Regional Skills Analysis

Strengthening data-based decisions to close workforce equity gaps

March 2022

Emsi | burning glass

SkillScape

Presenters

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About Emsi Burning Glass

- Emsi (em-zee) and Burning Glass Technologies merged in 2021

- We provide expertise that empowers businesses, education providers, and governments

- We produce the most comprehensive, up-to-date picture of the labor market

Project Outcomes

- Identify employer-talent skill gaps

- Connect high-pay, high demand skills to workers from various demographic groups

- Provide upskilling and reskilling opportunities to regional stakeholders

Project Deliverables

- SkillScape tool with regional, state, and national data

- Skill analysis report

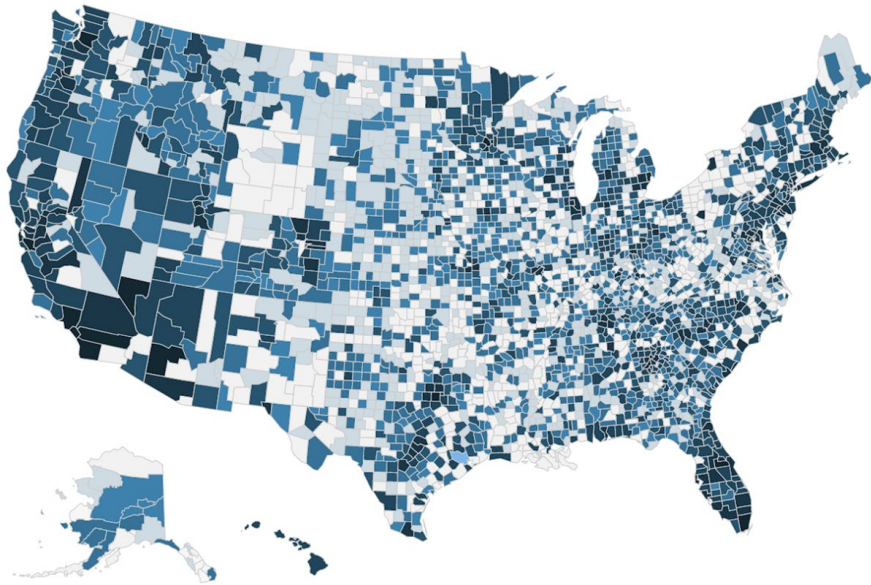- Support training in SkillScape

- Presentations to regional stakeholders

Agenda

- Emsi Burning Glass skills

- Greensboro-High Point at work

- Transitioning into career areas

- Exiting out of career areas

- Key insights

Our mission is to use
labor market data to inform & connect people,
education, and employers.

Our Data

Labor Market Information

18 billion data points curated and modeled from dozens of government data sources

Job Postings

100M+ unique job postings with filters by company, job title, skills, keywords, and more

Profiles and Resumes

110M+ profiles with filters by company, job title, industry, skills, and more

Emsi Skills

30K open-sourced skills based on real-time data that define roles

Skills provide a **data-driven approach** to inform decisions and drive policy with a **common language**

K-12, Higher Education, Workforce Development

Align education and training

Government

Establish data-informed policy
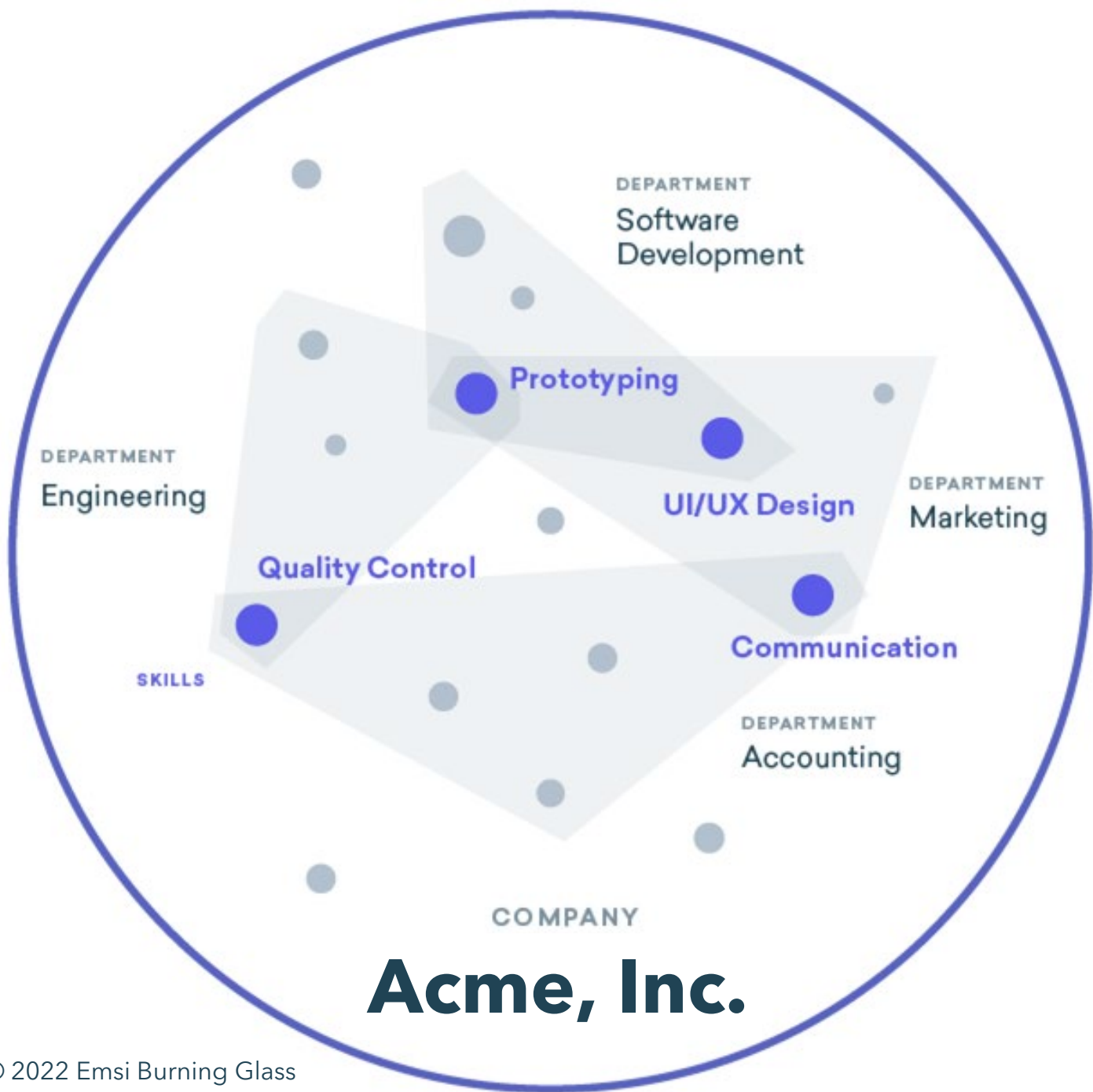
Job Market Exchange

Connect jobseekers & businesses based on skills & demand

Skills allow us to look at **transferability** from job to job and place to place

What skills are shared across departments in your organization?

Acme, Inc.

UI/UX Design

Software Development Department

Prototyping

Engineering Department

Communication

Marketing Department

Quality Control

Accounting Department
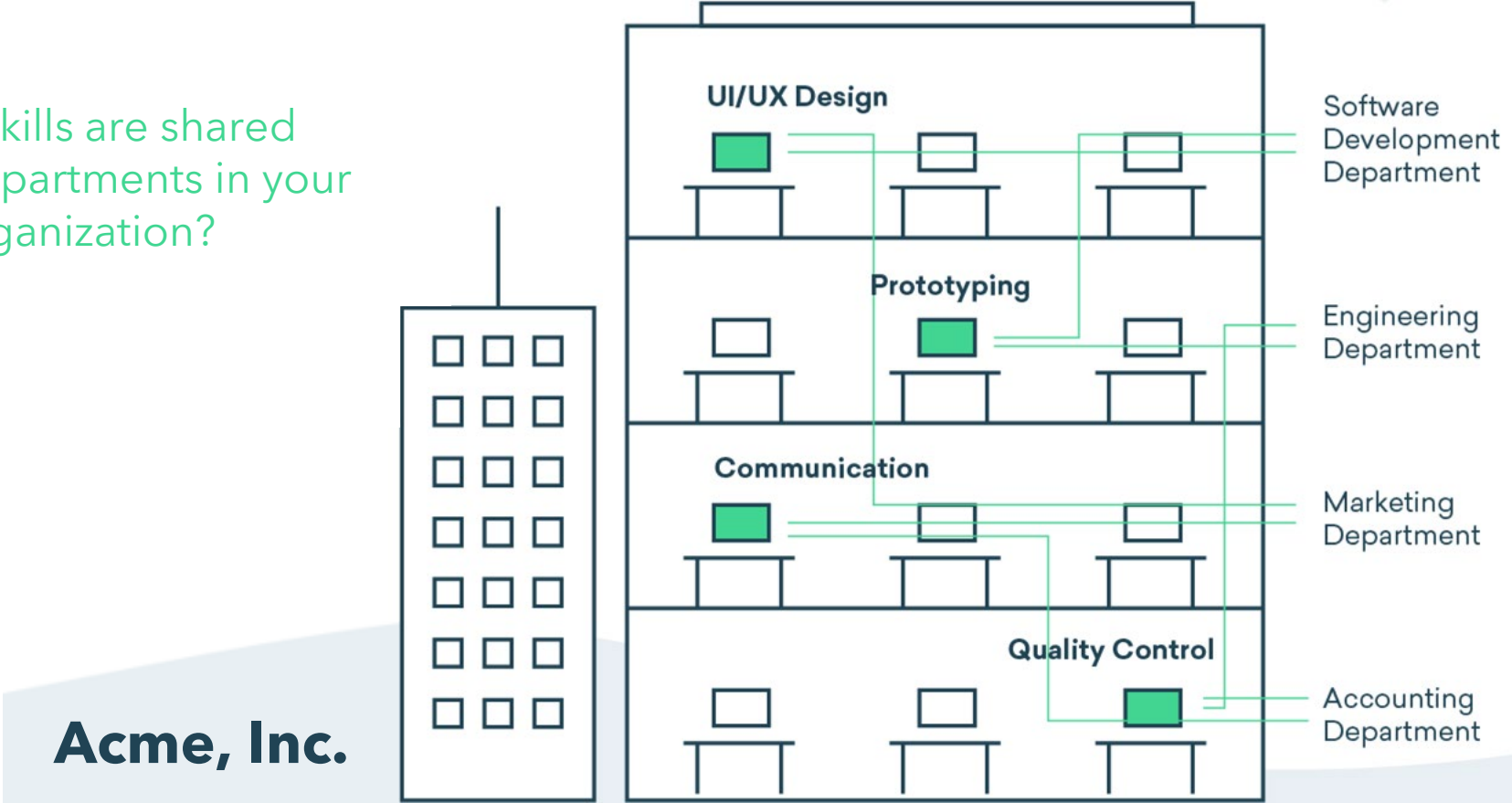
Skills Cluster

Overlapping skills help people transition seamlessly from job to job

Acme, Inc.

DEPARTMENT
Software Development

DEPARTMENT
Engineering

DEPARTMENT
Marketing

DEPARTMENT
Accounting

Prototyping

UI/UX Design

Quality Control

Communication

SKILLS

COMPANY

Greensboro-High Point at Work

- Comprised of Guilford, Randolph, and Rockingham Counties in North Carolina

- Population of 781,800 in 2021

- 374,200 jobs in 2021
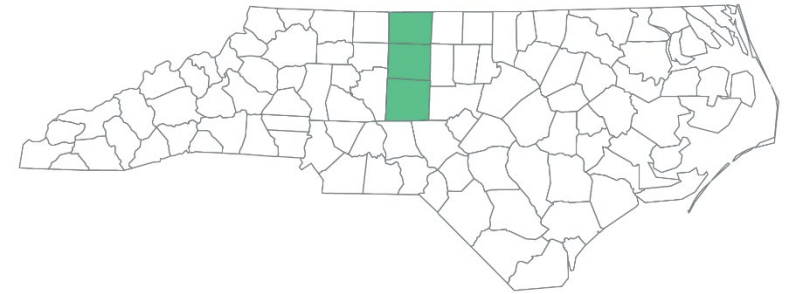
Greensboro-High Point had a population of 781,800 in 2021
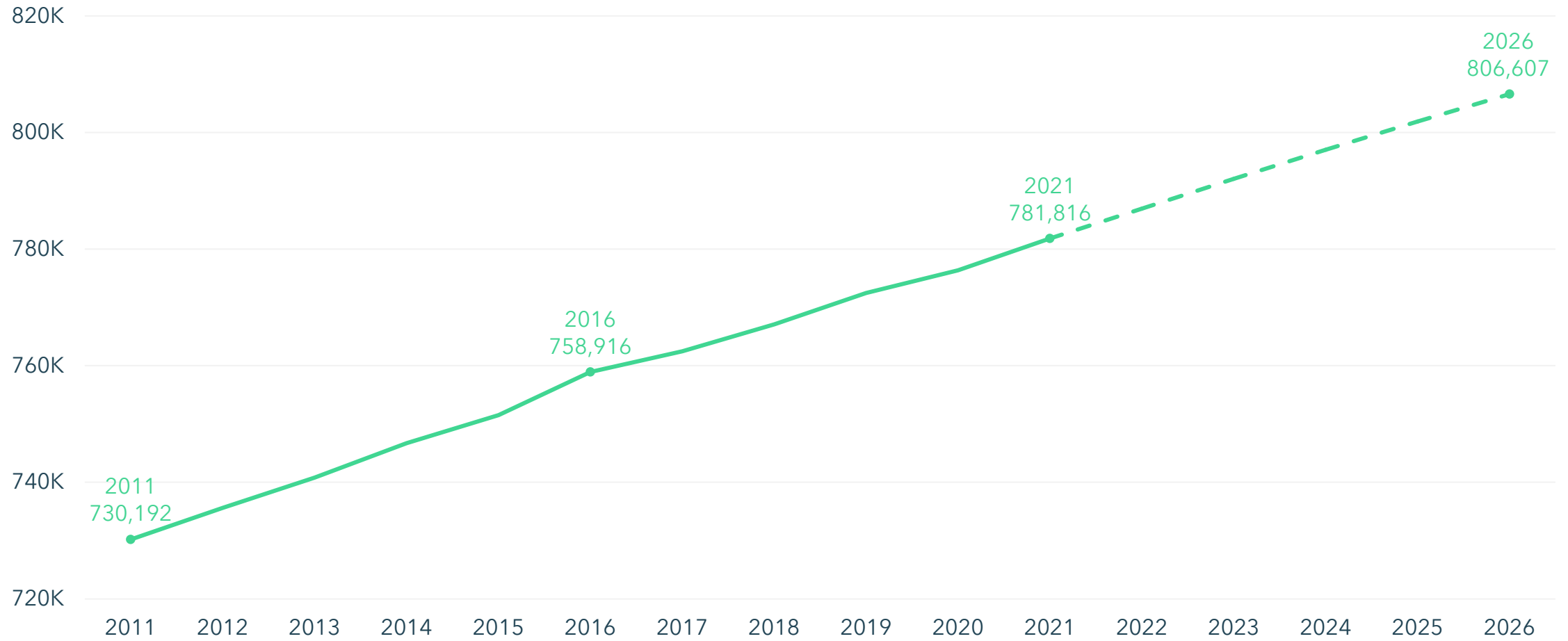
Greensboro-High Point's population grew by 7% between 2011 and 2021, less than North Carolina and about the same as growth in the US
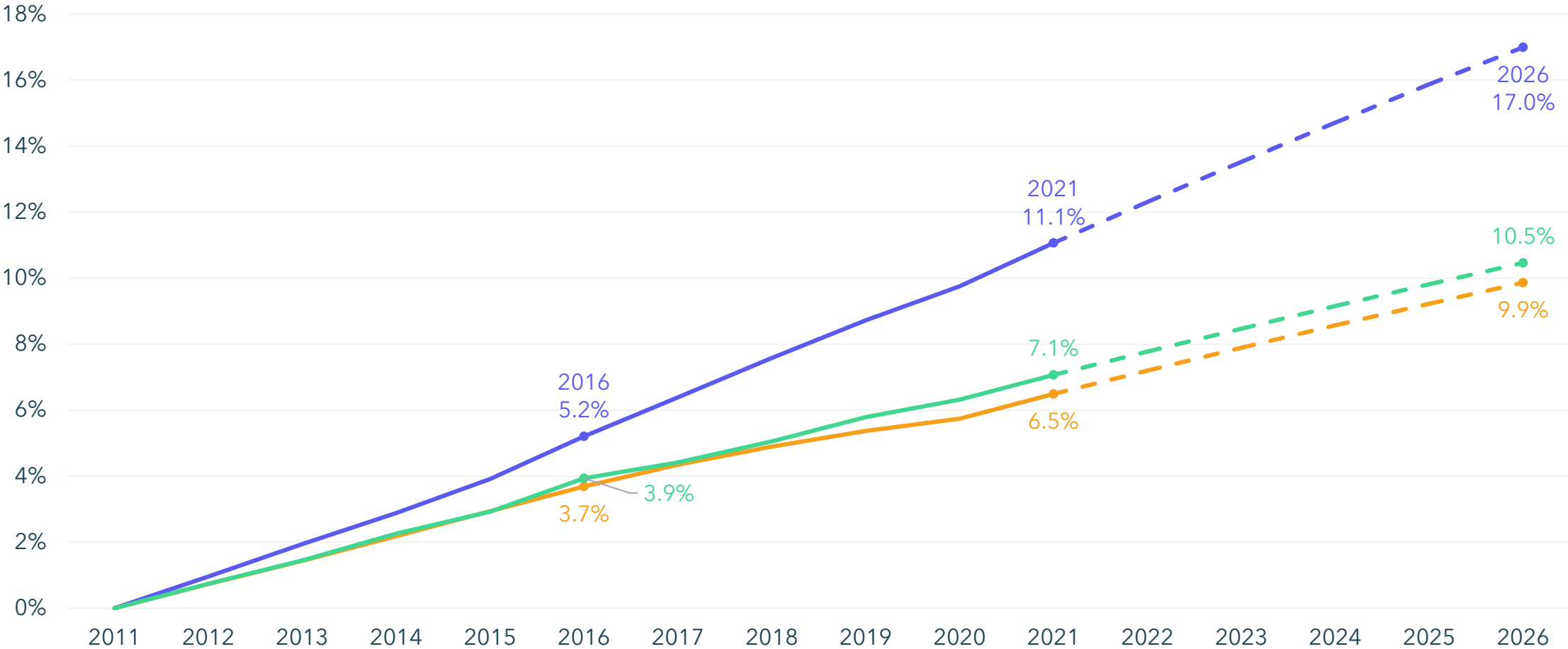
Greensboro-High Point's female population increased by 28,000 between 2011 and 2021

Females	380,152
	408,165
Males	350,040
	373,650

North Carolina's female population increased by 561,300 between 2011 and 2021

Females	4,952,048
	5,513,344
Males	4,706,865
	5,214,218
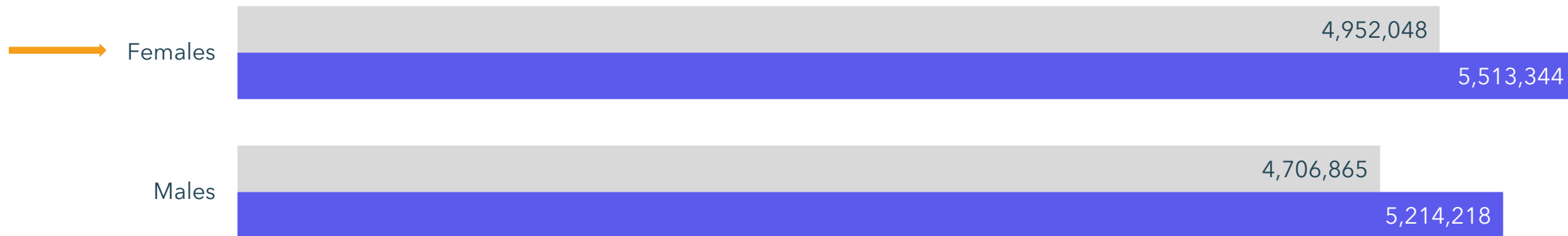
44% of Greensboro-High Point's 2021 population is POC

White (n = 440K)	56%
Black (n = 216K)	28%
Latinx (n = 72K)	9%
Asian (n = 33K)	4%
Two or More Races (n = 17K)	2%
AI/AN (n = 3K)	<1%
NH/PI (n = 443)	<1%
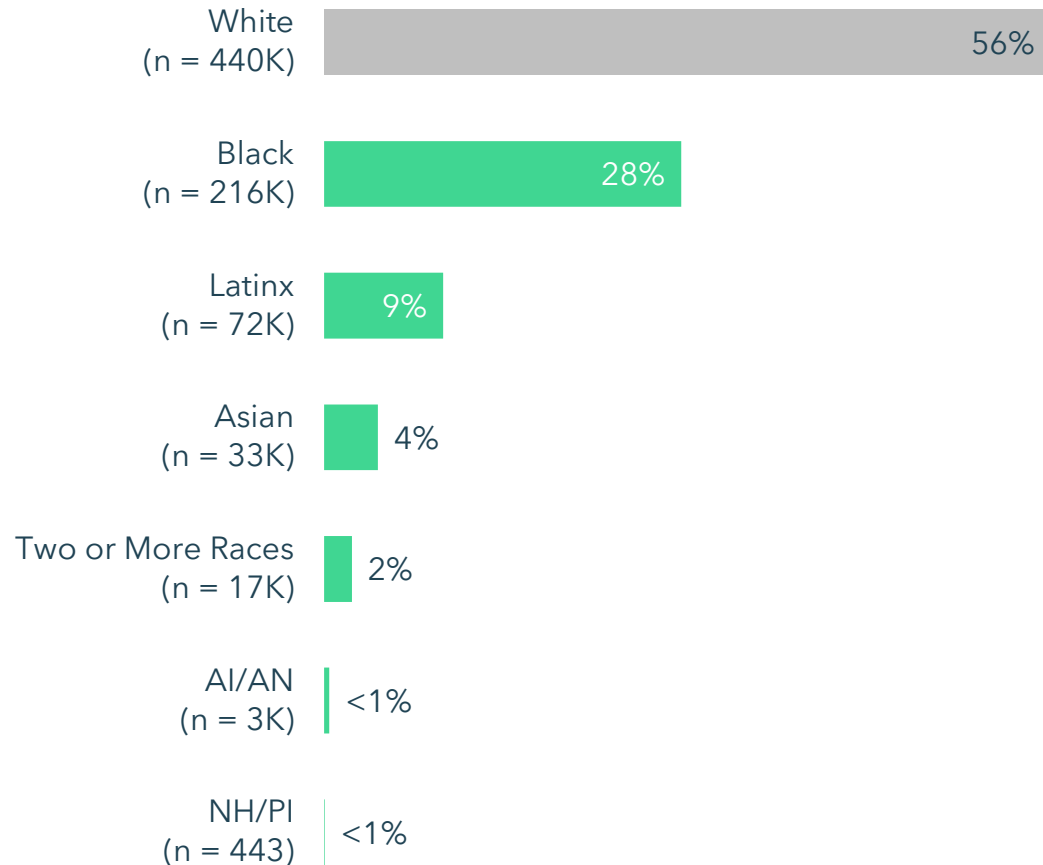
38% of North Carolina's 2021 population is POC

White (n = 6.6M)	62%
Black (n = 2.3M)	21%
Latinx (n = 1.1M)	10%
Asian (n = 0.4M)	3%
Two or More Races (n = 0.2M)	2%
AI/AN (n = 0.1M)	1%
NH/PI (n = 7.6K)	<1%
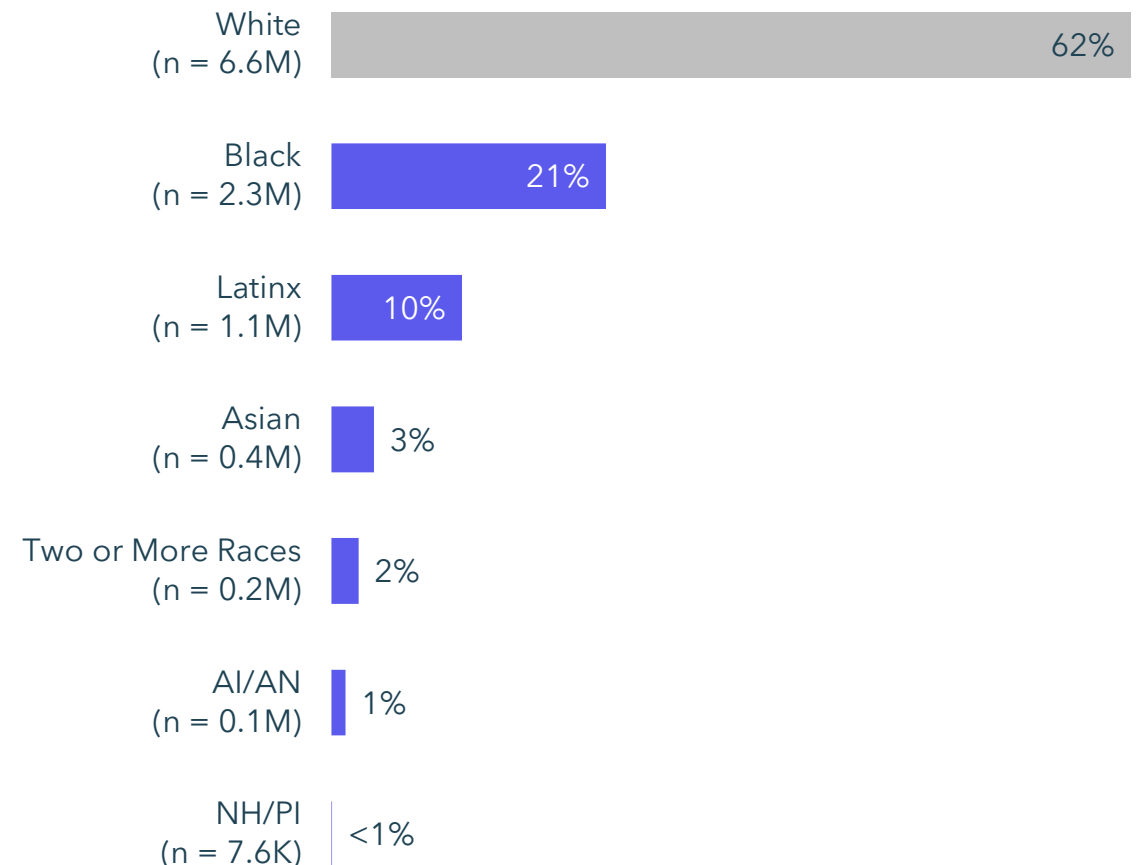
POC refers to people of color. AI/AN refers to American Indian or Alaskan Native. NH/PI refers to Native Hawaiian or Pacific Islander. Numbers may not sum due to rounding.
Source: Emsi Burning Glass

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Guilford County's Black population is relatively larger than Greensboro-High Point and North Carolina

■ Guilford County (n = 545,500)　　　■ Greensboro-Highpoint (n = 781,800)　　　■ North Carolina (n = 10,727,600)

White
- 48%
- 56%
- 62%

Black
- 35%
- 28%
- 21%

Latinx
- 9%
- 9%
- 10%

All Other Groups
- 8%
- 7%
- 7%

Numbers may not sum due to rounding.
Source: Emsi Burning Glass
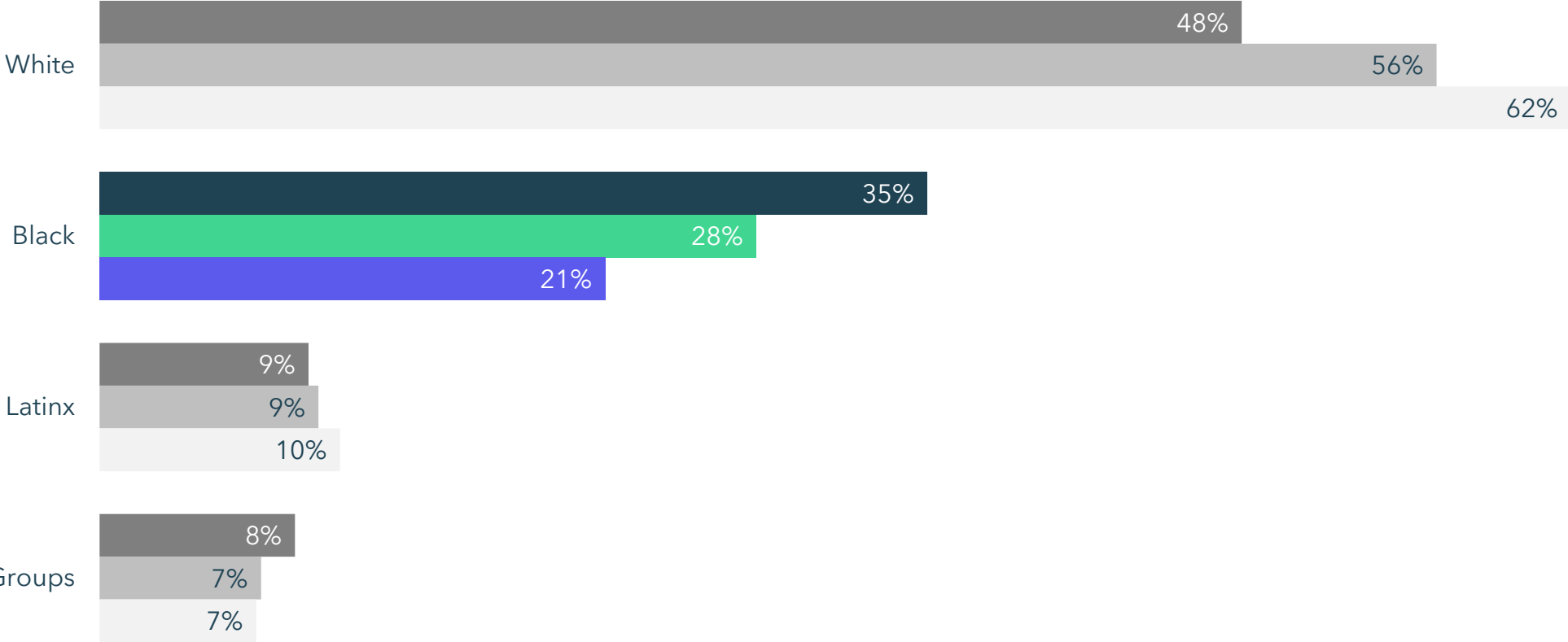
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Greensboro-High Point's Black population increased by 2% between 2011 and 2021
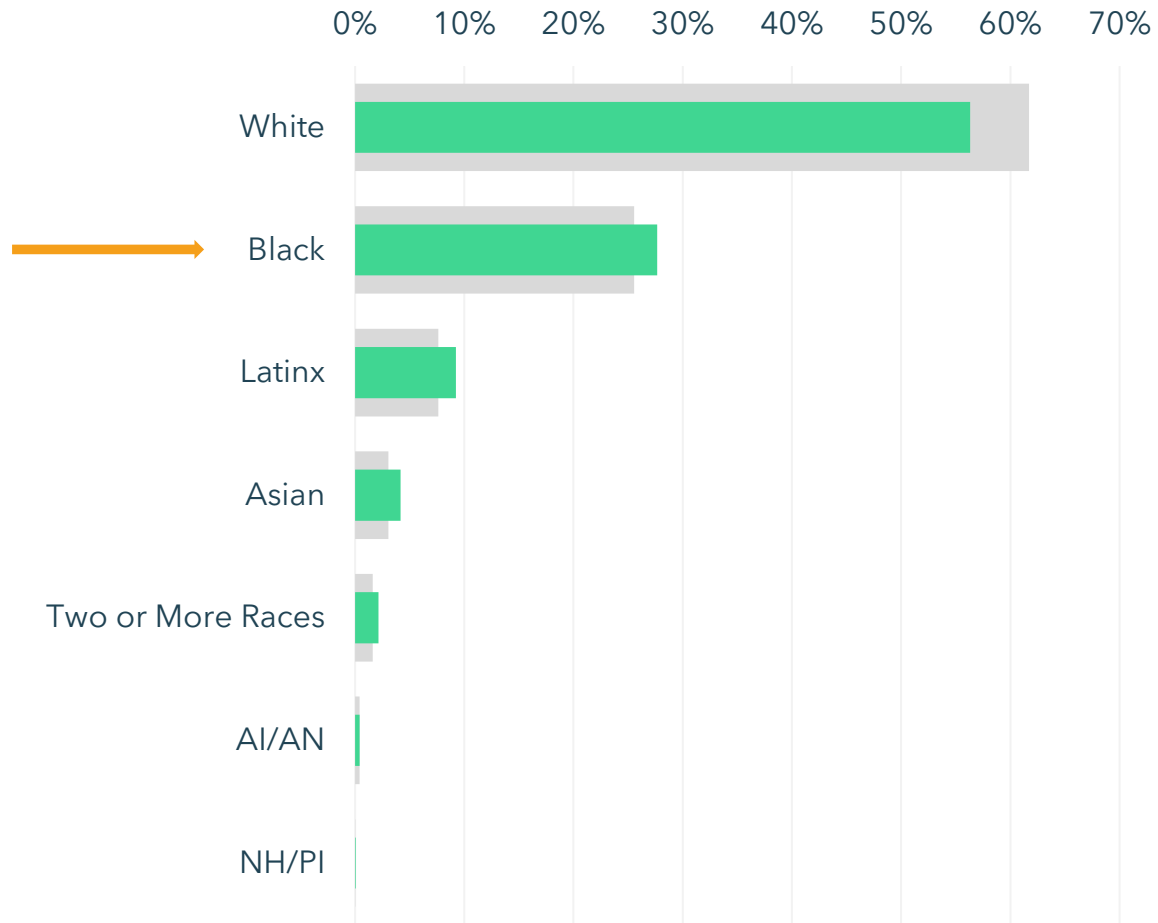
North Carolina's Black population increased by less than 1% between 2011 and 2021
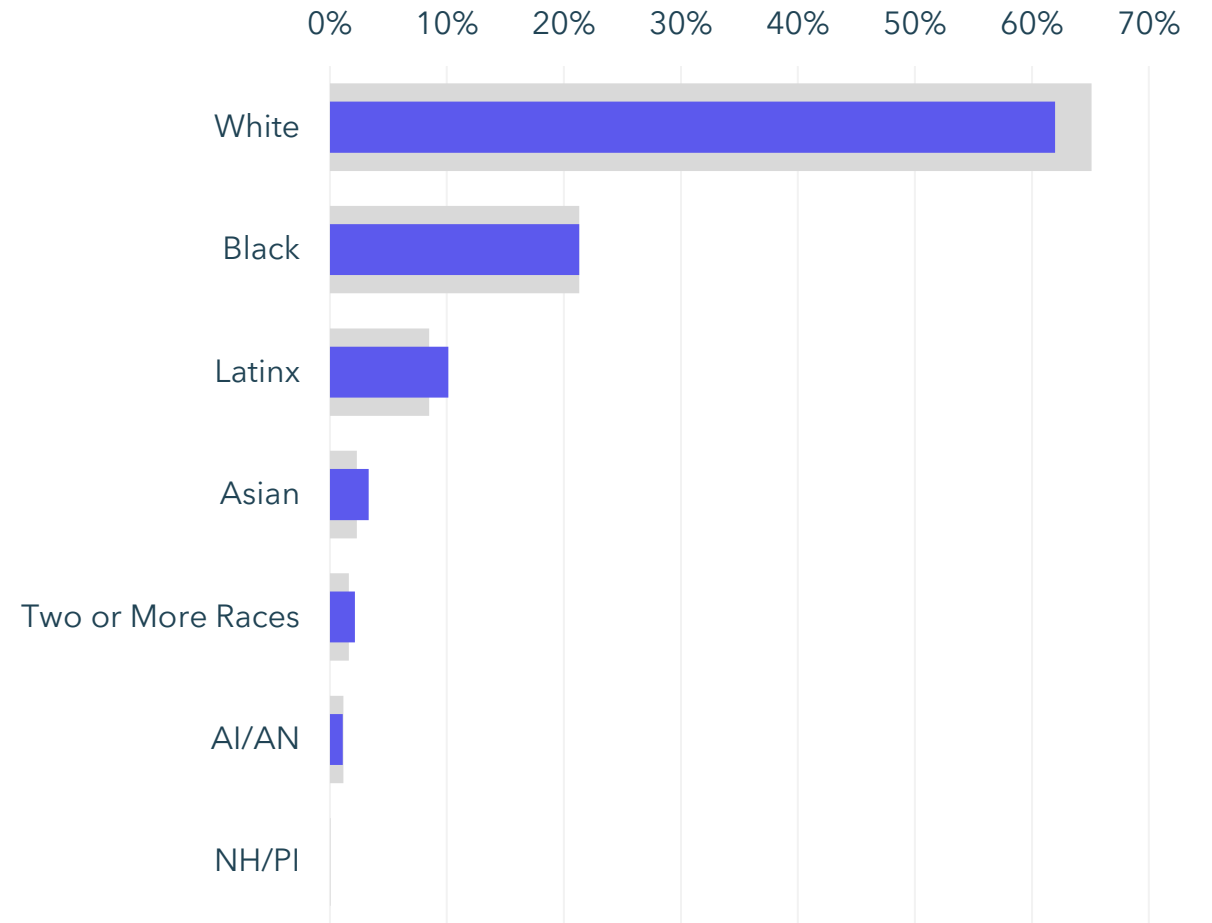
AI/AN refers to American Indian or Alaskan Native. NH/PI refers to Native Hawaiian or Pacific Islander.
Source: Emsi Burning Glass

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Greensboro-High Point's Latinx population increased by 2% between 2011 and 2021
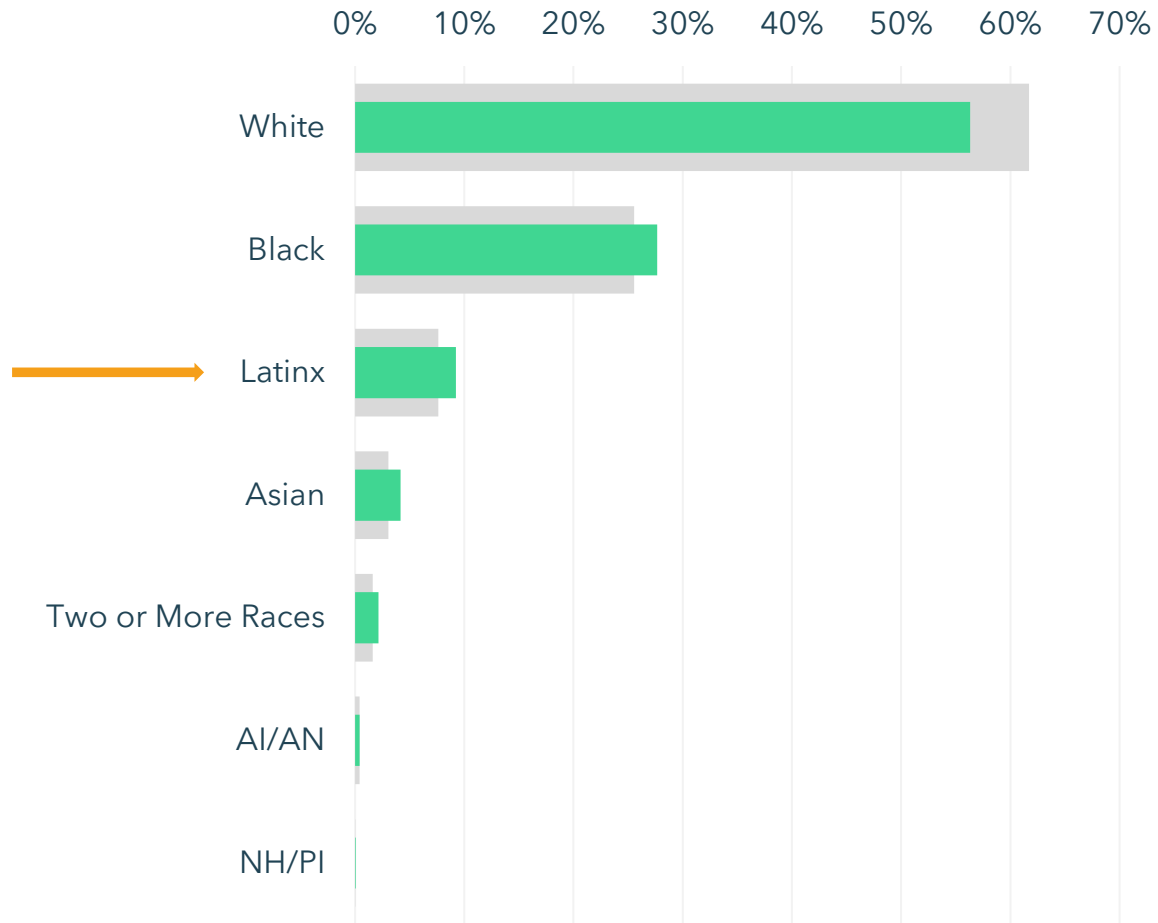
North Carolina's Latinx population increased by 2% between 2011 and 2021
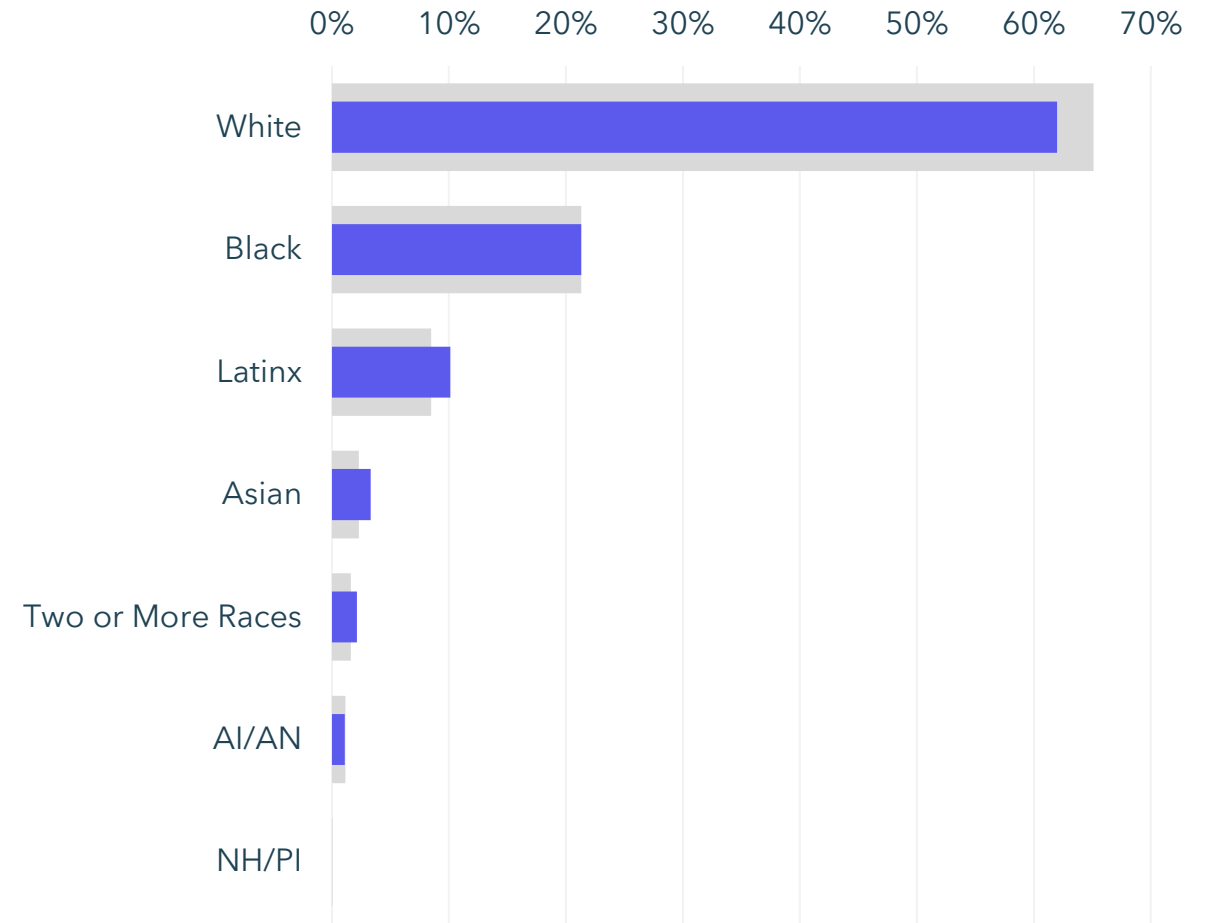
AI/AN refers to American Indian or Alaskan Native. NH/PI refers to Native Hawaiian or Pacific Islander.
Source: Emsi Burning Glass

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At the peak of COVID-19, Greensboro-High Point had a 15% unemployment rate, whereas the rate in North Carolina was 14%

May 2020
15.4%

13.7%

16%

14%

12%

10%

8%

6%

4%

2%

Oct 2018   Mar 2019   Aug 2019   Jan 2020   Jun 2020   Nov 2020   Apr 2021   Sep 2021
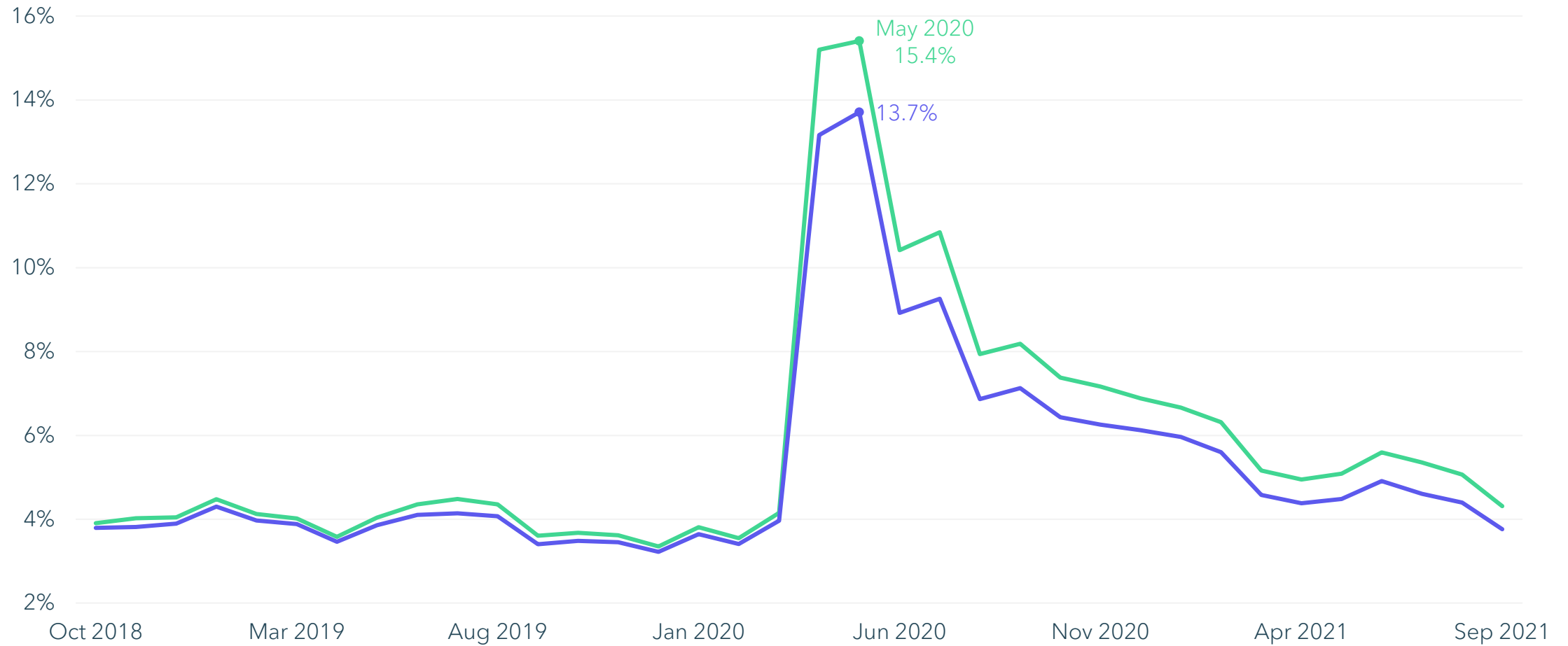
Between 2011 and 2021, jobs in Greensboro-High Point increased by 1%. Jobs increased by 13% in North Carolina and 8% in the US.
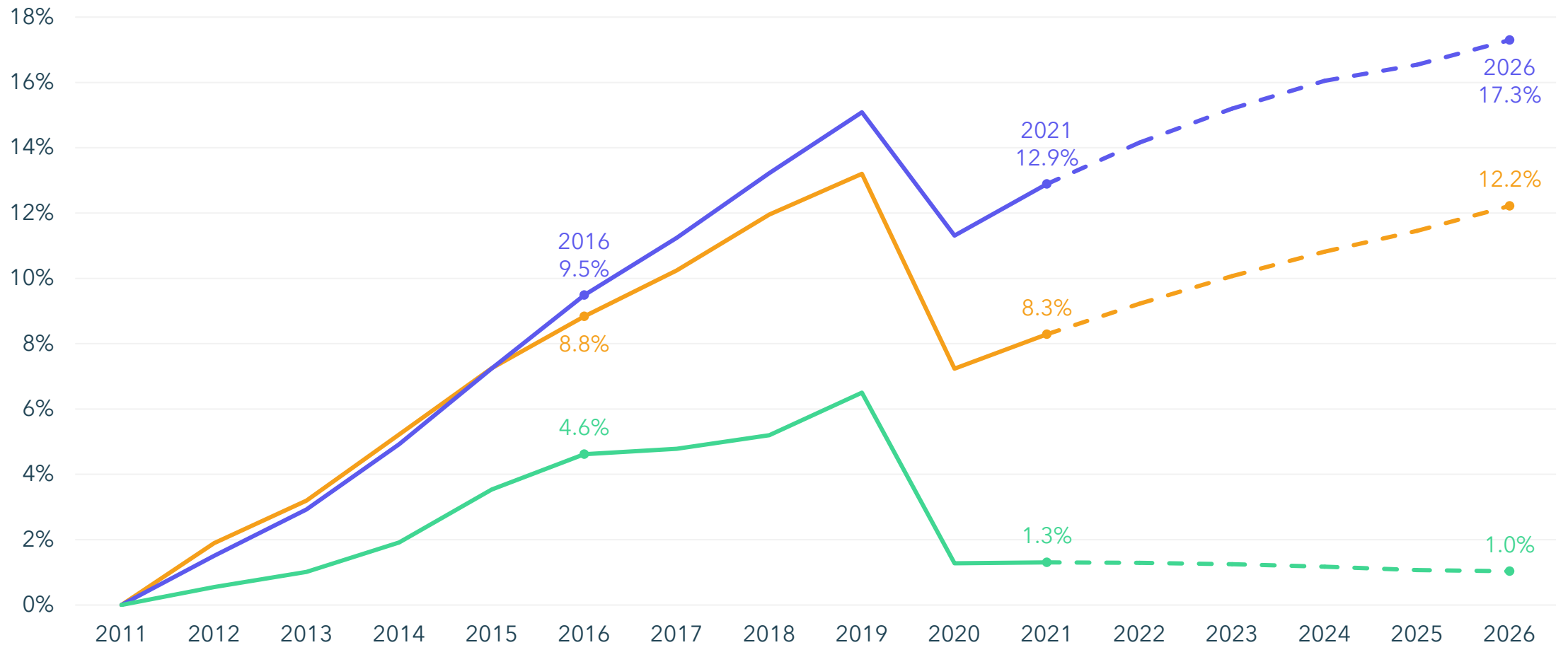
Greensboro-High Point employment in several career areas is above and below typical employment in the US

| | 0K | 5K | 10K | 15K | 20K | 25K | 30K | 35K | 40K | 45K | 50K |

Production and Manufacturing
Transportation and Warehousing
Sales and Customer Service
Installation and Repair
Inspection, Health, and Safety
Architecture and Engineering
Hospitality, Recreation, and Personal Services
Natural Sciences
Art, Media, and Entertainment
Construction and Excavation
Military
Legal
Protective Services
Office and Administrative Services
Education, Curation, and Library Services
Social Sciences and Services
Agriculture and Forestry
IT and Math
Business and Finance
Healthcare

■ Greensboro-High Point
● US

Female, Black, and Latinx workers are overrepresented in several career areas with above average earnings

Career area	Median annual earnings	2021 jobs	% of career area employment		
			Female	Black	Latinx
IT and Math	$85,570	8,853	30%	16%	4%
Architecture and Engineering	$75,200	4,847	13%	9%	4%
Business and Finance	$62,060	39,853	50%	14%	5%
Natural Sciences	$58,800	1,563	44%	13%	3%
Legal	$49,510	2,489	57%	10%	5%
Social Sciences and Services	$48,490	6,412	76%	34%	4%
Education, Curation, and Library Services	$47,010	23,122	66%	20%	4%
Art, Media, and Entertainment	$45,510	4,387	60%	8%	5%
Healthcare	$44,120	34,002	72%	22%	3%
Construction and Excavation	$40,090	17,846	5%	9%	11%
Protective Services	$38,110	6,798	32%	31%	5%
Greensboro-Highpoint, All Occupations	**$37,320**	**370,219**	**49%**	**24%**	**7%**

Female, Black, and Latinx workers are overrepresented in several career areas with below average earnings

Career area	Median annual earnings	2021 jobs	% of career area employment		
			Female	Black	Latinx
Greensboro-Highpoint, All Occupations	**$37,320**	**370,219**	**49%**	**24%**	**7%**
Office and Administrative Services	$37,000	21,109	78%	20%	5%
Inspection, Health, and Safety	$36,220	2,481	28%	15%	5%
Installation and Repair	$35,460	30,562	8%	18%	8%
Production and Manufacturing	$33,110	32,490	23%	20%	9%
Transportation and Warehousing	$32,130	45,326	31%	33%	7%
Sales and Customer Service	$31,000	47,625	55%	22%	6%
Military	$30,390	839	6%	15%	18%
Agriculture and Forestry	$24,510	1,883	28%	8%	18%
Hospitality, Recreation, and Personal Services	$21,970	36,252	57%	30%	10%

Target Career Areas

Transitioning into Career Areas

- Healthcare
- Business and Finance
- IT and Math

Exiting out of Career Areas

- Production and Manufacturing
- Sales and Customer Service
- Hospitality, Recreation, and Personal Services

Skills help us identify **equity gaps** among female, Black, and Hispanic or Latino workers

Jobs with high and low earnings

Low, average, and high ratio of talent supply to employer demand

High, average, and low demographic representation

40%

10%

Transitioning into Career Areas

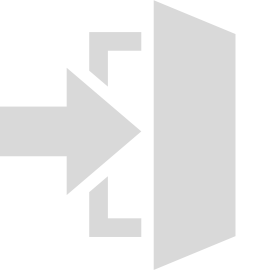|	Earnings	Supply-demand ratio	49% female employment	24% Black employment	7% Latinx employment
Healthcare	🙂	⬇⬇	⬆ 72%	22%	⬇ 3%
Business and Finance	🙂	⬇⬇	50%	⬇ 14%	5%
IT and Math	🙂	⬇⬇	⬇ 30%	16%	⬇ 4%

Skills in Target Career Areas

Largest skill clusters	Top posted occupations	49% female employment	24% Black employment	7% Latinx employment
Medical Support: Phlebotomy	• Nursing assistants • Home health & personal care aides • Phlebotomists	↑ 87%	↑ 46%	⚖ 5%
Medical Support: Technical Assistance	• Nursing assistants • Home health & personal care aides • EMTs & paramedics	↑ 84%	↑ 48%	↓ 4%
Nursing: Clinical Care	• Registered nurses • LPNs • Nurse practitioners	↑ 91%	⚖ 25%	↓ 2%

Skills in Target Career Areas

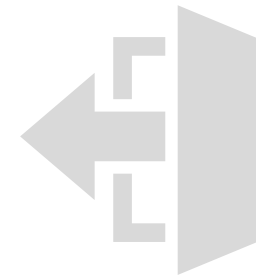| Largest skill clusters	Top posted occupations	49% female employment	24% Black employment	7% Latinx employment
Accounting: Collections, Accounts Payable, and Accounts Receivable	• Bookkeeping, accounting, & auditing clerks • Accountants & auditors • Bill & account collectors	↑ 78%	⚖ 17%	⚖ 4%
Financial Services: Financial Advising	• Securities, commodities, & financial services sales agents • Personal financial advisors • Insurance sales agents	⚖ 34%	↓ 12%	⚖ 4%
Accounting: Reporting and Auditing	• Accountants & auditors • Loan officers • Bookkeeping, accounting, & auditing clerks	⚖ 64%	⚖ 15%	↓ 4%

Skills in Target Career Areas

Largest skill clusters	Top posted occupations	49% female employment	24% Black employment	7% Latinx employment
IT Support: Hardware	• Computer user support specialists	30% ↓	23%	4%
IT Systems: Systems and Security	• Network & computer systems administrators • Information security analysts • Computer systems analysts	25% ↓	20%	4% ↓
IT Systems: Virtualization and System Administration	• Network & computer systems administrators • Information security analysts • Computer systems analysts	24% ↓	18%	4% ↓

Exiting out of Career Areas

	Earnings	Supply-demand ratio	49% female employment	24% Black employment	7% Latinx employment
Production and Manufacturing	😞	⬆	23% ⬇	20%	9%
Sales and Customer Service	😞	⬆	55%	22%	6%
Hospitality, Recreation, and Personal Services	😞	⬆	57%	30%	10%

Skills in Target Career Areas

Largest skill clusters	Top skill clusters in next jobs	49% female employment	24% Black employment	7% Latinx employment
Manufacturing: Welding and Soldering	• Management: Supply Chain Management • Mechanical Engineering: CAD and 3D Modeling • Industrial Engineering: Quality Engineering	20% ↓	21%	10% ↑
Manufacturing: Lean Manufacturing and Quality Management	• Industrial Engineering: Quality Engineering • Management: Supply Chain Management • Management: Project Management and Implementation	26% ↓	20%	9%
Manufacturing: Machining and CNC Systems	• Mechanical Engineering: CAD and 3D Modeling • Management: Supply Chain Management • Industrial Engineering: Quality Engineering	23% ↓	22%	9%

CNC refers to computer numerical control. CAD refers to computer-aided drafting.
Source: Emsi Burning Glass

Skills in Target Career Areas

Largest skill clusters	Top skill clusters in next jobs	49% female employment	24% Black employment	7% Latinx employment
Retail: Store Management	• Management: Project Management and Implementation • Management: Supply Chain Management • Business Analysis: Budgeting and Forecasting	54%	19%	7%
Sales: Sales Management	• Business: Product Management and Marketing • Management: Project Management and Implementation • Management: Supply Chain Management	38%	10% ↓	5%
Retail: POS and Customer Service	• Business Analysis: Budgeting and Forecasting • Financial Services: Underwriting and Loan Origination • Management: Project Management and Implementation	53%	18%	7%

POS refers to point of sales.
Source: Emsi Burning Glass

Skills in Target Career Areas

Largest skill clusters	Top skill clusters in next jobs	49% female employment	24% Black employment	7% Latinx employment
Food Services: Cooking	• Communication: News Reporting and Journalism • Marketing: Public Relations and Communications • Human Resources: Employee Relations Management	57%	31%	10%
Food Services: Restaurant Management	• Marketing: Public Relations and Communications • Management: Project Management and Implementation • Marketing: Digital Marketing and Online Advertising	58%	29%	10%

CNC refers to computer numerical control. CAD refers to computer-aided drafting.
Source: Emsi Burning Glass

Key Insights

Production & Manufacturing, Sales & Customer Service, and Hospitality, Recreation, & Personal Services are career areas with the greatest reskilling and upskilling opportunities.

The greatest job and career opportunities are in Healthcare, Business & Finance, and IT & Math. In-demand skills in these career areas include

- Nursing

- Financial services

- Network and computer systems administration

Equity gaps exist among female, Black, and Hispanic or Latino workers in the region.

Recommendations

Engage with regional stakeholders on discussions of skills and the current labor market.

- Collaborate with economic development organizations, workforce agencies, higher ed, industry leaders, and community advocates

Evaluate current and future economic development and workforce policies, knowing that the next business cycle is inevitable.

- Consider city, county, and state initiatives

- Maintain economic diversity and resiliency

Identify and address barriers to employment in the region, whether that's job movement within or across industry sectors.

Thank you

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