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.

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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

May 19

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 –
Where to Start

- Create a list of data questions
- Demos
- Trial Periods

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

Elizabeth Saba
Research Manager
Economic Development Partnership of NC

May 19
Agenda

WORKFORCE ANALYTICS TOOLS WE USE AND WHY
ADVANTAGES AND DISADVANTAGES
HOW WE UTILIZE WORKFORCE DATA

Workforce Analytics Tools

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

Why EMSI?

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

Advantages
- User-friendly, easy to navigate
- Aggregates data across dozens of government sources
- Can create and save groups (regional, industry and occupational groups)
- Visualizes data through heat maps and graphs
- Compares data across geographies (states, counties, MSAs, drive times)
- Provides zip-code level data

Disadvantages
- Subscription required
- Methodologies may differ from federal/state sources
- Other sources may provide better accuracy (education data, for example)
Find the Right Data Method:
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Morgan Ross
Senior Research Manager
Wake County Economic Development

May 19

Site To Do Business
Business Analyst & ESRI
Find the Right Data Method: Comparing Workforce Analytics and Community Data

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

May 19
LEAD’s Labor Market Data

- Businesses (establishments) by industry – total & by size
  - QCEW: Industry Employment (jobs)
  - Industry Median Wages
  - Occupations – total & by industry (staffing patterns)
  - Occupational Wages – bottom 10% to top 10%

- Labor Force – employed + unemployed
  - LAUS

LEAD Data Resources

- Long-Term Occupation Projections – Star Jobs
- Long-Term Industry Employment Projections – Employment Projections
- Occupations by Industry / Industry by Occupation – Staffing Patterns
  - Tools.NCcareers.org
### LEAD’s Labor Market Data

#### Advantages
- Quality – widely accepted quality that follows US BLS methods, most collected through employer surveys & administrative data
- County or Regional Labor Markets
- Comparable to Other States – they BLS

#### Disadvantages
- Time Lags – some industry employment data can lag 6 months; projections are only for 10-year periods updated biennially
- Data Suppression – employer identifiable data cannot be published for confidentiality
- Limited Geographies

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### Commuting Data & Maps

#### Defined Geographies
- county, town/city, MSA, WDB

#### Customizable Geographies

#### Where People Commute To

#### Where People Commute From

#### Limited Industries & Wages

#### Limited Demographics

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### Distance & Direction Maps

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Living Wage Estimates by Household Size

Estimates of Expenses by Household Size

Estimates of Wages by Household Size
Vehicle Miles Traveled
StreetLightData.com/vmt-monitor-by-county

Travel & Social Distancing
Data.Covid.UMD.edu
Consumer Spending
Tracker.OpportunityInsights.org

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Q&A Session

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