

**Find the Right Data Method:  
Comparing Workforce Analytics and Community Data Tools**

**WELCOME!**  
While you wait...

**ZOOM Logistics:**

- All attendees are muted.
- At the top of your screen, choose "speaker video" as your viewing option.
- There will be a Q&A session following the presentation.

**HOW to ask questions?**

- Click "Q&A" button at the bottom of your screen.
- Type in your question.
- The moderator will read your question aloud.



**May 19**

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ECONOMIC DEVELOPMENT PARTNERSHIP OF NORTH CAROLINA  
NORTH CAROLINA DEPARTMENT OF COMMERCE

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**Find the Right Data Method:  
Comparing Workforce Analytics and Community Data Tools**


**Presenters**

**Crystal Morphis**  
Founder & CEO – Creative Economic Development Consulting

**Jeff DeBellis**  
Director of Economic Policy & Analysis, Labor & Economic Analysis Division  
NC Department of Commerce

**Morgan Ross**  
Senior Research Manager – Wake County Economic Development

**Elizabeth Saba**  
Research Manager – Economic Development Partnership of NC



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**Find the Right Data Method:  
Comparing Workforce Analytics and Community Data Tools**



**Crystal Morphis**  
Founder & CEO  
Creative Economic Development Consulting

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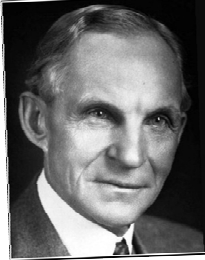
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Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young.

— Henry Ford —

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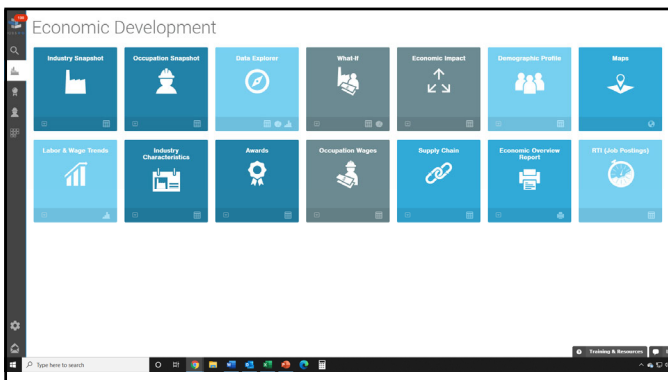
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Industry Snapshot

Manufacturing in North Carolina, 2019Q4<sup>1</sup>

NAICS	Industry	CURRENT			5-YEAR HISTORY			1-YEAR FORECAST				
		Empl	Avg Ann Wages	LQ	Empl Change	Trend	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
311	Food Manufacturing	93,056	\$40,022	1.16	5,668		2.0%	6,983	2,799	4,296	-103	-0.2%
325	Chemical Manufacturing	42,545	\$88,060	1.82	-301		-0.1%	4,148	1,438	2,722	-10	0.0%
332	Fabricated Metal Product Manufacturing	93,326	\$52,700	0.85	2,261		1.2%	4,040	1,409	2,656	-15	0.0%
336	Transportation Equipment Manufacturing	37,729	\$65,992	0.69	5,740		3.4%	3,794	1,333	2,424	37	0.1%
333	Machinery Manufacturing	36,637	\$66,595	1.06	4,322		2.9%	3,038	1,275	2,348	-85	-0.2%
337	Furniture and Related Product Manufacturing	36,413	\$40,670	2.97	1,739		1.0%	3,616	1,542	2,385	211	0.6%
326	Plastic and Rubber Products Manufacturing	95,819	\$35,705	1.60	8,869		2.3%	3,624	1,360	2,472	-209	-0.6%
334	Computer and Electronic Product Manufacturing	33,264	\$128,532	1.01	923		0.6%	2,796	1,063	1,905	-182	-0.5%
313	Textile Mills	20,508	\$42,360	7.90	-1,177		-0.9%	2,236	1,240	1,668	-692	-2.6%
335	Electrical Equipment, Appliance, and Component Manufacturing	22,871	\$67,366	1.84	1,454		1.3%	2,259	864	1,457	-62	-0.3%
321	Wood Product Manufacturing	19,249	\$46,154	1.48	1,630		1.8%	1,994	788	1,319	-112	-0.6%
322	Paper Manufacturing	17,485	\$64,146	1.57	1,511		1.8%	1,620	676	1,166	-221	-1.3%
327	Nonmetallic Mineral Product Manufacturing	16,488	\$58,210	1.27	2,425		3.2%	1,650	645	1,091	-65	-0.5%
339	Miscellaneous Manufacturing	15,982	\$53,038	0.78	-604		-0.7%	1,660	620	1,017	23	0.1%

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## Where to Start

Create a list of data questions

Demos

Trial Periods

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Crystal Morphis  
 CEcD, LEED Green Associate  
[www.creativeedc.com](http://www.creativeedc.com)  
[www.creativesiteassessment.com](http://www.creativesiteassessment.com)  
[www.creativecec.com](http://www.creativecec.com)  
[www.certifiedindustrialbuilding.com](http://www.certifiedindustrialbuilding.com)

# creative

economic development consulting

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**Find the Right Data Method:  
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Elizabeth Saba

Research Manager  
 Economic Development Partnership of NC

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 **Agenda**



WORKFORCE ANALYTICS  
TOOLS WE USE AND WHY



ADVANTAGES AND  
DISADVANTAGES



HOW WE UTILIZE  
WORKFORCE DATA

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 **Workforce Analytics Tools**

- EMSI
- LEAD data tools (d4, AccessNC and others)





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 **Why EMSI?**

Industries
Occupations
Job Postings
Skills
Programs
Demographics

- Understand your region's strengths and weaknesses
- Demonstrate workforce availability
- Know your competition
- Find regions to target for business recruitment

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Elizabeth Saba  
Research Manager  
919-447-7779  
Elizabeth.Saba@edpnc.com

ECONOMIC DEVELOPMENT PARTNERSHIP OF NORTH CAROLINA

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**Find the Right Data Method:  
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**Morgan Ross**  
Senior Research Manager  
Wake County Economic Development

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**Site To Do Business**  
Business Anaylst & ESRI

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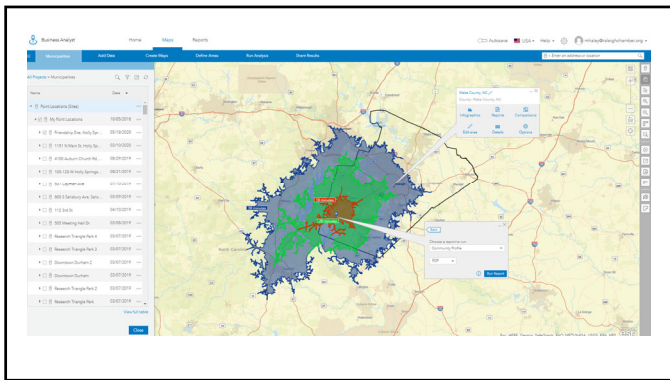
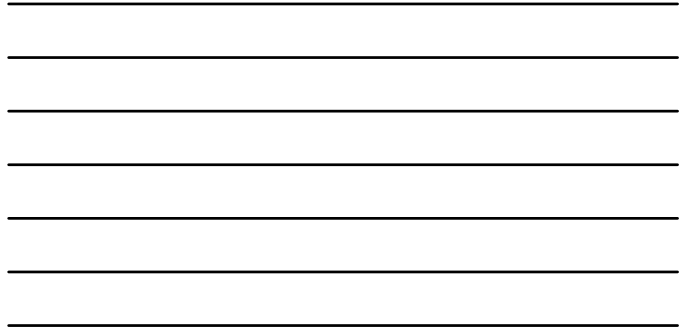
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Category	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>Population</b>	100,000	105,000	110,000	115,000	120,000	125,000	130,000	135,000	140,000	145,000	150,000
<b>Median Household Income</b>	\$40,000	\$42,000	\$44,000	\$46,000	\$48,000	\$50,000	\$52,000	\$54,000	\$56,000	\$58,000	\$60,000
<b>Unemployment Rate</b>	8.5%	8.2%	7.9%	7.6%	7.3%	7.0%	6.7%	6.4%	6.1%	5.8%	5.5%

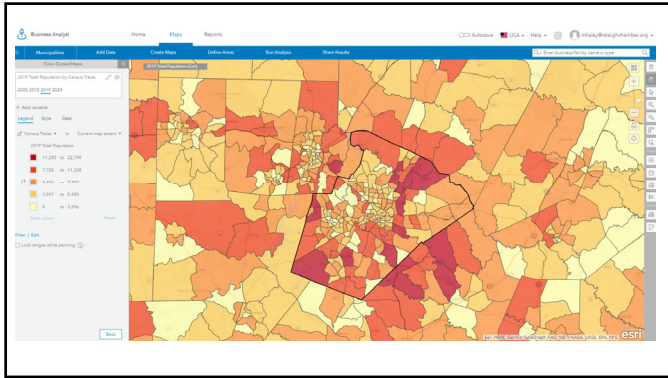
  

Income Level	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>\$0 - \$14,999</b>	15,000	16,000	17,000	18,000	19,000	20,000	21,000	22,000	23,000	24,000	25,000
<b>\$15,000 - \$24,999</b>	12,000	13,000	14,000	15,000	16,000	17,000	18,000	19,000	20,000	21,000	22,000
<b>\$25,000 - \$34,999</b>	10,000	11,000	12,000	13,000	14,000	15,000	16,000	17,000	18,000	19,000	20,000

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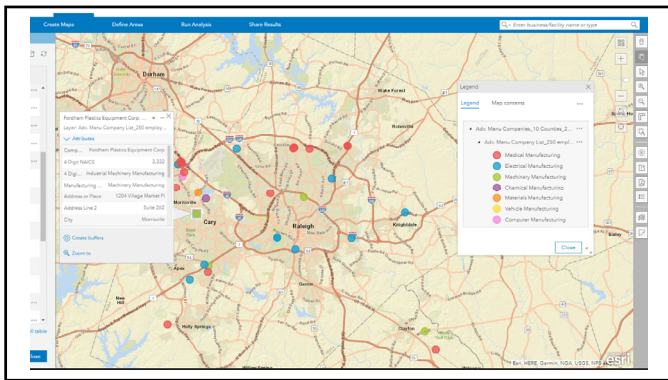
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**Find the Right Data Method:  
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Jeff DeBellis

Director of Economic Policy & Analysis  
Labor & Economic Analysis Division (LEAD)  
NC Department of Commerce

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**FREE** Data Resources

North Carolina  
Department of Commerce  
Labor & Economic Analysis Division

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**LEAD** LEAD's Labor Market Data  
NC DEPARTMENT of COMMERCE

- Businesses** (establishments) by industry – total & by size  
 Demand Driven Data Delivery System  
[D4.nccommerce.com](http://D4.nccommerce.com)
- QCEW** • **Industry Employment** (jobs)  
 • **Industry Median Wages**  
[D4.nccommerce.com](http://D4.nccommerce.com)
- OES** • **Occupations** – total & by industry (staffing patterns)  
 • **Occupational Wages** – bottom 10% to top 10%  
 AccessNC  
[AccessNC.OpenDataSoft.com](http://AccessNC.OpenDataSoft.com)
- LAUS** • **Labor Force** – employed + unemployed  
[AccessNC.OpenDataSoft.com](http://AccessNC.OpenDataSoft.com)

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**LEAD** LEAD Data Resources  
NC DEPARTMENT of COMMERCE

- Long-Term Occupation Projections** – Star Jobs  
 Tools.NCcareers.org
- Long-Term Industry Employment Projections** – Employment Projections
- Occupations by Industry / Industry by Occupation** – Staffing Patterns

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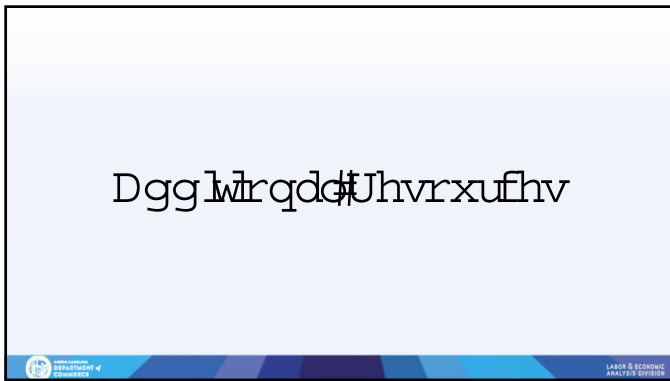
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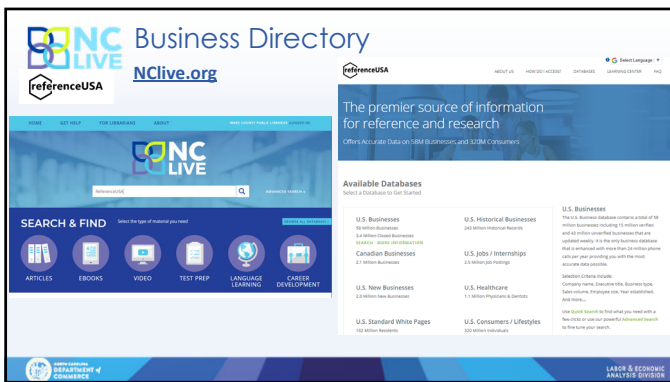
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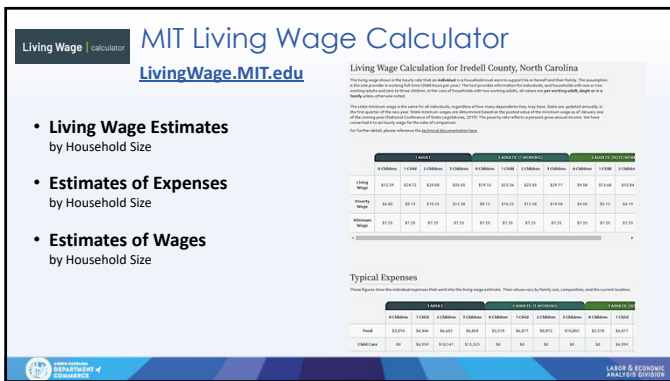
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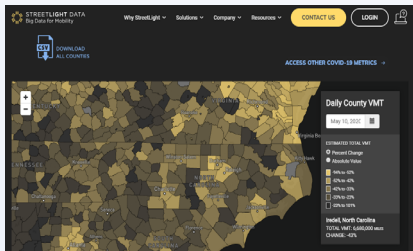
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## Vehicle Miles Traveled

[StreetLightData.com/vmt-monitor-by-county](https://StreetLightData.com/vmt-monitor-by-county)

STREETLIGHT DATA  
Big Data for Mobility



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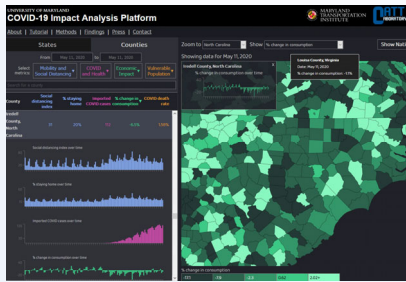
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## Travel & Social Distancing

[Data.Covid.UMD.edu](https://Data.Covid.UMD.edu)

UNIVERSITY OF MARYLAND  
COVID-19 Impact Analysis Platform



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