Topic de jour:
Winners & Losers in Talent Attraction and Retention
C2ER CONFERENCE 2017
Presenters

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Why is Talent Attraction so important?
Talent Attraction

OUTLINE

New Research
New Data
Strategies
What’s Included

METHODOLOGY

- Net Migration
- Overall Job Growth
- Skilled Job Growth
- Educational Attainment*
- Regional Competitiveness
- Annual Openings Per Capita
Top 10 Large Counties (100k+ pop.)

1. Maricopa County, AZ - 31.7
2. Clark County, NV - 31.3
3. San Francisco County, CA - 25.2
4. Lee County, FL - 22.4
5. King County, WA - 22.3
6. Palm Beach County, FL - 21.1
7. Mecklenburg County, NC - 21.0
8. Harris County, TX - 20.4
9. Denver County, CO - 20.0
10. Travis County, TX - 19.9
Large Counties (100k+ pop)

#1 Maricopa County, AZ (Phoenix)

Index Score: 31.7
- Growth for 25+ in Associate Degree or Above: 9%
- Skilled Job Growth: 10%
- Net Migration: +36,000
- Total Job Growth: 10%
- Skilled Competitive Effect: 23,100
- Annual Openings per Capita: 7.7

#595 Cook County, IL (Chicago)

Index Score: -34.5
- Growth for 25+ in Associate Degree or Above: 3%
- Skilled Job Growth: 6%
- Net Migration: -56,600
- Total Job Growth: 6%
- Skilled Competitive Effect: -8,700
- Annual Openings per Capita: 7.3
Top 10 Small Counties (pop 5k-99k)

1. Cameron Parish, LA 92.1
2. McKenzie County, ND 17.4
3. Burke County, GA 15.1
4. Martin County, TX 12.8
5. Twiggs County, GA 11.8
6. Hartley County, TX 10.9
7. Charlottesville City County, VA 10.8
8. La Salle County, TX 10.5
9. Brown County, IL 10.0
10. Lancaster County, SC 9.9
#1 Cameron Parish, LA

- Index Score: 92.1
- Growth for 25+ in Associate Degree or Above: 87%
- Skilled Job Growth: 340%
- Net Migration: -90
- Total Job Growth: 264%
- Skilled Competitive Effect: 3,625
- Annual Openings per Capita: 149.8

#2,239 Mingo County, WV

- Index Score: -11.1
- Growth for 25+ in Associate Degree or Above: -12%
- Skilled Job Growth: -38%
- Net Migration: -435
- Total Job Growth: -38%
- Skilled Competitive Effect: -1,440
- Annual Openings per Capita: 2.7
The Talent Winners, Losers, and Big Middle

In our 2017 talent index, a few counties did very well, a few did very poorly—and many did just OK. This illustrates what authors Enrico Moretti, Mark Lautman, and others have stressed about talent winners and losers emerging in the knowledge economy.
Strategies for Building a Talent Pipeline

1. Talent Attraction: The 0- to 6- Month Strategy
2. Transferable Skills: The 6-Month to 2-Year Strategy
3. Technical & Certificate Programs: The 2- to 4-Year Strategy
4. Advanced Skill Sets: The 4- to 7- Year Strategy
5. Information Gap: The 7- to 10-Year Strategy
6. Starting Early: The 10- to 15-Year Strategy
Talent Attraction: The 0- to 6-Month Strategy

- Find workers who grew up in your area
- Relatives in your area
- Alumni (both high school and colleges)
- Previously worked there
Transferable Skills:
The 6-Month to 2-Year Strategy

• Minimal training with similar skill sets that could transfer to needed positions
• Partner with workforce development boards or workforce training centers
Technical & Certificate Programs: The 2- to 4-Year Strategy

- Partnership between business, EDOs, workforce boards, and colleges
- Program alignment
- Lifelong education
Advanced Skill Sets: The 4- to 7- Year Strategy

- Partnering with 4-year colleges and universities
- Creating curriculum that has longevity
Information Gap: The 7- to 10-Year Strategy

• Invest in Junior High and High School programs that align to workforce needs
• Make students aware of the real-life labor market opportunities in your area
Starting Early: The 10- to 15- Year Strategy

- Early education
- STEM fields
- Computer knowledge (non-STEM fields)
Thank You

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