WORKFORCE DEVELOPMENT UPDATE

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EXECUTIVE DIRECTOR
LAND OF SKY REGIONAL COUNCIL





MOUNTAIN AREA workforce development board

Presentation to the Buncombe County Tourism Development Authority Board **April 27, 2022**













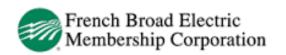














































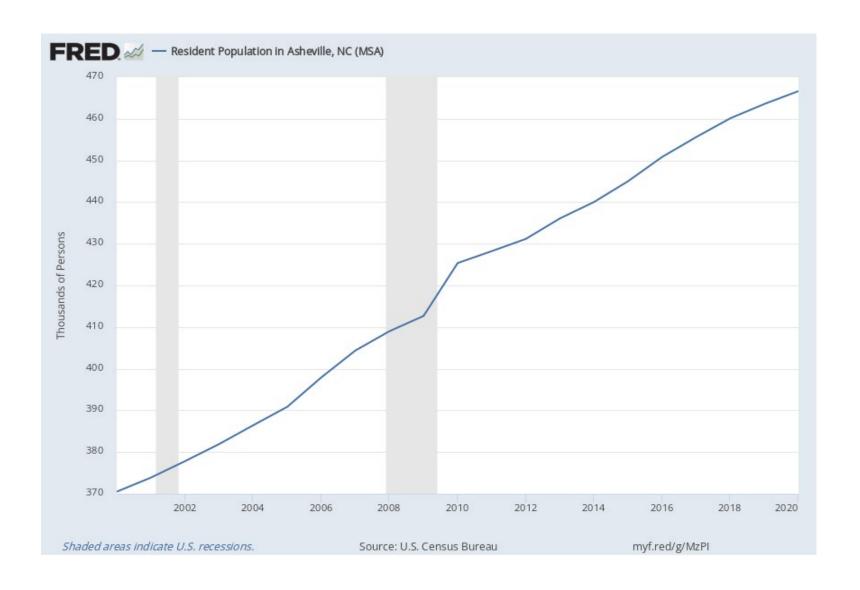








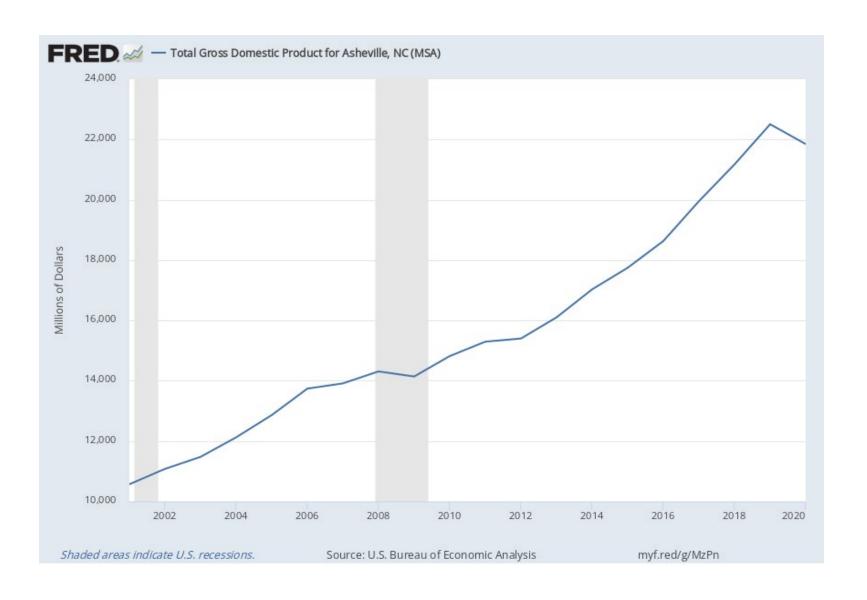








Asheville MSA population added 100,000 in 20 years







Asheville MSA GDP has increased 200% in 20 years



COVID-19 health pandemic has hit our region very hard.

Prior to April 2020, our region had the lowest unemployment rate in NC for 61 consecutive months. 3.6% in March to 16.2% in April.

Asheville metro: 3.1%

Buncombe County: 3.0%

February 2022 (March 2022 data released today 4/27/22 at 10:00 am)



Total Labor Force **215,906**Employed Individuals **209,303**

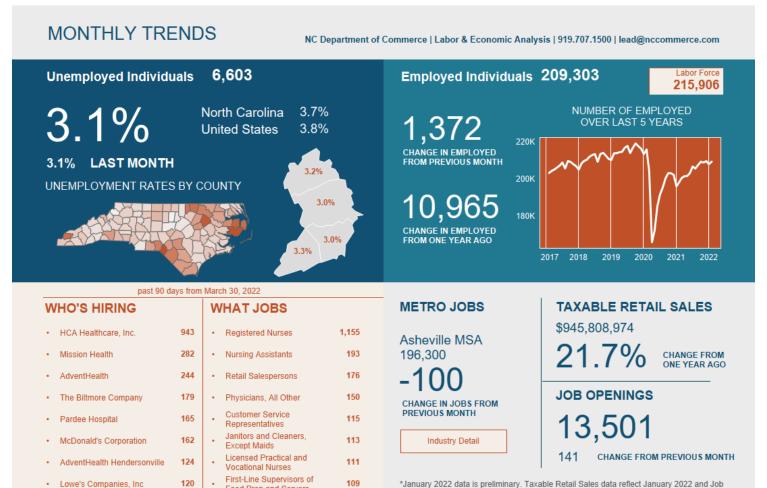
10,965 more people working compared to February 2021.

1,372 more people working compared to January 2022. **6,603** unemployed individuals in the region as of February 2022.

REGIONAL LABOR MARKET OVERVIEW

» Mountain Area WDB | February 2022 Data*





Openings data reflect January 2022



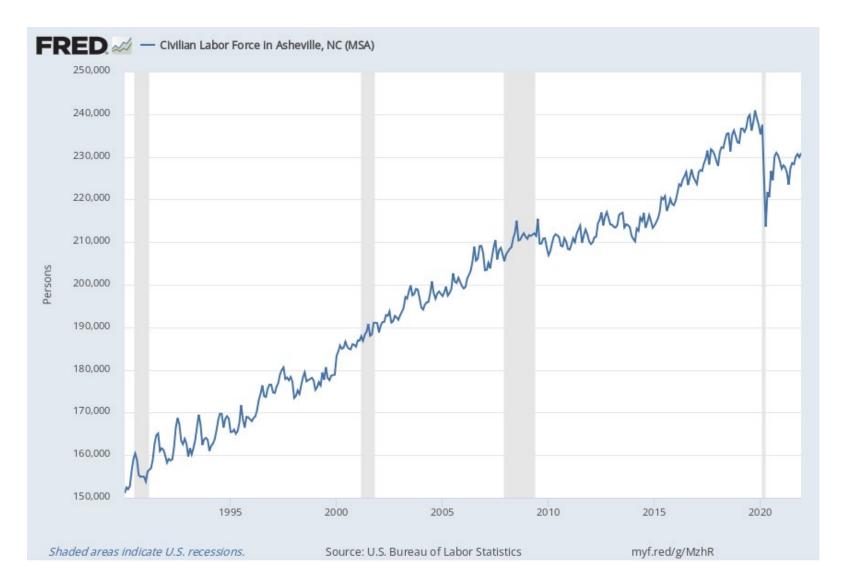


Buncombe	3.0%
Henderson	3.0%
Haywood	3.2%
Madison	3.2%
Transylvania	3.3%









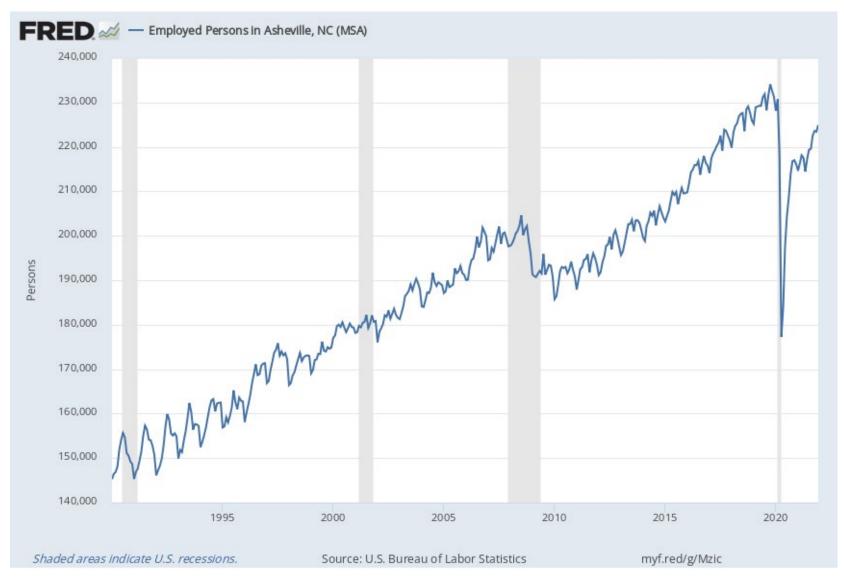
















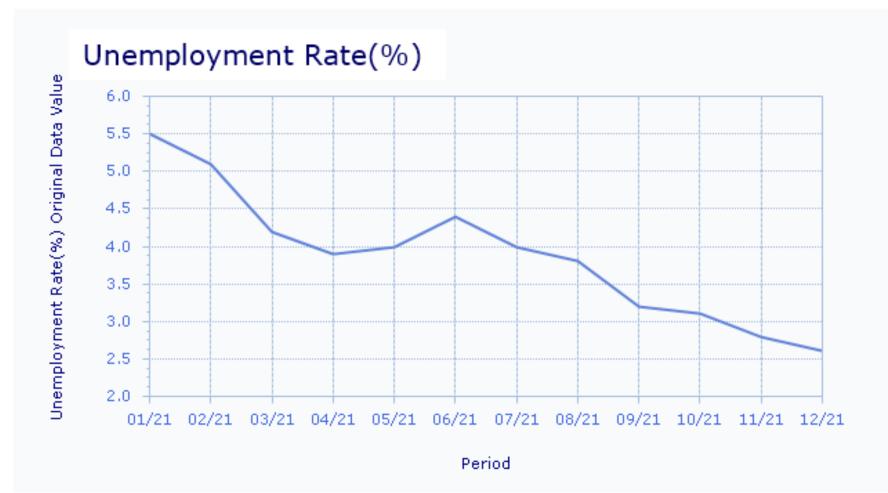


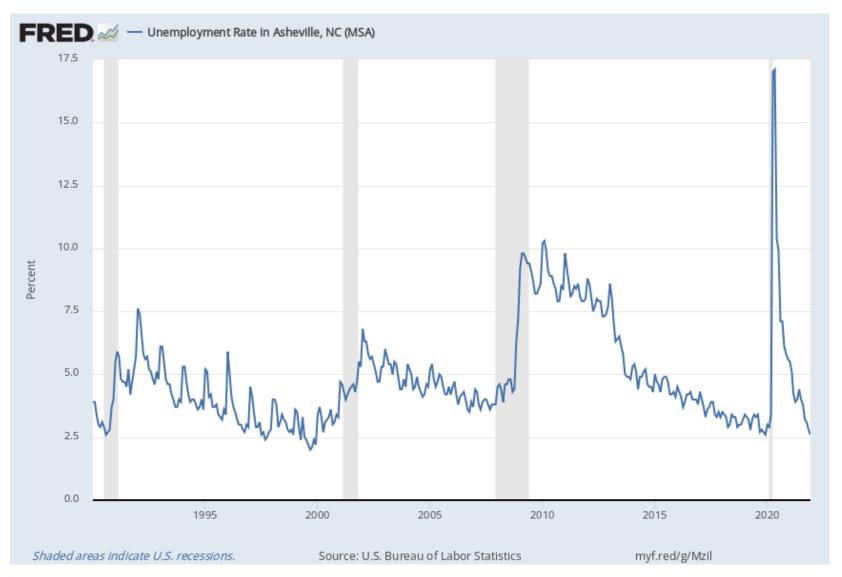
















2.6% lowest unemployment rate in January 2022 since December 1999 2.4%

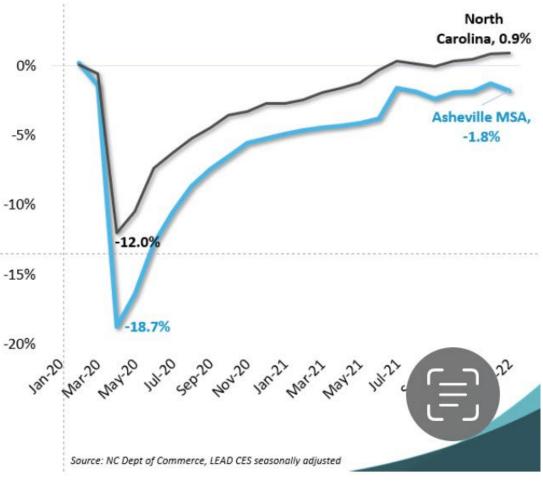






-3,600 jobs

Jan '20-Jan '22

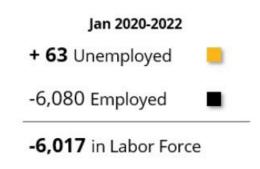






Unemployment Near Pre-Pandemic Level.

Labor Force Still Missing Workers











Average hourly earnings March 2022 \$27.22



Only two sectors in our region pay average wages above the NC average:

Healthcare: Wages \$3,000 higher or 7% above the NC average

Hospitality & Tourism: Wages \$2,000 higher or 12% above the NC average

16 out of 20 industries in our region are at least 10% lower than the NC average wage for that industry





How many job openings are available in our region?







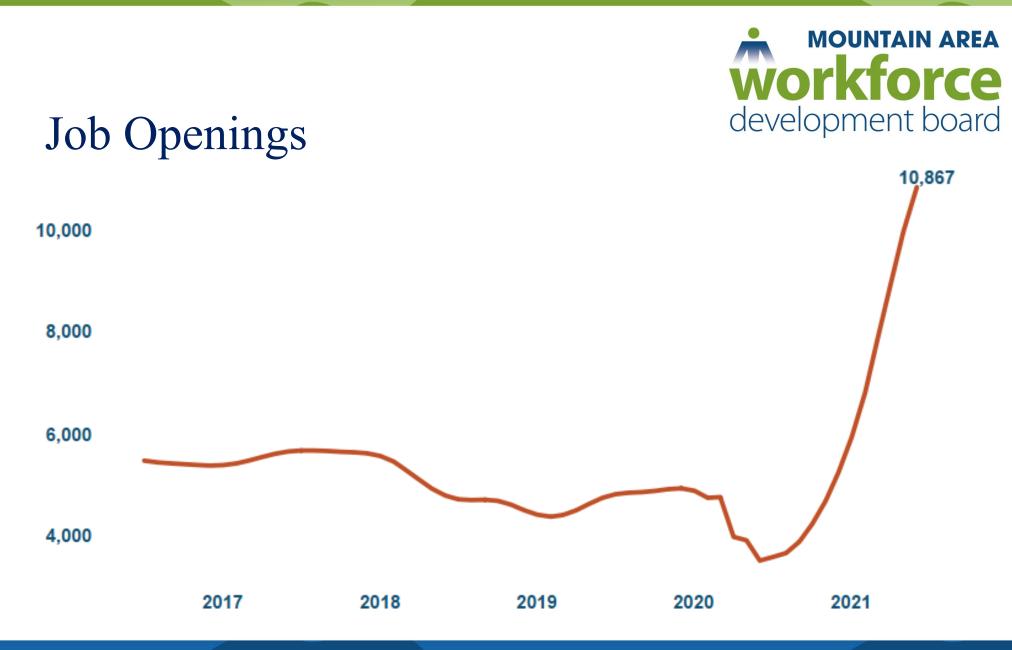




As of February 2022:

- 23,301 unique job postings in Buncombe, Haywood, Henderson, Madison, and Transylvania Counties. EMSI.
- **6,603** unemployed individuals in our region as of February 2022. **11,472** job openings on NCWorks.gov as of February 2022.

A DEPARTMENT OF





Math Problem + Skills Gap

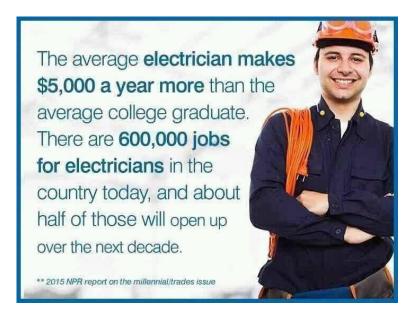
- 1. Increasing postsecondary credential attainment with dual enrollment (Career and College Promise)
- 2. Work-Ready Communities 51 counties certified
- 3. My Future NC 2 million by 2030 our region is 10,000 short of the goal

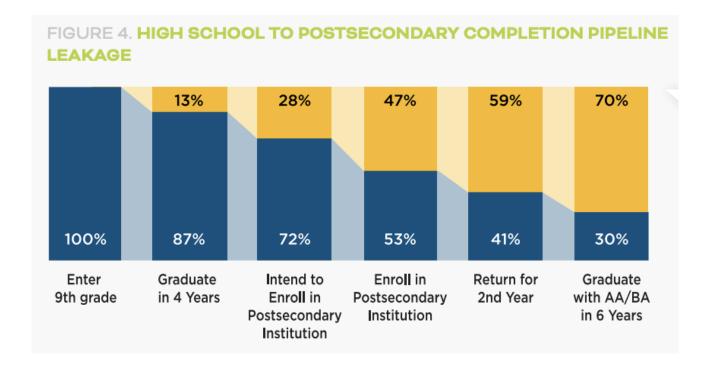


NC (and especially rural communities) must increase post secondary credential attainment, not necessarily a four-year degree



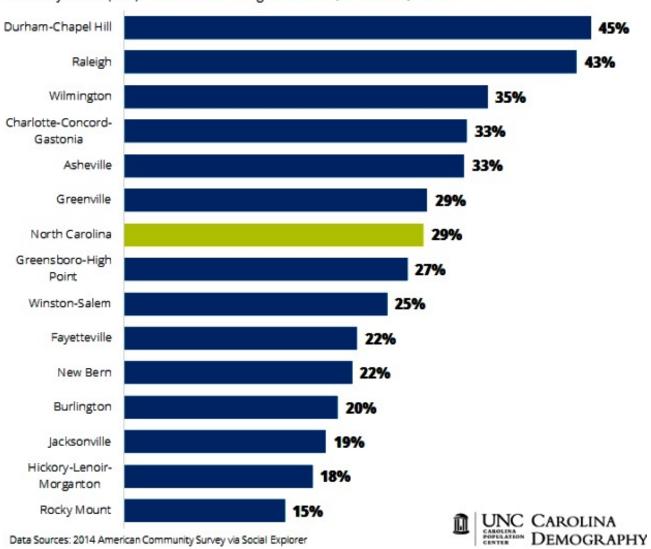
10 (9th graders)
8.6 (graduate HS)
6 (enroll in higher education)
3 (earn a degree by age 25)





Adult educational attainment is highest in Triangle Region

Share of Adults (25+) with Bachelor's Degree or More, NC Metros, 2014









Working Learners

- 1. The new normal
- 2. Challenge balancing work and education obligations, for example CNA to RN
- 3. Upskilling short-term training





Supportive Services – Rural & Urban face similar challenges

- 1. Housing
- 2. Transportation
- 3. Childcare









The sign of the times







Where are the jobs?











Advanced Manufacturing





- Earnings per job \$69,627 per year.
- Starting wages of up to \$22 per hour for entry-level jobs
- Around 21,700 jobs in the region, 500 fewer jobs than prepandemic.
- Over 2,500 new jobs have been announced in the past two years.
- Around 1,000 job openings today
- Recent announcements by Pratt & Whitney and Jabil Healthcare















Healthcare





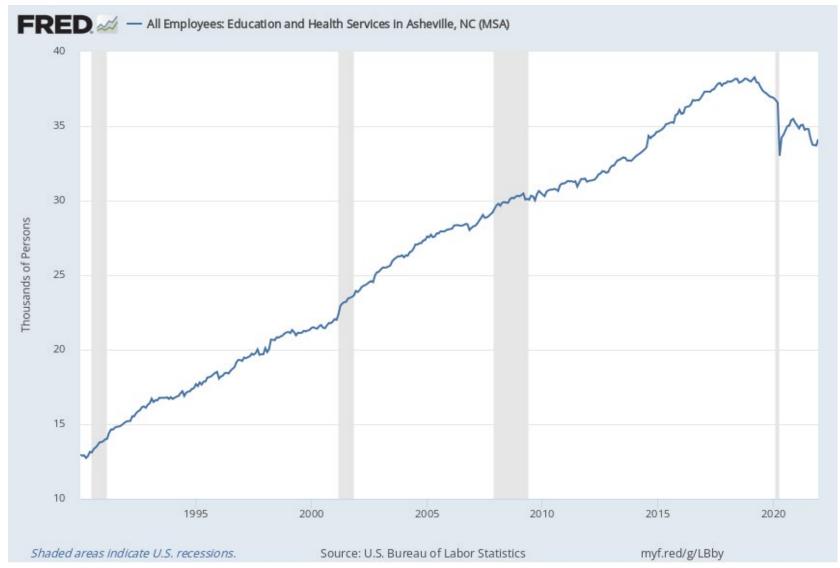
- Average wage over \$50,000 per year.
- Around 33,700 jobs in the region, 3,700 few jobs in the Education & Health Services sector compared to prepandemic.
- Our region is 20 years ahead of nation in aging.
- Mission Health System alone has about 500-1,000 job openings on daily basis
- Overall, our region will never fully meet the demand for healthcare talent from CNAs to MDs and every occupation in between.



















Hospitality & Tourism

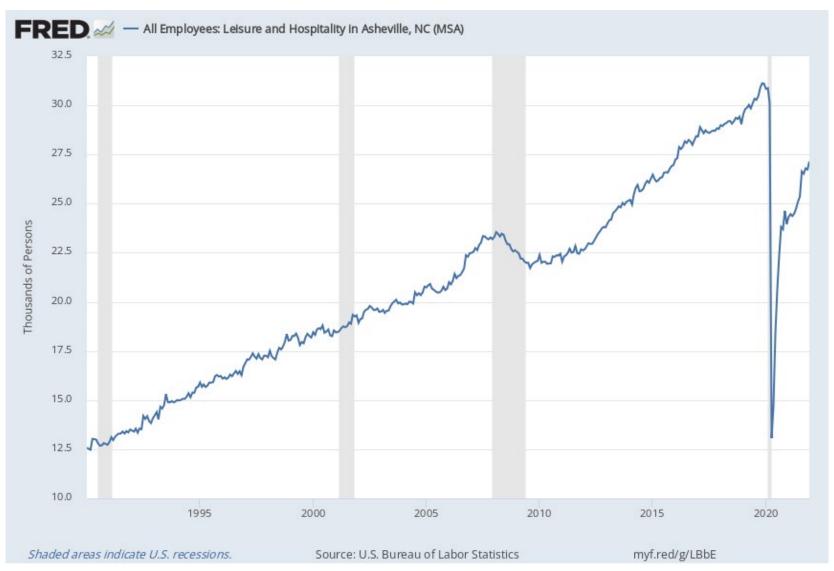
- Average wage data is misleading due to high number of PT jobs.
- Around 27,000 jobs in the region, 4,000 fewer jobs than prepandemic.
- NC Commerce projects 6,000 new jobs between now and 2022.



















Skilled Trades

- Construction, maintenance, repair occupations in many different sectors
- Over 10,000 jobs in the region, 2000+ less jobs than 2007.
- For example, HVAC Technician, upon completion of a two-year degree which includes work experience and licensing will earn around \$40,000, within a few years can earn \$70,000 or more.











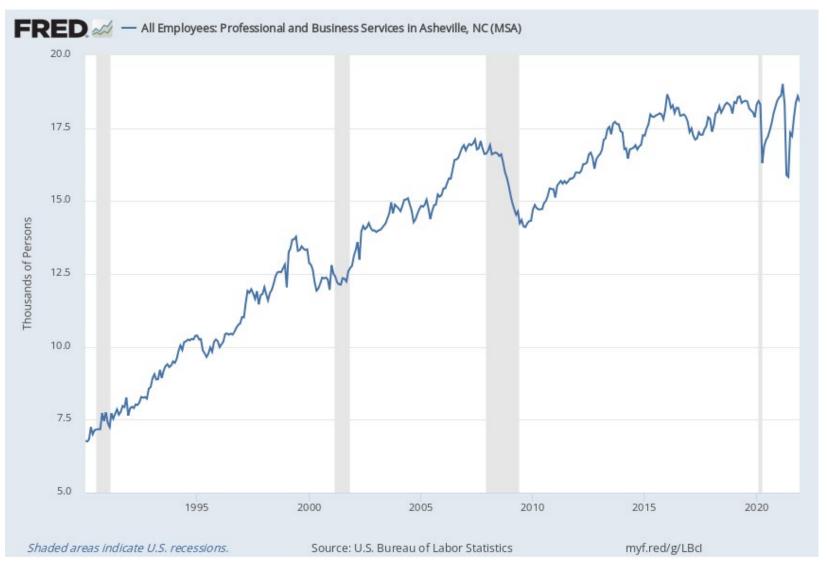






Tech/IT

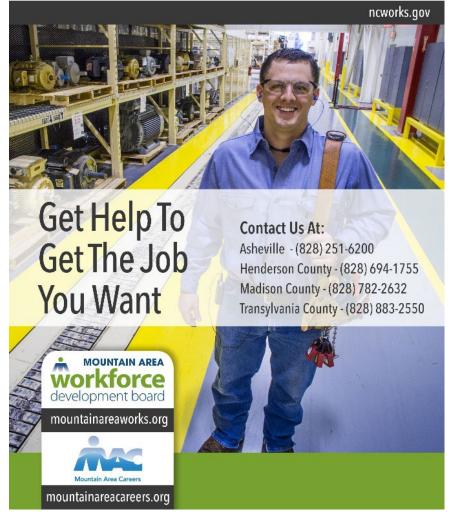
- Almost every employer needs tech talent.
- Largest tech employer in our region is Mission Health, they have over 300 employers in their tech/IT department.
- Jobs pay very well even though around 20% below the state average (true for many of our higher paying jobs that they pay less than the NC average).
- Growing entrepreneurial tech community in our region.
- Region is underrepresented in tech compared to NC.













How does someone find the right job for them?



Comprehensive career development services with career counselors who can assist you in meeting your career goals. Your path to a great job begins here.











Based on eligibility criteria, we have funding to support job seekers with both short-term and long-term training up to a two-year degree.

- 1. Adults
- 2. Dislocated Workers
- 3. Youth









Most good paying jobs require a postsecondary credential; NC's goal is that by 2025, 67% of all workers with have a postsecondary credential.

- 1. Education beyond a high school diploma.
- 2. Field of study is critical, many of the best paying jobs and jobs with the most growth potential are in STEM.
- 3. The job opportunities for those with only a high school diploma or less are

declining.







Many people in our region are struggling economically prior to COVID-19. 11.7% of Asheville metro population live below the poverty level.

Poverty level for a family of 4 is \$26,200.

Asheville metro median family income is \$61,739.











What can employers do in a tight labor market?

- 1) Focus on retention
- 2) Expand net
- 3) Upskill existing workers
- 4) Automate
- 5) Build Partnerships
- 6) Focus on Overlooked Populations
- 7) Eliminate Unnecessary Job Requirements
- 8) Get Flexible
- 9) Improve Culture
- 10) Increase Wages







Questions?







