



# Northwest Arkansas Workforce Analysis

# Potential NWA Council Work Streams

## Physical

- Highway
- Air Service
- Water Quality
- Regional Transit
- Trails
- Utilities
- Real Estate

## Talent

- Pipeline
- Attraction
- Retention
- Engagement
- Inclusion

## Enterprise

- Regional Marketing
- Site Selection Assistance
- Existing Business Support
- Entrepreneurial Ecosystem

## Experience

- Art
- Music
- Culinary
- Recreation
- Downtowns
- Sports

## Collaborative

- Conveners
- Connectors
- Message
- Space
- Events
- Regional Agenda

## Occupational Analysis

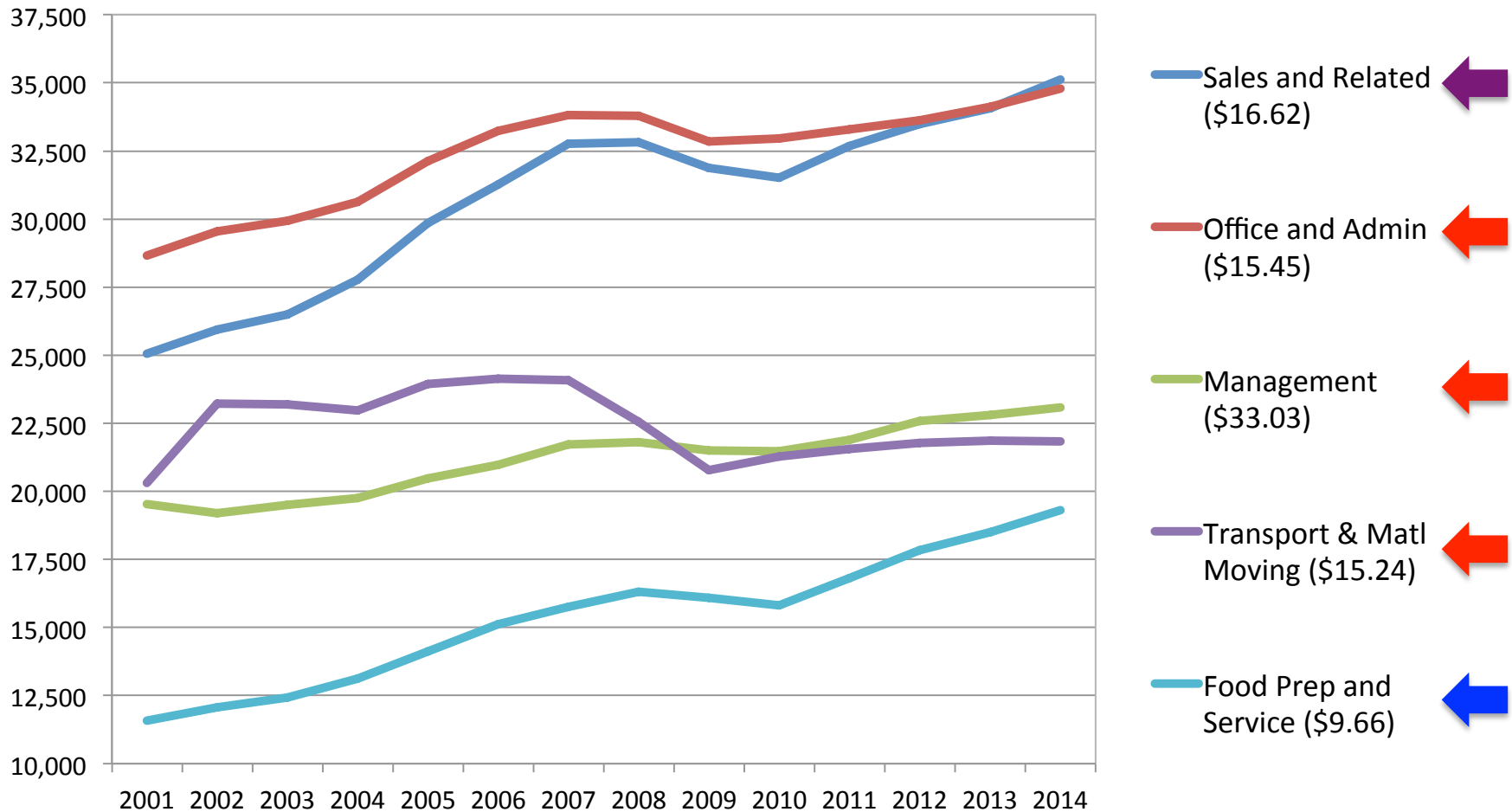
- Historical / Anticipated Growth and Share
- Age Considerations
- Skill Requirements

## Recommendations

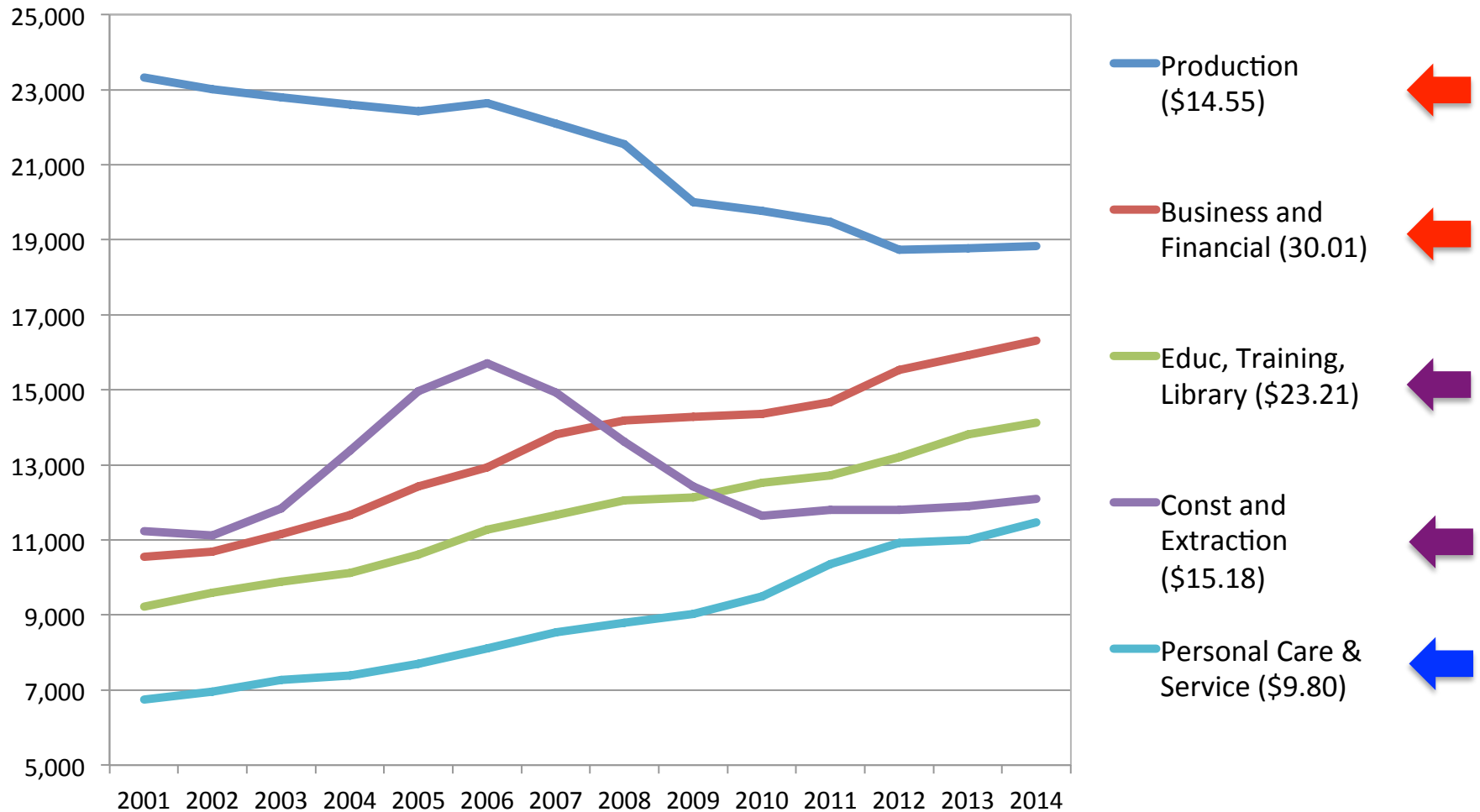


## Occupational Change by Supersector 2001 - Present

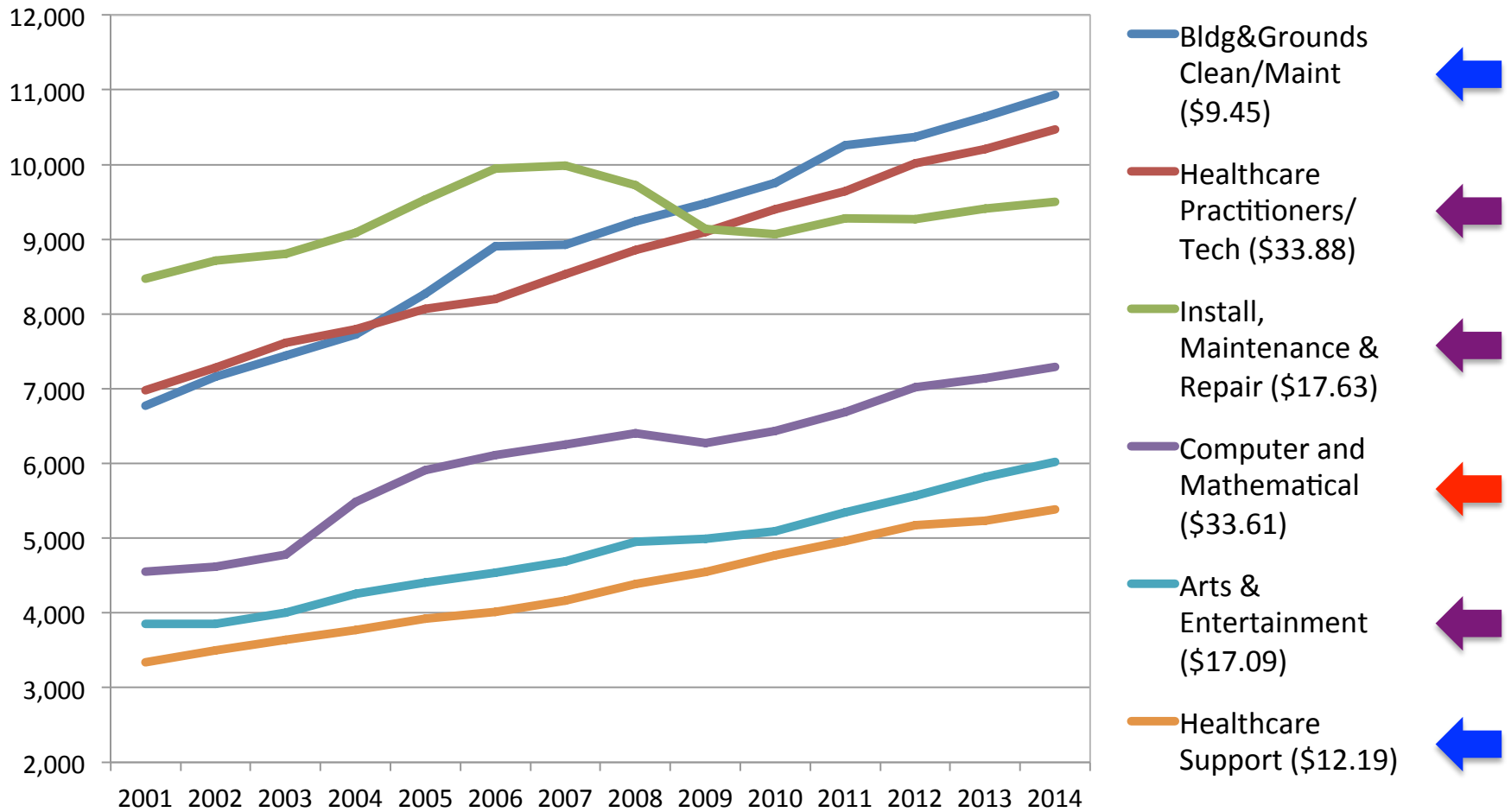
# NWA Employment by Occupation, 2001-Present



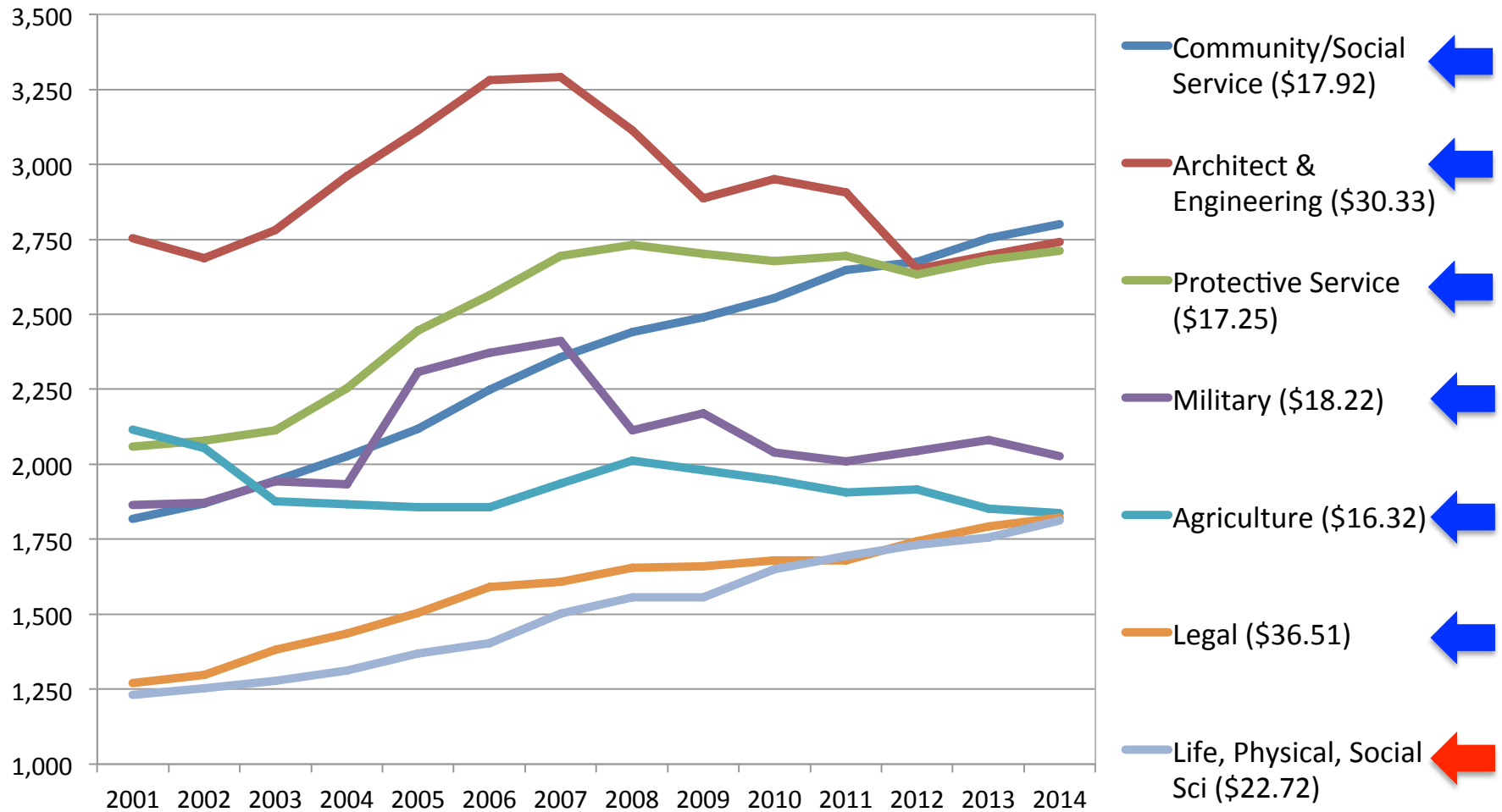
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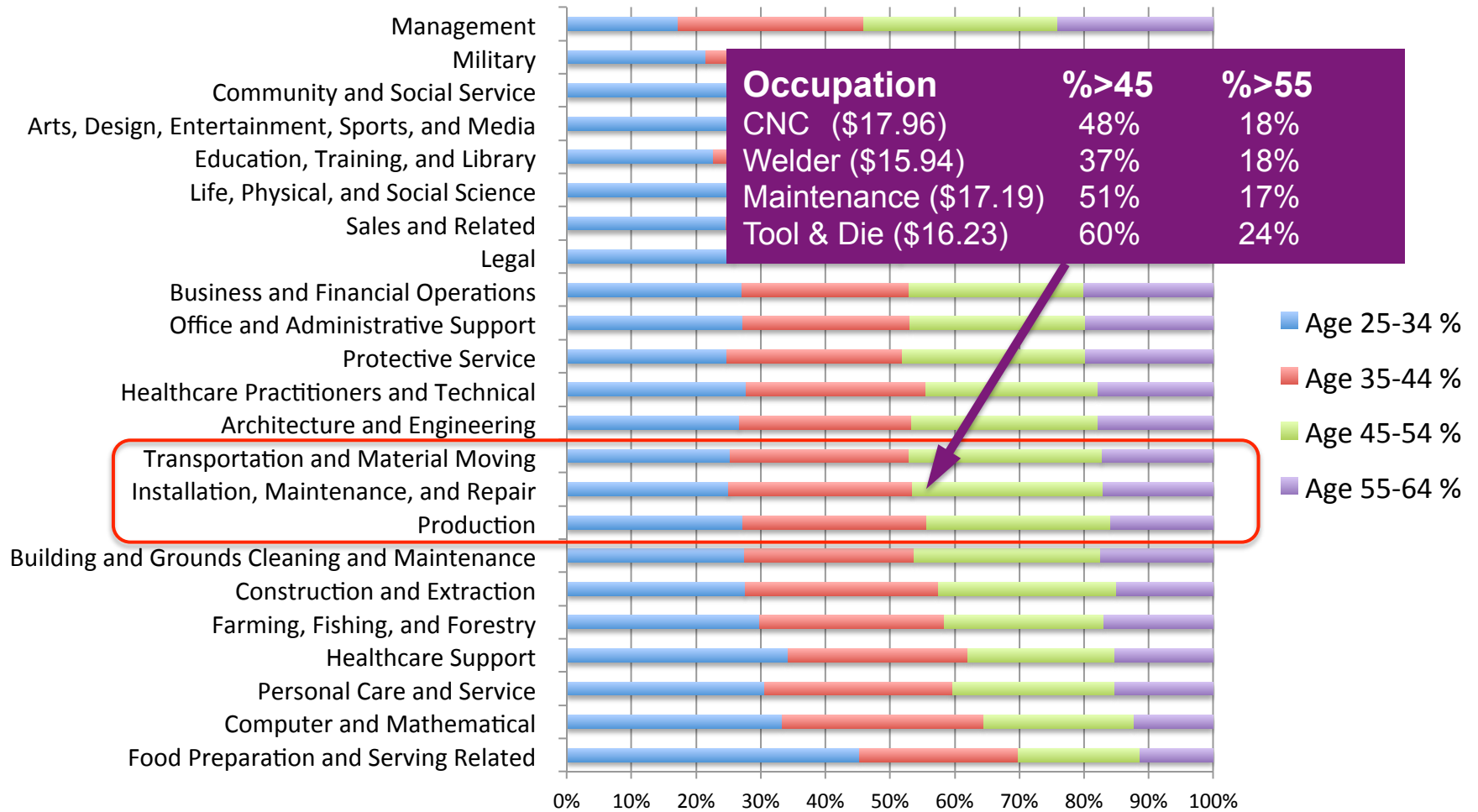
Description		01 Jobs	14 Jobs	CHG	% CHG	Med Hr Earnings	Avg. Hr Earnings
Sales and Related	2	25,053	35,116	10,063	40%	\$15.33	\$16.62
Office and Administrative Support	1	28,653	34,795	6,142	21%	\$14.82	\$15.45
Management	5	19,540	23,079	3,539	18%	\$29.96	\$33.03
Transportation and Material Moving	4	20,305	21,844	1,539	8%	\$14.01	\$15.24
Food Preparation and Serving Related		11,579	19,310	7,731	67%	\$9.57	\$9.66
Production	3	23,318	18,832	(4,486)	(19%)	\$14.14	\$14.55
Business and Financial Operations		10,545	16,316	5,771	55%	\$28.24	\$30.01
Education, Training, and Library		9,223	14,118	4,895	53%	\$22.35	\$23.21
Construction and Extraction		11,233	12,101	868	8%	\$15.00	\$15.18
Personal Care and Service		6,748	11,469	4,721	70%	\$9.60	\$9.80
Building and Grounds Clean and Maint.		6,772	10,936	4,164	61%	\$9.14	\$9.45
Healthcare Practitioners and Technical		6,978	10,470	3,492	50%	\$32.85	\$33.88
Installation, Maintenance, and Repair		8,472	9,501	1,029	12%	\$17.11	\$17.63
Computer and Mathematical		4,552	7,296	2,744	60%	\$32.85	\$33.61
Arts, Design, Ent, Sports, and Media		3,853	6,025	2,172	56%	\$16.13	\$17.09
Healthcare Support		3,339	5,380	2,041	61%	\$12.03	\$12.19
Unclassified Occupation		1,191	3,033	1,842	155%	\$15.25	\$15.12
Community and Social Service		1,818	2,801	983	54%	\$16.79	\$17.92
Architecture and Engineering		2,755	2,741	(14)	(1%)	\$29.54	\$30.33
Protective Service		2,059	2,712	653	32%	\$16.42	\$17.25
Military		1,864	2,026	162	9%	\$18.41	\$18.22
Farming, Fishing, and Forestry		2,116	1,836	(280)	(13%)	\$15.93	\$16.32
Legal		1,270	1,823	553	44%	\$31.12	\$36.51
Life, Physical, and Social Science		1,230	1,812	582	47%	\$21.81	\$22.72
<b>Total</b>		<b>214,468</b>	<b>275,373</b>	<b>60,905</b>	<b>28%</b>	<b>\$18.03</b>	<b>\$19.02</b>



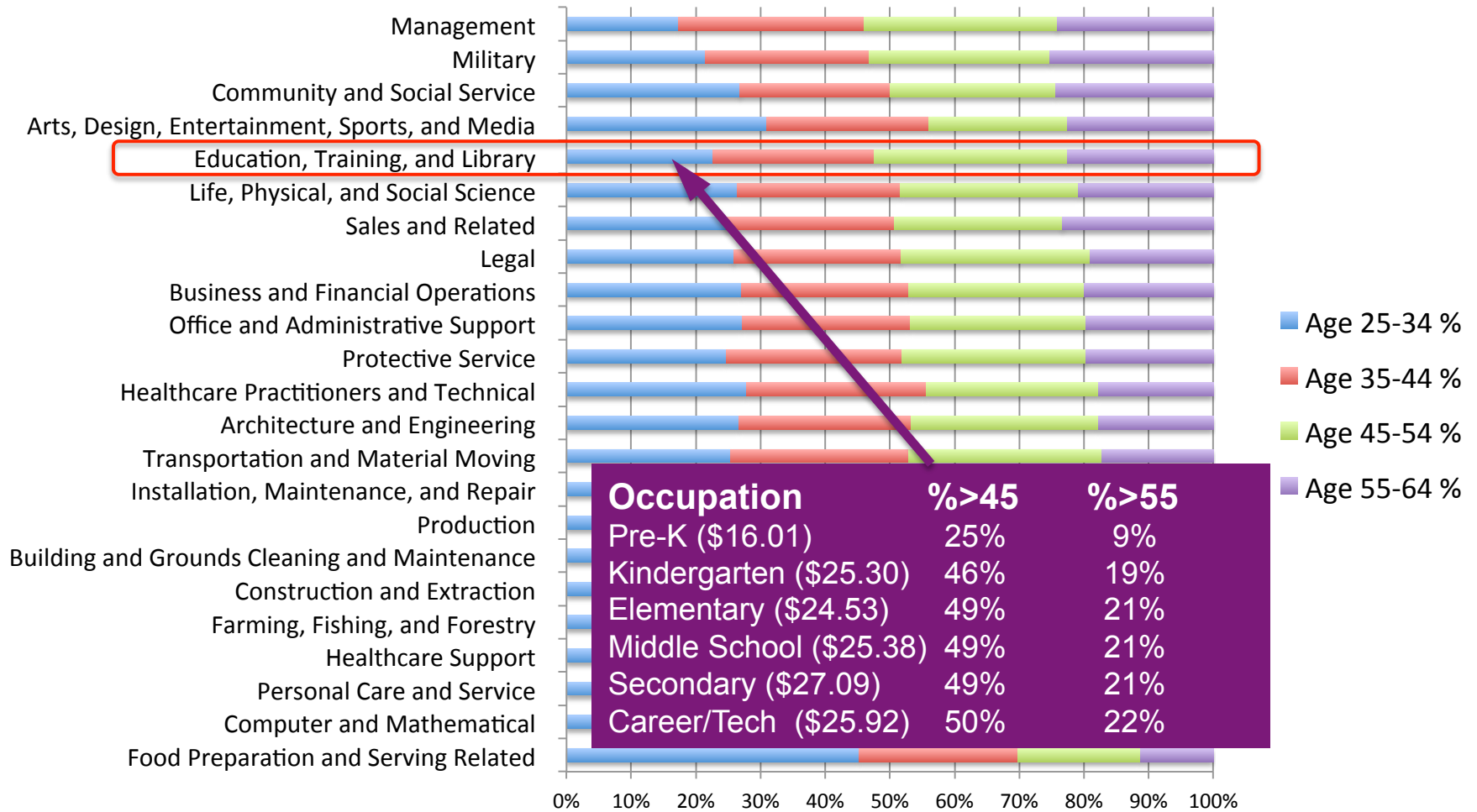


# Occupation by Supersector Age Breakdown

# NWA Employment by Occupation by Age



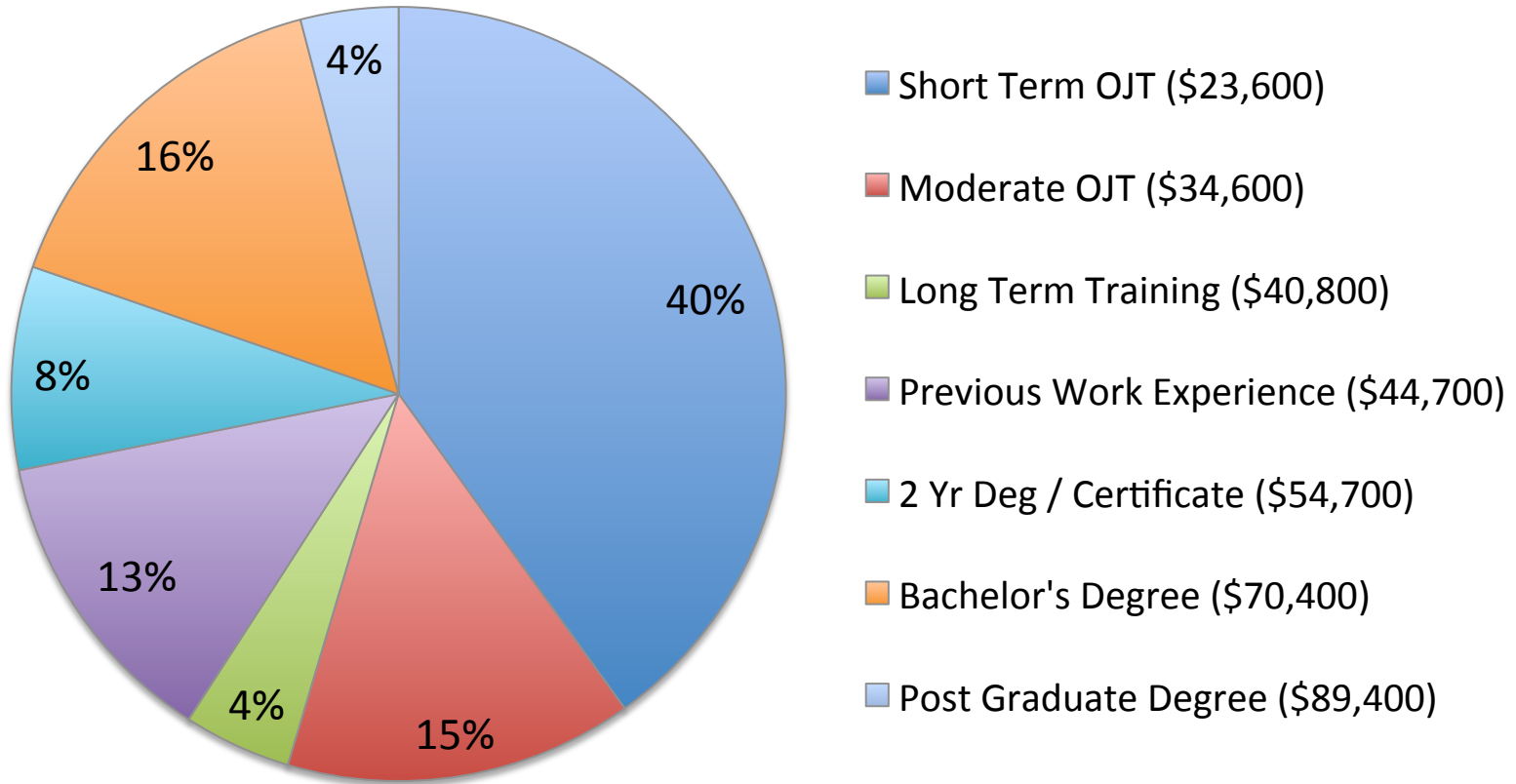
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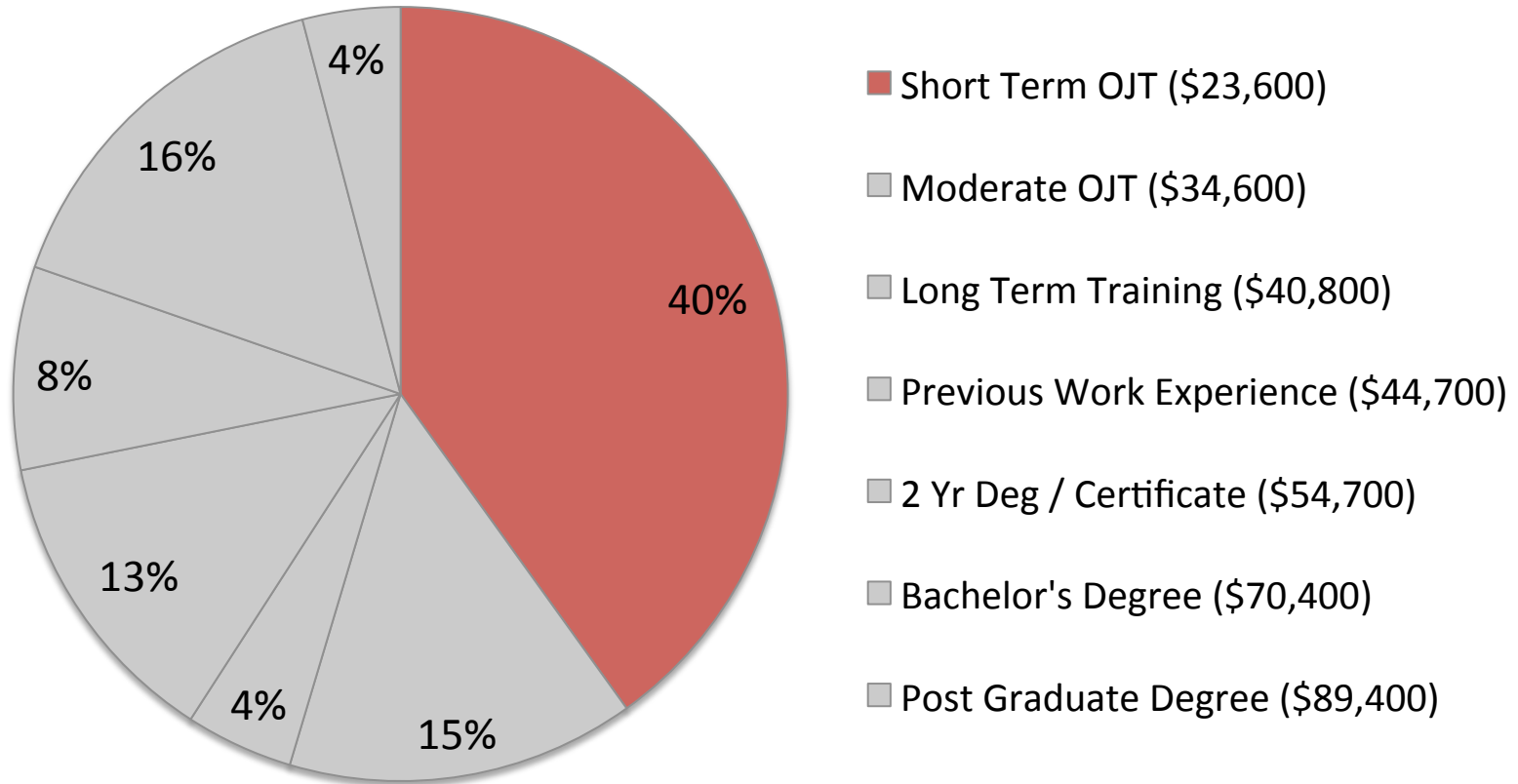


# Occupational Training Requirements

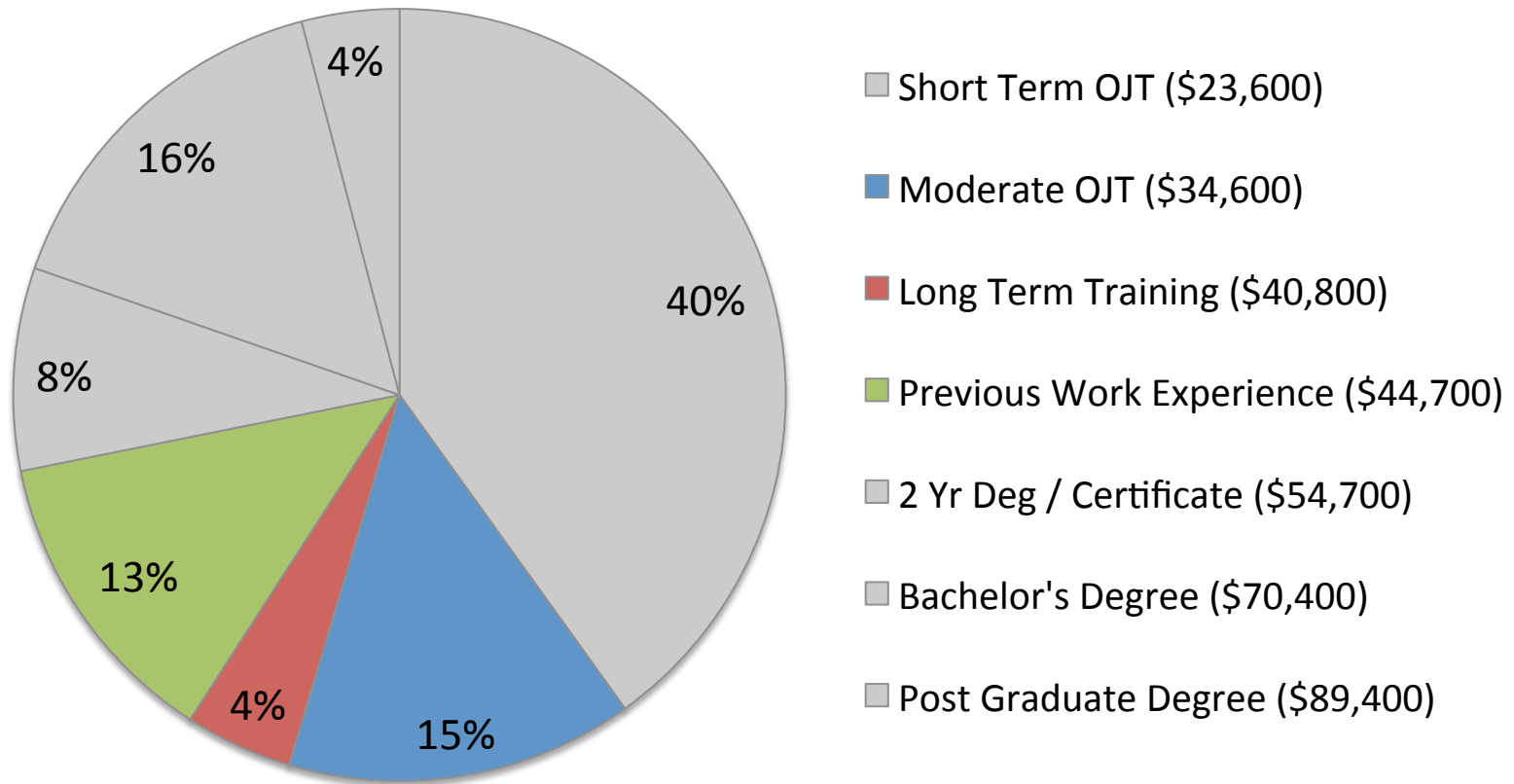
# NWA Percent of Employment by Training (Avg Wage)



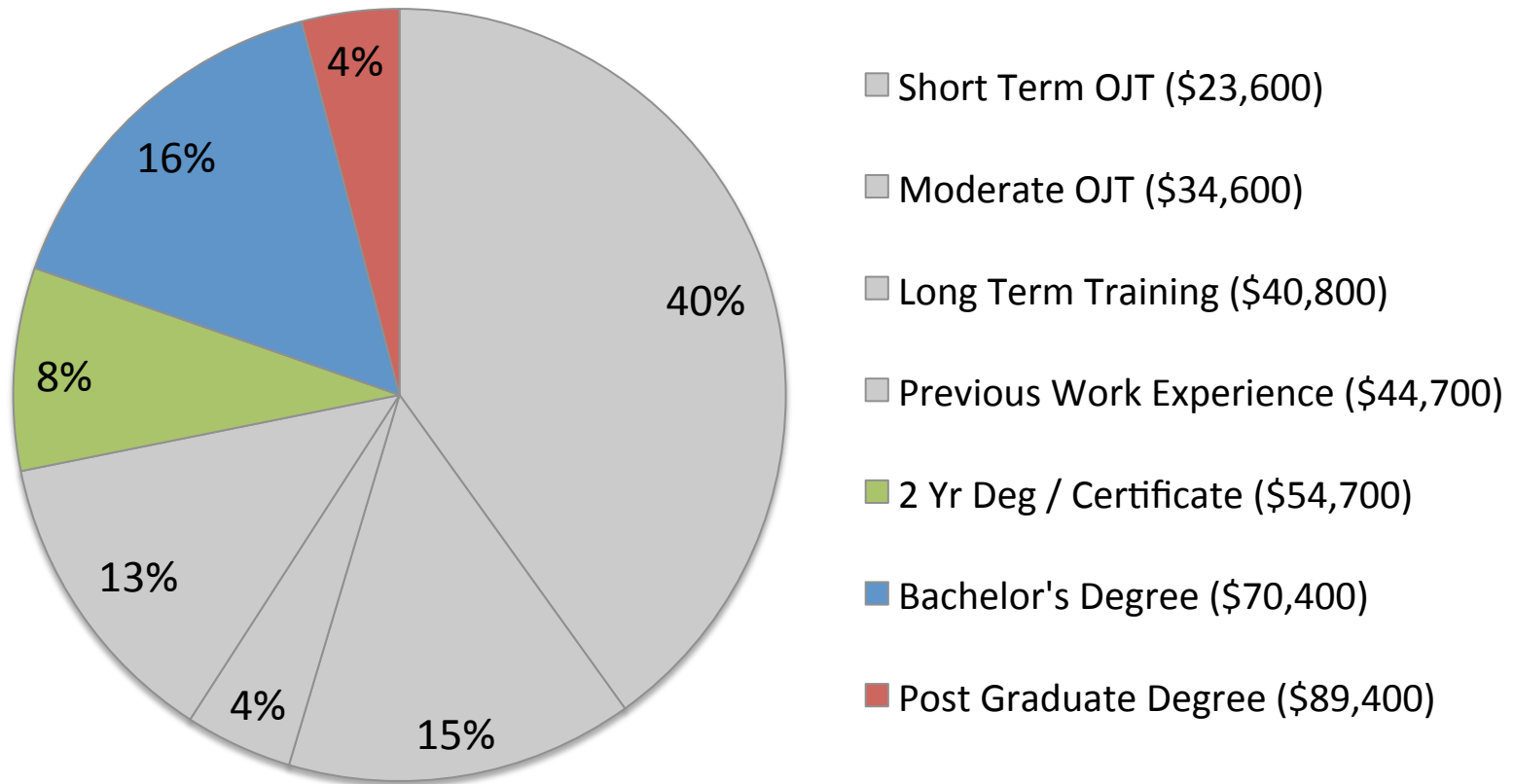
# NWA Percent of Employment by Training (Avg Wage)



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# NWA Percent of Employment by Training (Avg Wage)







# NWA Labor Demand / Supply, Selected Occupations

**Add Programs to This Report.**

**PRECISION PRODUCTION**

CIP 2010: Instructional programs that prepare individuals to apply technical knowledge and skills to

Target Occupation Performance		
<b>3,111</b> Jobs (2012) National Location Quotient: 0.88	<b>2.3%</b> <a href="#">Growth (2012-2014)</a> National: 2.8%	<b>\$16.19/hr</b> <a href="#">Median Earnings</a> National: \$16.96/hr
Regional Openings (2012)	143 	
Regional Program Completions (2012)	23 	

**Add Programs to This Report.**

**MECHANIC AND REPAIR TECHNOLOGIES/TECHNICIANS**

Target Occupation Performance		
<b>7,142</b> Jobs (2012) National Location Quotient: 0.93	<b>2.3%</b> <a href="#">Growth (2012-2014)</a> National: 2.9%	<b>\$17.02/hr</b> <a href="#">Median Earnings</a> National: \$19.08/hr
Regional Openings (2012)	353 	
Regional Program Completions (2012)	50 	

**Add Programs to This Report.**

**TRANSPORTATION AND MATERIALS MOVING**


CIP 2010: Instructional programs that prepare

Target Occupation Performance		
<b>15,659</b> Jobs (2012) National Location Quotient: 1.66	<b>-0.8%</b> <a href="#">Growth (2012-2014)</a> National: 2.8%	<b>\$16.54/hr</b> <a href="#">Median Earnings</a> National: \$17.79/hr
Regional Openings (2012)	423 	
Regional Program Completions (2012)	14 	



# NWA Labor Demand / Supply, Selected Occupations

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 **COMPUTER AND INFORMATION SCIENCES AND SUPPORT SERVICES**

## Target Occupation Performance

<b>11,576</b> Jobs (2012) National Location Quotient: 1.11	<b>4.0%</b> <a href="#">Growth (2012-2014)</a> National: 3.8%	<b>\$31.14/hr</b> <a href="#">Median Earnings</a> National: \$30.96/hr
Regional Openings (2012)	463 	
Regional Program Completions (2012)	120 	



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 **HEALTH PROFESSIONS AND RELATED PROGRAMS**

CIP 2010: Instructional programs that prepare individuals to practice as licensed professionals and

## Target Occupation Performance

<b>36,594</b> Jobs (2012) National Location Quotient: 0.88	<b>5.1%</b> <a href="#">Growth (2012-2014)</a> National: 4.1%	<b>\$25.69/hr</b> <a href="#">Median Earnings</a> National: \$26.20/hr
Regional Openings (2012)	1,726 	
Regional Program Completions (2012)	950 	



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 **EDUCATION**

CIP 2010: Instructional programs that focus on the theory and practice of learning and teaching, and related research, administrative and support services.

## Target Occupation Performance

<b>15,175</b> Jobs (2012) National Location Quotient: 0.96	<b>7.0%</b> <a href="#">Growth (2012-2014)</a> National: 2.2%	<b>\$22.79/hr</b> <a href="#">Median Earnings</a> National: \$22.38/hr
Regional Openings (2012)	1,022 	
Regional Program Completions (2012)	545 	

# NWA Labor Demand / Supply, Selected Occupations

**Add Programs to This Report.**

**LIBERAL ARTS AND SCIENCES, GENERAL STUDIES AND HUMANITIES**

Target Occupation Performance		
<b>2,333</b> <small>Jobs (2012)</small> <small>National Location Quotient: 1.09</small>	<b>11.8%</b> <small><a href="#">Growth (2012-2014)</a></small> <small>National: 1.3%</small>	<b>\$31.82/hr</b> <small><a href="#">Median Earnings</a></small> <small>National: \$30.98/hr</small>
Regional Openings (2012)		182
Regional Program Completions (2012)		510



## NWA Council Considerations

# NWA Council Considerations

**Workforce is highest on my list of regional economic development challenges.**

**Northwest Arkansas has several workforce challenges – how do we:**

- Accommodate growth occupations
- Prepare for aging's affects on growth AND less dynamic occupations
- Address a growing, unabated skills mismatch

**Several factors are contributing:**

- Economic growth
- The long decline in production oriented employment
- The pervasive belief among influencers that a 4 year degree + is required to have a successful career.
- A lack of situational awareness / collaboration at all levels of the workforce system.



## Addressing the Challenges

## Possible Solutions - NWA Council Role


**Change misguided and ingrained perceptions (universally) about the tools needed for successful careers.**

**Inform training providers and educators about industry / occupational trends to help them adjust to the market.**

**Start a formal talent recruitment / retention program like those in the Research Triangle, Louisville, and Greenville-Spartanburg.**

**The Council has some unique capabilities to play a potential role:**

- The tools, collaborative infrastructure, and the network to convene, inform, and implement information sharing strategies.
- Marketing resources to develop programs to focus on talent recruitment and career awareness / CTE participation.
- Emerging role in engagement and inclusion programs to help employers retain talent.



Questions – call or write

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