

The Roanoke Higher Education Center continues to monitor labor market trends across Virginia's Region 2, offering insights to educators, employers, and policymakers to align talent pipelines with demand. Here are key insights by selected sector:



#### Healthcare – Growth but Gaps Remain

- Registered Nurses (29-1141): Workforce grew **+3.6% (+304 workers)** to 8,849; median salaries increased to **\$85,600**. Yet demand still outpaces supply, as postings rose **+4.5%** (3,087 ads).
- Diagnostic Medical Sonographers (29-2032): Employment rose to **251 (+3.4%)**, with wages at **\$86,900**; postings declined slightly to 160, but demand remains strong.

➤ *Implication: Continued expansion of nursing pipelines, clinical placements, and employer retention programs is critical.*



#### Service Occupations — Declining Roles

- Cashier and Customer Service jobs continued sharp declines (**-641 jobs, -8.1%** year-over-year).
- Personal Care Aides hold **4,919 positions**, but median wages remain low at **\$29,700**, limiting long-term sustainability.

➤ *Implication: Upskilling these workers into healthcare, IT, and logistics is an urgent regional strategy.*



#### Sales — High Demand, No Pipelines

- Financial Sales Agents: **596 employed**, median wages **\$80,700**, but no structured training programs.
- Broader sales roles employ over **6,000 workers**, with mixed growth and few formal pathways.

➤ *Implication: Launching structured sales academies and embedding sales careers in student advising can elevate the profession and meet employer demand.*



#### Technology — Strong Supply, Retention Challenges

- Software Developers (15-1252): Region trains **3.78× the national average** (632 awards vs. 167–180 needed annually), but retention is weak; a net **27 more developers per year** are still required.
- Fab 5™ Tech Roles (Developers, User Support, Systems Managers, Admins, InfoSec Analysts) employ **6,374 workers** at an average wage of **\$108,300**, nearly double the regional average.

➤ *Implication: Expanding internships, offering housing incentives, and strengthening employer ties are essential to keeping graduates in the region.*



## Next Steps

RHEC is launching an always-on, interactive [AI Career Coach](#). This tool enables students, job seekers, and employers to:

Access 24/7  
guidance with  
real-time labor  
market data.

Receive  
personalized  
job reports tailored  
to career interests  
and regional  
demand.

Explore  
reskilling pathways  
from declining to  
growing fields.



### ROANOKE HIGHER EDUCATION CENTER

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#### RHEC HOURS OF OPERATION:

MONDAY – FRIDAY	7:00 AM – 10:30 PM
SATURDAY	7:00 AM – 6:00 PM
SUNDAY	CLOSED

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