

Doing Things Differently

How skills data helps us see our community differently, so we can *do* things differently

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Presenters



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Agenda

- Why do we keep talking about skills?
- About Emsi Burning Glass skills
- Three unique uses:
 1. Seeing a regional economy differently
 2. Identifying strengths and opportunities
 3. Breaking industry confines
- Q&A

Why do we keep talking about skills?

- Know and prepare regional workforce
- Business increasingly taking skills-based approach
- Responsive to quickening pace of job change

Top 3 “Non-Negotiables” for Consultants Siting a Megaproject

Availability of a skilled workforce

 **69%** 

Sufficient acreage or facility

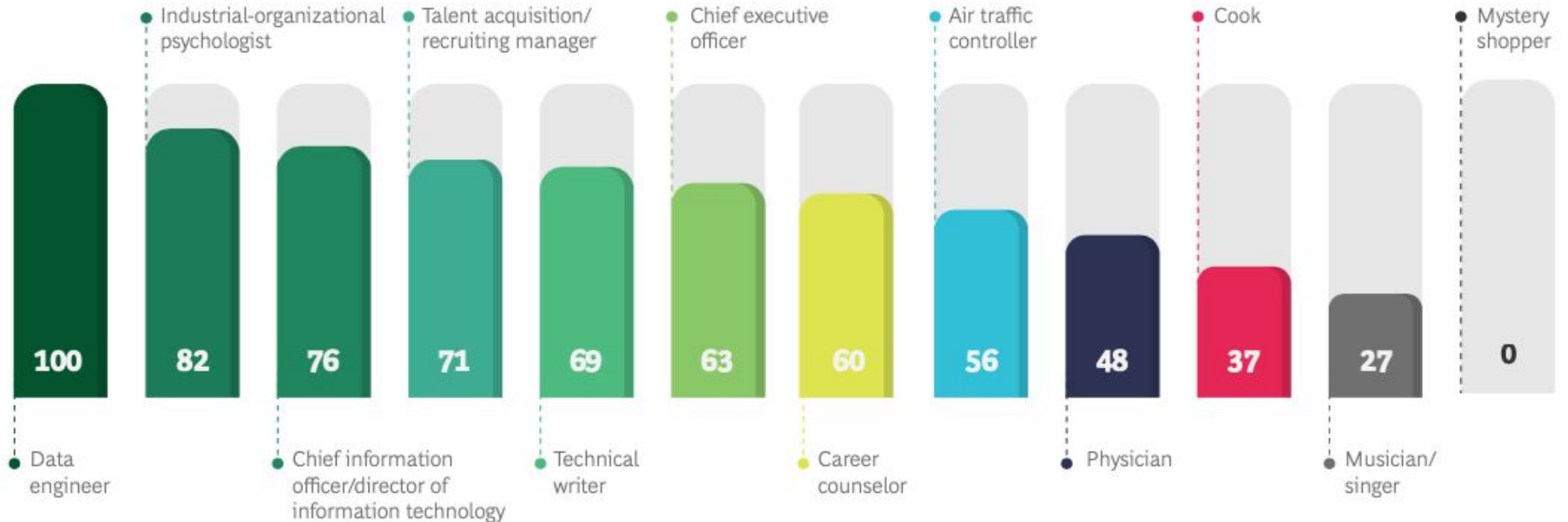
 **67%** 

Utility infrastructure

 **40%** 

Site Selectors Guild, “The Future of Megaprojects,” 2022,
<https://siteselectorsguild.com/research/the-future-of-megaprojects/>

Select Occupations and Their Skill Disruption Index Values



Shifting Skills, Moving Targets, and Remaking the Workforce
Emsi Burning Glass, The Burning Glass Institute, BCG



Emsi Burning Glass Skills

Skills provide a data-driven approach to inform decisions and drive policy with a common language



K-12, Higher Education,
Workforce Development



Align education and training

Government



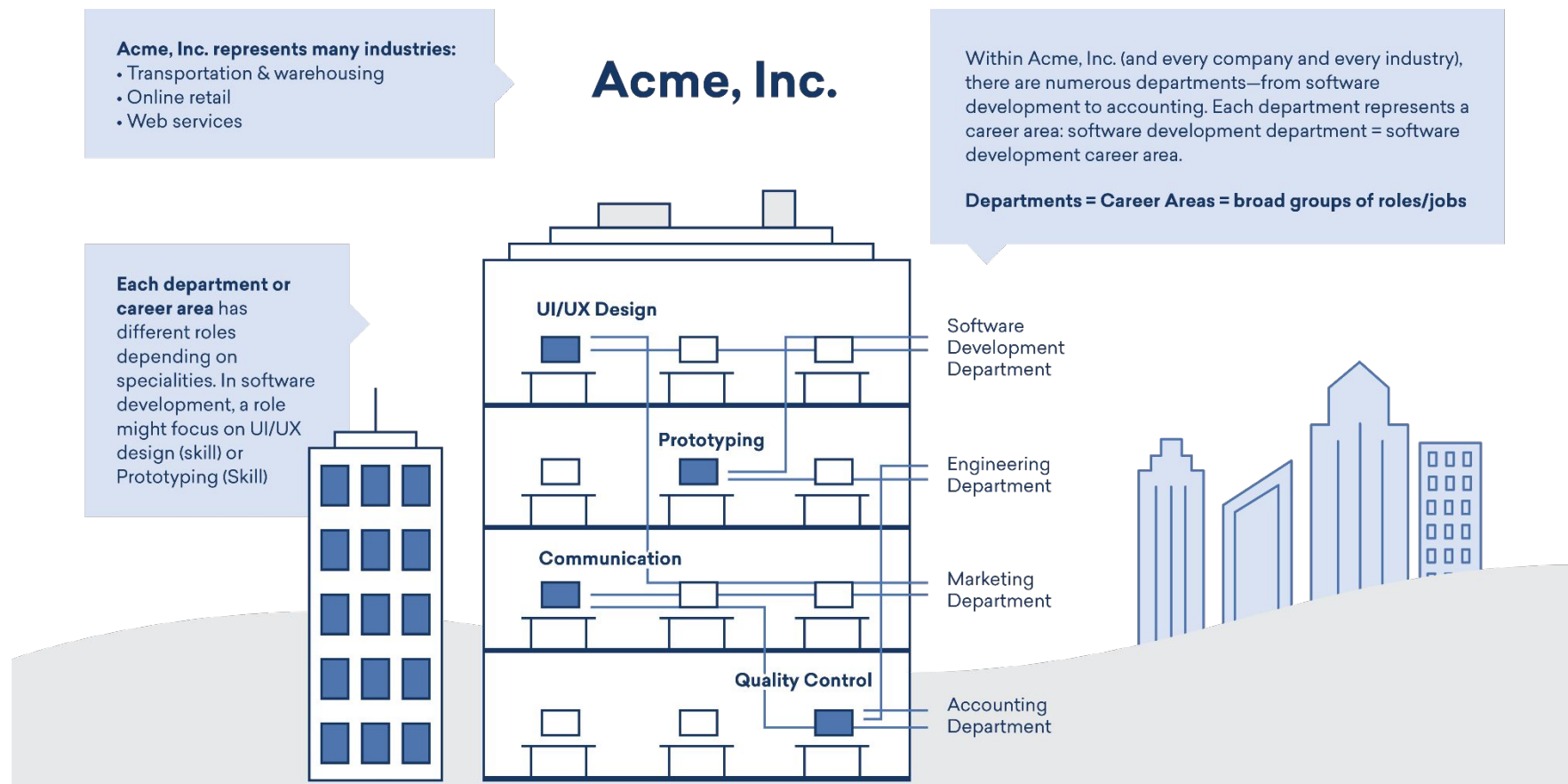
Establish data-informed policy

Job Market Exchange



Connect jobseekers & businesses
based on skills & demand

Overlapping skills help people transition within a firm...



...and also between industries and jobs.



Seeing a regional economy differently

LMI provides one perspective...



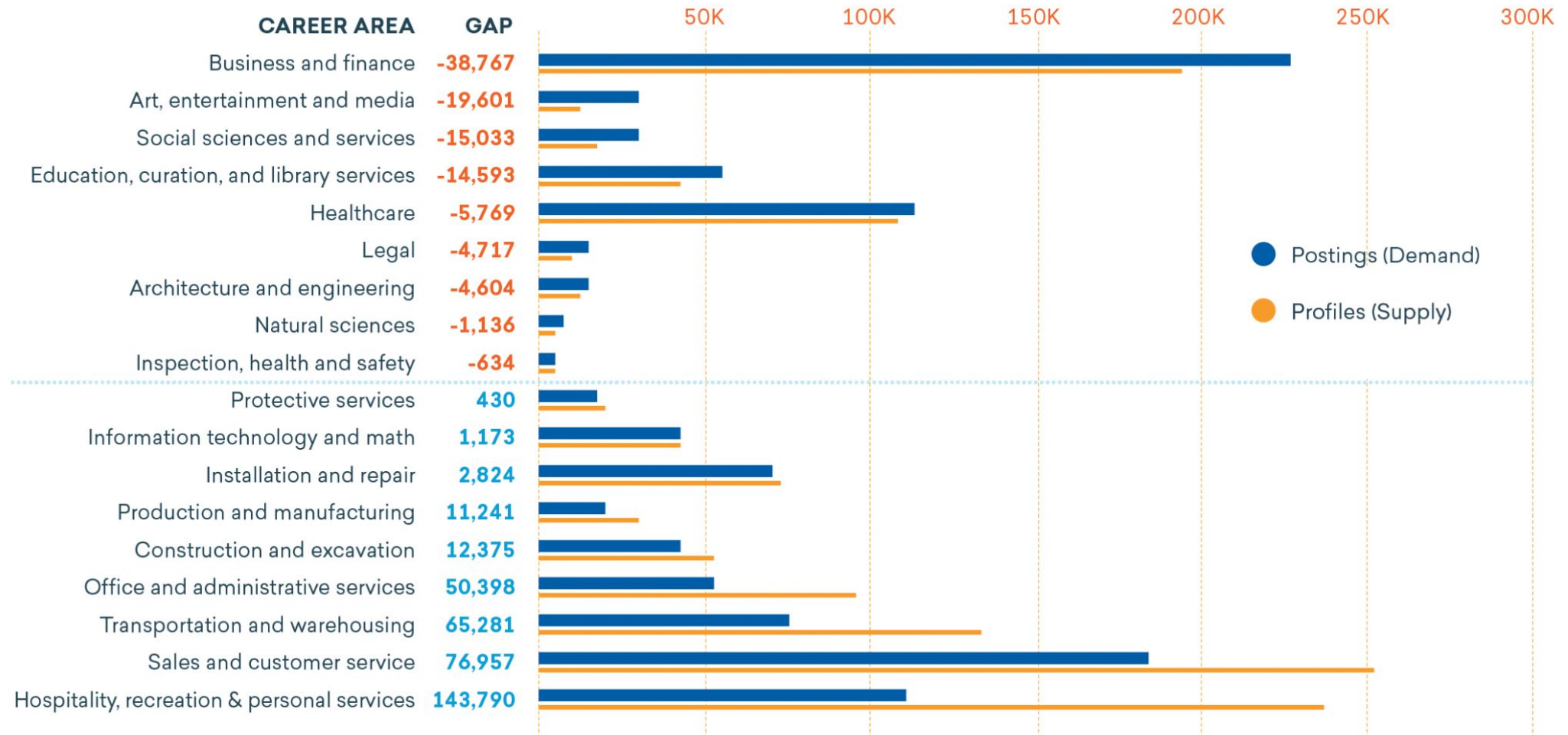
...skills another

TABLE 2: EMPLOYMENT IN THE TAMPA MSA BY CAREER AREA AND DEMOGRAPHIC CHARACTERISTICS (2020)

Career Area	Median Annual Salary	2020 Jobs	% of Career Area Employment			
			Black	Hispanic	Female	Male
Information technology and math	\$89,150	48,917	10%	12%	27%	73%
Healthcare	\$67,120	146,897	18%	17%	79%	21%
Architecture and engineering	\$65,490	15,847	6%	13%	16%	84%
Business and finance	\$63,570	194,578	11%	15%	56%	44%
Inspection, health and safety	\$57,920	4,824	14%	21%	40%	60%
Military	\$56,800	6,408	19%	14%	11%	89%
Social sciences and services	\$55,240	27,728	20%	18%	64%	36%
Education, curation, and library services	\$49,730	78,333	14%	20%	76%	24%
Natural sciences	\$49,710	6,838	7%	13%	46%	54%
Legal	\$47,840	18,048	7%	14%	60%	40%
Art, entertainment and media	\$47,320	17,765	8%	16%	50%	50%
Construction and excavation	\$46,410	74,709	9%	30%	5%	95%
Sales and customer service	\$45,830	203,918	14%	20%	54%	46%
Hospitality, recreation & personal services	\$45,280	161,631	14%	20%	56%	44%
Transportation and warehousing	\$43,880	105,451	20%	25%	25%	75%
Protective services	\$43,730	30,288	22%	19%	24%	76%
Installation and repair	\$40,900	112,154	13%	30%	23%	77%
Production and manufacturing	\$40,020	48,231	15%	25%	29%	71%
Tampa MSA	\$59,350	1,426,383	14%	21%	50%	50%

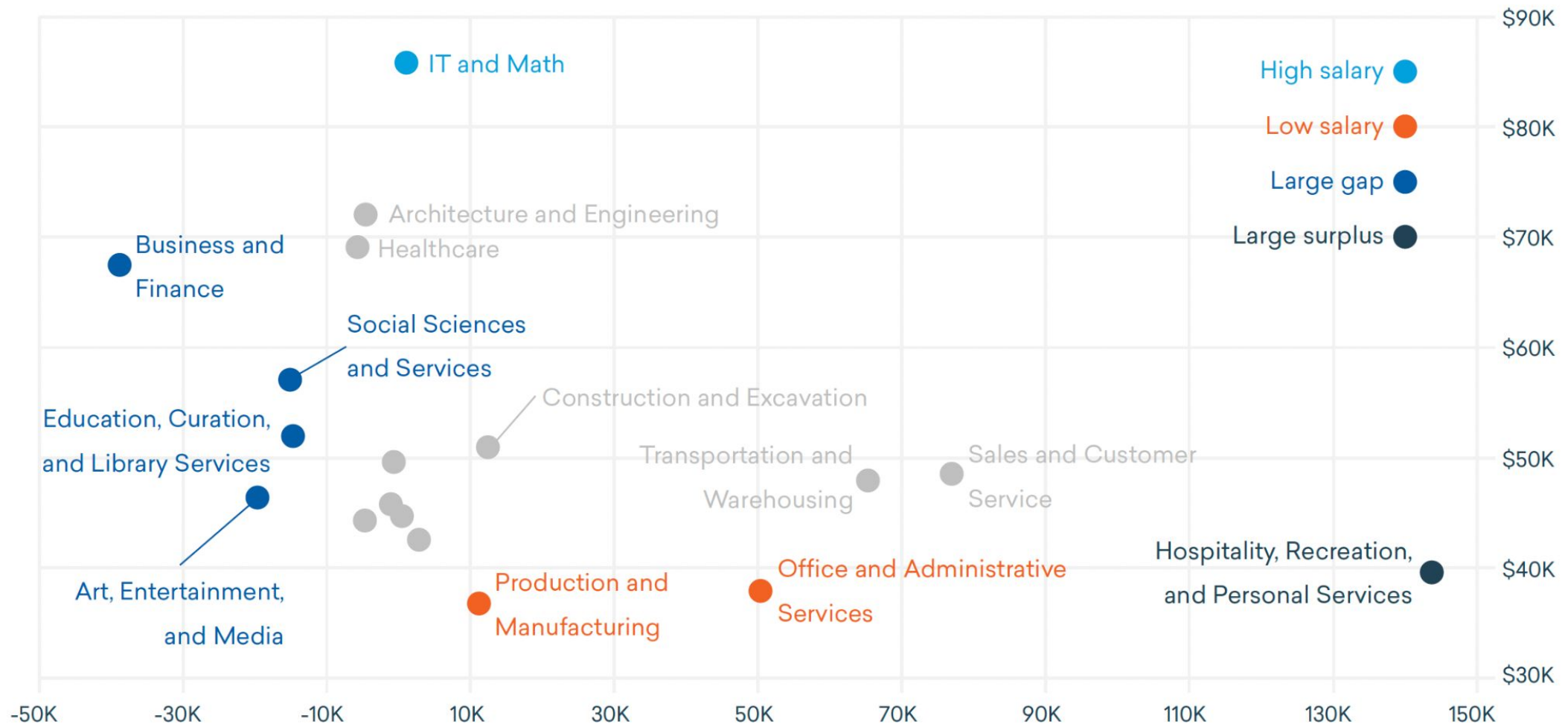
Supply/demand of skill areas

FIGURE 2: ESTIMATED TALENT SUPPLY AND EMPLOYER DEMAND BY CAREER AREA IN THE TAMPA MSA (JANUARY 2019-DECEMBER 2020)



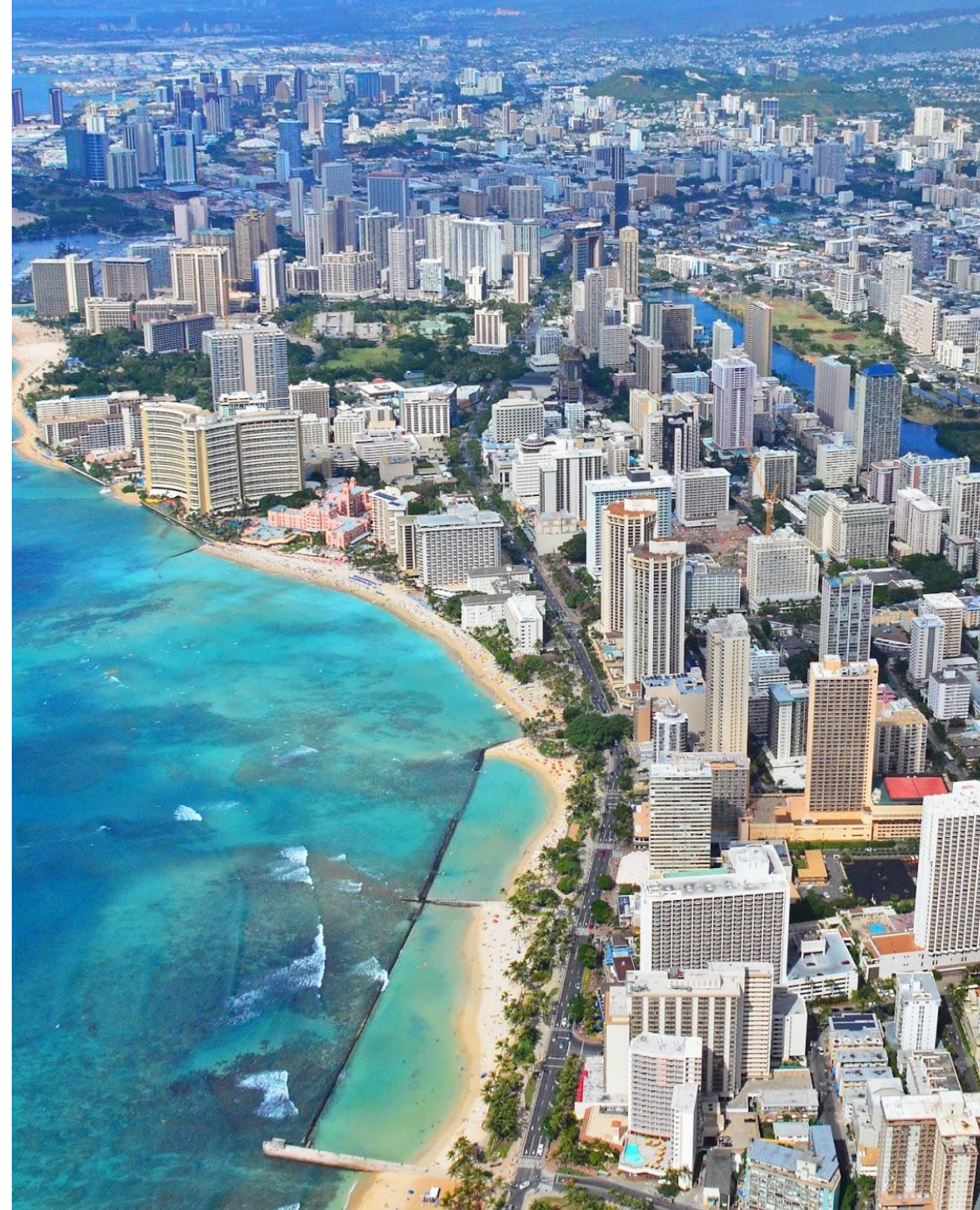
Supply/demand of skill areas

FIGURE 3: CAREER AREA SUPPLY-DEMAND GAPS IN THE TAMPA MSA WITH MEDIAN ANNUAL SALARY (JANUARY 2019-DECEMBER 2020)





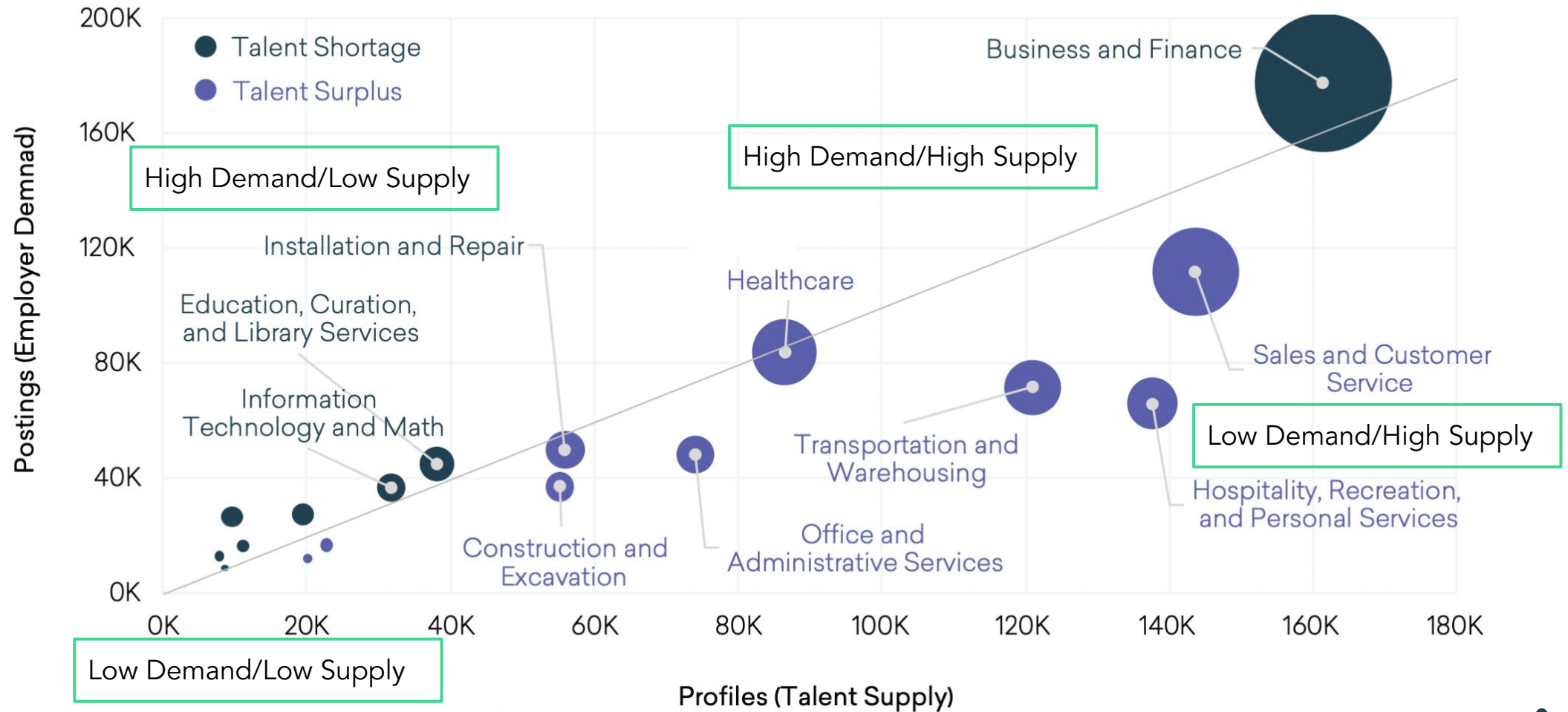
- Skill-based training or transitions provide abundant economic opportunity in Business & Finance; Healthcare; and IT & Math careers
- Hospitality, Recreation, & Personal Services; Sales & Customer Service; and Protective Services are career areas with large talent surpluses and low earnings
- Native Hawaiian/Pacific Islander, Latinx, and Black workers are underrepresented in IT & Math career areas. Skill-based career pathway data can help with upskilling/reskilling to address gaps



Identifying strengths and opportunities

SWOT with Skills

FIGURE 9: ESTIMATED TALENT SUPPLY AND EMPLOYER DEMAND IN SACRAMENTO BY CAREER AREA



Bubble width represents the estimated number of job postings.

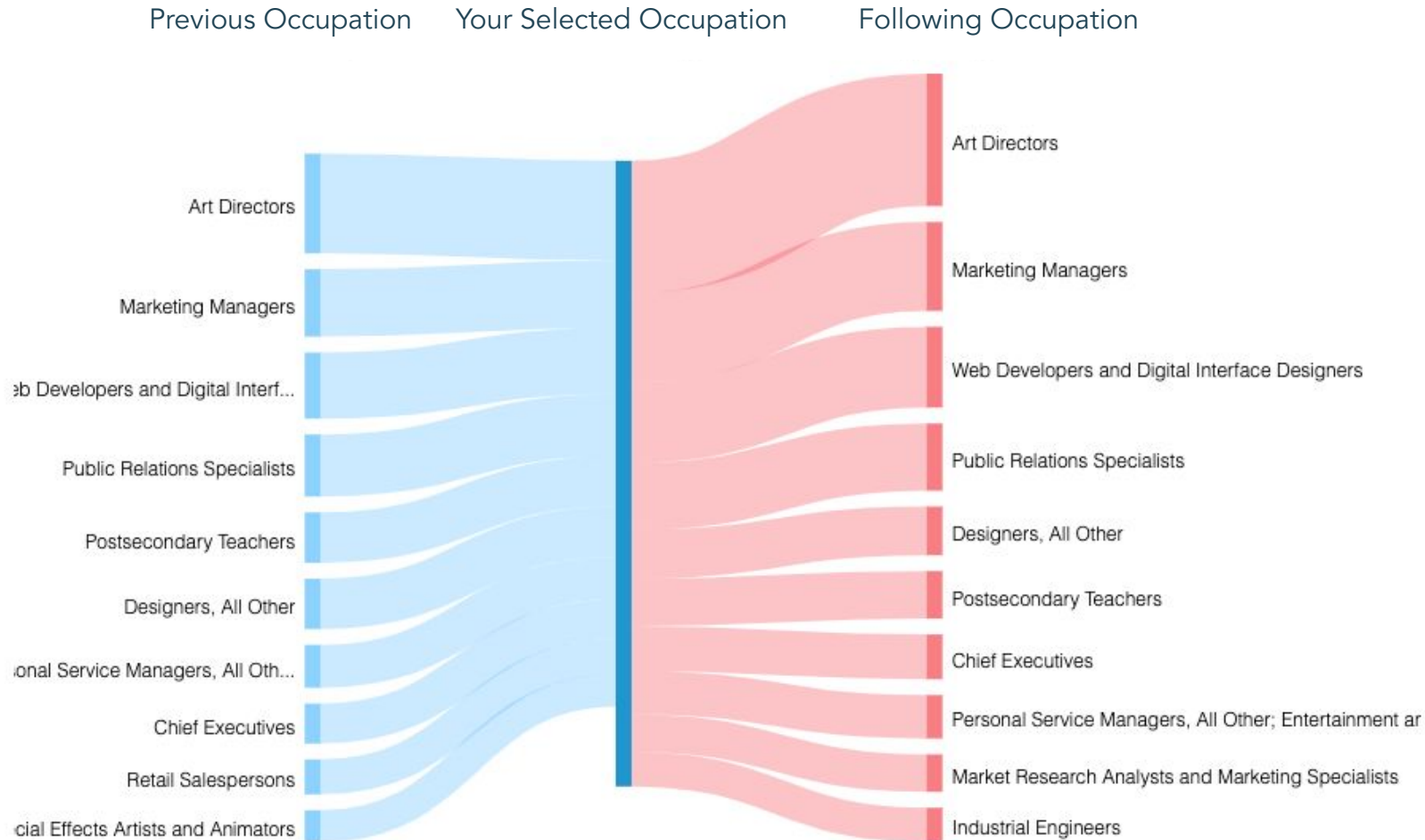
City of SACRAMENTO

- Specific Software Development and IT Support skills presents great economic opportunity for workers and will address a gap in employer demand
- Sacramento has a surplus of skilled Production & Manufacturing workers - demonstrating a competitive advantage for the region
- Medical Support: Caregiving is in high-demand, but presents lower paying career opportunities. Upskilling to other medical careers can meet demand and provide better paying opportunities



Breaking industry confines

People navigate the market *between* industries and jobs

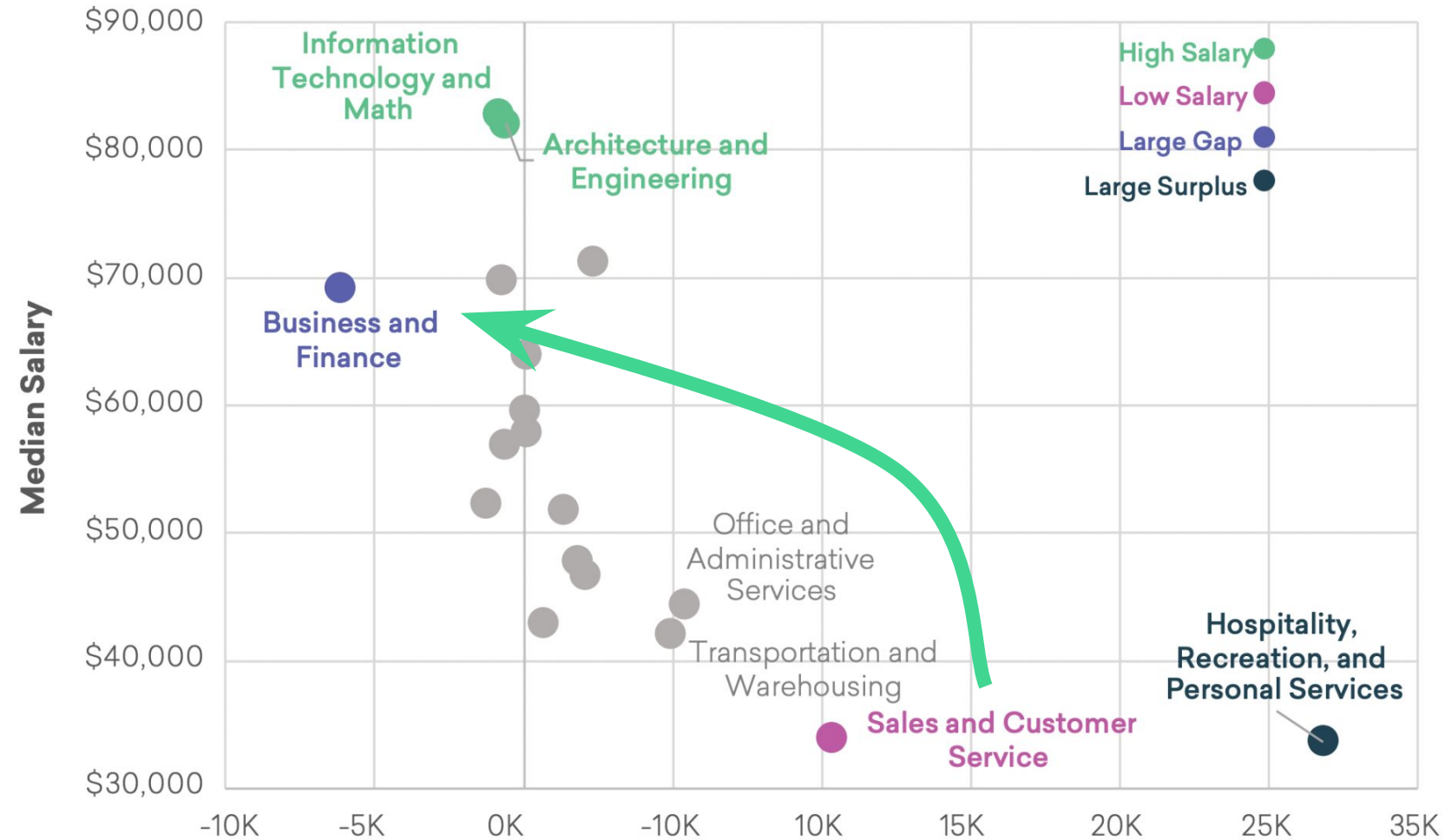


Graphic designers come from roles as marketing managers, PR specialists, and retail sales.

Move into roles as industrial designers, market research analysts, and web developers.

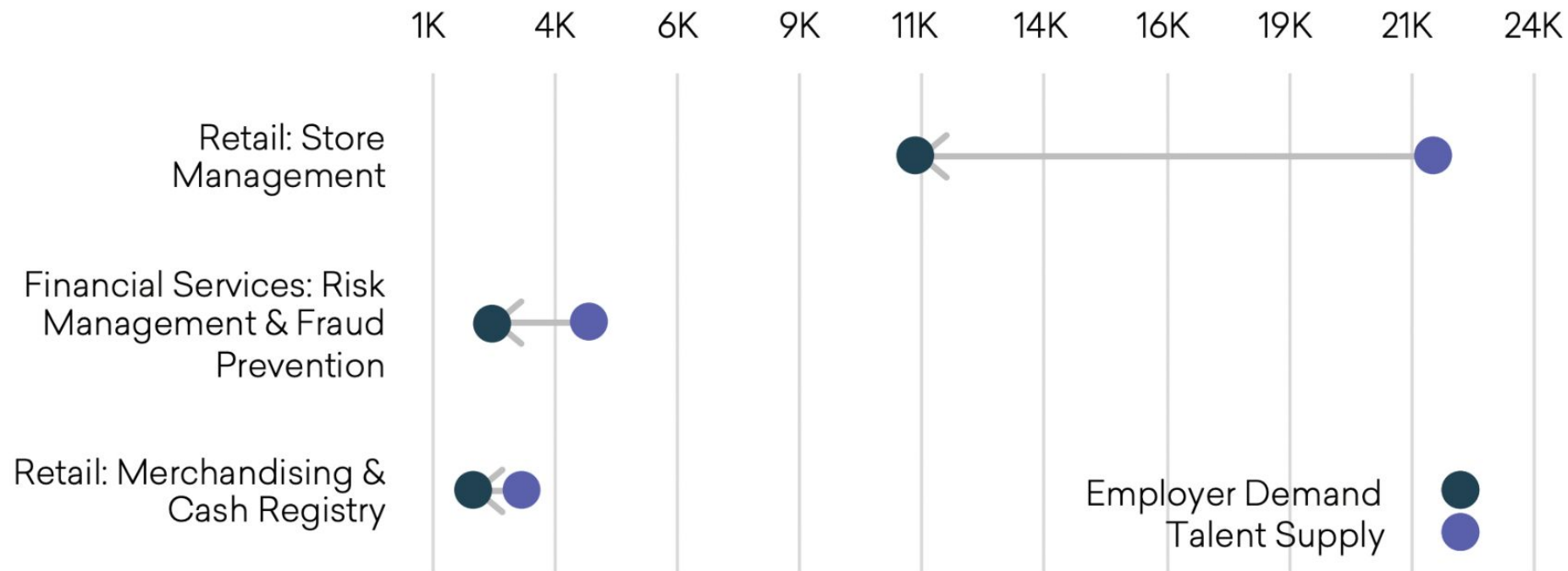
Career area transition

FIGURE 4: CAREER AREA SUPPLY-DEMAND GAPS IN THE HONOLULU MSA WITH MEDIAN ANNUAL SALARY (JANUARY 2019-DECEMBER 2020)



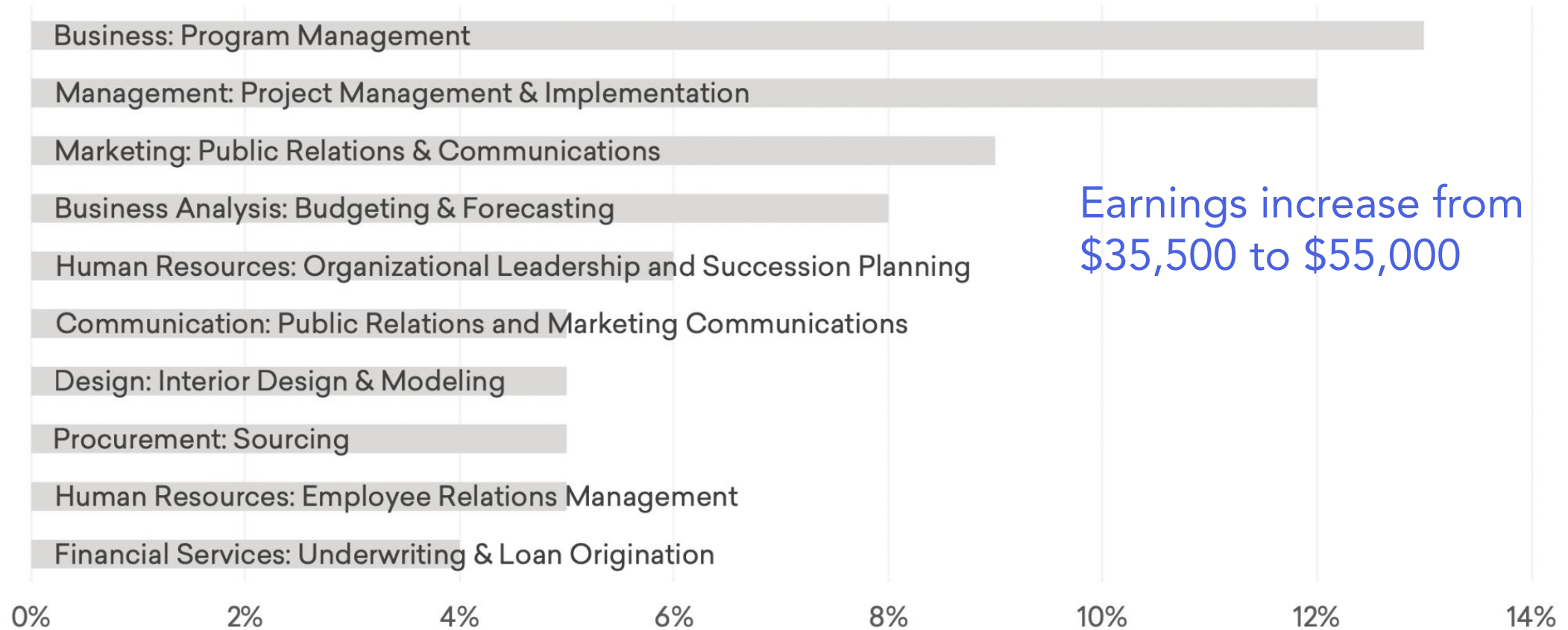
Store Management skills in oversupply

FIGURE 12: TALENT SURPLUSES OF SALES & CUSTOMER SERVICE SKILL CLUSTERS IN HONOLULU MSA



Transition to PR & Communications

FIGURE 15: MOST FREQUENT TRANSITIONS FROM RETAIL: STORE MANAGEMENT SKILL CLUSTER



Overlapping skills and upskilling

HOW CAN WORKERS TRANSITION FROM RETAIL: STORE MANAGEMENT INTO MARKETING: PUBLIC RELATIONS & COMMUNICATIONS?

These two roles share these skills:

- Accountability
- Detail Oriented
- Interpersonal Communications
- Professionalism

These skills are needed in the new role:

- Adobe Photoshop
- Branding
- Copywriting
- Editing
- Planning
- Media Relations
- Written Communications (Press Releases, Newsletters, Social Media)

Source: Emsi Burning Glass Skills.



- Business & Finance; Healthcare; Hospitality, Recreation, & Personal Services; and IT & Math show promise of short- and long-term resiliency
- Significant overrepresentation exists within low paying, but in-demand career areas—Transportation & Warehousing—for Black, Hispanic, and male workers in Tampa
- More than 10 roles have been identified in the Tampa MSA as the initial step of career pathway opportunities to address equity gaps



In Review

- EDOs / chambers use skills-based data to provide more targeted analytics when competing for specific projects or when conducting business development with specific industries
- Workforce development groups use skills-based data to better align talent initiatives - meeting industry demand and preparing populations for greater economic opportunities

Recommendations

If you haven't yet, examine your region through the lens of skills.

- See how industry clusters and skill clusters are same/different.
- Determine comparative advantages based on skills.
- Identify skill overlap in roles and across industries to develop more clearly defined career pathways.

Questions?



Contact



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