

Aligning Opportunities in Northeast Ohio

A Resource to Aid in Addressing
the Demand and Supply Imbalance
in the Region's Workforce



WHAT'S NEW IN THE 2019 REPORT



1

A deeper look
at equity as
it relates
to labor force
opportunities

2

A clearer picture
of how talent
retention can be
a critical component
in closing the
skills gap

3

An updated look
at the skills
driving the
competitiveness
of labor in
our market

4

An all new
labor force, job
demand, talent
supply and industry
deep-dive data

Letter from Delta Dental

Dear Northeast Ohio Leaders:

Northeast Ohio employers are competing for talent.

We must attract, retain and grow a workforce with the skills needed to keep our region competitive, especially in the high-growth IT, manufacturing and health care industries.

But the chronic mismatch between the skills we need and the skills we have in the marketplace holds us back. Good jobs offering family-sustaining wages go unfilled in Northeast Ohio while economic polarization prevails.

This problem is not unique to Northeast Ohio, but the region's stakeholders are uniquely defining the problem and working together toward a solution. Awareness, education and advocacy are critical to aligning opportunities.

Delta Dental of Ohio is committed to being part of the solution. That's why we are sponsoring the distribution and discussion of Team NEO's 2019 Aligning Opportunities report.

This report offers an in-depth, one-of-a-kind look at the supply and demand of talent in our region. It is a launching pad for a yearlong focus on creating pathways to successful people, which will engage the business community as well as students in grades 6-12 and higher education.

You know Delta Dental as one of the region's largest dental benefits companies. We provide a high-value, cost-effective employee benefit that can attract talent to your workplace.

We are also a strategic business partner, dedicated to building a healthy, smart and vibrant community.

Nothing is more important to your success than the people who do the work. May this report and the conversations that follow help Northeast Ohio compete for the best and the brightest.

Sincerely,



MIKE LOEFFLER

Region Director, Delta Dental of Ohio

Awareness,
education and
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critical to **aligning
opportunities.**

2019 Aligning Opportunities Executive Summary

How can we all be the solution?

TALENT IN NEO NOW

- Northeast Ohio is far from its goal of 65% of residents holding a postsecondary credential by 2025.
- Adding to the challenge is a declining population and labor force, equity disparity, and low graduate retention.

GOALS OF THE REPORT:

- Provide secondary and post-secondary educational institutions across Northeast Ohio with insights into the evolving needs of our region's employers.
- Drive discussions to build a more inclusive economy by increasing access to education regardless of demographics.
- Re-evaluate professional and technical education and training programming to support our youth, as well as our established workforce, in their quest for meaningful, well-paying employment.



IMPLICATIONS

- Annually, Northeast Ohio has a talent supply pipeline of more than 280,000 students enrolled in postsecondary education. These students provide an opportunity to close the talent gap and align job demand.



TOGETHER WE CAN:

- Close the supply and demand gap by steering young people into postsecondary credentials that will lead to in-demand jobs.
- Open the door to strong opportunities for upward socioeconomic mobility for unemployed and underemployed minorities and adult learners when they earn postsecondary credentials that align with in-demand jobs paying family-sustaining wages.
- Grow partnerships between employers, higher education institutions and the community to build a robust talent pipeline.
- Grant students, regardless of demographics, access to quality education, exposure to in-demand jobs, and classroom experiences that encourage pursuing higher education.



For additional information about this report, contact:

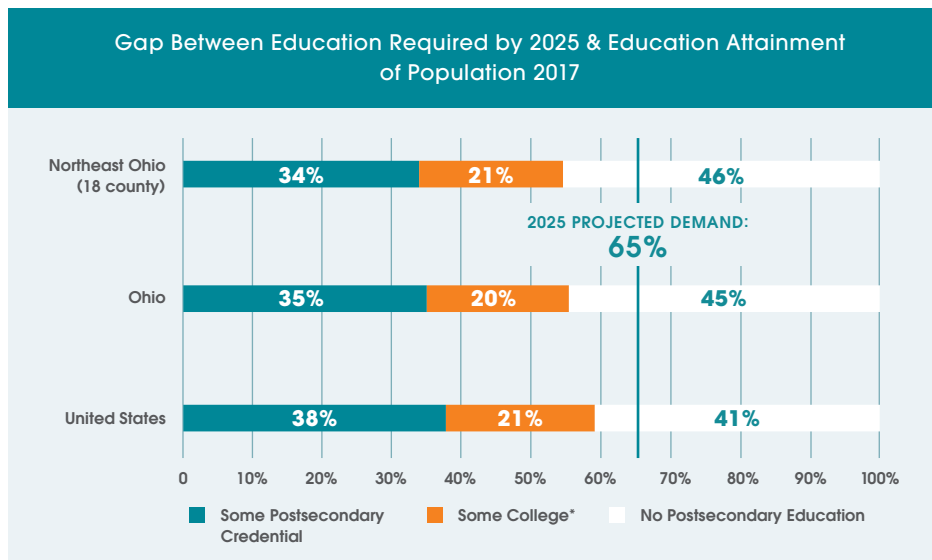
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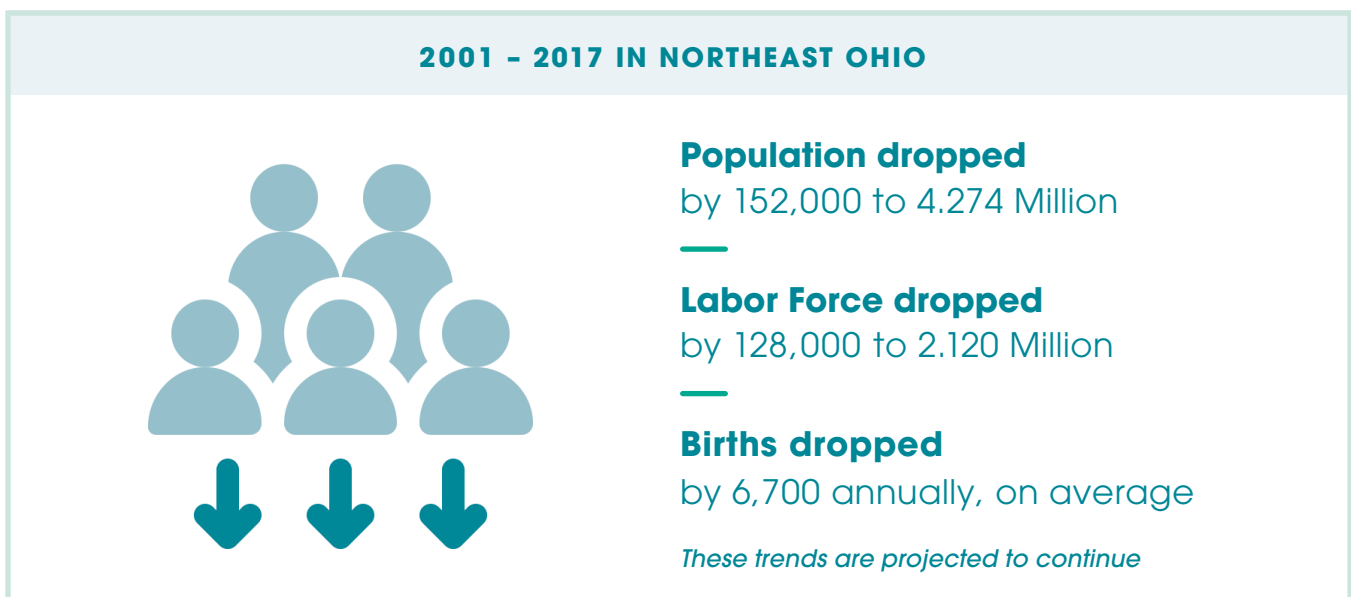
Education, Demographics

By 2025, 65% of Ohio's workforce will need to have a 2- or 4-year degree, or certified marketable skill. This goal was set forth at an Education and Workforce Development event held at the State Capitol assessing the state of Ohio's workforce and looking to future needs. Today the level of educational attainment in Northeast Ohio falls well short of that mark, with only 34% of the region's population having received a postsecondary credential, and another 21% having some training but no degree or certificate to show for it.



As Northeast Ohio becomes smaller, **alignment** of credentials with in-demand jobs will be even more important.

Compounding this challenge are overall declines in population and in the total size of the region's labor force as well as a decreasing birth rate. In the short term, as Northeast Ohio becomes smaller, alignment of credentials with in-demand jobs will be even more important.



SOURCE: ACS 2013-2017; EMSI 2019. Population 25 years and over. Ideastream

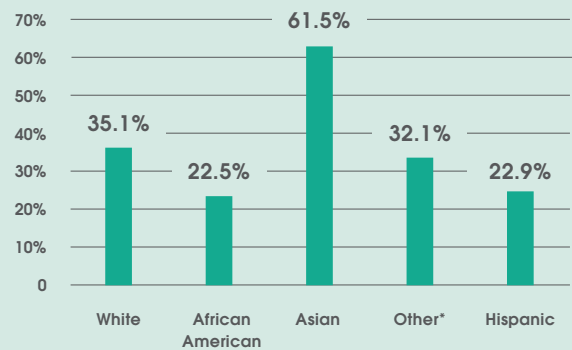
NOTE: "Some College" includes both those who have started, but not completed, a college degree program and those who may hold a certificate or other training credential that is not a degree.

Equity Disparities

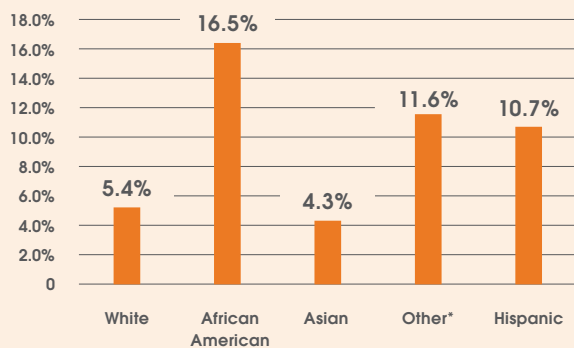
The talent supply and demand mismatch in Northeast Ohio is the product of regional challenges that inhibit economic growth and prosperity for all people. That said, there are stark disparities in the wealth, employment and educational attainment among racial groups that are significantly holding back growth in the region. African-American, Hispanic and other minority groups have much lower educational attainment, higher unemployment rates and lower median household incomes than white and Asian populations. The unemployment rate of African-Americans in Northeast Ohio is over three times that of whites. This report seeks to be a small step in the right direction.

African-American, Hispanic and other minority groups have ***much lower educational attainment, higher unemployment rates, and lower median household incomes*** than white and Asian populations.

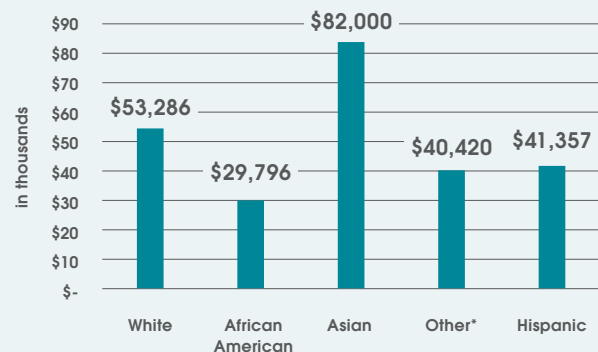
Percentage of Population with a Bachelor's Degree or Above



Unemployment Rate



Median Household Income



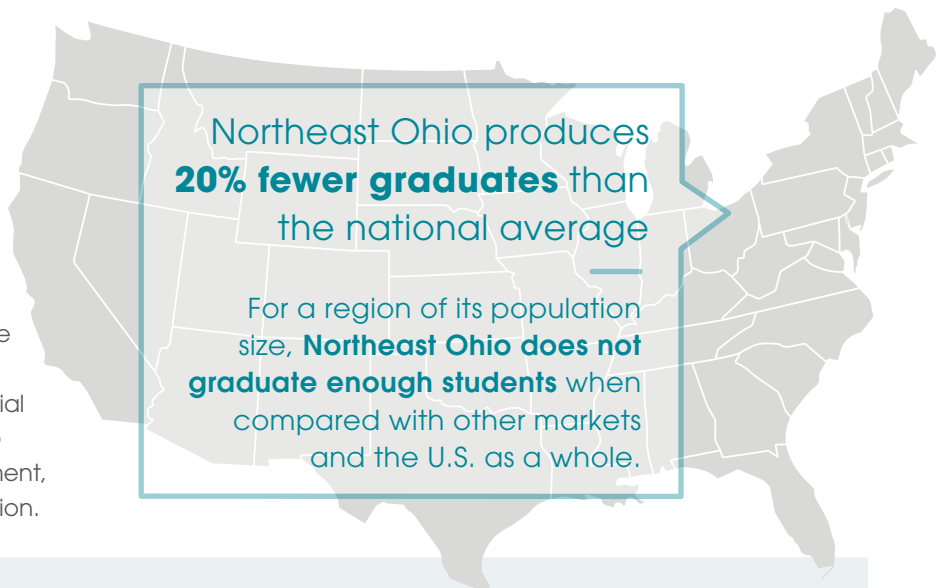
As stated in The Two Tomorrows report by The Fund for Our Economic Future, “combating systemic racial exclusion requires more; it requires changing minds, policies, practices and laws. We can drive more equitable outcomes through increasing awareness, action and accountability.”

SOURCE: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

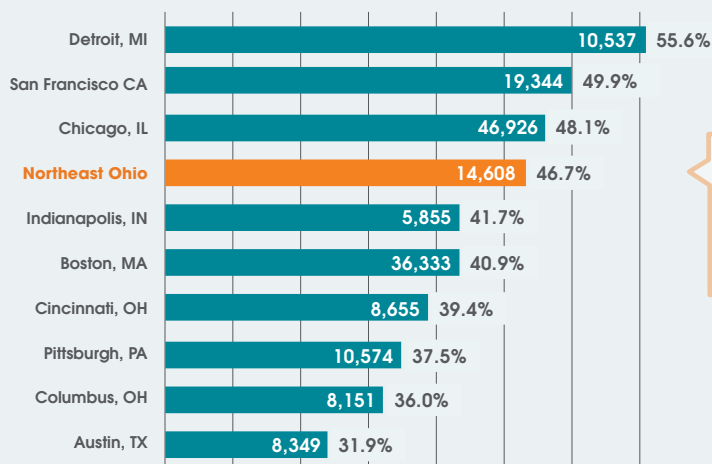
*American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, Some Other Race, and Two or More Races

Graduate Pipeline & Retention

For a region with a population of 4.3 million residents, Northeast Ohio should produce 37,600 total Bachelor's Degrees and higher (BA+) per year, compared to the 31,300 currently produced, if it met the national average. To close the talent gap, it is imperative to increase the pipeline of credentials awarded and to retain graduates within Northeast Ohio. Experiential learning, such as undergraduate internship experiences that lead to full-time employment, is one solution to increase graduate retention.



Overall BA+ Graduate Retention



Every market has nuances that contribute to the retention rate and its overall impact on the ability to develop talent.

Northeast Ohio retains less than 47% of its graduates. This translates to only 14,608 graduates annually.

Competing effectively against larger markets with a stronger labor pool will require increasing the number of credentials awarded as well as improving retention rates.

If Northeast Ohio **grew retention to 57% annually**, the region could retain:

3,130

more total BA+ grads

445

more Health Care BA+ grads

162

more IT BA+ grads

263

more Architecture & Engineering BA+ grads



SOURCE: EMSI 2019

NOTE: Estimated 2017 Retention in white inside bars of "Overall BA+ Graduate Retention"

Demand-Supply Alignment

This Summary Chart shows a high-level picture of demand-supply alignment across several key occupational areas. It is a useful starting point for discussion with businesses, institutions, and philanthropic and civic leaders in Northeast Ohio.

	Total Demand 2018	Credentials Awarded 2017	Alignment	Entry Level Demand 2018	Entry Level Alignment
IT					
Computer & IT Workers	12,661	2,216	(10,445)	5,388	(3,172)
Manufacturing & Construction					
Metal & Plastic Workers	5,696	106	(5,590)	2,063	(1,957)
Installation, Maintenance & Repair Occupations	5,343	579	(4,764)	2,382	(1,803)
Skilled Production Workers	9,982	1,391	(8,591)	3,030	(1,639)
Construction Trade Workers	4,621	628	(3,993)	1,789	(1,161)
Health Care					
Health Diagnosing & Treating Practitioners	16,907	6,561	(10,346)	9,013	(2,452)
Health Technologists & Technicians	6,828	2,743	(4,085)	3,106	(363)
Health Care Therapist Aides & Support Workers	907	563	(344)	372	191
Nursing, Psychiatric & Home Health Aides	5,133	579	(4,554)	1,388	(809)
Life Sciences/Education/Engineering					
Architects & Engineering Technicians	2,782	1,757	(1,025)	1,265	492
Education	8,754	8,695	(59)	2,004	6,691
Engineers	3,771	2,147	(1,624)	1,714	433
Life Science Workers	1,866	6,180	4,314	762	5,418
Finance & Business Services					
Financial Clerks	5,269	135	(5,134)	2,956	(2,821)
Financial Specialists	4,998	2,007	(2,991)	2,344	(337)
Information & Record Clerks	10,575	205	(10,370)	4,213	(4,008)
Secretaries & Administrative Assistants	5,614	495	(5,119)	2,613	(2,118)
Management					
Managers, Professional & Health	9,664	11,060	1,396	4,144	6,916
Supervisors of Skilled Workers	4,255	366	(3,889)	2,129	(1,763)

There is more demand than supply of credentials

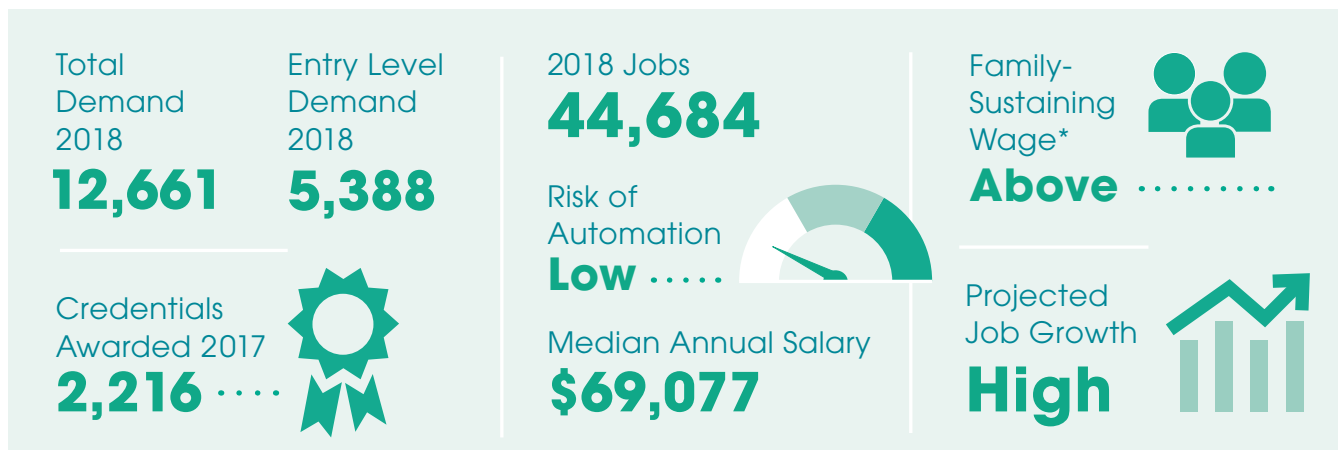
Demand and supply appear in relative balance

There is more supply of credentials than demand

SOURCE: Burning Glass Labor Insight/Jobs, EMSI 2019, Ohio Department of Job and Family Services, Team Northeast Ohio Calculations

Computer & IT Careers

Northeast Ohio's goals for a vibrant economy rely on strong health care, manufacturing and technology sectors – all dependent on the support of a quality computer and IT workforce.



TOP 5 Occupations	Total Demand 2018	Entry Level Demand 2018	Median Hourly Earnings	% Requiring Bachelor's Degree
	3,437	1,330	\$38.40	95%
	3,075	1,226	\$34.31	89%
	1,608	848	\$20.86	62%
	1,116	549	\$38.09	91%
	742	313	\$27.99	95%

Top Technical Certifications

- IT Infrastructure Library (ITIL)
- Project Management Certification
- Certified Information Systems Security Professional (CISSP)
- Certified A+ Technician
- Cisco Certified Network Associate (CCNA)

Top Software and Programming Skills

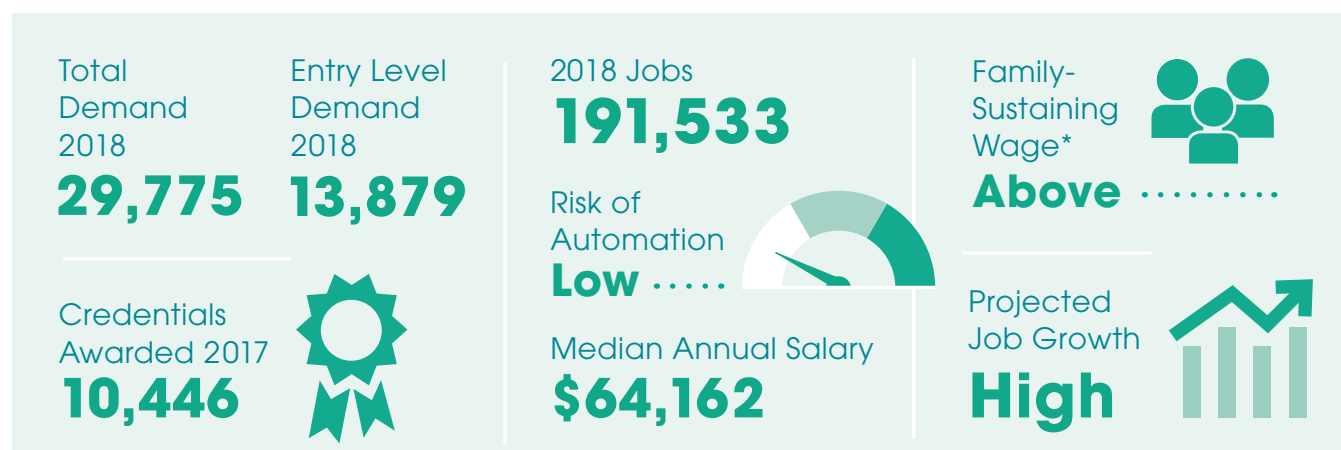
- SQL
- JavaScript
- Java
- Oracle
- .NET

SOURCE: Burning Glass Labor Insights/Jobs, EMSI 2019, Team Northeast Ohio Calculations

* Family-sustaining Wage is based on a wage calculation of a family of four (two adults and two children) with only one working adult.

Health Care Careers

A daunting talent gap for health care workers means Northeast Ohio may not be producing enough qualified doctors and nurses to meet the need of its aging population. Health care is one of the strongest sectors in Northeast Ohio's economy, and it employs individuals with diverse levels of education.



TOP 5 Occupations — Registered Nurses Nursing Assistants Home Health Aides Licensed Practical & Licensed Vocational Nurses Clinical Laboratory Technologists & Technicians	Total Demand 2018	Entry Level Demand 2018	Median Hourly Earnings	% Requiring Bachelor's Degree
	9,950	7,077	\$31.54	60%
	2,612	622	\$12.39	0%
	2,335	700	\$10.03	0%
	1,791	899	\$20.46	0%
	1,031	423	\$26.48	47%

Top Technical Certifications

- Registered Nurse
- Advanced Cardiac Life Support (ACLS) Certification
- Basic Life Saving (BLS)
- First Aid CPR AED
- Licensed Practical Nurse (LPN)

Top Specialized Skills

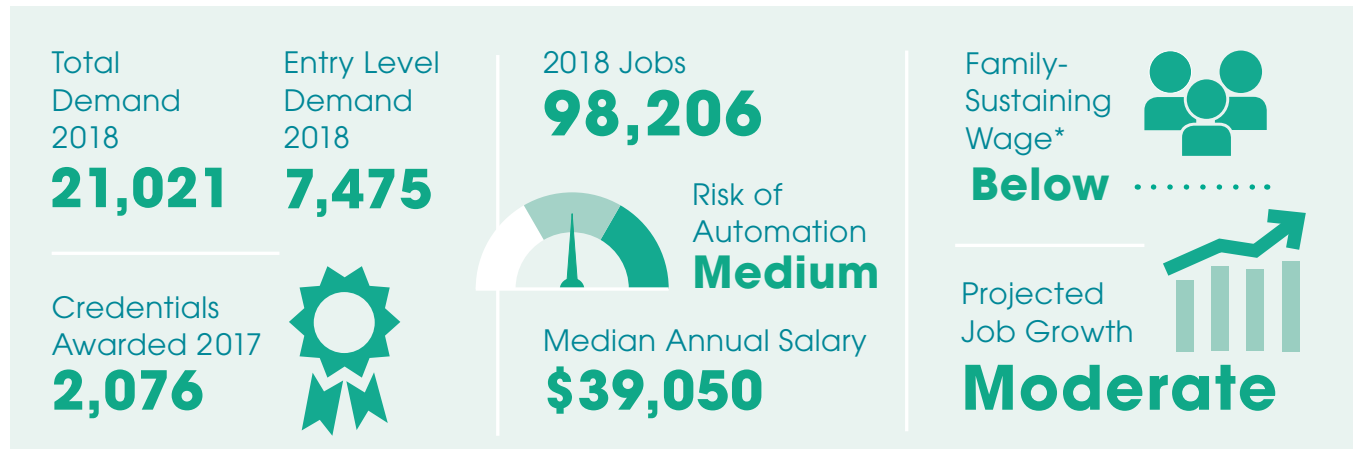
- Patient Care
- Advanced Cardiac Life Support (ACLS)
- Treatment Planning
- Personal Protective Equipment (PPE)
- Manual Dexterity

SOURCE: Burning Glass Labor Insights/Jobs, EMSI 2019, Team Northeast Ohio Calculations

* Family-sustaining Wage is based on a wage calculation of a family of four (two adults and two children) with only one working adult.

Manufacturing Careers

80,000 incumbent manufacturing workers, ages 55 and up, are poised to soon leave the labor market entirely. **According to MAGNET's 2019 survey of Northeast Ohio's manufacturers, attracting skilled workers is the No. 1 challenge to hampering growth.** More than 53% of respondents reported that the shortage of qualified workers would directly affect their company's bottom line.



TOP 5 Occupations	Total Demand 2018	Entry Level Demand 2018	Median Hourly Earnings	% Requiring Bachelor's Degree
Maintenance & Repair Workers, General	2,583	1,131	\$19.01	0%
Production Workers, All Other	1,780	463	\$12.03	4%
Inspectors, Testers, Sorters, Samplers & Weighers	1,008	450	\$19.34	25%
Machinists	836	365	\$19.25	1%
Computer-Controlled Machine Tool Operators, Metal & Plastic	626	227	\$19.79	2%

Top Technical Certifications	Top Specialized Skills
<ul style="list-style-type: none"> • Driver's License • EPA CFC/HFC Certification • Environmental Protection Agency Certification • Forklift Operator Certification • Certified A+ Technician 	<ul style="list-style-type: none"> • Repair • HVAC • Plumbing • Machinery • Welding

SOURCE: Burning Glass Labor Insights/Jobs, EMSI 2019, Team Northeast Ohio Calculations

* Family-sustaining Wage is based on a wage calculation of a family of four (two adults and two children) with only one working adult.

Team NEO Talent Initiatives

- Build the business case that allows companies to be confident that Northeast Ohio has sufficient talent pools and a workforce system that will help them grow
- Stimulate further development of relevant higher education curricula and training programs that align with in-demand jobs to support businesses' workforce
- Support businesses with a dedicated JobsOhio regional talent manager to connect Northeast Ohio companies with resources to procure talent for in-demand occupations
- Encourage businesses to locate their operations near densely populated developed sites throughout Northeast Ohio to increase investment in jobs in disinvested areas through the Job Hubs initiative

This report was produced by Team NEO, a business development organization accelerating business growth and job creation throughout the 18 counties of Northeast Ohio. Team NEO is working to generate and maintain quality jobs, to create a more inclusive workforce, and to attract new investment to build upon our robust regional economy.



Aligning Opportunities around the region:



The Lake County Ohio Port and Economic Development Authority uses the research and data presented in the Aligning Opportunities reports to work closely with our education community to raise awareness of current and future workforce needs and develop strategies to meet those needs. Attracting talent and developing future workforce capacity is critical to Lake County's ability to continue to grow its economy."

Mark Rantala, Executive Director,
Lake County Ohio Port & Economic
Development Authority



College Now has used the annual Aligning Opportunities report as the backbone for the creation and implementation of the MAP database, a clearinghouse of training and education programs, and its efforts to better connect students and adults to the educational pathways that will lead to in-demand careers. Now, using MAP, all direct service providers can better assist their clients in finding and getting on the right path that will lead them to the best career opportunities."

Julie Szeltner, Senior Director of
Adult Programs, College Now