



# Using Quarterly Workforce Indicators to Quickly Write Interesting Articles

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# Labor Market Information Office

- **DEED has used QWI in a variety of articles**
  - Exploring the aging and changing diversity of Minnesota's workforce by industry and geography
- **DEED has two award-winning monthly and quarterly publications**
  - Minnesota Employment Review
  - Minnesota Economic Trends
- **DEED's Regional Analysis & Outreach unit also creates Regional Profiles and custom reports that utilize QWI**

# Greater Diversity in Greater Minnesota

- **Economic Trends completely devoted to Minnesota's racial economic disparities**
  - Used QWI to look at the number of jobs held by workers of each race group and Hispanic/Latino origin, broken down by industry
    - *Change from 1995-2014*
  - Included a Case Study from a local long-term care facility
- [https://mn.gov/deed/assets/dec-2015-TRENDS-Cameron\\_tcm1045-202488.pdf](https://mn.gov/deed/assets/dec-2015-TRENDS-Cameron_tcm1045-202488.pdf)

## Case Study: Morningside Heights Care Center

**M**orningside Heights Care Center, a 76-bed long-term care facility that is part of Avera Marshall Regional Medical Center in Marshall, has doubled the diversity of its workforce in recent years.

Avera's Kimberly Torkelson said 27 percent of the care center's workforce is now of a race or origin other than white alone. Five years ago that figure was at 13 percent.

When fully staffed, the care center employs more than 100 direct care employees, including registered nurses (RNs), licensed practical nurses (LPNs), neighborhood coordinators, certified nursing assistants (CNAs), trained medication assistants (TMAs) and dietary aides. Currently, Morningside Heights has openings for CNAs, TMAs and LPNs.

In an effort to reach out to new workers, Avera has held question-and-answer sessions with community members and leaders of different races and cultures. Attendees toured the facility and had a chance to ask questions.

"One of the things we learned was that there was a need for more than CNA positions here, as many people do not have their certifications right away," Torkelson said. "So, we redesigned our scheduling and created two dietary aide positions. These positions do not require a CNA certification and can be used as a stepping stone to a CNA position. It helps the individual gain a working knowledge of how our facility operates and a bigger glimpse of what CNA work looks like."

Avera also has been working with DEED WorkForce Center partners, including the Southwest Minnesota Private Industry Council and Adult Basic Education.

One particularly effective program has been Minnesota FastTRAC (now known as Pathways to

Prosperity), which helps under-prepared adults learn basic job skills and career-specific expertise in high-demand occupations. The program has helped applicants develop their skills as dietary aides.

"We have hired many of these students, and it has been wonderful watching them grow into their new roles here at Avera," remarked Torkelson. "Many of the employees of other cultures that we have employed here have come from these programs."

Employee referrals have also played a large role in attracting a diverse workforce. "Employees like it here, and they encourage their friends and relatives to seek positions here as well," Torkelson said.

Morningside Heights has a couple of residents who speak only Spanish. Having Latino staff members who can communicate with them leads to more comfort and satisfaction for residents, she said.

"It is enjoyable watching the staff and residents learn more about the cultures of the staff and residents we have here. They feel comfortable asking questions and sharing about their individual backgrounds," she added.

Avera knows that it is competing in a tight labor market where many businesses are looking for help. Torkelson's advice is to talk with employees and seek their opinions on hiring and retention, because some of the best ideas come from current staff.

"We are tasked with making our positions and organizations look attractive and different from the rest. This can be a difficult thing in today's world," Torkelson said. "I would suggest to have an open mind and to think outside of the box. Be creative with your staffing. Just because something has worked for the last five to 10 years, does not mean that it will work today. Change things up."

# Greater Diversity in Greater Minnesota

- Employment Review article focused on changing workforce demographics in Greater MN
  - Used QWI to look at the number of jobs held by workers of each race group and Hispanic/Latino origin, broken down by region
- <https://mn.gov/deed/assets/january-review/tcm1045-194512.pdf>

Table 5

Northwest Minnesota Workforce Demographics

	2014 Number of Jobs	2014 Percent of Jobs	1995-2014 Change	2010-2014 Change
All Races	222,740	100.0%	+25.0%	+8.4%
White Alone	208,331	93.5%	+21.4%	+7.3%
Black or African American	2,657	1.2%	+325.1%	+64.4%
American Indian or Alaska Native	6,841	3.1%	+90.1%	+21.3%
Asian or Other Pacific Islander	2,246	1.1%	+100.4%	+12.2%
Two or More Race Groups	2,665	1.2%	+123.9%	+28.8%
Hispanic or Latino	6,704	3.0%	+129.2%	+27.0%

Source: Quarterly Workforce Indicators (QWI)

Table 6

Southeast Minnesota Workforce Demographics

	2014 Number of Jobs	2014 Percent of Jobs	1995-2014 Change	2010-2014 Change
All Races	239,339	100.0%	+17.3%	+5.7%
White Alone	223,392	93.3%	+13.1%	+4.9%
Black or African American	6,334	2.6%	+292.4%	+35.5%
American Indian or Alaska Native	961	0.4%	+49.0%	+13.9%
Asian or Other Pacific Islander	6,485	2.9%	+97.7%	+4.3%
Two or More Race Groups	2,168	0.9%	+126.5%	+22.9%
Hispanic or Latino	8,940	3.7%	+189.3%	-0.7%

Source: Quarterly Workforce Indicators (QWI)

## NORTHWEST MINNESOTA

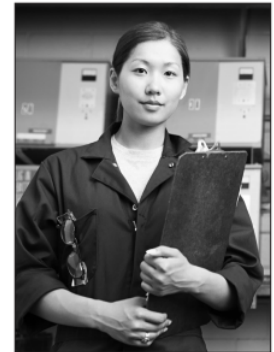
Over 3 percent of the jobs in Northwest Minnesota were held by American Indian or Alaska Natives, making it the largest minority group in the region, just ahead of workers of Hispanic or Latino origin. Just over 1 percent of jobs were held by workers from Two or More Races, Black or African Americans, and Asian or Other Pacific Islanders, respectively.

Northwest Minnesota showed the second fastest regional job growth in the state from 1995 to 2014, adding nearly 45,000 jobs. While over 80 percent of those were filled by White workers, the region also benefitted from a rapid increase in diversity, with the fastest growth experienced by Black or African American workers (see Table 5).

With more than 25 percent of the jobs held by American Indians and only 67.5

percent of the jobs held by Whites, the Arts, Entertainment, and Recreation industry was the most diverse in Northwest Minnesota, followed by Public Administration, tied to the region's tribal governments and casinos.

The fastest growing industry in Northwest Minnesota was Administrative Support and Waste Management, which more than doubled in size from 1995 to 2014. This included rapid increases in the number of jobs held by minorities. The second fastest growing industry in the region was Wholesale Trade, which added over 5,000 jobs from 1995 to 2014, a 74 percent increase. However, 97 percent of the jobs are held by Whites, with Hispanic workers the largest minority group despite holding just 200 of the 12,000 jobs in the industry in 2014.



## SOUTHEAST MINNESOTA

Southeast Minnesota's workforce also became much more diverse over the past two decades. After nearly tripling since 1995, almost 9,000 jobs in the region were held by workers of Hispanic or Latino origin, while the number of jobs held by Asian residents doubled to nearly 6,500, and the number of jobs held by Black or African American workers nearly tripled from 1995 to 2014 (see Table 6).

However, the number of jobs held by Hispanic or Latino workers declined slightly during the recovery in Southeast Minnesota, the only region to see a decline in jobs held by any minority group between 2010 and 2014. Southeast also had the smallest number of jobs held by American Indian or Alaska Natives of the six regions in the state.

Anchored by the Rochester metropolitan area, the largest industry in the region was Health Care and Social Assistance, which provided almost 60,000 jobs in 2014. About 55,000 of those jobs were filled by workers who were White, but another 2,200 jobs were held by Asian or Other Pacific Islanders, and just under 1,700 were filled by Black or African American workers.

# A Seismic Shift

- **Employment Review feature on the aging of the workforce broken down by industry**
  - Highlight on the number of jobs held by workers aged 55 years and over
  - Included links to MN Dept. of Education's report on Teacher Supply & Demand
  - Focused on industries that typically rely on younger workers: Retail Trade, Accommodation & Food Services, and Arts, Entertainment & Recreation
- [https://mn.gov/deed/assets/november-2015-pdf-of-review\\_tcm1045-133413.pdf](https://mn.gov/deed/assets/november-2015-pdf-of-review_tcm1045-133413.pdf)

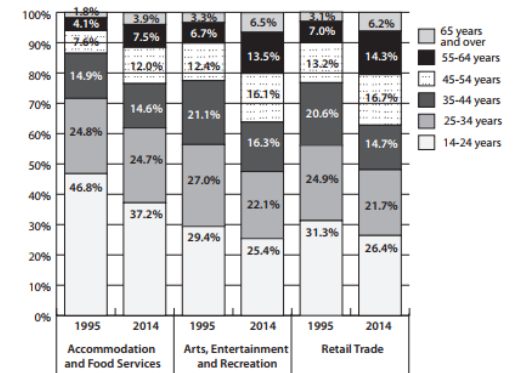


succession planning and knowledge transfer are two major components of Minnesota's Workforce Planning strategy.<sup>3</sup>

## Time Waits For No One

Even the industries that tend to rely on a younger workforce were seeing a shift in their workforce composition over time. The Accommodation and Food Services, Retail Trade, and Arts, Entertainment, and Recreation industries all have more than 25 percent of their jobs taken by workers from 14 to 24 years of age.

Figure 5: Minnesota Workforce Demographics by Industry, 1995-2014



Source: DEED Quarterly Workforce Indicators

In both Retail Trade and Arts, Entertainment, and Recreation the percentage of jobs retained by workers aged 55 years and over jumped from 10 percent in 1995 to 20 percent in 2014, including more than 6 percent that were filled by workers aged 65 years and over. The percent of older workers grew from 5.9 percent to 11.4 percent in Accommodation and Food Services, although that was still the lowest reliance on older workers of all industries in the state (see Figure 5).

As the state's labor market growth slows and the workforce continues aging, businesses in all industries will need to shift their long-term planning to include older workers who may only be available for shorter terms. Several industries already have over one-fourth of their jobs held by workers at or near retirement age, and every industry's workforce composition aged rapidly over the past two decades.

# State of the State

- Economic Trends “state of the state” issue with regional articles
  - Analysis on the number of jobs held by workers aged 55 years and over broken down by region and industry
- [https://mn.gov/deed/assets/southwest\\_tcm1045-249848.pdf](https://mn.gov/deed/assets/southwest_tcm1045-249848.pdf)

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## Late Bloomers

In addition to the overall decline, the labor force will also continue to age over time, with large gains in the number of workers ages 65 and over against huge declines in the number of workers ages 45 to 64 years.

The region, however, is still expected to see gains in the number of entry-level workers and 25 to 44 year olds. Continuing the recent trend, the 25- to 54-year-old age group is expected to make up just 55 percent of the total workforce by 2025. Employers will need to respond to changing labor force availability in the region with new methods of retaining and recruiting workers.

Certain industries will be more affected by the shift to older workers than others. Across all industries, the number of jobs held by workers ages 55 and over jumped by almost 50 percent in the region over the past decade, from 30,517 workers in 2005 to 44,778 workers in 2015.

Across the region, workers over 55 now hold about one-quarter of total jobs, up from 18 percent a decade ago. The industries with the highest shares of older workers include transportation and warehousing,

TABLE 3

Southwest Minnesota Workforce by Industry, Second Quarter 2015

	Total Workers	Jobs Held by Workers 55 Years and Over	
	Number	Number	Percent
Total, All Industries	177,026	44,778	25.3%
Health Care and Social Assistance	29,336	7,499	25.6%
Manufacturing	31,487	7,457	23.7%
Educational Services	18,837	6,128	32.5%
Retail Trade	20,165	4,805	23.8%
Public Administration	9,140	2,664	29.1%
Wholesale Trade	8,475	2,439	28.8%
Transportation and Warehousing	5,209	2,158	41.4%
Finance and Insurance	6,285	1,898	30.2%
Construction	7,834	1,576	20.1%
Accommodation and Food Services	12,686	1,493	11.8%
Other Services	5,295	1,408	26.6%
Professional and Technical Services	4,393	1,090	24.8%
Agriculture	5,238	1,019	19.5%
Admin. Support and Waste Mgmt.	3,805	835	21.9%
Information	2,898	720	24.8%
Real Estate, Rental and Leasing	1,242	447	36.0%
Management of Companies	1,804	427	23.7%
Arts, Entertainment and Recreation	1,679	400	23.8%
Utilities	833	224	26.9%
Mining	373	80	21.4%

Source: DEED Quarterly Workforce Indicators (QWI) program

real estate, rental and leasing, educational services, and finance and insurance. Meanwhile, the health care and social assistance, manufacturing, and educational services industries will have the most replacement needs in the next decade (see Table 3). ■



# Education is the Foundation

- **Employment Review feature on Minnesota's elementary & secondary schools**

- Turnover rates by age group
- Percent of workers aged younger & older than 45 years
- Recent separation & hiring trends by age

- <https://mn.gov/deed/assets/August%202016%20Review%20complete%20tcm1045-258020.pdf>

teachers have also seen significant increased openings in recent years. Substitute teachers are also in demand.

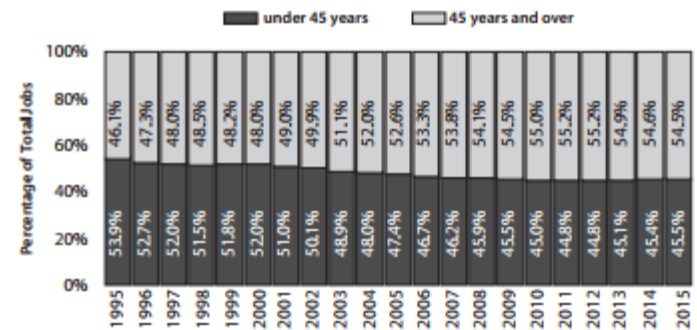
But unlike some other industries, teaching positions do not offer as much flexibility in wages to attract new candidates. While median wage offers for job vacancies have responded to labor market conditions by 7.4 percent since 2011, wages for preschool, primary, and secondary special education teachers increased by 1.6 percent. Preschool teachers are an exception, as wage offers rose to \$10 an hour in 2011 before declining to \$17.51 in 2015, although this is related to a rapid increase in the number of employers requiring a teaching license for those positions (

## Learning Retention

Including the loss of learning that typically happens for students over the summer, schools are facing challenges with teacher retention. The Quarterly Workforce Indicators program shows that the turnover rate for elementary and secondary schools is hovering around 8 percent per decade, was lower than the average for most industries in 18 of the last 20 years, including 10 times when it was lower.

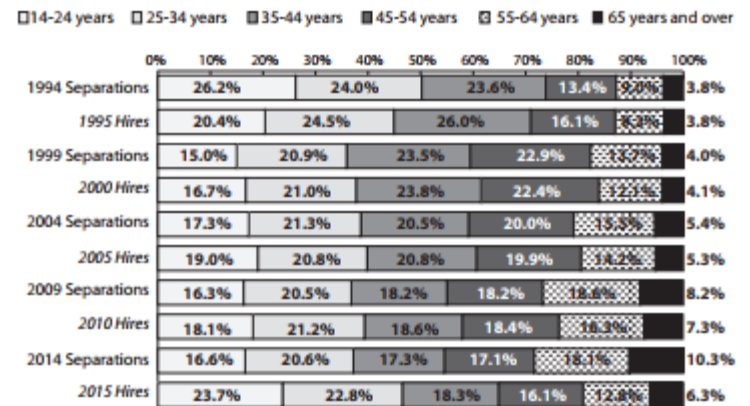
However, turnover is an industry trend for the youngest workers in elementary and secondary schools, with rates close to 30 percent for workers

Figure 3: Workforce Demographics for Elementary and Secondary Schools in Minnesota, 1995-2015



Source: Quarterly Workforce Indicators

Figure 4: Percentage of Separations and Hires by Age Group for Elementary and Secondary Schools in Minnesota, 1995-2015



Source: Quarterly Workforce Indicators

# Education and Jobs

- **Economic Trends feature of workers broken down**

- Educational Attainment by Industry
- Average Monthly Earnings by Educational Attainment by Industry
- Turnover Rate by Educational Attainment by Industry

- [https://mn.gov/deed/assets/december-2012-education-jobs\\_tcm1045-133576.pdf](https://mn.gov/deed/assets/december-2012-education-jobs_tcm1045-133576.pdf)

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In Minnesota, just over 362,000 jobs — or 14 percent of all jobs — are held by workers ages 14 to 24 and are therefore not included in the educational attainment data from QWI

industries listed on the table, fewer than 10 percent of the jobs are filled by people under the age of 25, meaning the data provide a fairly clear picture of educational attainment in those cases.

level of educational attainment, just that workers have achieved that level of education. In many cases, workers are overqualified or underemployed for the jobs they hold (see Figure 1).

TABLE 3

Turnover Rate by Industry by Educational Attainment, 2011

	Turnover Rate				
	Total	Less than H.S. Diploma	H.S. Diploma or Equivalent	Some College or Associate Degree	Bachelor's Degree or Higher
TOTAL, ALL INDUSTRIES	7.7%	10.2%	8.1%	7.5%	7.1%
Agriculture, Forestry, Fishing and Hunting	11.3%	13.2%	10.8%	10.7%	11.6%
Mining and Quarrying	5.2%	8.0%	5.5%	4.5%	5.2%
Utilities	3.0%	5.4%	3.7%	3.1%	2.4%
Construction	10.5%	13.9%	11.3%	9.8%	8.4%
Manufacturing	4.9%	6.2%	4.9%	4.8%	4.8%
Wholesale Trade	5.6%	7.1%	5.7%	5.4%	5.5%
Retail Trade	8.7%	9.7%	8.2%	8.6%	9.1%
Transportation and Warehousing	8.1%	9.7%	8.1%	8.0%	7.7%
Information	7.0%	9.2%	7.6%	6.9%	6.7%
Finance and Insurance	9.1%	11.6%	9.1%	9.0%	8.9%
Real Estate, Rental and Leasing	8.7%	10.6%	8.9%	8.6%	8.1%
Professional, Scientific and Technical Services	7.4%	10.7%	8.5%	7.5%	6.7%
Management of Companies	9.3%	11.5%	9.5%	9.3%	8.8%
Administrative Support and Waste Management	16.1%	19.0%	16.4%	15.7%	15.0%
Educational Services	7.3%	10.3%	8.0%	7.4%	6.6%
Health Care and Social Assistance	6.6%	9.1%	7.3%	6.3%	5.7%
Arts, Entertainment and Recreation	13.5%	15.6%	13.2%	13.0%	13.9%
Accommodation and Food Services	11.4%	11.8%	11.2%	11.4%	11.9%
Other Services (except Public Administration)	8.0%	9.5%	8.0%	7.9%	7.7%
Public Administration	4.1%	6.4%	4.7%	3.8%	3.6%

Source: DEED Quarterly Workforce Indicators program



# A Higher Level of N

- **Employment Review feat on hiring activity during t economic recovery**

- Comparison of vacancies unemployed job seekers
- Stable New Hires broken down by Industry
- Stable New Hires broken down by Educational Attainment by Industry
- Change in Stable New Hires by Age Group over 5 years

- [https://mn.gov/deed/assets/june-2015-review\\_tcm1045-133269.pdf](https://mn.gov/deed/assets/june-2015-review_tcm1045-133269.pdf)

almost 24,500 stable new hires in the first quarter of 2014. Combined, three industries accounted for half of the total new hires in the

largest number of stable new hires were logged in Administrative and Waste Management, which includes staffing — suggesting that even temporary job opportunities are becoming more permanent. That quarter had nearly 16,000 stable hires in the first quarter of 2014, many of whom were placed in the manufacturing industry, which

Figure 3: Minnesota New Hires, Stable, Q1 2014

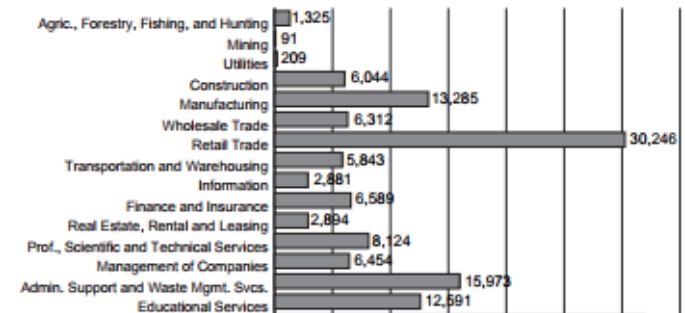
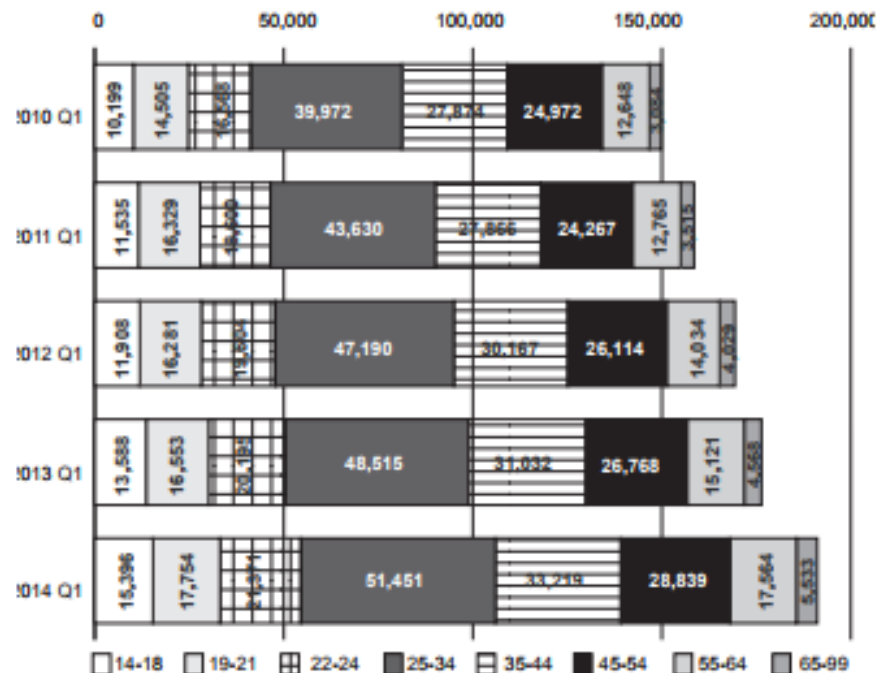


Figure 5: Minnesota New Hires, Stable, by Age Group, 2010 - 2014



Source: DEED QWI program

# THANK YOU!

- **Questions?**
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