



Top Trends to Watch in Ramsey County's Workforce Landscape

January 17, 2024



Welcome – Ling Becker

Ramsey County Workforce Solutions Director



Top Trends to Watch in Ramsey County's Workforce Landscape

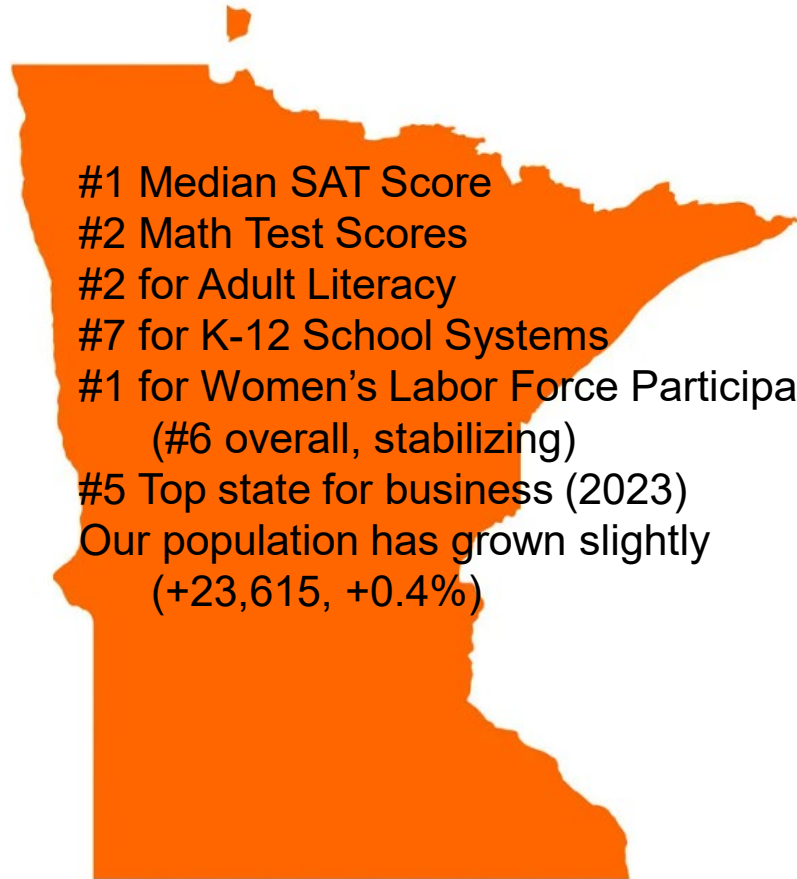


Erin Olson
RealTime Talent

Join us to learn about the top workforce trends in 2024 with RealTime Talent's Senior Director of Strategic Research, Erin Olson.

Wednesday, Jan. 17
Noon–1 p.m.
Zoom Webinar

Today's Landscape: Statewide



Racial Disparities

2019 – WORST (US DOE)

2022 – 2ND WORST (WalletHub 2022)

Talent Shortage

51 Workers / 100 Open Jobs (December 2023 JVS)

Slowing Business

#37th in new business apps
(down 6.2% 2021-2022) (US
Census Bureau 2023)

Today's Landscape: Statewide



MISALIGNMENT

- Education Gaps
- Occupation Gaps
- Skill Gaps
- Geographic Mismatches

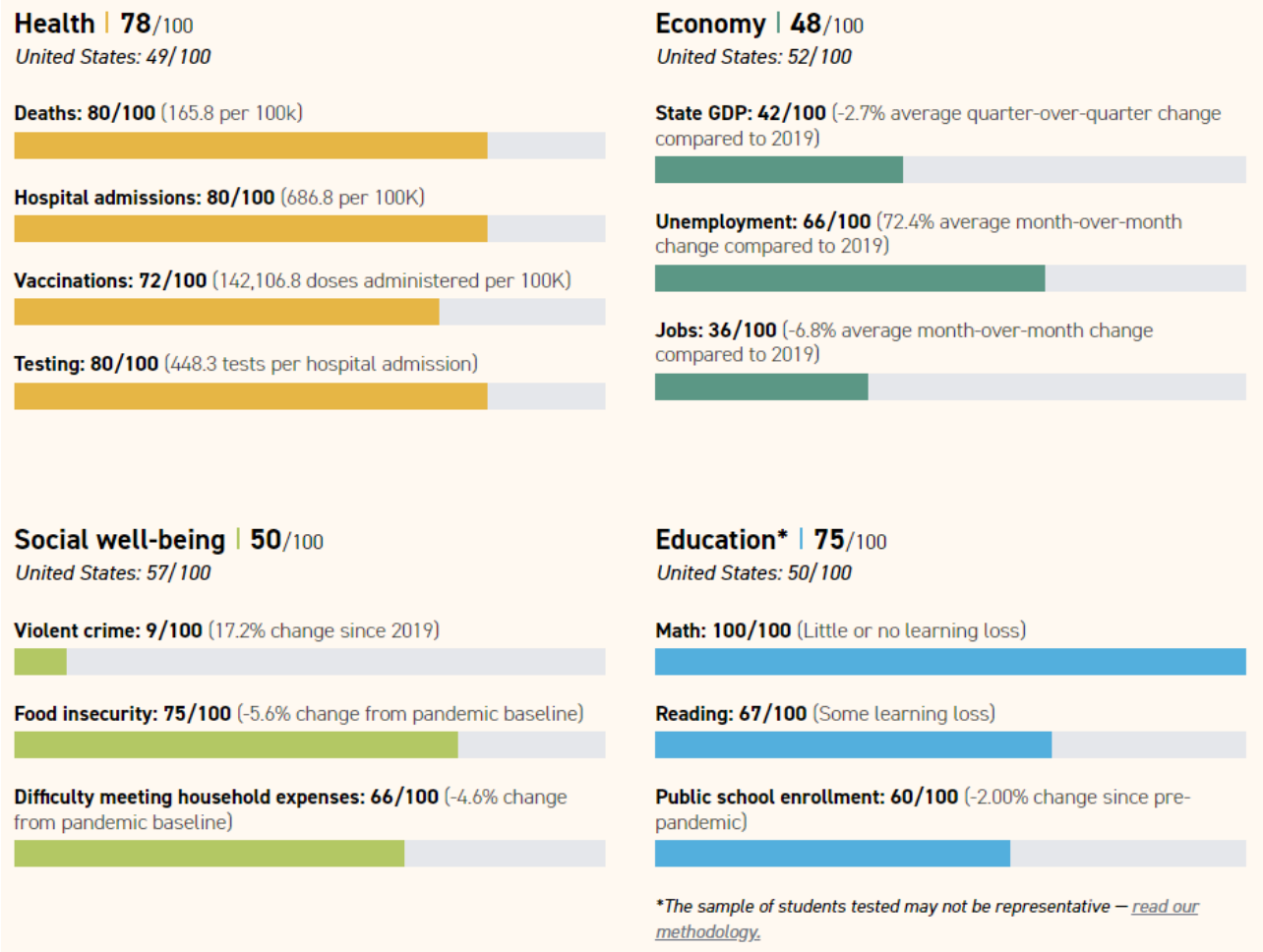
- 1.3 Billion People Worldwide
- 6% annual tax on global economy

Minnesota's Mixed Economic Recovery

Minnesota's Recovery Rank:
#31/50

MSP Metro ranked **#3/53**
among the largest metro areas
nationally for low
unemployment rates.

Signs point to low available
talent being the constraining
factor for economic recovery.



Infographic by Politico, accessed 8/24 at: <https://www.politico.com/interactives/2021/covid-by-the-numbers-how-each-state-fared-on-our-pandemic-scorecard/>
 COVIC Recovery Rank by WalletHub, accessed 8/24 at: <https://wallethub.com/edu/states-covid-recovery/90947>
 MSP Metro Unemployment Rank by Brookings, accessed 8/24 at: <https://www.brookings.edu/articles/which-metro-areas-have-fared-better-in-the-covid-19-rebound/>

What to Watch In Ramsey County's Workforce Landscape





Our People

Top Trends 1-6

Trend #1: Our people continue to be our best asset.



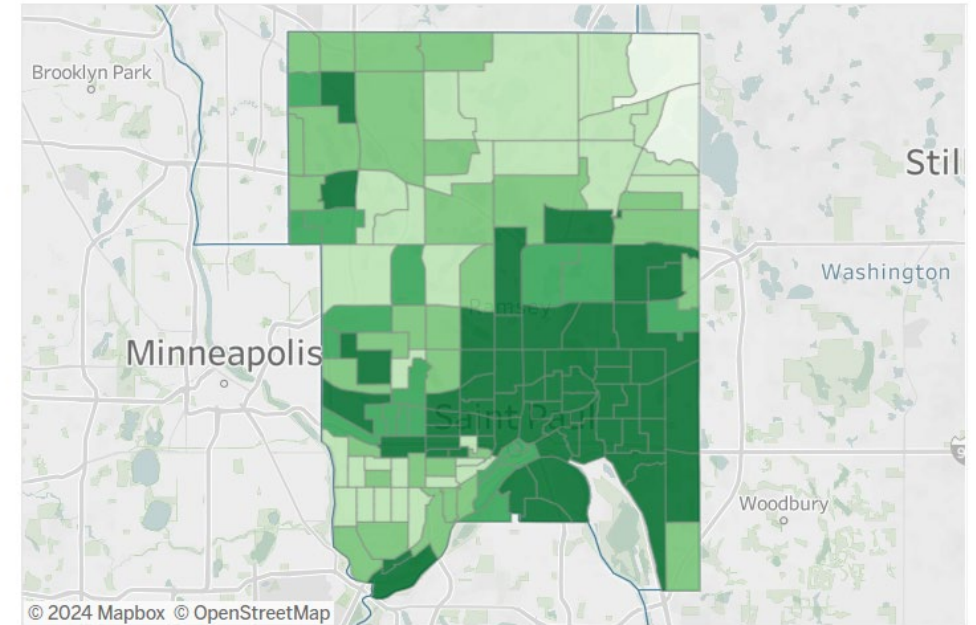
- **Population Density and Workers**

- 549,377 residents (+0.3% average annual growth)
- Over 3,500 residents per square mile on average (71.8 statewide, 1,130 MSP Metro-wide)
- 298,820 people in the labor force (68.9% participation rate for all, and 82.5% rate for 20-64-year-olds, 80.3% for females 20-64 years old)

- **Minnesota's Most Diverse Child and Prime Working Age Adult Populations**

- Second highest Diversity Index score overall (after Mahnomon County), with 61.4% chance that two residents selected at random would be from different race or ethnic groups.
- Highest Diversity Index score for these age groups:
 - Under 5 years: 75.9%
 - 5-7 years: 75.6%
 - 25-34 years: 65.0%
 - 35-44 years: 62.4%
- 15.8% of residents were born outside the country (86,600 people), second highest share (after Nobles county) and second highest volume (after Hennepin county)

Racial and Ethnic Diversity Index
All Ages
Ramsey County, Minnesota: 61.4%



Racial and ethnic diversity index

- 60.0 or more
- 50.0 to 59.9
- 35.0 to 49.9

Trend #1: Our people continue to be our best asset.

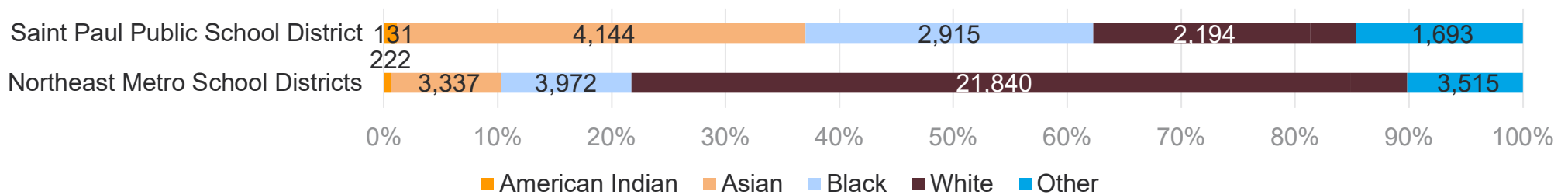


Between Saint Paul Public Schools and Northeast Metro Schools, there are about **7,481 Asian students and 6,887 Black students in local public high schools.**

77.9% of these Asian high schoolers (5,830) and **83.6%** of these Black high schoolers (5,739) participated in a Career and Technical Education course.

Ramsey County High School Enrolled Student Demographics as of FY2020

Student Race/Ethnic Group	Saint Paul Public School District (2020)	Northeast Metro School Districts (2020)**
Hispanic*	1,652 (14.4%)	3,491 (10.4%)
American Indian	131 (1.1%)	222 (0.6%)
Asian	4,144 (36.0%)	3,337 (9.6%)
Black	2,915 (25.3%)	3,972 (11.5%)
White	2,194 (19.1%)	21,840 (63.1%)
Multiple	465 (4.0%)	1,730 (5.0%)
Other or Race Not Reported	1,653 (14.4%)	3,515 (10.2%)
Total High School Enrollment	11,502	34,616

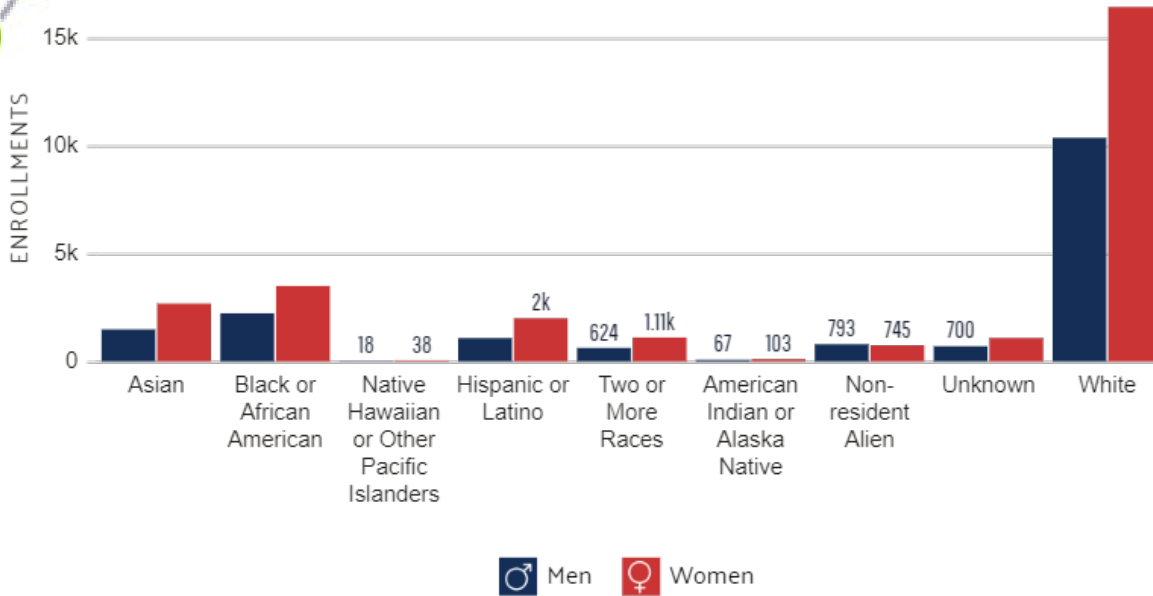


Trend #1: Our people continue to be our best asset.

- Diversity of postsecondary students and graduates continues to grow, despite enrollment challenges



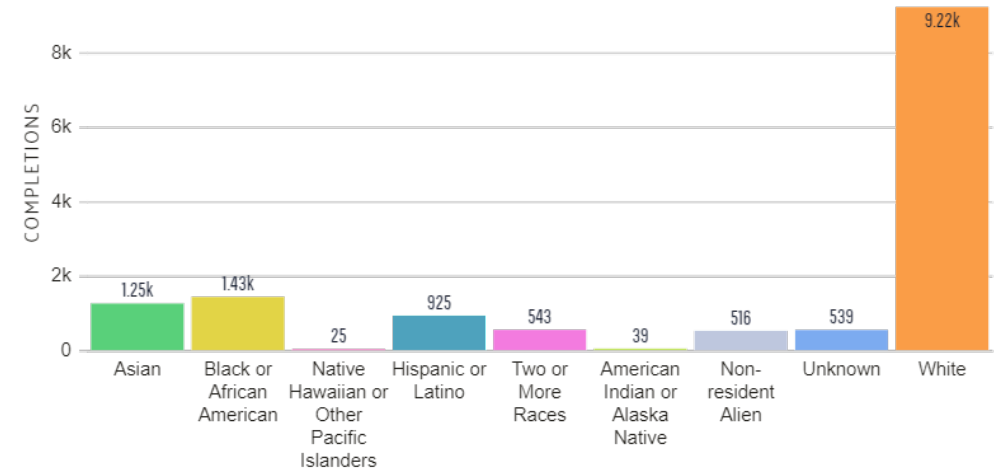
SY2021 Fall Enrollment by Race, Ethnicity, and Gender



- 14,482 postsecondary awards were conferred in SY2021
 - 64.0% Female
 - 63.7% White
 - 9.9% Black or African American
 - 8.6% Asian

- 45,019 students were enrolled in postsecondary institutions in 2021
 - 61.3% Female
 - 59.4% White
 - 12.7% Black or African American
 - 9.2% Asian

SY2021 Postsecondary Award Completions by Race and Ethnicity

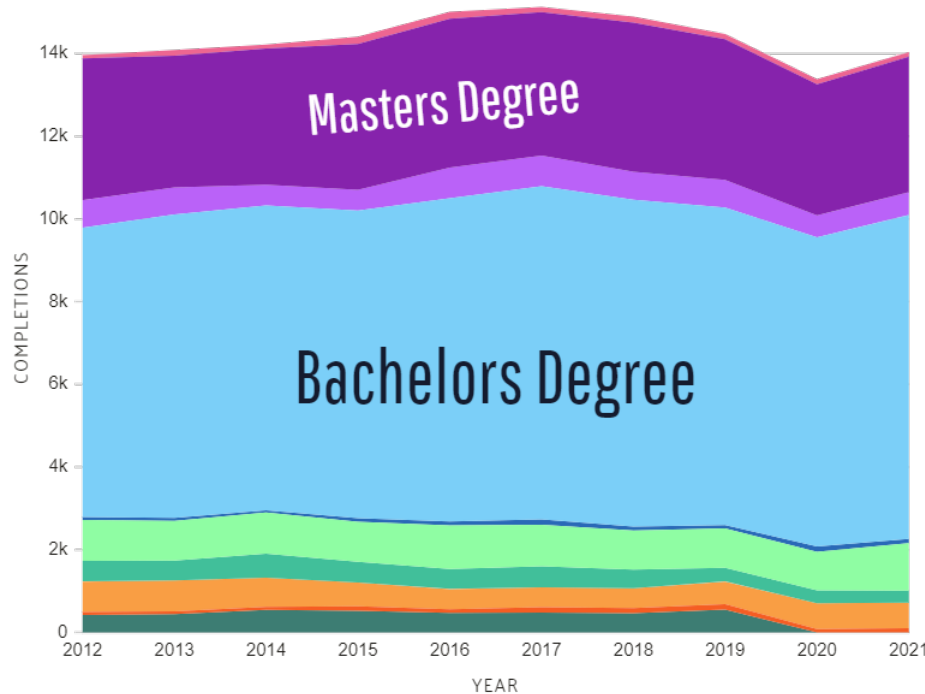


Trend #1: Our people continue to be our best asset.



- Level of educational attainment of the population is rising, beginning to approach MSP Metro averages (but variation by community)

SY2021 Postsecondary Awards Conferred by Degree Level



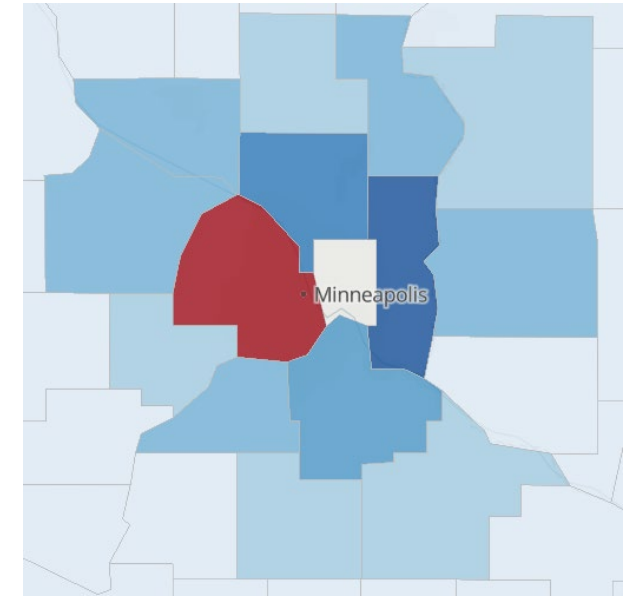
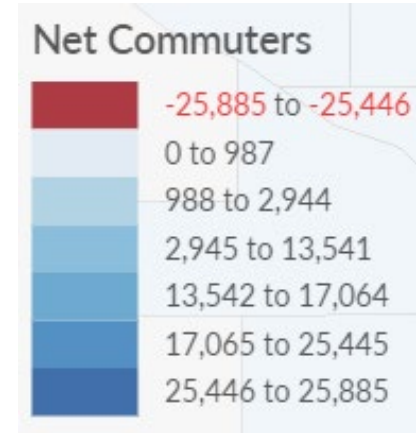
	Ramsey County	MSP Metro	MN
No High School Diploma	9.2%	5.9%	6.0%
High School Graduate	18.6%	17.1%	21.2%
Some College, No Degree	17.9%	18.1%	20.2%
Associate's Degree	9.4%	10.7%	12.9%
Bachelor's Degree	27.9%	31.6%	26.5%
Postgraduate Degree	17.1%	16.6%	13.3%

- Degree completions rising again after pandemic-induced drops, with 2-year and 4-year making largest gains

Trend #1: Our people continue to be our best asset.



- Ramsey County has net negative talent migration (-8,339) and net positive talent commute patterns (46,759 more inbound commuters).
- Ramsey County is a hub for employment—not only of its own residents, but those of neighboring counties.



Critical Actions:

- Support local youth and connect them to education and career opportunities early
- Support the academic persistence of Black, African American, Asian, Hispanic/Latinx, American Indian, and male students through degree completion
- Pay attention to and address occupational segregation
- Advance programs that promote equity and inclusion with an eye to career advancement and promotion
- Continue to make Ramsey County a great place to live to attract more residents and reverse trends of outmigration

Trend #2: Skills-based hiring is on the rise.



- Skills-based hiring is a hiring process where evidence of candidates' specific skillsets, rather than other information such as their prior experience or where they were educated, is used to make hiring decisions. As such, employers set specific skill requirements and then measure for these skills.

TEAR THE PAPER CEILING

Skills-based hiring improves retention rates, increases diversity, and opens up untapped talent pools. Download our playbook to get started.

STARS HIRING PLAYBOOK

Critical Actions:

- Ask and explore: What opportunities and challenges does skills-based hiring raise for job-seekers, employers, and postsecondary education?

Trend #2: Skills-based hiring is on the rise.



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Minnesota Employer Talent Accelerator: Skills-based Hiring and Retention Solutions

We help your company build a plan that will attract, hire and retain the best talent.

●●● 1-Day Intensive Workshop

- Rebuild your hiring process
- Improve retention
- Increase diversity among your workforce
- Network
- Tailored content



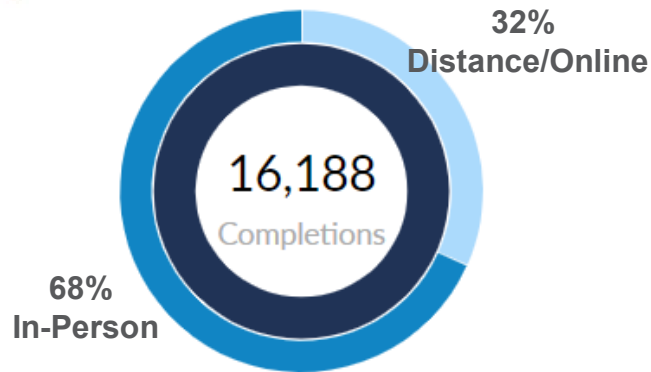
Critical Actions:

- Ask and explore: What opportunities and challenges does skills-based hiring raise for job-seekers, employers, and postsecondary education?

Trend #3: Education will innovate.



SY2022 Postsecondary Award Completions in Ramsey County



-3% (2018-2022)
14 Institutions

- **Numerous postsecondary challenges and issues to address:**
 - Dropping enrollment and disillusionment with education system
 - Ongoing postsecondary persistence challenges (though signs of improvement)
 - Shifting industry needs (occupations, skills, and hiring requirements)
 - Faculty and staff shortages
- **Likely to result in:**
 - Changes to options students have for their learning experience (modality, curriculum, degrees, supports)
 - Alignment of program outcomes to industry-recognized credentials and sets of verifiable skills
 - Closer partnerships with industry and secondary education
 - Increased flexibility and nimble response to industry changes and student needs
 - Creative financial solutions for students

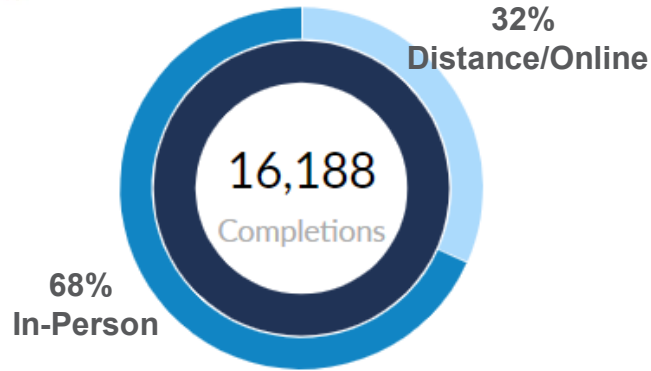
Critical Actions:

- Postsecondary education and career education/training entities will need meaningful partnership with government and industry to reimagine programming and education models.

Trend #3: Education will innovate.

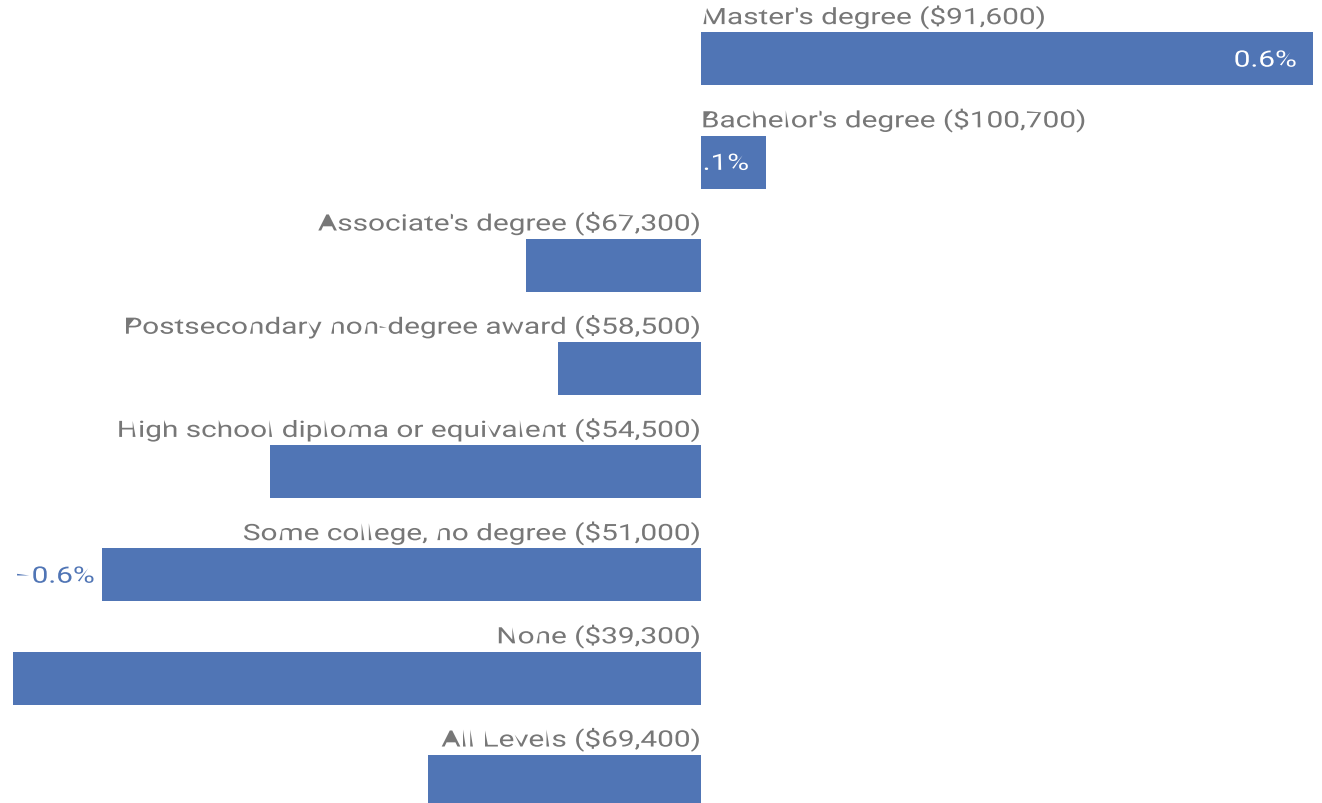


SY2022 Postsecondary Award Completions in Ramsey County



-3% (2018-2022)
14 Institutions

Annual Average Projected Job Growth by Education Levels Over Ten Years



Critical Actions:

- Postsecondary education and career education/training entities will need meaningful partnership with government and industry to reimagine programming and education models.

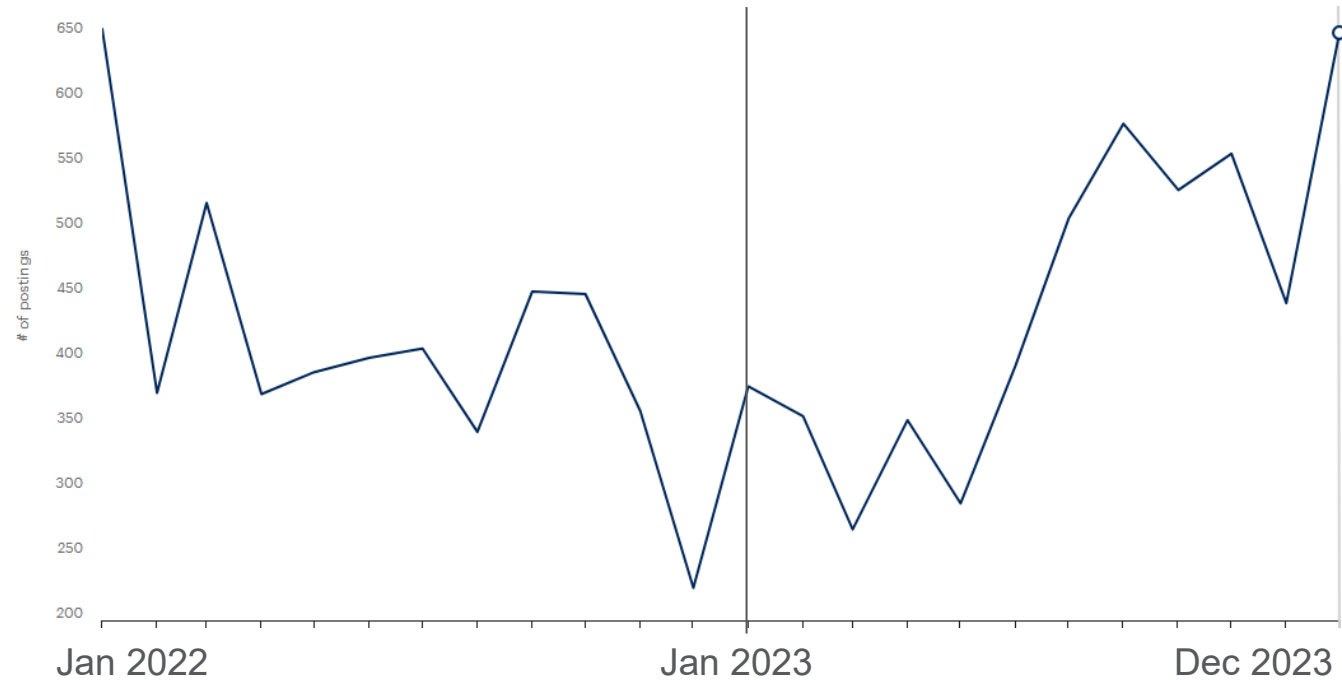
Trend #4: Driver's licenses continue to rise as a required hiring credential.



Volume of Job Postings in Ramsey County by Driver's License Requirement

	2023	1-Yr % Change from 2022	2-Yr % Change from 2021
All Jobs	58,161	-5%	-9%
Any Driver's License	5,324	+7%	+7%
CDL	1,170	+19%	+31%

Job Postings in Ramsey County Requiring a Driver's License, Monthly



Critical Actions:

- Ensure that these requirements are necessary and not a barrier to access to employment

Trend #4: Driver's licenses continue to rise as a required hiring credential.



What keeps young people from the driver's license?



Accessibility

Driver's education has been privatized, with many districts in the state choosing not to offer options at all.



Cost

Driver's education can cost up to \$600, plus costs if additional behind the wheel practice and funds to rent an appropriate vehicle to take the road test.



Structure

DPS locations make it difficult for those in Minneapolis and St. Paul to access the road test. Additionally, the requirements for the vehicle for the road test is a barrier for many young people.



Racial Disparities

Although DPS does not collect race or ethnicity data, national data serves as a proxy for seeing the disparities in our own driver's license attainment.

Critical Actions:

- Ensure that these requirements are necessary and not a barrier to access to employment

Trend #4: Driver's licenses continue to rise as a required hiring credential.



- American Rescue Plan Act Funded Workforce Initiative.
- Co-investment with the city of Saint Paul.
- Focus on 18-24 years of age.
- Focus on career pathways that require driver's license as a work credential.
- Include multiple options to support including ensuring individuals have supportive resources for Knowledge Test, Behind the Wheel Training, Road Test and Driver's License Supportive Resources.



The Ramsey County Driver's License Academy is an American Rescue Act funded workforce initiative in partnership with the City of Saint Paul to help young workers aged 18-24 get their driver's license as a needed work credential. There is no cost for eligible job seekers.

- + Eligibility
- + Services
- + Apply
- + FAQ
- + Related resources



Critical Actions:

- Ensure that these requirements are necessary and not a barrier to access to employment

Trend #5: The childcare and early childhood education crisis.



- **Severe talent shortage is impacting workforce participation and productivity**
 - 3,713 childcare workers, plus Family, Friends, and Neighbors (FFN)
 - 2.9% unemployment (99 people); 1.27 LQ
 - \$39,600 average annual wage
 - -0.3% decline in employment annually on average over the past five years
 - Shortages of Preschool Teachers and Special Education Preschool Teachers

RAMSEY COUNTY
**Early Childhood
Academy**



- Since 2016, Ramsey County lost 1,500 licensed spots (30% capacity)
- As of September 2021, almost 60% of local childcare centers experienced decline of at least 25% in annual attendance; more than 2/3 of centers had to lay off staff
- Limited openings persisted through 2022
- Think Small Early Childhood Academy – Incentives funded through ARPA

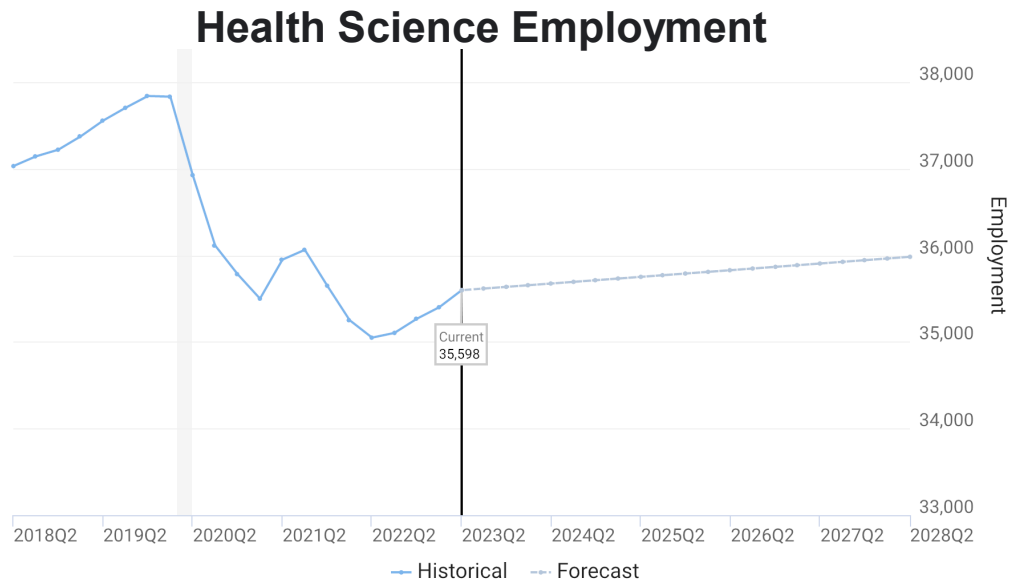
Critical Actions:

- Continue important initiatives to address both the childcare and early education workforce shortages, AND address affordability of childcare.
- If you need childcare resources, visit: <https://www.ramseycounty.us/residents/assistance-support/support-families/early-childhood-resources>

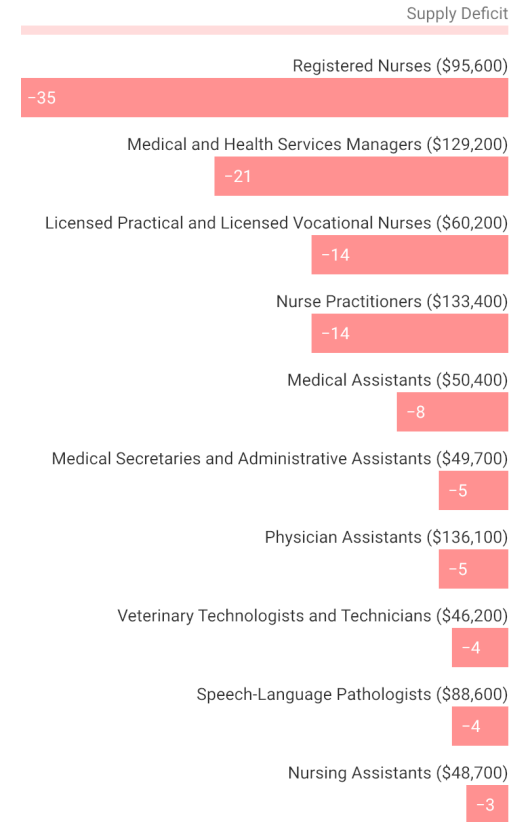
Trend #6: The urgency of our healthcare workforce shortage.



- **Severe talent shortage is impacting all sectors of the Healthcare Industry**
 - 35,598 Health Science workers
 - 1.8% unemployment (540 people)
 - 1.15 LQ



Annual Talent Shortages



Critical Actions:

- Increase early exposure to healthcare career pathways, increase credential stackability, and improve coordination across postsecondary education systems to ensure sufficient supply and training of talent needed.



The Digital Workplace Top Trends 7-10

Trend #7: Hybrid work is here to stay.

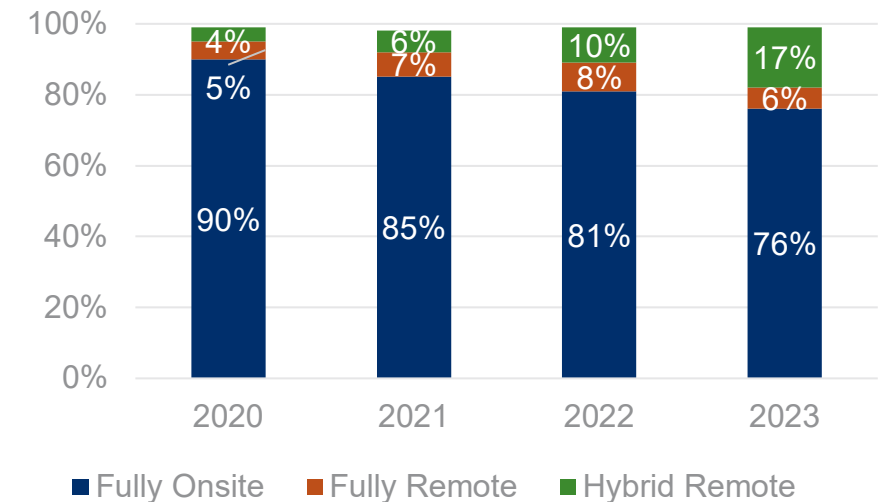


- **The goal of using hybrid work models:** Balance and optimize work for greater productivity and well-being; flexibility and inclusion go hand-in-hand in the workplace of the future.

Job Postings by Setting

% of Postings 2023	MN	MSP Metro	Ramsey County	St. Paul
Fully Onsite	84%	80%	76%	74%
Fully Remote	6%	7%	6%	7%
Hybrid Remote	10%	13%	17%	18%
Temp Remote	0%	0%	1%	1%

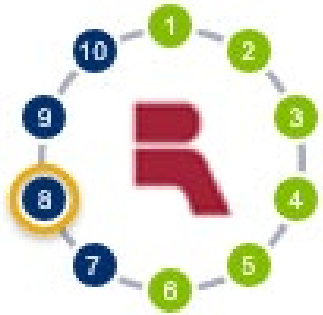
Job Postings by In-Person, Hybrid, or Remote Setting



Critical Actions:

- Workplace flexibility while managing productivity and work-life balance
- Prioritizing inclusion and workplace culture, leveraging new technology to do so
- Prioritize employee wellness and mental health needs

Trend #8 : Rising cybersecurity needs and potential for cyber threats.



- **The top threats anticipated in 2024 (Flashpoint report, 2024)**
 - AI-driven cyber threats increasingly targeting business operations
 - Social engineering attacks becoming more sophisticated and targeted
 - Insider threats becoming more complex and frequent
 - Supply chain and third-party vulnerabilities
 - Ransomware, stealer malware, Cloud service vulnerabilities, “hacktivism”
- **Minnesota’s supply of Computer Science and IT talent is insufficient to meet demand**
 - Minnesota ranks last out of all 50 states in Foundational Computer Science courses offered in high school
 - Minnesota dropped -6 spots in net tech employment since 2018
 - Lower rate of overall inclusion of women, Black, African American, Native American, and Hispanic/Latinx talent than national trend

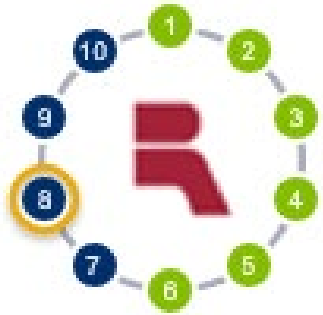
Critical Actions:

- Rapidly grow the local Computer Science/Information Technology workforce with emphasis on cybersecurity skillsets
- Utilize skills-based hiring best practices to rapidly onboard talent in the local insufficient volume of completions through related secondary and postsecondary programming



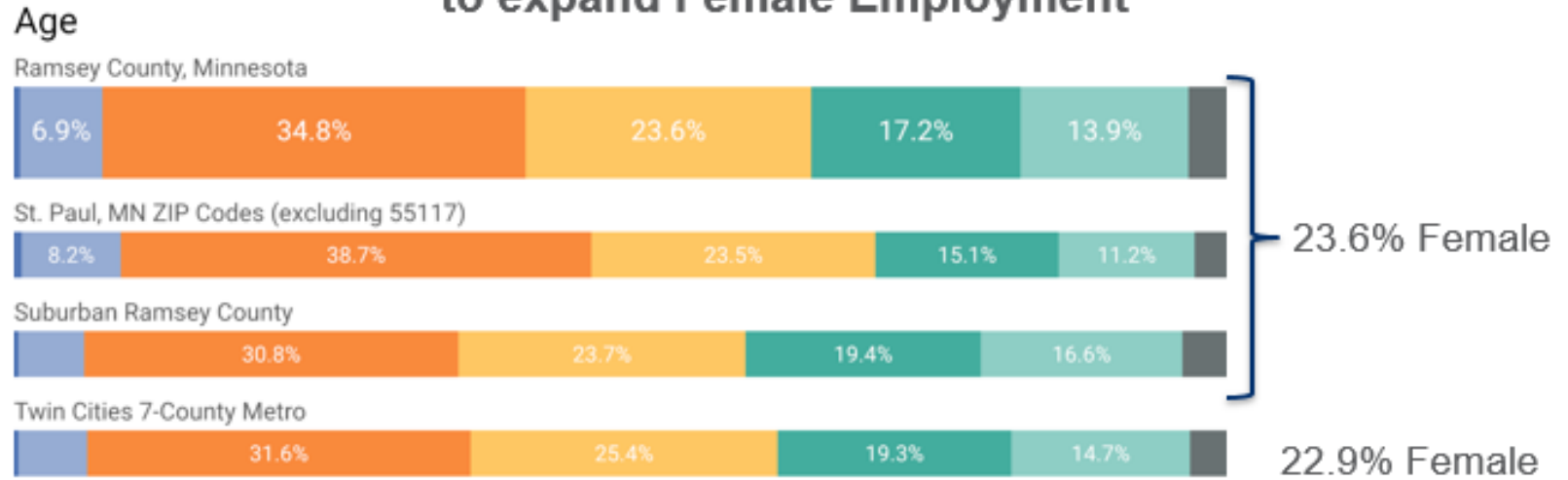
Trend #8 : Rising cybersecurity needs and potential for cyber threats.

- Ramsey County also has an insufficient supply of Computer Science and IT talent to meet demand: 11,367 employed in CS/IT roles, 1.6% unemployment rate, LQ 1.12 (-3.5% from 2018)



Despite employers increasingly emphasizing skills as the most important indicator for success in IT careers,^[1] nearly **90% of IT job postings in the Ramsey County** indicate that these positions require a BA or higher.^[2]

Highly Youthful IT Talent in Saint Paul, with opportunity to expand Female Employment



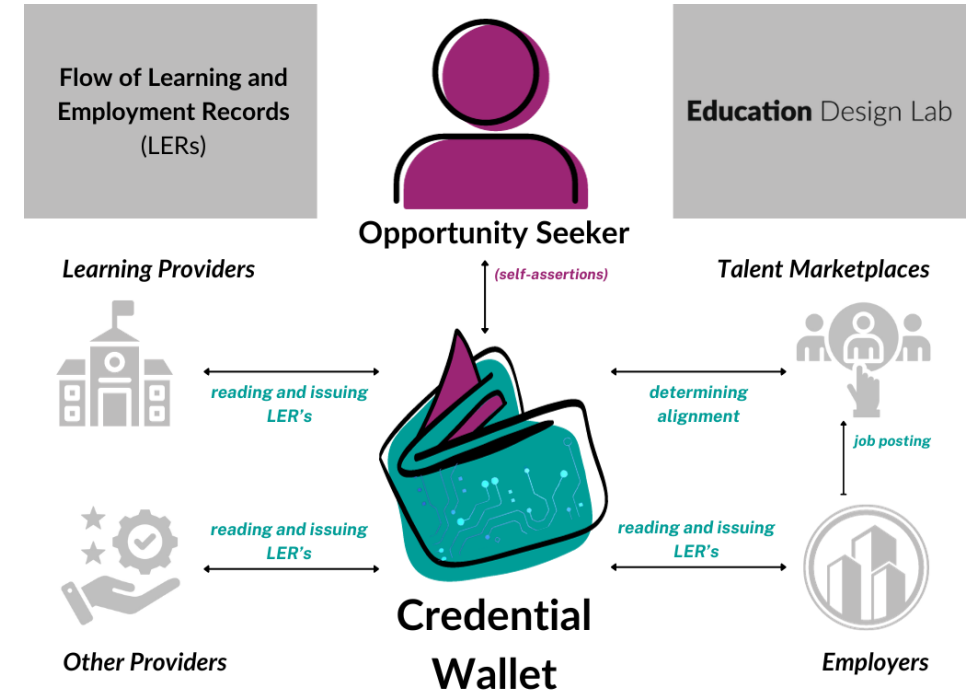
Critical Actions:

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Trend #9: Artificial Intelligence (AI) will revolutionize our recruitment and hiring processes.



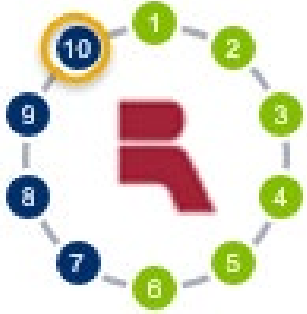
- **Automated Talent Sourcing**
 - A flooded market
- **Learning and Employment Record (LERs)**
 - Open-standards-based, machine-actionable, digital record of an individual's formal and informal learning and employment that can be combined with other digital records useful in supporting an individual's education, employment, and supportive services.



Critical Actions:

- Understand the connections between skills-based hiring opportunities and the national movement for LERs
- Pilot use of AI in areas of critical talent needs, whether it be for colleges and universities (identifying passive prospective students), companies (identifying passive candidates), or identifying workforce and education programs for development or investment

Trend #10: Artificial Intelligence (AI) will lead in workplace optimization.



• Making AI work for us

- AI Work Enablement
 - Tactical efficiency and productizing
 - Improved decision-making processes
 - Personalized and effective training and development
- Autonomous workplace digitization
 - Hyperautomation and next-gen automation platforms
- Improved digital onboarding
- More dynamic work and careers
- Impacts in every industry

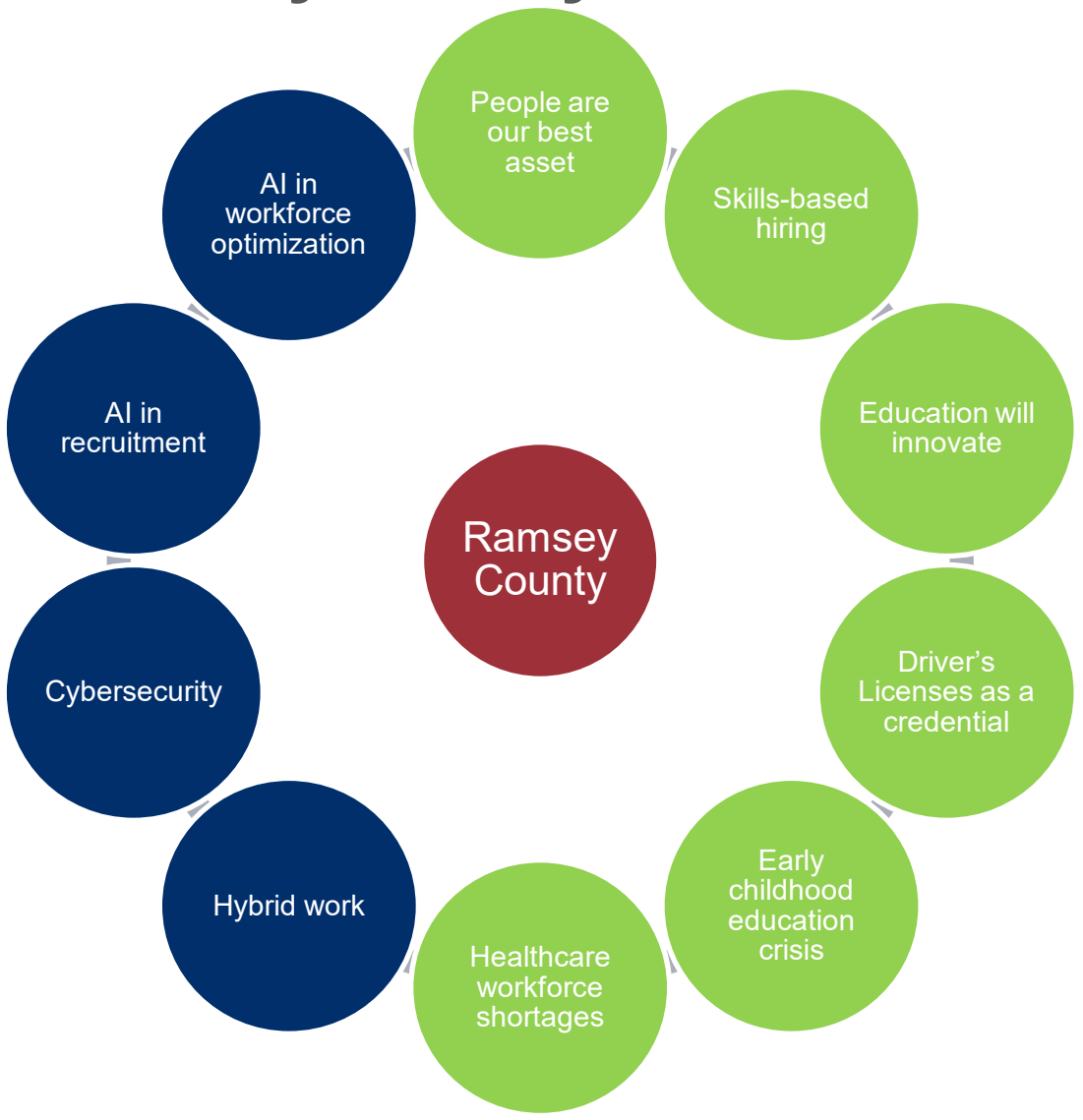
Critical Actions:

- Connect skills-mapping and the national movement for LERs to career development and advancement, or even succession planning
- Learn from national best practices and innovators starting to test solutions now:
 - Generative AI-based conversational assistant: increased productivity by 34% for entry-level workers, 14% overall (Brynjolfsson, Li, & Raymond 2023)
 - AI assistance improves customer sentiment, increases employee retention, and may lead to worker learning

What to Watch In Ramsey County's Workforce Landscape

The Digital Workplace

Our People





Thank You

Erin Olson, Senior Director of Strategic Research,
erin@realtimentalentmn.org





Resources and Upcoming Events

Inclusive Hiring Connections Summit

- Wednesday, January 24, 2024, 8:30am-1pm, Metro Square Conference Center, downtown Saint Paul.
- Half day opportunity to connect with inclusive hiring resources.
- Connected with community-based training providers.
- Pick from a list of resources that will be featured.
- Quick take resources to build your 2024 strategies!
- Free event – includes lunch and parking voucher.
- Asking WIB members to attend and participate in a variety of ways.
- Event page on the St. Paul Area Chamber website:



Inclusive Hiring Connections Summit
Learn & connect at this free event!

January 24, 2024
8:30 AM - 1:00 PM
Metro Square
Conference Center, St. Paul

**Workforce
Innovation Board
of Ramsey County**

The flyer features a red border and a logo of two stylized figures. Below the title, there are six small images representing different stages of the hiring process: INTRODUCTION, RECRUITMENT, HIRING, ONBOARDING, RETENTION, and SYSTEMS OF SUPPORT.



<https://web.stpaulchamber.com/events/RamseyCounty%20Inclusive%20Hiring%20Connections%20Summit-2454221/details>

Inclusive Hiring Connections Summit

Session Options

- Ramsey County's Inclusive Employer Cohort and Toolkit.
- The City of St. Paul's Right Track Internship and Youth Employment and Training.
- Fair Opportunities Hiring: Stats, Myths and What's Next.
- Hiring International Workers.
- Adult Education Resources for Employers.
- Supports for Employees with Disabilities.
- Skills-based Hiring and Retention Solutions.

20 tables at the Training Resources Fair to connect with community training programs that develop skilled workers for multiple industries.

Building Strong Communities
CAPI USA
Center for Energy and Environment
City of St. Paul Right Track Program
Department of Employment and Economic Development (DEED)
Goodwill-Easter Seals of Minnesota
Hired
Humphrey Job Corps
International Institute of Minnesota
ISD 622
Karen Organization of Minnesota
MDI
Minnesota Tech for Success
MN Training Partnership
Repowered
Saint Paul Public Schools
Science Museum of MN
State Services for the Blind
TSE, Inc.
Twin Cities RISE

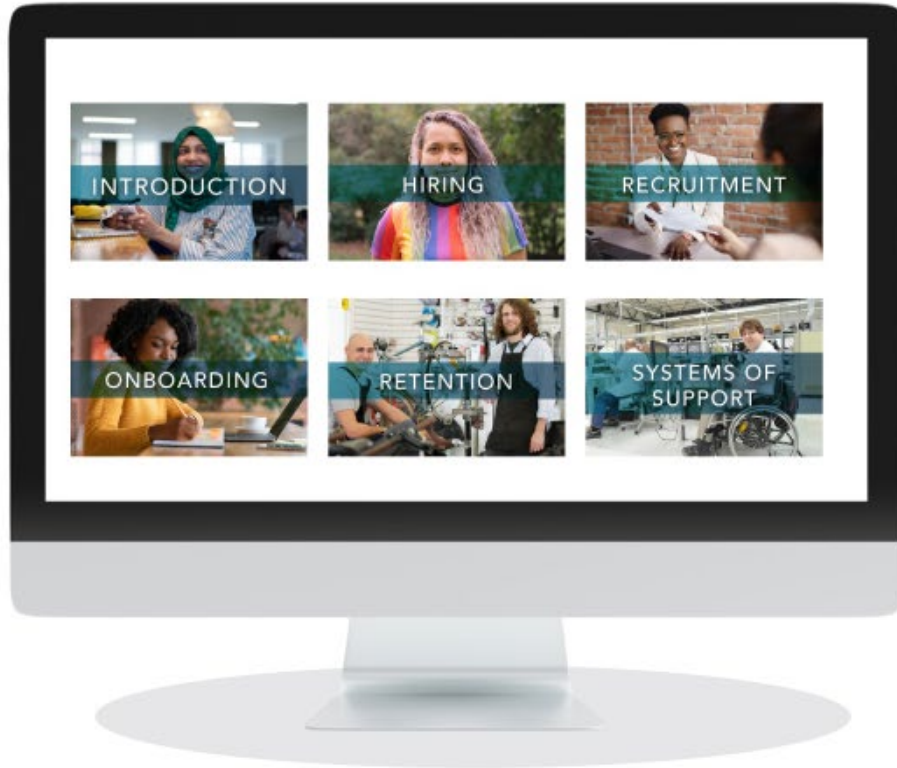
Inclusive Workplaces Cohort

Advance **equity & inclusion** within your organization. Build a more **sustainable workforce**.



- Cohort Applications are now open!
- Deadline is January 31, 2024.
- Need to identify application review committee.





Inclusive Employer Toolkit

A **free** toolkit for employers with resources to improve diversity, equity and inclusion.

ramseycountymeansbusiness.com/Toolkit

Inclusive Employer Toolkit

The Equity Committee of the Workforce Innovation Board of Ramsey County has assembled this action guide to help employers in our community and region improve diversity, equity, and inclusion (DEI). Our purpose in creating this resource is to provide practical tools that will ultimately help move the needle on workforce disparities and provide equitable access to wealth and opportunity.

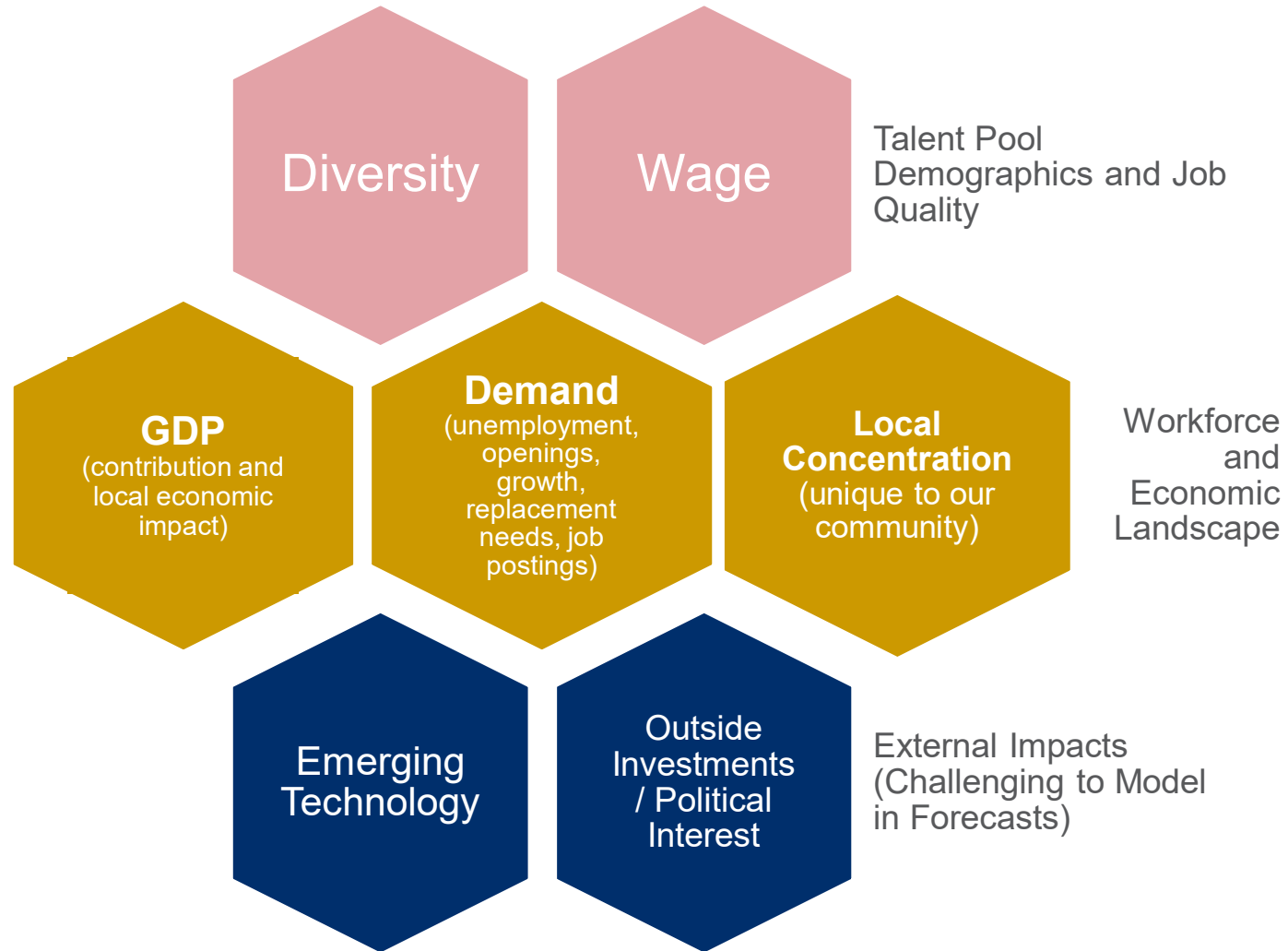
This guide offers concrete practices to build diverse, equitable, and inclusive workplaces in the areas of staff recruitment, hiring, onboarding, and retention. Much of the information contained in this guide was crowd-sourced from employers and experts committed to achieving equity outcomes.





Appendix

Considerations for Industry and Career Pathway Prioritization



Ramsey County Prioritization Matrix

Career Clusters	Demand	Local Concentration	GDP Contribution	Emerging/ External Impacts	Wages	Talent Diversity	Final Score (max=8)
Public Administration and Education	High	High	High	Low	High	R: Low G: Mod.	6
Health Science	High	High	High	Mod.	High	R: High G: Low	7
Construction and Architecture	Mod.	Low	High	High	High	R: Mod G: Low	5
Manufacturing	Mod.	Mod.	High	High	Mod.	R: High G: Low	6
Information Technology	High	High	Mod.	High	High	R: High G: Low	7
Business and Finance	High	Mod.	High	Mod.	Mod.	R: Low G: Mod.	6
Hospitality	Mod.	Mod.	Low	Low	Low	R: High G: High	2

High = 2 points
Mod. = 1 point
Low = 0 points

Qualifying strategy indicators
(R = Race; G = Gender)

Details on Ramsey County Entrepreneurship

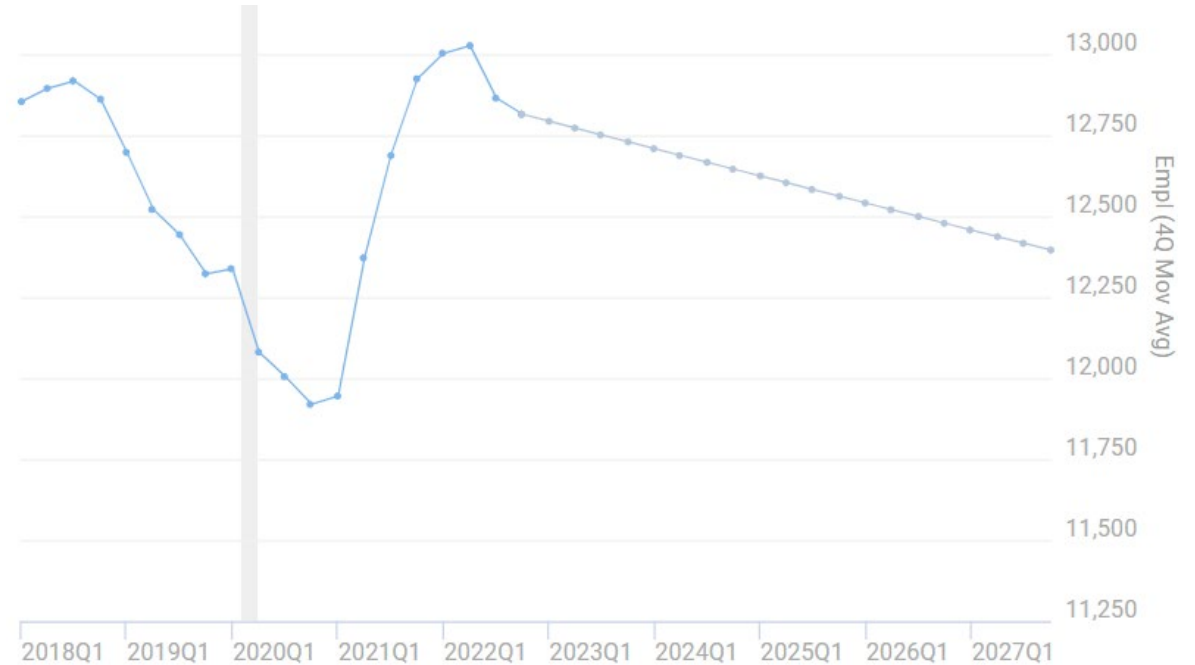
Employment: 12,815 people (7,109 in Saint Paul)
Unemployment: Not Applicable
Annual Employment Change through 2027: -0.7%
Total New Talent Needed through 2027: 6,846
Average Entry-Level Experience: Part-time while working other jobs
Average Overall Wages: \$38,100

Demand Wage Skills

Top Careers as a Contractor, Consultant, or Freelancer by Total Volume

- 1) Software Developers (OG, AG)
- 2) Supervisors of Retail Workers
- 3) Childcare Workers
- 4) Writers and Authors (OG)
- 5) Management Analysts (OG)
- 6) Real Estate Sales Agents (OG)
- 7) Construction Laborers
- 8) Business Operations Specialists (OG)
- 9) Carpenters (OG)
- 10) Hairdressers, Hairstylists, and Cosmetologists (OG, AG)

Self-Employment Forecast for Ramsey County



Nationally, self-employment may grow by 7.6% between 2016 and 2026 (BLS)