

# *Workforce, Families & Children Symposium*

## County Commissioners Association of Ohio

- Christine Marshall, Executive Director – Summit/Medina Workforce Area COG
- John Trott, Executive Director – Greater Ohio Workforce Board, Inc.



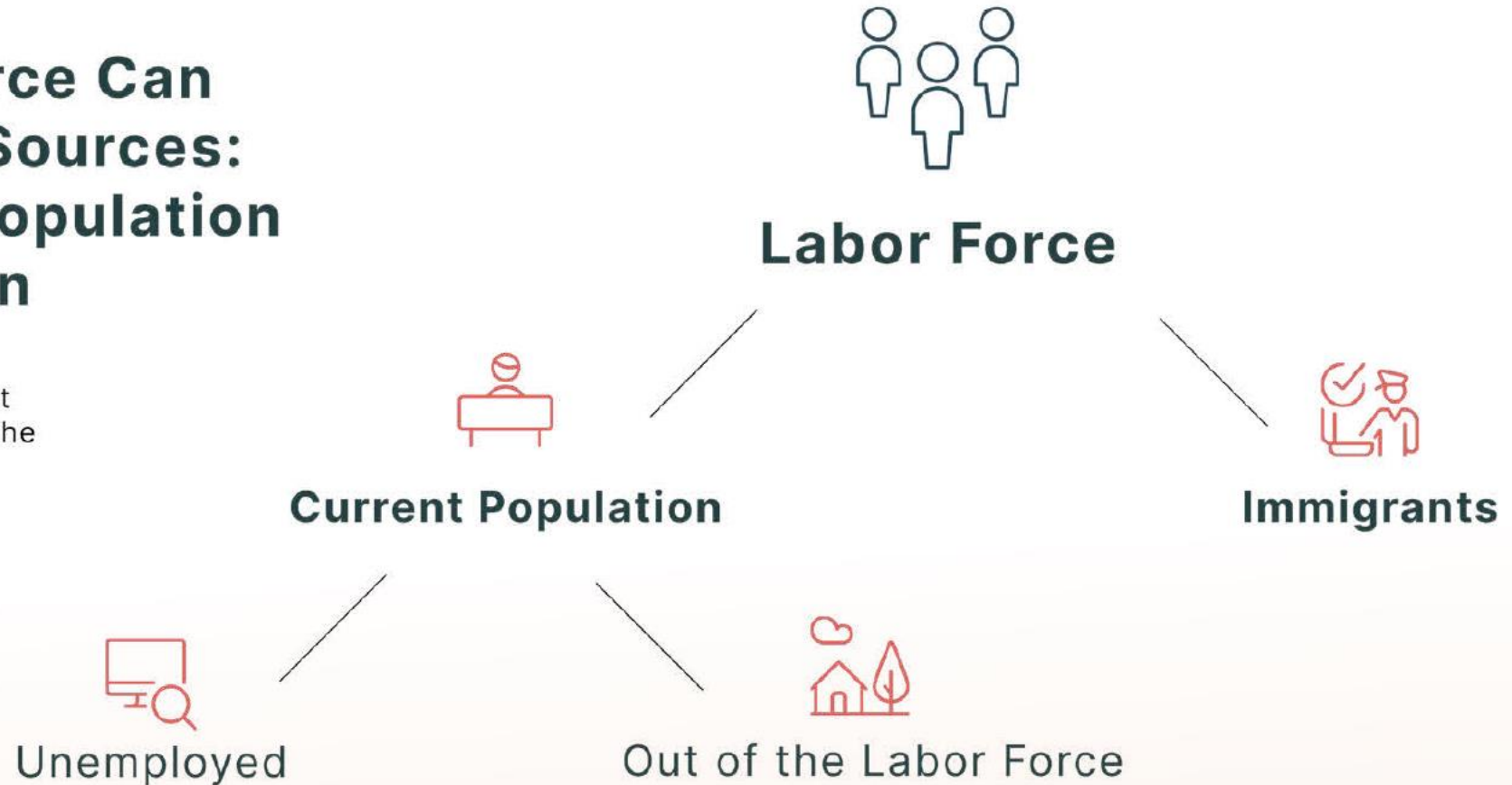
# Overview

- The Best Solutions Focus on Root Causes – Our Investigation
- What Is Causing This Labor Shortage? Hint: It's Not Unemployment Benefits
- This Labor Shortage Is Not Going Away Anytime Soon
- This Is a Local, Regional, Statewide, Nationwide, and Global Issue
- Strategies for Filling Talent Gaps with “Missing Workers”

# Workers Can Only Come from Two Sources

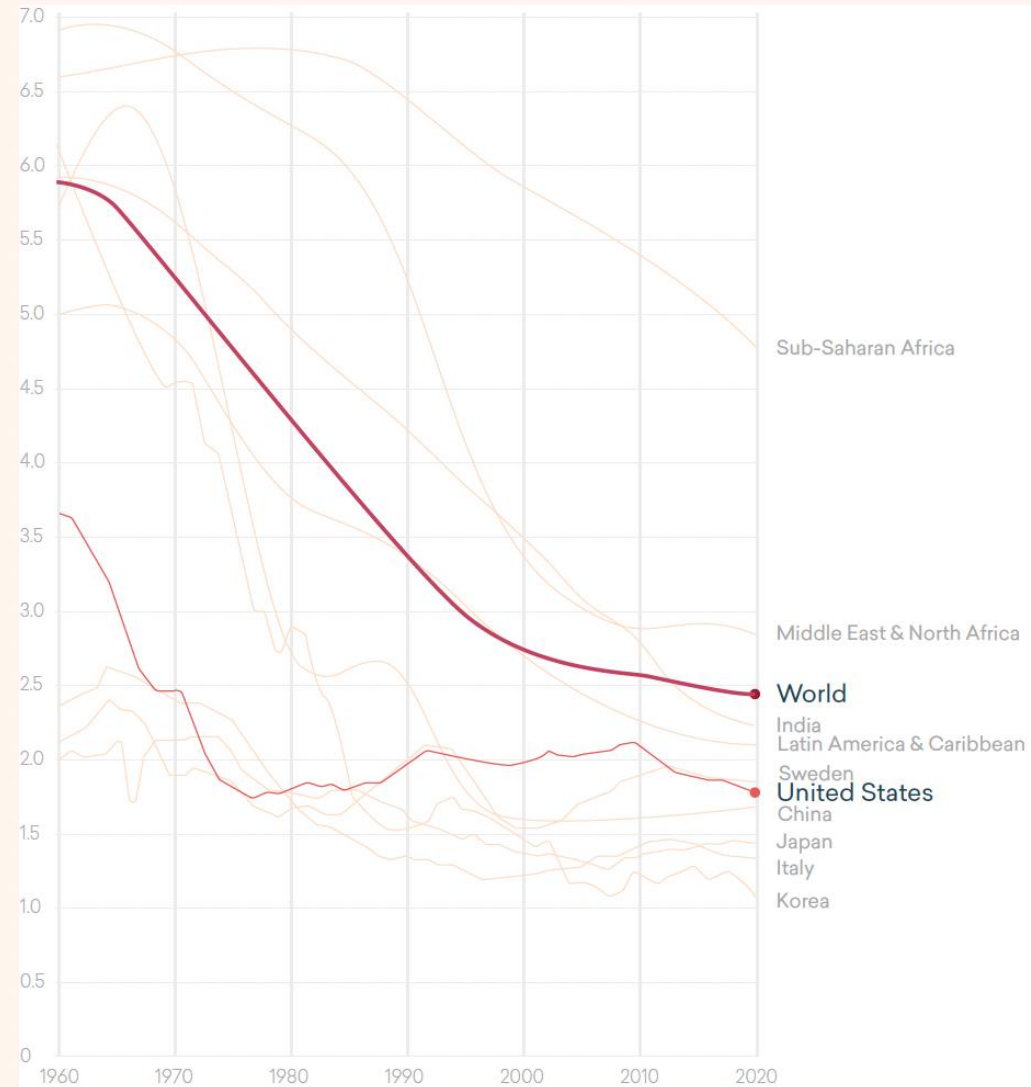
## The Labor Force Can Grow from 2 Sources: the Current Population or Immigration

Filling Jobs from the Current Population Requires Hiring the Unemployed and Reaching Those On the Sidelines.



# Global Demographic Drought

Since 1960, fertility rates have declined not just in the US but around the world

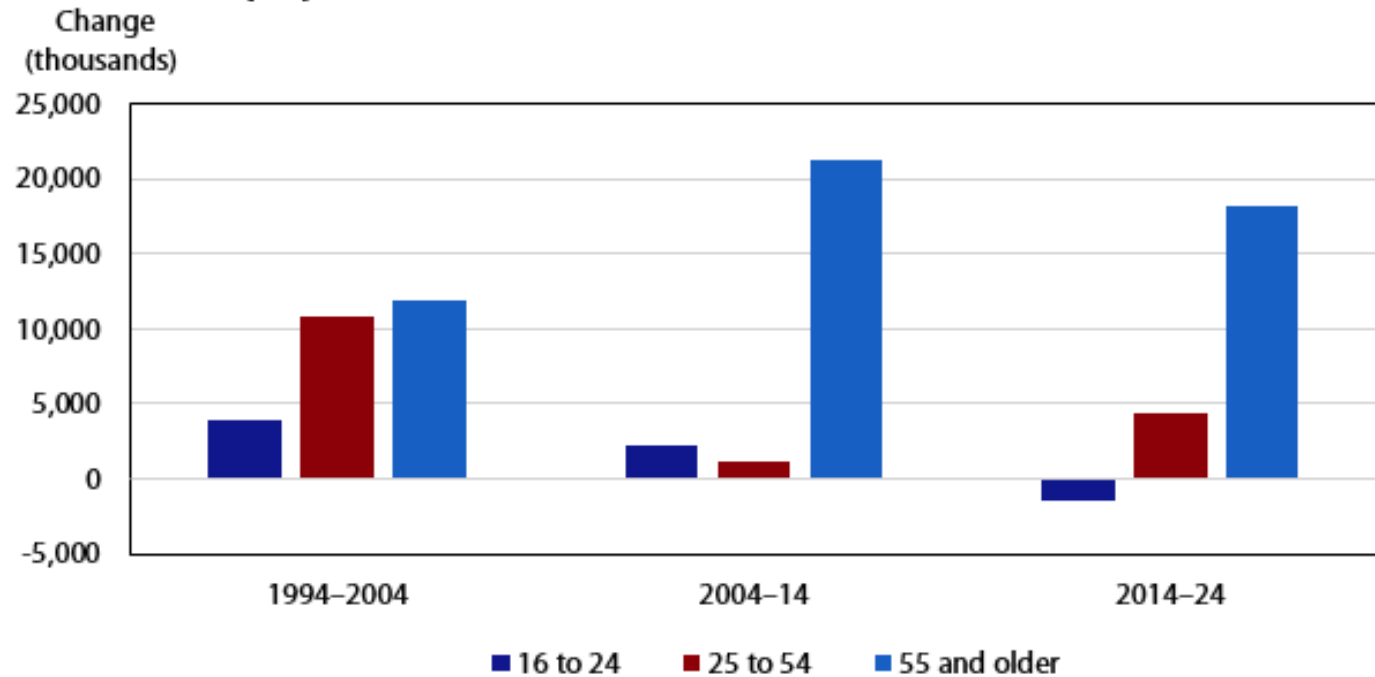


Source: World Bank

# United States Demographic Shift

BLS expects that, during the 2014–24 period, the average annual growth rate of the civilian noninstitutional population will slow to 0.8 percent. As a result of declining fertility rates, increasing life expectancies, and longer and healthier lives, the population is getting older.

**Figure 1. Changes in the civilian noninstitutional population, 1994–2004, 2004–14, and projected 2014–24**



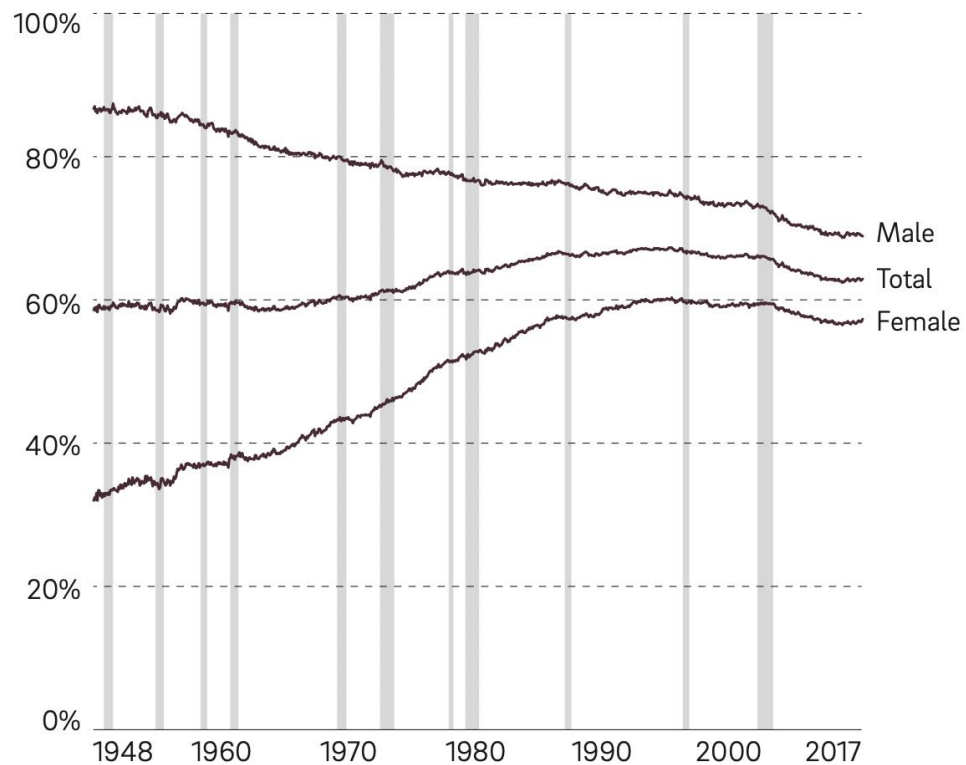
Source: U.S. Bureau of Labor Statistics.

# Where is Everybody?

FIGURE 1

## Overall Participation Has Been Falling Since 2000

Labor force participation rate for males, females, and total population over age 16.



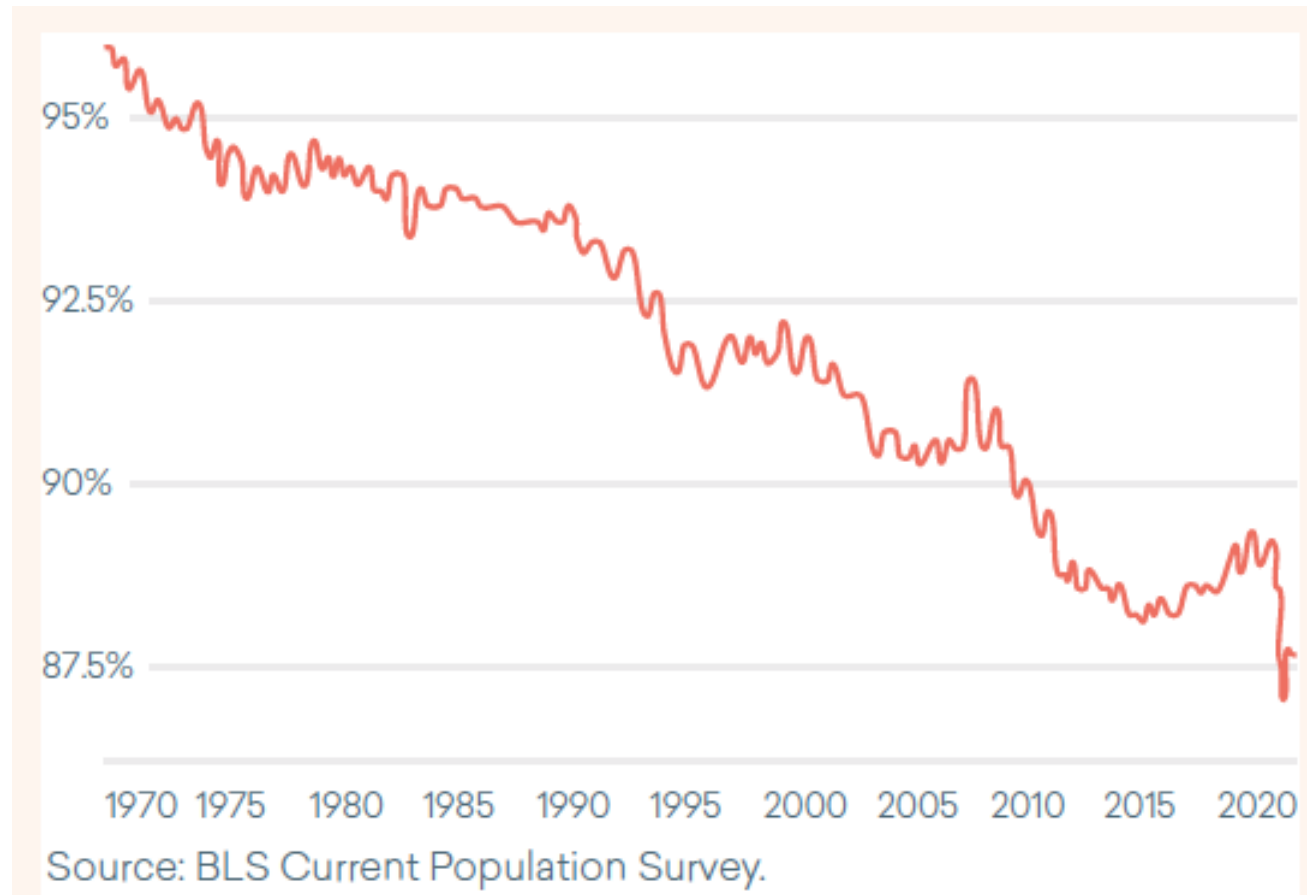
**Source:** Bureau of Labor Statistics Current Population Survey.

**Note:** The labor force participation rate is the sum of those employed and the unemployed divided by the U.S. civilian population over age 16.

**Every 1% drop in the labor force participation rate equates to about 1.7 million workers.**

# Male Workers: AWOL Since 1980

- Prime-age male (ages 25-54) labor force participation rate plummeted from 94% in 1980 to 89% in 2019



# Women in the Labor Force

- Prior to 2020, women accounted for just over 50% of the national workforce.
- From February 2020 to February 2021, **2.4 million women** separated from the labor force, compared to 1.8 million men.
- In January 2021 alone, 275,000 women left the workforce, compared to 71,000 men.

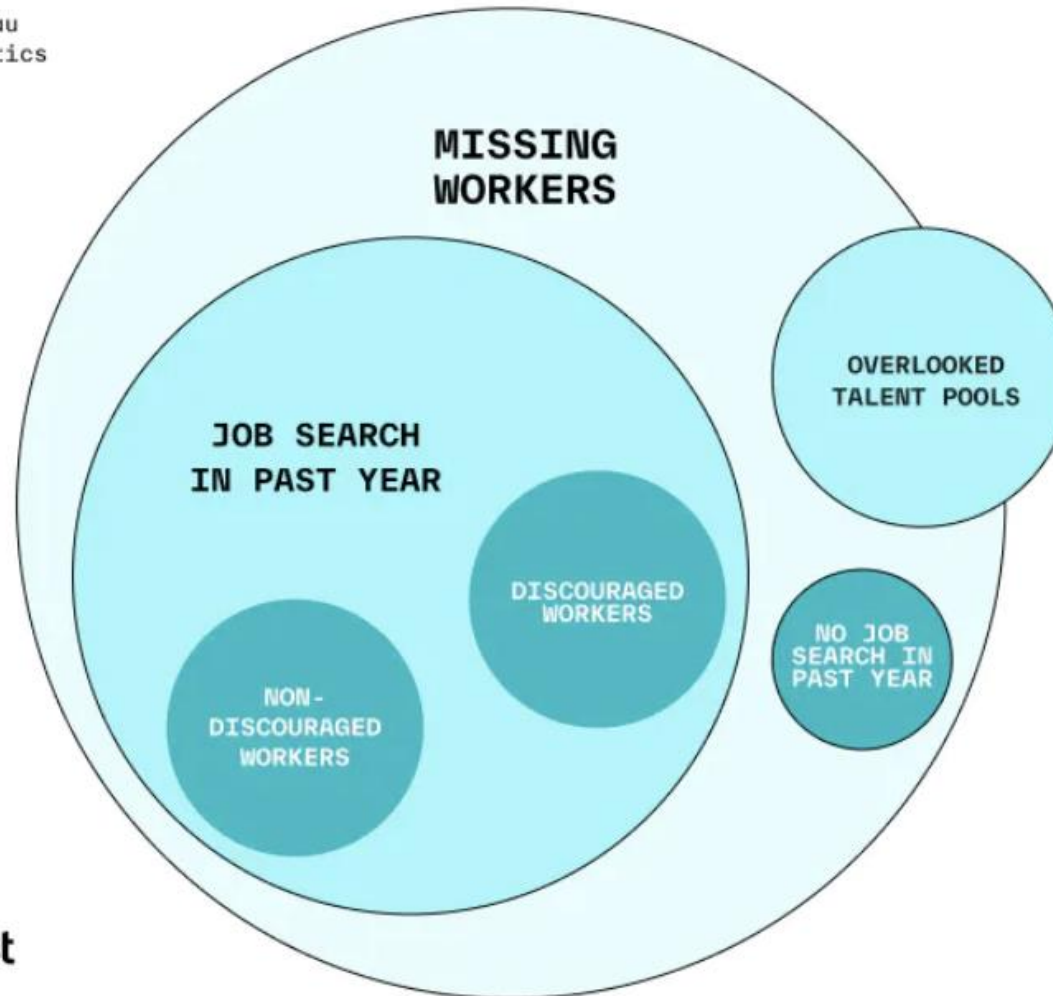
In Ohio, even if **ALL** persons receiving continued unemployment claims got jobs, the labor force participation rate would increase **less than half of 1%**

Category	Monthly Data (in 1000's) October 2021	Monthly Data (in 1000's) Continued Claimants Added
Working Age Population	9,271	9,271
Civilian Labor Force	5,674	5,718
Labor Force Participation (%)	61.2	61.6

Note: Continued jobless claims in Ohio = 43,713

# Employers Can Draw "Missing Worker" Populations Back Into the Labor Force by Understanding their Reasons for not Working

Source: US Bureau of Labor Statistics and Lightcast



## **MISSING WORKERS**

Out of the labor force but want a job

## **JOB SEARCH IN PAST YEAR**

Workers "Marginally Attached" to the labor force that have stopped searching due to a variety of reasons:

## **DISCOURAGED WORKERS**

- Employers think too young or too old
- Other types of discrimination
- Lacks necessary schooling/training
- Believes no work available in area of expertise
- Couldn't find work

## **NON-DISCOURAGED WORKERS**

- Family responsibilities
- In school or other training
- Ill-health, physical disability
- Can't arrange child care
- Transportation problems
- Conditionally interested

## **NO JOB SEARCH IN PAST YEAR**

Abandoned job search amid the unique challenges of the pandemic (childcare, health concerns, etc.)

## **OVERLOOKED TALENT POOLS**

People with disabilities, previously incarcerated persons, and homeless populations

# Not Participating In The Labor Force

- Who Is Not Working But Would Like To?
- What Barriers Do They Face?
- What Might Entice Former Workers Back?
- How Do We Get An Increase In Workers In Ohio?

# Working Age Adult Survey of Summit, Medina and Portage Counties\*

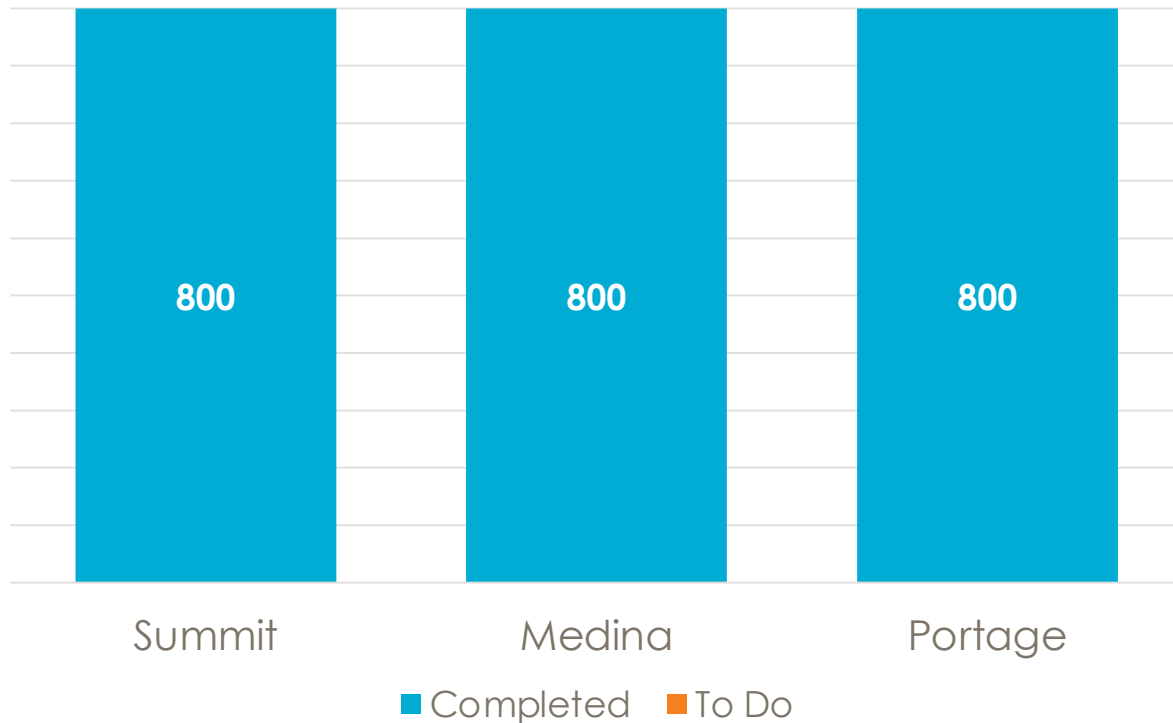


- **The Center for Marketing & Opinion Research** provides public opinion research services to colleges and universities, hospitals and healthcare organizations, businesses, and community-based organizations and government agencies. We ask the right questions to the right people the right way using telephone, web and mail surveys, field, intercept and key informant interviews, focus group administration, as well as a wide range of consulting services. Providing clients with the power to **See More**.

*\* These workforce products were partially funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration*



# Who responded. . .



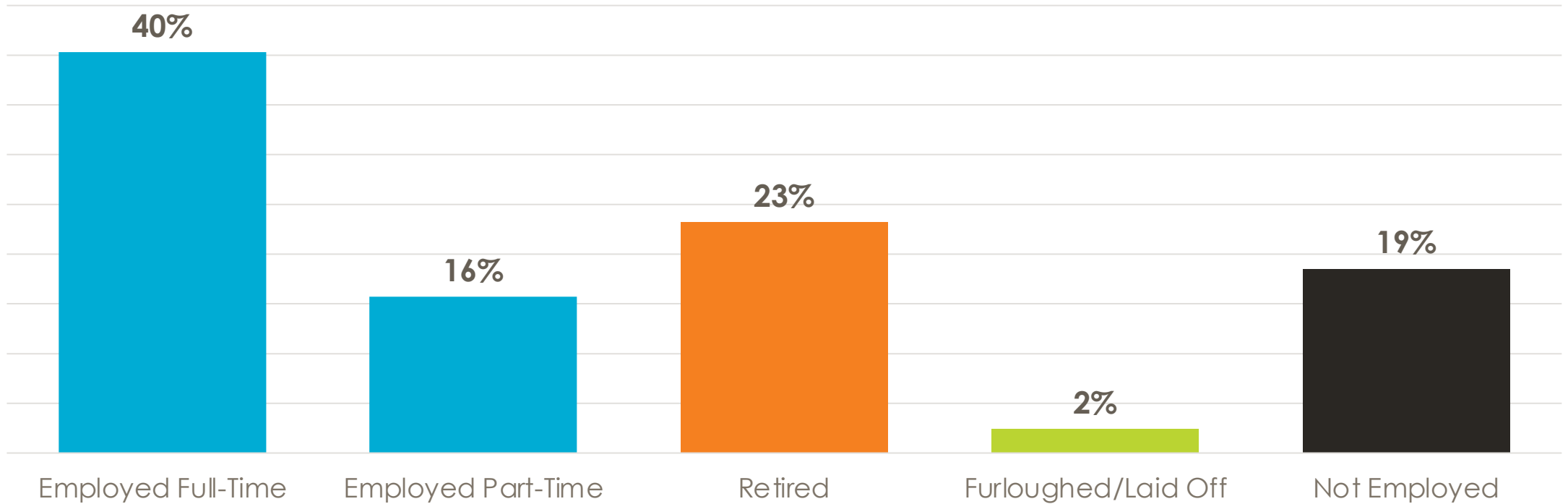
COUNTY	POP N	POP %	SAMPLE N	SAMPLE %	WEIGHT
Medina	179,116	20.3%	800	33.3%	0.61
Portage	162,476	18.4%	800	33.3%	0.55
Summit	540,810	61.3%	800	33.3%	1.84

*County data was weighted to make each proportional to the overall 3-county area.*

2,400  
INTERVIEWS

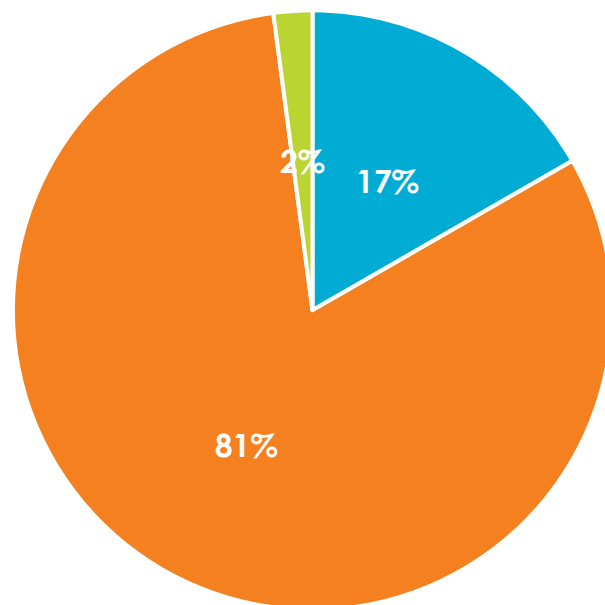
# Who responded. . .

## Employment Status



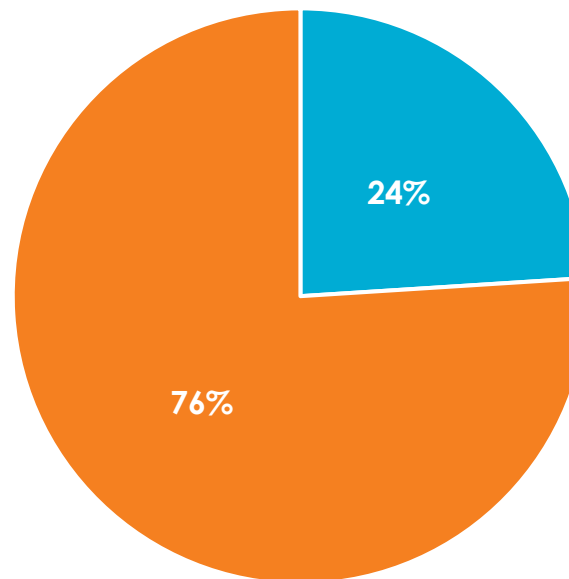
# Employed Respondents. . .

Self-employed or employed by company



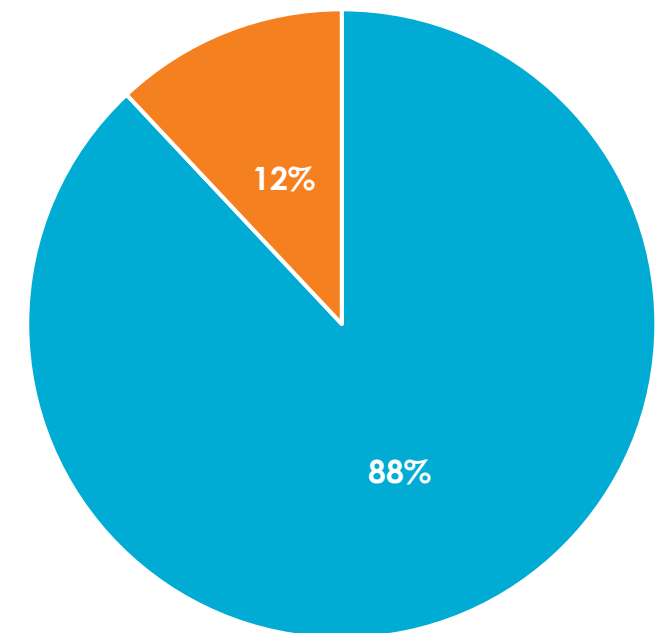
- Self-employed
- Employed by company
- Other

Have more than 1 job



- Yes
- No

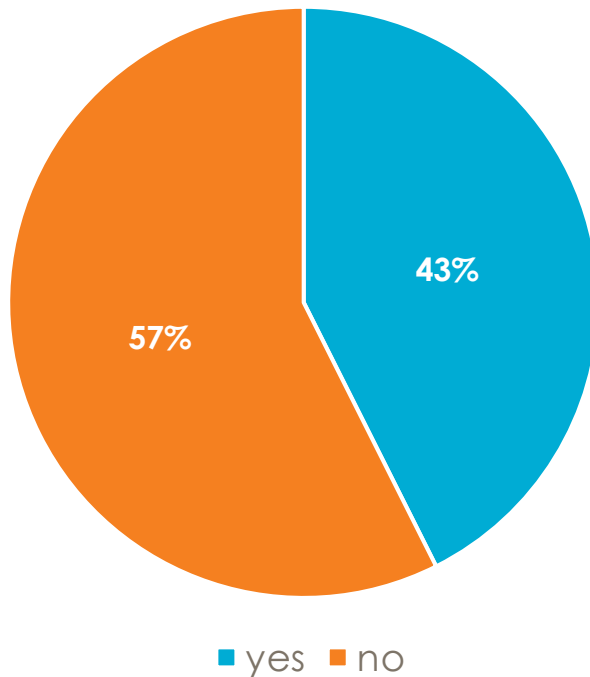
Permanent or Temporary  
(those who work for company)



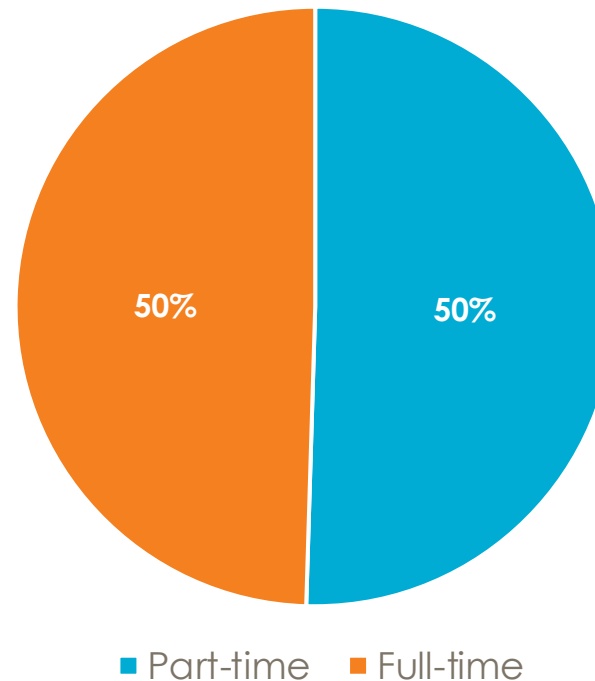
- Permanent
- Temporary

# Not Employed or Laid Off Respondents...

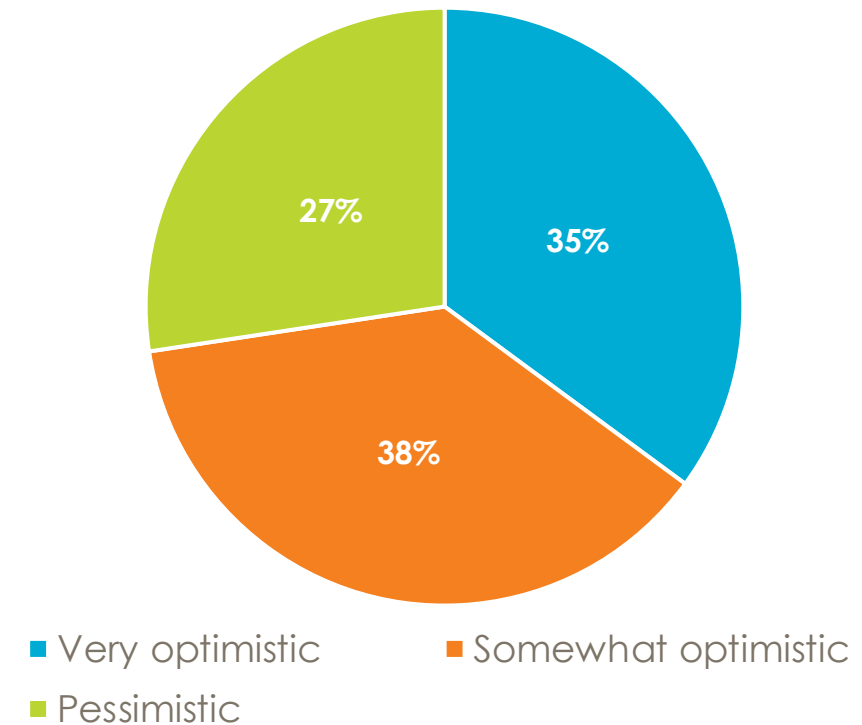
Currently looking for work



Looking for FT or PT  
(of those looking)

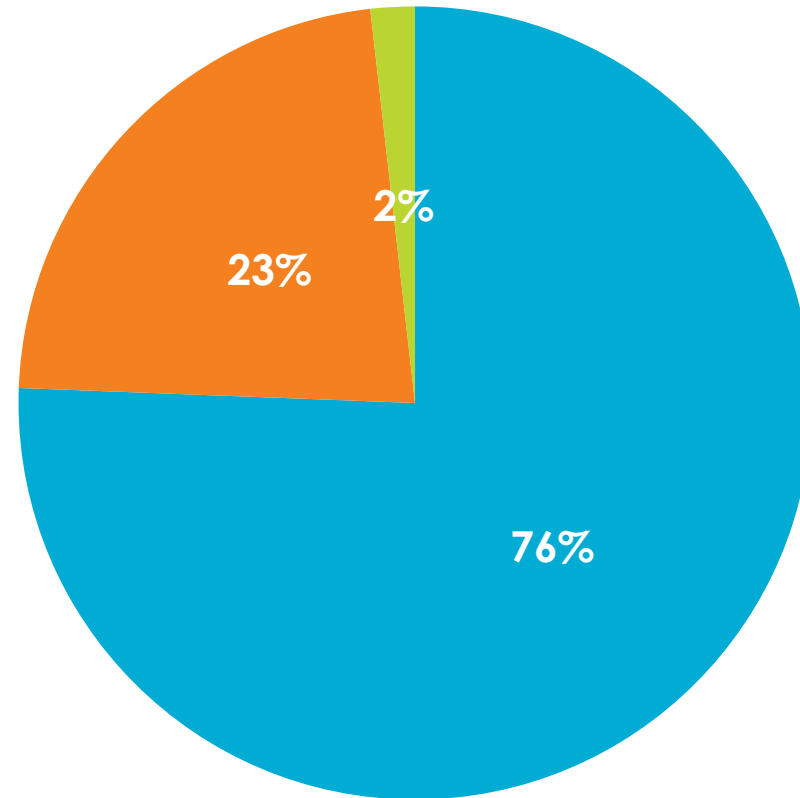


Current Outlook of Finding Job  
(of those looking)



# *Final Results– Importance of salary info in job posting*

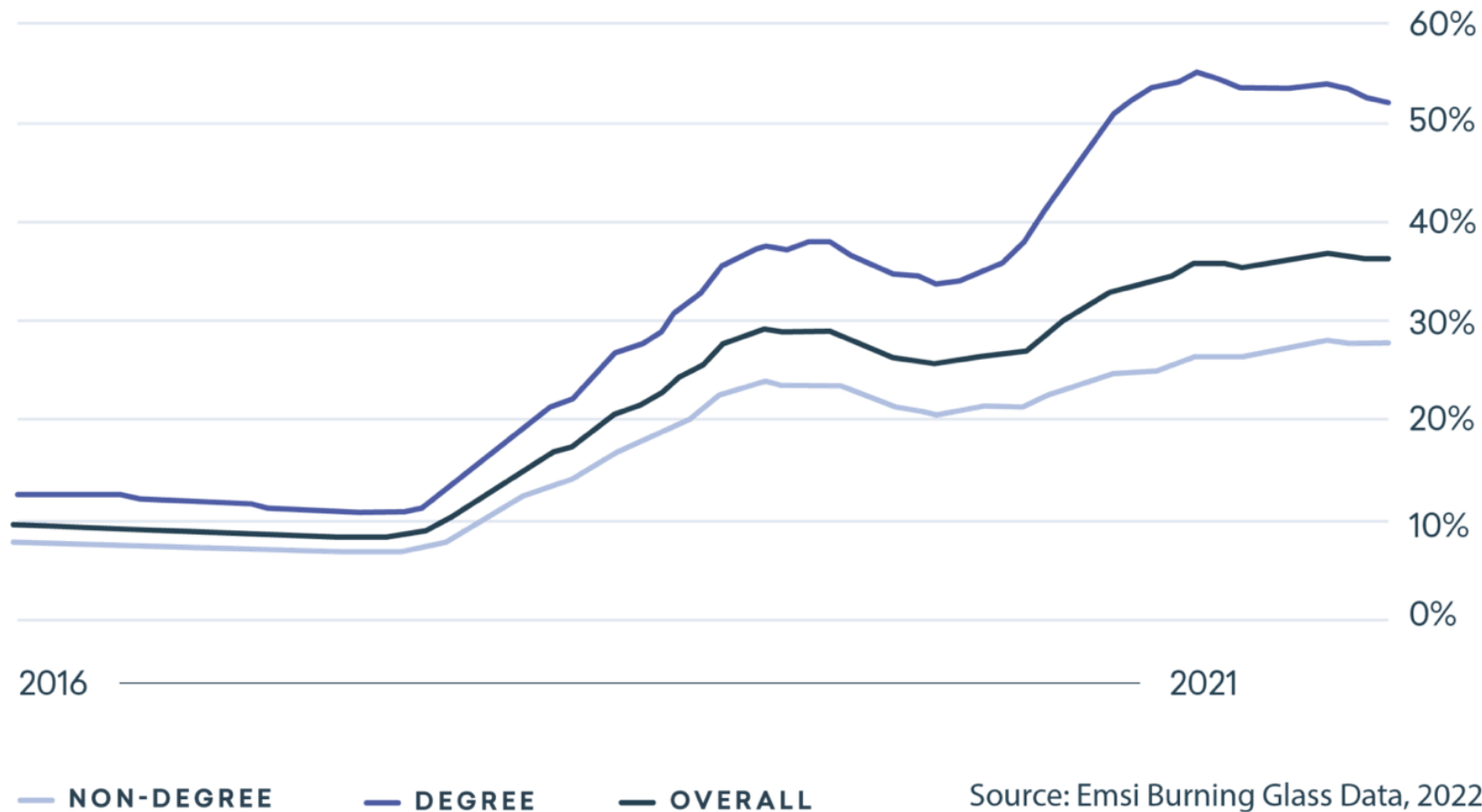
**QUESTION:** When looking for a new job, how important is it that the salary information is included in the job posting or description?



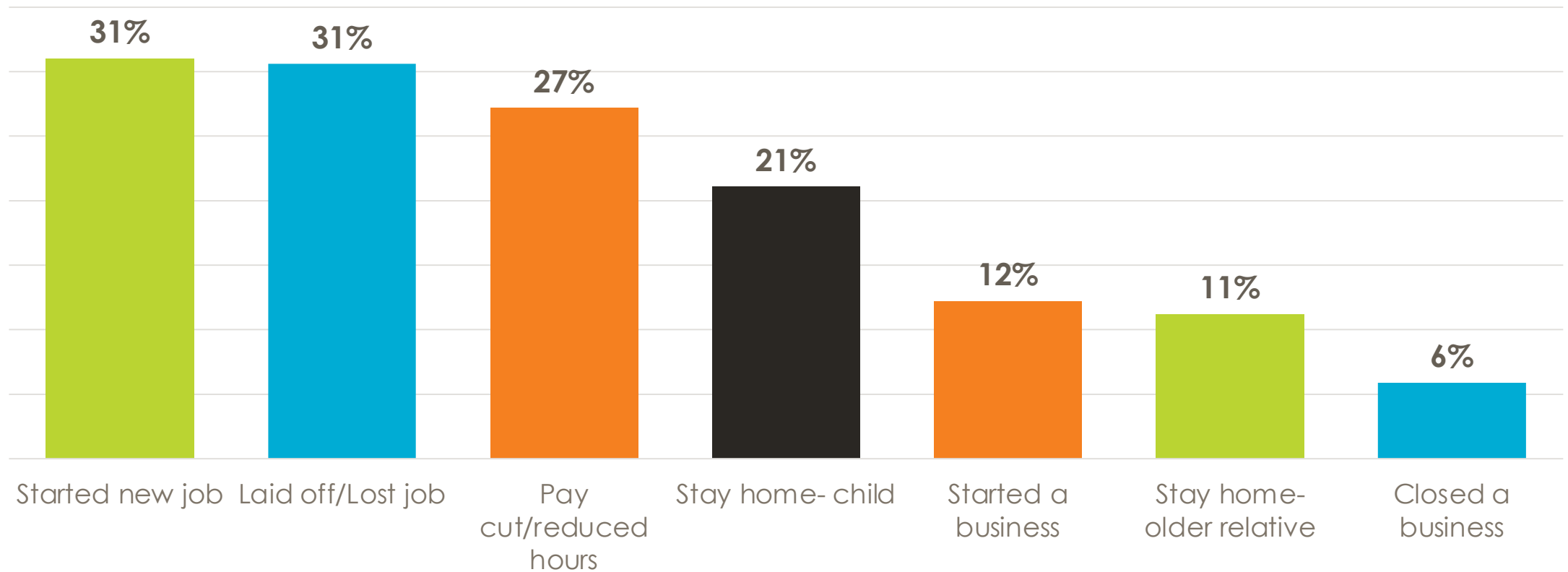
- Very important
- Somewhat important
- Not at all important

# Salary Information In Job Postings

Job Postings Advertising Wage Rates



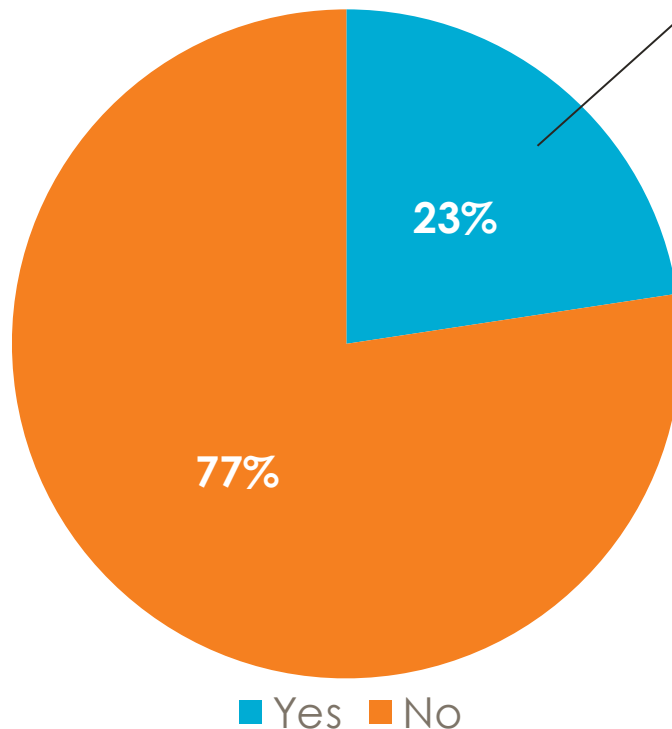
# Final Results- Impact of Pandemic



**QUESTION:** Did you experience any of the following since the COVID-19 pandemic began in early 2020?

# Final Results- Why left job

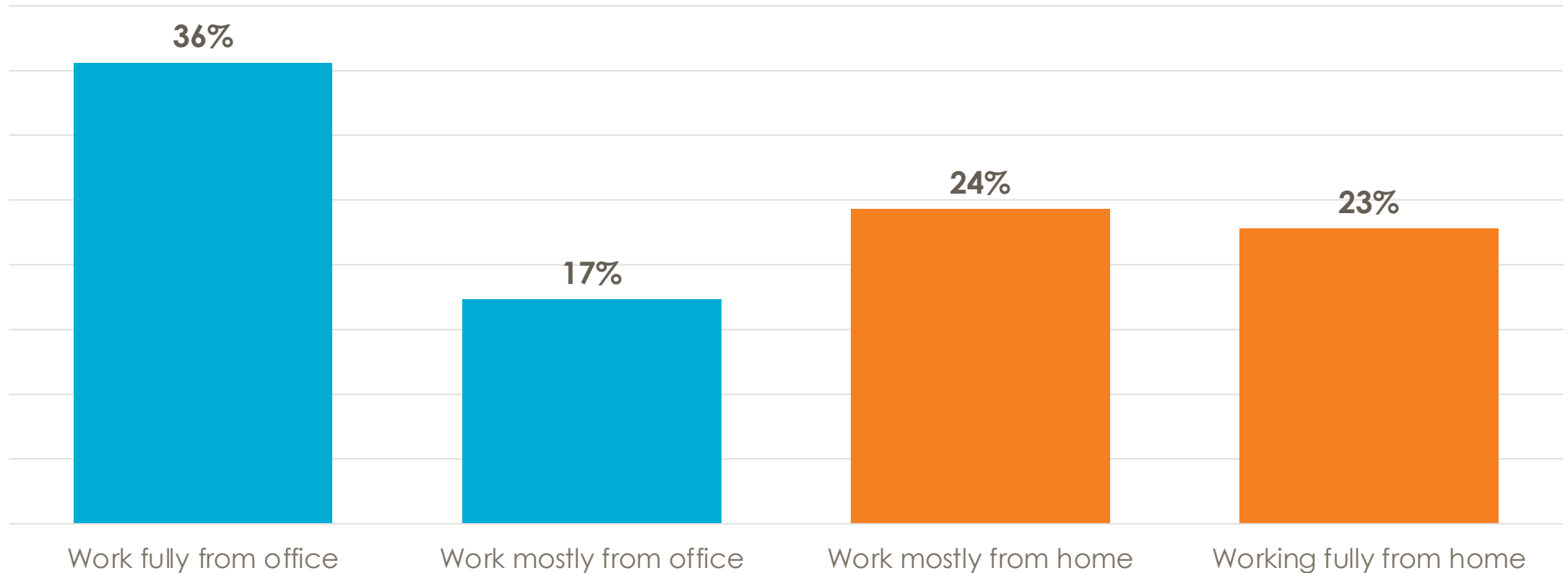
**QUESTION:** Have you quit or left a job in the past 12 months?



**QUESTION:** What is the main reason you left your last job?

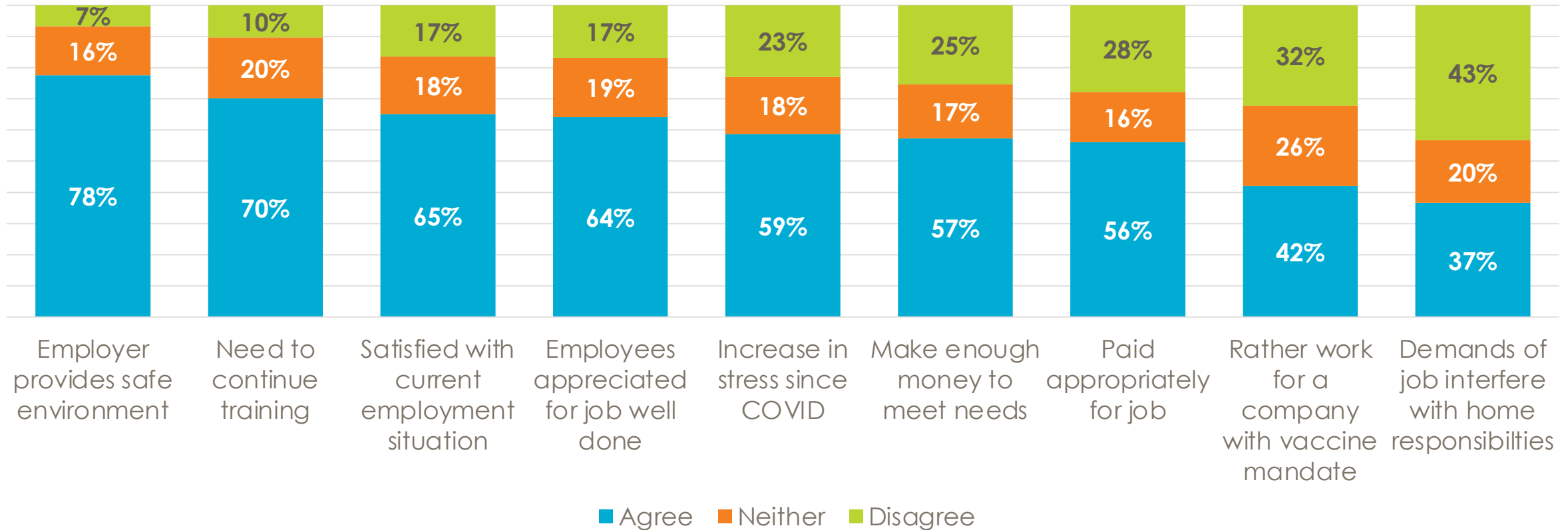
	#	%
Toxic work environment	43	12.3%
Schedule conflicts	40	11.4%
In transition	38	10.9%
Low pay	36	10.3%
Work overload	28	8.0%
Health	24	6.9%
Did not like job	19	5.4%
Impact of Covid	19	5.4%
Retirement	17	4.9%
Personal obligations	15	4.3%
Mental health	13	3.7%
Other	50	14.3%
	350	N=350

# *Final Results- Prefer in next 6 months*



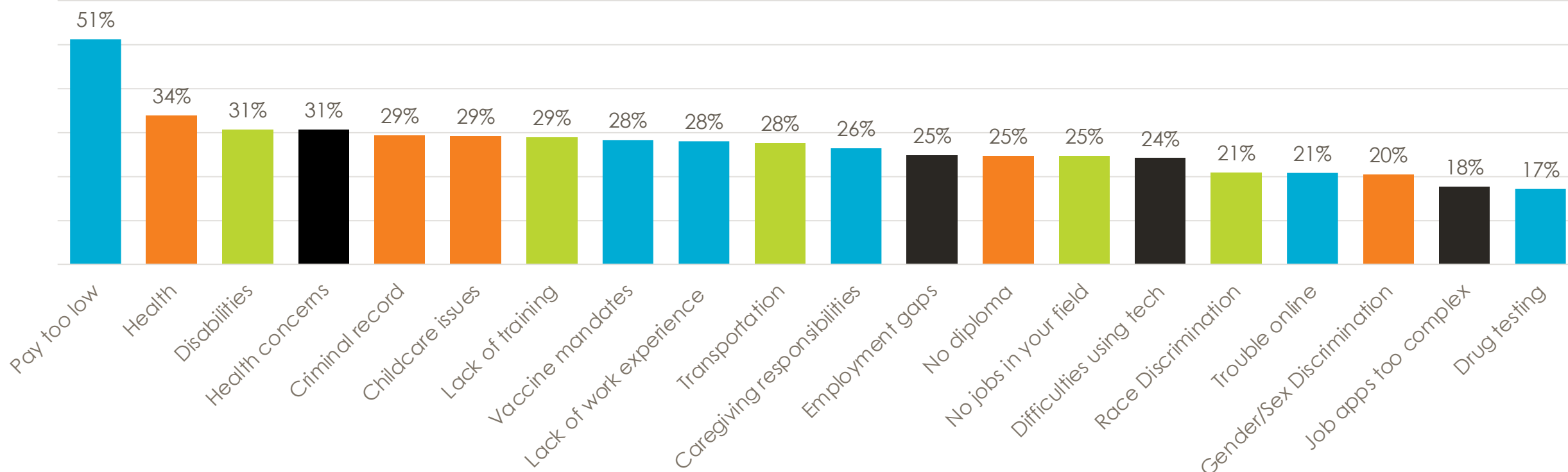
**QUESTION:** *If you had a choice, six months from now, what would you like it to be?*

# Final Results- Agreement with Employment Statements



**QUESTION:** How much do you agree or disagree with the following statements?

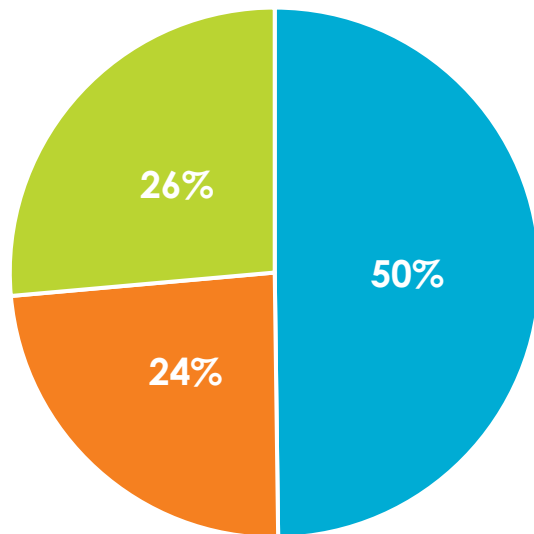
# Final Results- Barriers to employment



**QUESTIONS:** How much of a barrier do you think each of the following are for you or the people you know to apply for, find or keep employment?

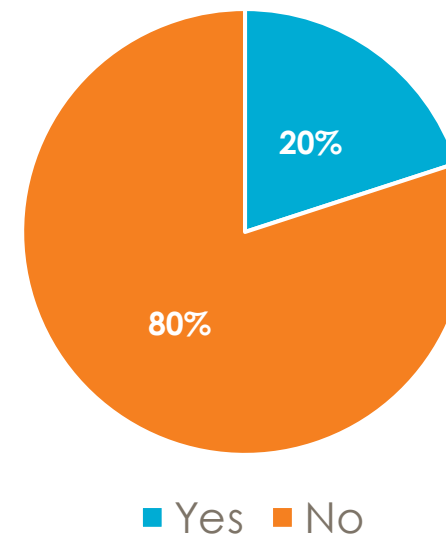
# Final Results- Training and Education Needs

Have Training and Education needed to get ahead in job?



■ Have what need   ■ Need more   ■ Happy with where am

Had difficulty pursuing training



**QUESTION:** Is there anything that has made it difficult for you to pursue additional training in the past 12 months?

The top 3 reasons for what made getting training difficult:

1. Time
2. Money
3. Impact of COVID

**QUESTION:** In general, do you feel you have the education and training necessary to get ahead in your job or career, do you need more education or training, or are you happy with where you are in your career?

# *Key Themes From Final Results*

- Salary information is important to include in job postings
- Freelance and contract work is a big part of the employment landscape
- COVID has had a significant impact on experiences and views on employment
- Vaccine mandates – mixed feelings
- High interest in job related training and education

# Social Data Analytics Report

To understand the labor force trends and accurately capture the opinions and attitudes of eligible workforce participants' throughout Ohio, Nativa Inc. has been employed to conduct a comprehensive qualitative research study.



NATIVA is a data-driven communication agency that specializes in designing and implementing strategies capable of engaging and informing diverse populations. Nativa has a proprietary social data analytics technology, **O.Y.E. Business Intelligence (O.Y.E.)**, that is utilized to capture attitudes and opinions on particular subjects. These insights go on to inform marketing campaigns across digital platforms and media channels.

# Key Takeaways

- The pandemic impacted individuals' employment status and, in some cases, motivated them to **change their employment situation**.



Mx. Fisher they/them 🏳️‍🌈  
@caitlizfisher

When I quit my job halfway through 2020, I was so completely burned out that I didn't work on anything for an entire month. I had to rest.

My goal: Never have to do that again. I've found balance for my life...

I'll teach you how!

...



James Rolley @jrolley325 · Jul 16, 2021

I was a gig worker during the pandemic and cleaned up, making about \$25-\$30 an hour. It's about learning your market and using the system to your advantage. That being said, their pay models are still a joke.

...



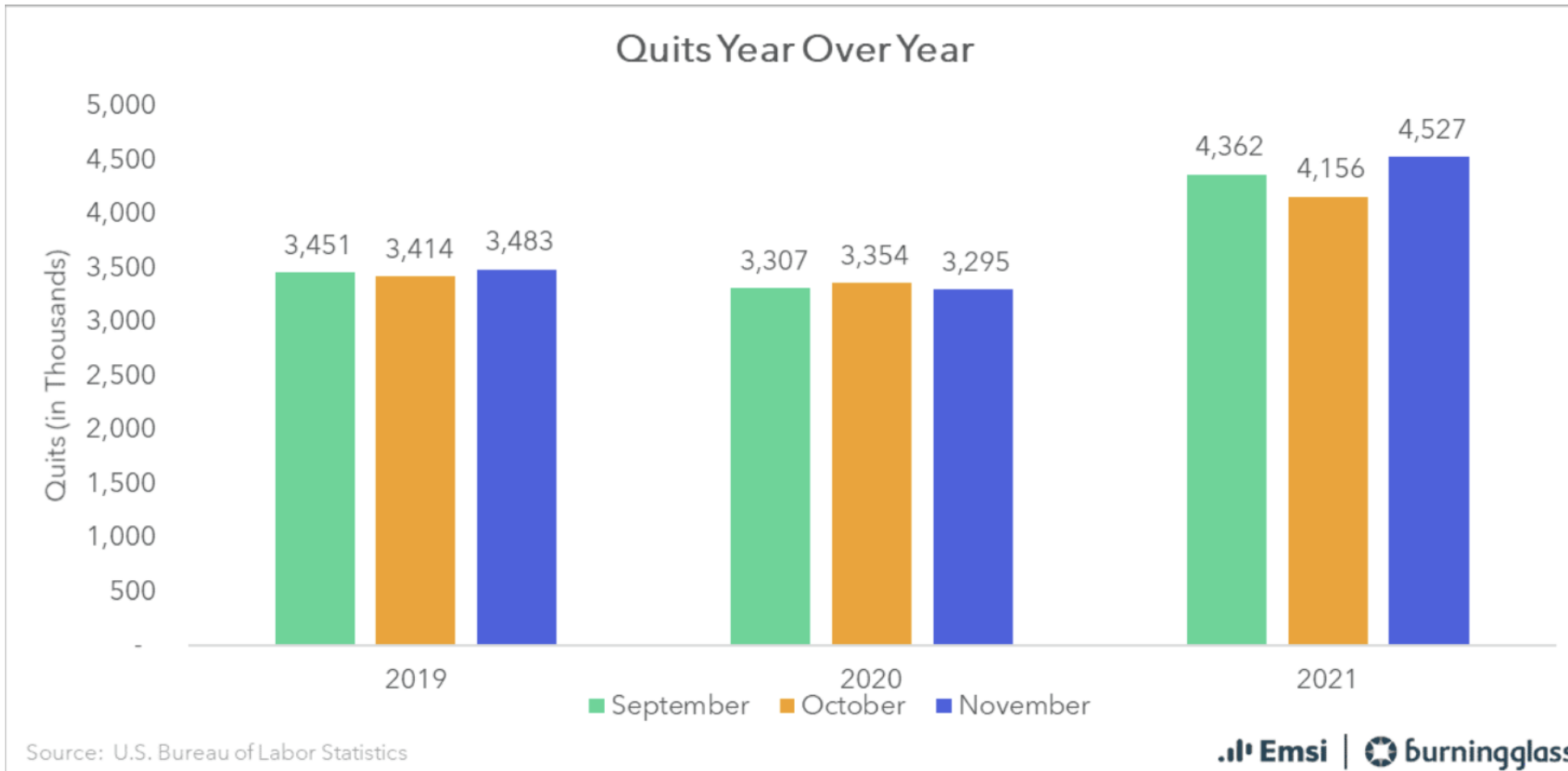
Ty  
@jus\_tyyy

...

2020 started off trash for me...pandemic, bad breakup, world shut down, unhappy with my career choice, but man God had my back! I met the girl of my dreams, quit my job and started my own business. I am now a store owner and happily in love #Blessed 🙏

# The Great Resignation

Data from previous years shows that the increase in quits has more to do with the tight labor market than any seasonal shift.



# Key Takeaways

- When considering returning to employment, **compensation** contributes to feelings and motivations around employment.

## DURING JOB SEARCHES HOW IMPORTANT IS SALARY

■ Very important                      ■ Somewhat important  
■ Neither important nor unimportant   ■ Not very important  
■ Not at all important



@DorothyBeach

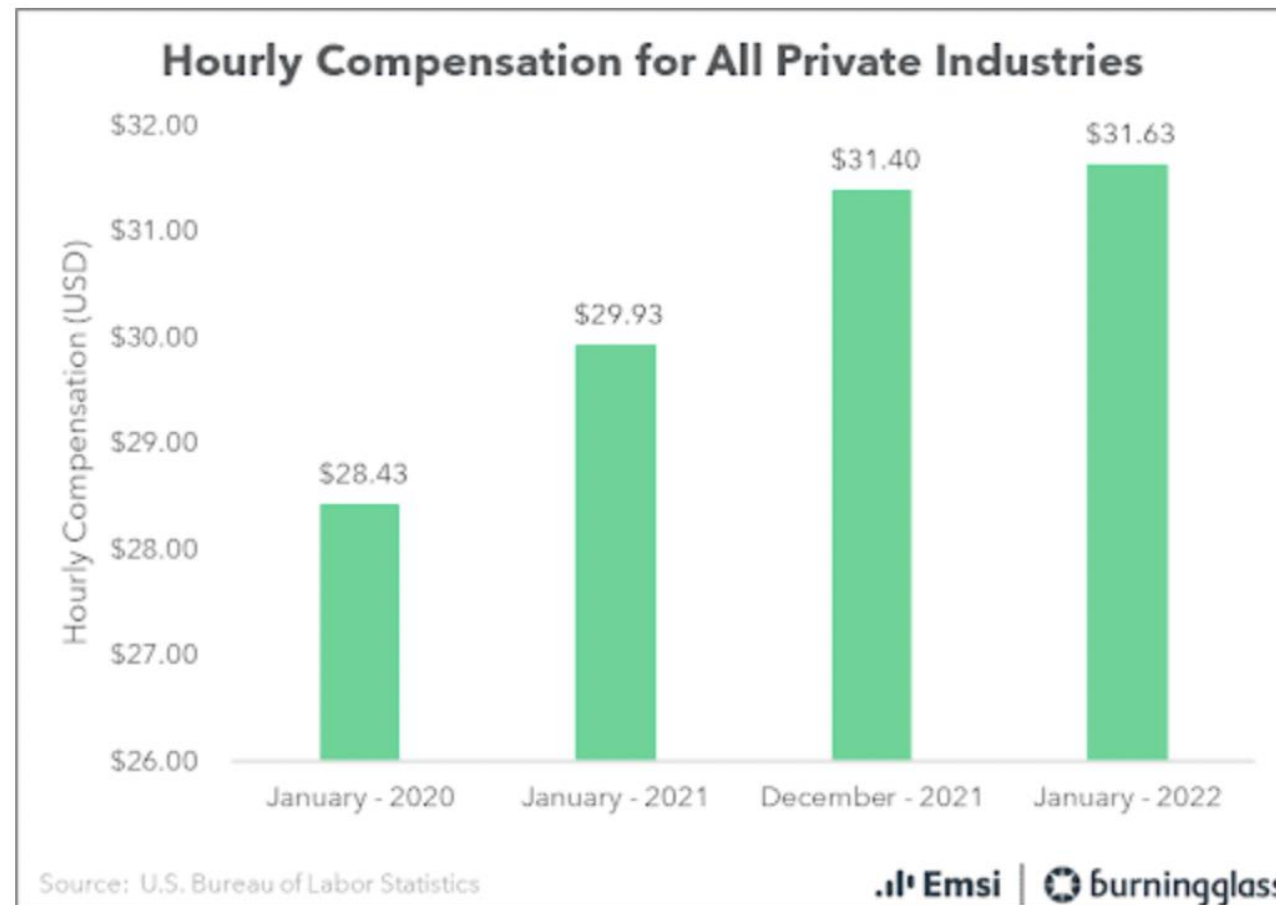
In case you didn't see this .@senrobportman . It's been known for a while that most hourly workers, who you are pushing to go back to work, do not make a #LivingWage . Your one-time bonus proposal to get them off #unemployment will not work for them in the long run. #COVID19



Greater Ohio  
Workforce Board Inc.

# Wages Were Increasing

- Wages went up in January, increasing slightly over December. This indicates a tight labor market and matches a pattern seen in the JOLTS report for December



# Key Takeaways

- **Childcare** and the safety of childcare are still considerations as well.



Angie Schmitt   
@schmangee

...

People don't necessarily have to travel somewhere to work anymore like they used to. But they still need childcare. The scaffolding of our economy and workforce has shifted. It is appropriate for our spending priorities to shift also.

8:41 AM · Apr 16, 2021 · Twitter Web App



[Redacted name]

...

Hi, other parents. What the hell is our plan? Pandemic unemployment ends just before the school year begins and the delta variant is scary af. Are we sending our kids into plague schools or just not paying our bills?



**Greater Ohio**  
Workforce Board Inc.

# Child Care Challenges

- Childcare expenses can undercut the economic benefits of returning to work, especially for lower-wage workers.
- For example, an employee making \$9.30/hr (the Ohio minimum wage) earns gross wages of \$1,611 per month. The national average monthly cost for full-time care at a daycare center is \$1,324 per month.

# Key Takeaways

- **Workplace culture and leadership** also contributed to feelings around employment. Retaining **remote work**, **flexible schedules**, and compensation was also noted as contributors to positive workplace culture.



haley  
@halesss\_14

"me wanting better hours at work and constantly requesting schedule changes"

Human Resources at work: "we can't do that right now but if you come to work with Halloween socks on, you can get a fruit roll up after your shift"

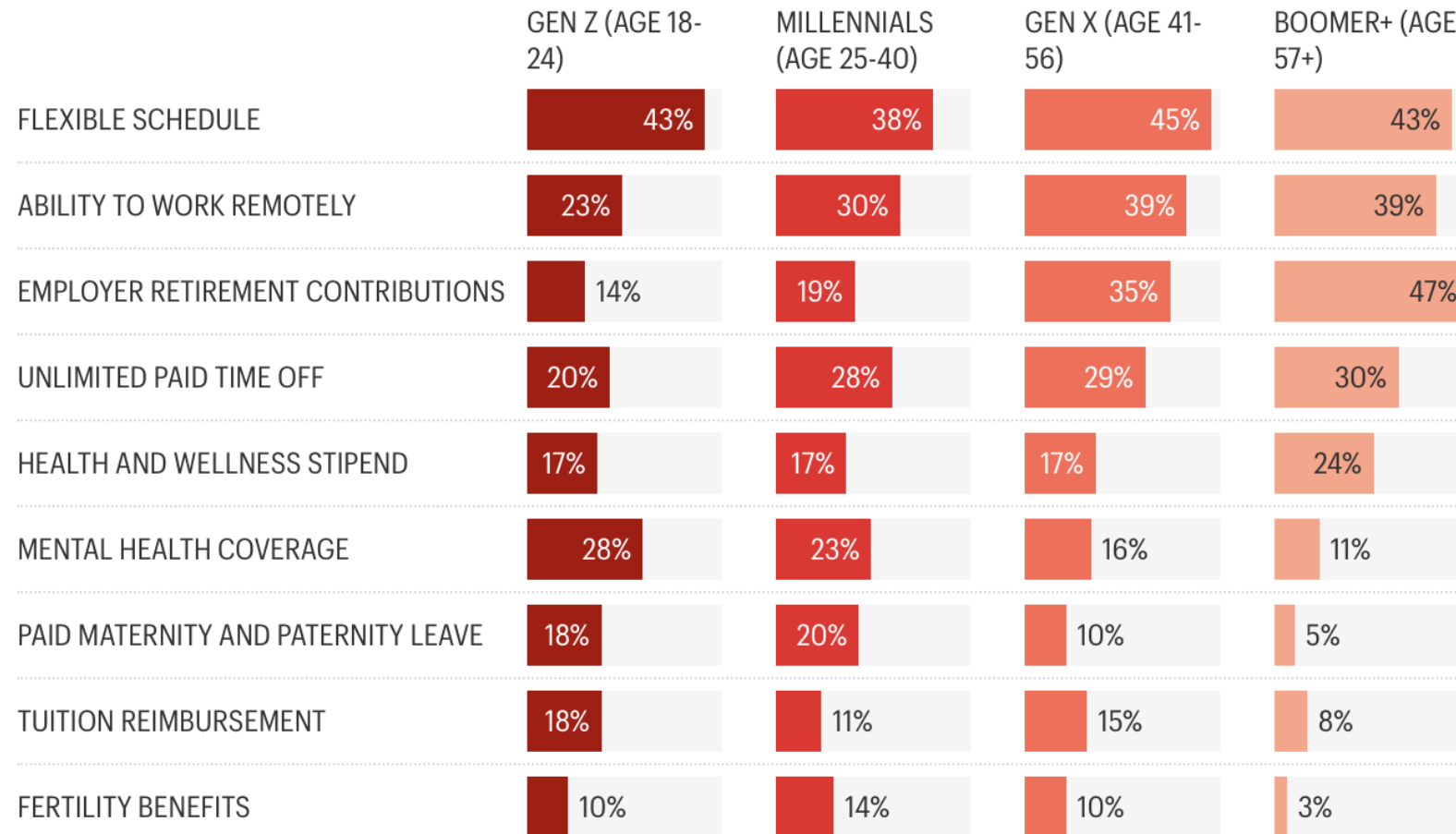
## HOW IMPORTANT IS A JOB WHERE I CAN WORK FROM HOME

Very important      Somewhat important  
Neither important nor unimportant      Not very important  
Not at all important



# Flexibility is the New Paradigm

**Which of the following benefits would most influence you to consider a job with an employer?**



DATA BASED ON SURVEY OF MORE THAN 2,000 U.S. ADULTS FIELDED FEBRUARY 18-20, 2022

SOURCE: THE HARRIS POLL

FORTUNE



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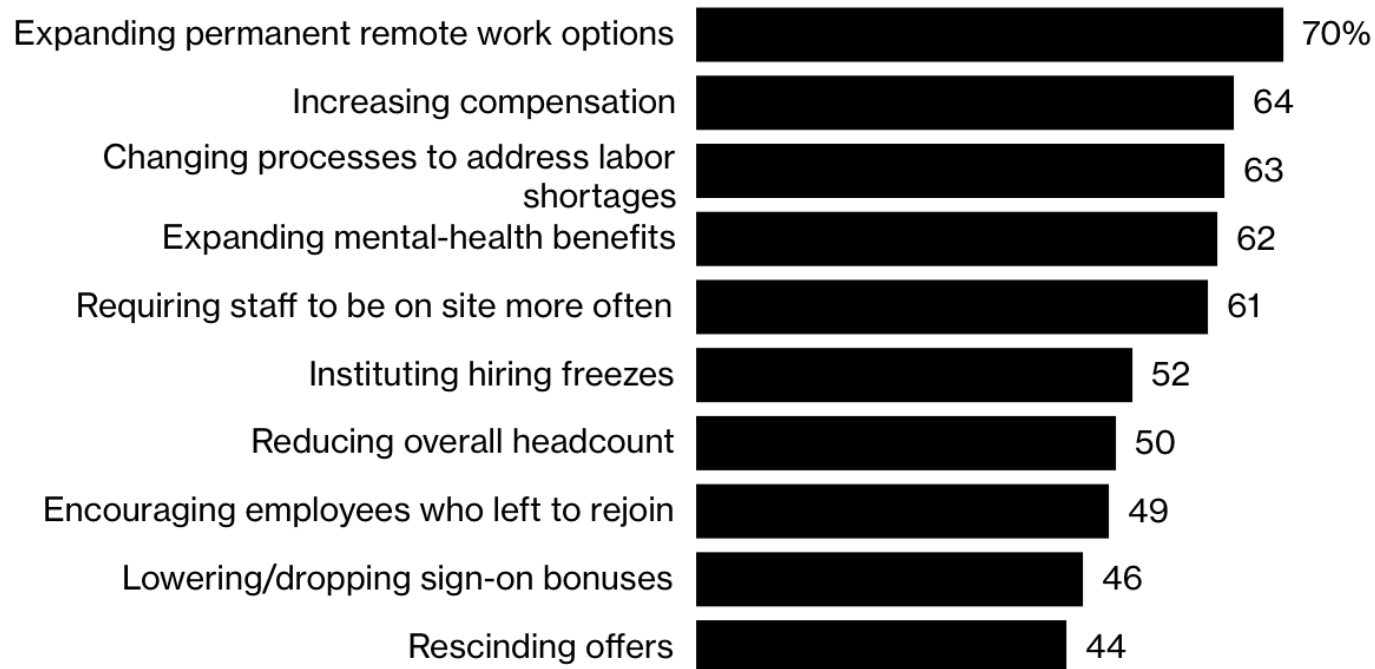
# Layoffs Are in the Works at Half of Companies, Survey Shows

- More than half are freezing hiring, others rescinding offers
- Contradictions abound, with pay hikes and remote work for some

## Work It Out

Firms are pursuing a range of workforce strategies including layoffs

■ Respondents who have done so or plan to



Source: PwC Pulse Survey <https://www.bloomberg.com/news/articles>



# Promising Strategies for Filling Talent Gaps with “Missing Workers”

- **Adopt flexible, creative work arrangements.**
  - Flexibility in setting work schedules (i.e., floating start times, shift swapping, or compressed work weeks) can offset some of the day-to-day family care, transportation, or other challenges of a regular 9-to-5 job.
  - Provide flexibility (and pay) to attend training during regular working hours

# Promising Strategies for Filling Talent Gaps with “Missing Workers”

- **Make the recruitment process simpler and more inclusive.**
  - Implement employee referral programs
  - Intensify social media efforts
  - Shorten the recruitment process with fewer interviews
  - Implement “easy apply” mobile options
  - Reprogram application tracking systems to accept (rather than screen out) resumes with employment gaps and alternative credentials
  - Implement accessible virtual interviewing

# Promising Strategies for Filling Talent Gaps with “Missing Workers”

- **Split jobs into tasks**

- Match open positions by breaking jobs into tasks & matching those tasks to candidates’ “three S’s”:
  - ***Skill*** level – Rewrite job descriptions to focus on core competencies and “must-have” skills, or lowering degree and experience requirements;
  - ***Schedule*** - Create job sharing or project-based roles that can be filled by workers on a part-time or alternative schedule; and
  - ***Stress*** level – Offer roles with lower physical demands and stressors to accommodate personal circumstances

# Promising Strategies for Filling Talent Gaps with “Missing Workers”

- **Let workers grow into their jobs through targeted training**
  - Make it clear in job postings that applicants can grow into roles through:
    - Employer-provided training, internships, apprenticeships, or other work-based learning opportunities.
  - Incumbent Worker Training (IWT) & On-the-Job Training (OJT)
  - Youth Engagement
    - Recruit in High Schools, Career Plans for High School Students, Pre-Apprenticeships, Internships, Learn to Earn

# Promising Strategies for Filling Talent Gaps with “Missing Workers”

- **Work to retain employees.**
  - Maintain tailored training and support programs
  - Improve reward and recognition programs
  - Formalize career pathways
  - Implement a Workplace Mentoring program
  - Offer health & well-being programs that target specific employee needs
  - Conduct 30-, 60-, and 90-day “**stay interviews**” to identify what is and is not working for new employees.

# Thank You

- Christine Marshall, Executive Director – Summit/Medina Workforce Area COG
  - [christine.marshall@workforcearea2.org](mailto:christine.marshall@workforcearea2.org)
  - For more information on "*Where Are the Workers*" (Greater Akron research project) - <https://www.conxusneo.jobs/watw/>
- John Trott, Exec. Director: Greater Ohio Workforce Board, Inc.
  - [trottj@clarkstate.edu](mailto:trottj@clarkstate.edu)

