

Labor Market Trends

Career Development in the 21st Century 3.0

Donna Burkett

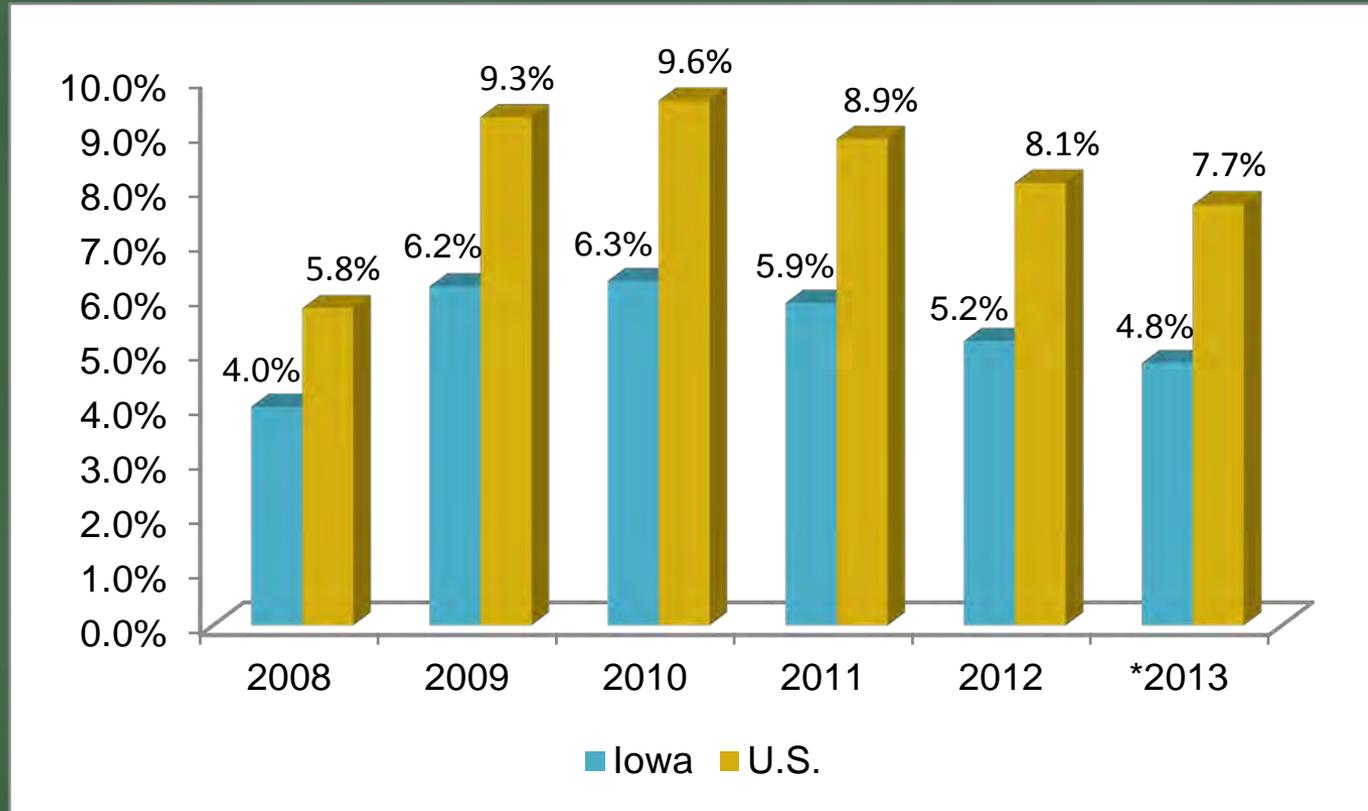
Iowa Workforce Development

• **Status of the Iowa Economy**

June 2013 marked the fourth year for the economic recovery.

- Iowa's unemployment rate was reported at 4.6 percent in June 2013.
- The Iowa labor market is absorbing more unemployed workers and long-term unemployment is down.
- Housing is once again contributing to the state's economy.

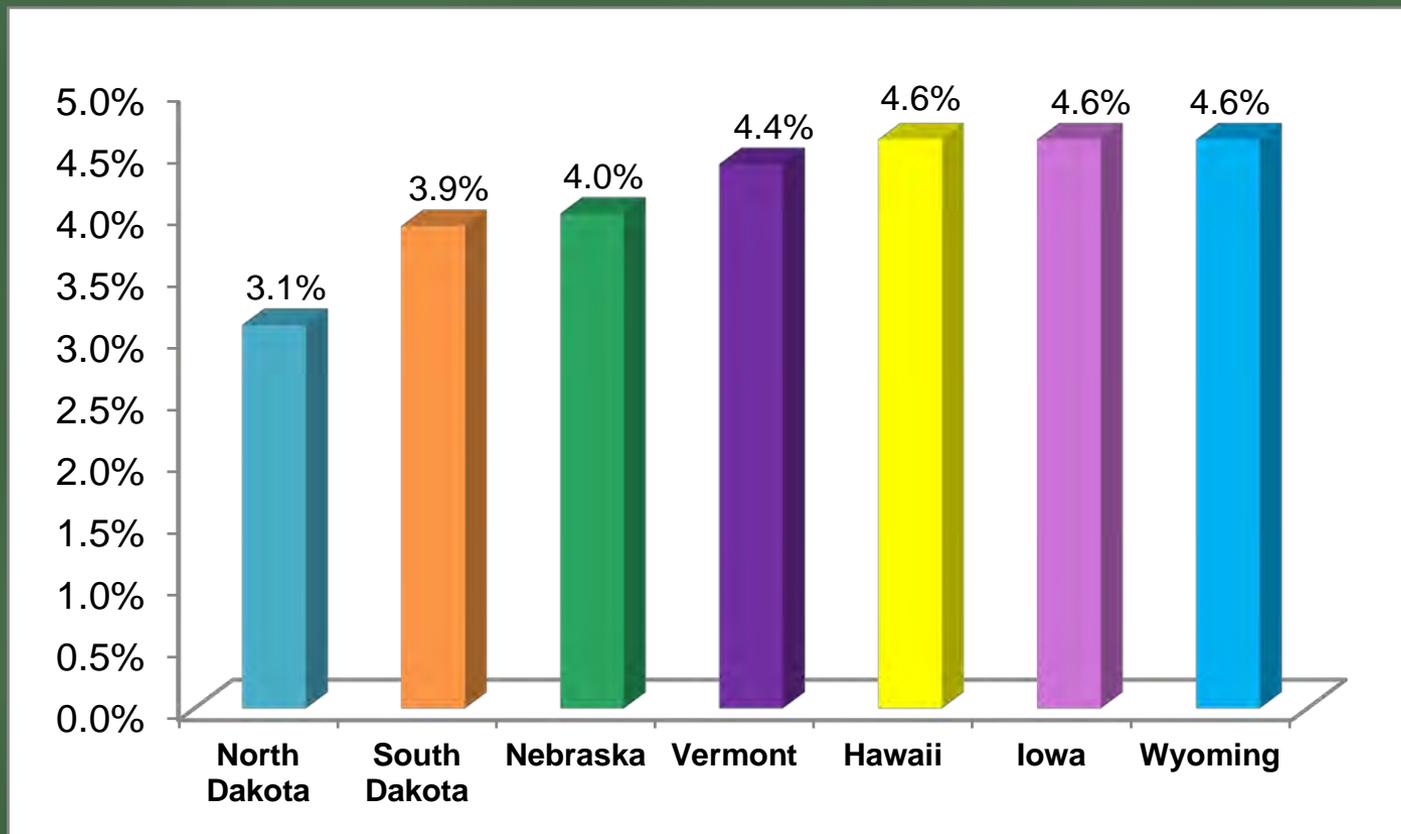
Iowa and U.S. Unemployment Rates 2008 – 2013



Source: Labor Market and Workforce Information Division, Iowa Workforce Development.

*Unemployment rates for 2013 represent a six-month average.

•Iowa's Unemployment Rate Tied for the Fifth-Lowest in the Nation in June 2013



U.S. = 7.6%
Iowa = 4.6%

NOTE:

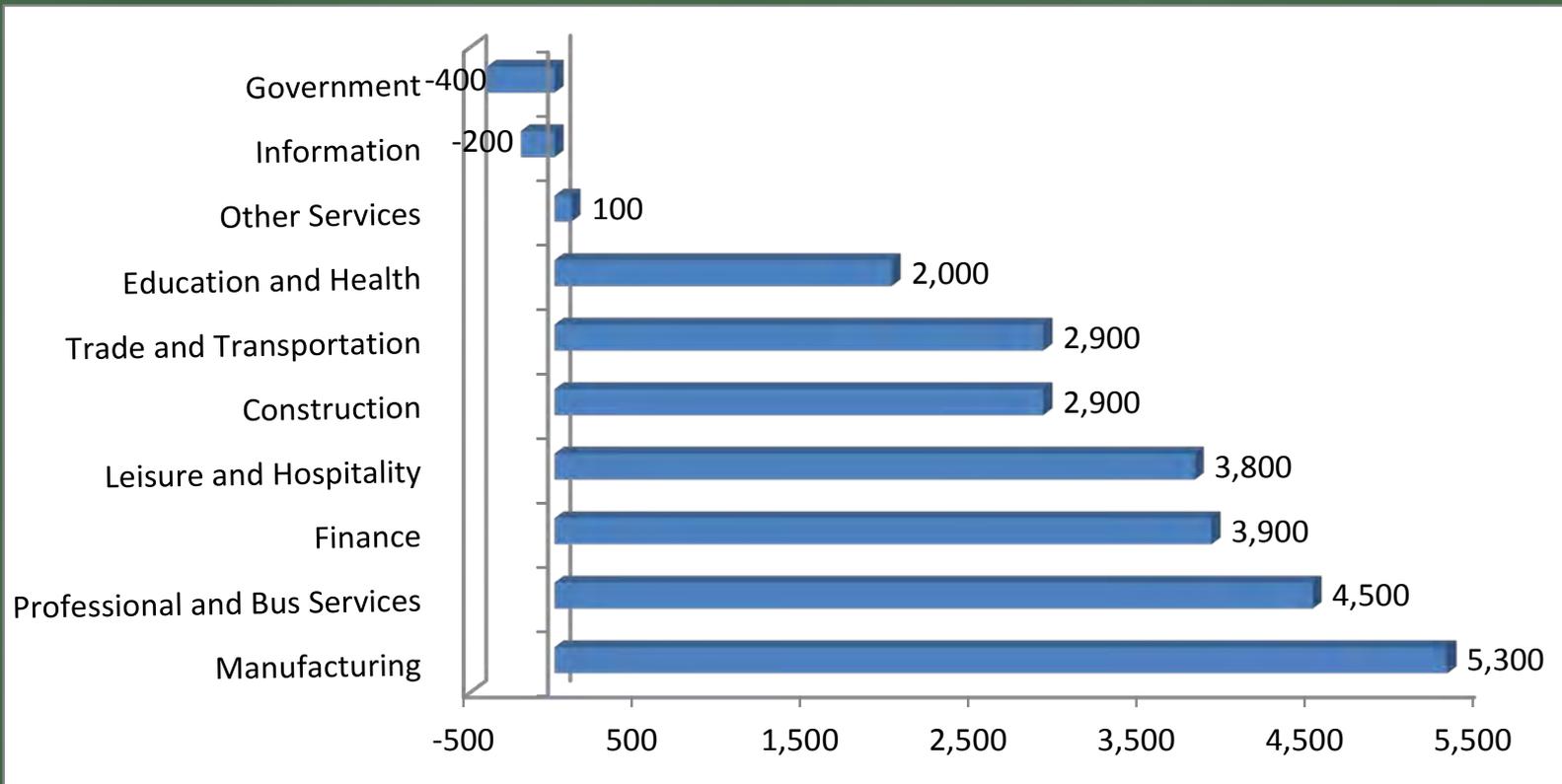
The U.S. and state
unemployment rates are
seasonally adjusted.

County unemployment
rates are *not* seasonally
adjusted.

• Iowa Nonfarm Employment Surpasses Pre-Recession Peak in June 2013

- Nonfarm jobs reached a post-recession peak of 1,530,000 in June 2013.
- Manufacturing led the recovery, but a wider range of industries are contributing to job growth.
- Layoffs in government employment have become less of a drag on the statewide economy.

Iowa Job Growth by Industry Sector June 2012 – June 2013



Source: Labor Market and Workforce Information Division, Iowa Workforce Development.

•Statewide 2010-2020 Fast-Growing Industries

Industry Description	Estimated Employment	Projected Employment	Total Growth	Percent Change
Total All Industries (Nonag)	1,612,745	1,847,410	234,665	14.6%
Management of Companies and Enterprises	12,935	19,320	6,385	49.4%
Social Assistance	28,915	40,650	11,735	40.6%
Wholesale Electronic Markets and Agents	6,305	8,775	2,470	39.2%
Warehousing and Storage	10,485	14,585	4,100	39.1%
Wood Product Manufacturing	8,525	11,770	3,245	38.1%
Internet Service Providers, Web Search	5,415	7,455	2,040	37.7%
Support Activities for Agriculture	3,580	4,825	1,245	34.8%
Ambulatory Health Care Services	50,685	67,590	16,905	33.4%
Scenic and Sightseeing Transportation	30	40	10	33.3%
Couriers and Messengers	4,755	6,230	1,475	31.0%
Truck Transportation	29,080	37,710	8,630	29.7%
Specialty Trade Contractors	39,145	50,530	11,385	29.1%

Source: Labor Market and Workforce Information Division, Iowa Workforce Development.

•Statewide 2010-2020 Top Growth Industries

	2010	2020		
	Estimated	Projected	Percent	Total
Industry Description	Employment	Employment	Change	Growth
Total All Industries (Nonag)	1,612,745	1,847,410	14.6%	234,665
Ambulatory Health Care Services	50,685	67,590	33.4%	16,905
Educational Services	169,090	183,905	8.8%	14,815
Administrative and Support Services	63,275	77,500	22.5%	14,225
Professional, Scientific, and Technical Services	42,335	54,470	28.7%	12,135
Social Assistance	28,915	40,650	40.6%	11,735
Hospitals	54,825	66,450	21.2%	11,625
Specialty Trade Contractors	39,145	50,530	29.1%	11,385
Self Employed and Unpaid Family Workers	141,000	150,980	7.1%	9,980
Insurance Carriers and Related Activities	41,225	50,840	23.3%	9,615
Nursing and Residential Care Facilities	63,070	72,220	14.5%	9,150
Truck Transportation	29,080	37,710	29.7%	8,630
Food Services and Drinking Places	93,395	101,650	8.8%	8,255

Source: Labor Market and Workforce Information Division, Iowa Workforce Development

•Iowa's Industry Developments

- Valent BioSciences in Osage has a \$146 million construction project
- CJ Bio America is under construction in Ft. Dodge.
- Microsoft will build a \$700 million data center in West Des Moines
- Facebook will build a \$1 billion data center in Altoona.
- Wells Fargo will have \$100 million addition to Jordan Creek Campus
- DuPont Pioneer in Des Moines has had several additions. One of the latest is \$2million DuPont Johnson Innovation Center

•Iowa's Industry Developments

- Sabre will expand with a \$18 million capital investment
- Port Neal Project in Woodbury County will have the largest single capital investment in Iowa at \$1.7 billion
- The Google data center in Council Bluffs will invest \$400 million for a total investment of \$1.5 billion
- Wever in Lee County, is the site of The Iowa Fertilizer Co. \$1.4 billion construction project

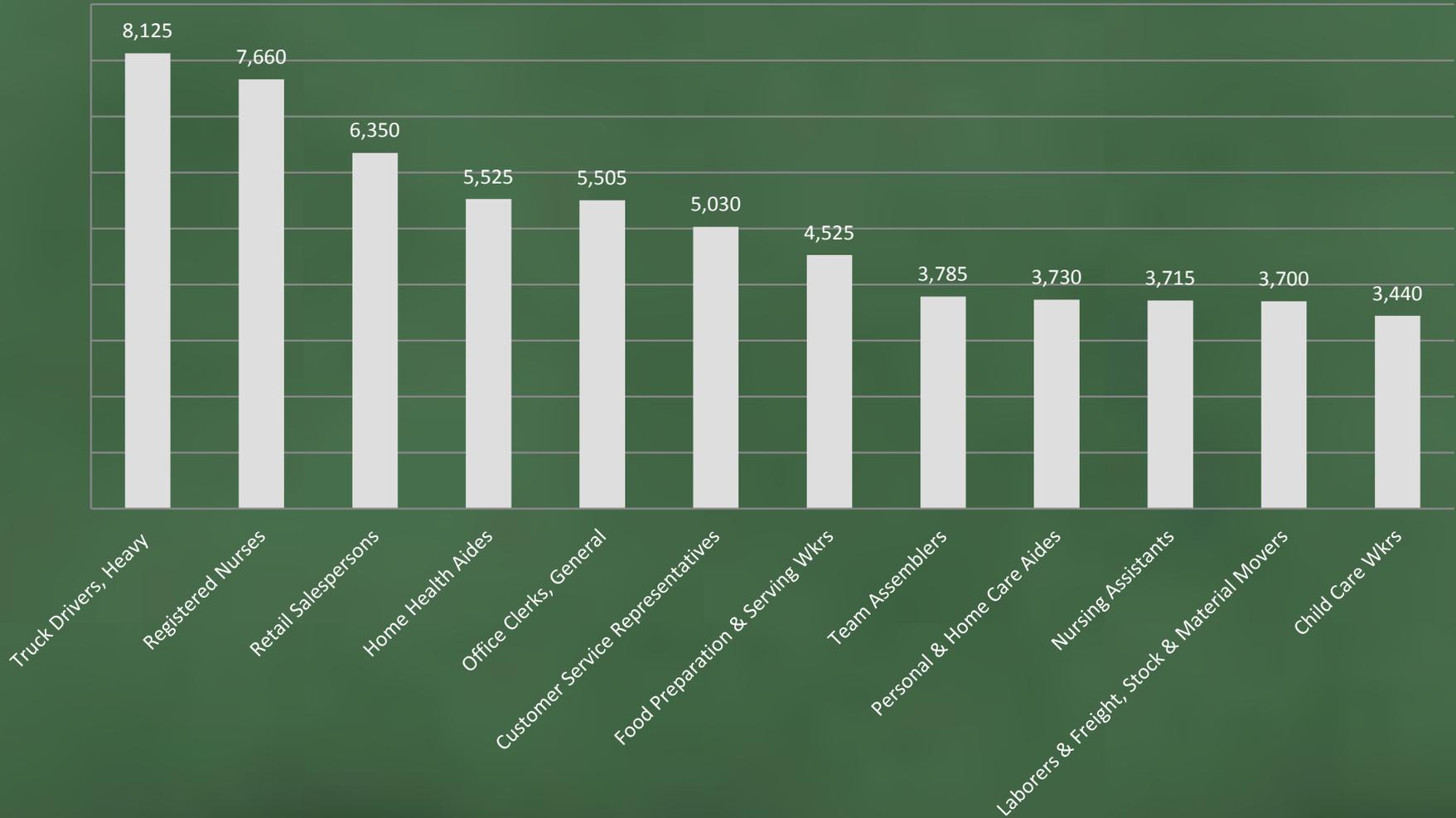
Job Outlook

- **STATEWIDE**

- **Statewide**
Job Outlook 2010-2020

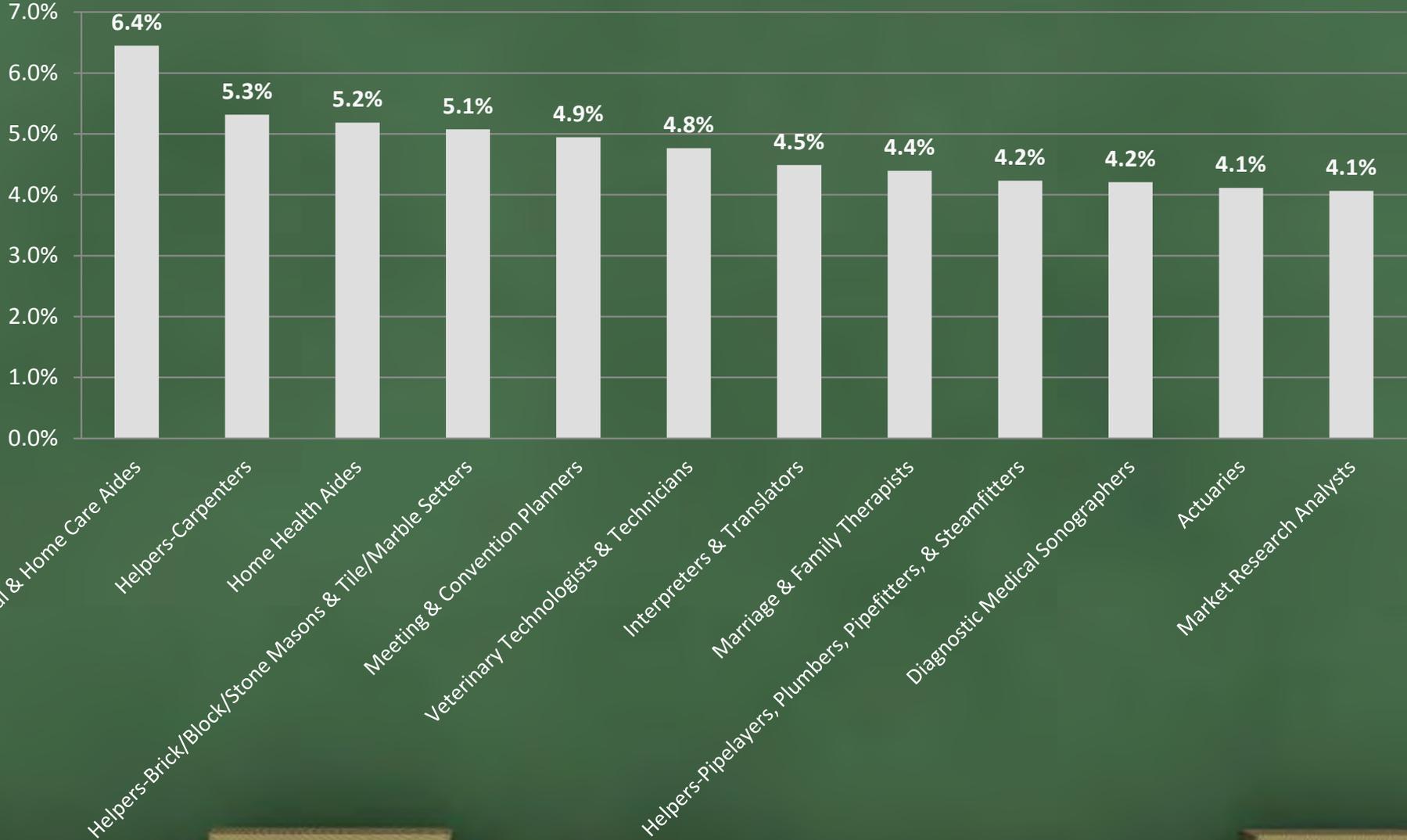
- Iowa is expected to have an increase of 13% in occupational employment from 2010-2020.
- 231,680 jobs will be added over the ten-year period.
- 64,525 annual openings will be generated over the projection period.
- 63 percent of the annual job openings will be due to replacement needs.

Iowa's Occupations with the Largest Job Growth, 2010-2020



Source: Labor Market and Workforce Information Division, Iowa Workforce Development.

Iowa's Fast-Growing Occupations, 2010-2020



Source: Labor Market and Workforce Information Division, Iowa Workforce Development.

Employer Expectations

•Workforce Skills and Demands Have Changed

The rapid decline in “routine” work has been well documented by many researchers and organizations.

There has been a rapid increase in jobs involving nonroutine, analytic and interactive communication skills.

Today’s job market requires competencies such as critical thinking and the ability to interact with people from many linguistic and cultural backgrounds (cultural competency).



•The Importance of the Four C's

- Critical Thinking and Problem Solving
- Communication
- Collaboration
- Creativity and Innovation



Iowa Workforce Development Initiatives

• Skilled Iowa

• www.skillediowa.org



GET HIRED.

Proven worker benefits through the Skilled Iowa Initiative

- Ability to demonstrate skills to current and potential employers
- Valuable job training opportunities
- Opportunities for career change and advancement

Learn more about certifying your skill sets
and improve your chances in Iowa's job market.

SkilledIowa.org



For more information contact your local IowaWORKS Center
or Denise Schippers at 515-281-7538 or Denise.Schippers@iwd.iowa.gov

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•National Career Readiness Certificate (NCRC)

- NCRC provides proof your job skills.
- NCRC is composed of three WorkKeys® assessments:
 - Applied Mathematics
 - Reading for Information
 - Locating Information

•Certificate Verifies Cognitive Skills

- Problem solving
- Critical thinking
- Reading and using text
- Applying information from workplace documents to solve problems
- Applying mathematical reasoning to problems
- Performing mathematical calculations
- Locating, synthesizing and applying information that is presented graphically
- Comparing, summarizing and analyzing information presented in multiple graphs

•Four Levels of Certification

- Platinum Level
- Gold Level
- Silver Level
- Bronze Level

- **Skilled Iowa**
- Public/Private Partnership
- Increase the skill level of Iowa Workers
- Connect Unemployed Iowans with Career Opportunities

Skilled Iowa Components

- Enhance Iowa's Workforce Credentials with the National Career Readiness Certificate (NCRC)
- Increase the number of businesses utilizing NCRC
- Offered at no cost to high school students and KeyTrain is also available to them at no cost
- Create Skilled Iowa Communities
- Connect Iowans receiving unemployment benefits with internships leading to full-time employment

- **Connecting with Skilled Iowa**
- Contact the local IowaWORKS Center
- Contact Denise Schippers at 515-281-7538.

Iowa Works – Virtual Access Point (VAP)

- Currently have:
 - 1,000 Locations
 - 6,000 Desktops
 - New VAPS are added daily
- Dedicated Workforce
 - 8:00 AM – 8:00 PM Monday-Thursday
 - 8:00 AM – 7:00 PM on Friday
 - Saturdays 9:00 AM – 2:00 PM
- Map of locations is updated instantly to reflect points of service - <http://www.iowaworkforce.org/accesspoints>



Announcement: Virtual Access Point systems will be upgraded Saturday January 28, 2012 from 4:00 PM to 8:00 PM. Virtual Access Point users may experience issues during this time.

Directions - How To Use This Virtual Assistant



I am a Job Seeker



I am Unemployed



I am a Veteran



I am a Student



Explore My Skills



I am an Employer

Contact Chris Nilles at 515-281-5181

• Iowa Works – Virtual Access Points

- **Access Point Services Include**

- Job search and résumé development assistance
- Access to thousands of employment opportunities
- Skill assessment and testing tools
- Information for veterans
- Workforce data and trends
- Job posting assistance for employers

- **Users Include**

- Job Seekers
- Unemployed
- Veterans
- Students
- Employers

•Contact Information

- Donna Burkett@iwd.iowa.gov

- Bureau Chief

- Labor Force and Occupational
Analysis Bureau

- (515) 242-5862

