Find employers and training leads

Click **Workforce Pipeline**. Open **Select an Occupation to Filter the Data** and choose **Industrial Machinery Mechanics** again. Each dashboard has its own selection. Wait until the headings show your career.




A **pipeline** means the path connecting training, workers, and employers. For families, the two lower lists are useful places to find names to research.

| What our example shows | How to use it |
|---|---|
| Completions by Institution (2024) | Nunez, Northshore Technical, and Delgado appear. Ask which current programs connect to this work and whether high school students can begin preparing. |
| Job Postings (2025) by Employer | Intralox and other employers appear. Check their current career pages or WorkNOLA for job titles, locations, and requirements. |

**Keep the dates in view:** These are past training awards and job ads. A listed college is a lead to investigate; a listed employer is not a promise of an opening today.

# What do the Workforce Pipeline tabs do?

Scroll below the interactive dashboard to **Key Insights & Analysis**. Click a tab in the list on the left to show that topic's written explanation and, where provided, a ranked table.




These tabs explain regional patterns. To explore **Industrial Machinery Mechanics** specifically, use the occupation dropdown in the dashboard above. Check the topic heading and year before reading a table.

| Tab / what it shows | Why use it? |
|---|---|
| **Demand by Hiring Activity**<br>Compares hires and separations by job type. Hires are people brought into jobs; separations are people leaving. | See where employers have been hiring often. Many hires can replace workers who leave; they do not all represent new jobs. |
| **Demand by Unique Job Postings**<br>Ranks job types by online ads after duplicate listings are removed. | Find careers to investigate in current job searches. Past ads are not a live list of openings. |
| **Talent Supply by Program Completions**<br>Shows education and training awards linked to job types. | Explore the training side of a career. Completions are credentials awarded, not proof that each person got that job. |
| **Talent Supply by Employed Workers**<br>Shows job types with the most existing jobs in 2025. | Understand which careers have a large presence in the region. Existing jobs are not vacancies. |
| **Aligning Supply and Demand**<br>Explains how training completions, employment, and hiring patterns compare. | Ask whether local training connects to employer needs. This is a regional discussion, not a personal hiring prediction. |

**Manufacturing example:** Use these tabs for the bigger picture. Then return to your selected career's dashboard to find skills, employer names, and colleges to contact.

# 6. Decode the workforce numbers

You do not need to be a data expert. Read the heading, year, selected career, and units before comparing two numbers.

| Term on the report | Plain-language explanation |
|---|---|
| Available workforce | The dashboard combines workers already employed with recent program completers. It does not mean everyone in the total is looking for a job. |
| Hiring demand / hires | People hired during the stated period. Hiring can replace workers who leave. It does not always mean new positions were created. |
| Supply vs. hiring demand chart | The blue bar shows the dashboard's available workforce measure. The orange line marks hires. Use it for context, not to count your chances of getting hired. |
| Unique job postings | Online ads counted after duplicate listings are removed. An ad count is not an exact count of vacancies or current openings. |
| Program completions | Degrees or certificates awarded in related programs. This is not a count of graduates who all got jobs in this career. |
| Award level | The kind or length of a credential, such as a certificate or associate degree. Ask the college about the exact current program. |
| Separations | Workers leaving jobs for different reasons. It does not mean all were fired. |
| Growth / percent change | The change between the years shown. A large percentage can come from a small starting number. Check the job count too. |

## One important detail in this dashboard

In our viewed pipeline screen, the institution heading says **2024**; some underlying chart descriptions refer to **2023**. Use the list as a research lead and confirm the year with GNO, Inc. before quoting exact completion totals.

**Helpful habit:** Say "The report shows..." and include the year. Avoid saying "There are this many jobs available right now."

# 7. Make a simple family plan

## What does “Top Job” mean?

In this report, a **Top Job** meets a pay rule and a job-history rule. It is a report category, not a guarantee that the job fits every student.

For the 2025 report, the pay rule is a median wage of at least **$24.60 per hour**. Jobs must also have grown from 2015 to 2025, or meet the report's size and limited-decline rules. The pay benchmark uses a household with two working adults and two children; it is a per-worker benchmark.

**On-Ramp Jobs** are a separate group with wages starting at **$18.45 per hour** under the report's rules. Think of them as possible steps toward higher-paying work. Check actual entry requirements and advancement options.

**Next:** Compare another career in STAR Jobs. Use WorkNOLA or employer career pages for current openings. Talk with your school counselor or CTE coordinator about classes, dual enrollment, and training. Tri-Parish Works can help families explore employment and training support.

**Local reminder:** Regional numbers cover more than one community. Check each job's actual location, commute, work hours, and requirements.

Sources: GNO, Inc. 2025 Jobs Report; **Industries**; **Occupations**; **Workforce Pipeline**; **Methodology**. Real website screenshots captured October 1, 2026.

# Try It Together: Explore a Career

Start with our completed example. Then choose another occupation in **Occupations Overview**. Use **Workforce Pipeline** to find employer and training leads for the same career.

## Our example: Industrial Machinery Mechanics

| What to find | Example response |
|---|---|
| Two skills | Electrical wiring and preventive maintenance (caring for equipment to help prevent problems). |
| Median hourly pay | $30.25 in the 2025 report. This is the middle pay level, not guaranteed starting pay. |
| Education / training | Typical entry education: high school diploma or equivalent. Nunez appears in related training data; ask which current program could help you prepare. |
| Employer to research | Intralox appears in the report. Check current listings for duties, location, and requirements. |
| One next step | Ask the CHS counselor or CTE coordinator about classes and Nunez training related to machinery, electrical systems, or maintenance. |

## Your turn: Explore your career

Career: _____

| What to find | Your response |
|---|---|
| Two skills | |
| Median hourly pay / report year | |
| Education or training to explore | |
| Employer to research | |
| One next step | |

**Talk together:** What interests you about this career? What would you like to learn more about? You do not have to choose your future career today - just one next step.