LinkedIn is developing the world’s first Economic Graph - a digital mapping of the global economy. This industry report uses the Economic Graph to provide a snapshot, identify key transformations, and highlight trends shaping the industry’s future. We hope these insights assist in creating economic opportunity for your workforce.

**Industry Snapshot:** What your Education industry looks like today

**Size of Education Industry on LinkedIn**

Based on LinkedIn data – this is how many people, companies, and open roles make up Rochester, New York Area’s Education industry today:

- 16K LinkedIn Members
- 1K Companies Represented
- 1K Open Jobs

645M+ Globally
30M+ Globally
20M+ Globally

**Profile of Rochester, New York Area’s Education**

- Maximum level of education achieved:
  - 42.7% High School Diploma
  - 36.4% Associate Degree
  - 15.4% Bachelor’s Degree
  - 5.1% Master’s Degree
  - 0.5% Doctoral Degree

**Years of Work Experience**

- 17.6 Years overall work experience
- 13.2 Years experience in Education industry

**Skills Unique to Industry**

Skills uniquely found in Rochester, New York Area’s Education industry:

1. Microsoft Office
2. Public Speaking
3. Leadership
4. Customer Service
5. Research

**Top Skills for New Hires**

Skills unique to professionals who were hired in Education industry in Rochester, New York Area this quarter:

1. Microsoft Office
2. Leadership
3. Microsoft Excel
4. Public Speaking
5. Customer Service
Industry Transformation: How industry is changing over time

Company Size
How company size in industry is changing over time

Net Industry Flows
Net flow of talent to industry**

Industry Opportunity
% of workers who took a new opportunity within same industry

Top Feeder Industries
Most common industries, beyond current, that workers are coming from

Top 5 Next Industries
Most common industries, beyond current, that workers depart to

Top 5 Skills Entering Geo
Most common skills coming from new entrants new to your region

Attract & retain talent
Net total of professionals moving in and out of your geography over shows that Rochester, New York Area is gaining Education workers

These are the top locations that your are gaining professionals from and losing professionals to

Talent Gains/Sources
1. Syracuse, NY
2. Washington, D.C.
3. New York City, NY
4. Buffalo-Niagara, NY
5. Utica, NY

Talent Losses/Destinations
1. Boston, MA
2. Binghamton, NY
3. Denver, CO
4. Philadelphia, PA
5. Los Angeles, CA

Definitions:
- Net Gain
- Net Loss

Bubble size represents magnitude of net gain or loss of workers
Trends Shaping the Future: Industry trends to watch

Top 10 Fastest Growing Skills Over Past Quarter

Skills trending in your industry over the past quarter (based on skill adds indexed against membership trends)

Top 10 Fastest Growing Job Titles Over Past Quarter

Job titles trending over the past quarter (based on members with job titles indexed against membership trends)

Methodology Notes

LinkedIn Data Overview: Insights in this report infer workforce representation through LinkedIn data. Data is influenced by LinkedIn’s geography or industry penetration. Worker industry mapping is based on what company a worker indicates they work for and what industry the company has indicated they are part of. Industry options do not currently map to standardized industry segments (e.g., NAICS codes).

* Unique Skills: To determine unique skills, we reviewed the skill profiles of all region and industry combinations across the world. The skills listed are the ones where your region had an unique prominence in the Education industry.

** Net Industry Flows: looks at how LinkedIn members are moving across industries (based on net transition: in minus out). For example, if a net of 50 members joined a Biotech industry with 1,000 members in a particular country after leaving jobs in other industries, that Biotech industry would have had a 5% talent flow due to transitions in that year. We calculate these rates across all industries on an annual basis, and report an average of the last three years. The metric above is built entirely on a sample of LinkedIn members that have a company registered on LinkedIn on their profile. Since white-collar workers in knowledge-intensive services sectors are more likely to be on LinkedIn, the growth rate above may not accurately represent sectors like manufacturing and mining that tend to have more blue-collars workers.

LinkedIn is committed to helping policymakers around the world create economic opportunity. For more information visit economicgraph.linkedin.com.