Promoting Local Employment Dynamics Use in Your State

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2010 LED Partnership Workshop
March 12, 2010
LED Offers Something for Everyone!
(at least those who need employment data)

- Is everyone in your state who should be using LED data using it?
  - Businesses
  - Policy makers
  - Researchers
  - Your coworkers
How Do We Promote LED?

- Ideas for promoting LED…
- Some examples from Oregon…
Share the Fun with Coworkers

• Let them know when your state’s new data is in
  • The quarterly reminder about LED will keep things fresh

• Share data requests and your research

• Inform them of new tools and training opportunities

• Bring this workshop home with you
From Your LMI Shop

- Quarterly articles using LED data and tools

- Access from your state’s website
  - QWI Dashboards
  - Links
Access From Your State’s Website
Taking it to the Streets

1. Get LED data and tools in front of people
2. Show off the power of QWI and OnTheMap
3. Tell them how awesome these tools are
4. Show them where to find it and how to apply it
Customers Who Love LED Data

- Workforce Investment Boards
- Employment Department staff (and partners)
- One-Stop Career Centers
- Community colleges
- Economic development
  - State
  - Local
  - Private
- Businesses
- Real estate agents
- Chambers of commerce
- Neighborhood associations
- Schools
- Elected officials
- Fundraisers
- Others….

“It’s a river, not a wall.”
Ontario, Oregon-Idaho Micropolitan Statistical Area

Malheur County, Oregon + Payette County, Idaho = an integrated labor market

… responding to Ontario Area Chambers of Commerce, economic development directors, and other business leaders: “Where can we get customized, interstate, regional labor market information that we need to make informed business decisions?”

Malheur County:
- Oregon’s second largest county: 9,926 square miles
- Population: 31,675 (2008); 3.2 people/square mile

LABOR SHED – where Ontario Micropolitan Statistical Area workers live (18,969 primary jobs)
- Malheur County: 7,788 (41.1% of area workers)
- Payette County: 5,732 (30.2%)
- Neighboring Idaho Counties (~ 60-mile drive)
  - Canyon: 1,342
  - Washington: 905
  - Ada: 716
  - Gem: 308
- Other locations, including other Idaho counties: 2,178

Payette County:
- Idaho’s smallest county: 410 square miles
- Population: 22,966 (2008); 56.0 people/square mile

The Top 5 – Breakdown of 18,969 Primary Jobs by Industry Type
1. Retail trade: 3,233 (17.0%)
2. Health Care and Social Assistance: 2,228 (11.7%)
3. Manufacturing: 2,189 (11.5%)
4. Public Administration: 2,142 (11.3%)
5. Educational Services: 1,897 (10.0%)

Jobs by Worker Age
1. Age 30 & younger: 24.7%
2. Age 31-54: 55.4%
3. Age 55 & older: 19.9%

Jobs by Earnings Paid
1. $1,250 per month or less: 5,222 (27.5%)
2. $1,251 to $3,333 per month: 9,053 (47.7%)
3. More than $3,333 per month: 4,694 (24.7%)
It’s no secret that newspapers are cutting back (even though there’s still demand) 

Newspapers will welcome local economic reports (even if the writing’s a little dry)
**Wages of New Hires in Oregon’s Healthiest Industry**

*Numbers show why job-seekers consider health care industry*

Earnings of New Hires and of All Workers  
First Quarter 2008, Oregon

<table>
<thead>
<tr>
<th>Industry</th>
<th>Stable New Hires</th>
<th>All Workers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number of New Hires</td>
<td>Average Monthly Earnings</td>
</tr>
<tr>
<td>Health care and social assistance</td>
<td>14,575</td>
<td>$2,078</td>
</tr>
<tr>
<td>Ambulatory health care services</td>
<td>4,445</td>
<td>$2,658</td>
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<tr>
<td>Nursing and residential care facilities</td>
<td>4,074</td>
<td>$1,599</td>
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<td>Social assistance</td>
<td>3,755</td>
<td>$1,261</td>
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<td>Hospitals</td>
<td>2,301</td>
<td>$3,216</td>
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<tr>
<td>All Industries</td>
<td>117,432</td>
<td>$1,921</td>
</tr>
</tbody>
</table>

*Source: U.S. Census Bureau, Local Employment Dynamics*
Taking it to the Research Community
(How will researchers discover LED?)

• Conferences
  *Pacific Northwest Regional Economic Conference*

• State Data Centers
  *Portland State University*

• Journal articles
  *Marine Resource Economics*
http://www.census.gov/
I welcome your comments and ideas.

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