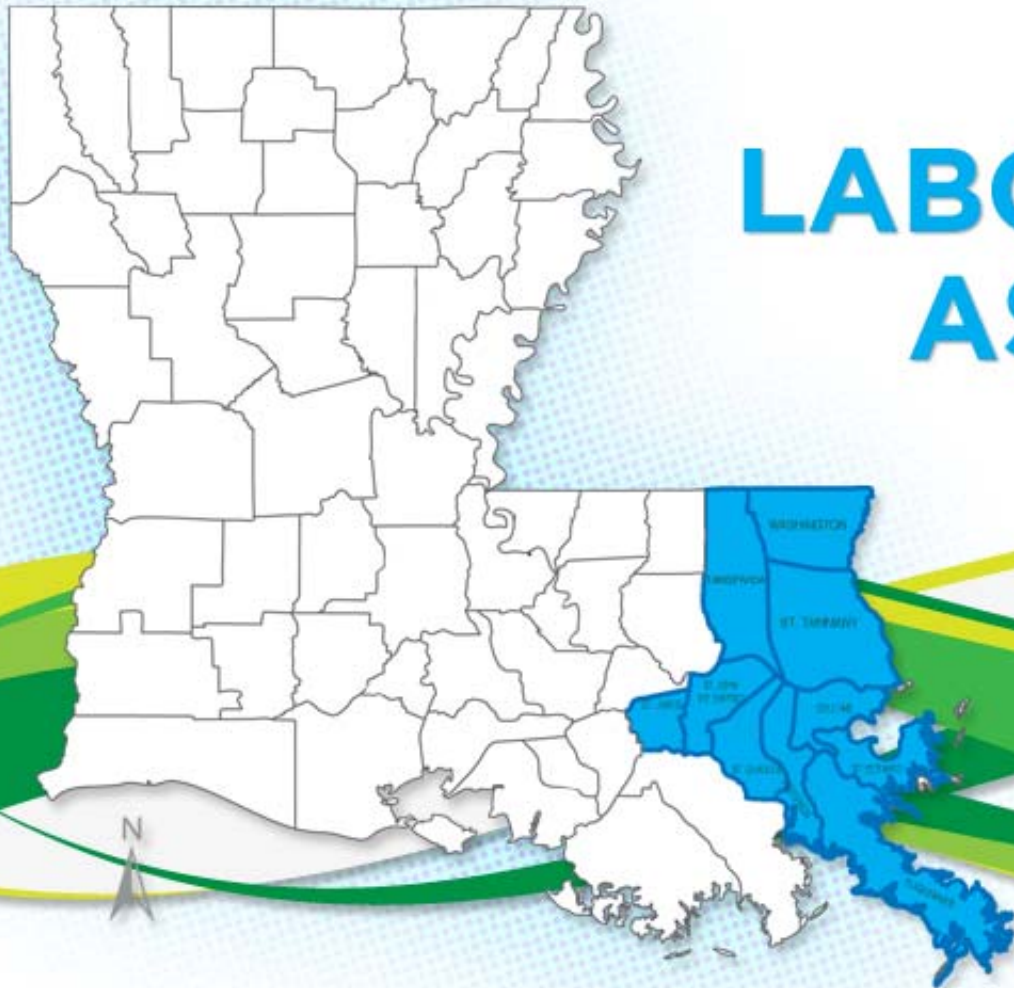




LABOR MARKET ASSESSMENT

November 2008



Wadley-Donovan
GrowthTech_{llc}

// Regional Potential Hidden Labor Supply

Component	Number
Not Employed but Interested in Working	152,572
Underemployed (full time workers)	69,875
Residents employed part-time but who would prefer full-time employment	18,793
Recent College Graduates	15,877
Total	259,629

// Reasons for Non-Employment Among Not-Employed But Interested

Reason Not Working	Percentage	Number
Other unspecified	20.1%	30,646
Raising a family	19.4%	29,589
Laid off/company closure	17.4%	26,419
Retired	15.3%	23,249
Attending school	11.1%	16,908
Disabled	6.9%	10,568
Can't find a suitable job	3.5%	5,284
Lack of transportation to work	3.5%	5,284
Lack of suitable child/dependent care	2.8%	4,227

- 59% want full-time work
- 38% have lived in the Region 5 years or fewer
- 40% are under age 35

// Leading Occupational Skills of Not-Employed But Interested In Work

Occupational Skills	Percentage	Number
Office & Administrative Support	12.0%	18,281
Healthcare – Technical	10.1%	15,468
Construction	7.4%	11,250
Food Preparation & Serving	6.4%	9,818
Education – Professional	6.0%	9,140
Retail Sales & Service	6.0%	9,140

- 92% want work in their skill area
- 42% have high school equivalent or less
- 58% have some education above high school

// Leading Occupational Skills of Underemployed

Occupational Skills	Percentage	Number
Transportation & Material Moving	7.8%	5,445
Financial	7.1%	4,991
Office & Administrative Support	7.1%	4,991
Management – Middle	6.5%	4,537

- 52.6% in prime working age range
- Relatively well-educated: 72% with 12+ years of education

// Workforce Availability By Occupation

Occupational Group	Number of Occupations Per Availability Level			
	Satisfactory To Good	Borderline	Tight /Very Tight	Unavailable
Office and Administrative Support	3	3	2	1
Sales and Related	-	1	-	1
Architecture/Drafters	-	1	-	-
Professional, Engineering	1	-	5	9
Production	-	3	3	6
Installation, Maintenance, and Repair	-	-	2	2
Construction, Maintenance, Production and Extraction	-	2	4	6
Building/Cleaning/Maintenance	-	1	3	
Arts, Design, Entertainment and Media	1	2	3	3
Computer Programmers/Web Developers	-	-	4	1
Computer, Media and Mathematical	-	1	4	-
Advanced Nursing / Tech / Therapy	-	10	8	3
Nursing	2	1	-	
Food Preparation and Serving Related	-	5	3	1
Life Sciences / Chemist	-	-	-	1
Transportation and Material Moving	-	1	2	8
Total	8	30	44	41
Percentage of Occupations	5.7%	25.2%	35.0%	34.1%

// Projected Year 1 Staffing Potential

Staffing Potential for Businesses Offering Competitive Pay, Benefits, Working Conditions

Office

- 270 (St. Tammany)
- 1,490 (St. Bernard)

Manufacturing/Distribution

- 270 (St. Tammany)
- 1,470 (Orleans)

// Employer Demand for Workers

Occupations Currently in Greatest Demand

- RNs: 198
- Bookkeeping, accounting clerks: 127
- Technicians, general: 122
- Executive secretaries and admin assist: 119
- Maids and housekeeping cleaners: 118

Occupations in Greatest Demand in One-Year

- Electricians: 570
- RNs: 485
- Welders: 389
- Boilermakers: 304
- Metal Workers: 250
- Plumbers/pipefitters: 224

// Labor Cost

- **Average Earnings Per Worker**
 - **10-Parish Region** **\$39,298**
 - **Louisiana** **\$34,851**
 - **USA** **\$39,965**
- **Underemployed willing to accept a new position for an average annual wage/salary of \$45,113**
- **Not-employed but interested annual wage/salary requirement \$30,825**
- **Worker's Compensation insurance rates higher than national average**
- **Reduced unemployment tax rate**

// Labor Quality

Written Communication	▼
Reading Comprehension	●
Math	▼
Critical Thinking	●
Verbal Communication / Comprehension	▲
Team and Cooperative Skills	▲

// Labor Quality

Work Ethic	●
Productivity	▲
Productivity Compared to That of Company's Other Sites	▲
Willingness to Work Overtime	▲
Punctuality	●
Overall Employer/Employee Relations	▲

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// Education and Training

- Public school systems have widely mixed performance and graduation rates, improvements are being made
- Regional employers report infrequent use of, and borderline/satisfactory experience with, area schools for training –
 - varies widely by school and industry
- Co-op / Internship programs infrequently used but highly valued
- Legislative Directed Integrated Workforce Package in play, Quick Start

Conclusions

- The region has one of the tightest labor markets we have seen
- Greatest shortages are in key knowledge based targeted fields
 - Significant gaps between availability and demand in all sectors
- Significant number of not-employed residents who want to work, but their skills do not match many employer needs
- Despite challenges, opportunities exist for sizable operations
- Community colleges , regional and state universities are not generating enough graduates to meet the needs of area employers
- Current PR and branding effort of the region is very important
- Retention of retirees in the workforce is important
- Challenges are being met by aggressive state workforce directed legislative changes and restructuring of the workforce delivery system

Recommendations

- Use all assets to market the region for new industry in four target areas and overall: GNO Inc., EDOs
 - Schools, government and WIBs recommended
- Have a full court press to retain existing industry
- GNO Inc. urged to assist with regional coordination and facilitation of workforce related efforts
 - Support K-12 initiatives/policies that promote career preparation, rigorous technology, math and science standards and application
 - Coordinate business input and leadership in the articulation of industry needs
 - Facilitate coordination of community colleges and university resources with training needs-especially within the four target sectors

Recommendations

- GNO Inc. urged to promote labor force attraction and improvement of the region's QOL
 - Retain university students
 - Attract skilled and talented workers
 - Maintain an on-line job bank of all available jobs, coordinated with the WIBs
 - Brain Gain, 504ward
- A greater role of employers urged as part of training (e.g. co-ops, mentoring, apprenticeships, internships) and partner in workforce development

Recommendations

- Promote “employer of choice” programs regarding HR practices among employers
- Explore alternative education and engagement of disconnected youth (e.g. Youth Development Research Foundation) with educators and employers
- Assist employers with visa applications and counsel\
- Promote retiree retention programs among employers

Recommendations

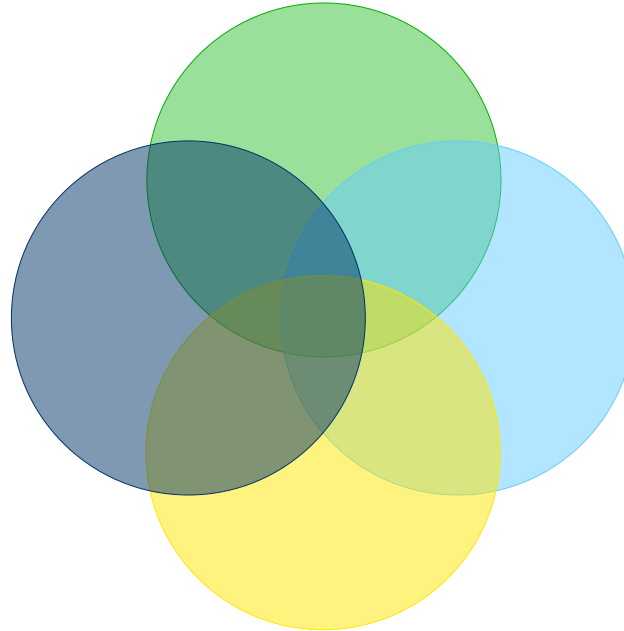
- Continue to strongly encourage entrepreneurial efforts in the region to grow and attract serial and other entrepreneurial
 - Idea Village
 - Tech Quarter
 - Digital Media Strategy
 - Identified package of financial tools and tax incentives
 - Identifying university R&D Centers of Excellence to drive innovation
 - Technology and entrepreneurship in target industries
- Ensure that supporting physical infrastructure exists to attract tech centered entrepreneurs
- Include the non-high technical entrepreneurs and general small business in the strategy
 - Very important
- Continue to strongly support the state's aggressive workforce related changes

Stakeholders

ECONOMIC DEVELOPMENT

State EDO
Regional EDO
Local EDOs
Parish Governments

BUSINESS
Employers
Industry Associations
Business Councils
Chambers of Commerce



EDUCATION
State Department of Education
Parish Governments
Universities
Community Colleges
Louisiana Technical Colleges
K-12 Education

WORKFORCE DEVELOPMENT
Louisiana Workforce Commission
Louisiana Workforce Investment Council
Parish Governments
Southeast Regional Workforce Alliance
Workforce Investment Boards
Social Services Organization
Community-Based Organizations

Southeast Louisiana Regional Alliance

- **The Regional Talent Development Strategy to address the following:**
 - Build a flexible, responsive, efficient and effective workforce development system that meets the needs of employers and job seekers
 - Coordinate Workforce Investment activities with economic development strategies for the long-term benefit of the region
 - Design workforce system that effectively addresses barriers to employment and ensures successful careers
 - Ensures regional workforce development system performance and accountability
 - Identify and leverage resources to support workforce development
 - Work with partners to implement aggressive marketing/communications and public relations campaign to build awareness among constituents of job opportunities etc.
 - Outreach to job seekers, business, stakeholders, policy makers and Congressional representatives