



THE FUTURE OF
Workforce Development
WHERE RESEARCH MEETS PRACTICE

Session:

Evolving Models in Workforce Intelligence Systems

Speaker:

Jeff Pinkerton

Mid-America Regional Council

September 19, 2012

Federal Reserve Bank of Kansas City, Kansas City, Mo.

*For additional information about The Future of Workforce Development Conference, contact:
Steven Shepelwich, Senior Community Development Advisor, Federal Reserve Bank of Kansas City
steven.shepelwich@kc.frb.org*



RWIN

Regional Workforce Intelligence Network of Greater Kansas City

Lessons Learned From Creating a Workforce Intelligence System

The Future of Workforce Development
Evolving Models in Workforce Intelligence Systems

Kansas City Federal Reserve Bank
Sept. 19, 2012

About RWIN

- Regional Workforce Intelligence Network
- Workforce and economic data exchange
- Members include economic development agencies, workforce investment boards, private business, colleges and universities
- Sector Partnerships
 - Supply Chain and Logistics
 - Advanced Manufacturing
 - Information Technology



RWIN

Regional Workforce Intelligence Network of Greater Kansas City

3 Lessons Learned (So Far).

Monthly Newsletter



August 2012

Good, bad and confusing

This month's labor market data is a mix of good news and bad news, with a dash of confusion thrown in for good measure.

First, the good news: the region's unemployment rate dropped slightly from May to June, from 6.9 percent to 6.8 percent. While this is about as modest a drop as one could get, it is notable — Kansas City was the only one of our peer metros to see any decline at all in June. Also, metropolitan areas typically expect to see an increase in the unemployment rate at this time of year, as recent college graduates enter the workforce. (At the Metropolitan Statistical Area level, unemployment rate data is not seasonally adjusted.)

Another tidbit of good news: help wanted ads also surged in June, indicating that employers still have positions to fill.

Now, for the bad news. The Kansas City area's employment (using seasonally adjusted CES data) declined for the third consecutive month, finishing at 980,000. Overall, we've gained only 3,600 jobs since June 2011.

THE LATEST METRO DATA

EMPLOYMENT

[Definition: The number of jobs paid for by employers.]

For the third consecutive month, seasonally adjusted employment declined according to Current Employment Statistics (CES) data. The region is just barely above the employment level from one year ago. But as the article to the left explains, employment data varies widely this month, depending on the source used.



LABOR FORCE

Are nurses from Venus and engineers from Mars?

In a recent blog on KCEconomy.com, author Jeff Pinkerton, senior researcher at the Mid-America Regional Council, looks at trends in employment by gender.

Teaching and nursing occupations are dominated by women (77 percent and 93 percent respectively), while men tend to dominate engineering (86 percent), construction (98 percent) and IT (76 percent) occupations.

How do gender-dominated occupations affect supply and demand ratios? How big an impact does this have on the pool of available workers?

Read the [full article](http://KCEconomy.com) at KCEconomy.com.

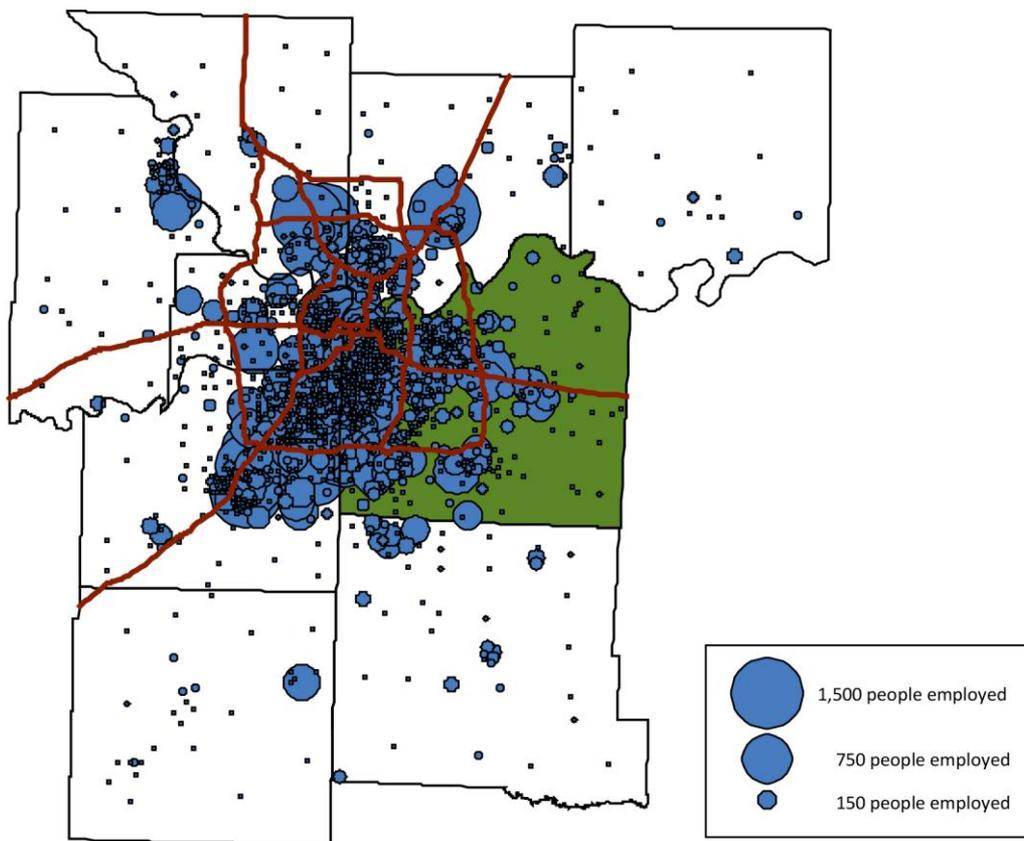
TOP 30 Fastest Growing Occupations in the Kansas City MSA, 2011–2012

Job seekers may have a better chance of becoming employed in occupations that are growing rapidly. The occupations listed here had the highest growth in employment in the past year in the Kansas City region.

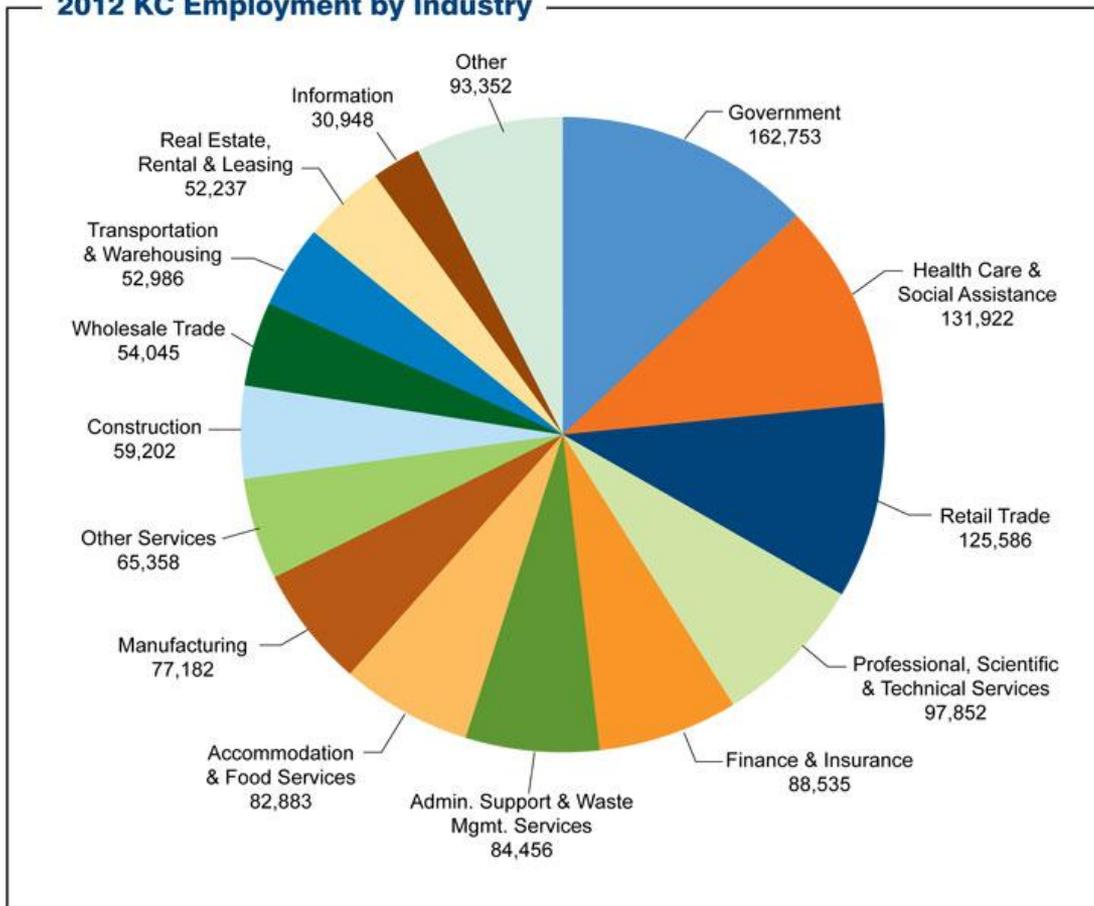
Occupation	2011 Jobs	2012 Jobs	Net Job Growth*	Job Openings*	2011 Median Hourly Wage
1. Financial specialists	37,554	38,771	1,217	1,874	\$20.08
2. Health diagnosing and treating practitioners	38,360	39,343	983	1,698	\$39.16
3. Sales representatives, services	23,956	24,707	751	1,456	\$20.09
4. Business operations specialists	39,236	39,969	733	1,623	\$25.82
5. Computer specialists	34,502	35,217	715	1,349	\$30.71
6. Other management occupations	54,608	55,266	658	1,918	\$17.36
7. Food and beverage serving workers	46,739	47,380	641	2,463	\$8.40
8. Nursing, psychiatric and home health aides	17,529	18,145	616	806	\$11.20
9. Primary, secondary and special education teachers	36,571	37,173	602	1,487	\$24.48
10. Financial clerks	34,075	34,644	569	1,330	\$14.65
11. Other personal care and service workers	26,176	26,709	533	1,166	\$8.88
12. Health technologists and technicians	22,056	22,571	515	1,061	\$18.66
13. Secretaries and administrative assistants	29,759	30,196	437	884	\$15.67
14. Other sales and related workers	33,284	33,706	422	1,514	\$8.31

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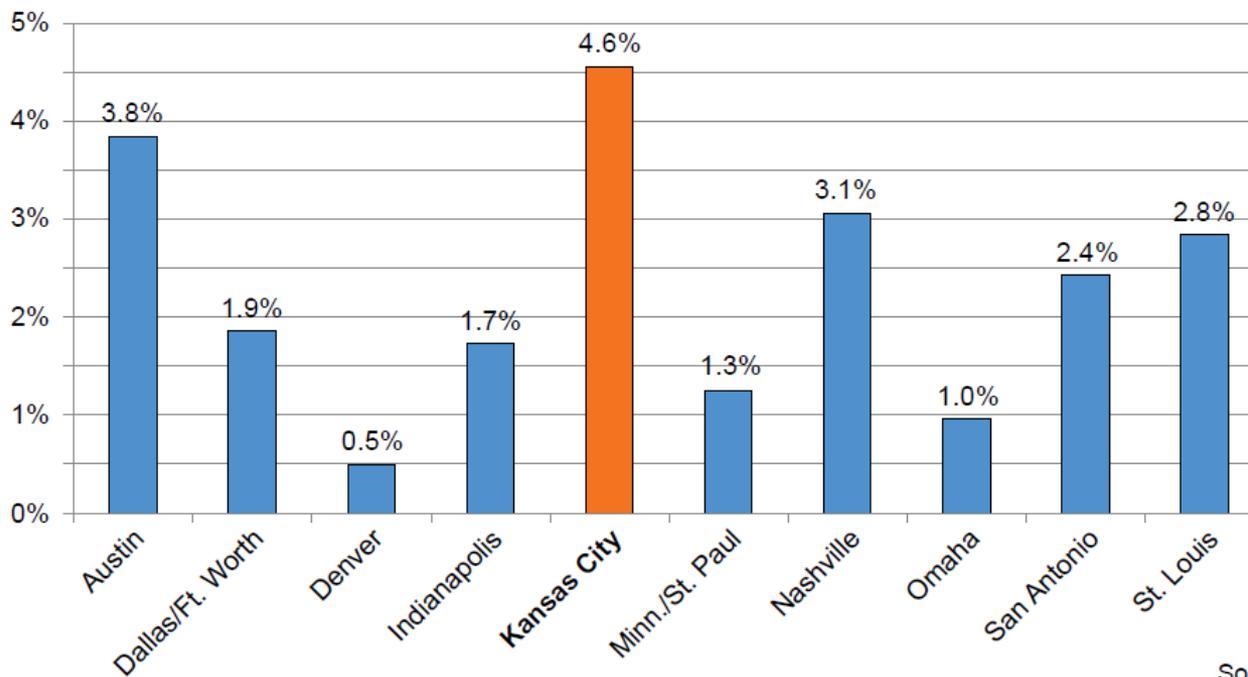
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2012 KC Employment by Industry



Comparison to Peer Metros

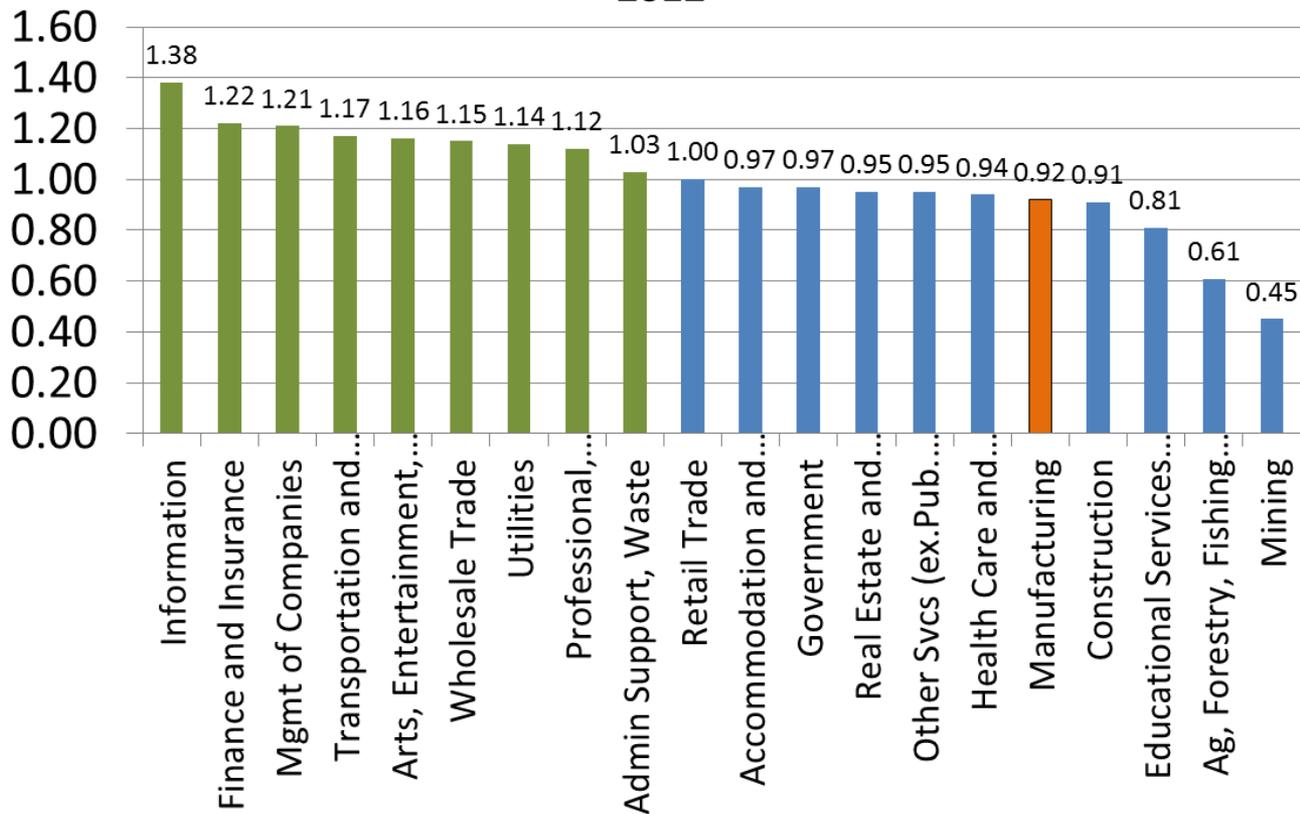


Kansas City led peer metros in year-over-year percent growth in manufacturing employment from April 2011 to April 2012

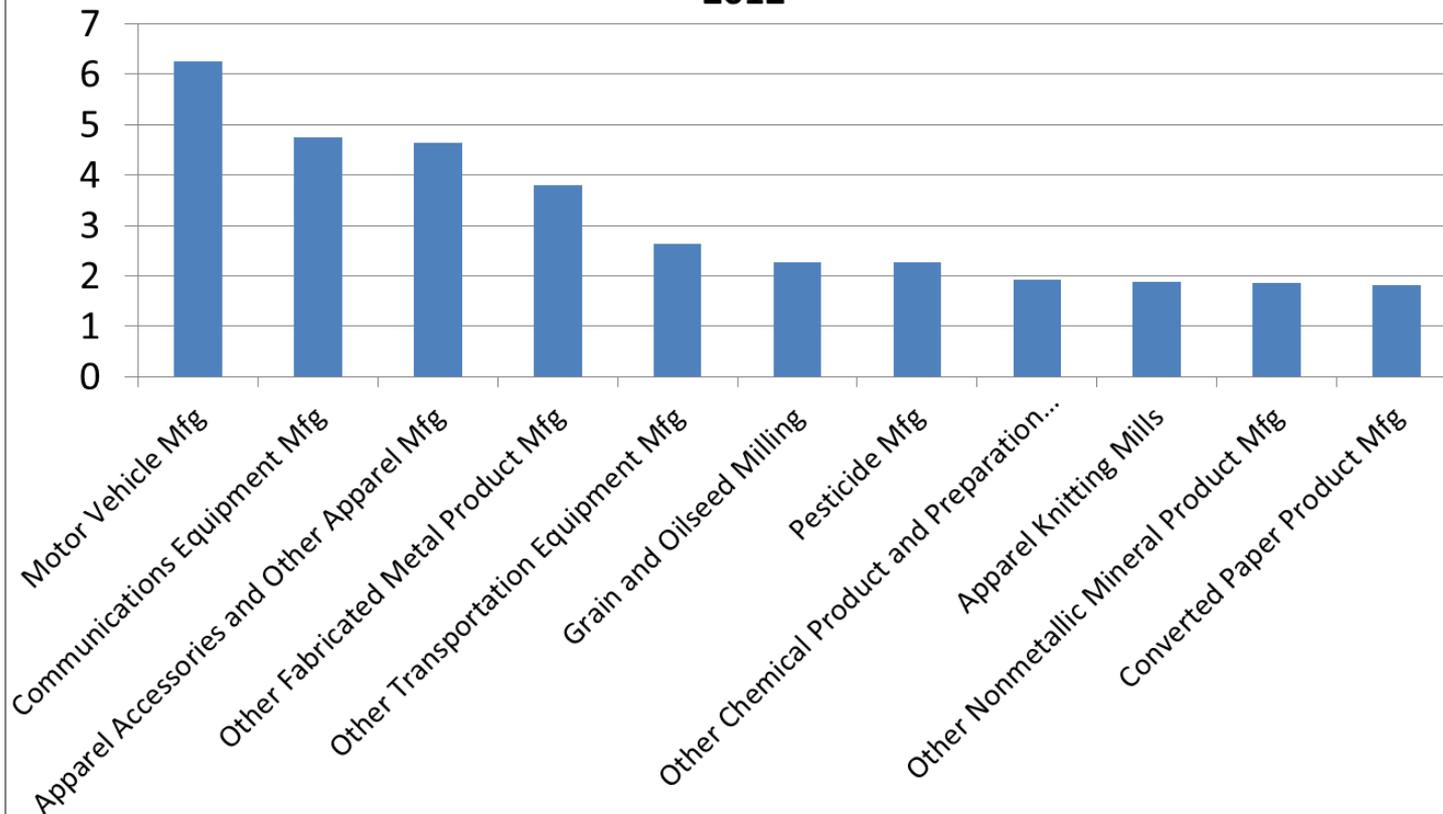
3 Lessons

- #1. There is value in collecting and analyzing the “easy stuff”.

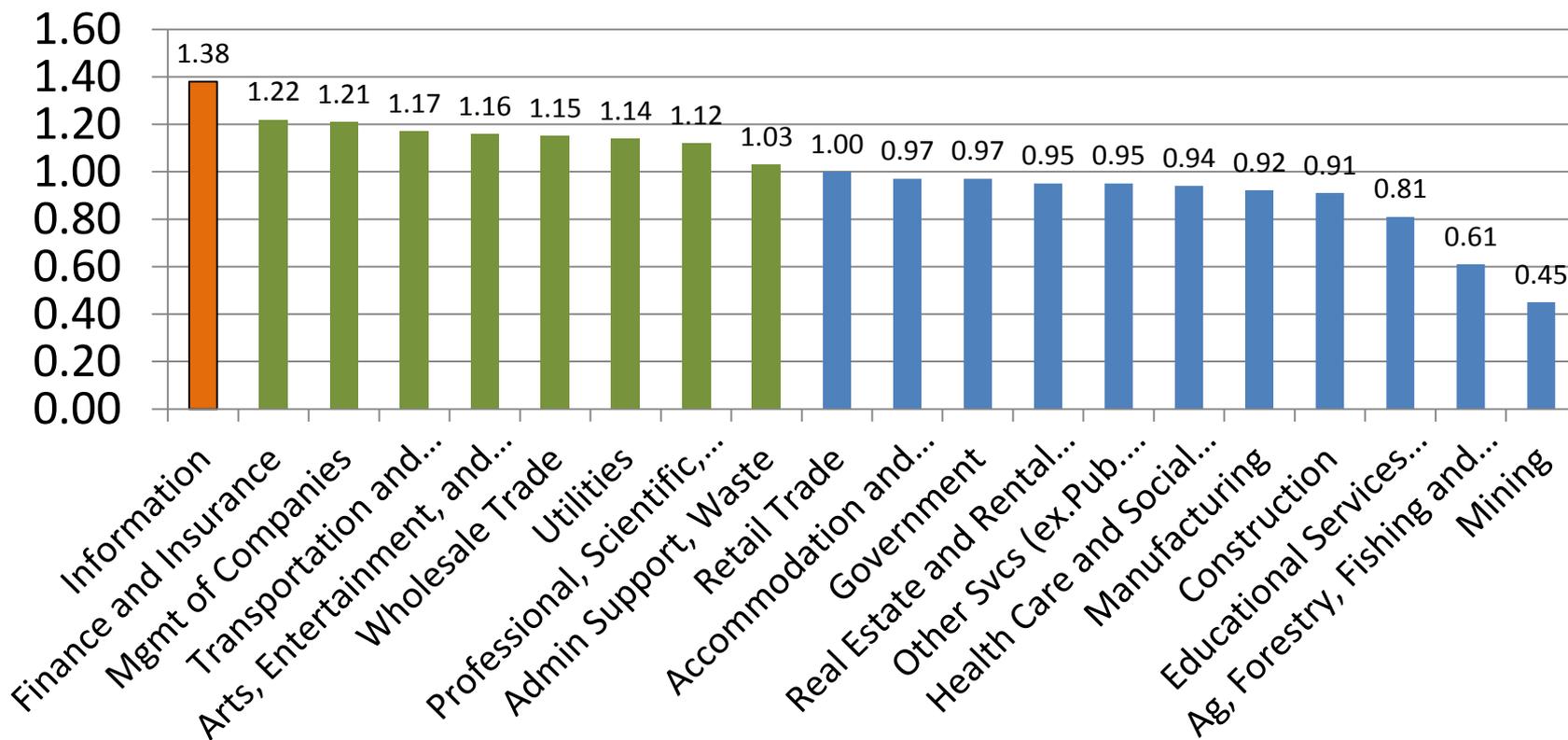
Kansas City MSA, Location Quotient by General Industry 2012



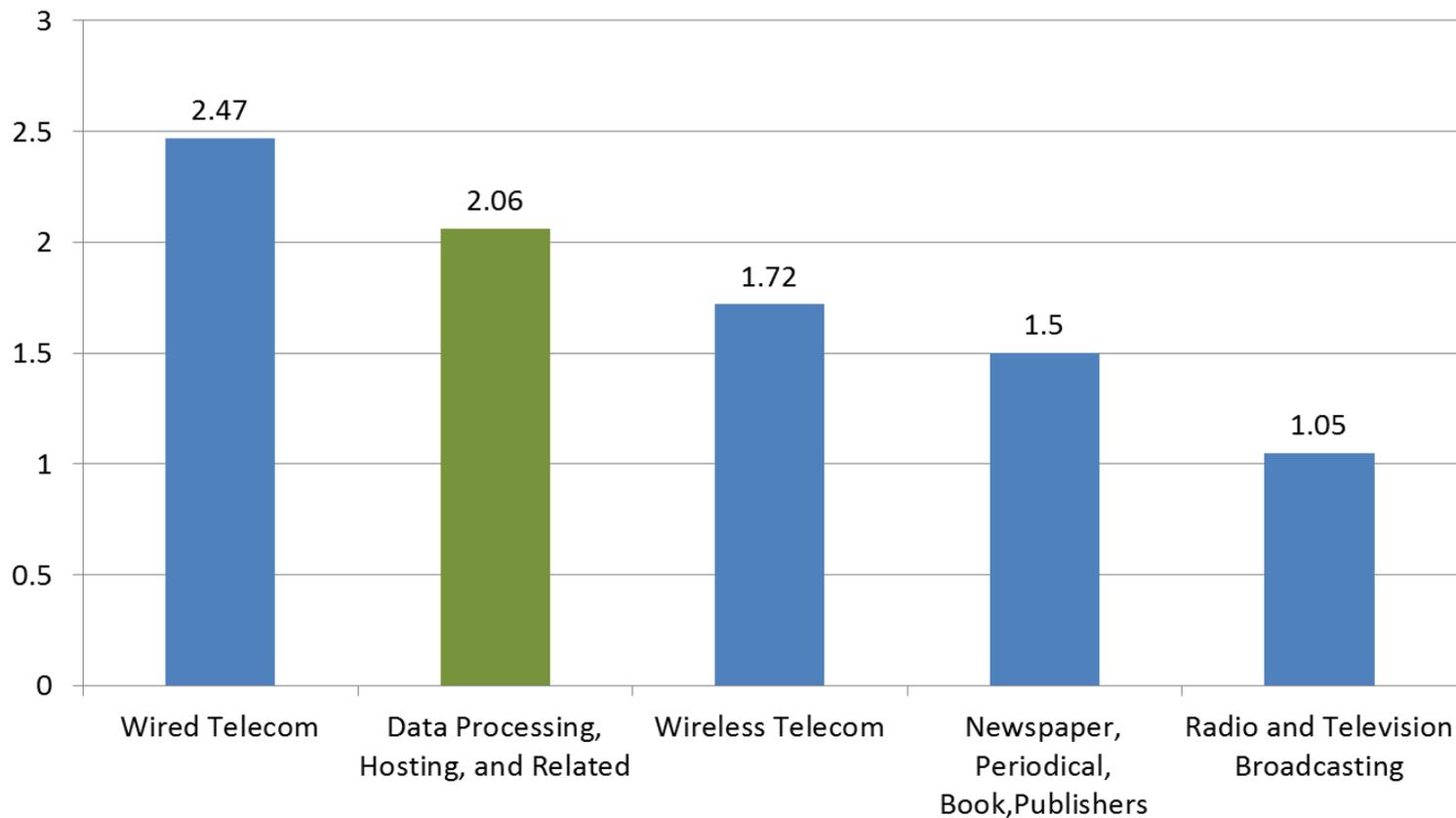
Top Location Quotients Within Manufacturing - Kansas City MSA 2012



Kansas City MSA, Location Quotient by General Industry 2012



Top Location Quotients Within Information -Kansas City MSA 2012



3 Lessons

- #1. There is value in collecting and analyzing the “easy stuff”.
- #2. The data story is sometimes buried in the layers

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- #1. There is value in collecting and analyzing the “easy stuff”.
- #2. The data story is sometimes buried in the layers
- #3. Data doesn't replace real “on the ground” knowledge.

Unanswered Questions

- Skills mismatch?
- Entrepreneurship?
- Is this period of labor concerns (high unemployment) just indicative of a really bad slow-down, or is it something systemic?