

Wyoming's Workforce: Chicken and the Egg

WEDA Winter Conference – February 12, 2018



Two Things that Define Healthy Economies

1. Quality of Place

- ▶ Don't discount the impact Community Colleges have

2. Talent

- ▶ Talent Development (Pipeline)
- ▶ Talent Acquisition (Recruitment)

Quality of Place

Knight Foundation/Gallop Study

- ▶ 3 year study of 26 communities
- ▶ Found a positive correlation between community attachment and local GDP growth
- ▶ Factors Affecting Community Attachment:
 1. Social offerings
 2. Openness
 3. Aesthetics

Source: Knight Foundation Soul of the Community Survey available at <https://knightfoundation.org/sofc/>

Building Talent – Why it Matters

- ▶ From 1970's to the early 2000's, our nation's working age population (ages 16 to 64) expanded by nearly 200,000 individuals each month.
- ▶ In the last two years, monthly workforce growth is down to around 70,000
- ▶ The Census Bureau projects that number to fall to roughly 50,000 per month over the next 15 years
- ▶ Net international immigration to this country has accounted for 61% of our nation's population growth in the last ten years.
- ▶ All of this is happening at a time when we are experiencing one of the longest expansions in our nation's history and we are near full employment.

Source: Analysis and Summary from Market Street Services, Inc. 2018

What Corporate Execs Say

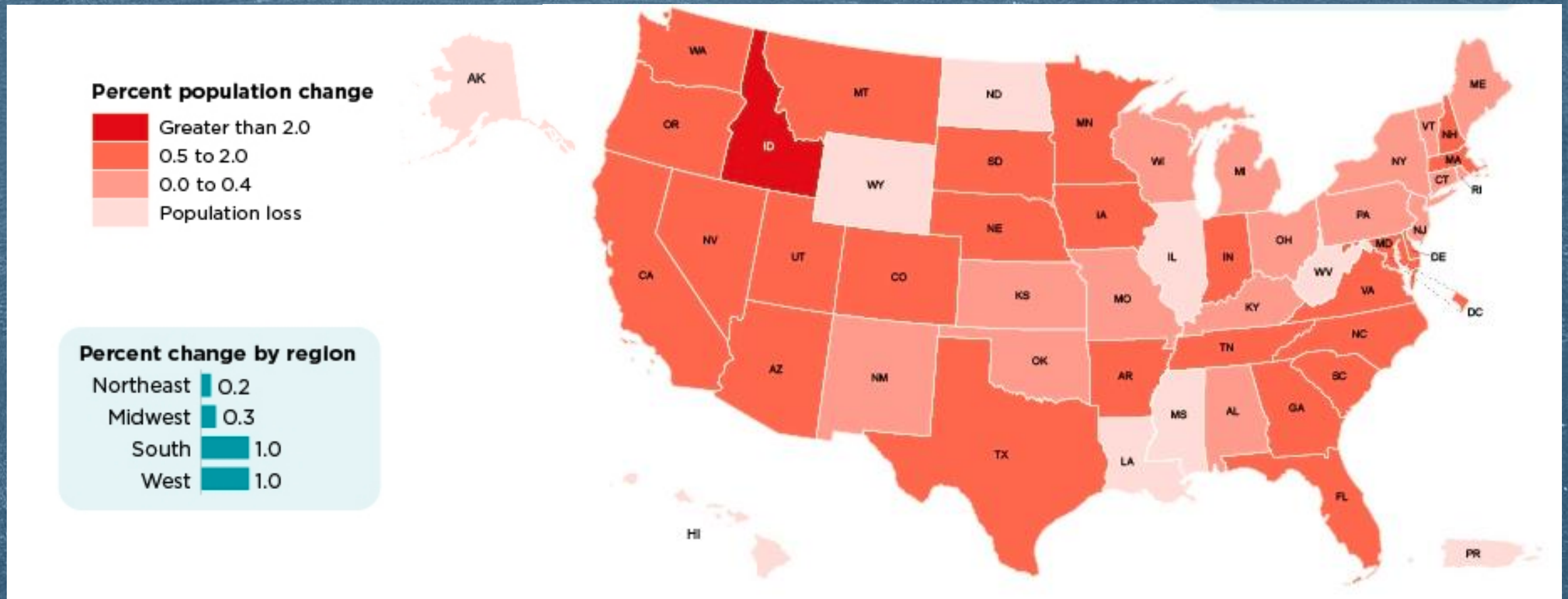
- ▶ Area Development's 31st Annual Survey of Corporate Executives
- ▶ Availability of Skilled Labor:
 - ▶ #1 in 2015
 - ▶ #2 in 2016

Source: Area Development available at:
<http://www.areadevelopment.com/Corporate-Consultants-Survey-Results/>

COMBINED RATINGS* CORPORATE SURVEY 2016

Site Selection Factors	2016	2015
RANKING		
1. Highway accessibility	94.4	88.0 (2)**
2. Availability of skilled labor	89.8	92.9 (1)
3. Labor costs	89.6	80.8 (6)
4. Occupancy or construction costs	86.0	85.4 (4)
5. State and local incentives	84.0	75.8 (9)
6. Corporate tax rate	82.3	78.8 (7)
7. Tax exemptions	79.7	74.7 (11)
8. Energy availability and costs	78.5	75.3 (10)
9. Proximity to major markets	78.1	76.3 (8)
10. Quality of life	76.4	87.6 (3)
11. Available buildings	75.5	83.7 (5)
12. Available land	75.3	73.9 (13)
13. Expedited or "fast-track" permitting	71.7	74.2 (12)
14. Environmental regulations	70.8	69.8 (14)
14T.Low union profile	70.8	66.3 (18)
16. Right-to-work state	70.1	67.7 (16T)
17. Inbound/outbound shipping costs	69.1	64.6 (19)
18. Training programs/technical colleges	66.7	68.7 (15)
18T.Availability of long-term financing	66.7	67.7 (16)
20. Proximity to suppliers	66.0	64.3 (20)
21. Raw materials availability	53.7	52.6 (24)
22. Accessibility to major airport	52.4	58.6 (21)

Population Growth July 1, 2016 – July 1, 2017



Source: US Census Bureau 2017 Population Estimates

Talent = Higher Education Attainment

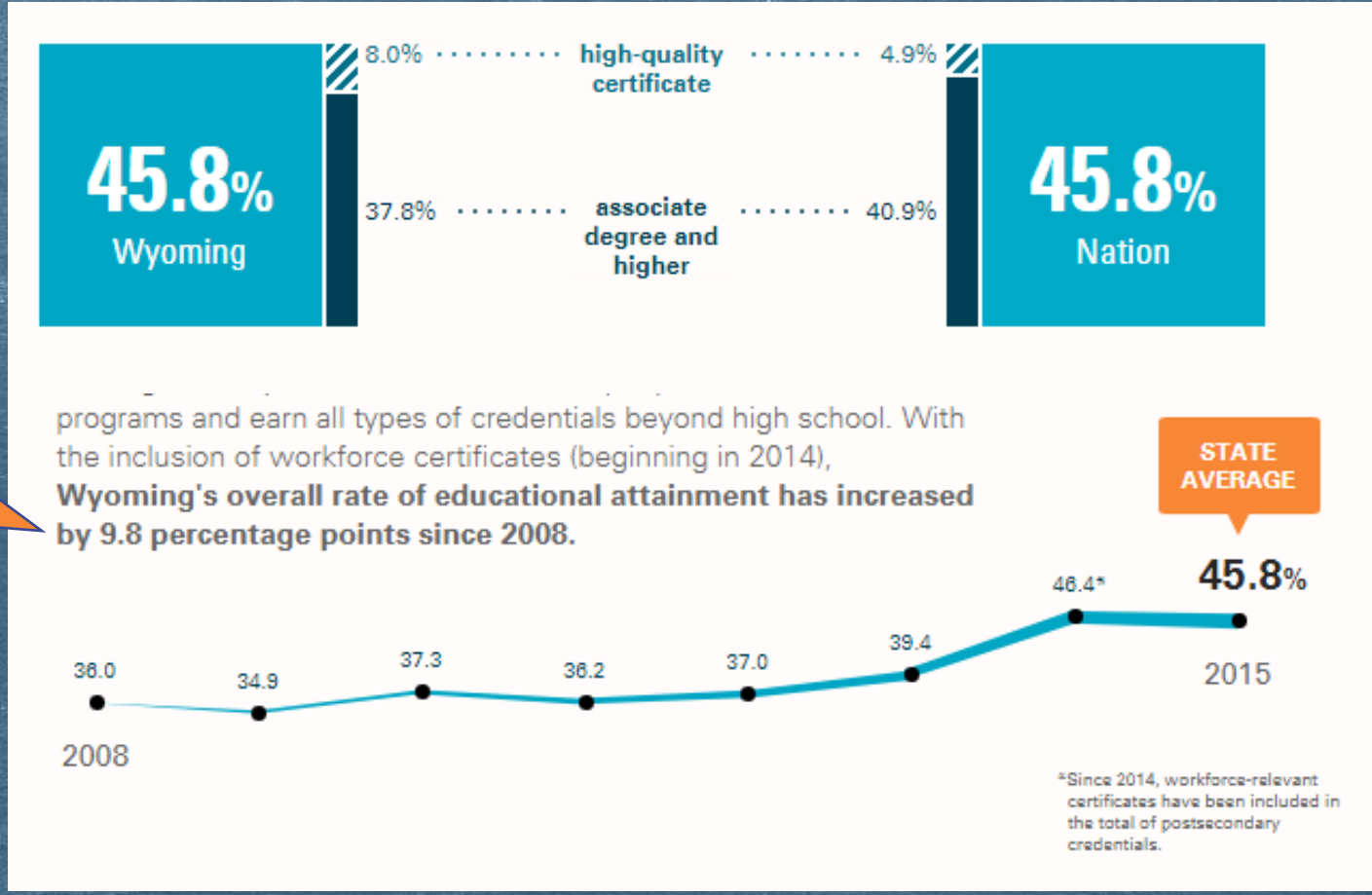


Increasing Attainment = Workforce Development

- ▶ Jobs of the Future Require Something Beyond High School
- ▶ Why, specifically, do we want to increase attainment?
 1. Fill Current Jobs that are in Wyoming unfilled because of lack of qualified college-educated workers.
 2. Bring new, desirable jobs to Wyoming that require a college-educated workforce.
 3. Create new jobs (as a result of college-educated entrepreneurs, researchers, etc.)

Higher Ed Attainment Today

Wyoming's higher educational attainment has increased 9.8% since 2008



Source: Lumina Foundation



Attainment - Comparing Western States

- ▶ Colorado - #2 (54.7%)
- ▶ Utah - #15 (48.1%)
- ▶ Nebraska - #20 (47%)
- ▶ Wyoming - #26 (45.8%)
- ▶ South Dakota - #32 (43.8%)
- ▶ Montana - #38 (42.9%)
- ▶ Idaho - #46 (38.7%)

Source: US Census Bureau 2016 American Community Survey; Estimates of population age 25 years and over.

Attainment – Representative of WY's Higher Ed & Economy

- ▶ High School Graduate or Higher = #1
- ▶ Percent of Population with Associate's Degree = #2
- ▶ Bachelor's Degree or Higher = #41
- ▶ Percent of Population with Bachelor's Degree = #38
- ▶ Percent of Population with Graduate/Professional = #37

Source: US Census Bureau 2016 American Community Survey; Estimates of population age 25 years and over.

How Do We Develop our Workforce?

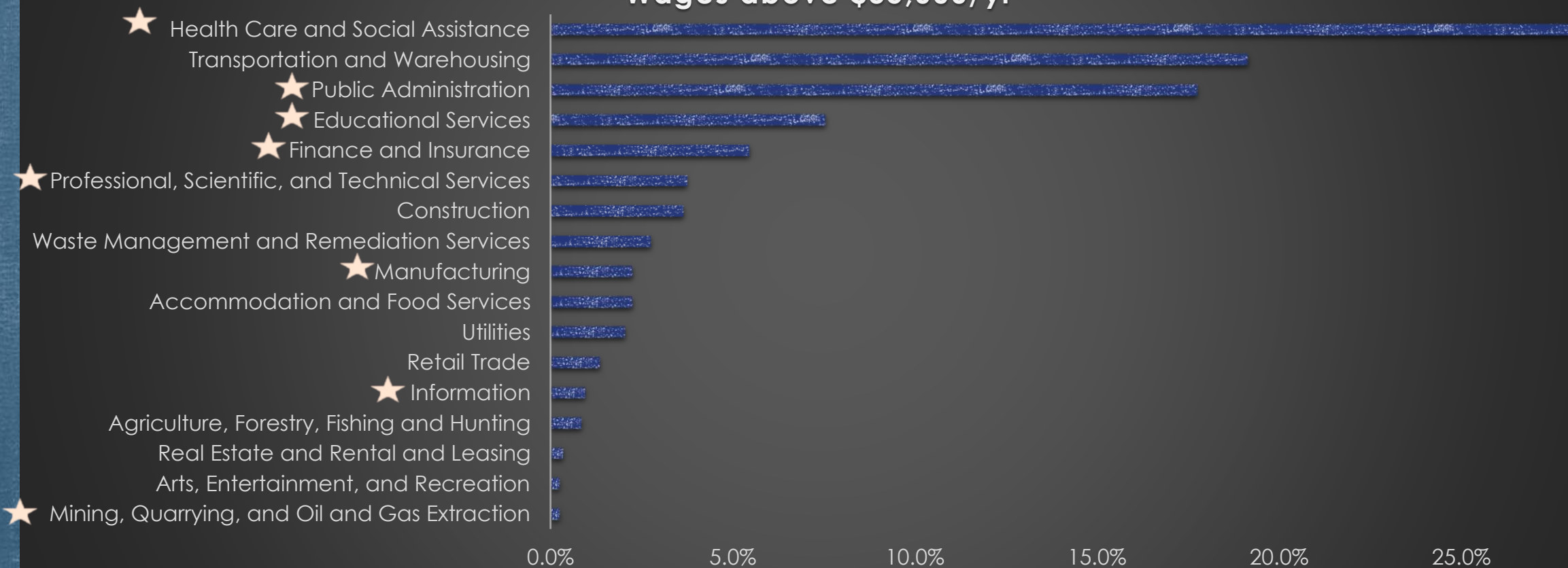
1. Educate the people already here in Wyoming
2. Bring people to Wyoming, educate and keep them
3. Recruit college-educated people to Wyoming

Which Comes First, Jobs or the Workforce?



Wyoming Jobs for the College Educated

Job Postings by Industry Past 6 Months Wages above \$35,000/yr



Source: Labor Insight Jobs (Burning Glass Technologies)



High-Demand Programs at the CC's

Programs with strong workforce alignment & opportunity.

- ▶ Healthcare/Social (Nursing, Lab Techs, Radiography, Physical and Occupation Therapist Asst., Dental Hygiene, etc.)
- ▶ Business, Management, Finance, Accounting, etc.
- ▶ Education, Early childhood, etc.
- ▶ Mechanical, Electrical, Automotive/Diesel, Compression Technology, Welding and Metals, etc.

Laramie County Wages and Employment (2003 – 2016)

Industry	Employment Growth	2016 Employment	Wage Growth	2016 Wages
Mining	318.1%	924	19.4%	\$49,731
Wholesale trade	63.5%	1,481	12.9%	\$56,043
Finance and insurance	53.8%	3,722	16.6%	\$56,966
Transportation and warehousing	52.6%	3,970	13.0%	\$41,535
Professional, scientific and technical services	37.1%	3,247	11.2%	\$59,345
Health care and social assistance	30.4%	4,887	0.4%	\$44,330
Management of companies and enterprises	25.0%	275	64.1%	\$82,537
Information	14.3%	1,358	6.5%	\$50,804
Manufacturing	-5.2%	1,530	30.1%	\$65,663

32.1% of Total Laramie Co. Employment

Source: WCBEA from Wyoming Department of Workforce Services, Quarterly Census of Employment and Wages; U.S. Department of Commerce, Bureau of Economic Analysis; Wage growth calculated using 2003 constant dollars.



Key Points

- ▶ Where there are good paying, high-demand job opportunities that require a college credential, people participate in higher education or relocate.
- ▶ There simply aren't enough of these in other industries to align programs or attract workers from elsewhere.
- ▶ Many jobs require the same skill-set and we are competing with a shrinking workforce; Not enough at higher wages to incentivize in-migration/relocation.
- ▶ Too many of the best opportunities do not lead to economic diversification (ex. Laramie County)

What Employers are Looking For

Three Types of Skills Gaps:

1. Lack of Fundamental Employability Skills
 - ▶ Ability to use basic math, communicate effectively, read technical documents, work in teams, and solve complex problems.
2. Lack of Specialized Skills
 - ▶ Skilled trades, computer technology, etc.
3. Lack of STEM Skills
 - ▶ Failure to integrate STEM skills into occupational career paths and programs.

Source: Business Roundtable (2017). Work in Progress: How CEO's are helping close America's skills gap.

What We Can Do Now

- ▶ Developing Entrepreneurs and Innovators will be essential for Wyoming's long-term path to diversification.
- ▶ Providing general education and essential experiences that matter in the workplace.

LCCC

- ▶ Entrepreneurship education for all students
- ▶ Competency-Based General Education
- ▶ Three Essential Experiences
 1. Collaborative Learning/Relationships
 2. Immersion Experience
 3. Synthesis & Application (Applied Learning)