A User Perspective on Monster Government Solutions' Real-time Labor Intelligence

November 1, 2011
Various Monster properties transcend the aggregation points of each age group to bring our customers the right candidates at the right moment.
Who We Are

- Monster Government Solutions (MGS), a wholly owned subsidiary of Monster Worldwide, Inc.
- Engage with government, workforce boards, education, economic development and research organizations
- Focused on five critical areas: talent attraction, On-line Career Communities Solutions (affinity sites), student recruitment, real-time labor intelligence (RLI) and services

Experience

- Dozens of recent RLI projects for workforce boards, economic development organizations, grants (e.g. Wired, Pathways out of Poverty), public and for-profit colleges/universities and labor-focused research organizations.
A Word About the Role of Real-time Labor Information

“Real time LMI is labor market intelligence derived from the analysis of job postings and resumes placed into public and private labor exchanges…It is labor market intelligence because it can provide indications of supply and demand trends, emerging occupations, current and emerging skill requirements, and market-based demand for education and certifications.”

Sources:
(1) Brookings Institution LMI Forum, Real Time Labor Market Information, 9/27/10
Actionable Research for Critical Decisions

Critical Real-Time Demand and Supply Data Including…
- Occupations
- Industries
- Skills
- Education
- Work experience
- Career Level
- Location
- Green

High-Impact Results and Analysis With…
- On line data and analytic tools
- Customized Report(s)
- Data Feeds
- Consulting
- Surveys
- Partner Solutions

Drives Critical Decisions Related to…
- Business attraction, expansion and retention
- Site selection
- Talent Identification and Attraction
- Talent Supply and Demand
- Developing Workforce Strategy
- Policy & Strategy

Data Analysis & Insights Action
Data Collection, Transformation & Delivery

Data Acquisition
- **Job postings**: data gathered from 1,000+ job boards & other sources of job posting content
- **Talent supply**: job seekers add over 25,500* new resumes to Monster.com each and every day

Data Cleaning and Transformation
- Job postings coded for occupation, industry and multiple locations (town/city, country, state and Census division)
- Along with resumes, seekers provide profile data related to education, career level, work experience as well as target occupation and industry

Product Delivery
- Delivery in multiple formats to multiple platforms.
  -- Browser-based
  -- Excel tables
  -- Customized reports from Monster Government Solution

Source: *Internal Data, average new resumes per day in the U.S., January 2010 - December 2010
* = newly created or updated accounts
Critical Economic Development Questions

- What skills does the region boast? What skills are necessary to sustain the regional economy?
- How do the region’s assets compare to those of other regions?
- What companies should I attract to my region?
- What are my region’s strengths and weaknesses?
- What skills are the employers in my region seeking?
- What should my region’s sector strategy be?
- How can educators better align curriculum with the in-demand skills and jobs in our region?
**RLI to Help the Disadvantaged into Green Career Pathways**

**Client:** National Association of Regional Councils (NARC) as lead on Pathways out of Poverty Grant for four regions (2 in AZ, West Texas and Dayton, Ohio metro area)

**Project:**

**Challenge:** Use research to train and place 500+ residents (in four regions) 18+ who are unemployed, high school dropout, criminal record, or disadvantaged into green career pathway jobs

**Solution:** Combine high level with ongoing market monitoring of green jobs to accelerate placement of job seekers

**Outcome:** Results and insights used to identify the partners, opportunities and adjustments needed to place the 500+ residents in green job career pathways

### Sample Data

**Green Job Volume: 2H 2009 vs. 1H 2010**

<table>
<thead>
<tr>
<th>Color</th>
<th>Jobs 2H 2009</th>
<th>Jobs 1H 2010</th>
<th>Y/Y % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Green</td>
<td>597</td>
<td>1489</td>
<td>11%</td>
</tr>
<tr>
<td>Light Green</td>
<td>1204</td>
<td>2637</td>
<td>24%</td>
</tr>
<tr>
<td>Near Green</td>
<td>1889</td>
<td>152</td>
<td>40%</td>
</tr>
</tbody>
</table>

**Top Dark Green Occupations, 1H 2010**

- Environmental Engineers, All Other: 20
- Environmental Science and Protection: 16
- Water and Liquid Waste Treatment: 7
- Conservation Scientists: 7
- Forest and Conservation Technicians: 6

Based on 6-digit SOC codes

**Green Sector**

- Wind: GE Technology Infrastructure
- Solar: ATK
Conexus Indiana, an economic development initiative focused on emerging opportunities in advanced manufacturing and logistics.

**Challenge:** Find data, including skills, about current, in-demand Energy jobs to help shape training programs.

**Solution:** Research about the Energy sector workforce supply and demand, including skills and competencies most in demand by Indiana employers.

**Outcome:** Results and insights used to shape new Energy training programs at community colleges, inform high school guidance counselors about appropriate coursework and skills for Energy careers.
Client | Project | Sample Data
--- | --- | ---
Enterprise Holdings | **Challenge:** determine the most effective city to locate a new contact center  
**Solution:** Monster proposed a multi-pronged analytical framework that included use of talent supply and demand as well as economic data.  
**Outcome:** Enterprise had considered dozens of locations, and then used Monster’s real-time labor market information to help determine the most effective city in which to locate a new contact center. Enterprise chose the location for several reasons, including a strong labor supply relative to demand. Enterprise also found this location to be a good site because of its proximity to a university, which provides a consistent source of educated and skilled employees who have flexible schedules and need part-time opportunities |  
![Map showing location choices](map.png)
Economic Development
Emerging Data Applications

Analyze Resumes:
• Field(s) of study
• Degrees
• Job Titles
• Locations
• Post-secondary institution
• Certification
• Employers

Analyze Compensation Data:
• Salary/Wage
• Years in field/position
• Skills
• Certification
• Degrees
• Post-secondary institution

Primary Survey Research:
• Employers and seekers
• Salary/Wage
• Future skills requirements
• Talent sourcing
• Academic & training progressions
Contact Information and Monster Resources

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Monster Resources:

http://hiring.monster.com/hr/hr-best-practices/market-intelligence.aspx
Market Intelligence: Monster Employment Index, Occupation Reports and Market Reports
Using Monster’s Real-Time Labor Intelligence
A Connecticut Experience

Alissa DeJonge
Director of Research,
Connecticut Economic Resource Center, Inc.
November 1, 2011
Project Overview: Workforce Alliance

1. Employment and Industry Trends
   • What industries are emerging from recession?

2. Demographic Trends
   • What populations might have trouble entering the workforce?

3. Characteristics of Unemployed
   • How is the last recession different from the past?

4. Job Postings and Job Seekers
   • Is there a mismatch between available skills and jobs?
Education & healthcare industries post strong job growth for past 5 years

Industries in below quadrant:
- Manufacturing: Chemical; primary metal; fabricated metal; computer & electronic; and transportation equip.; transit & ground transportation; and insurance carriers and related activities

2005 to 2007 Job Change

- Educational services
- Hospitals
- Nursing & residential care
- Social assistance
- Ambulatory health care services
- Miscellaneous manufacturing; Clothing and accessories stores; Electrical equipment and appliance manufacturing; Nonstore retailers; Telecommunications; Waste management services
Residents 55-74 show population growth from 2000 to 2010 and projected growth from 2010 to 2015

![Bar chart showing population changes in different age groups from 2000 to 2010 and projected changes from 2010 to 2015.](chart.png)

Source: Applied Geographic Solutions/CERC DataFinder
73% of 2008 graduates attended college

- In 2008, the South Central WIA had 8,895 students graduate
  - 4,526 attended 4-year college (51%)
  - 1,944 attended 2-year college (22%)
  - 1,437 joined the workforce (16%)
  - 360 pursued other education (4%)
  - 351 were unknown (4%)
  - 162 joined the military (2%)
  - 115 were unemployed (1%)

Source: CT Department of Education
## Top 10 industries with largest unemployment claimants in 2009

<table>
<thead>
<tr>
<th>Industry (NAICS Code)</th>
<th># Claimants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative and support activities (561)</td>
<td>31,842</td>
</tr>
<tr>
<td>Specialty trade construction (238)</td>
<td>29,063</td>
</tr>
<tr>
<td>Fabricated metal product manufact. (332)</td>
<td>16,625</td>
</tr>
<tr>
<td>Professional and technical services (541)</td>
<td>16,302</td>
</tr>
<tr>
<td>Food and drink places (722)</td>
<td>14,543</td>
</tr>
<tr>
<td>Transportation equipmt. manufact. (336)</td>
<td>11,788</td>
</tr>
<tr>
<td>Educational services (611)</td>
<td>8,683</td>
</tr>
<tr>
<td>Merchant wholesalers, durable goods (423)</td>
<td>7,756</td>
</tr>
<tr>
<td>Construction of buildings (236)</td>
<td>7,514</td>
</tr>
<tr>
<td>Machinery manufact. (333)</td>
<td>7,294</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151,410</strong></td>
</tr>
</tbody>
</table>

Source: CT DOL; CERC Calculations

<table>
<thead>
<tr>
<th>Industry (NAICS Code)</th>
<th># Claimants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialty trade construction (238)</td>
<td>6,206</td>
</tr>
<tr>
<td>Administrative and support activities (561)</td>
<td>6,125</td>
</tr>
<tr>
<td>Food and drink places (722)</td>
<td>3,151</td>
</tr>
<tr>
<td>Professional and technical services (541)</td>
<td>3,026</td>
</tr>
<tr>
<td>Transportation equipmt. manufact. (336)</td>
<td>2,655</td>
</tr>
<tr>
<td>Fabricated metal product manufact. (332)</td>
<td>2,459</td>
</tr>
<tr>
<td>Educational services (611)</td>
<td>2,163</td>
</tr>
<tr>
<td>Merchant wholesalers, durable goods (423)</td>
<td>1,705</td>
</tr>
<tr>
<td>Construction of buildings (236)</td>
<td>1,486</td>
</tr>
<tr>
<td>Ambulatory health care services (621)</td>
<td>1,432</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>30,408</strong></td>
</tr>
</tbody>
</table>
This project supports CERC and the Workforce Alliance in conducting an in-depth labor market analysis that will be used to develop a comprehensive regional plan and inform workforce development system stakeholders on the South Central Connecticut region’s emerging labor market issues, trends and challenges.

This report analyzes supply and demand for South Central Connecticut region and 4 sub-regions:

- City of New Haven
- Greater New Haven: Bethany, Branford, Clinton, East Haven, Guilford, Hamden, Killingworth, Madison, Meriden, Milford, North Branford, North Haven, Orange, Wallingford, West Haven, Woodbridge
- Lower Connecticut River: Chester, Deep River, Essex, Old Saybrook, Westbrook
- Upper Connecticut River: Cromwell, Durham, East Haddam, East Hampton, Haddam, Middlefield, Middletown, Portland
Total job postings in South Central CT increased 23.3% from January to October 2010 (totaling 86,560) after falling 14.8% the same period the prior year.

Occupations most in demand include Registered Nurses; Retail Salespersons; Managers of Retail Sales Workers; Customer Service Representatives; and Physical Therapists.

Administrative & Support Services account for nearly a quarter (24%) of industry job postings.

- Its share has fallen from 36% in 2007 as Educational Services postings assumed a larger share (it rose from 4% to 10% over the same period), primarily driven by growth in the City of New Haven.

The Professional, Scientific, and Technical Services and Manufacturing industries have a strong volume of both postings and resumes, while the Information, Health Care & Social Assistance, and Finance & Insurance industries exhibit an oversupply of talent.

30% of job opportunities are for Contract/Temporary positions, which are typically strong following a recession as companies cautiously hire.
South Central CT | Labor Market Matrix

- **High Performance**
  Professional, Scientific, & Technical Services and Manufacturing are in the High Performance zone, indicating a strong volume of talent demand and supply. Both circles are small, showing demand may outweigh supply.

- **Incubator Opportunities**
  A majority of industries are in the growth area as they have a comparatively lower volume of both resumes and opportunities.

- **Talent Deficit**
  There are no industries in the Talent Deficit area, showing the lack of opportunities and surplus of candidates in the area.

- **Talent Surplus**
  There are three industries partially in the Talent Surplus quadrant: Information, Finance & Insurance, and Health Care & Social Assistance. Each of these industries has a strong supply of candidates and would benefit from an increase in job postings.
The South Central CT region’s years of experience requirements are typical: seekers tend to be more evenly distributed and more senior while job postings are concentrated in early-to-mid career requirements.

- 66% of job opportunities are for candidates with 2 to 7 years of experience, compared to 33% of relative candidates.

<table>
<thead>
<tr>
<th>Years of Experience</th>
<th>Job Postings</th>
<th>New Resumes</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 15 Years</td>
<td>2%</td>
<td>24%</td>
</tr>
<tr>
<td>10+ to 15 Years</td>
<td>4%</td>
<td>15%</td>
</tr>
<tr>
<td>7+ to 10 Years</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>5+ to 7 Years</td>
<td>13%</td>
<td>41%</td>
</tr>
<tr>
<td>2+ to 5 Years</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>1+ to 2 Years</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Less than 1 Year</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>
The rebound in job posting volume in 2010 in New Haven was led by sales, supervisor/manager and computer specialists occupations.

Telemarketers, Accountants and Auditors, and Insurance Sales Agents made the list of top 15 occupations in the City of New Haven but were not present on the same list at the regional level.

The occupations that exhibited a year-on-year rate of 50% or more were Truck Drivers, Heavy and Tractor Trailer (+105.6%), First Line Supervisors/Managers of Food Preparation and Serving Workers (+67.2%), Computer Support Specialists (+63.6%), and First Line Supervisors of Retail Sales Workers (+53.3%).

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Jan-Oct 2007</th>
<th>% of Total</th>
<th>Jan-Oct 2008</th>
<th>% of Total</th>
<th>Jan-Oct 08/07</th>
<th>% Change</th>
<th>Jan-Oct 2009</th>
<th>% of Total</th>
<th>Jan-Oct 08/07</th>
<th>% Change</th>
<th>Jan-Oct 2010</th>
<th>% of Total</th>
<th>Jan-Oct 08/07</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Nurses</td>
<td>1617</td>
<td>4.3%</td>
<td>1629</td>
<td>3.5%</td>
<td>1423</td>
<td>3.7%</td>
<td>-12.5%</td>
<td>1588</td>
<td>3.4%</td>
<td>10.2%</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Retail Salespersons</td>
<td>600</td>
<td>1.6%</td>
<td>642</td>
<td>1.4%</td>
<td>748</td>
<td>1.9%</td>
<td>16.5%</td>
<td>894</td>
<td>1.9%</td>
<td>9.5%</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Customer Service Representatives</td>
<td>709</td>
<td>1.9%</td>
<td>1027</td>
<td>2.2%</td>
<td>804</td>
<td>2.1%</td>
<td>-21.7%</td>
<td>887</td>
<td>1.9%</td>
<td>10.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computer Specialists, All Other</td>
<td>653</td>
<td>2.3%</td>
<td>889</td>
<td>1.9%</td>
<td>625</td>
<td>1.6%</td>
<td>-29.7%</td>
<td>879</td>
<td>1.9%</td>
<td>40.5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First-Line Supervisors/Managers of Retail Sales Workers</td>
<td>662</td>
<td>1.8%</td>
<td>728</td>
<td>1.6%</td>
<td>557</td>
<td>1.5%</td>
<td>-22.1%</td>
<td>859</td>
<td>1.9%</td>
<td>53.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products</td>
<td>664</td>
<td>1.8%</td>
<td>771</td>
<td>1.6%</td>
<td>652</td>
<td>1.7%</td>
<td>-14.1%</td>
<td>857</td>
<td>1.8%</td>
<td>29.5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Executive Secretaries and Administrative Assistants</td>
<td>761</td>
<td>2.0%</td>
<td>1098</td>
<td>2.3%</td>
<td>744</td>
<td>1.9%</td>
<td>-32.2%</td>
<td>761</td>
<td>1.6%</td>
<td>2.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Truck Drivers, Heavy and Tractor-Trailer</td>
<td>305</td>
<td>0.8%</td>
<td>448</td>
<td>1.0%</td>
<td>437</td>
<td>0.9%</td>
<td>-24.9%</td>
<td>693</td>
<td>1.5%</td>
<td>105.6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First-Line Supervisors/Managers of Food Preparation and Serving Workers</td>
<td>366</td>
<td>1.0%</td>
<td>542</td>
<td>1.2%</td>
<td>396</td>
<td>1.0%</td>
<td>-25.9%</td>
<td>652</td>
<td>1.4%</td>
<td>67.2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales Representatives, Services, All Other</td>
<td>484</td>
<td>1.3%</td>
<td>457</td>
<td>1.0%</td>
<td>434</td>
<td>1.1%</td>
<td>-5.0%</td>
<td>596</td>
<td>1.3%</td>
<td>37.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computer Support Specialists</td>
<td>502</td>
<td>1.3%</td>
<td>606</td>
<td>1.3%</td>
<td>332</td>
<td>0.9%</td>
<td>-45.2%</td>
<td>543</td>
<td>1.2%</td>
<td>63.6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telemarketers</td>
<td>373</td>
<td>1.0%</td>
<td>576</td>
<td>1.2%</td>
<td>527</td>
<td>1.4%</td>
<td>-8.5%</td>
<td>622</td>
<td>1.1%</td>
<td>-0.9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waiters and Waitresses</td>
<td>272</td>
<td>0.7%</td>
<td>400</td>
<td>0.9%</td>
<td>375</td>
<td>1.0%</td>
<td>-5.3%</td>
<td>516</td>
<td>1.1%</td>
<td>37.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accountants and Auditors</td>
<td>769</td>
<td>2.0%</td>
<td>855</td>
<td>1.8%</td>
<td>455</td>
<td>1.2%</td>
<td>-48.3%</td>
<td>493</td>
<td>1.1%</td>
<td>0.4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insurance Sales Agents</td>
<td>286</td>
<td>0.8%</td>
<td>333</td>
<td>0.7%</td>
<td>373</td>
<td>1.0%</td>
<td>12.0%</td>
<td>436</td>
<td>1.0%</td>
<td>30.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Other Occupations</td>
<td>28,423</td>
<td>75.5%</td>
<td>36,936</td>
<td>76.6%</td>
<td>29,877</td>
<td>77.2%</td>
<td>-15.9%</td>
<td>35,191</td>
<td>75.8%</td>
<td>17.8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total All Occupations, City of New Haven</td>
<td>37,645</td>
<td>100.0%</td>
<td>46,937</td>
<td>100.0%</td>
<td>38,679</td>
<td>100.0%</td>
<td>-17.6%</td>
<td>46,416</td>
<td>100.0%</td>
<td>20.0%</td>
<td></td>
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</tbody>
</table>
Key Findings

- Have more usable data than ever before
- Workforce Alliance can access ongoing, real-time data through CERC-Monster partnership
- Harder to pick winners and losers coming out of this recession, requires a new approach
  - More important to look at occupations rather than industries
  - Focus on general employability skills rather than industry sector training
  - Entry-level jobs require a higher level of skills than ever before
  - Workforce Boards will play a role in determining how to address college remediation
- One quarter of unemployed is between 46 and 55 years during this recession, and job opportunities primarily seek candidates with 1 to 7 years of experience while candidates are more senior, so re-training is a key issue
NORTHEAST INDIANA’S UTILIZATION OF MONSTER.COM REAL-TIME LABOR INTELLIGENCE DATA

Presentation for C2ER/LMI Webinar
November 1, 2011
John Stafford
IPFW Community Research Institute
Northeast Indiana is a ten-county region with a 2010 population of 681,728 and a labor force of 334,879. Fort Wayne is the largest municipality in the region with 253,691 residents.

The current unemployment rate in the regional is 8.4%, but has been as high as 13.3% back in the Summer of 2009.

The area’s economic strength has traditionally been in manufacturing and even today 22.4% percent of total employment in the region is directly engaged in manufacturing.
The economic development strategy for Northeast Indiana included a recommendation that we needed more detailed information on and knowledge about six industry sectors that are key to the region’s economy. These include:

- Defense Communications
- Specialty Insurance
- Advanced Manufacturing
- Transportation/Logistics
- Food Processing
- Medical Devices
In 2010 WorkOne Northeast and the Northeast Indiana Fund engaged Taimerca Management Company to assist in this examination, with a particular focus on the workforce needs of these six industry sectors.
Throughout our region, it is becoming increasingly clear that it is the quality of our workforce that will be the differentiating factor in economic growth in the years ahead.

“The skills of many of the workers in Northeast Indiana do not match those required in a workplace driven by technological and managerial change.”

-Taimerica Summary of Key Findings and Recommendations
Taimerica, in turn, contracted with monster.com to provide information on both the supply and demand side for workers critical for the six targeted sectors.

Northeast Indiana Labor Market Analysis

For Taimerica, the Northeast Indiana Fund, and WorkOne Northeast

To support workforce and economic development in strategic clusters for the Northeast Indiana region

Final Report

Developed by Monster Intelligence and Public Sector and Education
January 2011

THE NORTHEAST INDIANA EXPERIENCE
While the Community Research Institute was not the primary client of Taimagec nor Monster.com on this project, we were integrally involved throughout the process.
The information and analysis from Monster.com improved our understanding among our six targeted sectors regarding where we had current labor shortages and labor excesses.
For illustrative purposes here, I will focus on data compiled and analyzed for one of the six industry sectors studied – advanced manufacturing.
Critical Insights in Advanced Manufacturing in Northeast Indiana

- Advanced Manufacturing is one of two sectors lacking talent in NE Indiana, indicating a lack of relevant candidates and/or an excess of job opportunities.
Critical Insights in Advanced Manufacturing in Northeast Indiana

- Top occupations in demand both nationally and in Northeast Indiana were industrial engineers, mechanical engineers, and supervisors of production and operating workers.
Critical Insights in Advanced Manufacturing in Northeast Indiana

- There could be an imbalance and frustration in recruiting as 62% of job postings are for candidates with at most a high school education (compared with 21% of the posted resumes) and 83% of postings are for candidates with 2+ to 7 years of experience (while 60%) of seekers have over 10 years of experience.
“Two occupations are highly concentrated in the region and therefore of strategic importance: Industrial engineers and Mechanical engineers. These are the two occupations that Monster.com identified as having the highest number of job postings in the Advanced Manufacturing cluster (based on openings over the past four quarters). They are also two occupations of importance in four of the six clusters that Monster evaluated for this project.”
The top ten occupations presented below accounted for 98% of all job postings in advanced manufacturing in northeast Indiana in the first half of 2010.

<table>
<thead>
<tr>
<th>Top 10 NE Indiana Advanced Manufacturing Occupations - Job Postings</th>
<th>1H '08</th>
<th>% of Total</th>
<th>1H '09</th>
<th>% of Total</th>
<th>Change 1H'08-1H'09</th>
<th>1H '10</th>
<th>% of Total</th>
<th>Change 1H'09-1H'10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Engineers</td>
<td>552</td>
<td>34%</td>
<td>345</td>
<td>37%</td>
<td>-38%</td>
<td>450</td>
<td>34%</td>
<td>30%</td>
</tr>
<tr>
<td>Mechanical Engineers</td>
<td>327</td>
<td>20%</td>
<td>189</td>
<td>20%</td>
<td>-42%</td>
<td>385</td>
<td>29%</td>
<td>104%</td>
</tr>
<tr>
<td>Supervisors/Managers of Production and Operating Workers</td>
<td>336</td>
<td>21%</td>
<td>203</td>
<td>22%</td>
<td>-40%</td>
<td>270</td>
<td>20%</td>
<td>33%</td>
</tr>
<tr>
<td>Computer-Controlled Machine Tool Operators, Metal and Plastic</td>
<td>46</td>
<td>3%</td>
<td>17</td>
<td>2%</td>
<td>-63%</td>
<td>40</td>
<td>3%</td>
<td>135%</td>
</tr>
<tr>
<td>Industrial Machinery Mechanics</td>
<td>40</td>
<td>2%</td>
<td>35</td>
<td>4%</td>
<td>-13%</td>
<td>36</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Helpers--Production Workers</td>
<td>75</td>
<td>5%</td>
<td>27</td>
<td>3%</td>
<td>-64%</td>
<td>33</td>
<td>2%</td>
<td>22%</td>
</tr>
<tr>
<td>Industrial Production Managers</td>
<td>54</td>
<td>3%</td>
<td>31</td>
<td>3%</td>
<td>-43%</td>
<td>31</td>
<td>2%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Inspectors, Testers, Sorters, Samplers, and Weighers</td>
<td>33</td>
<td>2%</td>
<td>17</td>
<td>2%</td>
<td>-48%</td>
<td>29</td>
<td>2%</td>
<td>71%</td>
</tr>
<tr>
<td>Machinists</td>
<td>56</td>
<td>3%</td>
<td>12</td>
<td>1%</td>
<td>-79%</td>
<td>29</td>
<td>2%</td>
<td>142%</td>
</tr>
<tr>
<td>Printing Machine Operators</td>
<td>12</td>
<td>1%</td>
<td>5</td>
<td>1%</td>
<td>-58%</td>
<td>16</td>
<td>1%</td>
<td>220%</td>
</tr>
<tr>
<td>Total All Occupations</td>
<td>1,634</td>
<td>100%</td>
<td>934</td>
<td>100%</td>
<td>-43%</td>
<td>1,340</td>
<td>100%</td>
<td>43%</td>
</tr>
</tbody>
</table>
The Monster.com data created the ability to compare job supply and demand by both career levels and educational attainment levels.
The information gleaned from the analysis of job postings and resume postings also allowed us to better understand hard skills, soft skills and credentials in demand by area manufacturing employers.

Included in the project was the gathering and presentation of comparable information for those communities that are Midwest competitors for advanced manufacturing jobs and talent.
This information was gathered for all six sectors. It has provided important information helping us to:

- Better **understand** the workforce issues facing employers in our core industry sectors.
- Better **align** our educational and workforce training programs with our core industry sectors in northeast Indiana.
- Create one more step in our evolving workforce development/economic development collaboration.
About TPMA

- Founded in 1989 by Tom Miller, former IN DWD Commissioner and county EDO director
- 22 employees – offices in Indy, Nashville (TN), Youngstown (OH), Evansville (IN)
- Dozens of strategic plans and studies for economic dev., workforce dev., education clients
- Recent clients include Indiana Econ. Dev. Corp., Purdue University, Marian College
- Current clients include Tulsa (OK) Metro Chamber, North Central IN Economic Dev. Partnership, Ivy Tech Community College, Center of Workforce Innovations, Project Lead The Way, Indiana Education Roundtable

Matt Waldo, mwaldo@tpma-inc.com
About Matt Waldo

- VP of Research and Analysis
- Joined TPMA in July 2011
- Adjunct faculty at Indiana University
- Former Research Director at Indy Partnership
- Formerly with Ivy Tech, IN Econ. Dev. Corp., General Motors
- Back-to-back “Excellence in Research” awards from C2ER in 2010 & 2011
- C2ER Board Member

Matt Waldo, mwaldo@tpma-inc.com
TPMA Services

TPMA can build Monster RLI into:

- Labor and Wage/Benefits Studies
- Workforce Transition Analysis
- Target Industry Analysis
- Lead Generation and Verification
- Education Needs Assessment

Other TPMA Offerings:

- Strategic Plans
- Economic Feasibility and Impact Studies
- Competitive Market Intelligence
- Asset Mapping
- Site Selection
- Surveys and Focus Groups
- Funding Opportunity Identification

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