

East Bay Workforce Trends and Issues

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Two Key Findings

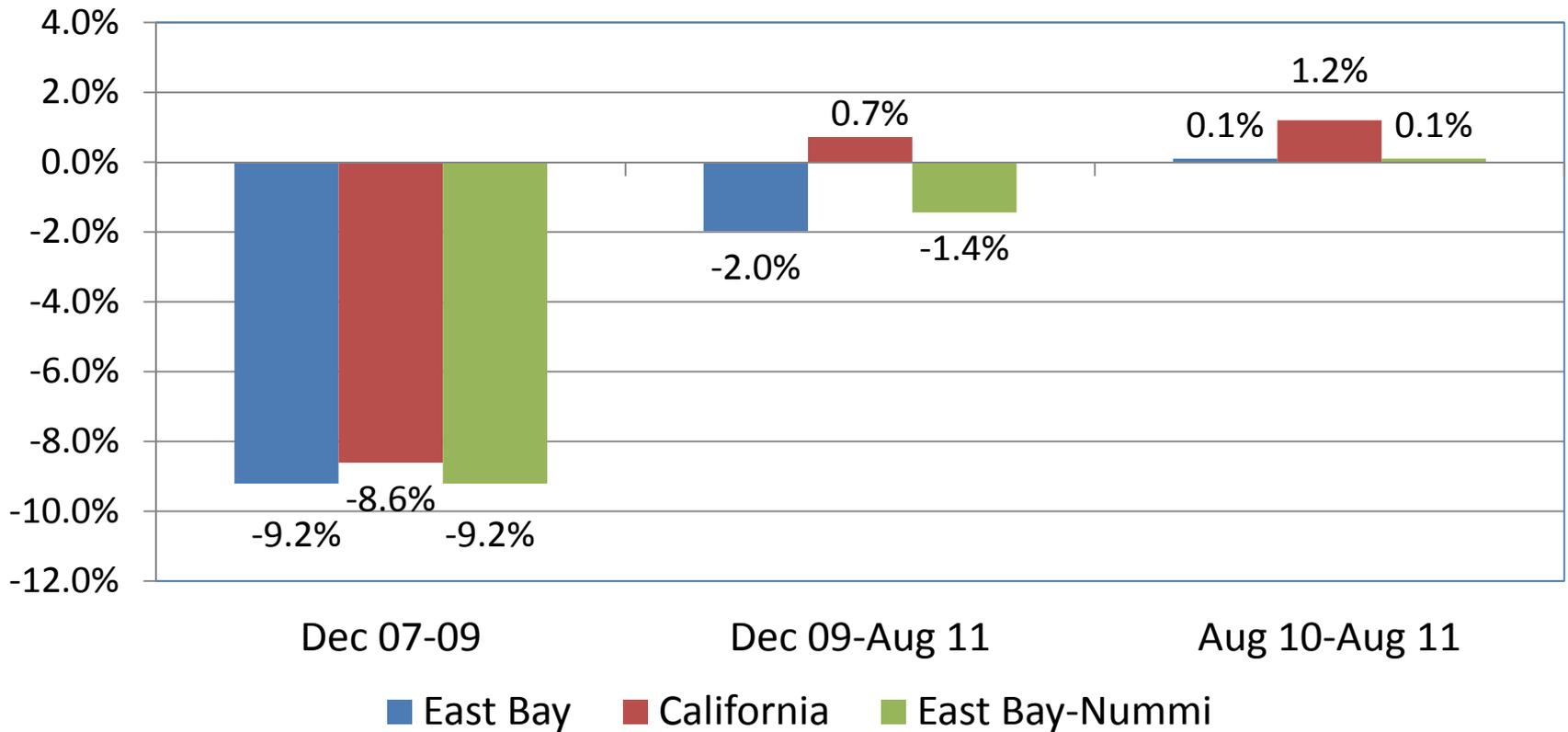
- Access to a skilled workforce is the premier attraction for locating in the East Bay. Most of the activities that help job seekers help businesses and vice versa.
- While a return to job growth is expected, still seven in ten new job openings will come from replacing existing workers. This ratio is higher in many sectors where little or no job growth is expected. Job seekers seek job openings, wherever they come from.

Three Trends to Acknowledge

- The East Bay is just returning to slow job growth after a recession that was devastating for families and businesses and deeper than for many other Bay Area sub-regions.
- While the East Bay has higher educational attainment and income on average compared to the nation, there are pockets of severe poverty and poor academic performance.
- The focus of this report was on preparing for the future, not on fighting current joblessness.

The East Bay Recession

Change in Nonfarm Wage and Salary Jobs



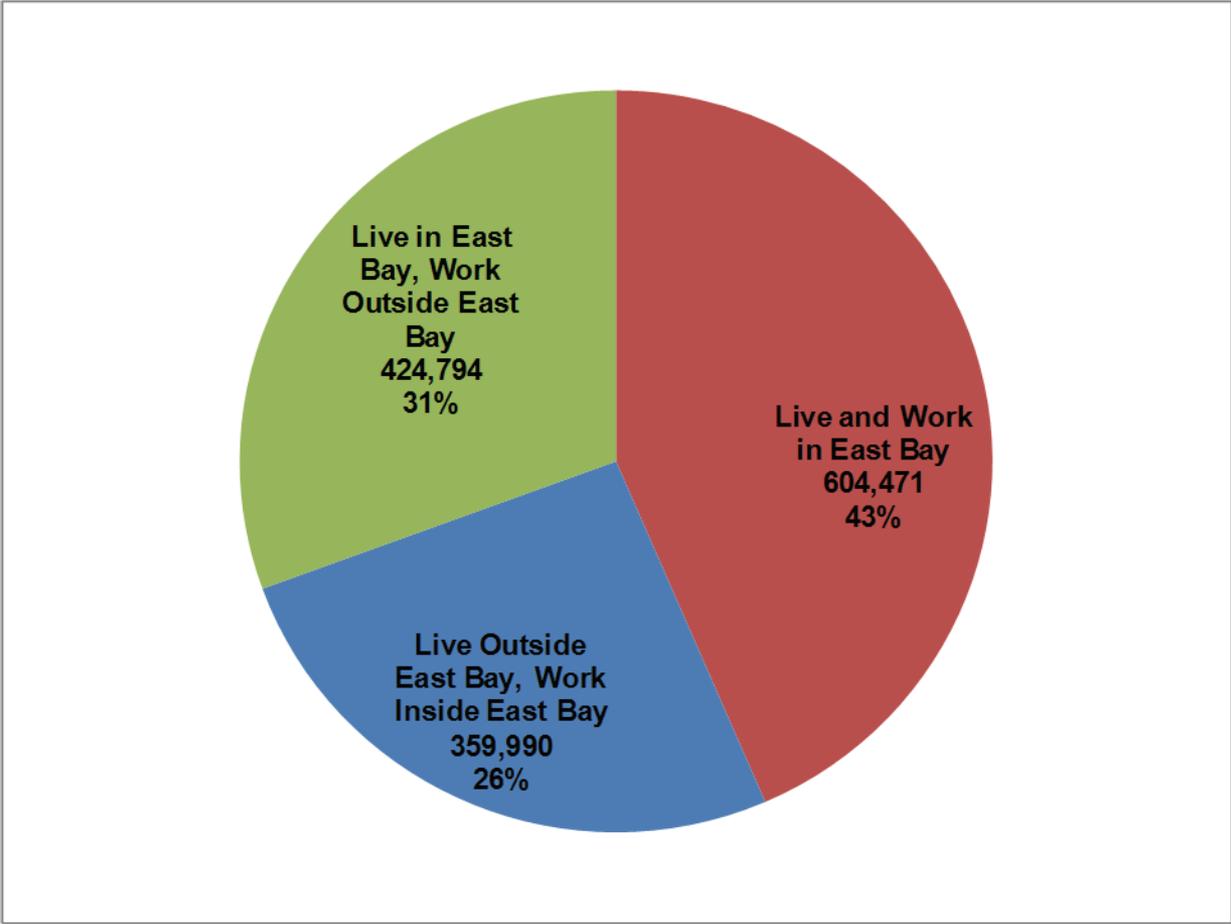
East Bay Profile

	East Bay	California	U.S.
College Graduate	46.5%	37.5%	35.2%
Not Complete High School	13.4%	19.5%	15.1%
Poverty Rate	10.0%	13.2%	13.5%
Median Household Income	\$71,187	\$58,931	\$50,221
Self-Employed Workers	8.5%	8.9%	6.7%
Unemployment Rate	6.2%	7.0%	5.9%

Source: 2009 American Community Survey,

Unemployment Rate: California EDD, BLS: 2000-2010 average

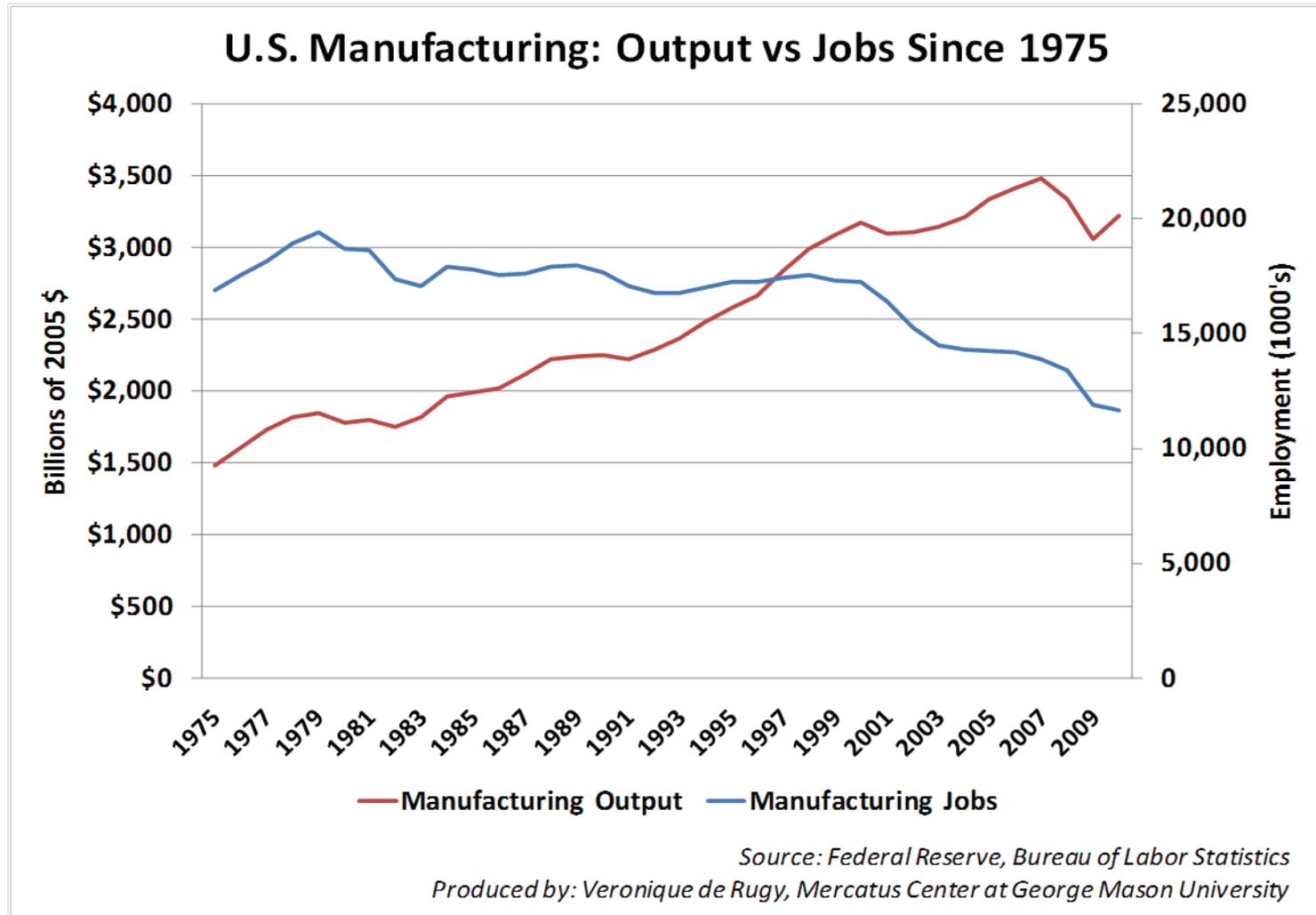
East Bay Connected to Bay Area



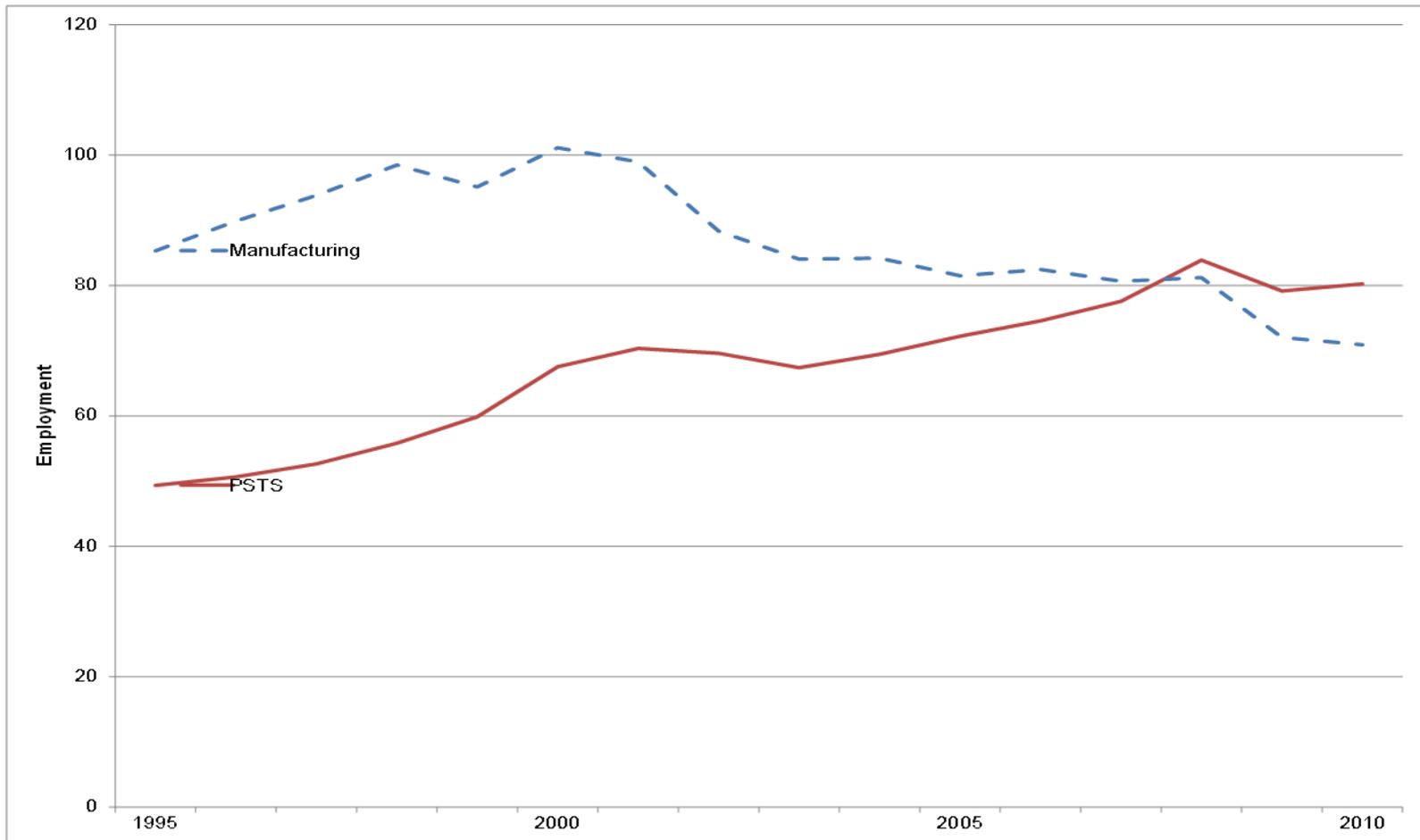
East Bay a Lot Like Bay Area and Nation

- Our profile of jobs and occupations by major sector are similar. There are areas of comparatively high concentration but these are small relative to the whole economy.
- In terms of basic/export/driving industries, the nation will be led by professional, technical, scientific and information services and the Bay Area has a competitive advantage.

Manufacturing—Productivity Gains Outpace Sales, Jobs are Lost



East Bay Jobs—Manufacturing and Prof, Tech, Sci. Services



Focus on Job Openings

- Old EDD projections—for every new job in next ten years, there will be 3 replacement job openings. With the recession it is more complicated but still most openings are for replacement not new jobs.
- In production, repair and material handling more than 90 100% replacement.
- In sales, office and construction 80% replacement.
- Even in professional and management, nearly 70% replacement except for health care and selected high growth occupations.

Job Openings and Skills Shortages/Mismatches

- Not many job openings or shortages today.
- Preparing for the future
 - Need more STEM trained workers
 - Need to replace college trained retiring boomers
 - High school dropout rates not compatible with future skill needs
 - Need focus on skill needs not requiring a four year degree

Middle Skill Jobs—Some with Growth, All Have Replacement Needs

- From America's Edge and the National Skills Coalition—some examples
 - carpenters and plumbers
 - dental hygienists and medical lab techs
 - police officers, firefighters and EMTs
 - machinists and aircraft mechanics
 - heating and AC installers, people to repair our increasingly tech homes, offices and cars
 - delivery/truck drivers

One Stops and Job Seekers Working for a Prosperous Future

- Learning the new trends in job search and resume preparation. Matching workers and jobs in the world of LinkedIn, craigslist and online job applications.
- Finding ways to help job seekers “show, not tell”
- Keeping busy in a time of unemployment—matching workers with nonprofits

How Can We Help

- Increase educational attainment and graduation for high school students
- Expand post-secondary training and education opportunities—college and others
- Support lifelong learning and training opportunities for current and future workers

Workforce Boards and Business Collaborating to Compete

- Businesses are a great source of real time labor market information
- Businesses can participate in Linked Learning and other ways to show students the importance of education and math
- All hands on deck needed to support schools, community colleges and programs that help students and workers replace retiring boomers AND the new jobs of the future

Getting the Future Right for Job Seekers, Students and Businesses

- A partnership effort—but workforce boards are the partner that sees how the other partners must work together
- Seeing beyond the current unemployment crisis—replacement job opportunities bring both **CHALLENGE** and **HOPE**