



GREATER NEW ORLEANS
INC
REGIONAL ECONOMIC DEVELOPMENT

Using Data to Prepare the Regional Workforce for a Post-COVID Economy

August 2021

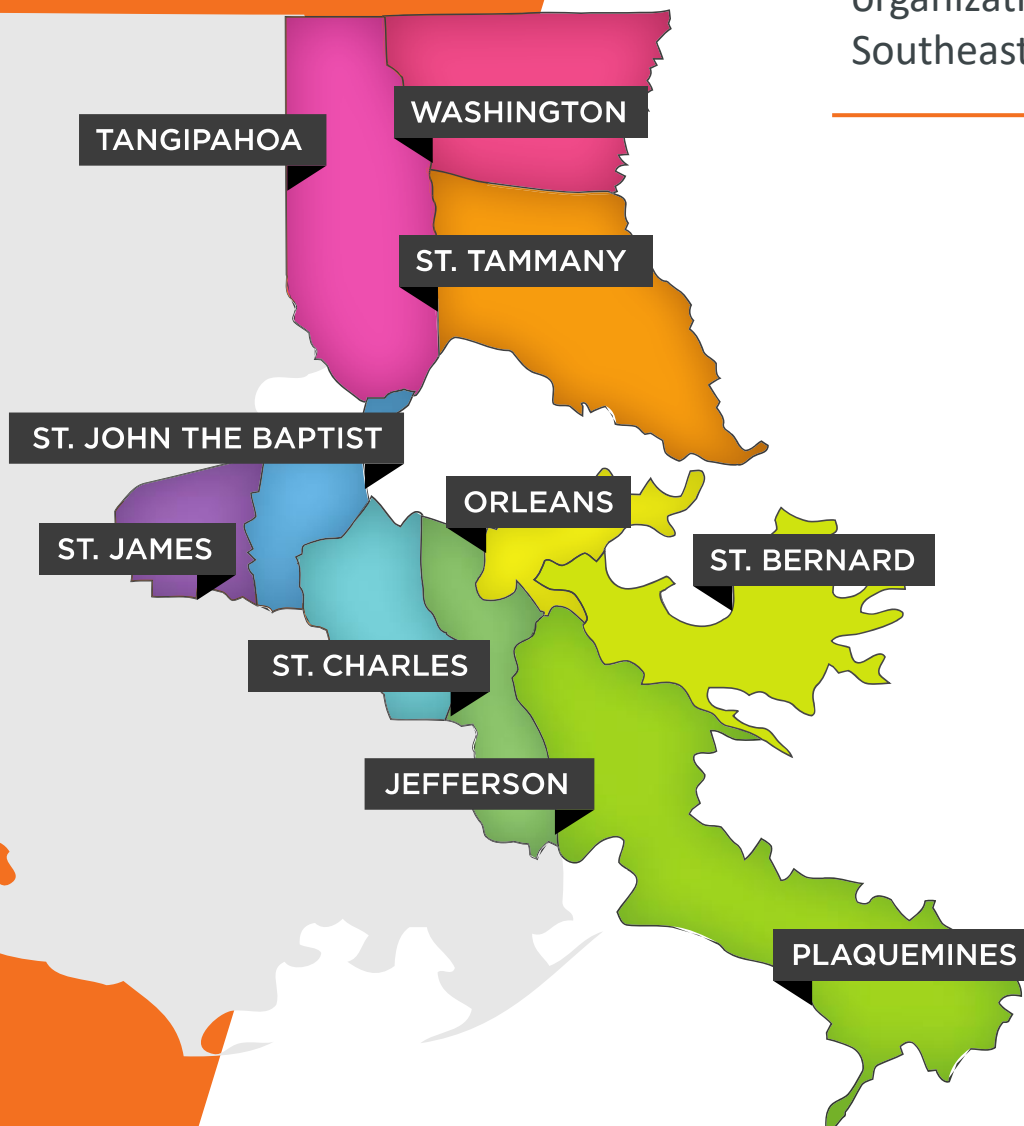
GNO, Inc. is the economic development organization for the 10-parish region of Southeast Louisiana.

Business Development

- Business Attraction
- Business Growth
- Business Retention
- Research

Business Environment

- Policy
- Workforce Development
- Regional Brand
- Ecosystem Development



Greater New Orleans, Inc. focuses on six key industry sectors.

FOUNDATIONAL



Advanced Manufacturing



Trade & Logistics



Energy (Oil & Natural Gas)

DIVERSIFYING



Digital Media
(Software Development)



Emerging
Environmental



Biosciences
(Medical Center of Excellence)



GNO, INC. MISSION

*“To create a region with
a thriving economy and
an excellent quality of
life, for everyone.”*



GNO JOBS REPORT

DATA IN ACTION



GREATER NEW ORLEANS JOBS REPORT

The GNO Jobs report provides research and data that aims to inform workforce development investments, policies, and programming, as well as talent attraction and retention initiatives, in the region.



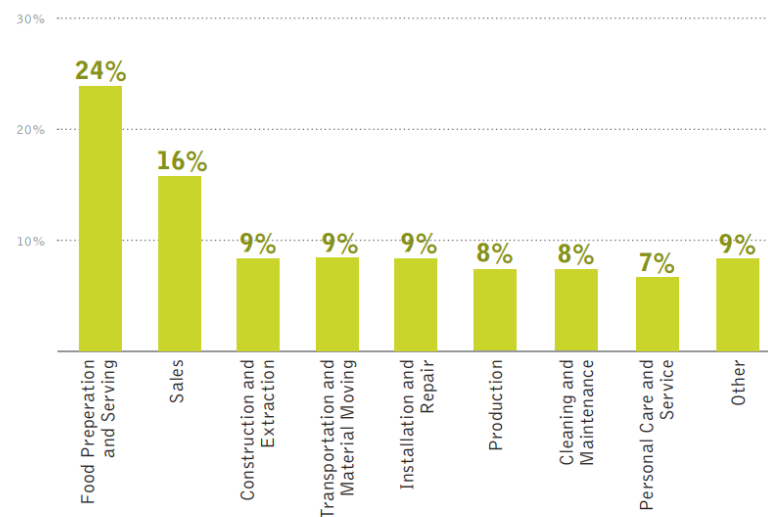
REGIONAL OUTLOOK

At the onset of the pandemic 312,000 jobs in Greater New Orleans were identified as “at-risk.”

Occupations that did not fall into at least one of these three categories were identified to be “at risk.”

- Occupations essential to public health or safety
- Occupations where work can likely be completed remotely
- Occupations likely to be salaried

% OF JOBS AT RISK IN GREATER NEW ORLEANS

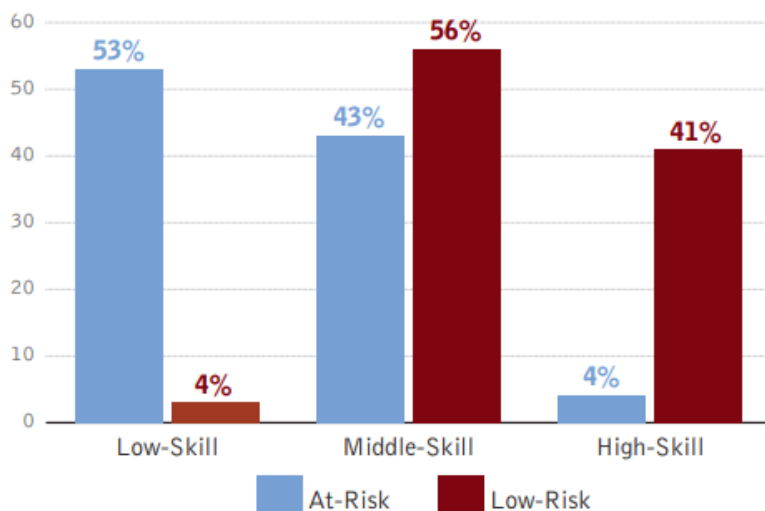


Source: Federal Reserve Bank of St. Louis, Emsi

REGIONAL OUTLOOK

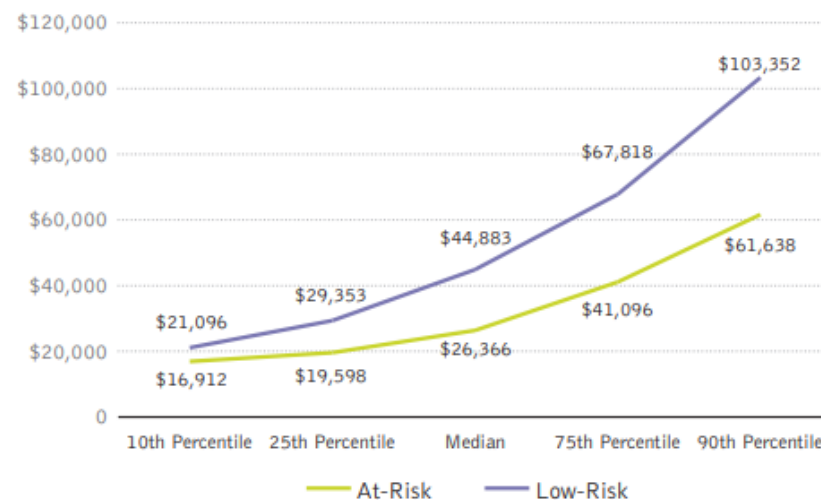
A significant number of jobs “at-risk” jobs in the region are low-skill, low-wage jobs.

SKILL LEVEL



Source: Federal Reserve Bank of St. Louis, Emsi

WAGES



Source: Federal Reserve Bank of St Louis, Emsi

TRANSITIONAL OUTLOOK

Each transitional outlook is separated by industry and includes three sections.



Industry Overview



Career Pathways



Career Transitions

TRANSITIONAL OUTLOOK – DIGITAL MEDIA

- Employers in GNO are looking for a wide-range of skills ranging from Agile Software Development to Data Analysis
- The global online gaming market is projected to be worth \$159 billion in 2020; with a burgeoning video game development sector the region stands to greatly benefit
- Employers have indicated that a strong portfolio matters more than previous work experience

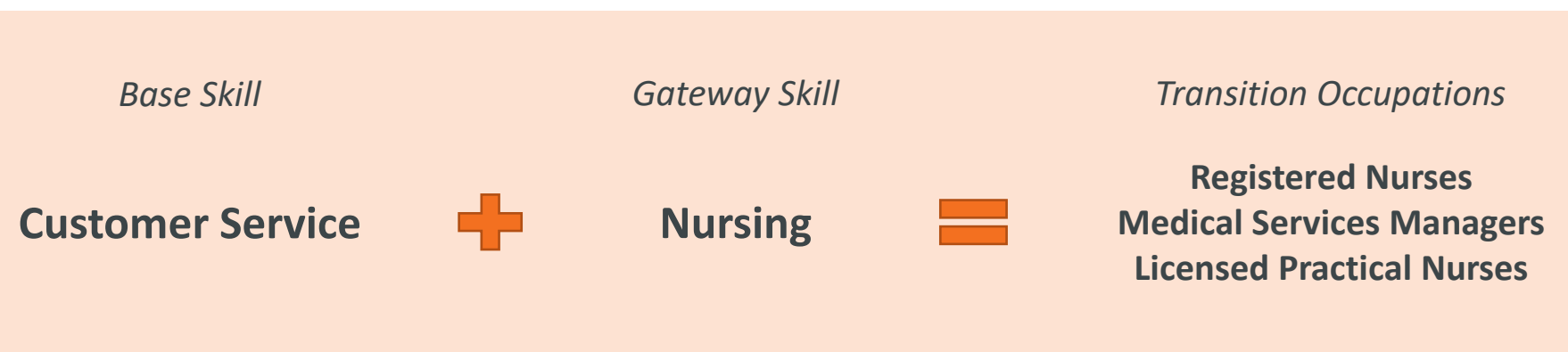
Career Transition



TRANSITIONAL OUTLOOK – HEALTH SCIENCES

- In the near-term, jobs associated with combatting the impact of the coronavirus will be in significant demand
- In the long-term, an increased focus on health disparities and chronic conditions that have been exacerbated by the coronavirus will lead to job growth in these focus areas
- Telehealth trends that were present prior to the pandemic will accelerate as patient attitudes shift and as health systems look to further innovate

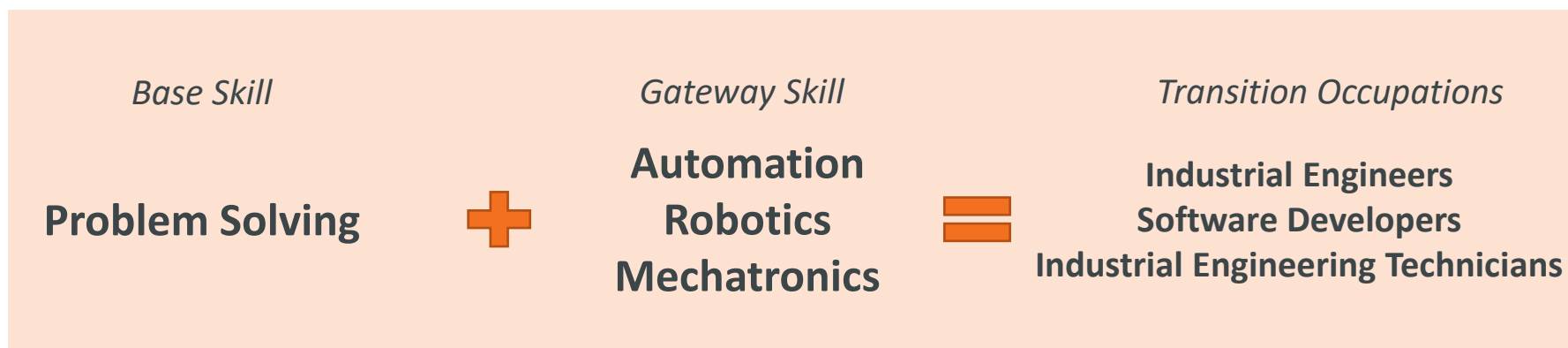
Career Transition



TRANSITIONAL OUTLOOK – MANUFACTURING

- Of the region's key sectors, advanced manufacturing has the highest number of workers nearing retirement – 27%
- As companies look to manufacture in closer proximity to the consumer, operations have the opportunity to be “re-shored”
- Workers will not only need to be trained in “legacy skills” but will also need to be proficient in emerging skills such as automation

Career Transition



TRANSITIONAL OUTLOOK – TRANSPORTATION

- While trade and logistics jobs in the region have long centered around water transportation, other segments such as warehousing and trucking will see strong growth in a post coronavirus economy
- During the height of the pandemic warehousing was the strongest sub-sector
- Trucking has seen significant occupational demand throughout the pandemic

Career Transition



DATA FOR A POST COVID-ECONOMY

GNO JOBS REPORT

DATA IN ACTION

ACTION PLAN

Each of the following efforts is designed to augment gaps through market awareness and clear communication around changing occupations, skills analyses, industry trends, and evolving technologies:

- **Alignment** Between Higher Education and Industry
- **Awareness** of Career and Training Opportunities in Greater New Orleans
- **Attraction** to Regional Higher Education Institutions
- **Retention** of Graduates in Greater New Orleans
- **Economic Mobility** in Greater New Orleans
- **Workforce** Development Partnerships



GNOu OVERVIEW

GNOu

A PROGRAM OF GREATER NEW ORLEANS, INC.

A company, group of companies, or industry association, lets GNO, Inc. know they have a critical workforce need

OR

A university wants to ensure existing or proposed programming meets industry/ employer needs

GNO, Inc. brings industry and higher education together to create and implement demand-driven programming at a school(s)

1

Companies get the workers they need

2

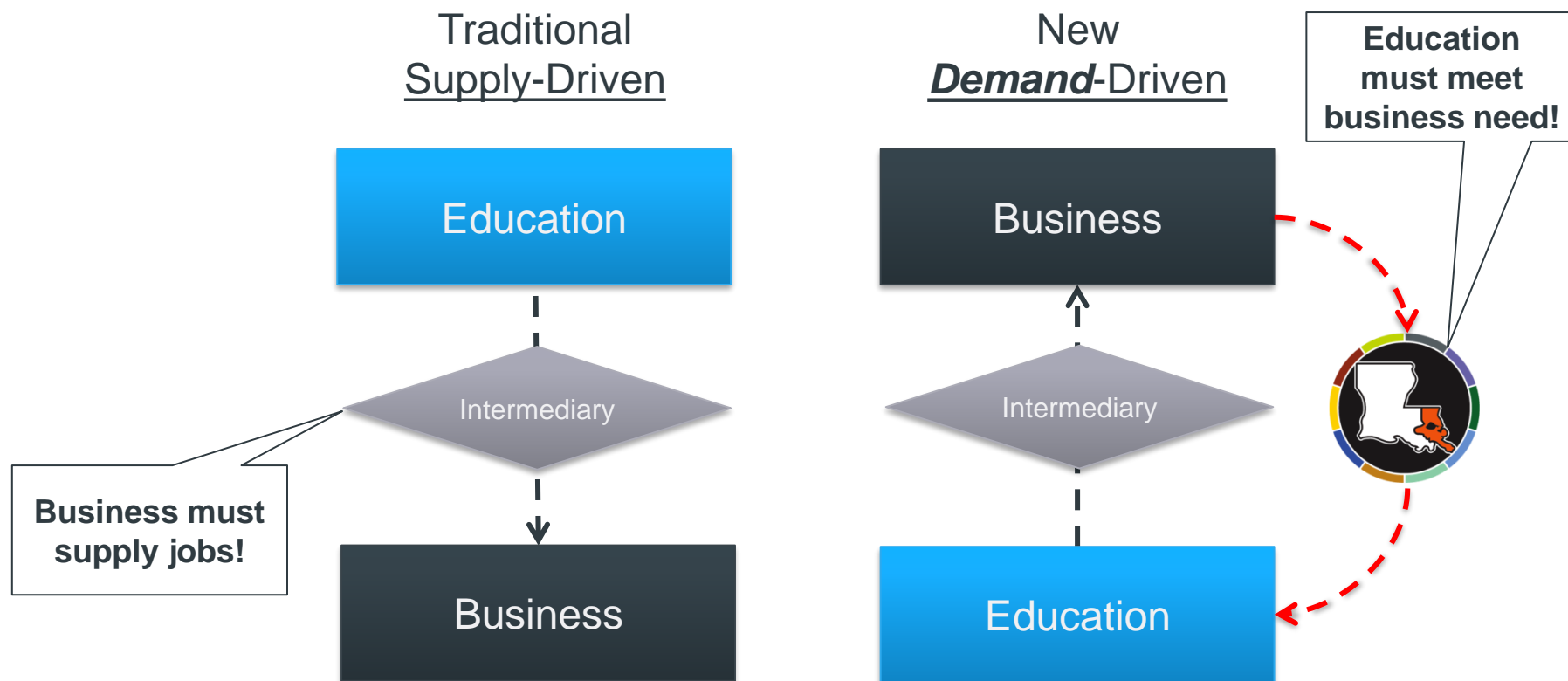
Schools get a market-relevant curriculum

3

Residents are better trained for high-demand jobs

GNO, INC.'s ROLE

In contrast to traditional “supply-driven” workforce system, GNO, Inc. promotes a “demand-driven” system, whereby business is the ultimate customer.



GNOu EXAMPLES

GNO, Inc. has facilitated GNOu services to implement the following programs:

PROGRAM	SCHOOL	EMPLOYER
BS in Construction Management	University of New Orleans	CORE Construction Ryan Gootee General Contractors; ABC New Orleans/Bayou Chapter; Gibbs; AOS; Palmisano; Broadmoor; unCommon Construction; Kent Design Build; The Lemoine Company; Boh Bros.; DonahueFavret; Landis Construction; Durr; MAPP; F. H. Myers
Mechatronics Apprenticeship Program	Nunez, Northshore Tech, Delgado	Laitram, Zatarain's, Elmer Chocolate
BS in Public Health	LSU Health Sciences	New Orleans Health Dept.; Oschner; Humana; 504Healthnet, Inc.; Aetna; UMC
Digital Design Program	Tulane School of Professional Advancement	Inxile, High Voltage, Smashing Boxes, Lookfar
Applied Chemistry Degree	Xavier University	New Orleans Sewage and Water Board, Cornerstone Chemical, Louisiana Chemical Association
AWS Cloud Computing Associates Degree	LCTCS System	Amazon
Professional Sales & Client Development Certification Program	Loyola University	Humana

GNO CAREER GUIDE

Career exposure is key to successfully attract talent at all ages into a particular career pathway. The GNO Career Guide is an interactive guide to inform career seekers of the opportunities in their own backyard.

Key features:

- Interactive quiz analyzing individual skills and pairing with regional occupations
- Highlights training, skill level, and earnings for all occupations
- Resource for all regional workforce and youth partners to utilize in their toolbox
- Provides a direct connection to job opportunities in the region



Career Guide

YOUR GUIDE TO JOBS IN
HIGH-GROWTH / HIGH-WAGE INDUSTRIES

EXPLORE CAREERS

WHAT CAREER IS
RIGHT FOR ME?

LOCAL INDUSTRIES

ABOUT GNO, INC.

TAKE OUR SHORT CAREER QUIZ

Let's Go! →



StudyNOLA.com Overview

The Greater New Orleans region is one of only a few metro regions with a high concentration of higher education institutions. StudyNOLA celebrates the rich diversity of schools that offer robust education disciplines, research and development, and world class academic experts.

Advantages of the StudyNOLA platform:

- Creates a regional “one-stop-shop” for prospective students to explore all the opportunities in the region
- Provides a marketing/outreach tool for regional stakeholder to utilize in recruitment efforts
- Demonstrates the regions competitive advantages to relocate or expand in the GNO region



StudyNOLA.com

HOME

YOUR
ACADEMIC JOURNEY

YOUR
CAREER PATH

DISCOVER
YOUR HOME

CONTACT US

STAY INFORMED

STUDY
NOLA

**Greater New
Orleans, a
Destination
For Learning**

EMPLOYER CONNECTIONS ROUNDTABLES

GNO, Inc. brings together workforce, higher education, and non-profits to allow industry partners to share critical workforce needs to inform stakeholders to address curricula and programming areas of need.

Employer Connections provide:

- Qualitative approach to addressing workforce challenges and gaps within industry sectors
- Provides partners one-on-one platform to network and connect
- Creates a strong ecosystem for collaborative approaches to addressing workforce challenges

GREATER NEW ORLEANS
INC
EMPLOYER CONNECTIONS

PLEASE JOIN US
FOR THE NEXT EMPLOYER
CONNECTIONS ROUNDTABLE



GREATER NEW ORLEANS
INC
EMPLOYER CONNECTIONS

PLEASE JOIN US
FOR THE NEXT EMPLOYER
CONNECTIONS ROUNDTABLE



**DATE FOR OUR UPCOMING
CONNECTIONS ROUNDTABLES!**

Healthcare Sector (Non-Clinical)
Tuesday, December 9
10:00 - 11:30am

Diversity, Equity & Inclusion Best Practices
Wednesday, January 20
10:00 - 11:30am

This invitation is non-transferable.

CONTACT EVIE POITEVENT@GNOINC.ORG FOR MORE INFORMATION

**SAVE THE DATE FOR OUR UPCOMING
EMPLOYER CONNECTIONS ROUNDTABLE!**



Diversity, Equity & Inclusion Best Practices
Wednesday, January 20
10am to 11:30am

This invitation is non-transferable.

CONTACT EVIE POITEVENT SANDERS AT EPOITEVENT@GNOINC.ORG FOR MORE INFORMATION

GNO, INC. ECONOMIC MOBILITY STRATEGY

Greater New Orleans, Inc. has six predominant focus areas related to increasing economic mobility within the region



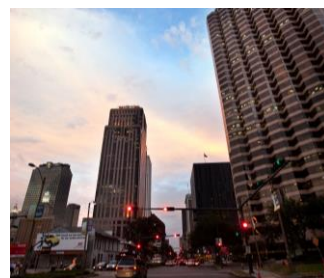
BLACK ENTREPRENEURSHIP



CAREERS + ADVANCEMENT



TALENT + WORKFORCE



CORPORATE STRATEGIES



PUBLIC POLICY



DIGITAL DIVIDE

Thank You!



GREATER NEW ORLEANS
INC
REGIONAL ECONOMIC DEVELOPMENT



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