



Lehigh
Valley
ECONOMIC
DEVELOPMENT

Talent Strategies



The Lehigh Valley at a Glance

ECONOMY

#1 Mid-size market for economic development

\$50.2 billion
Economic output in 2022

68th largest metro area in US of 387

ACCESS

1/3 US population within a day's drive

3 International airports within 1-hour drive

POPULATION

697,000 people
Hot relocation destination

JOB

338,700 jobs

1.7 million workers

PROSPERITY

\$78,300
Median household income

\$22.57
Median hourly wages

Just an hour from Philadelphia and 90 minutes from NYC, the Lehigh Valley is Pennsylvania's third most populous region in the nation's 5th largest state—and it's booming. Since 2020, it's seen the highest growth in young adults across the state. Its economy is thriving, outpacing two states, with a manufacturing sector ranking in the nation's top 15%.

Why the Talent Strategies Initiative Is Important

Developing, attracting, and retaining talent is essential to regional economic success. The workforce must have skills and qualities aligned with employers' needs. The Lehigh Valley Talent Strategies Initiative brings together employers, educators, and community partners led by the [Lehigh Valley Economic Development Corporation \(LVEDC\)](#) to conduct research, address challenges, and fortify the region's talent market.

The initiative has produced:

- Comprehensive research to build understanding of the regional talent market.
- Data-driven strategies addressing specific talent needs.
- National recognition of the Lehigh Valley as a leader in driving talent solutions.



Regional Partnerships Driving Solutions

To understand workforce needs and fortify the talent pipeline, LVEDC, in partnership with the Workforce Board Lehigh Valley, formed the Education and Talent Supply Council in 2015; this unprecedented coalition of educators, employers, and community leaders spearhead collaborative, research-based approaches to talent-market challenges.

The council continues to grow and serve as the driver of these regional talent strategies.

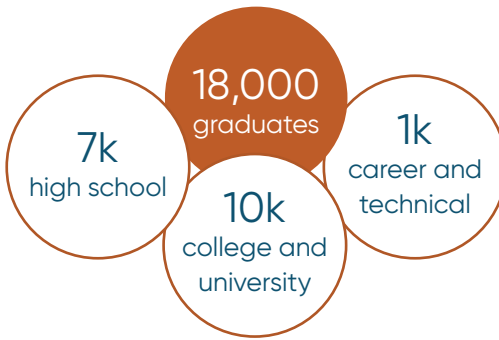
"The partnership allows us to tap into the region's wealth of talent and ensure that the Lehigh Valley remains a hub for innovation, growth, and opportunity."

Ayesha Herrera, Director, Human Resources at OraSure Technologies



Data at the Core

Research is the foundation of the initiative. Over the past decade, three in-depth [studies](#), the most recent in 2022, explored talent supply assets, talent demands of employers, and talent market gaps. Other studies assessed perceptions of the Lehigh Valley among alumni of its colleges and universities, and the priorities of young people from outside the region when they consider moving for a new job or career opportunity.



Understanding our Talent Pipeline

A special focus of the research is collecting timely data on degrees and certificates awarded by Lehigh Valley's 11 colleges and universities, and three career and technical schools. This information, which the schools share with LVEDC, provides important talent pipeline data about degrees in fields relevant to employers, as well as non-credit certifications and credentials not otherwise reported by government agencies.

"The talent initiatives driven by LVEDC are a compass for individual program updates and school-wide changes to prepare our students for success after high school."

Adam Lazarchak, Executive Director,
Bethlehem Area Vocational-Technical School

Exploring Lehigh Valley Careers

Based on local job market research and employer feedback, the [Hot Careers Guide](#) highlights in-demand Lehigh Valley careers, their educational requirements, and earnings potential. The guide began as a printed document distributed to education leaders impacting more than 60,000 middle school and high school students. To keep pace with technology changes, LVEDC has produced an interactive, [mobile-friendly version](#).

Introduction & Directions

Hot Careers Lehigh Valley

Industry Sector to Job

Education Requirement to Job

Job to School

Education Program to Job

Welcome to the Hot Careers Lehigh Valley Dashboard!

Click an industry sector or education requirement to begin exploring careers, then click a job to learn more.

Industry Sectors

Health Care

Advanced Manufacturing

Education & Training

Business Services

Architecture & Construction

Govt., Law, & Public Safety

Hospitality & Tourism

Trans., Dist., & Logistics

Life Sciences

In-Demand Occupations

Job Titles	Education Level	Avg. Ann. Wages	Job Postings
Accountants & Auditors	Bachelor Degree	\$76,967	571
Accounting Clerks	Associate Degree	\$44,025	384
Accounting Managers	Bachelor Degree	\$91,900	422
Accounting Professors	Master/ Doctoral/ Professional Deg.	\$100,100	27
Activities Assistants	High School Diploma or Equiv.	\$30,900	235
Administrative Assistants	High School Diploma or Equiv.	\$40,800	768
Administrative Supervisors	Associate Degree	\$54,000	619
Advanced Imaging Technicians	Associate Degree	\$73,200	167
Advertising Sales Representatives	Bachelor Degree	\$57,900	16
Aerobics Instructors	High School Diploma or Equiv.	\$37,600	40
Alarm Technicians	Associate Degree	\$55,800	40
Architects	Master/ Doctoral/ Professional Deg.	\$88,700	25
Architectural &	Associate Degree	\$44,000	28

Education Requirements

Master/ Doctoral/ Associate Degree

Associate Degree

Bachelor Degree

High School Diploma or Equivalent

Certificate or

Click below to search for jobs in Lehigh Valley!

Tip: not included in average annual wages.

Pennsylvania CareerLink

indeed

"LVEDC's work is the best career-related support of schools that I have seen over the past 20 years. I received feedback from administrators and department leaders expressing appreciation of your work in support of career pathways programming."

Jack Silva, Ed.D, Superintendent, Bethlehem Area School District



Jobs through Apprenticeships

The [Industrial Training and Education Consortium of the Lehigh Valley \(iTEC\)](#) is a regional coalition with over 10 participating companies that drive a collaborative apprenticeship program. iTEC provides industrial skills training and talent development to meet the needs of the Lehigh Valley's growing manufacturing sector. LVEDC supported the creation of this consortium and is instrumental in its maintenance and growth.

Expanding Internship Opportunities

The annual Lehigh Valley Internship Summit, hosted by LVEDC in partnership with Lehigh Valley's colleges and universities, shares best practices and trends for employers seeking to start or expand internship programs. The summit is supplemented by a published [Internship Resource Guide](#) that includes a directory of internship contacts at Lehigh Valley colleges, universities, and technical schools.

"The best part of the Internship Summit was the opportunity to talk to companies of different sizes. That's something we don't get every day. And it's powerful for us as we grow our own company."

Bekah Rusnock, Director of Development, Alloy5 Architecture



Talent Tips and Trends

In 2023, LVEDC introduced a quarterly [e-newsletter](#) focused on talent news and data, regional and national trends, and the career paths followed by key executives of Lehigh Valley businesses.

Amplifying our Brand

A direct result of the talent initiative is a campaign that celebrates the Lehigh Valley's diverse, unique assets. LVEDC and Discover Lehigh Valley® jointly created and launched a new Lehigh Valley [logo and brand](#) in 2023 that enables partners to market the region with one voice and message. LVEDC and Discover Lehigh Valley® also produce an annual guide that profiles the region as a great place to visit, live, learn, work, and do business.

DISCOVER
Lehigh Valley



Lehigh Valley
ECONOMIC
DEVELOPMENT

"This initiative helps to pull the entire strength of the region together in a way that we hadn't seen before ... I think it will pay off dividends for years to come."

Kassie Hilgert, President & CEO, ArtsQuest

Recognized for Excellence



Council for Community and Economic Research

2024 Best Project Supporting Business, Economic, and Workforce Development Activities

2022 Best Project Supporting Collaborative Community and Regional Initiatives



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

International Economic Development Council

2023 Excellence in Economic Development Silver Award

2021 Excellence in Economic Development Gold Award



Pennsylvania Economic Development Association

2021 Economic Development Program of the Year

Resources



"The work to attract talent and develop the skills of the workforce, in partnership with our region's education institutions, is helping shape futures, empower individuals, and drive regional excellence."

David A. Ruth, Ph.D., President, Northampton Community College

PENNSYLVANIA GETS IT DONE.

OUR MISSION

The mission of the Lehigh Valley Economic Development Corporation is to market the economic assets of the Lehigh Valley and to create partnerships to support the recruitment, growth and retention of employers and the creation of jobs for people of all skill and education levels.

OUR VISION

A diverse Lehigh Valley economy that provides economic growth and opportunity for people of all skills and education and strengthens all our cities, boroughs, and townships.



Lehigh Valley
ECONOMIC DEVELOPMENT

520 N. New St. Bethlehem, PA 18018
610-266-6775
lehighvalley.org