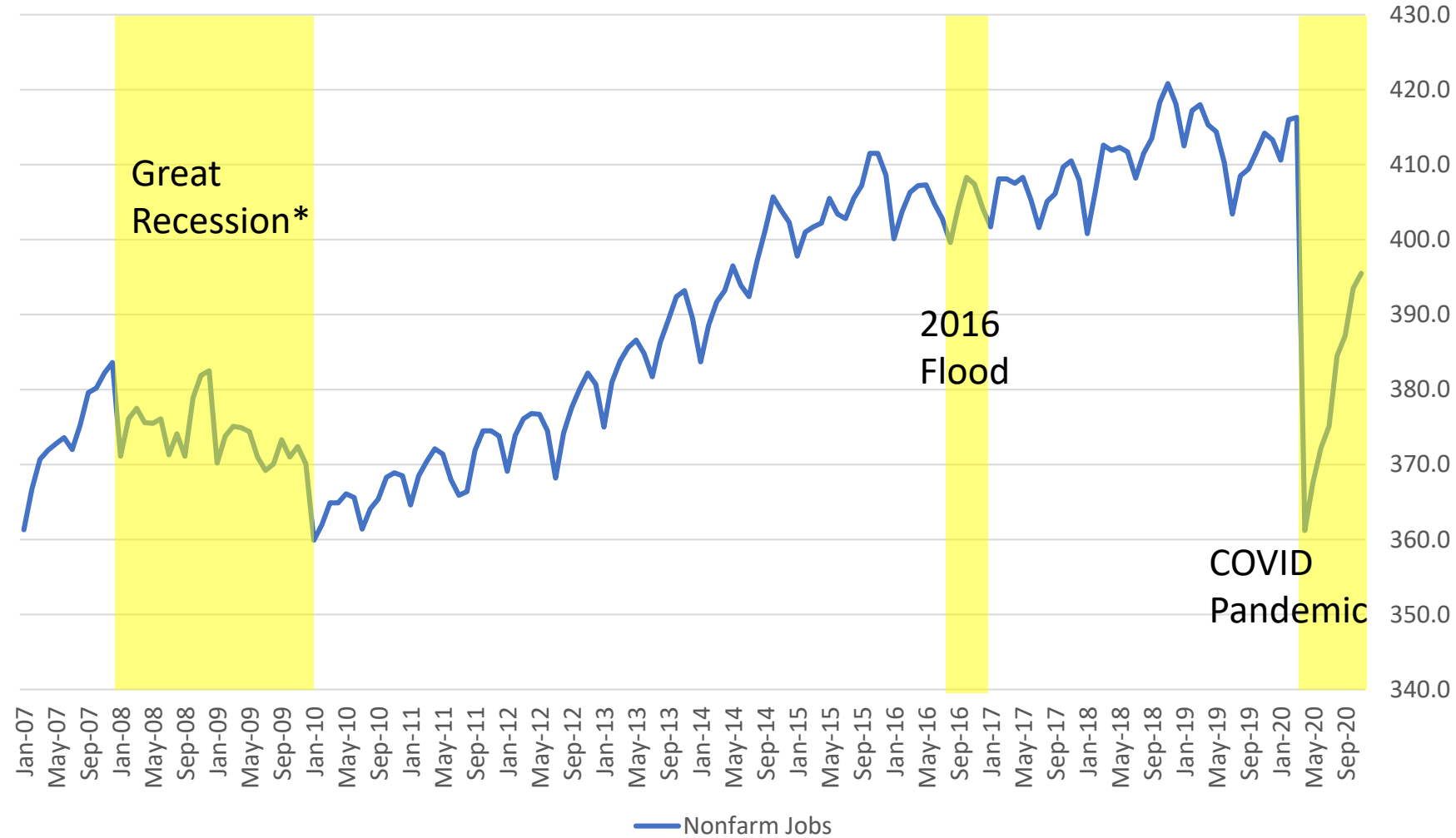




Regional Labor Market Area 2 2021 Jump Start Convention

Capital Region Jobs During the Pandemic

The region was once down over 55,000 jobs, and is still down nearly 21,000



Major BR MSA Job Losses

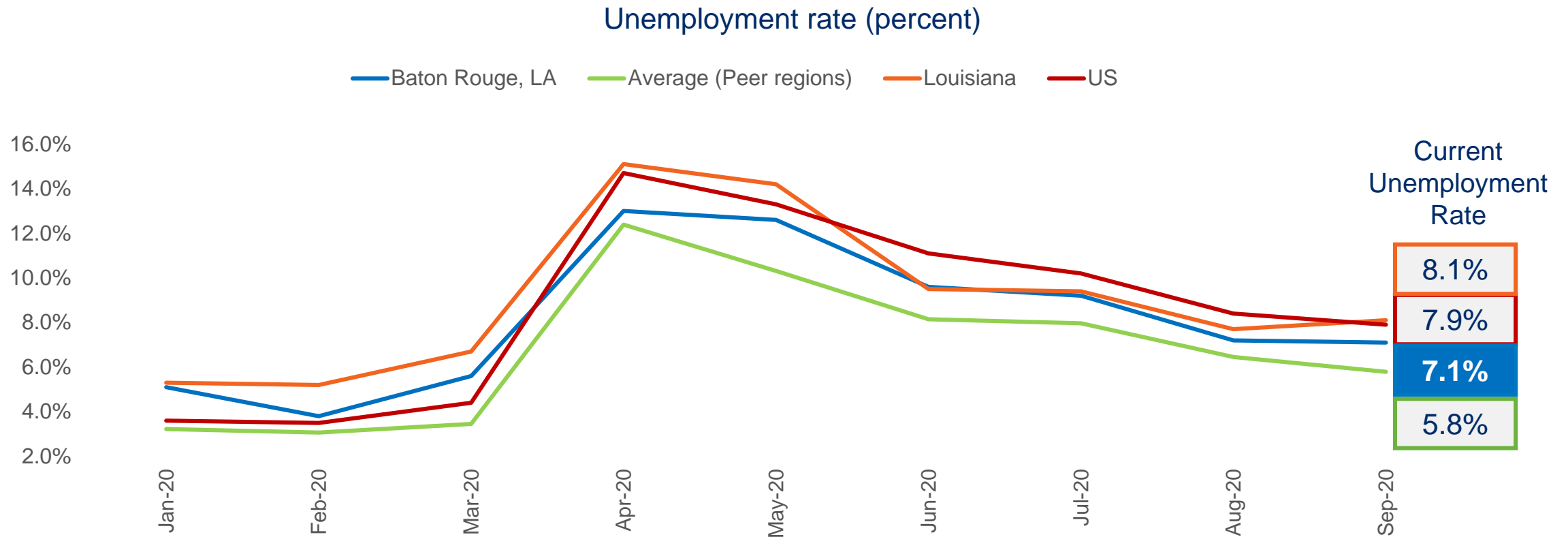
- Great Recession* (12/07 – 1/10): -6.2%
- 2016 Flood (8/16): -1.0%
 - Led to lower job count in high-employment times like holidays
- 2020 Covid-19 Pandemic (3/20 – 11/20): -5.0%
 - -13.2% in April, at the lowest point for nonfarm jobs

Source: BLS, LWC, BRAC Analysis.

*Technical dates of the recession are 12/2007 to 6/2009, but greatest negative job effects felt in Baton Rouge metro area in 1/2010

Regional Unemployment

Unemployment significantly increased due to COVID-19; the numbers peaked in April but have steadily decreased since



Peer Regions include: Birmingham, Columbia, Greenville, Little Rock, Louisville, Mobile, Oklahoma City, Omaha, and Richmond

Source: Bureau of Labor Statistics; BRAC analysis

Capital Region Jobs Lost by Industry

Leisure & Hospitality and Construction jobs still show major pandemic-related losses

Major industries in the Capital Region

Industry	COVID Job Loss	%age Lost
Leisure & Hospitality	-9,200	-21.7%
Construction	-6,000	-11.4%
Education & Healthcare	-1,700	-3.2%
Manufacturing	-1,000	-3.3%
Professional Services	-1,800	-3.6%
Trade, Transportation & Utilities	+600	+0.8%
Government	+400	+0.5%

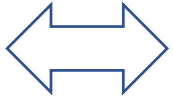
- Even after a significant recovery, some industries still have significant job loss.
- Of the 20,800 jobs still lost due to COVID, over 15,000 of those are in Leisure & Hospitality and Construction.
- With job loss concentrated in those two major industries, and no guidance from occupation projections regarding when the sectors will recover, Capital Region school districts must adapt their Jump Start Strategies.

Assessing Local Industries and Potential Job Growth

- ❖ Look at the major industries that align with the various credentials, which fall into four major categories. How are they doing?



Leisure & Hospitality: Significant job loss and will experience a slower recovery than most sectors.



Construction/Manufacturing: Still major job loss – likely to recover, but unclear how post-COVID market conditions effect major expansions. However, many infrastructure projects expected in the future.

- Most requested skills: production and processing, mechanical, design software



Technology/IT: Based on job postings, strong hiring throughout COVID due in part to remote working, and had strong growth even before the pandemic – resilient.

- Most requested skills: database user software, enterprise software, office and spreadsheet, project management software, business intelligence/analysis



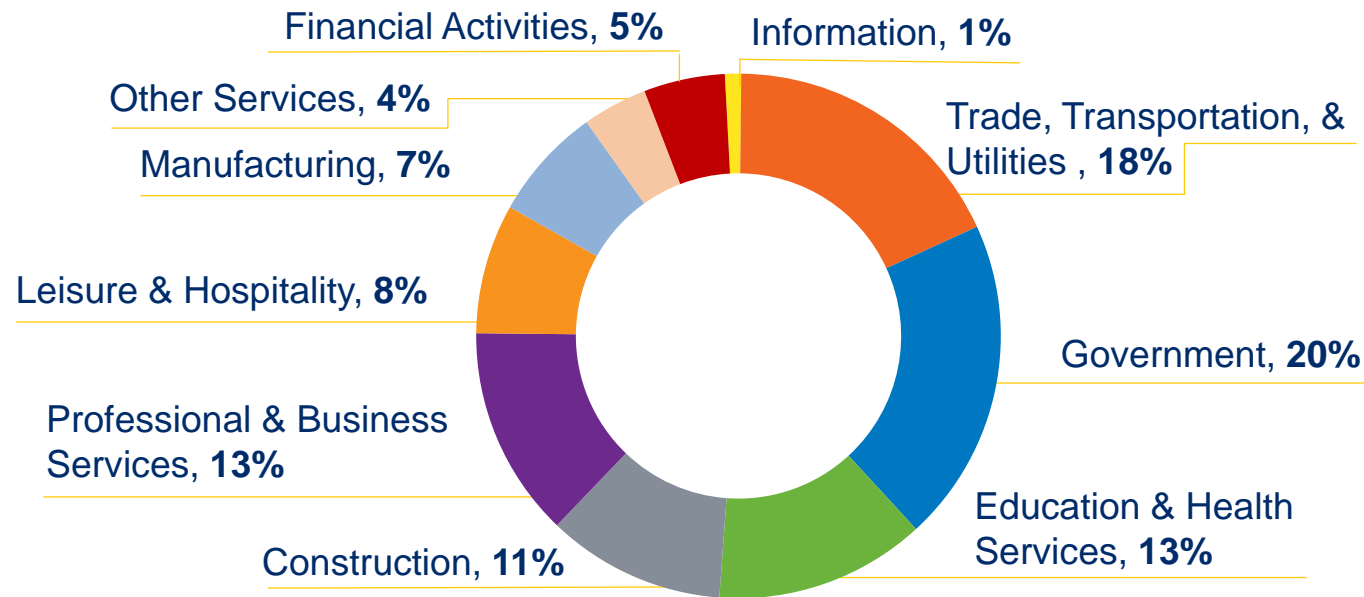
Healthcare: Minimal job loss during the pandemic, and with the rise of telehealth and number of new healthcare locations opening, likely to continue to grow.

- Most requested skills: medical skills, customer service, medical software, database software

Diversification of the Regional Economy

The industry diversity present in Baton Rouge helped weather the pandemic-induced recessions, but continued expansion of industries showing resiliency during the downturn is necessary

Job Distribution



Job Growth by Industry

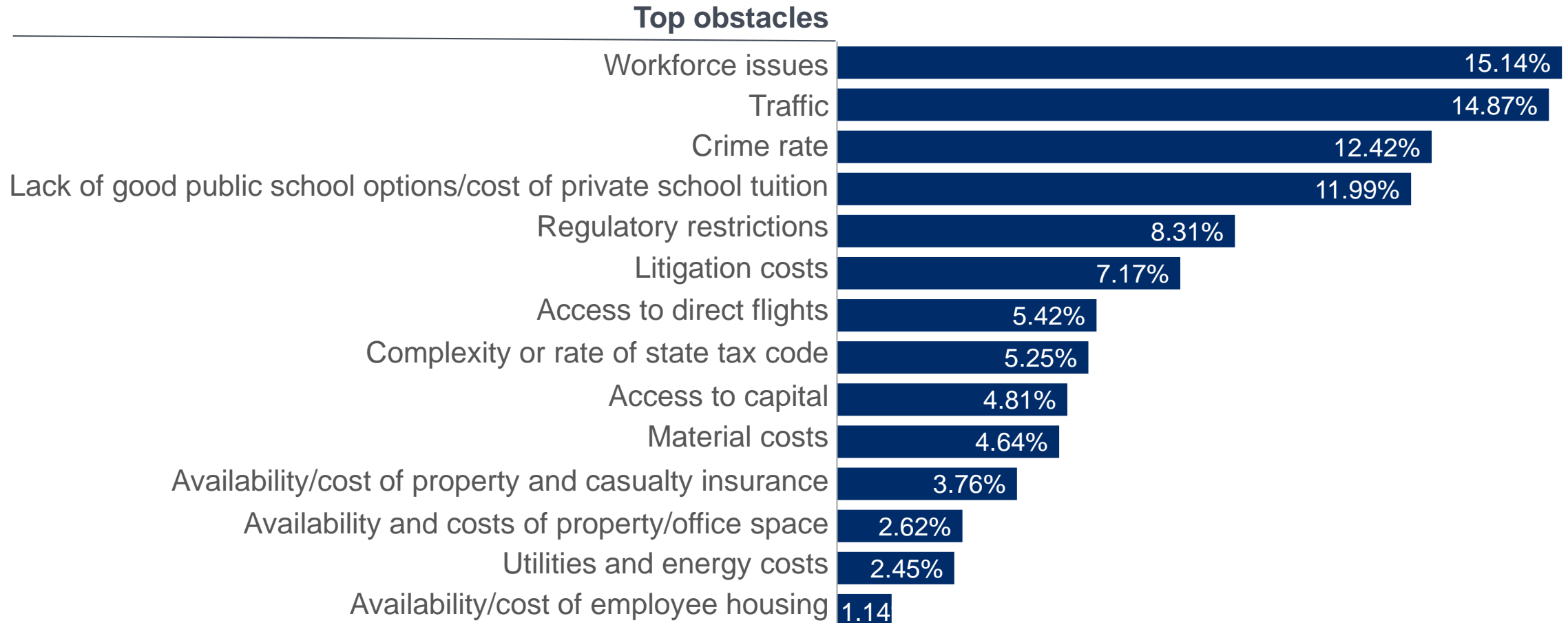


*Measured September 2019 to September 2020
Source: Louisiana Workforce Commission; BRAC analysis

Obstacles for Businesses

Workforce issues are the top **obstacle** for businesses in 2021, marking the first time since 2015 traffic is not #1

Percentage of respondents in a survey of regional business leaders*



*Respondents were allowed to choose multiple answers, BRAC Survey

Workforce Perceptions

Candidates with a lack of education and experience is the **top concern** of area business leaders

Ranking by respondents in a survey of regional business leaders*

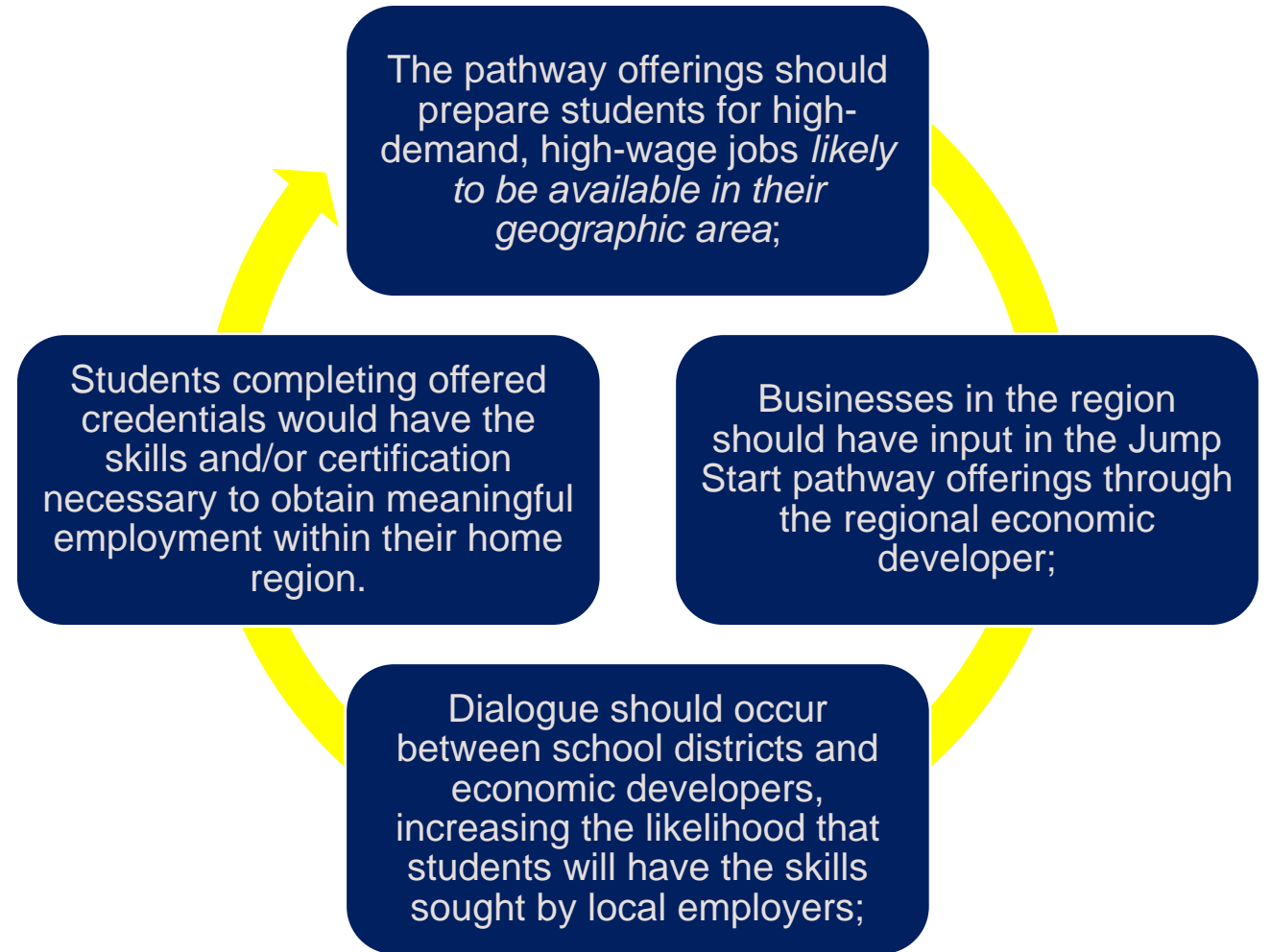
Ranking		2020 Available Workforce Obstacles	2019 Available Workforce Obstacles
1	=	Lack Of Talent With Education/Experience	Lack Of Talent With Education/Experience
2	↑ ↑	Candidates Lacking Soft Skills Losing Talented Employees To Other Markets	Employee Health Care Costs/Benefits
3	= ↓	Too Few Applicants Employee Health Care Costs/Benefits	Losing Talented Employees To Other Markets Too Few Applicants Candidates Lacking Soft Skills
4	=	Unrealistic Salary Expectations	Unrealistic Salary Expectations
5	=	Difficult To Recruit From Out Of State	Difficult To Recruit From Out Of State
6	=	Retiring Workforce	Retiring Workforce
7	= =	Finding Employees That Can Pass Drug Screens and/or Remain Drug Free	Finding Employees That Can Pass Drug Screens and/or Remain Drug Free
8	=	Lack Of Available Management	Lack Of Available Management

*Respondents were allowed to choose multiple answers, BRAC Survey

Capital Region Jump Start Pathways

Offering the strongest training opportunities for the Baton Rouge Area's high school students.

1. Use Louisiana Workforce Commission Data on occupational and industry projections
2. Speak with your regional and local economic developers and workforce development boards
3. Consult with businesses in the high-wage, high-demand industries



2019 Regional Pathways Ranking (1 of 2)

By Openings

Welder (1,100)
CNA (1,040)
Pipefitter (970)
Industrial Maintenance Mechanic (870)
Internet Web Foundations (860)
Web Design Professional (860)
Collision Repair (750)
Electrician (640)
Carpenter (510)
Cyber Engineering (480)

By Stakeholder Feedback

Welder (1,100)
CNA (1,040)
Cyber Engineering (480)
Pipefitter (970)
Industrial Maintenance Mechanic (870)
Electrician (640)
Collision Repair (750)
Automobile Service (480)
Internet Web Foundations (860)
Carpenter (510)

Reasons for Adjustment

- Cyber Engineering moved up, as our technology committee has expressed a need for entry-level talent that can be upskilled and saw this program as much more in-line with their work than Internet Web Foundations and Web Design Professional.
- Electricians have high demand according to industry leaders and have higher median wages than Collision Repair or Automobile Service, so its ranking was raised.

2019 Regional Pathways Ranking (2 of 2)

Final Pathway List

Welder (1,100)

CNA (1,040)

Cyber Engineering (480)

Pipefitter (970)

Industrial Maintenance Mechanic (870)

Electrician (640)

Collision Repair (750)

Automobile Service (480)

Carpenter (510)

Internet Web Foundations (860)

Corresponding Integrated and Statewide Pathways

1. Manufacturing, Construction Crafts & Logistics (Welder, Pipefitter, Industrial Maintenance Mechanic, Electrician, Collision Repair, Automobile Service, Carpenter)
2. Health Sciences (Certified Nursing Assistant)
3. Information Technology (Cyber Engineering, Internet Web Foundations)

The column on the left represents the ranking of statewide pathways based on a combination of projected openings and stakeholder feedback. The column on the right lists corresponding integrated pathways for students at risk of graduating late.

2020: The Year of No Projections

Even in times of economic uncertainty, macroeconomic trends can help us determine which pathways will lead students to meaningful employment. This sounds complex – it is! But partners like BRAC are here to help and demystify some of the data.

What Should Districts Do Until New Projections are Released?

Healthcare and Technology pathways lead not only high-demand, high-wage jobs, but also to those occupations that are resilient in times of crisis.

**Very strong options both short- and long-term

Construction was 2nd-hardest hit in regional job loss but there has been a rebound in recent months. There will be higher demand with coming projects.

**Strong option long-term; next 1-2 years

Leisure & Hospitality jobs are still more than 20% below pre-pandemic numbers; even once they have returned, there is limited upside in this sector or retail.

**Least strong option.

Provide pathways to credentials and skills that are transferable. The Microenterprise credential emphasizes soft and entrepreneurial skills that prepare students for both in-person and remote work. .



Thank You

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Competitiveness

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Baton Rouge Area Chamber®