

### About Workforce Strategies, Inc.

With a background in geography and research and more than 25 years experience in human capital and workforce development, Workforce Strategies, Inc. provides more in-depth geographic workforce data that is ready for mapping, planning, compliance reporting, and market analysis. Our industry business counts and occupation talent, skill distribution, and overall workforce preparation demographics show more. They are used for making informed business decisions.

Workforce Strategies' data show the local dynamics in the country's information and knowledge based workforce. They respond to labor trends and the skill transferability and career shifts that occur within and across local industries. The datasets better show local employment, industry, and workforce patterns.

Workforce Strategies' demographics are based on the U.S. Department of Labor's Bureau of Labor Statistics data as well as industry business count summaries and classifications and other research. Our analysis uses the North American Industry Classification System (NAICS), the Standard Occupation Classification (SOC), and O\*NET. The total industry employment figure is based on daytime population business counts, which geographically summarize the number of employees in an industry (NAICS) by business establishment.

The North American Industry Classification System (NAICS) is the standard used by federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. NAICS was developed under the auspices of the Office of Management and Budget (OMB) and in conjunction with Canada and Mexico. It was adopted to replace the Standard Industrial Classification (SIC) system. NAICS ensures that economic statistics reflect the United States' changing economy.

The Standard Occupational Classification (SOC) system is a common language for categorizing and analyzing occupations. It is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data. SOC reflects the current occupational structure of the United States. It classifies all occupations in which work is performed for pay or profit and covers all jobs in the national economy, including occupations in the public, private, and military sectors (U.S. Office of Management and Budget). This taxonomy allows the Workforce Strategies' data to be used in conjunction with other population and workforce demographics and data such as wage indicators and more. Workforce Strategies' demographics do not include the military workforce and related occupations.

### **Geo-Skills™ Demographics**

There are 35 foundational skills in the workplace that fall into seven major skill categories. These are the skills that are used at all times to meet the production needs of local employers, support the economic base, and continually drive workplaces and industries to produce, generate revenue, account for payroll, etc. The Geo-Skill Analysis™ looks at the geographical skill distribution of a local workforce. It analyzes the composite of all 35 skills that work together to support the location's industry. Given the local industry employment base, some skills emerge as more significant than others.

The Geo-Skills Indicator™ shows the skill employment number and its percent of the workforce as well as its concentration index rating for each of the 35 skills and the seven major skill categories.

Geo-Skills™ employment is based on local industry business counts and classifications. The demographics indicate the significance of each skill in the local workforce and include the portion - employment number and percent of the workforce - where that skill is significant to local job performance and workplaces. The Geo-Skills Index™ (GSI) compares each skill's concentration to the figures for the United States. It shows concentration relative to a national average of 1.00.

### **Overall Workforce Preparation Indicator™**

Workforce Strategies' demographics also include an overall Workforce Preparation Indicator by employment number, percent of workforce, and concentration by local geography. Workforce preparation is based on education, training, and experience, as well as other job-related factors such as skills and knowledge. The Workforce Preparation Index™ (WFPI) shows geographic workforce preparation concentration in comparison to the nation. It indicates concentration relative to a national average of 1.00.

The unclassified skill employment value shows the number of workers in the total industry employment that are not included in the geographic skill and workforce preparation employment counts.

### **Workforce Occupation Counts and Talent Distribution**

Using data from the Occupation Employment Survey (OES), which is collected by the U.S. Department of Labor's Bureau of Labor Statistics, the occupation workforce distribution is developed using local industry classifications and business count summaries. Based on the Standard Occupation Classification (SOC) system, Workforce Strategies' data include the employment number for more than 750 occupations, each occupation's percent of the geographical workforce, and its concentration.

The Workforce Occupation Index™ (WOI) shows occupation concentration when compared to the national figures. It indicates concentration relative to a national average of 1.00. The unclassified occupation value shows the number of workers in the total industry employment figure that is not included in the geographic occupational counts. The occupation counts are also summarized by broader SOC groups.

### **Workforce Count by Occupation Talent Distribution**

Talent surplus and occupational shortages are significant employer, industry, and productivity challenges. Because skills and talent are highly transferable with workers regularly moving between jobs, careers, and industries – when making decisions about a workforce – it is necessary to understand the make-up and distribution of its occupation talent and skills distribution. To provide a better understanding of a local workforce, Workforce Strategies' occupation datasets segment the workforce talent pool and present it in different ways including by related workers and industry needs. The datasets and occupation groupings enable the PCensus user to drill down and hone in on local talent, skills, and industry employment patterns.

### **Workforce Datasets by Occupation Counts**

- 1.) Total employment count for each of the 750 occupations that make up any workforce under the standard occupation classification system (SOC).
- 2.) Three different datasets that aggregate the total workforce and classify it into 10 and 22 major SOC groups. As well as the White and Blue Collar daytime population count which breaks down these two groups further into 93 broader categories such as management, construction, science, healthcare support, sales, production workers, and more.
- 3.) STEM (Science, Technology, Engineering, and Math – including all other Technicians)
- 4.) Emerging Green occupations
- 5.) Office Administrative and Support personnel such as administrative, clerical, and support
- 6.) Office Professional includes accountants, computer related, marketing, human resource specialists, management, and others.

### **Industry related Occupation datasets include:**

- 7.) Call Center Financial Back and Mid-Office
- 8.) Healthcare including professional, technicians, technologists, and support staff
- 9.) Hospitality, including Food Service and Restaurants
- 10.) Logistics/Transportation
- 11.) Manufacturing - includes only production related occupations and workforce counts
- 12.) Retail

The above mentioned industry related occupation datasets focus the PCensus user by eliminating non-essential workforce information. They are compiled and delivered in response to skill, employment, and talent patterns including shortages and other challenges that face local industry and employers. These datasets enhance the understanding of a local workforce. First, by including the pre-determined list of the top occupations that account for the highest employment numbers in the given industry - and - second, by including total workforce counts in all industries\* by location for only these pre-determined occupations.

The inclusion of these wider occupation counts provides decision-makers and PCensus users with a more realistic gauge of the number and kinds of workers who have the talent and capabilities to meet their specific industry and employer's labor needs. These industry related occupation datasets show the entire pool of talent that can be drawn upon because these workers have either industry or related and transferable qualifications to support specific site selection, real estate development, and employment and recruitment initiatives.

(\*NOTE: For example, an accountant is a critical occupation/worker in retail given that it has a top employment count. Therefore, the retail data set includes counts for all accountants in the selected geographic place. The healthcare dataset includes all healthcare related occupations showing workers across all local industry sectors such as a school nurse or a nurse that works in insurance.)

### **Using the Demographics**

The most effective way to learn more about local labor patterns and a particular workforce characteristic is to look at the number, percent, and concentration values together.

### **Industry Employment and Workforce Occupation Counts**

Occupation employment counts for only those employed in specific NAICS industries can also be ordered. For example, workforce counts for the number of programmers employed in the telecommunications industry, or the breakdown of workforce counts by engineer occupations employed in biotech manufacturing (4 level NAICS) are available by contacting Tetrad. Tetrad customizes the PCensus tool and datasets based on your specific industry, workforce, and occupation need.

### **Total Industry Employment by NAICS**

These datasets include four counts: the number of establishments, number of employees, percent of employment, and Industry Employment Index™ (IEI). The index shows the local industry employment concentration when compared to national figures. Tetrad can customize your PCensus tool and datasets based on your specific industry.

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