ENGINEERING AND MANUFACTURING WORKFORCE PARTNERSHIP SEMINAR

SEPTEMBER 2021

RealTime Talent

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WHAT TODAY IS ABOUT

- Analyze and identify trends
- Build connections between data and action
- Explore new insights available
- Identify impactful, high-priority strategies

RealTime Talent

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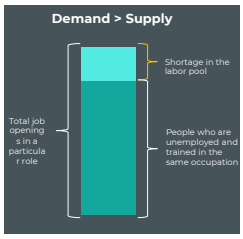
TODAY: THE TALENT SHORTAGE STILL LOOMS



The Opportunity

Newly Available Local Pool of Talent
- Unemployment
- Individuals who have dropped out of the labor force

The Problems

Insufficient Labor Pool
- Not enough eligible workers to maintain economic growth
- Geographic mismatch of talent and opportunities
- Misalignment between supply and demand at the skills level

Inefficient Labor Market
- Persistent employment disparities
- Low job satisfaction and high turnover
- Ineffective means of finding talent

RealTime Talent

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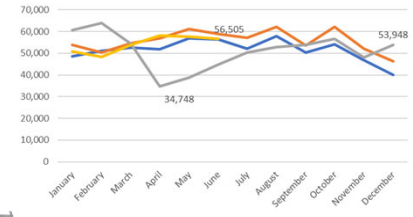
JOB POSTING TRENDS

MSP Metro

Total Unique Job Postings in the 7-County MSP Metro



- March 2020 job postings were down **0.6%** from March 2019 volumes
- April 2020 job postings were down **39%** from April 2019 volumes
- June 2021 job postings were up by almost **25%** from June 2020 numbers, with first and second quarter trends thus far for 2021 tracking

SOURCE: RealTime Talent data provided to Star Tribune on 8/3/2020, updated 10/2/2020 and 1/11/2021. Gartner TalentNeuron, new jobs advertised online by month in 2018 to 2021.

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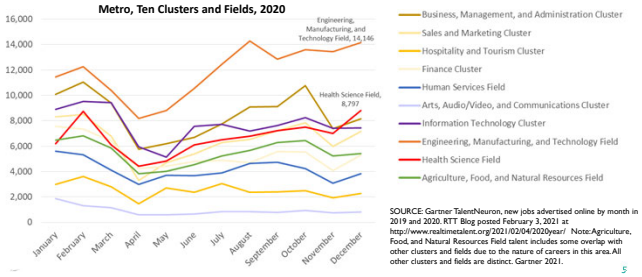
MSP Metro

SECTOR TRENDS

Total Unique New Job Postings, Monthly, MSP 7-County Metro, Ten Clusters and Fields, 2020



SOURCE: Gartner TalentNeuron, new jobs advertised online by month in 2019 and 2020. RTT Blog posted February 3, 2021 at http://www.realtimetalent.org/2021/02/04/2020year/ Note:Agriculture, Food, and Natural Resources Field talent includes some overlap with other clusters and fields due to the nature of careers in this area.All other clusters and fields are distinct. Gartner 2021.

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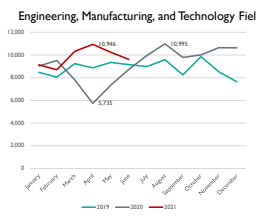
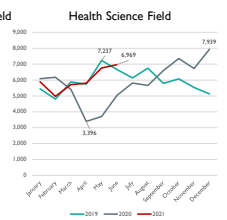
MSP Metro

SECTOR TRENDS: RISING DEMAND

Total Unique New Job Postings, Monthly, MSP 7-County Metro





- **Engineering, Manufacturing, and Technology** occupations were up 6% in 2020 compared to 2019
- **Health Science** occupations were up 11% in 2020 compared to 2019

SOURCE: Gartner TalentNeuron, new jobs advertised online by month in 2019 and 2020. RTT Blog posted February 3, 2021 at http://www.realtimetalent.org/2021/02/04/2020year/

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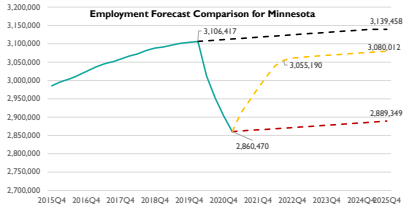
TOMORROW: AN OPTIMISTIC STATEWIDE EMPLOYMENT FORECAST

- Baseline annual growth rate: 0.2%
- COVID-19 modeled annual growth rate: 1.5% (due to additional losses observed)

Career Field Forecasts

Employment Forecast Comparison for Minnesota



SOURCE: RealTime Talent analysis of Chmura JobsEQ 2021Q1 dataset. Baseline data based on Bureau of Labor Statistics. All models include self-employment.

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TOP 5-YEAR MINNESOTA TALENT SHORTAGES

Occupational shortages are most severe in:

- Health Science
- Information Technology
- Finance
- Science, Tech, Engineering, and Math

Overall, occupations forecasting shortage are:

- High-wage
- High-skill
- Require a postsecondary degree

SOURCE: RealTime Talent analysis of Chmura JobsEQ 2021Q1 dataset. Baseline data based on Bureau of Labor Statistics. All models include self-employment.

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TOP 5-YEAR MINNESOTA TALENT SURPLUSES

Talent surplus was accelerated from pre-pandemic estimates, particularly in:

- Hospitality & Tourism
- Entry-Level Business, Management, & Administration
- Warehouse and Assembly (have begun to move up in surplus just in the most recent analysis compared to early pandemic)

Overall, occupations forecasting surpluses are:

- Low-wage
- Saw dramatic drops in job postings during the pandemic
- Require only a high school diploma

SOURCE: RealTime Talent analysis of Chmura JobsEQ 2021Q1 dataset. Baseline data based on Bureau of Labor Statistics. All models include self-employment.

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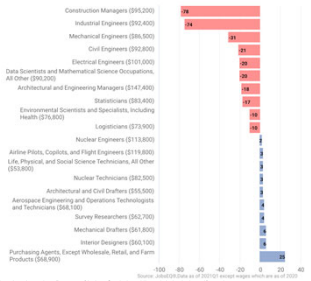
OCCUPATION GAPS

Looking specifically at shortages in Engineering, Manufacturing, and Technology occupations that require a 2-year degree or higher…

Annual Average 5-Year Occupation Gaps in Engineering, Manufacturing, and Technology Career Field in Minnesota, 2021



SOURCE: RealTime Talent analysis of Chmura JobsEQ 2021Q1 dataset. Baseline data based on Bureau of Labor Statistics. All models include self-employment.

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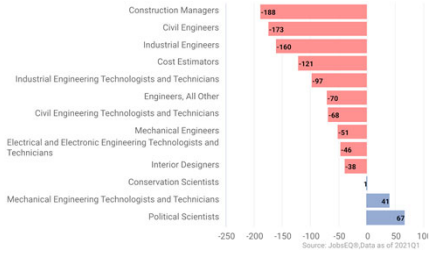
AWARD GAPS

Critical shortages of **postsecondary awards** mean that employers have limited talent that meets their hiring requirements and increasing new talent pools will be delayed by the time it takes to educate that talent.

Annual Postsecondary Award Gap in Engineering, Manufacturing, and Technology Career Field in Minnesota, 2021



SOURCE: RealTime Talent analysis of Chmura JobsEQ 2021Q1 dataset. Baseline data based on Bureau of Labor Statistics. All models include self-employment.

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SKILL GAPS

Critical shortages of **skills** layered on top of talent shortages and lower volumes of postsecondary awards conferred compound negative impacts on our ability to recover quickly and equitably.

Skill Gaps in Engineering, Manufacturing, and Technology Talent to Opportunities in Minnesota, 2021

SOURCE: RealTime Talent analysis of Chmura JobsEQ 2021Q1 dataset. Baseline data based on Bureau of Labor Statistics. All models include self-employment.

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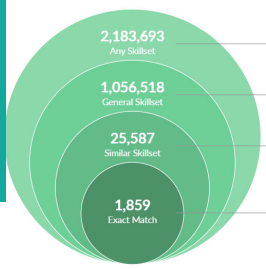
STRATEGIES FOR RAPID REEMPLOYMENT

Revisiting wage, education requirements, and experience requirements from an employer lens can expand the possible talent pool and open deeper relationships with education and training providers.

Local Available Talent Pool of Logisticians At $75,000/year



78% of all talent at or below this wage rate today

65% of talent accessible at this wage rate with only loosely related skills

44% of talent accessible at this wage rate with relatively close skillsets that would require moderate retraining

51% of talent accessible at this wage rate with exact experience as an Industrial Engineer

SOURCE: Emsi, Talent Supply by Compensation. Baseline data based on ONET skill classifications, 9/9/2021.

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STRATEGIES FOR RAPID REEMPLOYMENT

Volumes of Talent with Similar Skillsets to Logisticians Currently Earning Less Than or Equal to $75,000/year

Occupation	Workers Making ≤ $75,000/yr
Project Management Specialists and Business Operations Specialists, All Other	17,861
Financial and Investment Analysts, Financial Risk Specialists, and Financial Specialists, All Other	3,793
Logisticians	1,859
Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	1,452
Transportation, Storage, and Distribution Managers	622

SOURCE: RealTime Talent analysis of EMSI 2021Q3 dataset. Baseline data based on ONET skill classifications.

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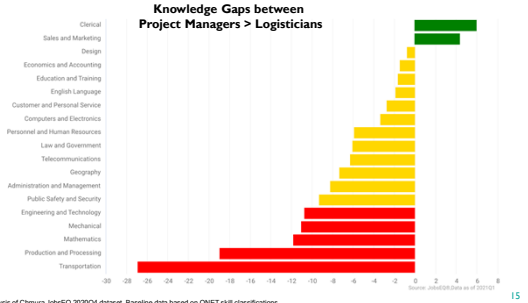
STRATEGIES FOR RAPID REEMPLOYMENT

Knowledge Gaps between Project Managers > Logisticians



SOURCE: RealTime Talent analysis of Chmura JobsEQ 2020Q4 dataset. Baseline data based on ONET skill classifications.

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DISCUSSION AND Q/A

- What questions do you have?
- Based on this data, what new insights have you gained? In what ways does this data validate what you already know?
- How realistic is it for you to use data in this way to create sourcing strategies?
- How could this approach support current staffing strategies and future workforce planning?

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THANK YOU
Erin Olson, Director of Strategic Research erin@realtimetalentmn.org
Reports available at
www.realtimetalent.org/research
@RealTime_Talent
Insights: RealTime Talent Blog
www.realtimetalent.org/insights
Linkedin.com/company/realtime-talent
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EMPLOYMENT AND ECONOMIC DEVELOPMENT

Employee Attraction & Retention – MN Best Practices Workforce Partnership Seminar

Shawn Herhusky | ***Workforce Strategy Consultant, Northeast MN***

Jessica Miller| ***Workforce Strategy Consultant, Southwest and South-Central MN***

Della Ludwig | ***Workforce Strategy Consultant, Central MN***

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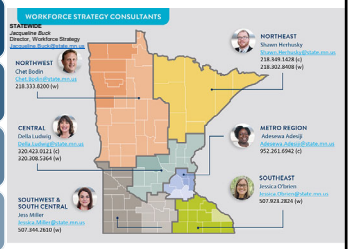
Workforce Strategy Consultants

- Assist employers in increasing the number of applicants and new hires
- Offer employer tools to assist them in reviewing and enhancing their current training programs
- Enhance Diversity, Equity and Inclusion (DEI) within their workplace
- Develop programs that help employers be recognized as an employer of choice in their industry



https://mn.gov/deed/business/help/workforce-assistance/wf-strategy.jsp

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Today's Workforce Needs

Flexibility	Inclusivity	Skill Development
Relationship	Connection/ Team Experience	Remote Access
Opportunity Driven	Desire Purpose	Competitive Pay/Benefits
Options	Work/Life Balance	Family Centered

"YOUR WORKFORCE IS YOUR MOST VALUABLE ASSET. THE KNOWLEDGE AND SKILLS THEY HAVE REPRESENT THE FUEL THAT DRIVES THE ENGINE OF BUSINESS - AND YOU CAN LEVERAGE THAT KNOWLEDGE."

HARVEY MACKAY

@ Lifehack Quotes

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Best Practices in Workforce Development – Flexibility/Benefits

Flexible Options

- Remote work
- Flexible scheduling, school hour shifts, on call options
- Job share (two part time positions = 1 full time position)
- Choose your own hours
- Work from home with kids

Wages/Benefits

- Hiring and retention bonus for both new & current staff and their supervisors
- Unlimited time off, or increased time off based on years of experience (not everyone starts at 1 week vacation)
- Wage increase for those not needing health insurance, extra time off in lieu of wage increases
- Waived waiting period for benefits (health insurance, vacation, 401k, etc.)
- Tiered wages – the more hours you work up to full time, the higher your hourly wage is
- Bonus pay for not calling in/missing work
- Onsite daycare and/or subsidized daycare costs

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Best Practices in Workforce Development - Diversity

Diverse Population Outreach

- Targeted population job fairs & hiring events
- Transportation and group tours for diverse populations
- Bi-lingual leads, iPads with Google Translate available when translator not available
- Traveling career fair trailer
- Somali outreach to fill numerous open positions
- Variety of training materials in multiple languages, including infographics, and kiosk with videos in multiple languages
- Community of Practice to share and receive information and ideas
- Licensed teachers on staff to teach English (paid to learn to English, get GED, etc.)
- Recruiting from other countries with established community supports in place

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Best Practices in Workforce Development - Recruiting

Recruiting Strategies

- Use of social media, live videos, employee spotlight and interviews, tours, engagement in specialized groups
- Virtual and curb side hiring events, hands on application assistance, ability to apply and communicate via mobile device and text
- Hire every applicant that applies
- "Hiring is everyone's responsibility" - Develop media kit, including scripts and resources for current employees to promote your open positions in their communities and to their social media networks
- Host a job fair booth at community events, hire a food truck and sponsor lunch for your community offering onsite interviews
- Post videos on your social media promoting your product and the people who make them

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Best Practices in Workforce Development – Training & Transportation

Training Programs

- Variety of free training programs pre-employment designed to provide basic skills and introduction to the sector
- Paid, day-long interview so job seekers can see the culture and understand the job
- Training program for new hires – meet every day for an hour before going to the floor & contact on every shift
- Develop a "Discovery Academy" with local high schools for training and experiential experiences
- Provides 2-year college degree tuition to dependent children of employees

Transportation Solutions

- Car loan through payroll deduction
- Transportation provided from other communities via bus, provide training during commute

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Best Practices in Workforce Development - Retention

Retention Strategies

- Personalized thank you notes, focused recognition, anniversary gifts, extra benefits
- On site mental health counseling
- Free legal advice for marriage, divorce, wills, etc.
- Chaplain on staff, for spiritual and social well-being
- Focus on diversity, equity, and inclusion (DEI) assessment, initiatives, and cultural trainings
- Incremental retention bonuses for both staff and their supervisors
- Community Liaison and focused staff to assist workforce (and their families) with community supports
- Retention Committee focused on helping employees with barriers to employment and follows up on absences to see how they might be able to assist with a workplace barrier.
- Employer paid tuition for all dependent children of their employees for a 2-year college
- Regular catered lunches, treats, and fun activities
- Offer gift cards to local businesses to support community

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EMPLOYMENT AND ECONOMIC DEVELOPMENT

Leading CareerForce

WORKFORCE STRATEGY CONSULTANTS

WORKFORCE WEDNESDAY

Providing Workforce Solutions for MN Employers

Join us next month on Wednesday, October 6th, at 11 am

for

Manufacturing in Minnesota

9/15/2021

https://www.careerforcemn.com/industry/manufacturing

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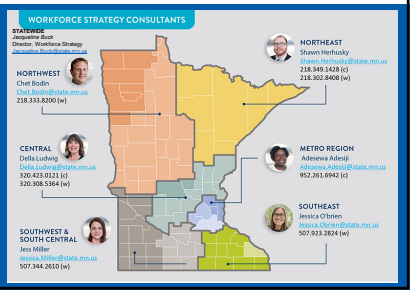
EMPLOYMENT AND ECONOMIC DEVELOPMENT

Leading CareerForce

Thank You!



9/15/2021

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