

Sponsored by:

Workforce
Innovation Board
of Ramsey County

 RAMSEY COUNTY

One Year Later: COVID-19, Employment and Ramsey County

March 24, 2021

Welcome

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Workforce
Innovation Board
of Ramsey County

The WIB Exists to:

- Help maintain the economic health of Ramsey County.
- Identify current and emerging workforce issues and needs.
- Create partnerships to serve the needs of businesses and job seekers.
- Oversee publicly-funded workforce programs in Ramsey County.

WIB Mission Statement:

The Workforce Innovation Board of Ramsey County will be the catalyst for comprehensive workforce development strategies that address both employer and job seeker needs.



Land Acknowledgement

Every community owes its existence and vitality to generations from around the world who contributed their hopes, dreams, and energy to making the history that led to this moment. Some were brought here against their will, some were drawn to leave their distant homes in hope of a better life, and some have lived on this land since time immemorial. Truth and acknowledgment are critical to building mutual respect and connection across all barriers of heritage and difference.

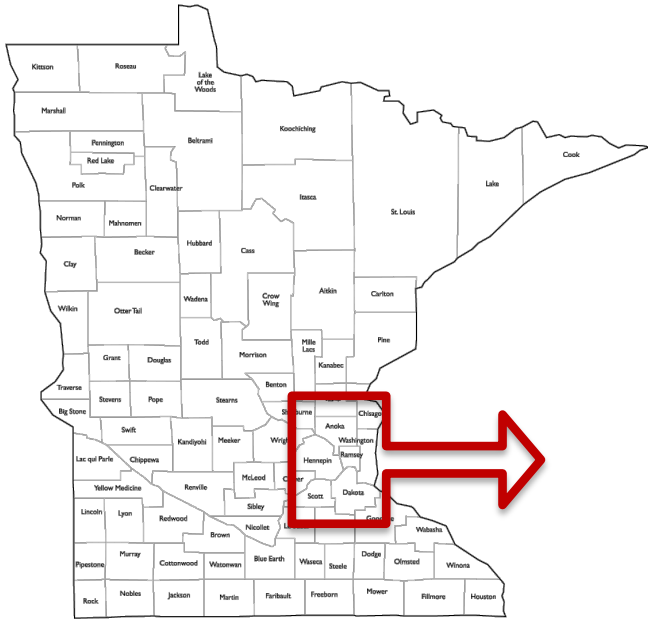
We are standing on the ancestral lands of the Dakota People. We want to acknowledge the Ojibwe, the Ho Chunk and the other nations of people who also called this place home. We pay respects to their elders past and present. Please take a moment to consider the treaties made by the tribal nations that entitle non-Native people to live and work on traditional Native lands. Consider the many legacies of violence, displacement, migration, and settlement that bring us together here today. And please join us in uncovering such truths at any and all public events.

The acknowledgment given in the USDAC Honor Native Land Guide - edited to reflect Minnesota tribes.
In review with SIA and endorsed by Shannon Geshick, Executive Director Minnesota Indian Affairs Council

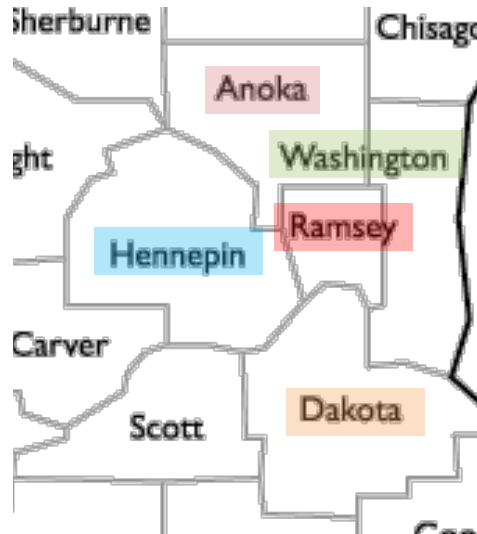
The Big Picture

Minnesota County Total Populations:

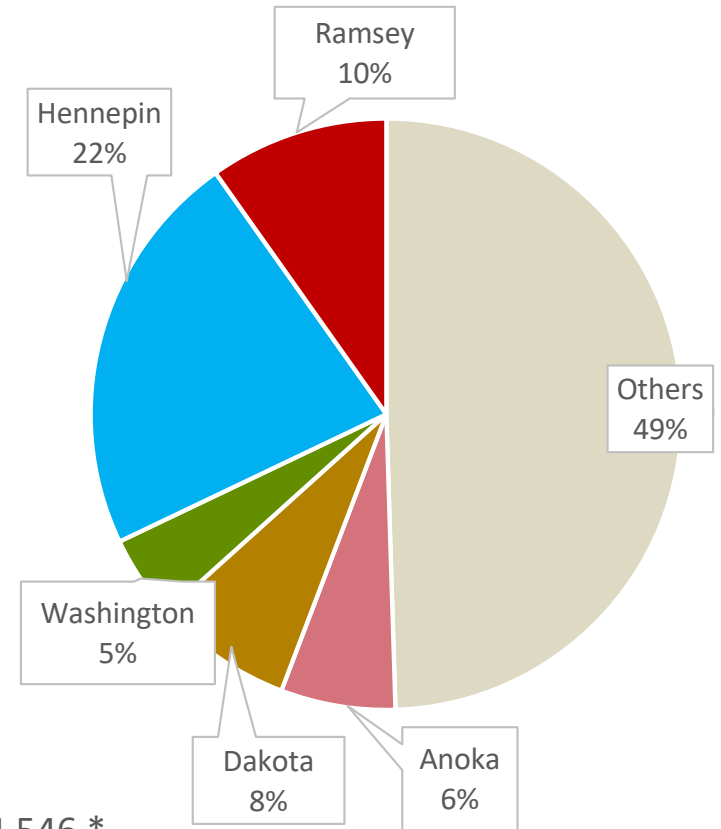
1. Proximity to Ramsey County
2. Population Size



Minnesota Population = 5,639,632 *



Selected County Populations = 2,864,546 *



* United States Census Bureau: Population estimates 2019

Ramsey County Demographics are Unique to Minnesota

Ramsey County sits in the heart of the Twin Cities' metropolitan area and is the second most populous county in the state.

With more than 550,000 residents, it is the most fully developed, racially diverse and densely populated county.

Its racial and ethnic makeup mirrors that of the United States. Black, Asian, Latinx, Indigenous, and multiracial populations of color comprise roughly 40% of the county's current population.

23.4% of residents aged five years and older live in homes where a language other than English is spoken.

Ramsey County has the lowest rate of households with computers (92%) and households with broadband subscriptions (86.2%) in the metro. Rates fall below 70% in zip codes experiencing concentrated poverty.

16% of residents are foreign born.

Ramsey County has the lowest rate of home ownership (59.4%).

Ramsey County's Workforce is Unique to Minnesota

Residents age 25+ years are the least likely in the metro area to have a high school diploma.

More likely to have a bachelor's degree (42.3%).

Residents under age 65 are more likely to have a disability (8.4%) than any other metro county (5.8% to 7%) or the state of Minnesota.

Ramsey County (68.9%) has the lowest rate of age 16+ participation in the labor force in the metro and a lower rate than the state (69.6%).

The Ramsey County pre-pandemic poverty rate (12.4%) is nearly three percentage points higher than the next highest metro county and more than three percentage points higher than the state (9%).

Ramsey County's median household income (\$64,660) is more than \$11,000 less than the next lowest metro county, more than \$30,000 lower than the highest metro county, and lower than the state overall.

Ramsey County has the highest rate of uninsured residents in the metro area (6.2%) and a higher rate than the state overall (5.8%).

Ramsey County's Businesses are Unique to Minnesota

There is a growing cluster of niche innovation industries regionally, that Ramsey County is well positioned to grow within its county limits.

County experiencing steady and slow industry growth at 8.3% (including manufacturing, and finance and insurance industries), with much growth driven by smaller firms.

Low business starts and lending compared to region and nation.

Black, Latinx, Asian, and Indigenous owned businesses are growing. However, growth in Ramsey County lags other geographies.

Strength in women-owned firms.

Health care is a much larger percentage of the economic activity in Ramsey County than in any other metro county and a much higher percentage than the state of Minnesota.

Presenters



Erin Olson, Director of Strategic Research, RealTime Talent

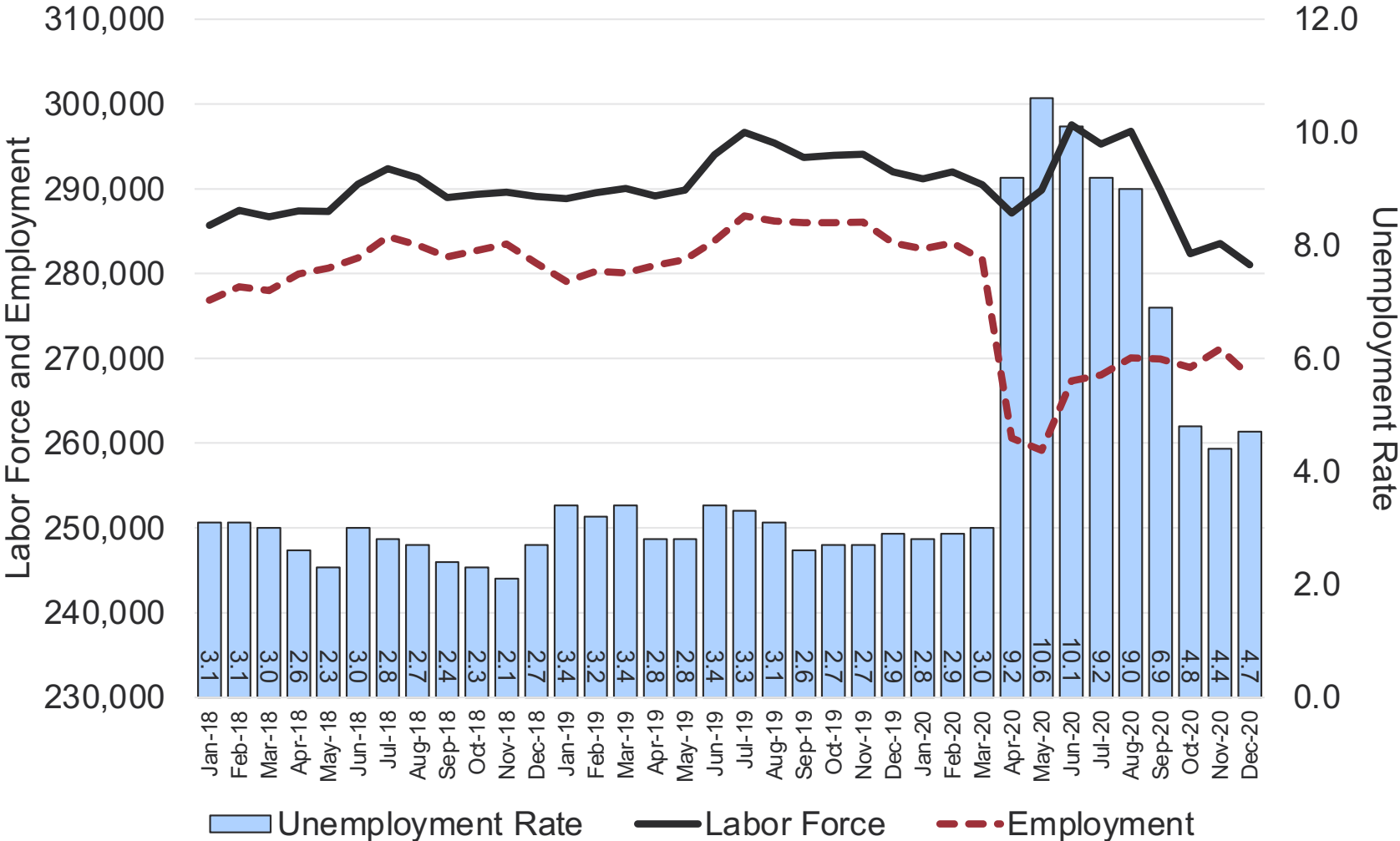
- With RealTime Talent since 2015
- Intersectional approaches to addressing labor market and talent pipeline challenges in Minnesota
- Masters Degrees in Urban and Regional Planning (MURP) and Public Health (MPH) from the University of Minnesota



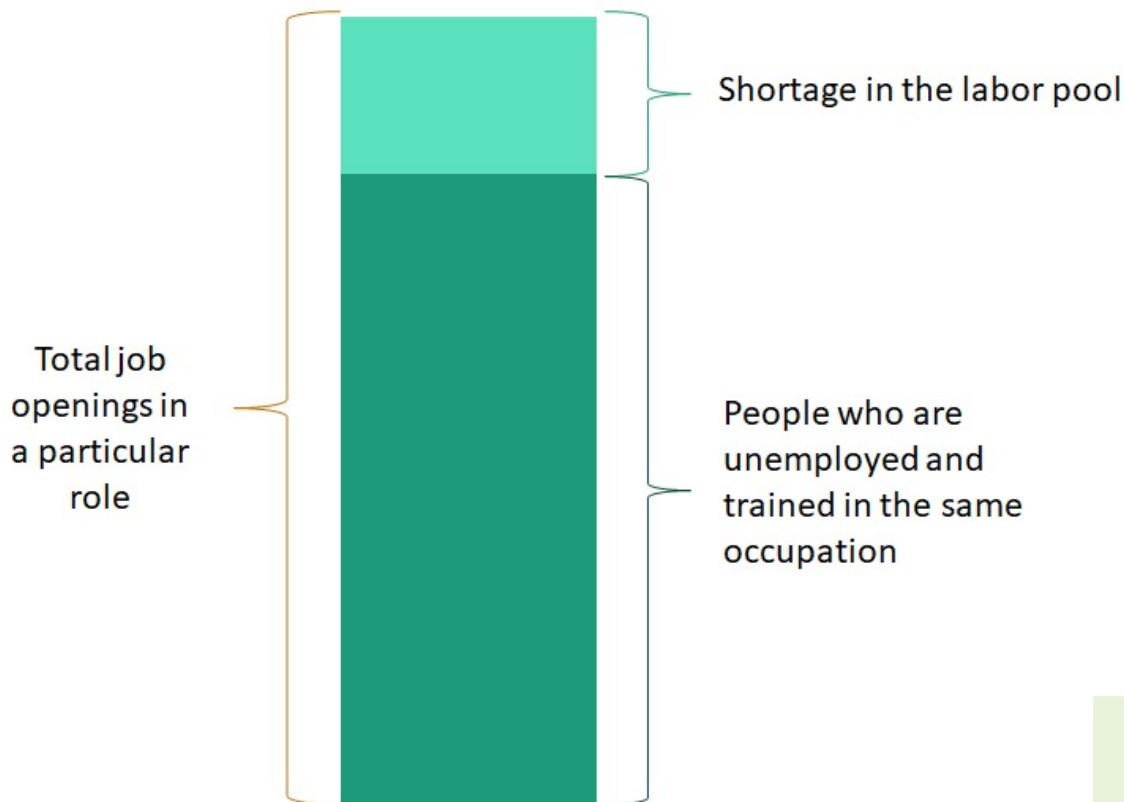
Tim O'Neill, Regional Labor Market Analyst, DEED

- With DEED since 2013
- Focuses on labor force and industry trends, regional demographics, and hiring demand in the Twin Cities Metro Area
- Masters Degree in Public Policy from the University of Minnesota

Labor Force Trends in Ramsey County, 2018-2020



Talent Shortage, Skill Mismatch, and Unemployment Challenge our Community, Making Reskilling, Upskilling, and Expanding Career Pathway Opportunities an Essential Focus



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

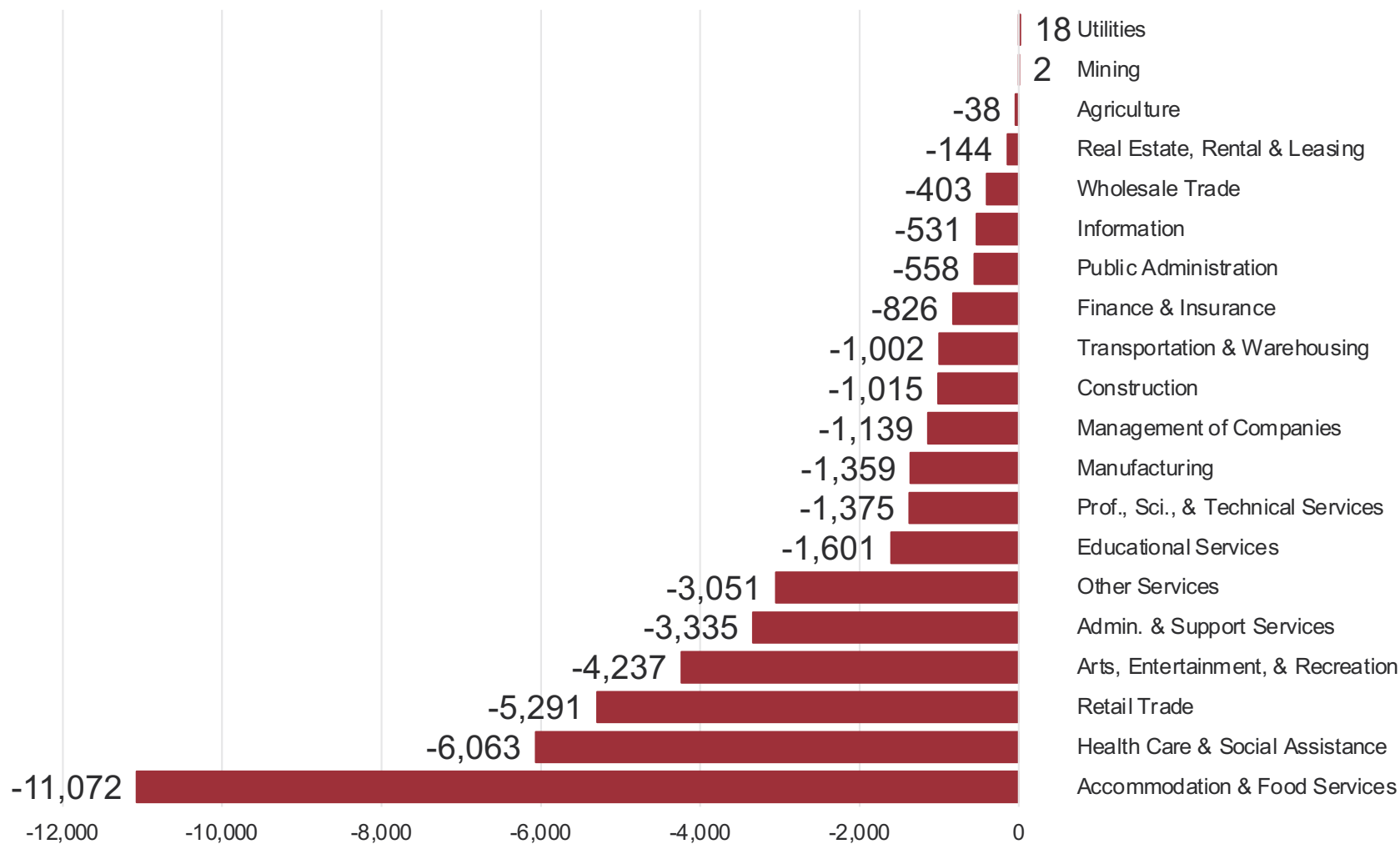
The Opportunity

Newly Available Local Pool of Talent

- Unemployment
- Individuals who have dropped out of the labor force

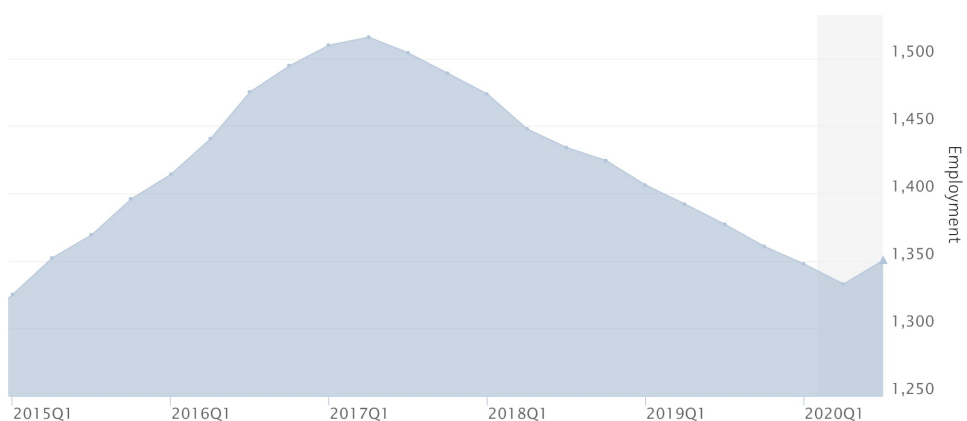
Industry Impacts

Ramsey County Industry Trends: Q2 2019 – Q2 2020

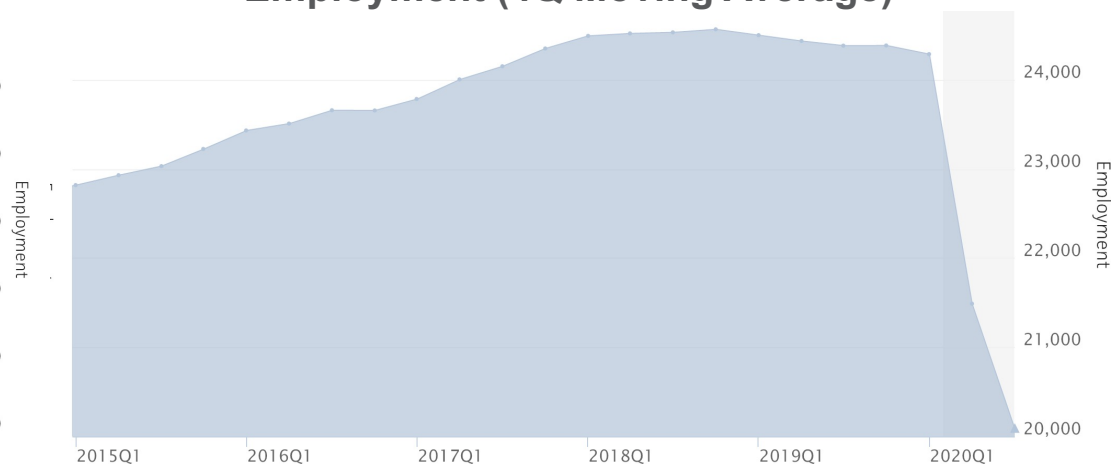


Varied Industry Impacts Require Unique Interventions in Ramsey County

**Pharmaceutical Industry Employment
(4Q Moving Average)**



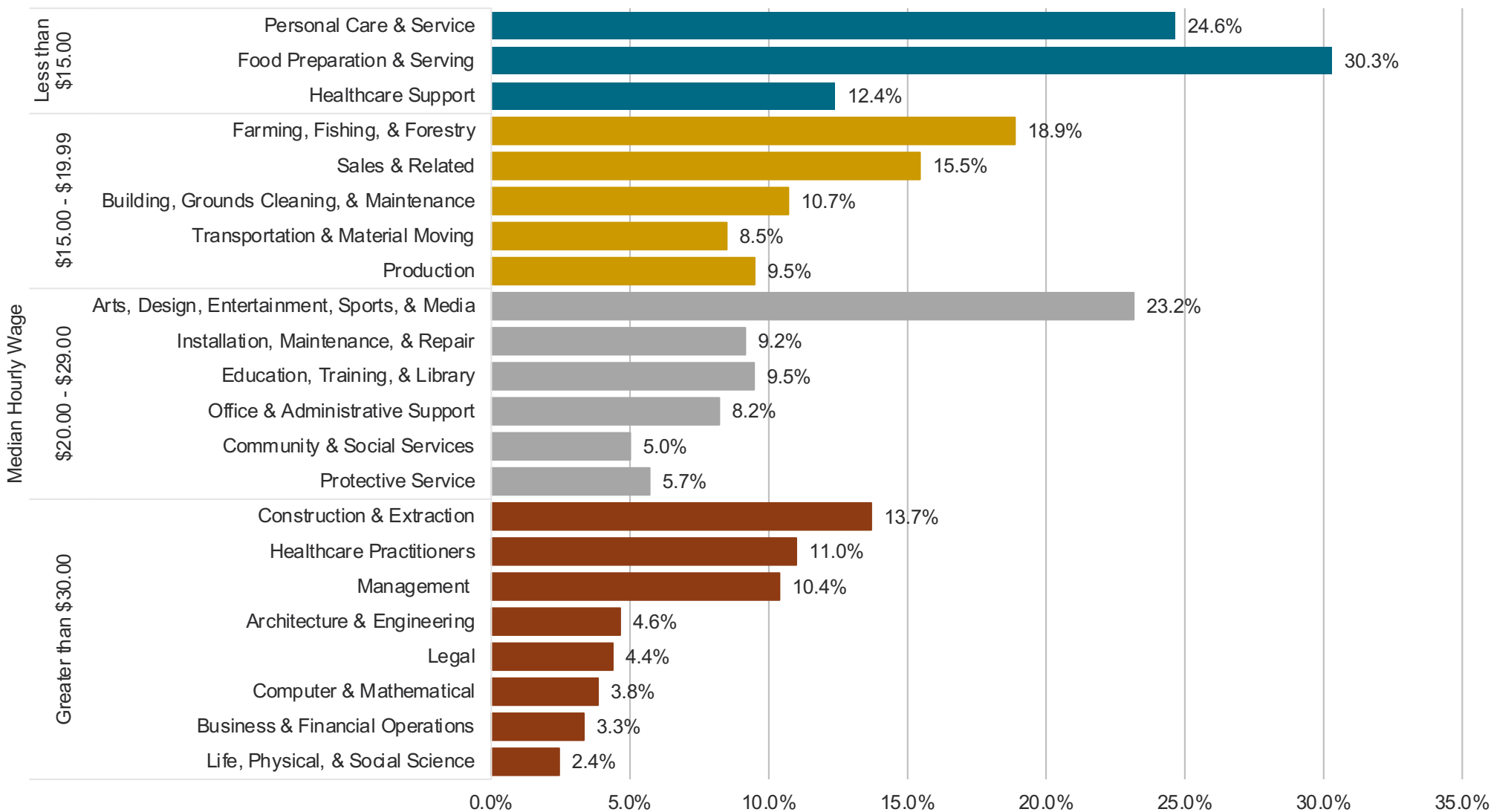
**Accommodation & Food Services Industry
Employment (4Q Moving Average)**



- The supports that employers in each industry need to recover depend on how they have experienced the pandemic
 - Increased talent shortages
 - Talent disruptions related to the changing market and supply chains
 - Market volatility and instability
 - Varied experiences by employer size and type even within industries

Impacts on Low-Income Earners

Metro Area: Continued UI Claims as Share of Total Employment – May 2020



Expanding Reskilling Opportunities is an Economic Necessity

Employment Statistics of Low-Demand, High-Unemployment Occupations in Ramsey County, 2020Q3

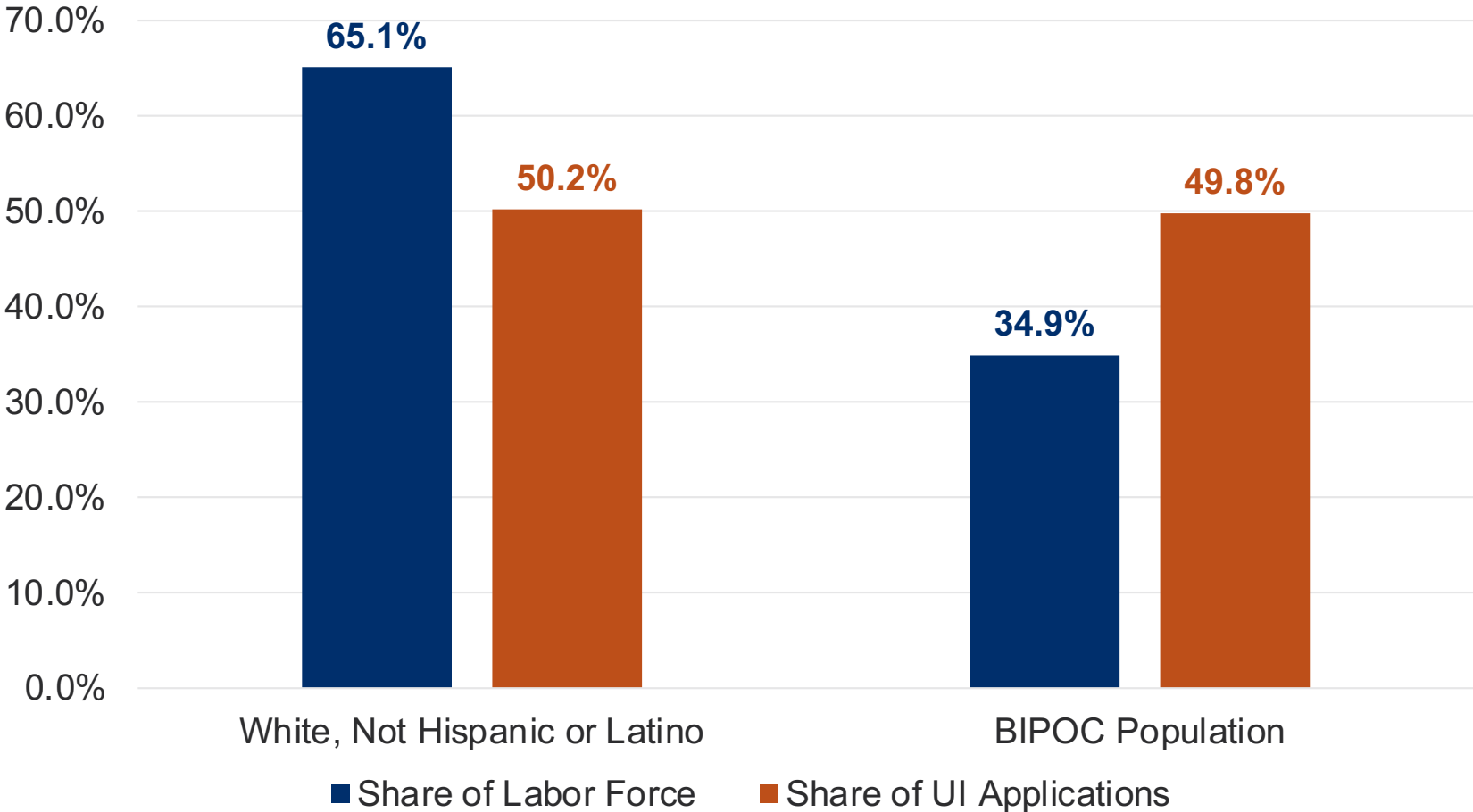
	2020Q3 Empl	Mean Wages	Unempl	Unempl Rate	Total 5-Year Demand	Ann % Growth	Ann Talent Surplus
Opportunity Occupations	36,301	\$35,400	5,353	12.7%	34,630	2.0%	743
All Occupations	334,772	\$60,300	17,722	6.0%	204,662	0.8%	

Sample Opportunity Occupations (Likely talent surplus and dangerously high unemployment)

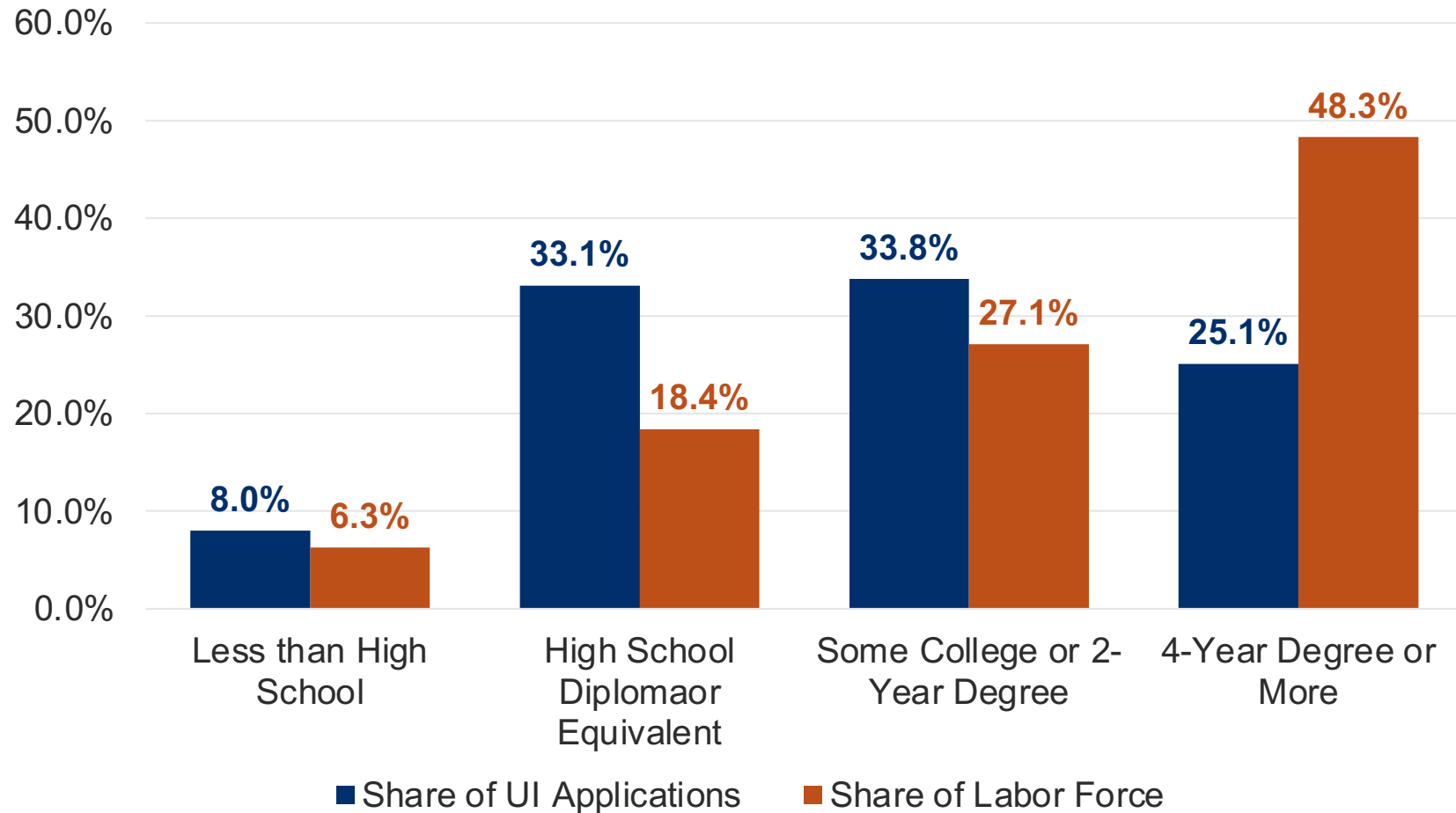
- Cooks
- Fast Food and Counter Workers
- Waiters and Waitresses
- Bartenders
- Non-Restaurant Food Servers
- Dishwashers
- Hosts and Hostesses
- Dining Room Attendants
- Personal Appearance Workers
- Childcare Workers
- Recreation and Fitness Workers
- Construction Laborers
- Construction Equipment Operators
- Painters and Paperhangers
- Cement Masons
- Brickmasons
- Roofers
- Insulation Workers

Impacts by Demographic

Ramsey County UI Applications by Race/Ethnicity

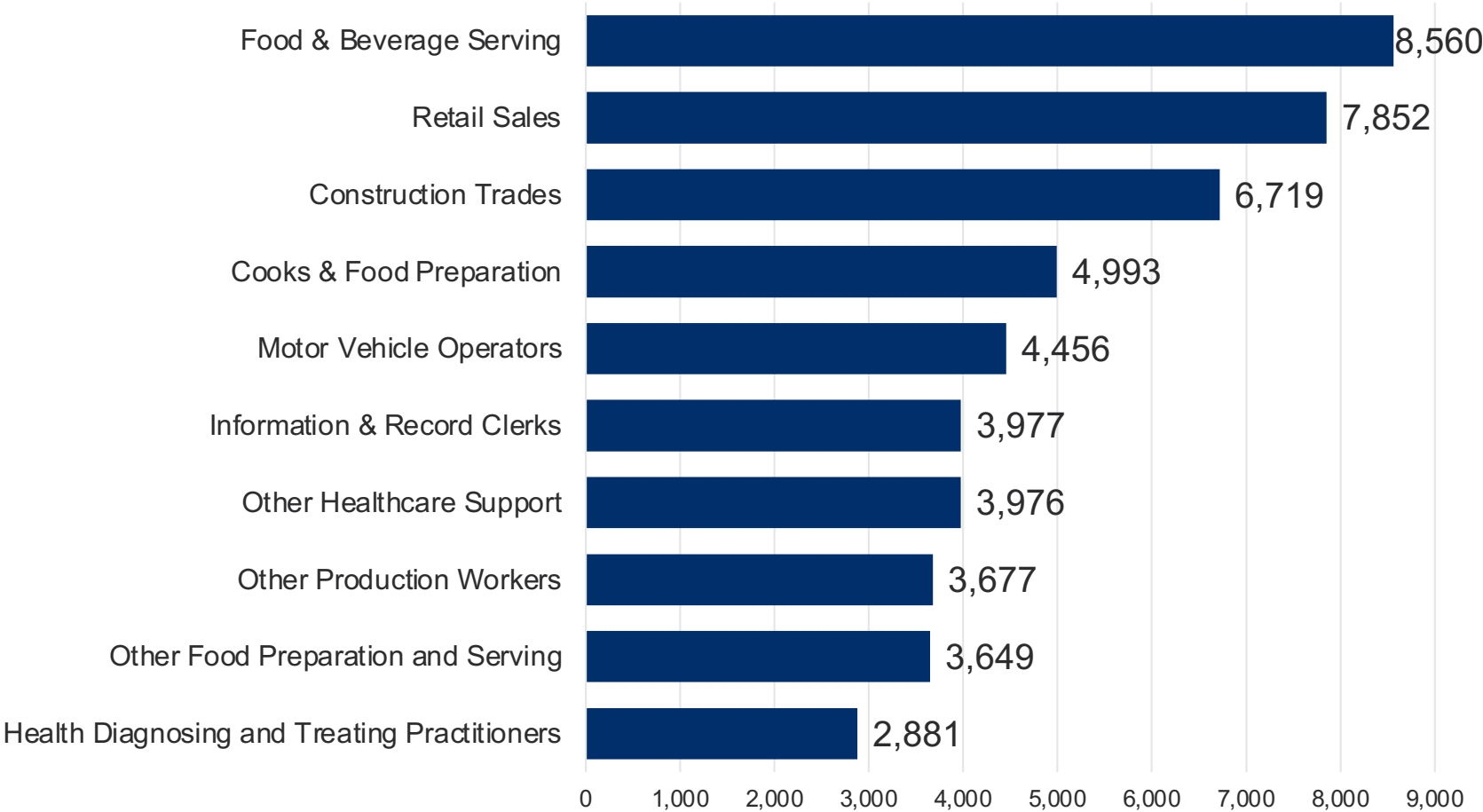


Ramsey County UI Applications by Educational Attainment

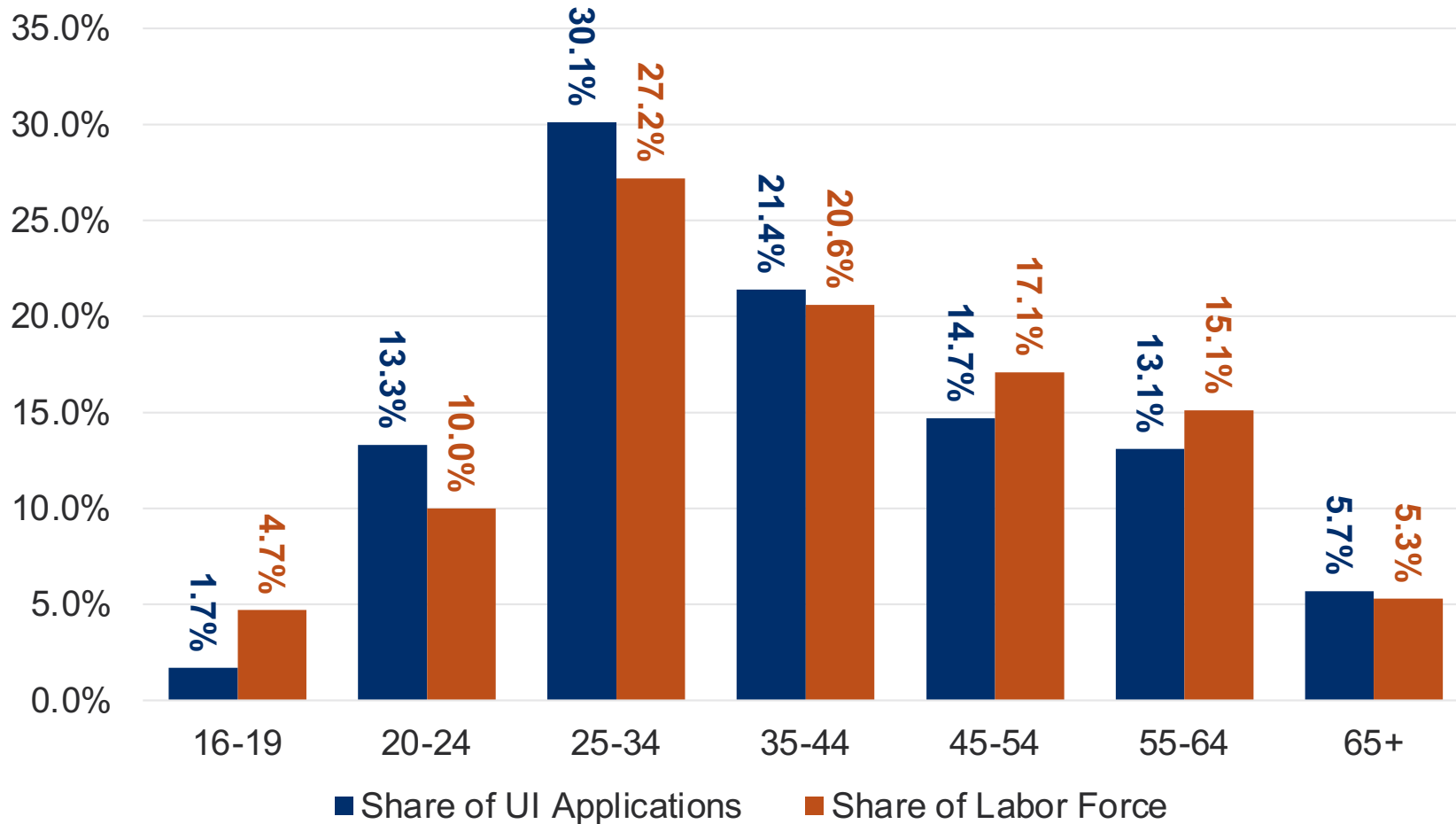


Ramsey County UI Applications by Occupational Group

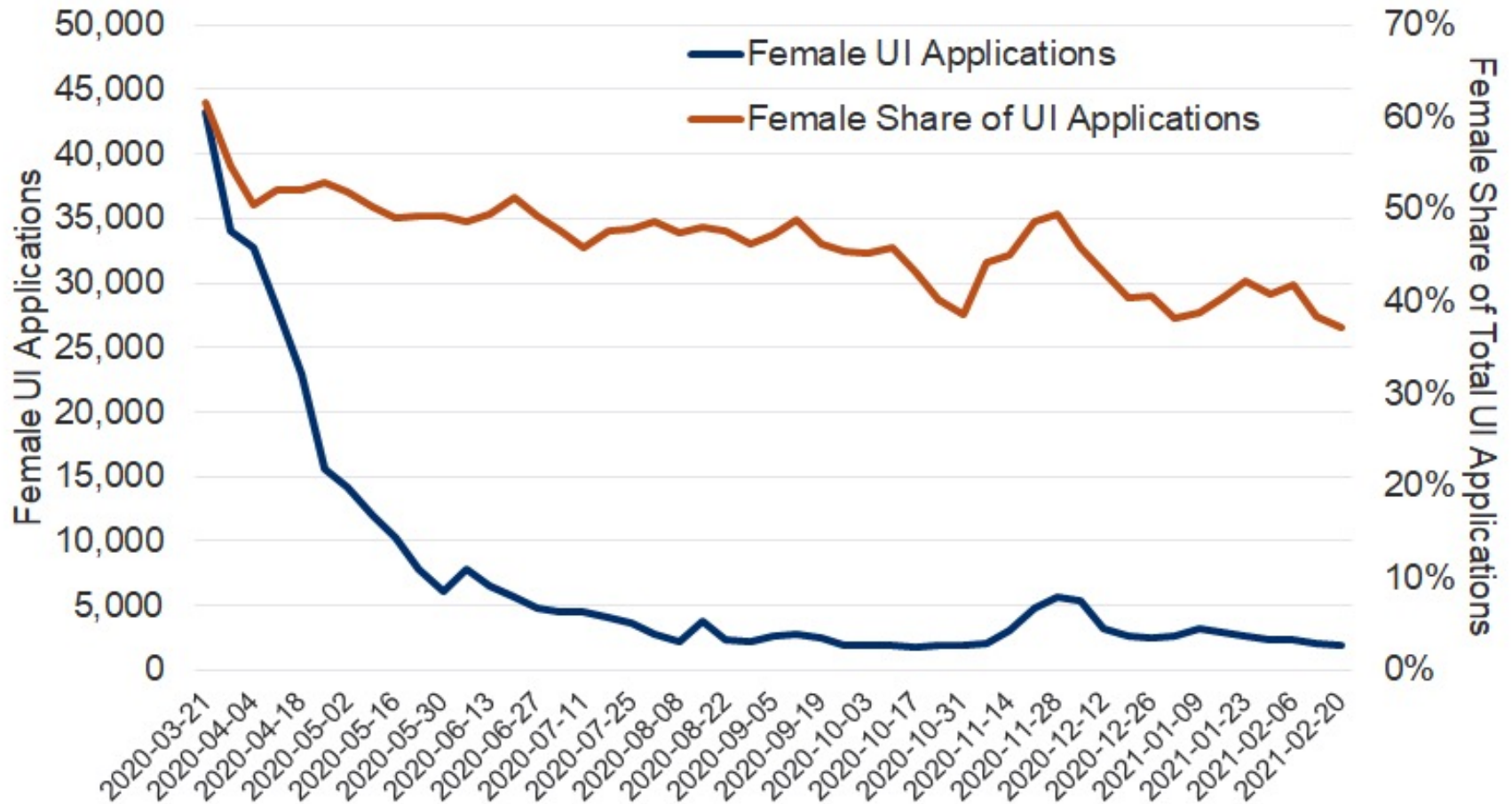
123,327 total UI applications: 3/16/20-2/23/21



Ramsey County UI Applications by Age

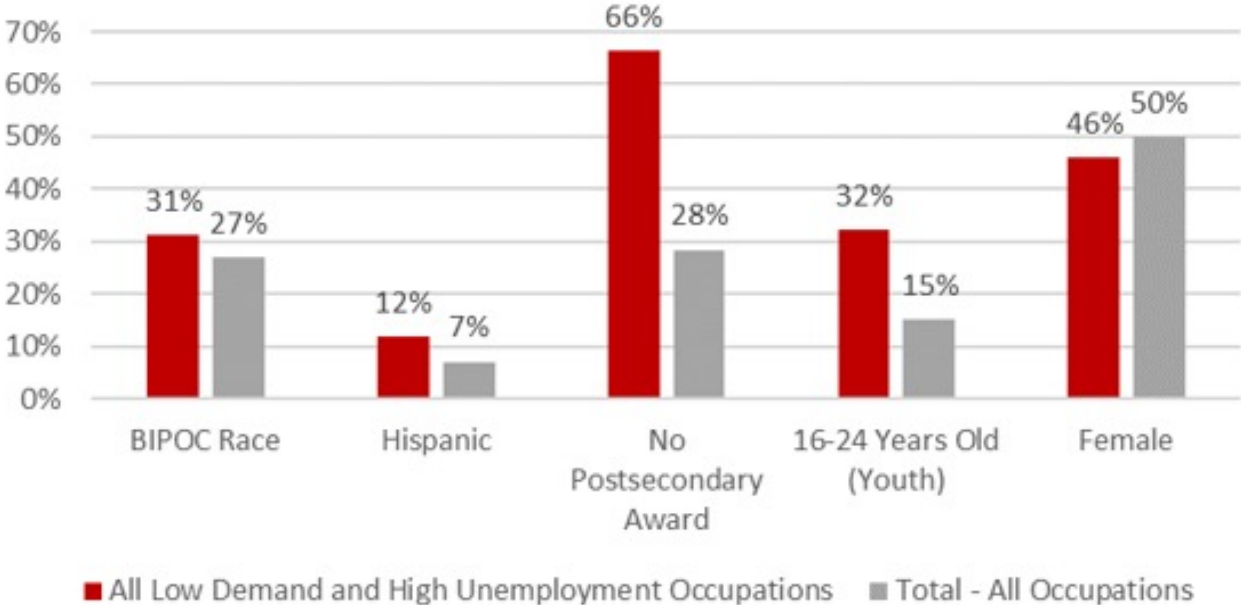


Metro Area UI Applications by Gender



High Concentration of BIPOC Talent and Young People in Opportunity Occupations

Characteristics of Talent in Low-Demand, High-Unemployment Occupations in Ramsey County, 2020Q3



	Characteristics					Total
	BIPOC Race	Hispanic	No Post-secondary Award	16-24 Years Old (Youth)	Female	
Low-Demand, High-Unemployment Occupations	31%	12%	66%	32%	46%	100%
Total - All Occupations	27%	7%	28%	15%	50%	100%

SOURCE: RealTime Talent. JobsEQ analysis of data from the US Census Bureau ACS 2014-2018 5 year estimates and Bureau of Labor Statistics, 2020Q3, by place of residence. *Fields marked in yellow indicate overrepresentation compared to overall share of employment in Ramsey County.

Low-Wage Opportunity Occupations Disproportionately Held by Youth and Women

Wage Level Distribution by Talent Characteristics in Low-Demand, High-Unemployment Occupations in Ramsey County, 2020Q3



- Young people and female talent are overrepresented in occupations that are experiencing high unemployment uniquely during the pandemic, are not being advertised in high volumes by employers now, and are likely to see a surplus of local talent over the next three to five years.

Women in the Workforce

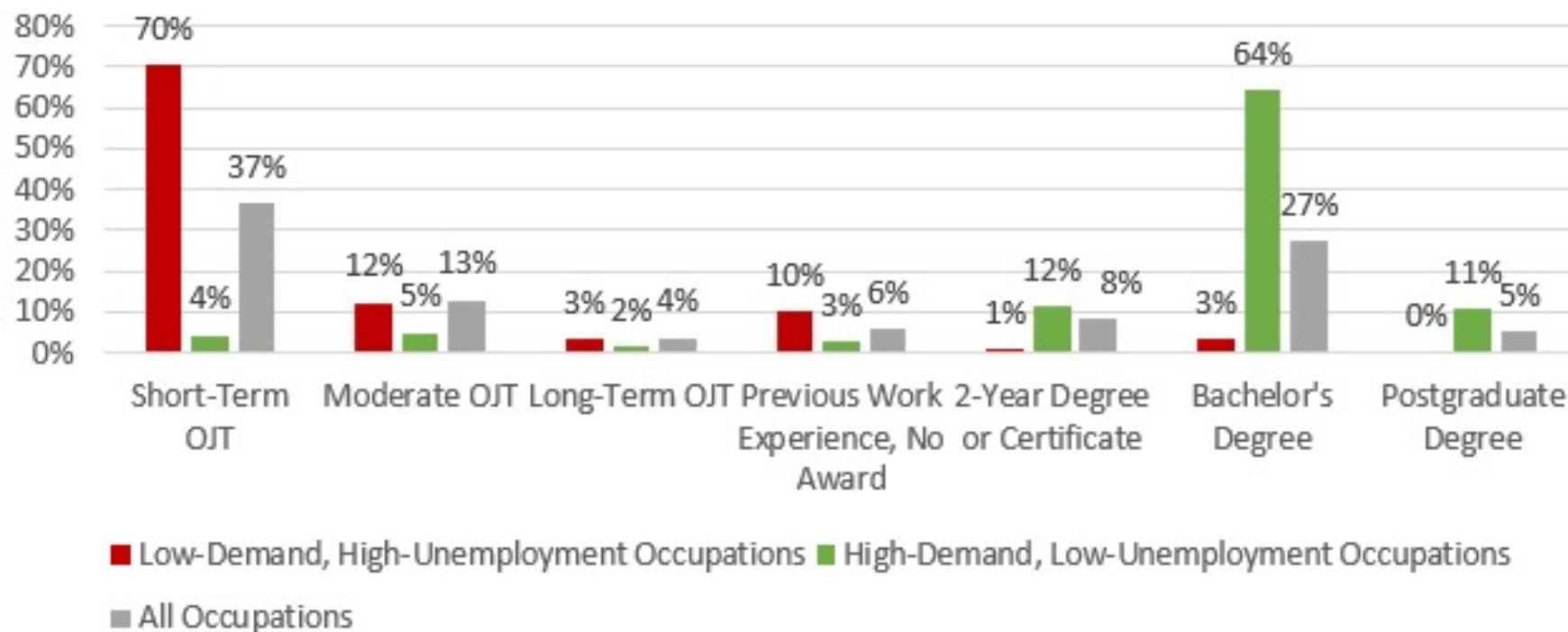
- **Voluntarily Exiting the Workforce:** in September 2020, women left the workforce at four times the rate as men
- **Household Care:** Disparate burden of supporting the education and care of children or elderly family members
 - Mothers of 0-4 year-old children and mothers without a college degree experienced unemployment at disproportionately high rates (Alene Tchourumoff, Federal Reserve)
 - Childcare deserts correlated pre-pandemic with an average 12% drop in mothers' labor force participation
- **Greater Risks of Exposure:** Two-thirds of all people employed in high contact-intensity positions are women (including roles in healthcare, P-12 education, service)
 - 66.7% of Ramsey County employment (2020Q1) in roles that require close physical proximity and cannot be done remotely were women

Youth in the Workforce

- **High Unemployment and Underemployment:** Rates already high pre-pandemic soaring during pandemic-induced recession.
- **Concentration in Lower-Wage Occupations:** 75% of Hosts, Hostesses, Restaurant, Lounge, and Coffee Shop Workers are youth; 57% of Fast Food Workers
- **Greater Risks of Exposure:** High share of high contact-intensity positions are between the ages of 16 and 24
- **Greater Risks of Career and Wage Scarring:** Recession graduates struggle to catch up in their careers even 10 years after the recession
- **Employment in Youth-Friendly Jobs Has Declined:** -0.8% annually on average since 2015
- **Forecasts Not Favorable:** Occupations historically held by youth forecast not to return to pre-pandemic levels within 3-5 years

The Reskilling Imperative

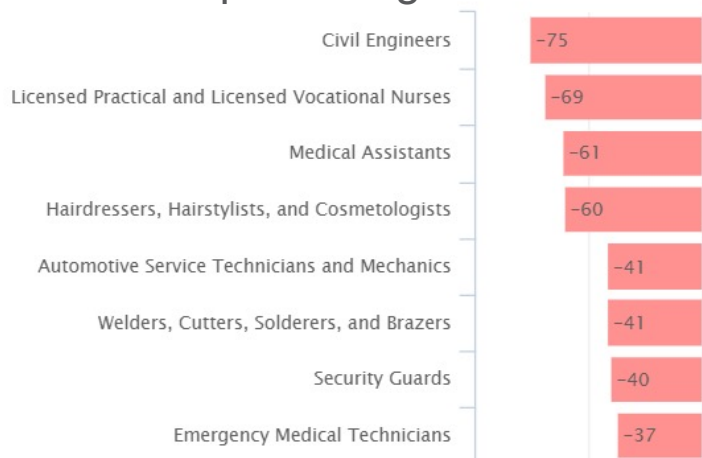
Comparison of Typical Education Requirements for Occupation Groups in Ramsey County, 2020Q3



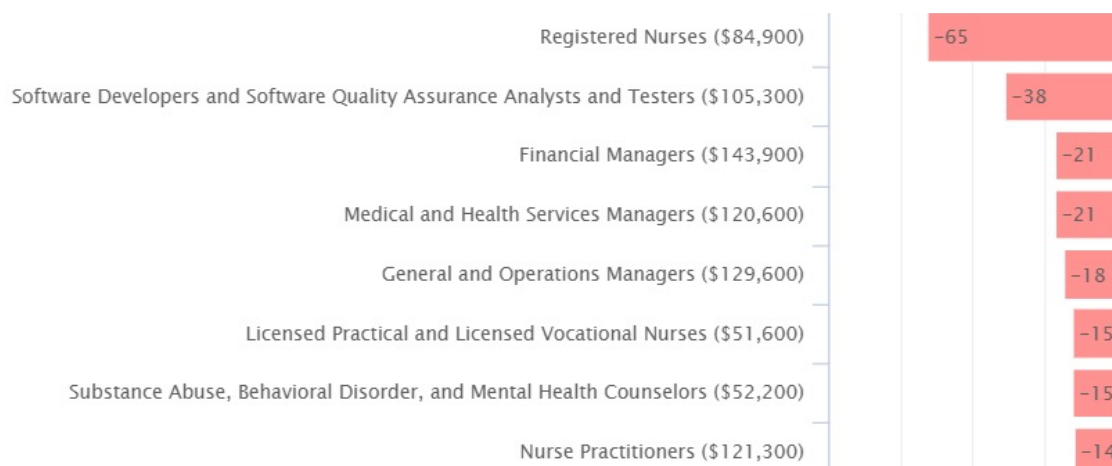
- **Opportunity Occupation Median Wage:** \$35,400 (est. talent surplus of around 750 people annually)
- All Occupation Median Wage: \$60,300
- **Target Occupation Median Wage:** \$89,000 (est. talent gap of at least 510 people annually)

Partnerships to Drive Reskilling

Where Ramsey County is Underproducing Educational Awards



Average Annual Talent Shortages in Ramsey County (3-Year)



- **Takeaway:** Partnerships between government, community-based organizations, and postsecondary institutions are essential to grow talent into the most in-demand and high-wage careers of the future.
- **Trends to Watch:** Skills-based hiring; workplace-ready education; short-course training programs; student-centered education models; stackable credentials; non-linear degree completion models

Target Occupations for Reskilling from Opportunity Occupations

Top 30 Target Occupations for Ramsey County Workforce Strategy (High-Demand, Low-Unemployment, High-Skill, High-Wage)

Financial Managers	Social & Community Service Managers	Clinical Laboratory Technologists & Technicians	Emergency Medical Technicians & Paramedics	Credit Counselors & Loan Officers	Real Estate Brokers & Sales Agents
Medical & Health Services Managers	Accountants & Auditors	Administrative Services & Facilities Managers	Misc. Managers	Insurance Sales Agents	Property, Real Estate, & Community Association Managers
General & Operations Managers	Misc. Healthcare Support Occupations	Marketing and Sales Managers	Court, Municipal, and License Clerks	Misc. Computer Occupations	Eligibility Interviewers, Gov Programs
Market Research Analysts & Marketing Specialists	Computer & Information Systems Managers	Misc. Financial Specialists	Training & Development Specialists	Public Relations & Fundraising Managers	Logisticians & Project Management Specialists
Misc. Business Operations Specialists	Misc. Health Technologists and Technicians	Compliance Officers	Misc. Community & Social Service Specialists	Physical Therapist Assistants & Aides	Computer and Information Analysts

- **Takeaway:** Healthcare, IT, and Finance positions have the greatest skill gaps between Opportunity Occupations and Target Occupations.
- **Driving Issues:** Technology access; digital skills; asynchronous learning opportunities; credit for prior learning; credentialing

What Now?

Workforce Inclusion is an Economic Competitiveness Imperative

- 2020 brought uncertainty, now we have resolve that returning to the status quo is not acceptable
- Economic Competitiveness and Inclusion Vision Plan
 - Cultivate economic prosperity and invest in neighborhoods with concentrated financial poverty
 - Foster economic opportunity, innovation, and transformation
- Opportunity to build a workforce that is inclusive of everyone
- **Ramsey County: A place as rich in cultural vitality as it is rich in economic opportunity**

Thank you!



Brooke Walker
Department Director,

Community Action Partnership of Ramsey & Washington Counties
WIB Member



Connect to Ramsey County Workforce Resources

- Job Seeker Services
 - www.ramseycounty.us/workforce or 651-266-9890
 - Dislocated Worker and Adult Programs
 - Youth Programs (ages 14-24)

 - Community Career Labs
 - www.ramseycounty.us/careerlabs

 - 60-minute appointments, locations throughout Ramsey County
-

Contact Presenters

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A county of excellence working with you to enhance our quality of life.

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