

# Workforce Recovery Planning

## Puget Sound Regional Council

Presentation to Central Puget Sound Economic Development District Board

October 2021



# Project Overview and Goals

- The central Puget Sound region over the past decade has experienced a period of sustained economic growth.
- The impacts of COVID-19 have underscored that growth and opportunity for all Puget Sound residents has not been equally available.
- This project will identify targeted occupations in high-demand industries.
- Will include outreach strategies to direct workers and job seekers in the central Puget Sound region to higher-wage, in-demand occupations.



# About MEF and FWC

- MEF Associates is a small social policy research firm
  - Offices in Downtown Seattle and Alexandria, Virginia
  - Policy research for a mix of federal, state, local, and non-profit clients
- Forland Wheeler Consulting
  - Small business specializing in labor market research and workforce development
  - Led by two former Washington State Employment Security Department managers



# Methodology to Identify Industry Sectors of Focus

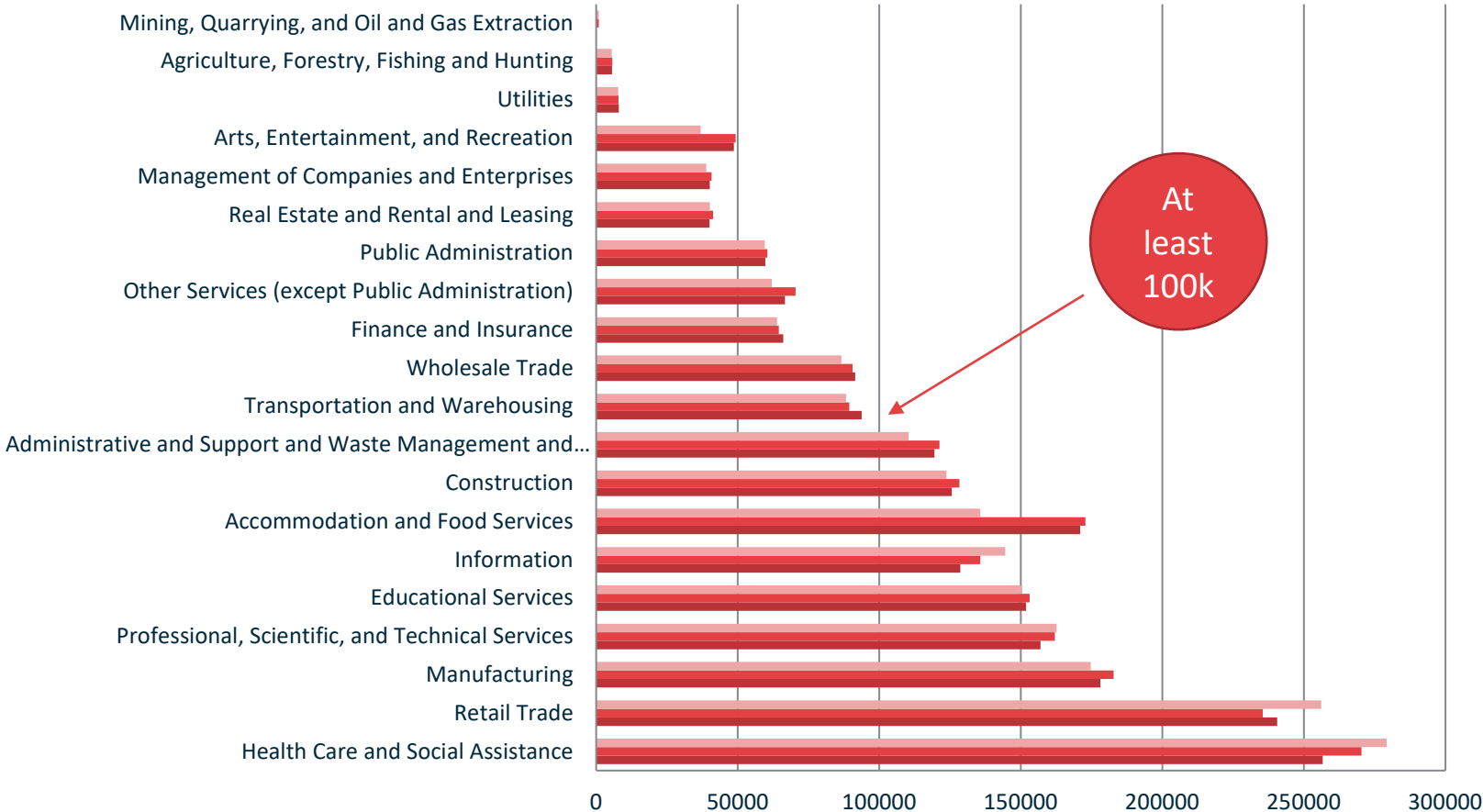
To narrow the universe, began by identifying high-level industry sectors of focus, based on the following:

1. Current employment: At least 100k employment across the region
2. Projected employment growth: Positive growth over long term
3. Strong wages: Average wages at least 65% of overall average for each county
4. Appearance in top job postings: Occupations associated with the industry sector appear in the top-25 job postings for at least one county



# Regional Employment by Industry Sector

2020 2019 2018



# Wages over 65% of Average for County

1. Healthcare and Social Assistance
2. Retail Trade
3. Manufacturing
4. Professional and Scientific Services
5. Educational Services
6. Information
7. Accommodation and Food Services
8. Construction
9. Administrative and Waste Services



# Focus on More Specialized Industry Sectors

1. Healthcare and Social Assistance
2. Manufacturing
3. Professional and Scientific Services
4. Information
5. Construction
6. Administrative and Waste Services



# Getting into the Details within the Industry Sectors of Focus

Healthcare and Social Assistance, including:

- Hospitals
- Nursing and Residential Care Facilities
- Physician Offices
- Child and Youth Services
- Community Food Services





# Getting into the Details within the Industry Sectors of Focus

Information, including:

- Software Publishers
- Data Processing, Hosting and Related Services
- Newspaper Publishers
- Broadcasting



# Getting into the Details within the Industry Sectors of Focus

Manufacturing, including:

- Wood Product Manufacturing
- Metal Manufacturing
- Transportation Equipment Manufacturing (e.g., aircraft, ships)



# Getting into the Details within the Industry Sectors of Focus

Construction, including:

- Construction of Buildings
- Heavy and Civil Engineering Construction
- Specialty Trade Contractors (e.g., framing, roofing, masonry, siding)



# Moving from Industries to Occupations

There is no simple translation—

- Industry: primary function of an establishment
- Occupation: primary function of an individual within a given job



# Moving to Occupations

Identifying specific occupations associated with the four industry sectors of focus, based on the following:

1. Five-year projections: Stable or growing
2. Wages: At or above the estimated living wage for a family of four with both parents working, \$50,731.20
3. Education level: No more than bachelor's degree
4. Current employment: Top 2 or 3 of employment associated with the industry



# Specific Occupations

## Healthcare

1. Registered Nurses
2. Human Resources Specialists
3. Medical Assistants
4. Substance Abuse, Behavioral Disorder, and Mental Health Counselors
5. Training and Development Specialists



# Specific Occupations

## Information

1. Software Developers and Software Quality Assurance Analysts and Testers
2. Web Developers and Digital Interface Designers
3. Computer User Support Specialists
4. Network and Computer Systems Administrators
5. Computer Programmers



# Specific Occupations

## Manufacturing

1. Buyers and Purchasing Agents
2. Sales Managers
3. Logisticians
4. Graphic Designers
5. Human Resources Managers





# Specific Occupations

## Construction

1. Civil Engineers
2. Construction Managers
3. Occupational Health and Safety Specialists
4. Architectural and Civil Drafters
5. Security and Fire Alarm Systems Installers



# Stakeholder Engagement

## Goals

1. Develop a *regional* perspective on workforce development and recovery strategies
2. Understand whether the occupations selected in each industry align with what stakeholders are seeing in terms of demand in the regional labor market
3. Understand opportunities in the region for skill acquisition and development in identified occupations
4. Expand access to information training and career opportunities for historically underrepresented groups in identified occupations



# Stakeholder Engagement

## Regional Stakeholders

- Industry Associations and Representatives
  - Construction, Healthcare, Manufacturing, Information
- Workforce Development Councils
- Community and Technical Colleges
- Job Seekers (December 2021)



# Stakeholder Engagement Key Trends Driving Workforce Demand

## ■ **Construction**

- Increased demand for workers across most, if not all, occupations in the construction industry
- Recent investments in the regional and state infrastructure will boost demand for workers in the construction industry over the decade

## ■ **Healthcare**

- Acute labor shortage across all clinical and non-clinical occupations
- Current supply pipeline preparing and training workers in the healthcare industry is not sufficient to meet the pace of hiring demand



# Stakeholder Engagement Key Trends Driving Workforce Demand

## ■ **Manufacturing**

- Regional shift in the manufacturing industry to automotive support, biotechnology manufacturing, and maritime manufacturing sectors
- Workers need critical thinking and cultural awareness in addition to good verbal and written communication

## ■ **Information**

- Shortage of workers across occupations, especially in mid-level occupations that require some experience and education
- Employer hiring focuses on skill proficiency, but continued use of bachelor's degree as hiring pre-requisite



# Upcoming Deliverables and Timeline

## ▪ **Task 1: Stakeholder Engagement**

- Stakeholder Engagement Analysis Summary (October 2021)

## ▪ **Task 2: Data Analysis**

- Regional Industry and Occupation Analysis (November 2021)

## ▪ **Task 3: Outreach Strategies**

- Workforce Recovery Outreach Strategy (December 2021)

## ▪ **Final Report (February 2022)**





Questions?