**The next generation of workforce**
**Attract, Retain, Engage**
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# SOCHE Strategy

## Vision

An educated, employed, and engaged citizenry.

## Mission

Founded, in 1967 SOCHE is the trusted and recognized regional leader for higher collaboration, working with colleges and universities to transform their communities and economies through the **education, employment, and engagement** of more than 200,000 students in southwest Ohio.
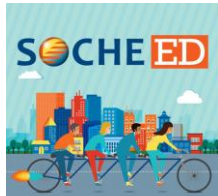
# SOCHE Portfolio

**Vision:** An educated, employed, and engaged citizenry

**23 Colleges and Universities**

**Cross Registration**

Degree Finder
23 colleges, over 700 majors and one site

**Councils & Committees**

"The worldwide competition of overall national strength is actually a competition for talents, especially for innovative talent."

China's President - Hu Jintao

# Strategic Workforce Planning:
# A Few Questions

- Do you currently have the workforce to execute your business strategy over the next 5 years?

- Do you have a plan to obtain the workforce to execute your business strategy over the next 5 years?

- Are you working to shape your workforce to deliver your business objectives?

- How will you capture the baby boomers knowledge in your organization?

# Technical Workforce Background

- In the 20th century, the achievements of the Sputnik generation workforce propelled the US position as the world leader in the development of new technologies and products

- 40% of STEM PhDs are 50 and older

- Since 1975, the US dropped from <u>3rd to 13th</u> in the world for the proportion of 24 year olds that hold engineering degrees

- Tech industry continues to grow – 20% growth

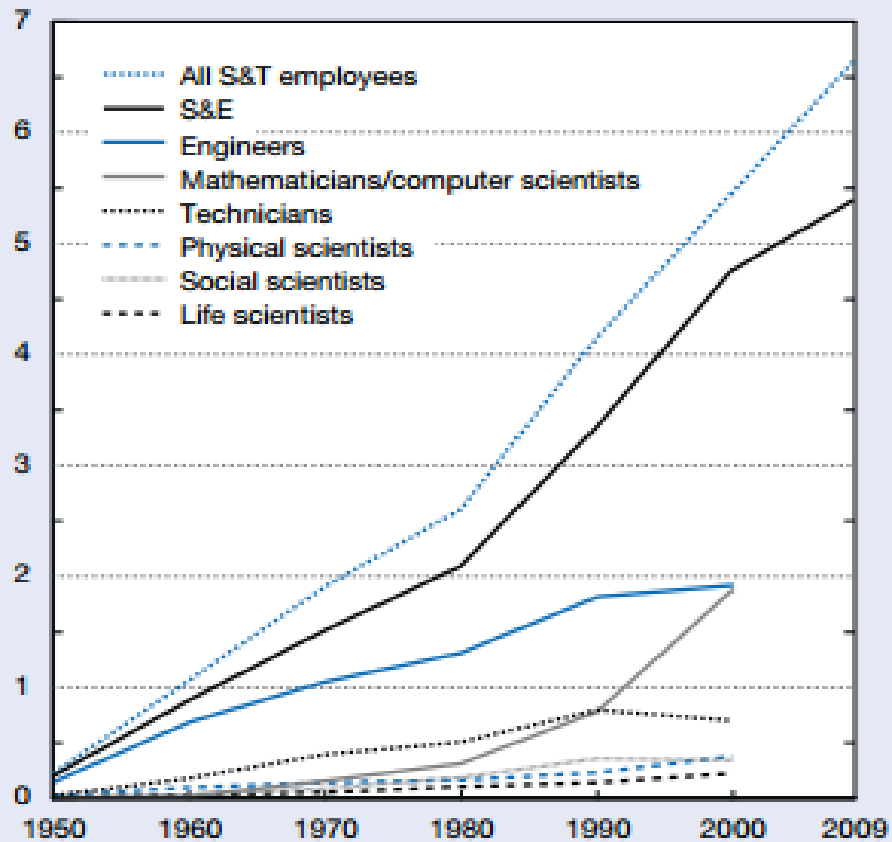- US is not producing enough qualified workers to meet STEM demand

# Workforce Background in Ohio

- 170,000 Ohioans employed in Aerospace and Defense

- Ohio is #13 in the nation for STEM jobs

- **_27K_** STEM job seekers hired annually in Ohio

- 66K/yr bachelors degrees (**_15K_** in STEM) in Ohio

- 35K/yr associates degrees (**_11K_** in STEM) in Ohio

- 28% of bachelor's degree students and 20% of associate's degree students chose a STEM field of study - Nationally

- Less than 40% of students follow through and complete a STEM degree - Nationally
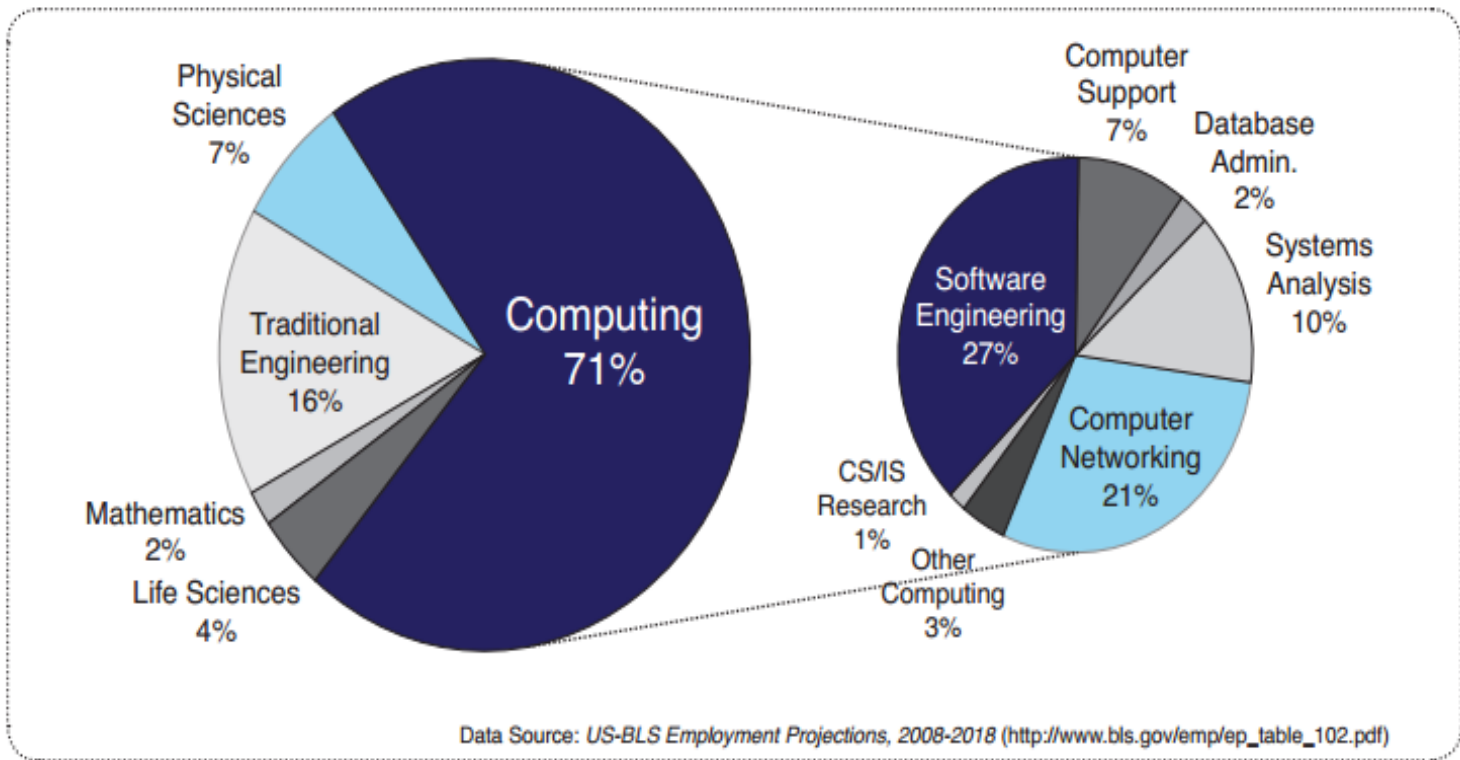
**Science and technology employment: 1950–2009**

Employees (millions)

# Percentage of New STEM Jobs by Sector Through 2018



Data Source: *US-BLS Employment Projections, 2008-2018* (http://www.bls.gov/emp/ep_table_102.pdf)

# Post Secondary Enrollment

- Overall:
  - 15.5M in 2000 and 20.6M in 2013
  - 86% is undergraduate (of this, almost half is Associates Degree students)

- Interesting Predictions:
  - Until 2020, largest increase in Undergraduate enrollment is from minority groups – particularly Hispanics
  - Number of college age students will decline until 2020, but increase after that to 24M by 2060

# S&E Bachelors Degrees by Field (2000-2015)
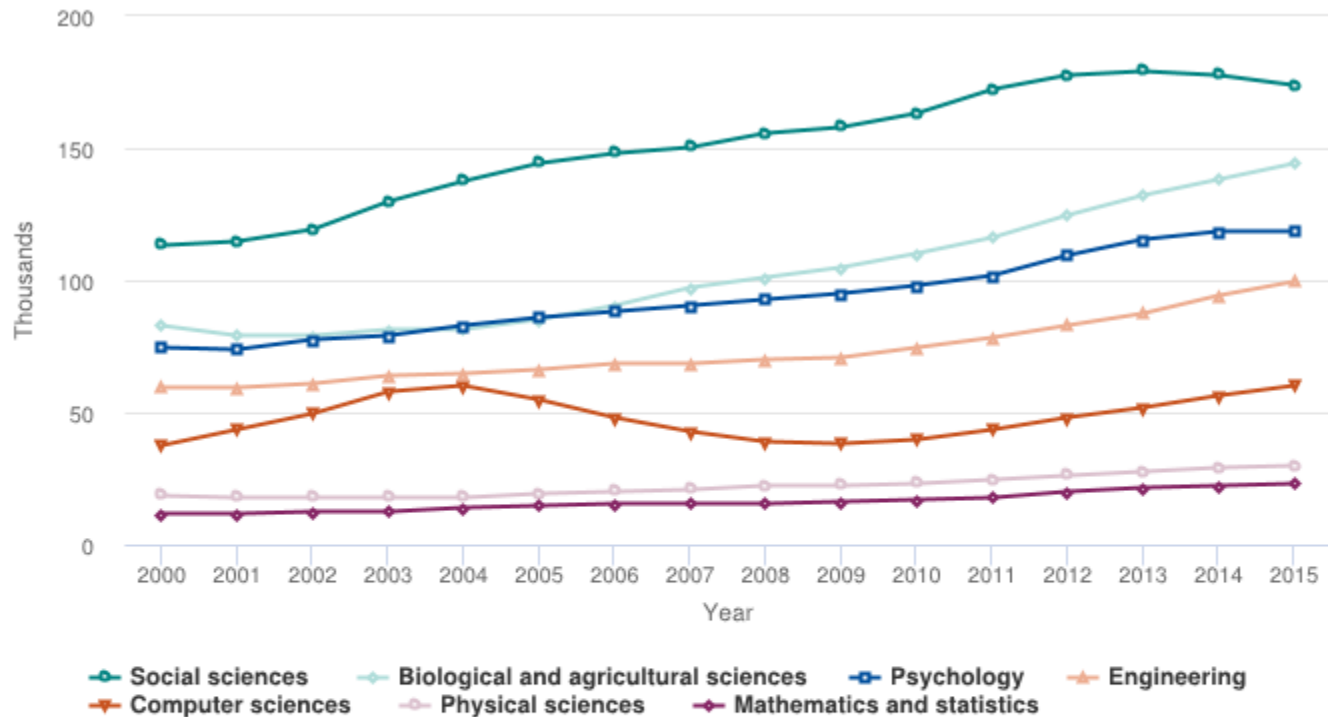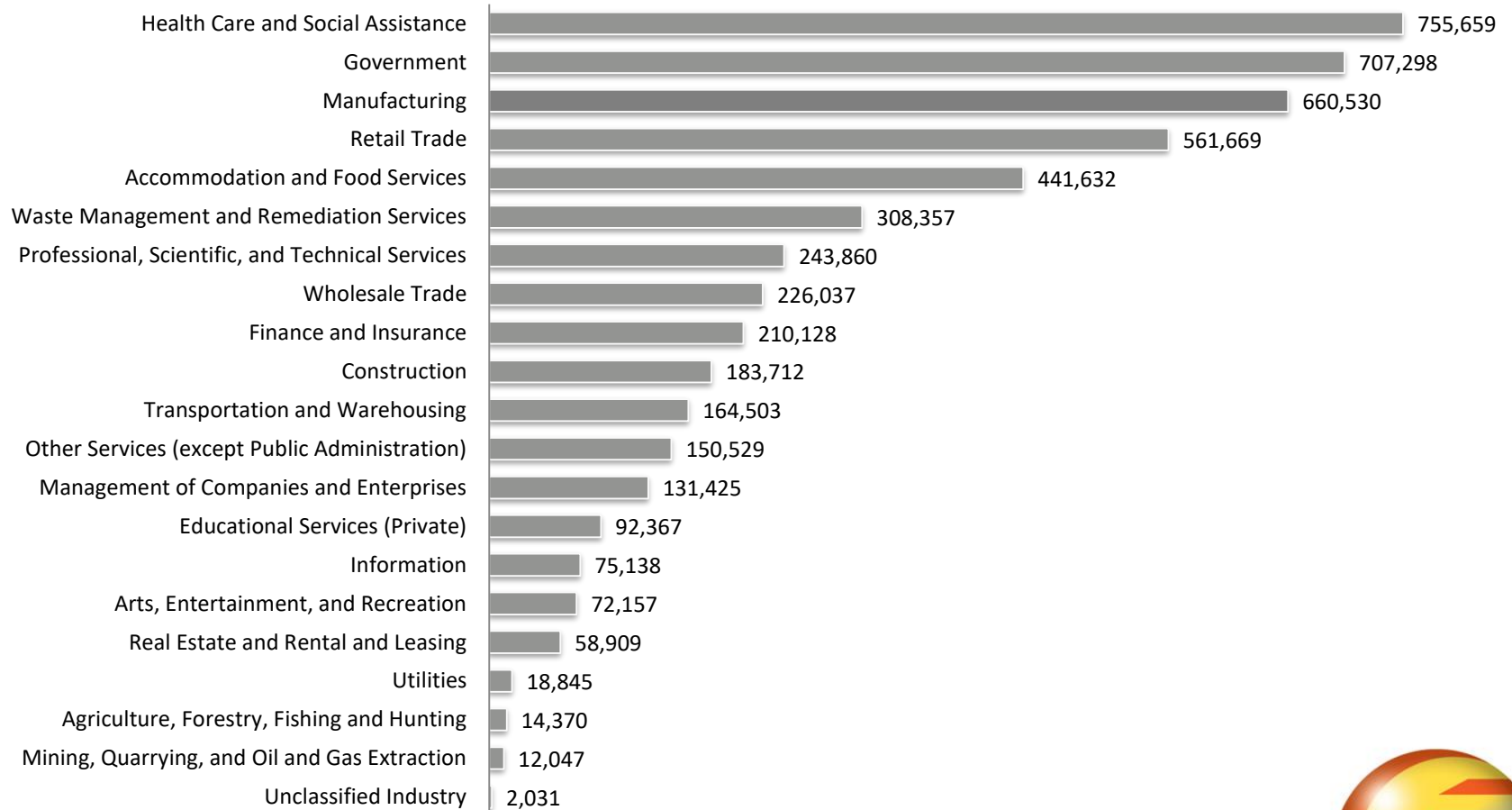


Note(s): Physical sciences include earth, atmospheric, and ocean sciences.

Source(s): National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS), Completions Survey; National Science Foundation, National Center for Science and Engineering Statistics, WebCASPAR database, https://ncsesdata.nsf.gov/webcaspar/.

*Science and Engineering Indicators 2018*

# Where are the jobs by sector?



| Sector | Jobs |
|---|---|
| Health Care and Social Assistance | 755,659 |
| Government | 707,298 |
| Manufacturing | 660,530 |
| Retail Trade | 561,669 |
| Accommodation and Food Services | 441,632 |
| Waste Management and Remediation Services | 308,357 |
| Professional, Scientific, and Technical Services | 243,860 |
| Wholesale Trade | 226,037 |
| Finance and Insurance | 210,128 |
| Construction | 183,712 |
| Transportation and Warehousing | 164,503 |
| Other Services (except Public Administration) | 150,529 |
| Management of Companies and Enterprises | 131,425 |
| Educational Services (Private) | 92,367 |
| Information | 75,138 |
| Arts, Entertainment, and Recreation | 72,157 |
| Real Estate and Rental and Leasing | 58,909 |
| Utilities | 18,845 |
| Agriculture, Forestry, Fishing and Hunting | 14,370 |
| Mining, Quarrying, and Oil and Gas Extraction | 12,047 |
| Unclassified Industry | 2,031 |

# Ohio In-Demand Jobs

| Occupation | Annual Job/Yr | Education | Salary |
| --- | --- | --- | --- |
| Registered Nurse | 4833 | Bachelors | $61,280 |
| Nursing Assistants | 2711 | Certificate | $24,150 |
| Office Clerks | 2495 | High School | $28,590 |
| Customer Service Representative | 2474 | High School | $30,150 |
| Licensed Nurse | 1930 | Certificate | $30,510 |
| General Manager | 1904 | Bachelors | $89,950 |
| Maintenance worker | 1638 | High School | $37,520 |
| Truck Driver | 1597 | Certificate | $40,860 |
| Team Assembler | 1479 | High School | $32,330 |
| Accountant | 1438 | Bachelors | $63,350 |
| Food Preparation | 1325 | High School | $29,100 |
| Farmer | 1293 | High School | $56,480 |
| Sales Managers | 1274 | High School | $35,510 |

# Job growth by degree level

| Typical Education Level | Avg. Hourly Earnings | 2014-2019 Job Growth* | 2014-2019 Job Growth %* |
|---|---|---|---|
| First professional degree | $67.13 | 977 | 9.89% |
| Doctoral degree | $32.84 | 668 | 7.00% |
| Master's degree | $28.64 | 876 | 6.93% |
| Degree + Experience | $46.30 | 742 | 2.81% |
| Bachelor's degree | $30.56 | 5,108 | 5.33% |
| Associate's degree | $25.13 | 3,085 | 8.04% |
| Certifications | $16.02 | 3,246 | 6.82% |
| Related Work Experience | $23.03 | 1,875 | 4.07% |
| Long-term OTJ training | $22.81 | 1,331 | 3.56% |
| Moderate-term OTJ training | $17.32 | 4,106 | 3.35% |
| Short-term OTJ training | $12.40 | 17,053 | 5.31% |

# McKinsey & Company: "War For Talent"
## Percentage of top 200 executives rating factor absolutely essential

## What Motivates Talent?

**Great jobs (product)**
Freedom/autonomy - 56
Company has exciting challenges – 51
Career advancement and growth - 39
Fit w/boss (admire) - 29
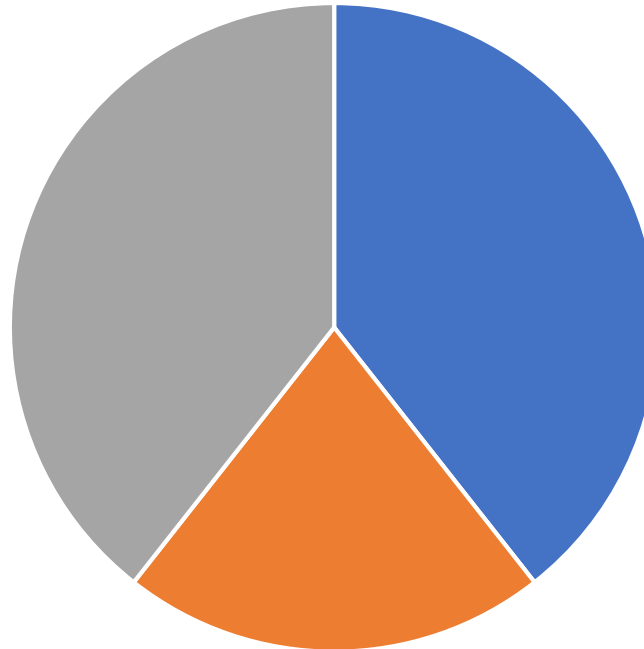
**Great Company (brand)**
Values/Culture – 58
Well managed – 50
Company has exciting challenges – 38
Strong performance – 29
Industry leader – 21
Talented people – 20
Good at development – 17
Inspiring mission – 16
Fun w/colleagues – 11
Job security - 8

- Great Company    - Compensation and Lifestyle    - Great Jobs

**Compensation/Lifestyle (price)**
Differentiated compensation - 29
High total compensation - 23
Geographic location - 19
Respect for lifestyle – 14
Acceptable pace & stress - 1

# Recruit

- Supply chain methodology – timing and speed
- Research where your candidates are looking
- Know your competition and what they offer
- Commit to transparency, conviction, opportunities
- Get feedback on your strategy
- What is your employee value proposition
- Create a potentials network
- Create a simple application process
- Open Houses
- Reach out to current or previous employees for referrals
- Engage in person – get leaders out in public
- People first

# Retain

- Employee engagement/feedback
- Strong mission and vision that give purpose
- Build a loyalty inducing culture
- Create an internal fast route
- Create mutually beneficial contracts
- Let employees lead
- Become a kind organization – give back
- Create a mentor first mindset

# Engage

- Create a sense of belonging and community
- Make people feel valued, trusted and respected
- Help employees feel secure and self-confident
- Monitor your climate
- Think bottom up
- Listen – give employees a voice
- Share good practices between teams
- Offer many different training and education venues
- Health & Wellness
- Innovative workspace
- Well-defined roles
- Enable managers/leaders

# Questions