

# Johnston County Workforce Action Agenda



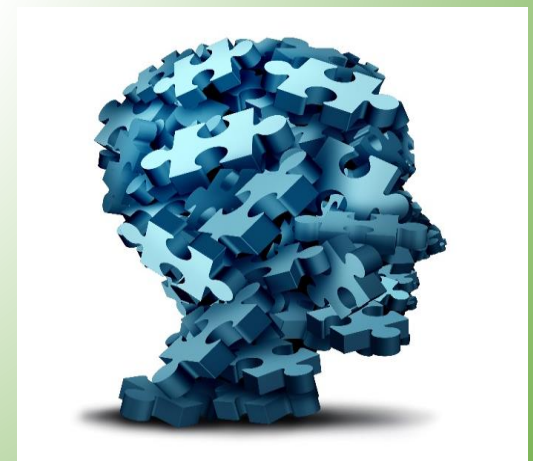
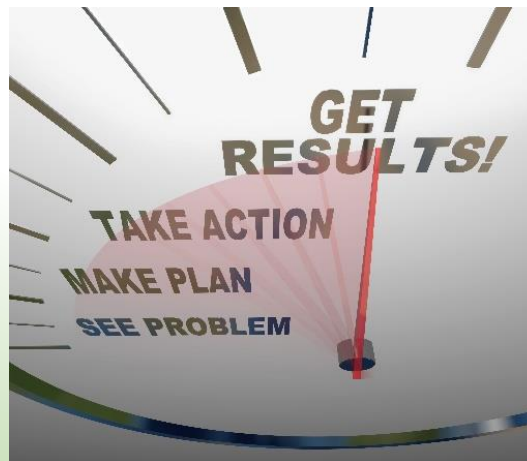
# National and Regional Workforce Trends

Deep Data Dive into Johnston County Demographics, Economy (Cluster Analysis) and Workforce Realities

Extensive Stakeholder Engagement

National Workforce Best Practices (What is Working)

Recommendations for Improvements





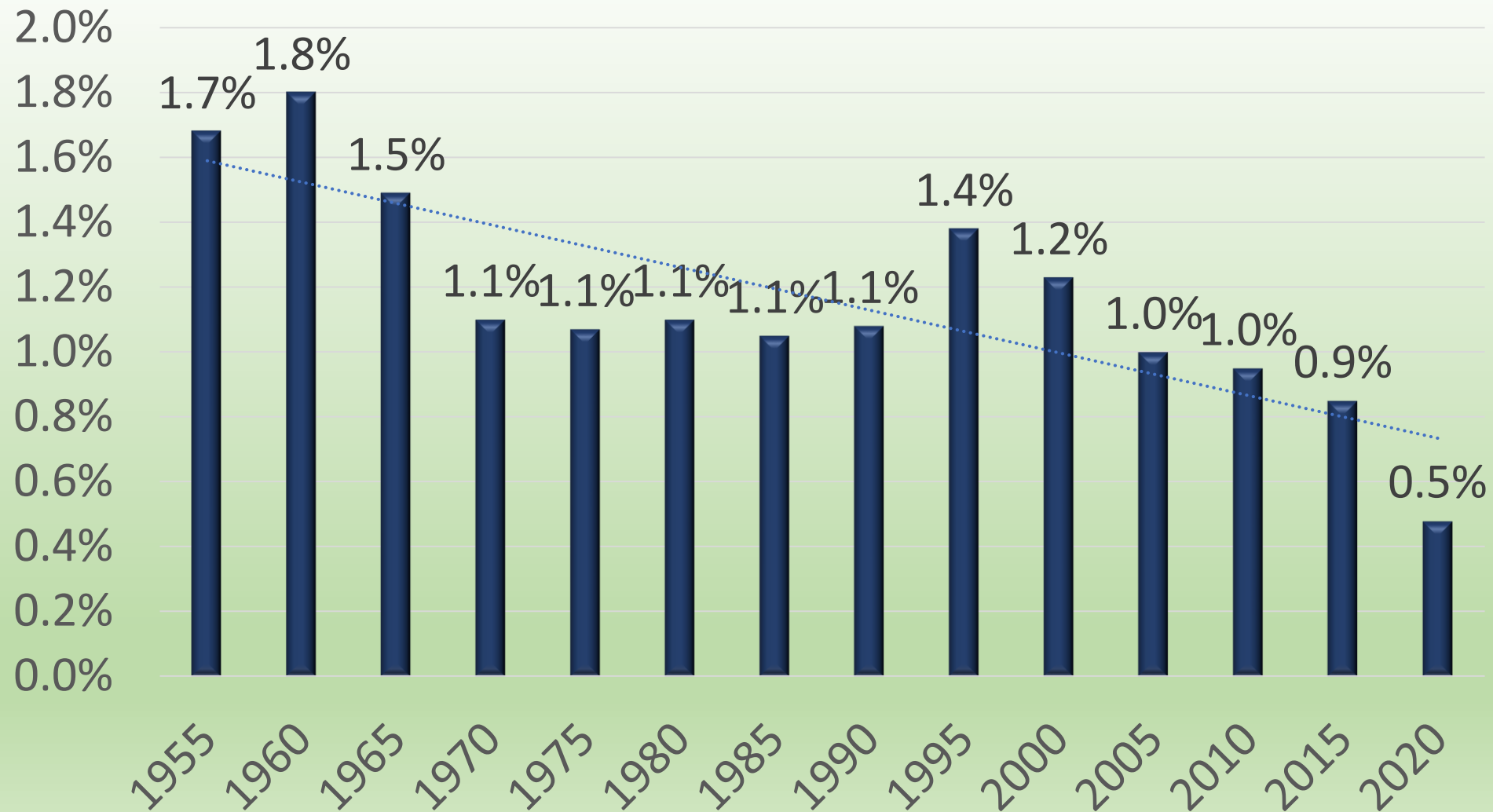




# Demographic Destiny

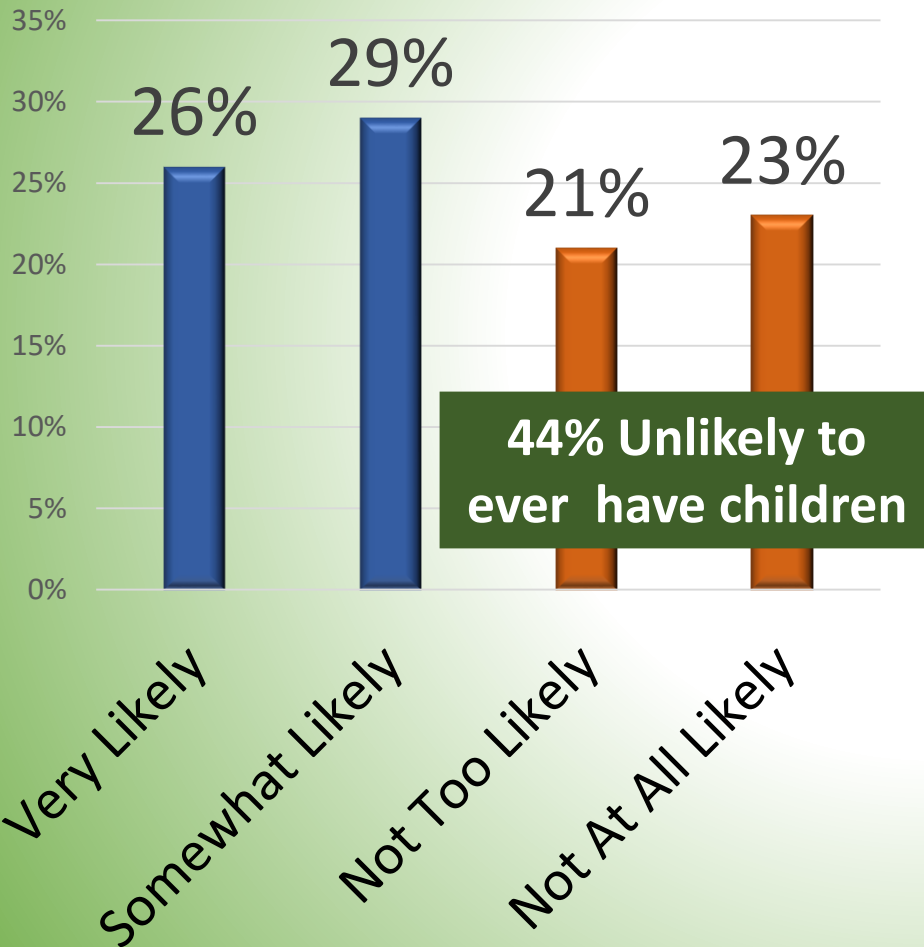


# US Population Growth Rate



Source: World Population Prospects 2022

# % Non Parents Say About Future Children



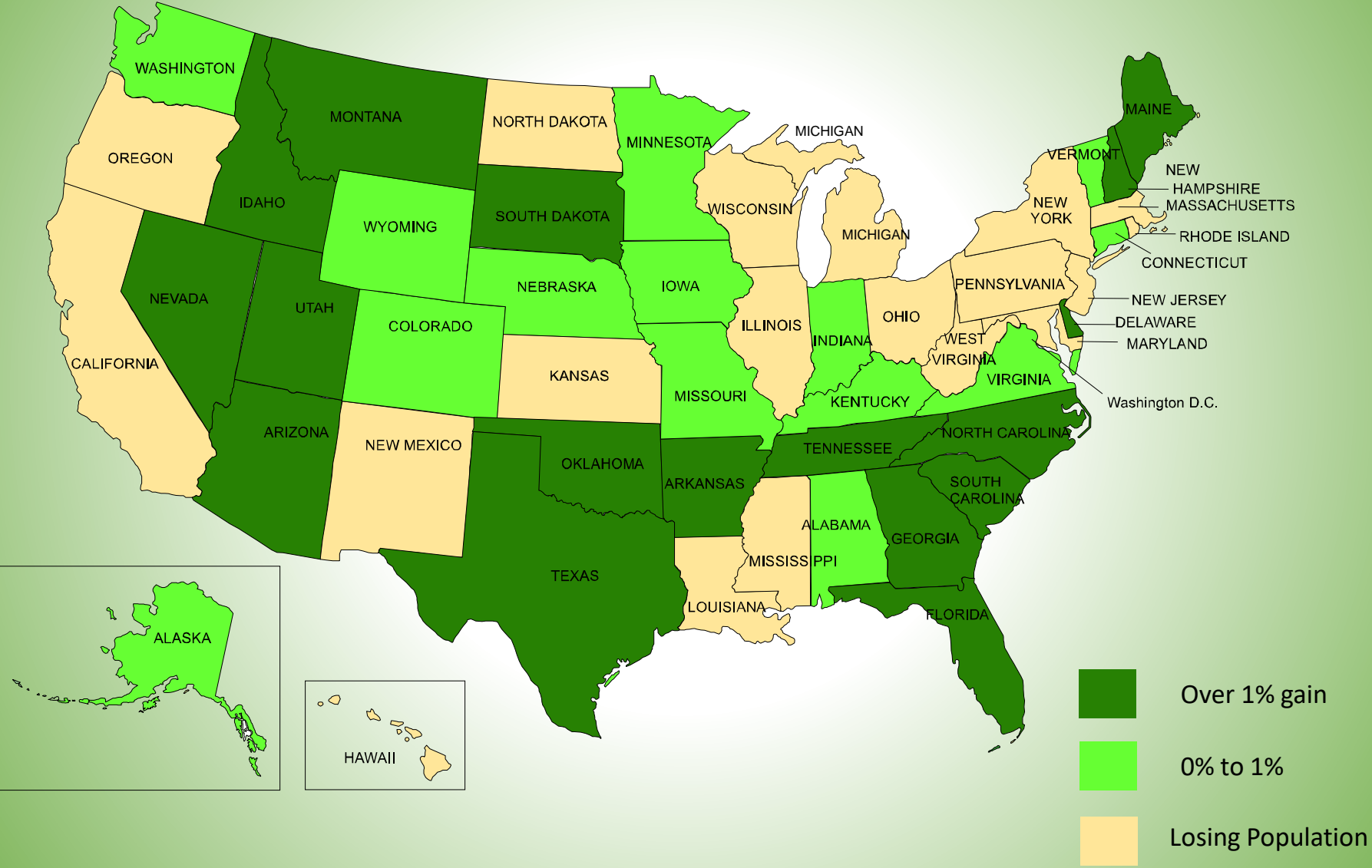
Of 18–49 Year Old Parents  
74% say Unlikely to Have  
Additional Children



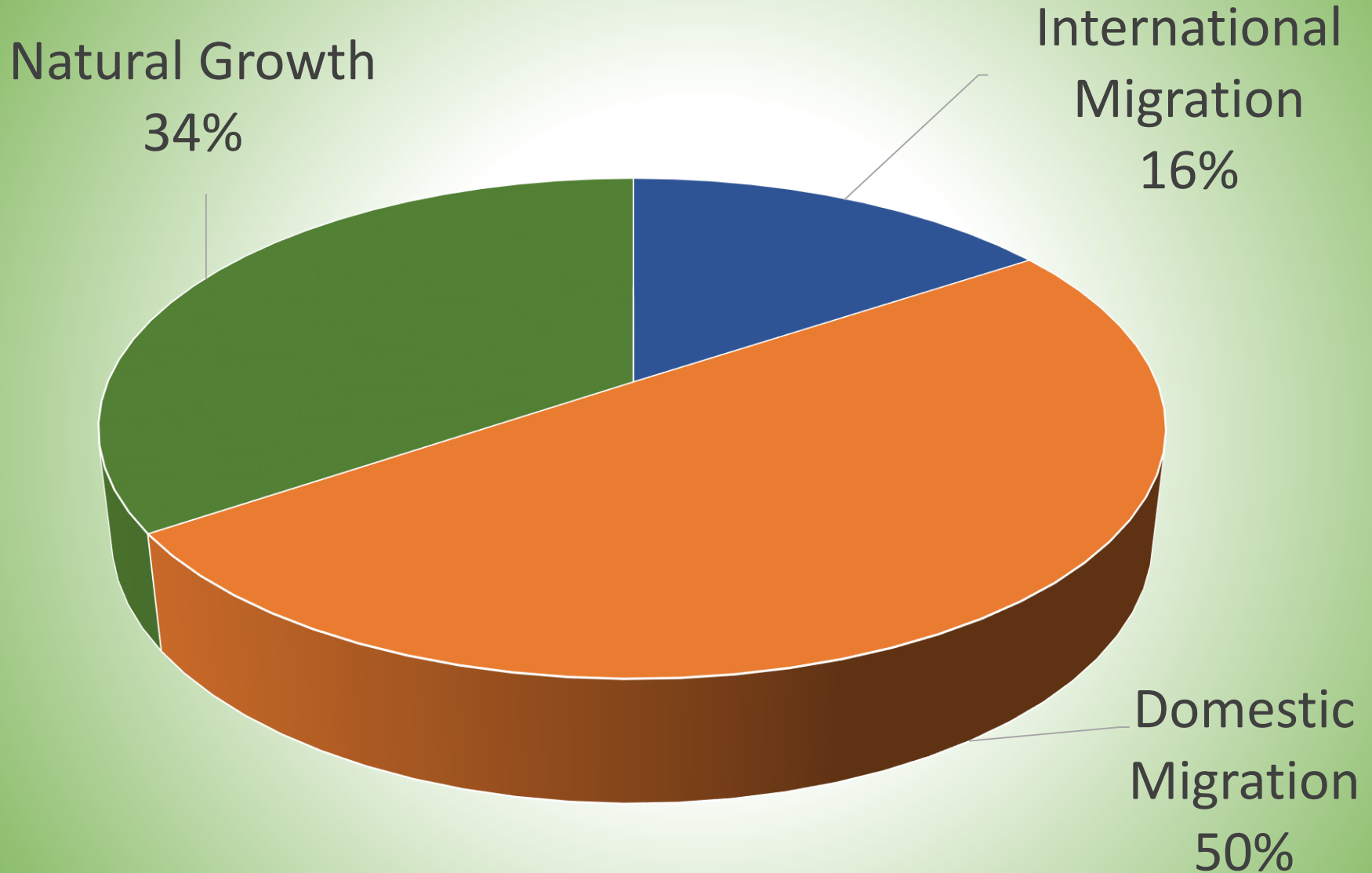
US Fertility Rate was 3.7  
children in 1960  
By 2020 it was 1.6 children



# Percentage Population Change 2020-2022



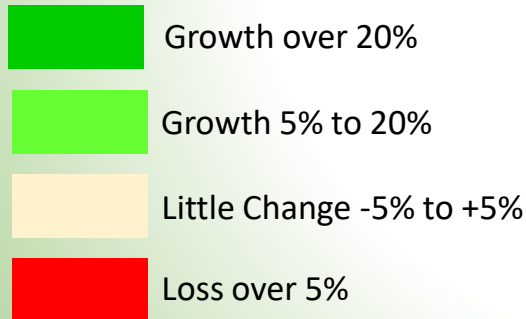
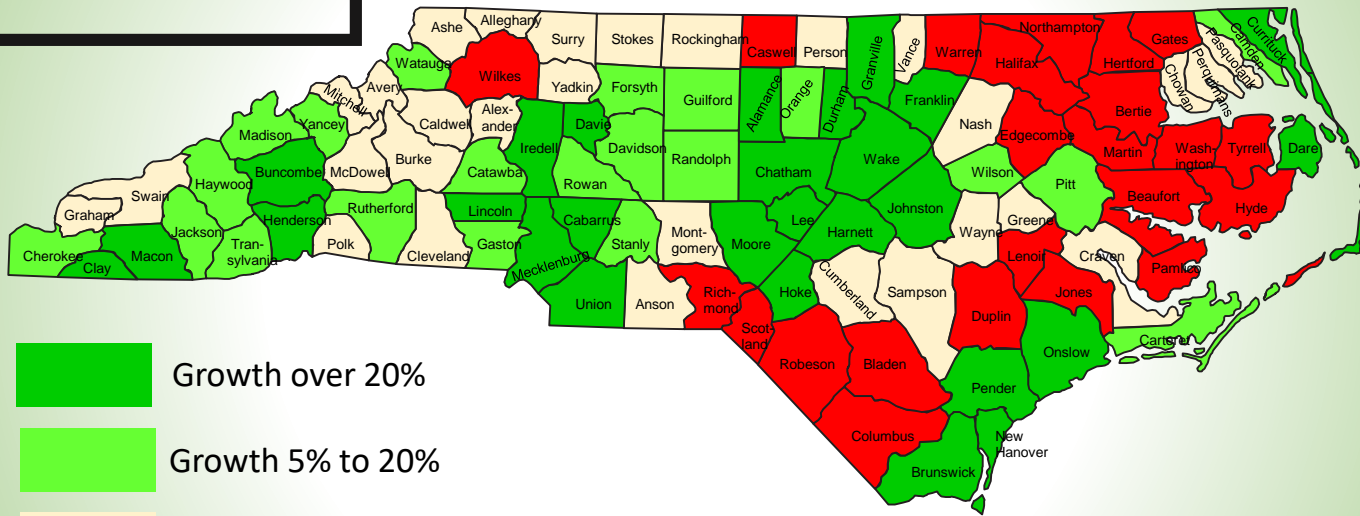
# Since 2000, NC Growth 2.5 Million People



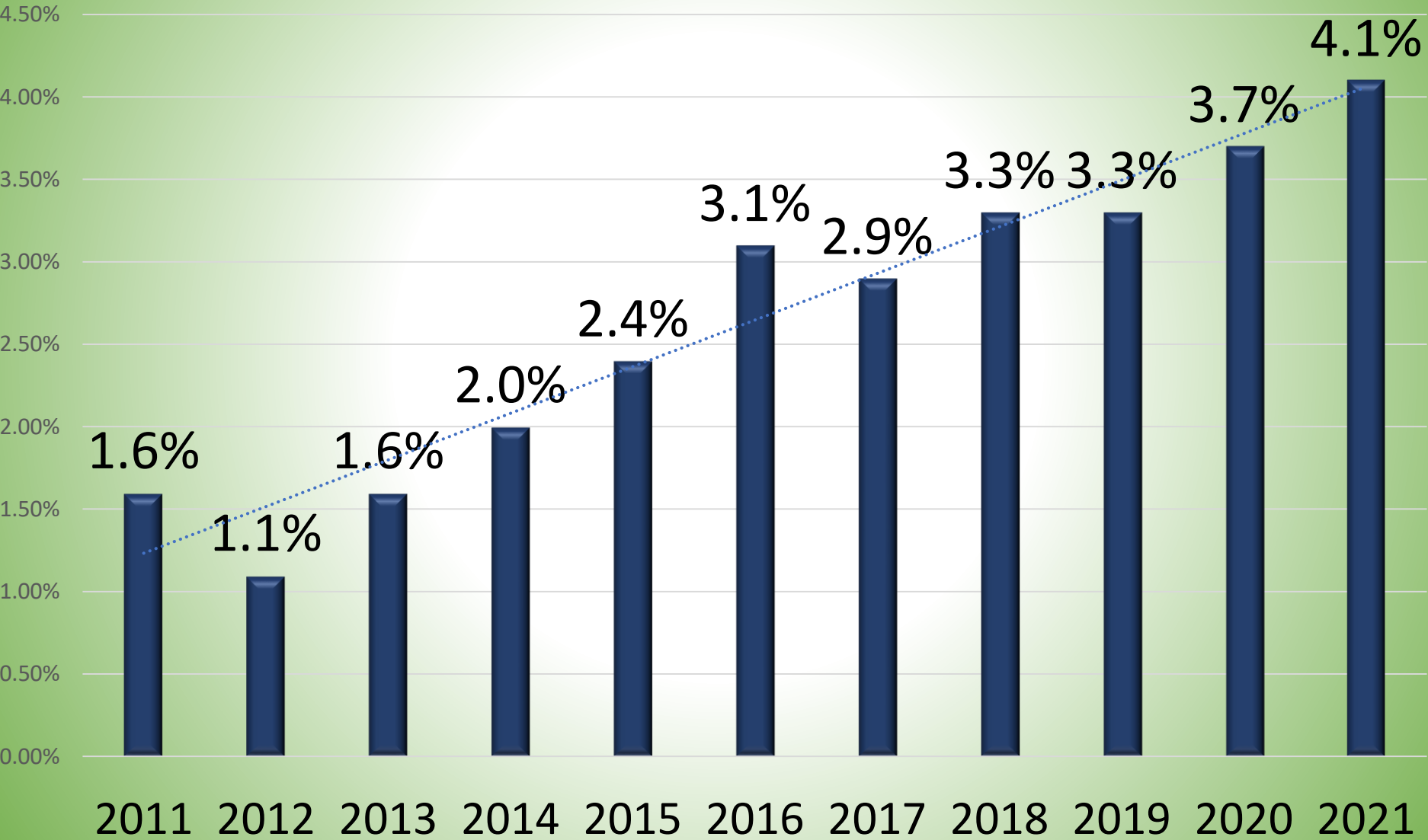


# Projected Population Growth 2022-2042

North Carolina 21.3%  
Johnston County 42.1%



# Johnston County % Population Growth Annually

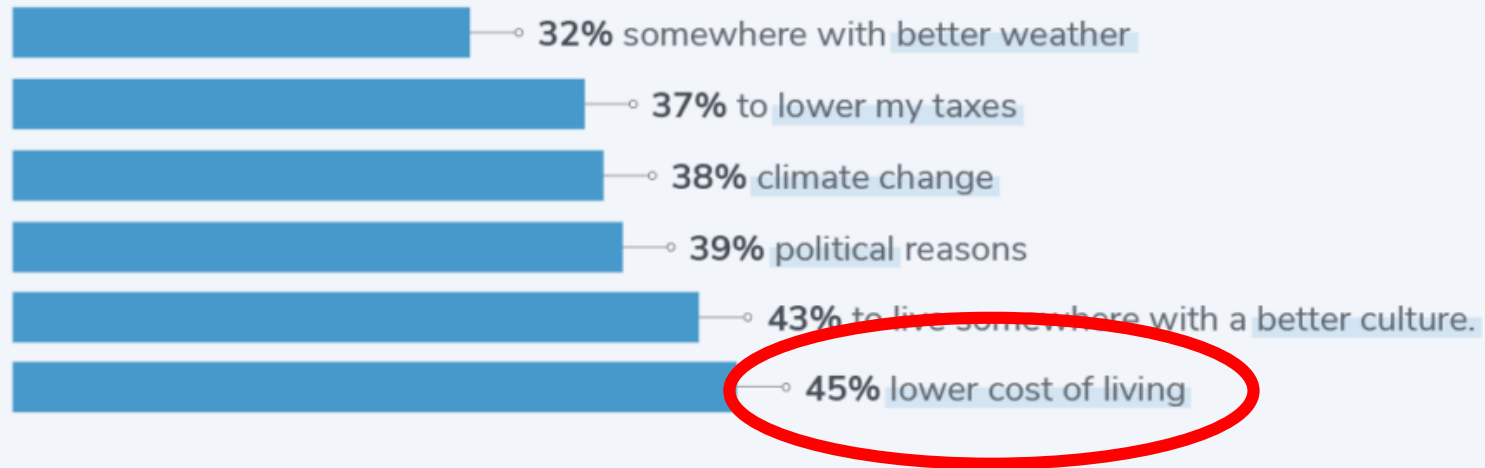




# Reasons Americans Move

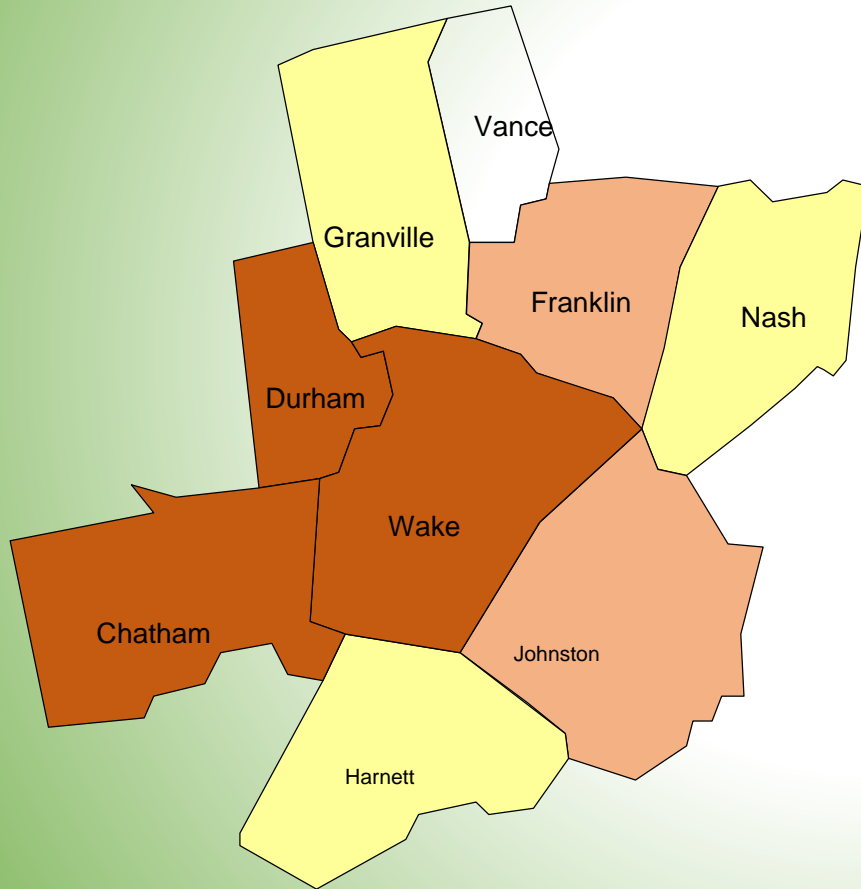


## Factors that Contributed to Americans Moving

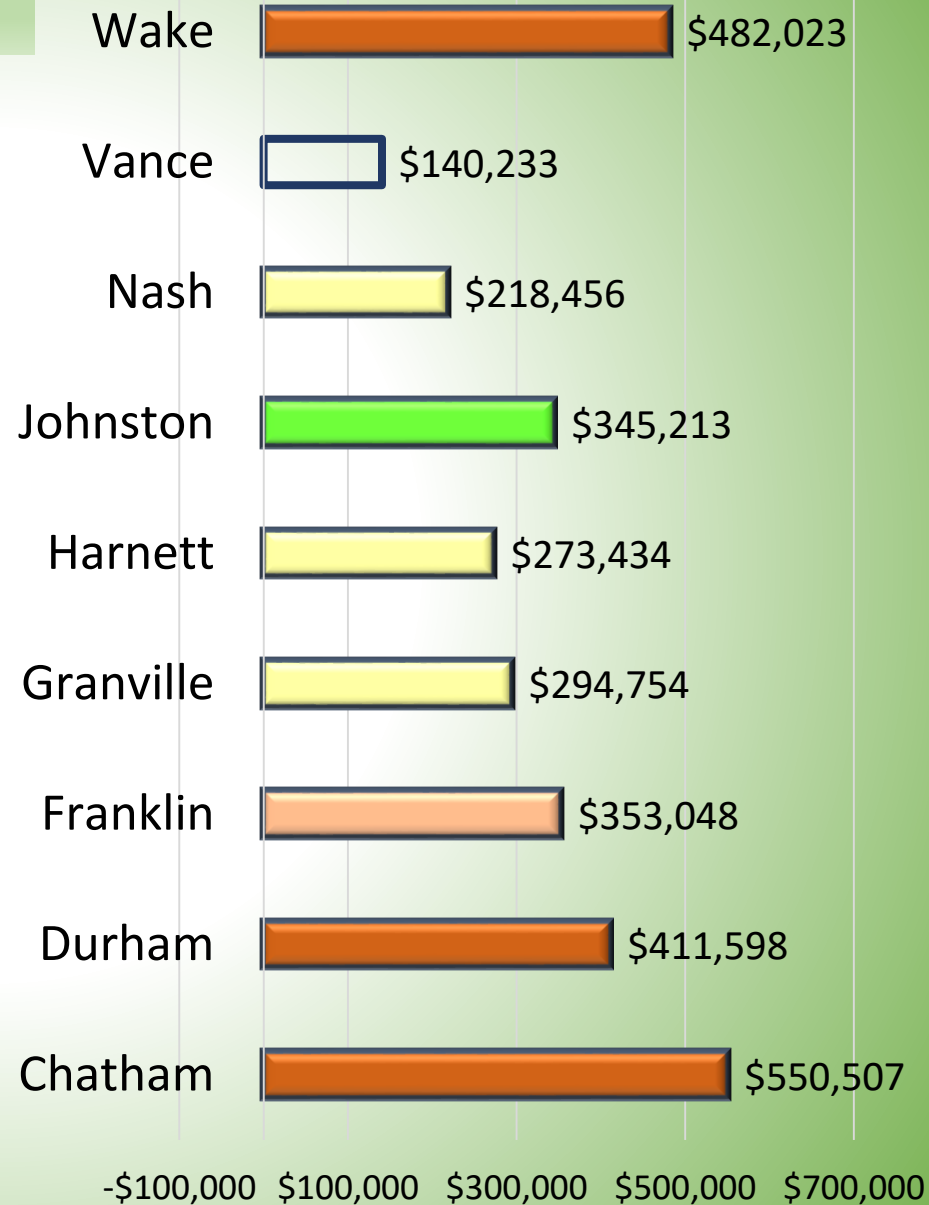




# (7<sup>th</sup>) Average Housing Values



## House Values Nov 2022



# Reshoring Boom

The Reshoring Initiative reported 261,000 jobs reshored in 2021 and FDI increased 46%



7 out of 10 US-Based Manufacturing Companies are planning to invest in new production capacity closer to home

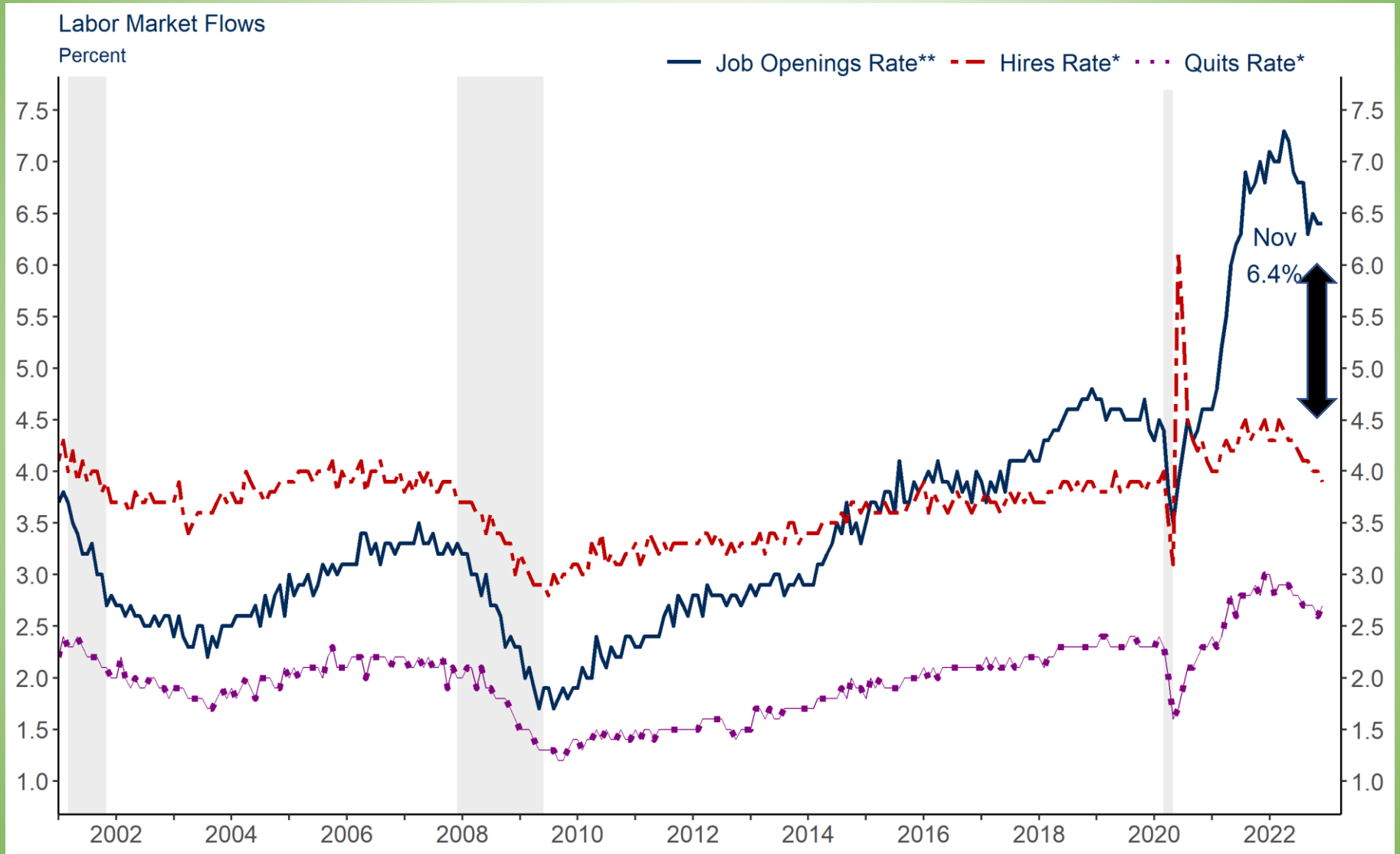
37% said they would be on US soil and 33% said that they were nearshoring  
40% say they will increase automation to make supply chains more resilient

# The National Economy



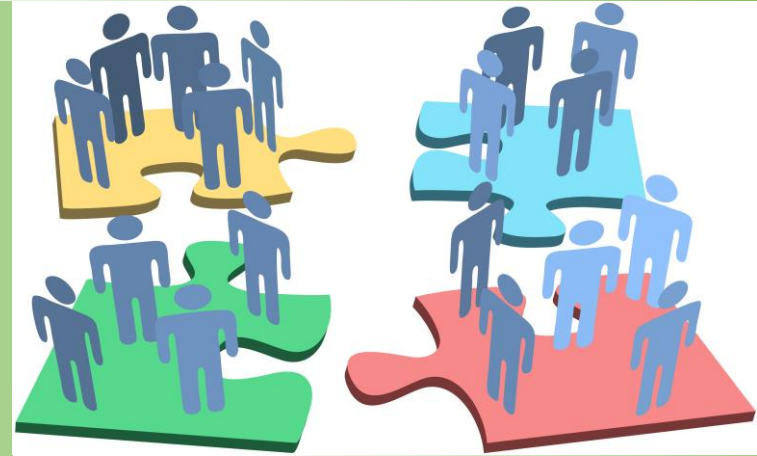


# Labor Market Flows



# Jerome Powell Explains the Labor Shortfall

- “Close to half a million who would have been working died from COVID
- The number of older workers who left the labor market earlier than expected- “excess retirements might account for 2 million of the shortfall”
- “Another 1.5 million come from a decline in immigration”



500,000
2,000,000
<u>+1,500,000</u>
4,000,000

# The Great Resignation, Reshuffle, Realignment, Reflection, Renegotiation

- Workers are moving to more affordable states
- Workers are switching from lower pay jobs to higher pay jobs
- Workers are moving from small businesses to larger businesses

“The collective desire of the American workforce for more rewarding or meaningful work.”

Strada September 2022







Local  
Demographic

Local  
Economic

Local  
Workforce

# What the Local Demographic Data Tells Us

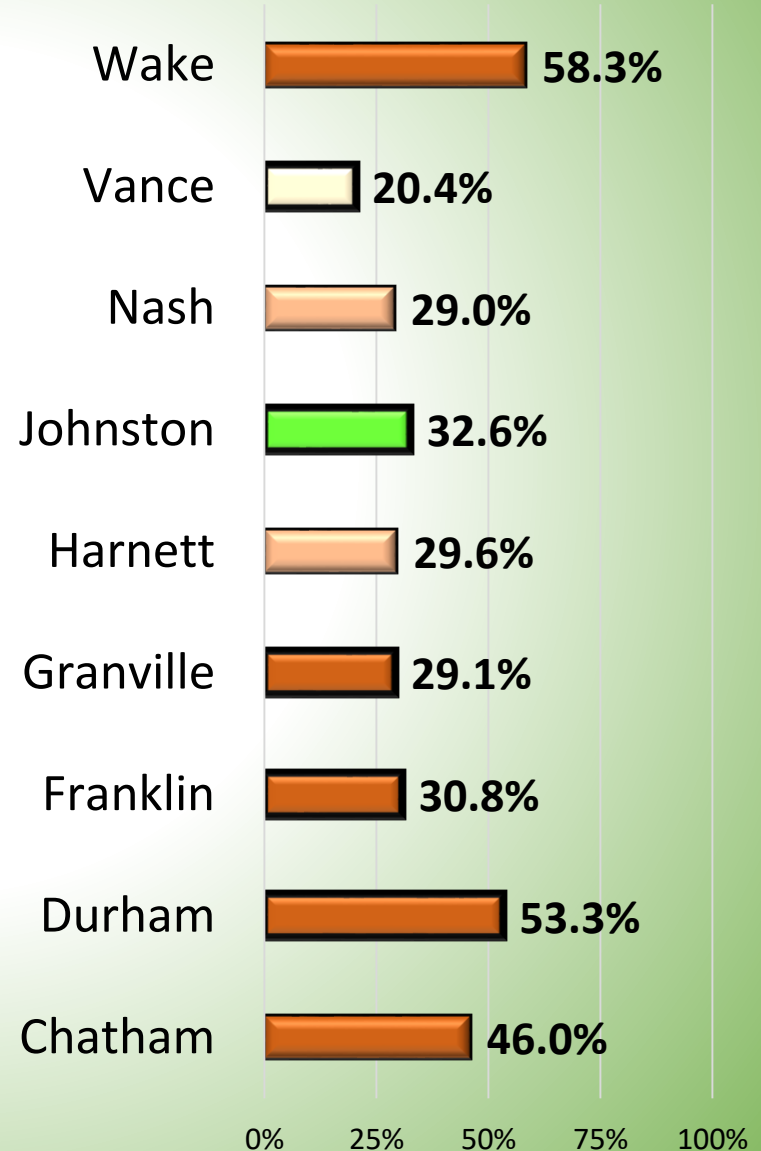
1. Johnston County's strong population growth is a competitive advantage compared with most of the United States.

2. The county's labor force participation rate – especially for adults 55 and older – should be a point of concern but also an opportunity for improvement.

# What the Data Tells Us

3. The Triangle region enjoys an abundance of high-paying, white collar jobs. College education attainment rate of Johnston residents 25 is low compared to the metro area.

## % Adults Post-Secondary Degree





# What the Data Tells Us

4. Johnston County has a relatively high percentage of adults with a two-year associate degree. This points to the local workforce being a good fit for mid-skill and skilled trade occupations.



# Johnston County Cluster Analysis

Cluster: a regional concentration of related industries 

## TRADED CLUSTERS

### THE ENGINES OF REGIONAL ECONOMIES

- Serve markets in other regions or nations
- Concentrated in regions that afford specific competitive advantages
- Example industries: aircraft manufacturing, management consulting, iron ore mining

[LEARN MORE →](#)



## LOCAL CLUSTERS

### THE FOUNDATION OF LOCAL ECONOMIES

- Sell products and services primarily for the local market
- Located in every region
- Example industries: drug stores, physician offices, elementary schools, radio networks

[LEARN MORE →](#)

### Traded vs. Local Share of the U.S. Economy

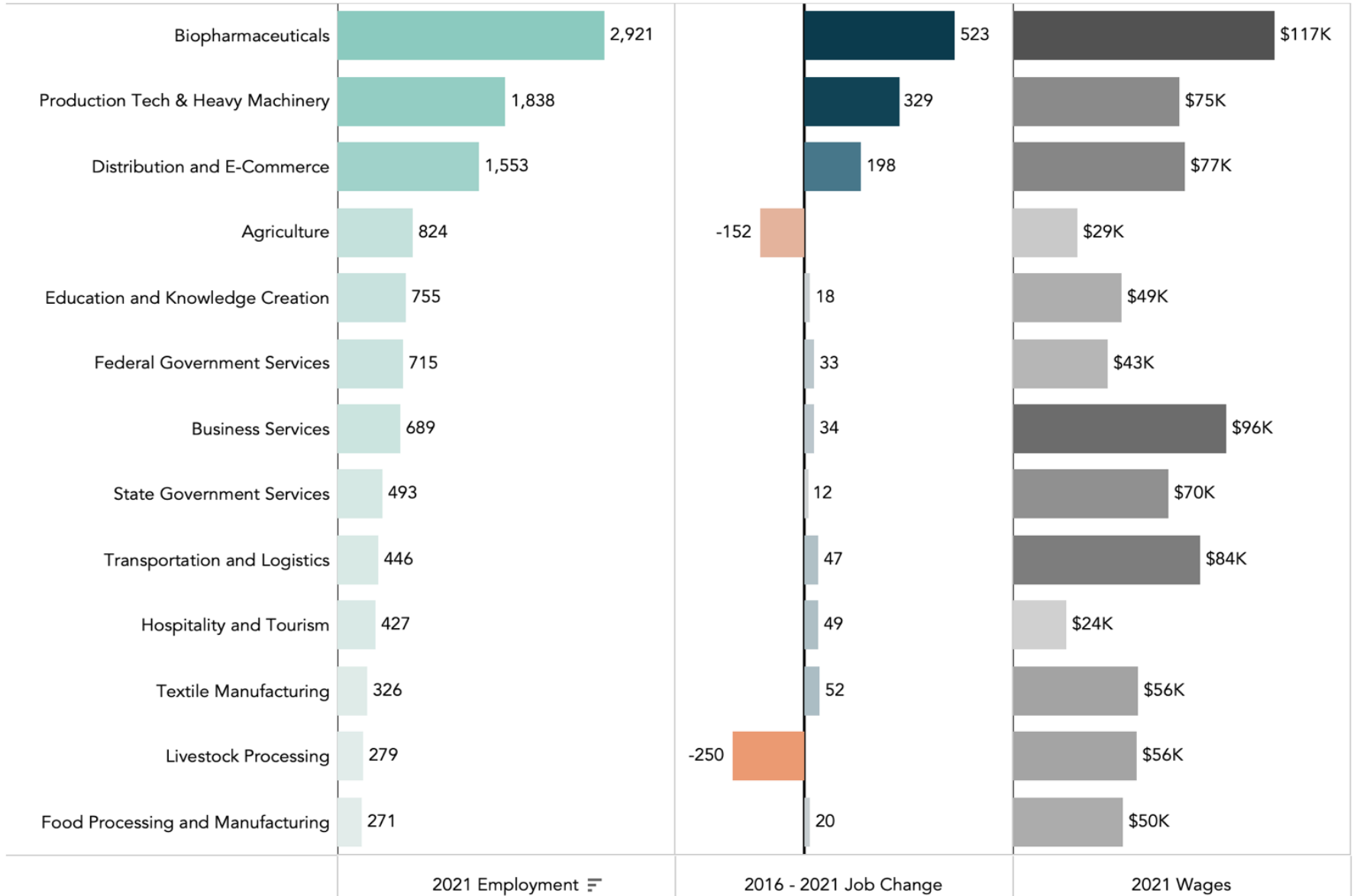


# Johnston County Cluster Map

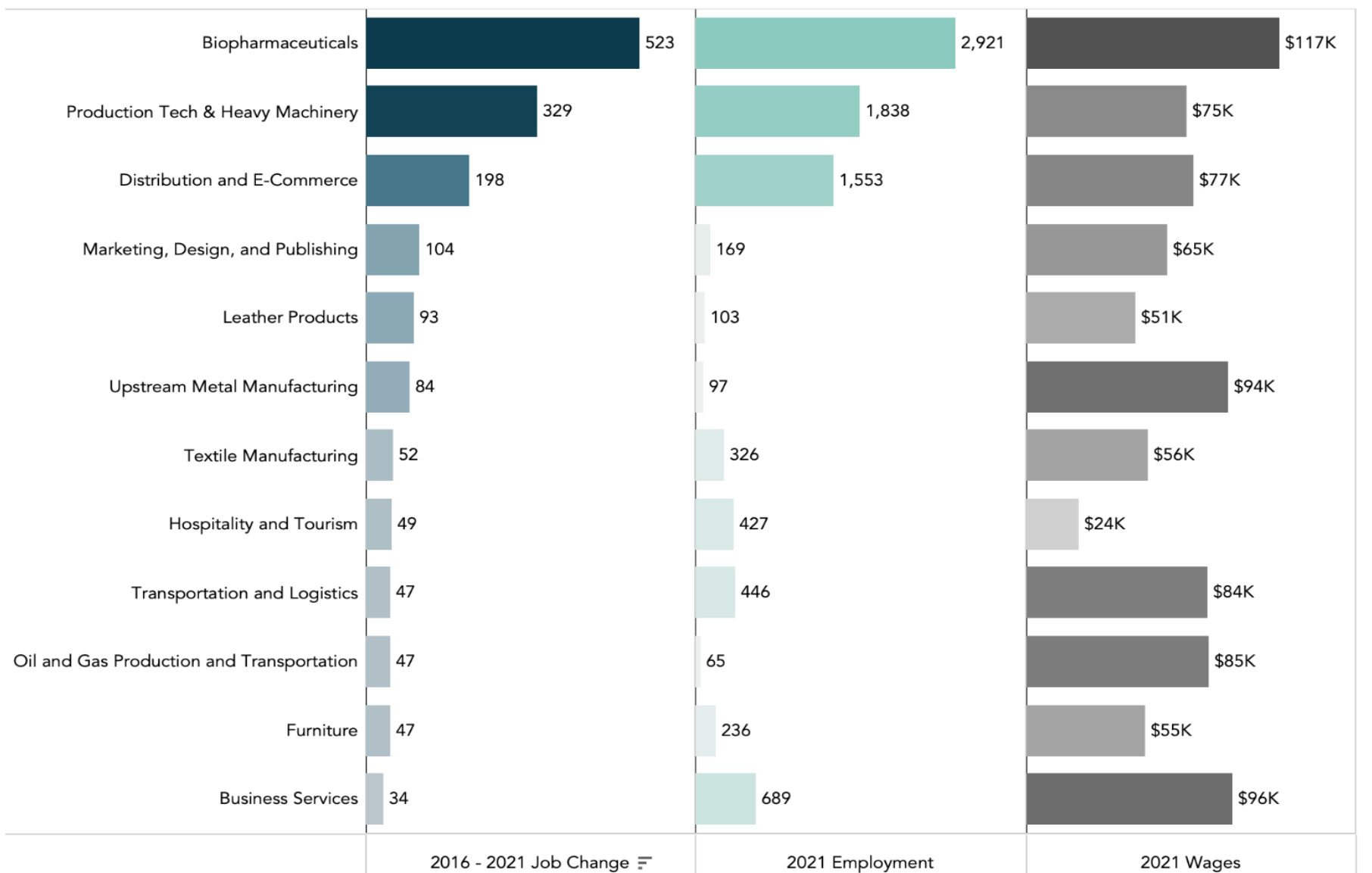




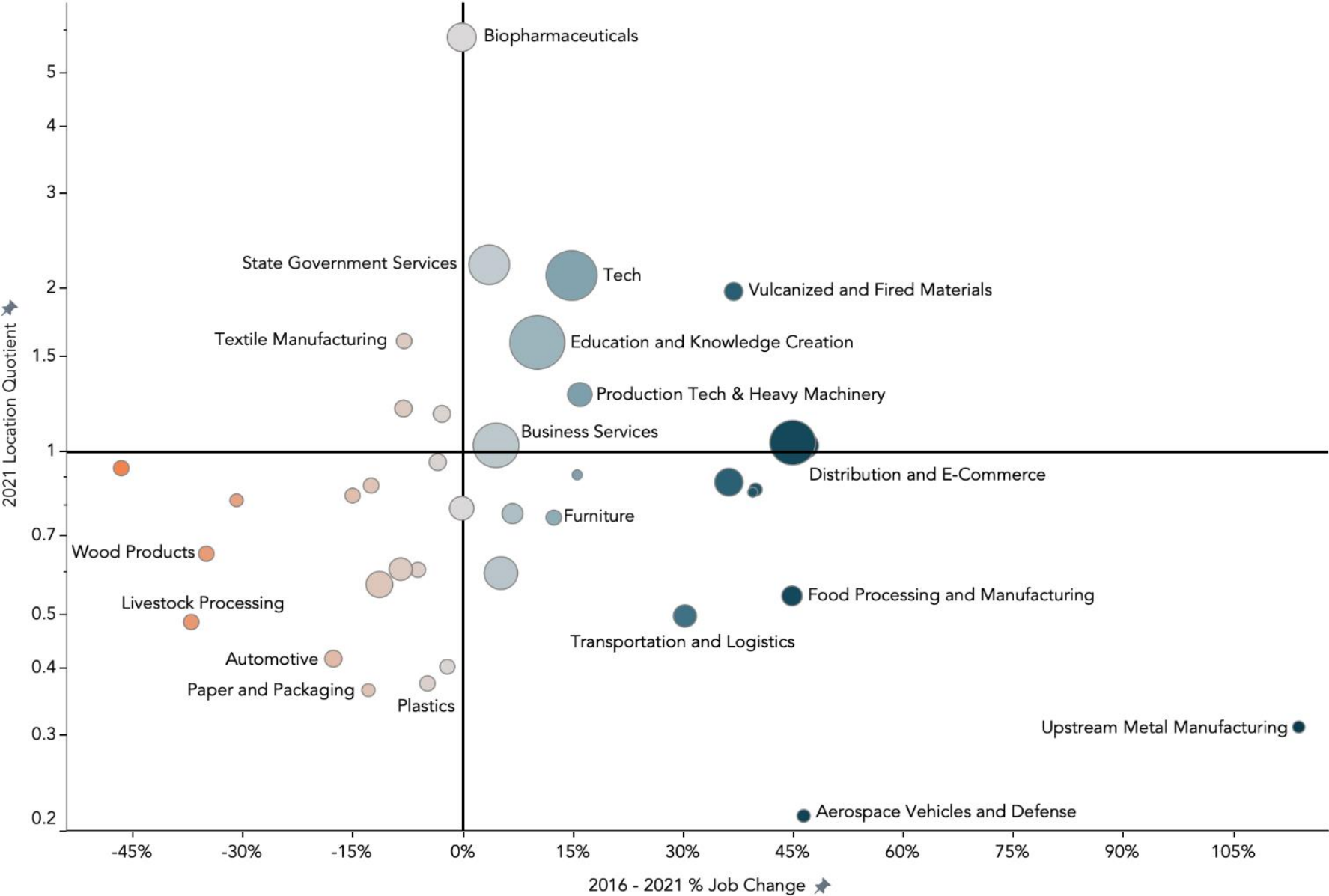
# Top Traded Clusters by Employment



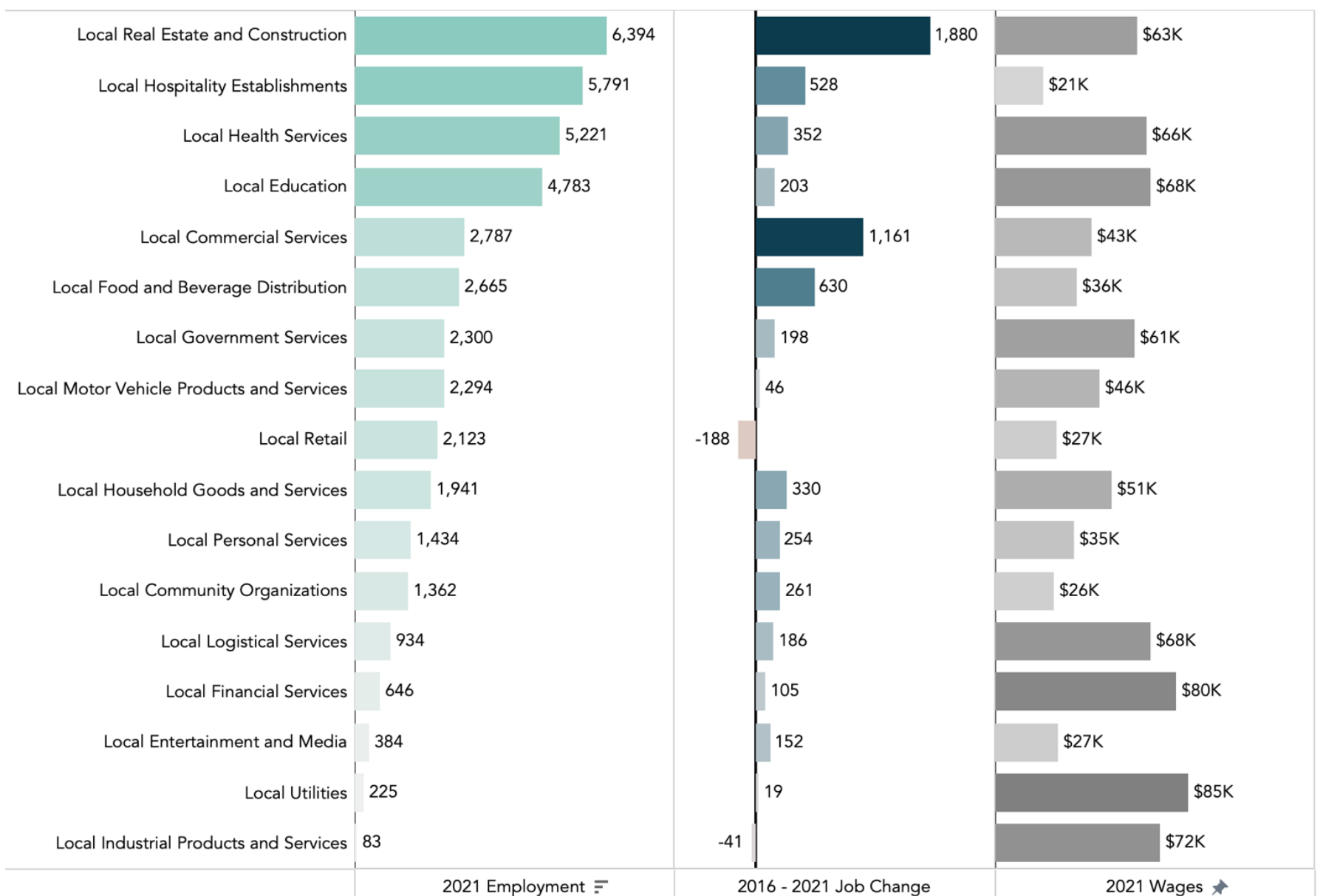
# Fastest Growing Clusters



# RTRP Cluster Map



# Johnston-Local Clusters by Employment

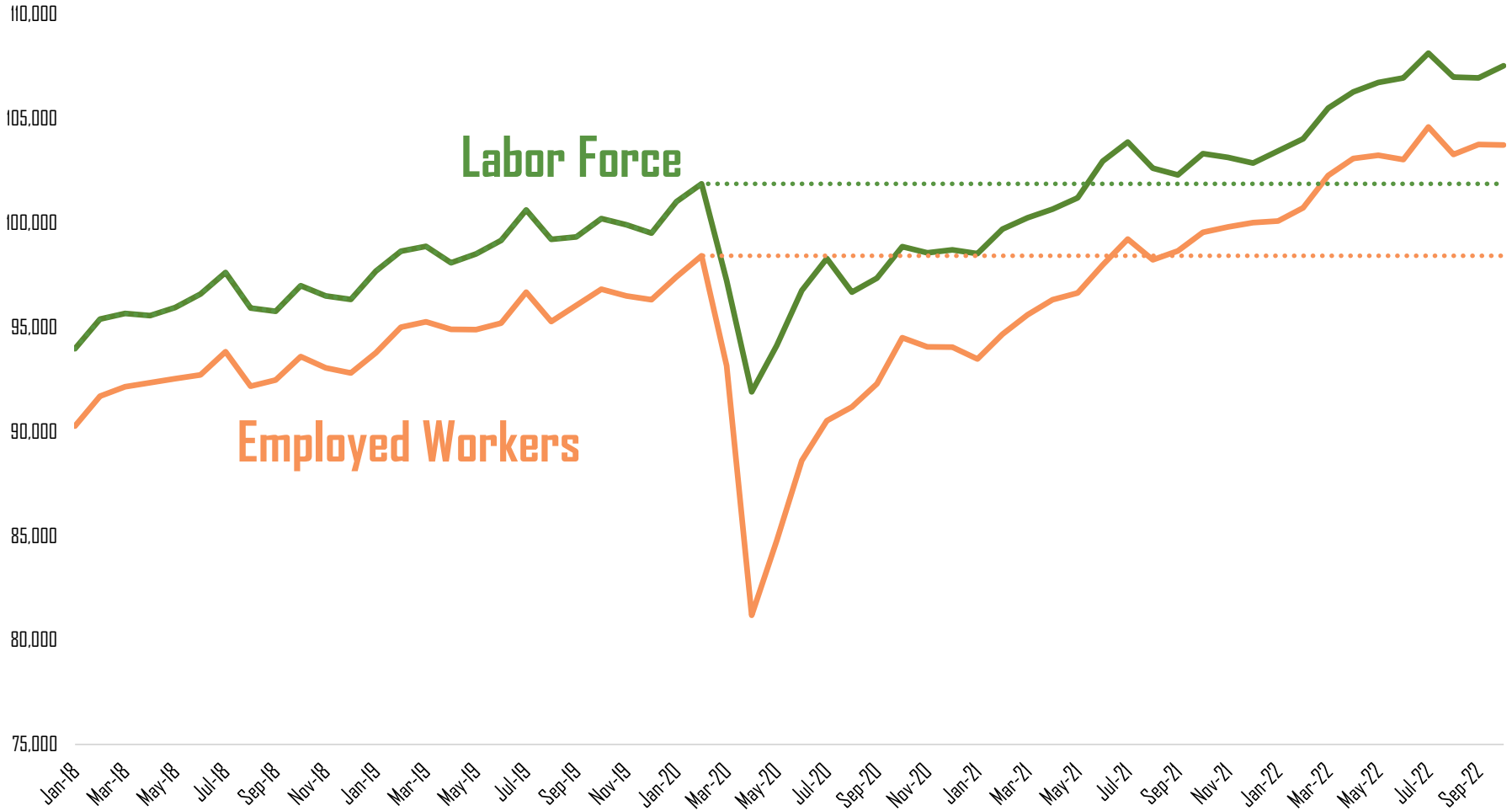




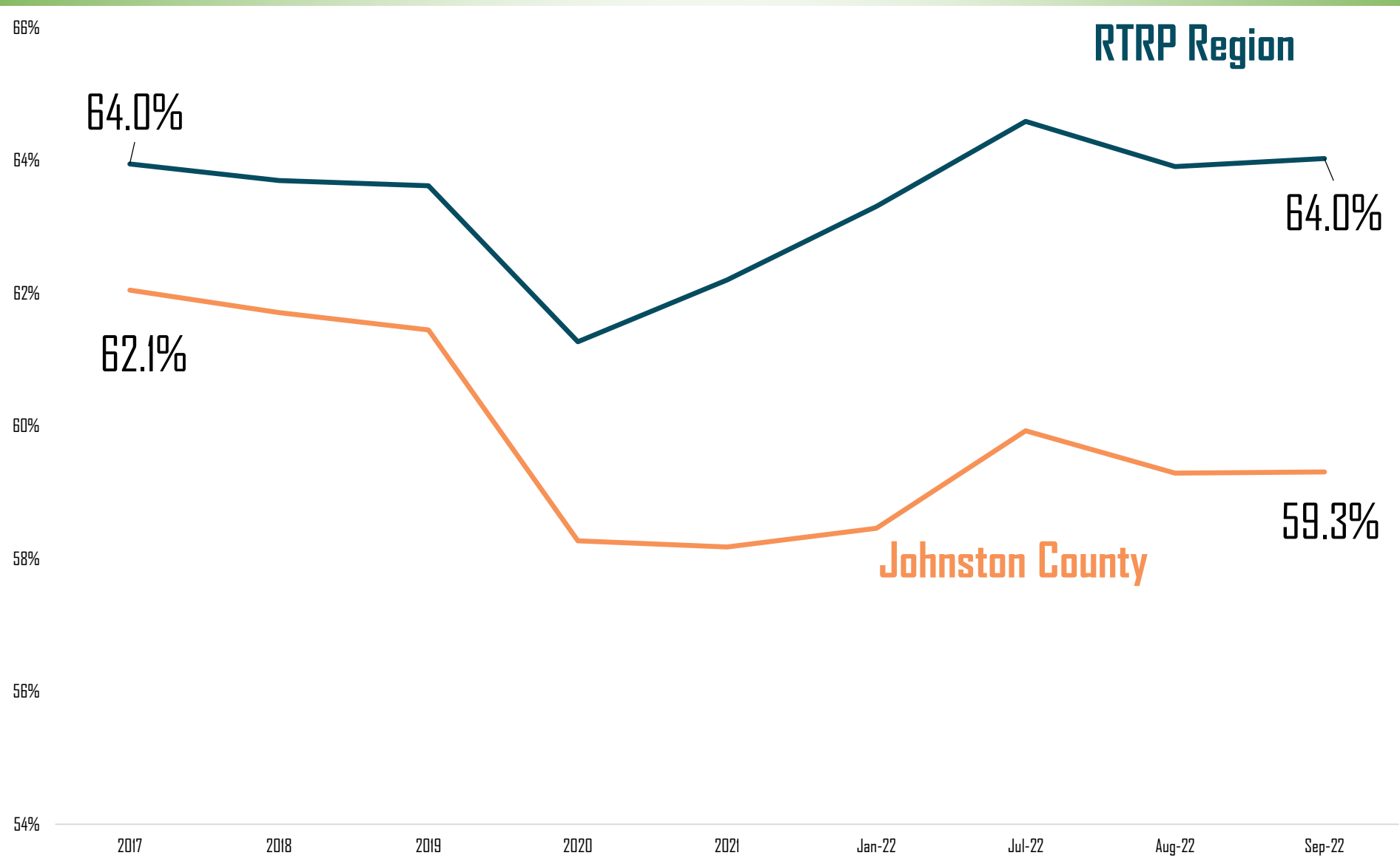
# Johnston County Workforce Analysis



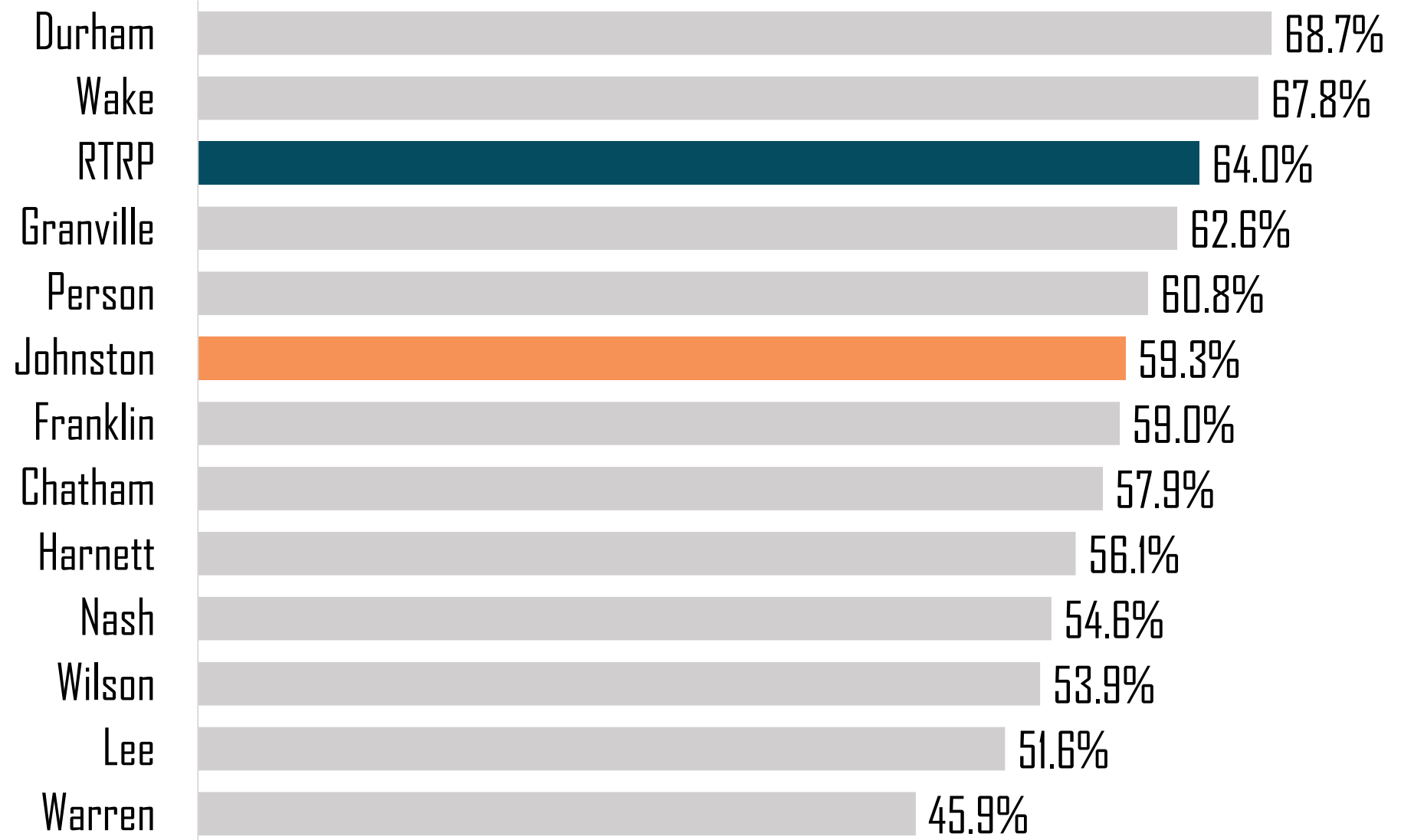
# Johnston Co Labor Force & Employment



# Johnston Co Labor Force Participation Rates

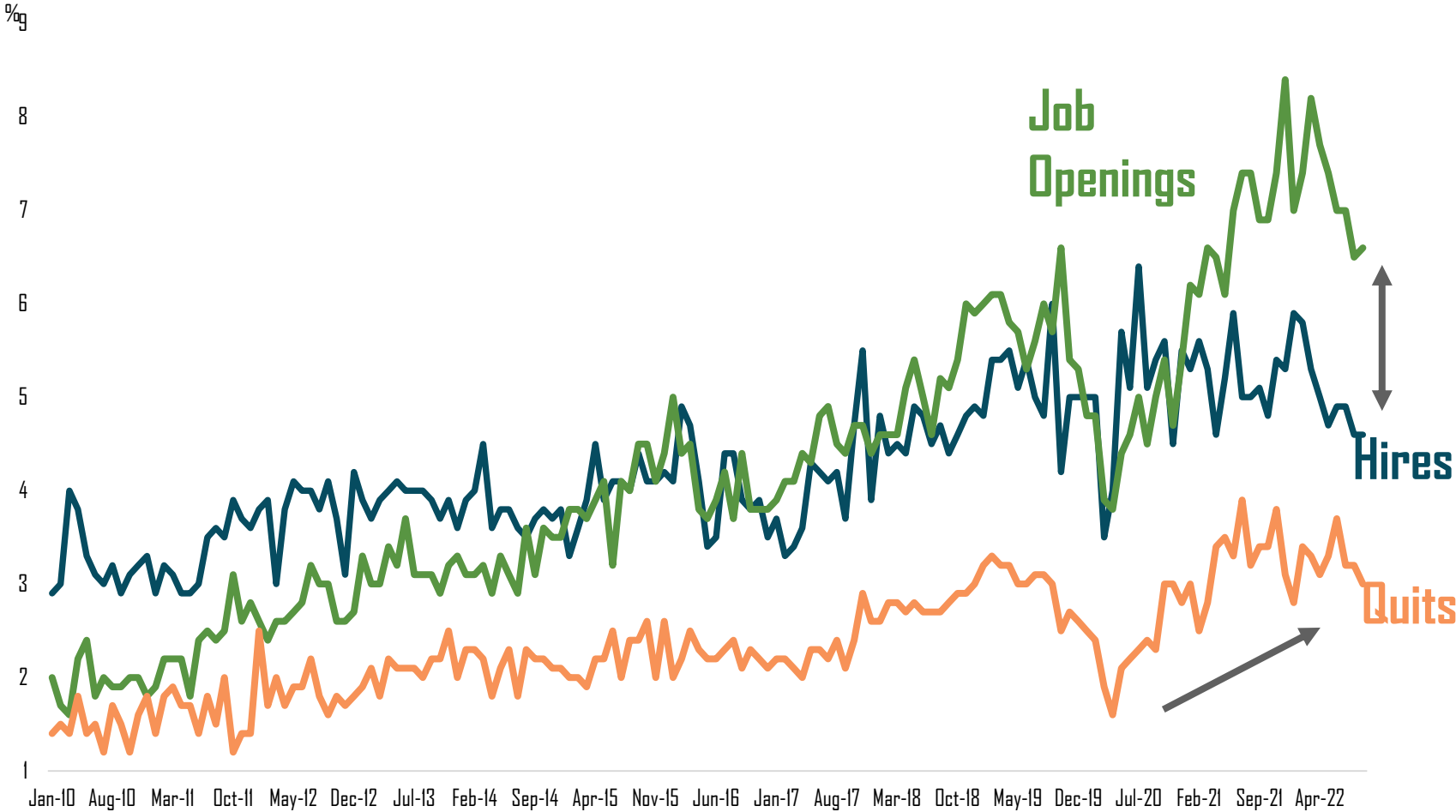


# RTRP Labor Force Participation Rates

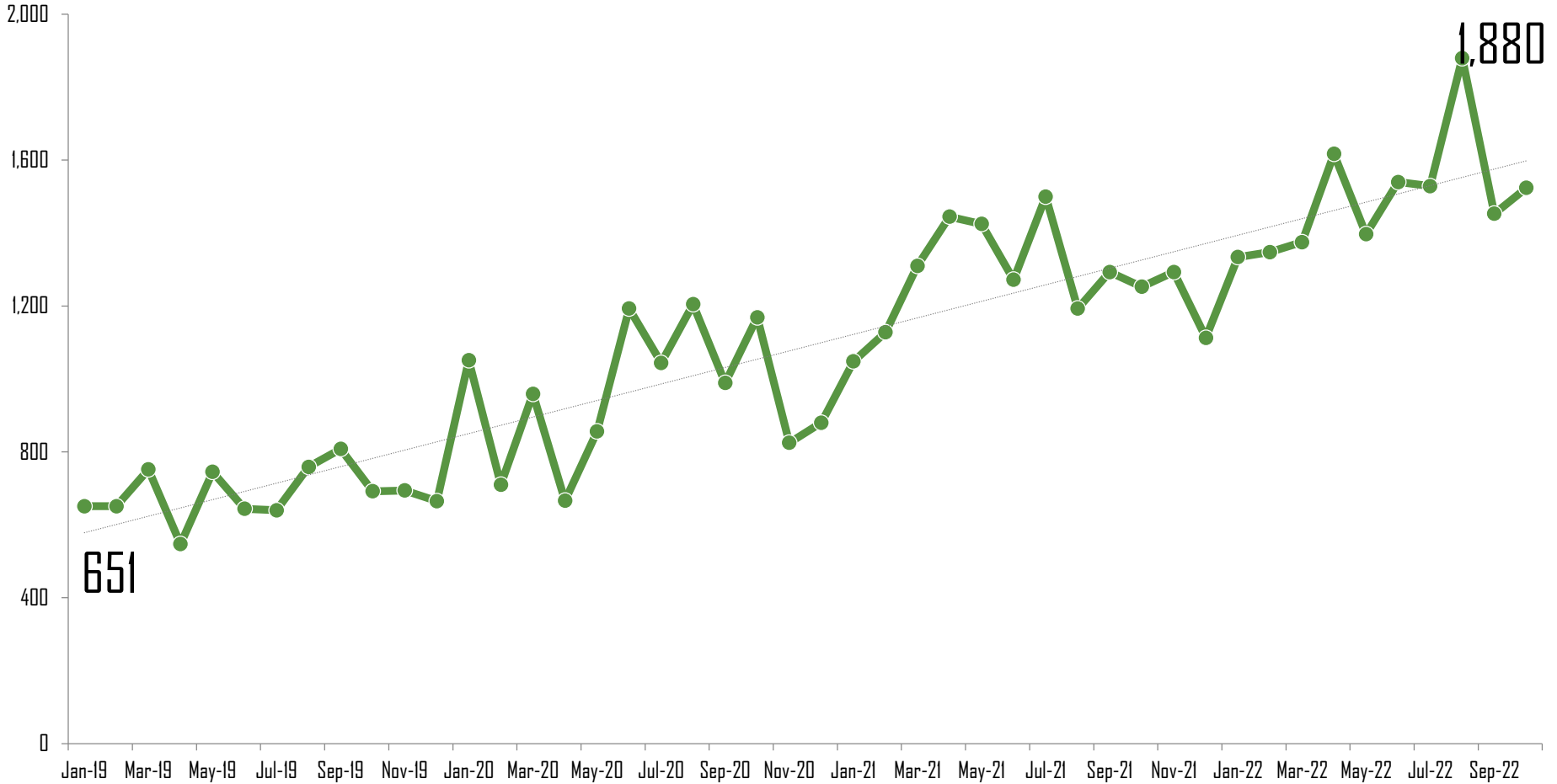




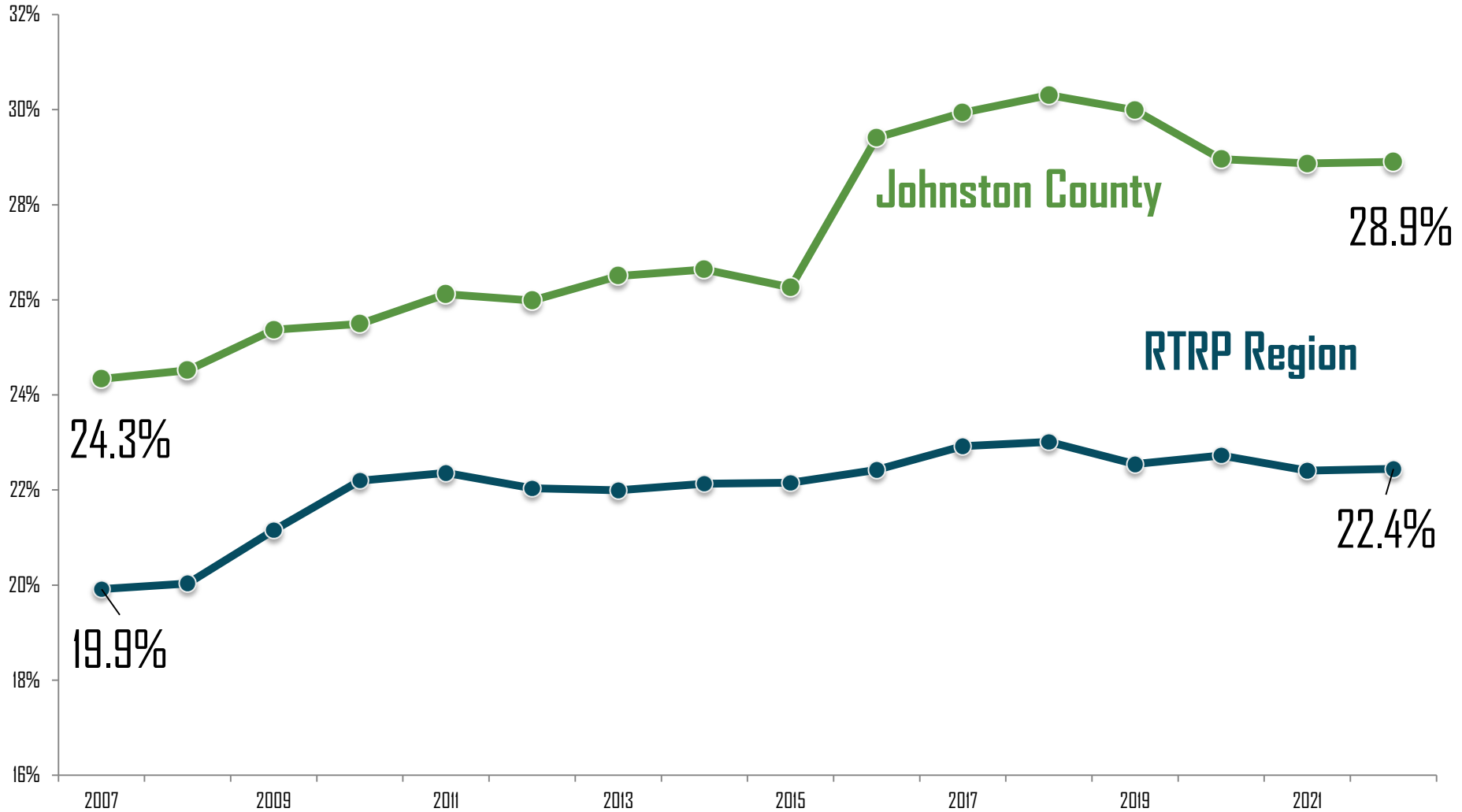
# NC Rate of Job Openings, Quits & Layoffs



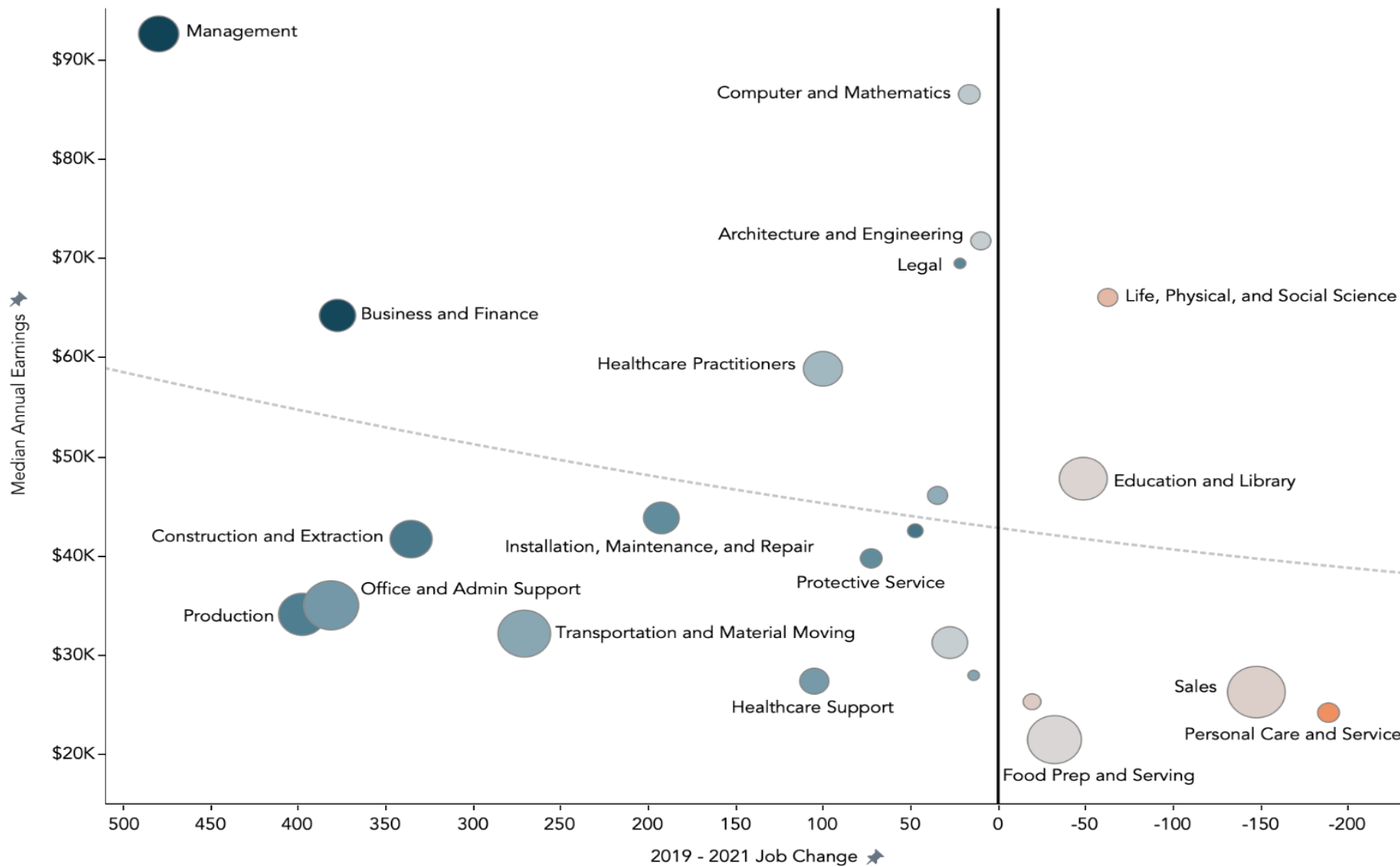
# Johnston County Job Postings by Month



# Self-Employment as % of Total Employment

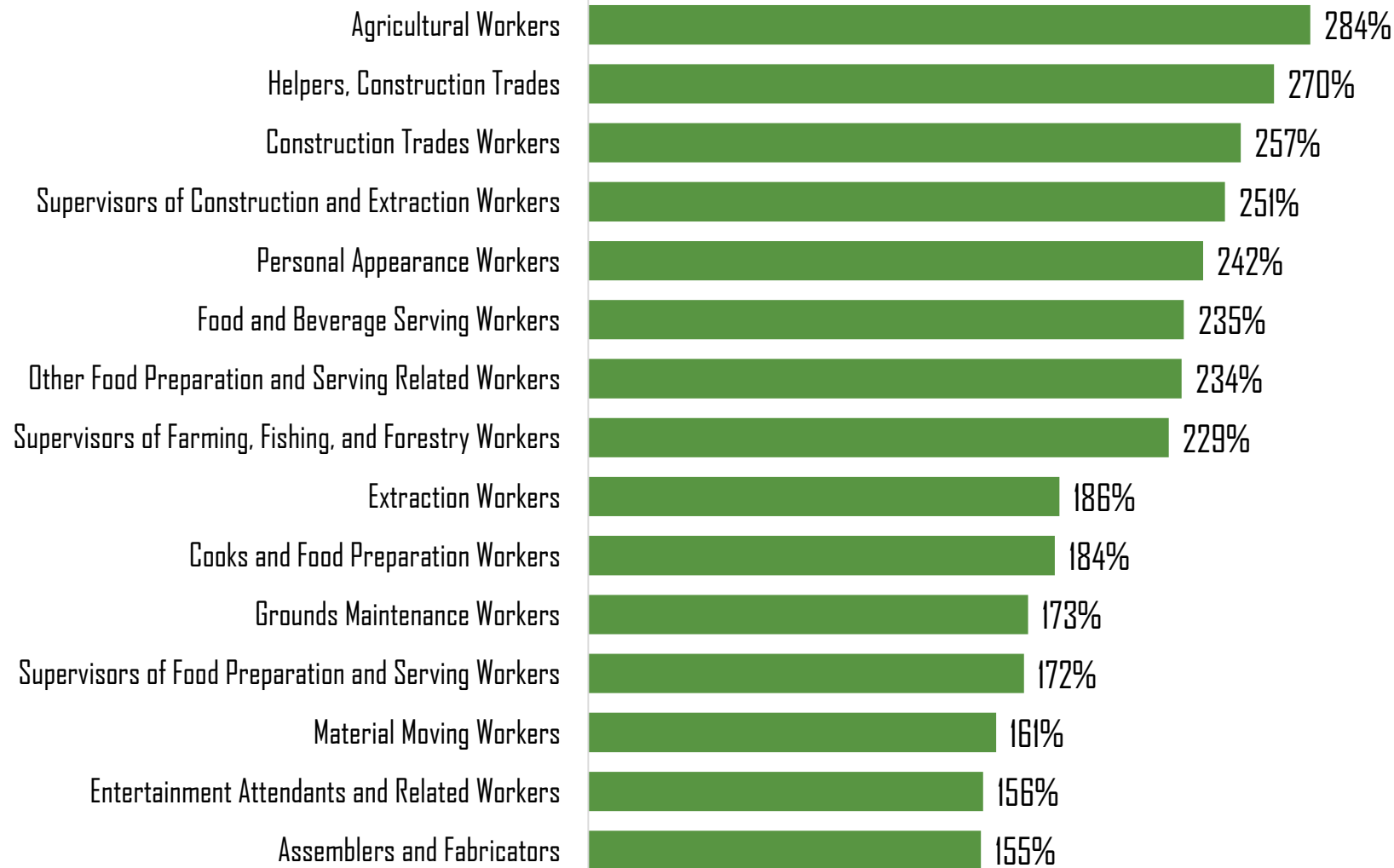


# Johnston County, NC Pandemic Job Change by Occupation





# Johnston County, NC 3-Digit Occupations with Highest Turnover Rates, 2022



# Key Takeaways from Cluster & WF Analysis

1. Johnston County enjoys diverse industry clusters. Top growing clusters include biopharma, production technology and heavy machinery, distribution and e-commerce. Marketing, design, and publishing is a strong, emerging cluster.

# Key Takeaways from Cluster & WF Analysis

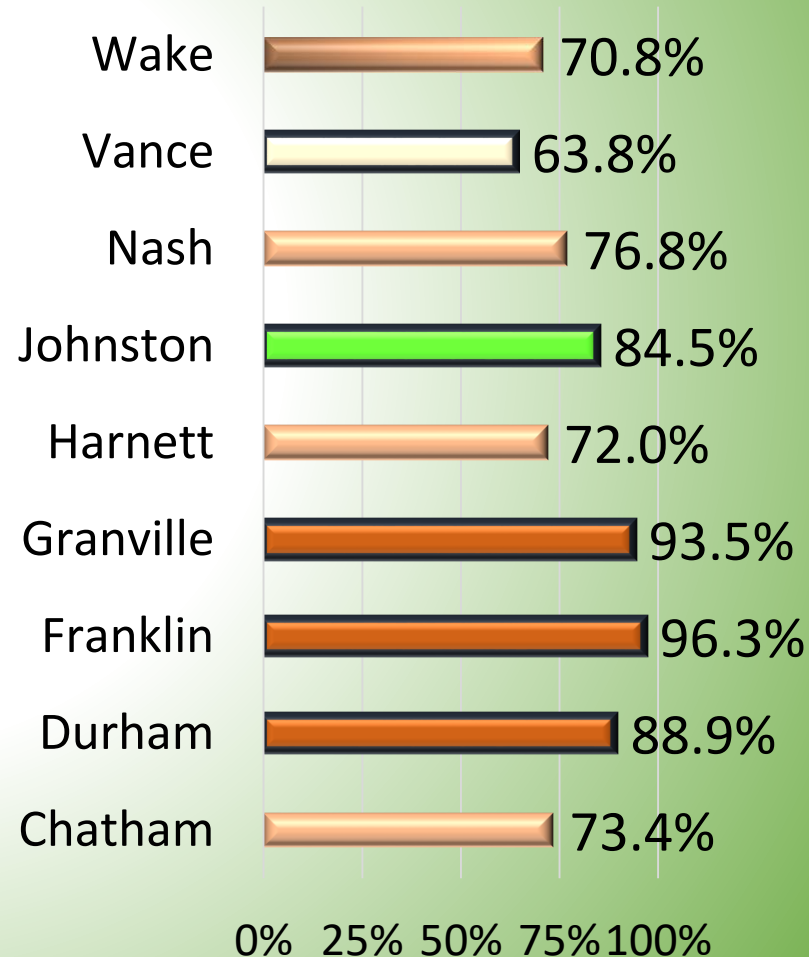
2. *Employment growth in the county has been robust* since the decline of the pandemic- very tight labor market.

3. Labor force participation rate in Johnston is well below the regional average.

# Key Takeaways from Cluster & WF Analysis

4. The county's median wage ranks middle in the RTRP region. Adjusting for cost of living does not change this significantly. Rising costs of major household expenses like housing and childcare are a concern.

**% Housing Costs  
Nov 2017 - Nov 2022**





# Key Takeaways from Cluster & WF Analysis

5. Occupation groups with higher wage, growing jobs:

- Management, healthcare, finance, engineering, sales, education, business operations.
- Drivers of heavy trucks; supervisors in construction, production, transportation, and landscaping; industrial machinery mechanics; machine operators.

QUANTITATIVE

Qualitative

# Stakeholder Input

- ✓ Online Survey
- ✓ Focus Groups

- Human Resources
- Small Business
- Community College Students
- High School Students, Teachers & Parents



# What is the State of the Johnston County Workforce?

- 63% difficulty finding workers with good soft skills, including reliability, communication, and interpersonal skills
- 53% issues with work ethic
- 38% difficulty finding candidates with the right technical skills
- 30% general lack of available workers.

# Key Takeaways from All Input

- People are bullish on the Johnston County economy
- Workforce quantity is generally adequate
- Recent high school and college graduates are generally smart, demonstrate good academic achievement, and possess strong computer and digital technology skills



# Key Takeaways from All Input

- The biggest workforce challenges are these essential workplace skills:
  - a) work ethic, commitment, and reliability;
  - b) communication and interpersonal skills.

# Key Takeaways from All Input

- The positions that are hardest to fill and retain cover a broad range of entry-level and mid-skill occupations. These include customer-facing jobs, production, the skilled trades, nurses, and teachers

# Key Takeaways from All Input

- To retain more workers, local employers are:
  - increasing pay and benefit packages;
  - striving for a better work atmosphere and team communication;
  - offering more flexible scheduling (and remote work when possible); and
  - emphasizing paths and training for career advancement.

# Key Takeaways from All Input

- Most employers that have partnered with workforce resources such as Johnston Community College, the local NC Works Career Center, and Johnston County Public Schools find them to be valuable. However, many employers have not partnered with any of these, and overall business awareness of these partners is low.

# Key Takeaways from All Input

- Participants perceive a need to improve awareness of local career opportunities and how Johnston residents can prepare to take advantage of them.



# Key Takeaways from All Input

- There is a general belief (including among teachers) that not enough essential workplace skills are taught in the K-12 schools and higher education. Some believe that leaders in education are overly focused on college-going for students, and not as supportive of alternate paths.

# Key Takeaways from All Input

- There is broad agreement on the need for more young people to have work experiences; these could range from site visits to job shadowing and mentoring, internships, summer jobs and apprenticeships.

# Key Takeaways from All Input

- Most participants see Johnston County Public Schools as striving to promote career awareness among students, and doing a pretty good job of it.

# Key Takeaways from All Input

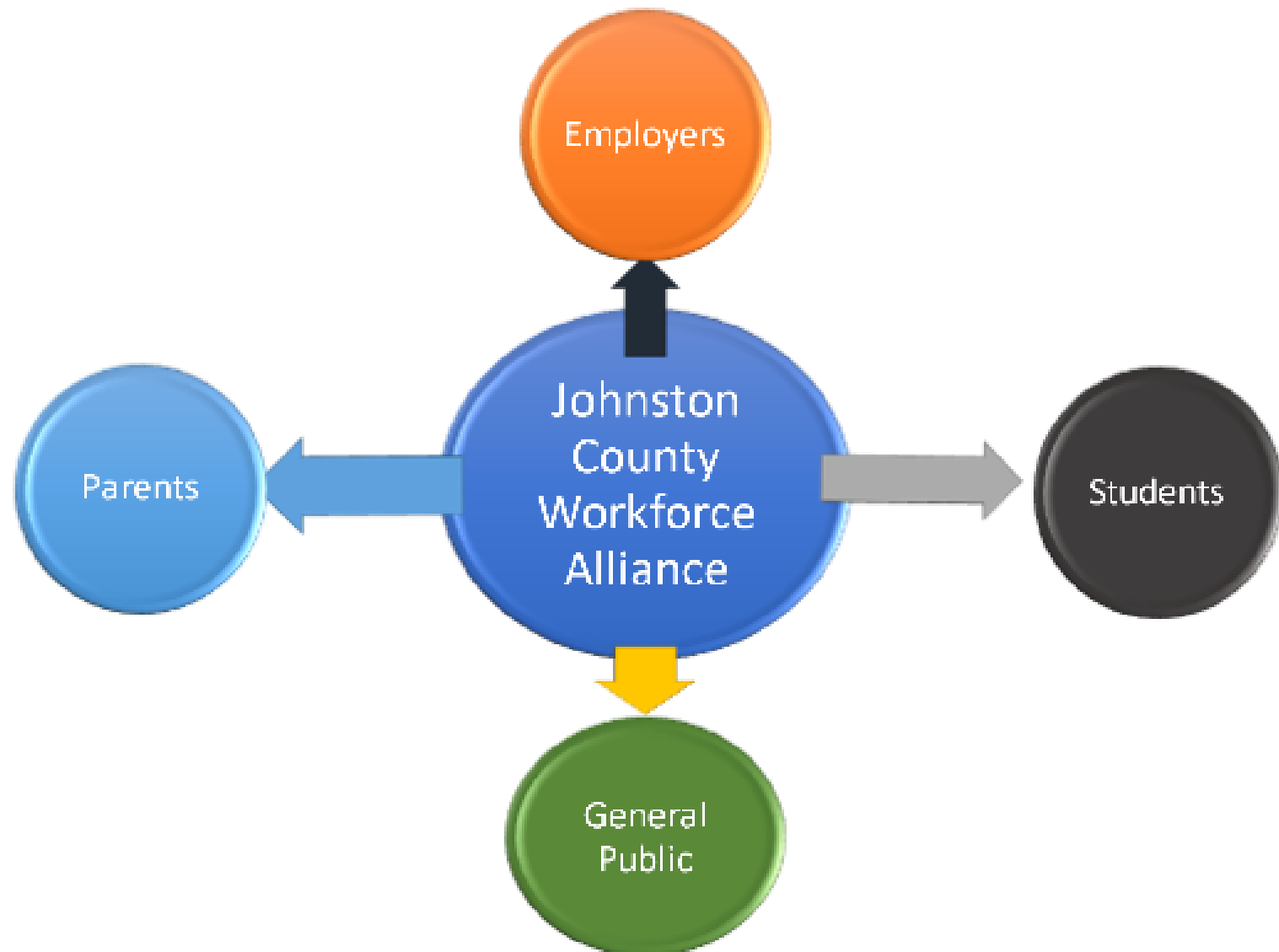
- Many think that businesses could and should be more visible in and engaged with K-12 schools. However, businesses often seem unsure of how to get involved with schools and students.

# Initiatives to Improve the Local Workforce

- Improve awareness of local career opportunities
- Create more work experience for students
- Develop a campaign to keep more county residents working locally
- Invest more in K-12 education, community colleges & job training



# The Challenge-Improve Communication



# Initial Actions

- ✓ Increase career awareness and work experience opportunities for middle school and high school students.
- ✓ Develop and certify the essential employability skills of students/young adults.
- ✓ Increase short-term adult reskilling and upskilling
- ✓ Continuously evaluate/improve offerings

# Initial Actions

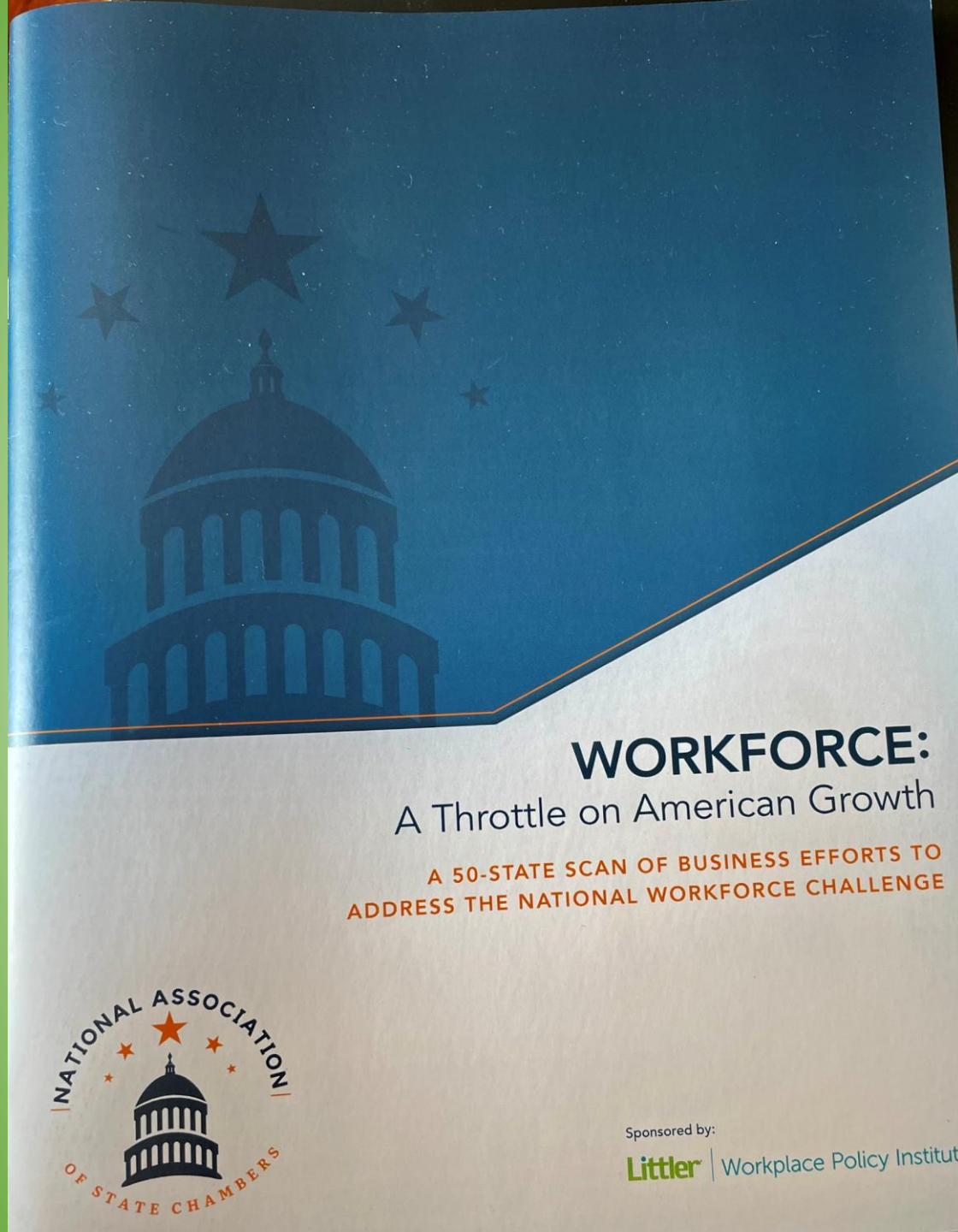
- ✓ Build more content related to entrepreneurship and small business operations into high school CTE curricula.

# Longer-Term Actions

- ❖ Build capacity to achieve work-based learning and career coaching to strengthen the education-work connection
- ❖ Build awareness tools and sophistication
- ❖ Focus on skill trades and critical occupations

# Programming

- ✓ Career Awareness
- ✓ Internships & Apprenticeships
- ✓ Boosting LF Participation
- ✓ Sector Strategies
- ✓ Dropout Prevention



## WORKFORCE:

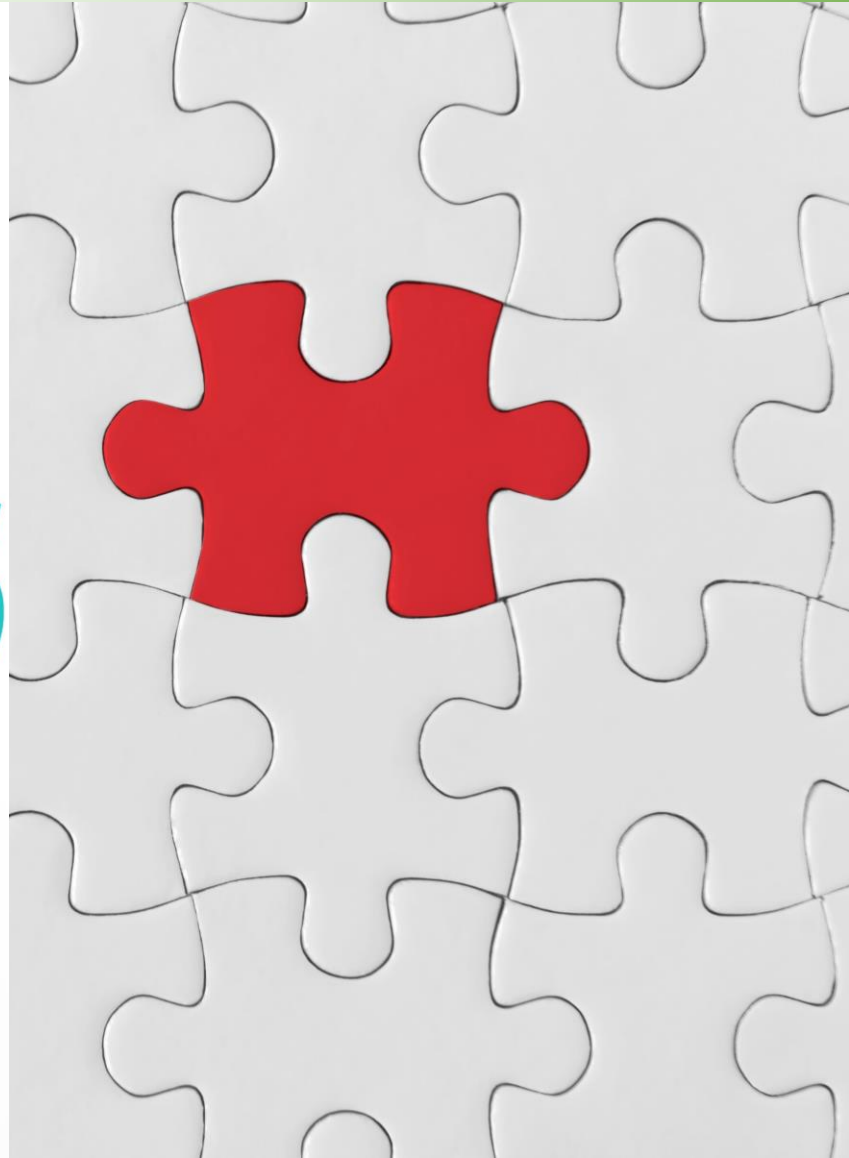
A Throttle on American Growth

A 50-STATE SCAN OF BUSINESS EFFORTS TO ADDRESS THE NATIONAL WORKFORCE CHALLENGE



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Resources matter- must match  
your goals/expectations

Simplify language

Simplify access, no wrong door

Scale what works!



