



# Laborshed Studies.....

Impacting Business and Economic  
Development in Iowa

Presentation by: Workforce Research Bureau

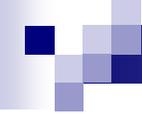
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# Workforce Issues Facing Businesses

- Locating & retaining qualified workers
  - Low to moderate unemployment rates
  - Competitive wages
  - Benefits
  - Training
- Lack of resources \$\$\$
- Outsourcing
  - Domestic and international markets
  - States and communities must remain competitive

# Labor Availability Data

- Identified as one of the key factors in business expansion and the site selection process
  - Wanting current information
  - Searching the Internet
- Helps to understand the characteristics of the workforce in an area
  - Transferable Skills/Experiences
  - Wages/Benefits
  - Labor force Potential – more than the unemployment rate
- Assists in the efforts to retain or recruit
  - Employees
  - Industry

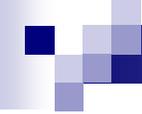


# Purpose of a Laborshed

Gives communities the ability to ***document*** and ***illustrate*** the characteristics of their labor force which in turn has proven to be a unique and effective tool for retaining and expanding their existing businesses while also attracting prospective new employers into the area.

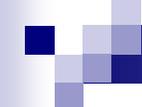
# What are Laborshed Studies

- Based upon actual commuting patterns
  - Employment Center
  - Covers multiple Counties/Crosses State boundaries
- Telephone survey
  - 3 Concentration Zones
- Random sample
  - Respondents between age 18 - 64
- Results are projected to the entire Laborshed area
- Shelf life of 18 months to 2 years
  - 18 months – MSAs
  - 2 years – rural communities



# Other Data Sources Used

- Census
- Quarterly Census of Employment & Wages (QCEW)
- Department of Transportation (DOT)
- OES Wage Survey



# Laborshed Addresses

- Availability & willingness to change/enter employment
- Occupations (previous/current)
- Wages (current/desired)
- Benefits (traditional/non-traditional)
- Commuting Distances
- Advertising sources for Employers
- Out commute / In commute
- Education / Training needs
- Underemployment

# How the Data is Used

- Marketing Materials - Can be designed to tie in with “branding” image
  - Community marketing
  - Prospect recruitment (specific industry)
  - Existing Industry
  - Regional Analysis
  - Targeted Industry Cluster Analysis

# Additional Uses

- Website Distribution
  - Post marketing pieces to website
  
- Grant Writing
  - Utilized to obtain Federal Funds, Training Enhancements and Local/State funds
  
- Community Planning
  - Improvements
  - Directions
  - Enhancements
  
- Local Workforce Center

# Community Marketing

2004  
*Clarinda*  
Laborshed Analysis

[www.developiowa.net](http://www.developiowa.net)

Clarinda Econom

LABORSHED  
ANALYSIS  
2004

ORANGE CITY  
Economic Development

2003

LABORSHED  
SURVEY & ANALYSIS

Oskaloosa™  
PRIDE, PROGRESS AND TRADITION  
MAHASKA COUNTY

Sponsored in cooperation with:

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OBSESSIVELY, RELENTLESSLY AT YOUR SERVICE™



# Prospect Recruitment

- Agriculture
- Construction
- Manufacturing
- Transportation, Communication, & Utilities
- Wholesale & Retail Trade
- Finance, Insurance & Real Estate
- Personal, Entertainment & Recreational Services
- Health Care/Social Services
- Public Administration/Government

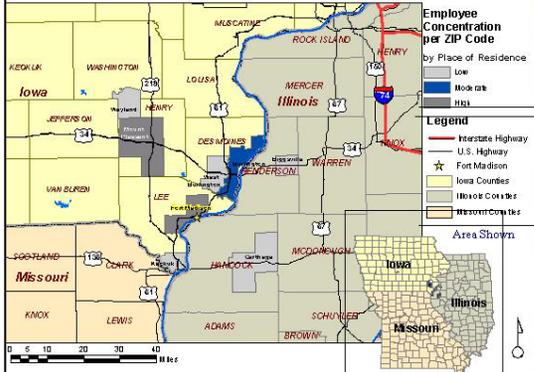
# Prospect Recruitment (Specific Industry)

## Fort Madison Laborshed Area Call Center Industry Labor Characteristics



### Fort Madison Laborshed Area

Those with Experience in  
Call Center industry by Place of Residence



**Employee Concentration per ZIP Code**  
by Place of Residence

Legend:  
■ Low  
■ Mod rate  
■ High

— Interstate Highway  
— U.S. Highway  
★ Fort Madison  
■ Iowa Counties  
■ Illinois Counties  
■ Missouri Counties

**Employment Status within the Fort Madison Laborshed area with experience in the Call Center Industry:**

- 70.0% Employed
- 12.5% Unemployed
- 17.5% Homemakers & Retirees

- 39.3% of the employed are willing to change employment
- 50.0% of the unemployed are willing to accept employment

**Potential Available Labor:**

3,967 people have experience in the Call Center industry within the Fort Madison Laborshed area

**Occupational Categories:**

- Clerical Support (3,729)
- Telemarketing & Customer Service (1,343)
- Business Operations (298)
- Network & Processing (298)
- Management (298)

**Education Levels:**

60.0% Education beyond high school  
17.5% Undergraduate degree

Fort Madison can draw the highest experienced workers from Burlington, Mount Pleasant, and from within the Fort Madison city limits (see map). People with experience in the Call Center industry are willing to commute an average of 26 miles one way for the right employment opportunity.

The top five advertising mediums for those looking for employment opportunities within the Call Center Industry are local newspapers, the Internet, Iowa Workforce Development, networking, and regional newspapers.

The following work environments are desired by those with experience in the Call Center Industry: 93.8% prefer cross-training, 76.4% prefer a job team environment, and 25.0% would consider varied shifts (2nd, 3rd and split). Of the respondents, 25.0% would consider seasonal work and 29.4% would consider temporary work assignments.

The majority (61.5%) who have experience in this industry currently/previously paid an hourly wage. County wage data was also extracted from the Iowa Employer Wage Survey aggregating all counties that fall into the Fort Madison Laborshed area. An occupational table is provided reflecting entry, experienced, and median wages (see page 2).

[www.lcedg.com](http://www.lcedg.com)

### Call Center Occupational Categories

Occupation	Entry wage	Exp. wage	Median wage
Accountants and Auditors	\$ 6.26	\$ 17.50	\$ 14.33
Administrative Services Managers	\$ 12.16	\$ 26.70	\$ 18.28
Bill and Account Collectors	\$ 9.46	\$ 12.21	\$ 11.02
Billing and Posting Clerks and Machine Operators	\$ 8.19	\$ 11.42	\$ 10.21
Computer and Information Systems Managers	\$ 20.27	\$ 24.24	\$ 21.07
Computer Operators	\$ 10.03	\$ 15.04	\$ 13.50
Computer Support Specialists	\$ 11.93	\$ 13.40	\$ 12.90
Customer Service Representatives	\$ 6.29	\$ 8.74	\$ 6.93
Data Entry Keyers	\$ 7.57	\$ 10.54	\$ 9.62
Executive Secretaries and Administrative Assistants	\$ 9.67	\$ 14.56	\$ 12.26
File Clerks	\$ 6.91	\$ 10.14	\$ 9.11
First-Line Supervisors/Managers of Office and Administrative Support Workers	\$ 9.93	\$ 13.56	\$ 12.39
First-Line Supervisors/Managers of Retail Sales Workers	\$ 7.16	\$ 13.37	\$ 10.36
Human Resources Assistants, Except Payroll and Timekeeping	\$ 11.56	\$ 16.23	\$ 15.80
Market Research Analysts	\$ 13.20	\$ 19.83	\$ 14.11
Marketing Managers	\$ 12.75	\$ 22.40	\$ 14.70
Switchboard Operators, Including Answering Service	\$ 7.97	\$ 10.22	\$ 9.22
Tellers	\$ 7.41	\$ 10.04	\$ 9.46
Training and Development Specialists	\$ 10.44	\$ 19.97	\$ 13.90
Word Processors and Typists	\$ 7.63	\$ 11.28	\$ 8.81

This Information was compiled by Iowa Workforce Development

**Lee County Economic Development Group, Inc.**

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 Montrose, IA 52639  
 Phone: 319-463-5599  
 Fax: 319-463-5597  
 Email: [info@lcedg.com](mailto:info@lcedg.com)

This Iowa Wage Survey for the Fort Madison commuting area was produced by the Labor Market Information Bureau to provide communities local information on wages by occupation. The table above include the aggregate counties of: Des Moines, Lee, Henry, Van Buren, Clark MO, Hancock IL, and Henderson IL Counties.

The source of the wage and employment data is the 2002 Occupational Employment Statistics (OES) Survey and is aged to the third quarter of 2003. This is a national survey operated cooperatively by the U.S. Department of Labor, Bureau of Labor Statistics and Iowa Workforce Development. As part of this annual national survey, approximately 6,000 Iowa employers are asked to respond to questions regarding occupational employment and wages.

While data were collected by the OES survey, this publication was done independently to provide information on entry-level wages and experienced level wages. The entry and experienced wage levels are computed by determining the mean average of the lower one-third and upper two-thirds respectively of the responses for each occupation. A additional data from the Iowa Wage Survey for individual counties, Iowa Workforce Development regions and by industry statewide are available on the Iowa Workforce Development web site located at [www.iowaworkforce.org](http://www.iowaworkforce.org)

[www.lcedg.com](http://www.lcedg.com)

# Existing Industry

## Mary Greeley Hospital

### Labor Characteristics for Health Care-Social Services Industry



#### Employment Status:

77.6% Employed  
11.9% Unemployed  
6.6% Homemakers  
3.9% Retires

44.7% are willing to change/ enter employment

#### Potential Available Labor:

- 8,868 experience in healthcare/ social service industry in Ames Laborshed
- 7,467 education beyond high school, 4,088 undergraduate degree, 1,171 postcollegel/ professional degree
- 3,964 willing to change/ enter

#### Those with experience and desire to change/ enter employment in the Healthcare/Social Service industry by residence:

50010/50014 - 38.2%  
50036 - 11.8%  
50201 - 8.8%  
50322, 50313 - 3.9% each

#### For additional information contact:

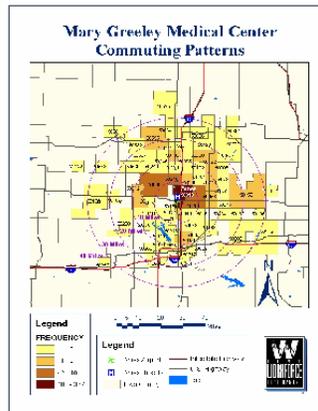
Story County Economic Development Group  
1601 Golden Aspen Drive, Suite 110  
Ames, Iowa 50010  
Phone: 515-232-2310  
E-mail: [dnash@ameschamber.com](mailto:dnash@ameschamber.com)  
Web site: [www.amesdc.com](http://www.amesdc.com)

In order to obtain labor characteristics for Mary Greeley Hospital, data is extracted from the Ames Laborshed study.

Mary Greeley Hospital draws employees from as far north as Clarion and as far south Des Moines/West Des Moines (see map).

People with transferable skills in this industry are willing to commute an average of 22 miles one way for the right employment opportunity. Those who have an education beyond high school are willing to travel an average of 25 miles one way.

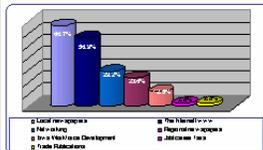
Example of current/prior work experience's include: registered nurse, benefits administrator, medical receptionist, medical technologist, pharmacist, pharmaceutical sales representative, dietician, optometrist, medical transcriptionist, human resource director, and certified nursing assistant.



Customized marketing materials highlighting labor availability tailored to the existing industry

Map reflects concentration of current employees residence

#### ADVERTISING SOURCES



Those who are seeking employment with skills in the healthcare/social service industry are primarily utilizing the Ames Tribune and the Des Moines Register as their print source for employment opportunities. Those searching Internet sites are going to [www.monster.com](http://www.monster.com) and [www.iowajobs.com](http://www.iowajobs.com)

#### MEAN/MEDIAN WAGES

Are your wages a successful recruitment tool?

Health Care and Social Service Industry			
	Overall	Willingness to Change	Not willing to change
<b>Current Wage:</b>			
Mean	\$15.17/hr	\$13.11/hr	\$16.94/hr
Median	\$14.00/hr	\$13.00/hr	\$17.00/hr
<b>Current Salary:</b>			
Mean	\$44,533/yr	\$31,583/yr	\$53,167/yr
Median	\$40,000/yr	\$28,750/yr	\$50,000/yr

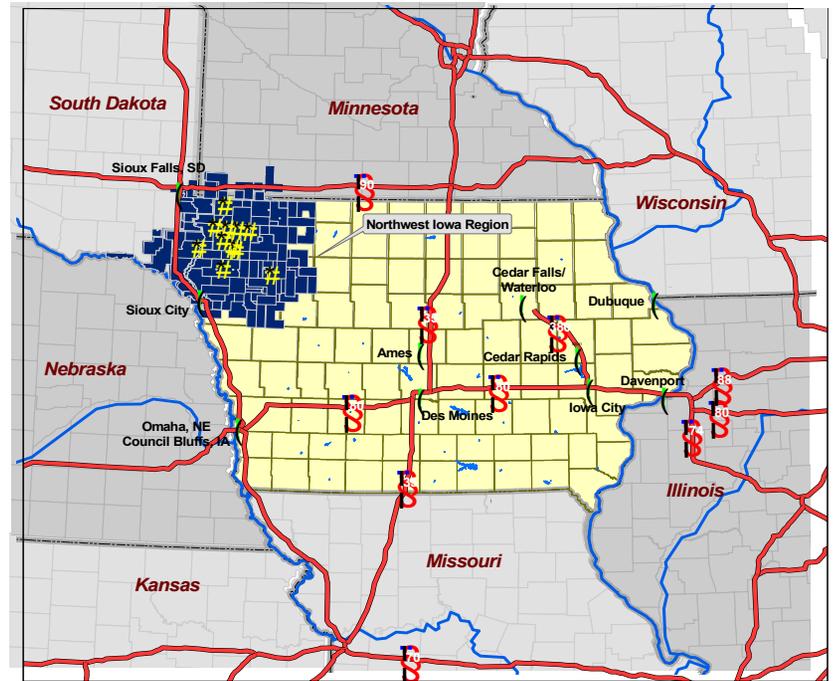
# Regional Analysis

## 2004 *Regional Analysis* LABOR AVAILABILITY

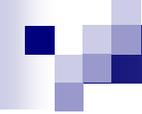


NORTHWEST IOWA  
*Developers Coalition*

*"Charting A Course For Success"*



Alton, Boyden, Cherokee, Hawarden, Hull, Le Mars,  
Orange City, Rock Rapids, Rock Valley, Sheldon, and  
Sioux Center



# Regional Analysis

- Must have some commonality
  - Labor characteristics
  - Industry characteristics
  - Pre-determined region
- Overview of area
- Includes more than 1 employment center
- Projections available for each employment center
- Bigger is better in recruitment efforts

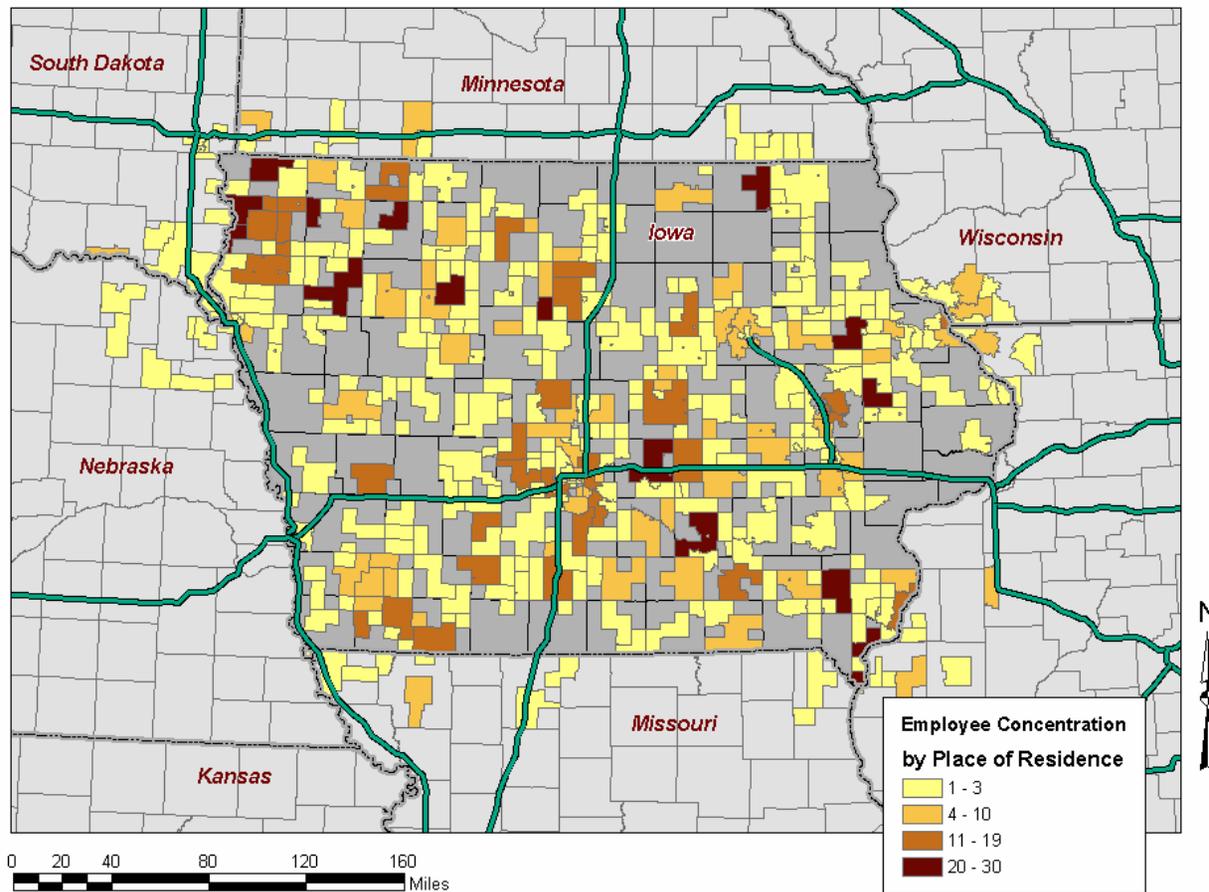
# Targeted Industry Cluster Analysis



- State of Iowa has 3 Targeted Clusters
- Data is pulled based on occupational codes
- Several Industries

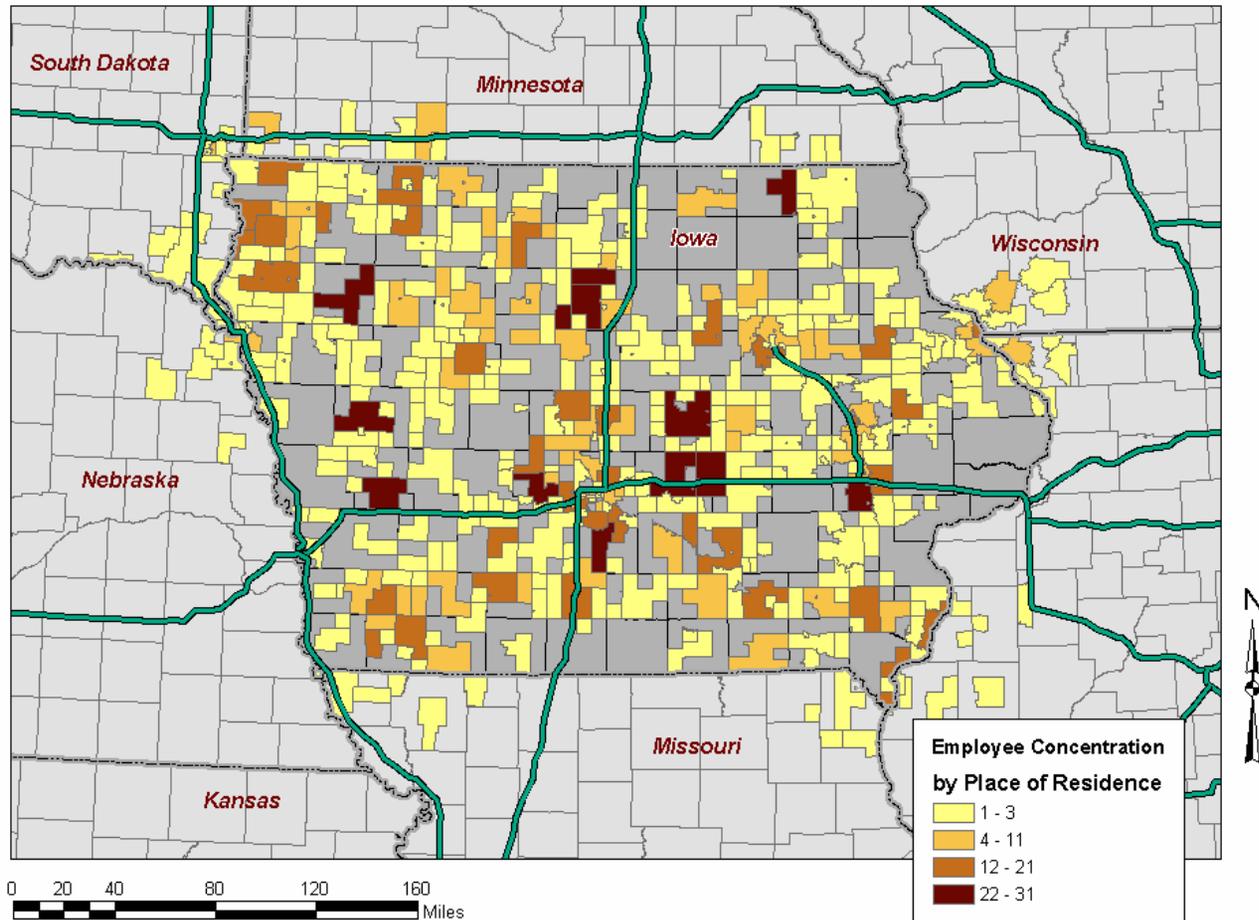
# Advanced Manufacturing

Statewide Advanced Manufacturing  
(Employee Concentration per ZIP Code)



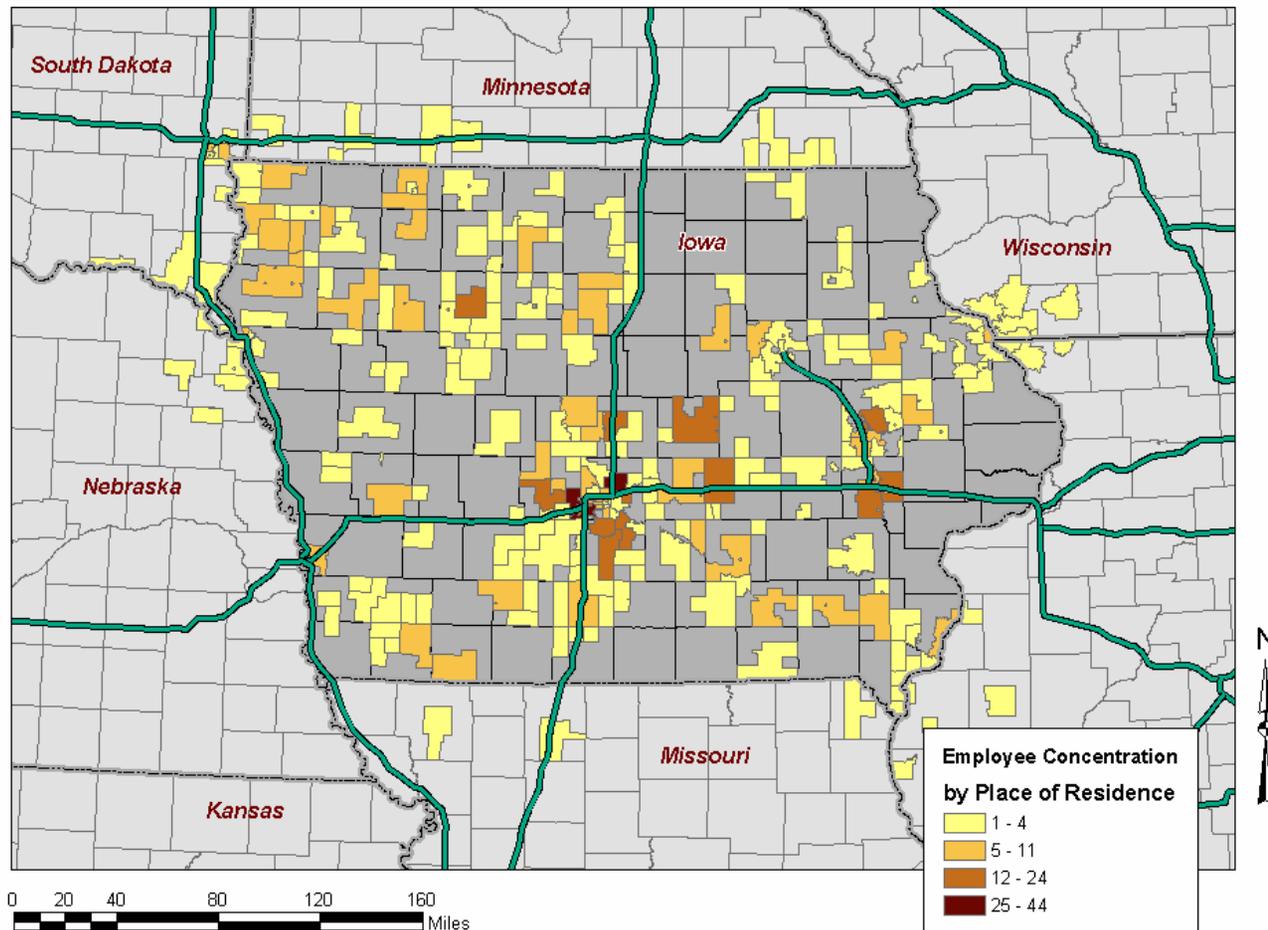
# Life Sciences/Biotechnology

Statewide Biotechnology/Bioscience  
(Employee Concentration per ZIP Code)



# Information Technology

Statewide Information Technology  
(Employee Concentration per ZIP Code)



# Website Distribution

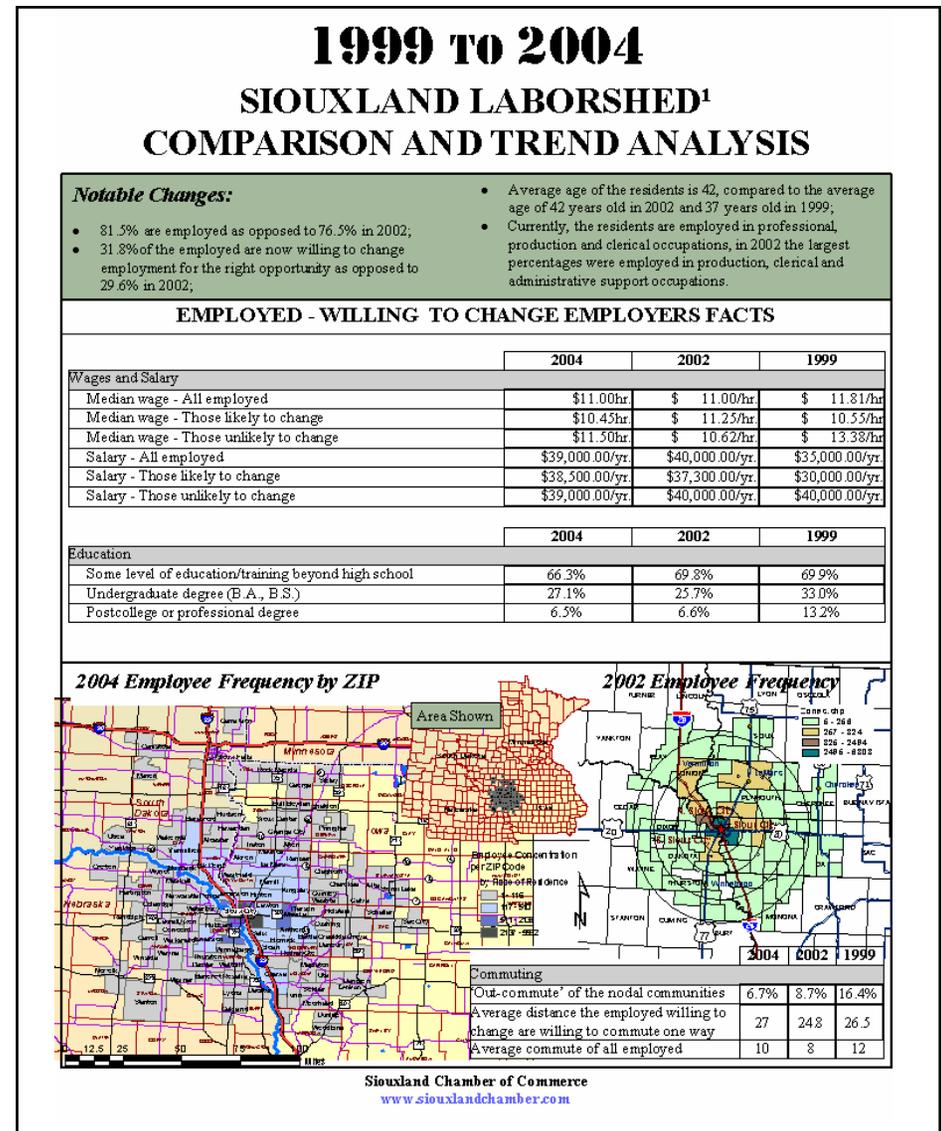
- Site Selectors & Expanding Businesses recognize the value of Laborshed information
  
- Available labor not identified in unemployment rate
  
- Information posted
  - State website
    - <http://www.iowaworkforce.org/lmi/labsur/index.html>
  - Local economic development websites

# Grant Writing

- Low skill/High skill
  - Federal training grants
- Highway Expansion
  - Federal transportation grants
  - State DOT uses to determine effects of highway expansion
- Commuting Patterns for Housing Grant
  - Local & State block grants to improve available housing

# Community Planning

- Updated data
  - Forecasting
  - Trends
  
- Commuting patterns
  
- Education levels
  
- Wages
  
- Availability of Labor



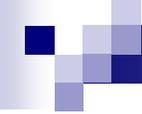


# Local Workforce Center

- Assist Community Developer with business retention and recruitment
  - Establish relationships
- Locate pools of available labor within area
  - “Foot in door” to businesses
- Statewide analysis of available labor
  - Prevent loss of labor to other states

# Partnering for Community Growth

- Development groups bring industry to area
  - Workforce Development there to help with hiring needs
- Unique tool that can show businesses what advertising sources to use
  - Shows that Workforce Development office is “there to assist”
- Workforce Development office to assist with formulating training & education needs



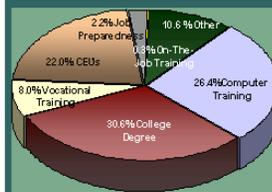
# Statewide Analysis

- Overview of State labor characteristics
  - Used for legislative purposes
  - Low skill/high skill labor availability
  - Education levels
- Local Workforce Development offices
  - Locate available labor outside area but within the state – possible relocation
  - Targeted marketing for applicants

# Statewide Training Needs

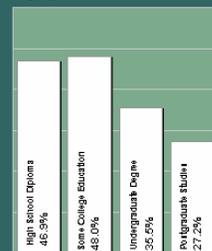
## Desired Education & Training Needs Statewide Laborshed Data

Over All Training Needs of Iowans:



The majority of respondents across the State of Iowa desire to complete a college degree and would like additional computer courses to enhance their employability.

Continued Learning -  
% who desire additional Education/  
Training by current education level:



Regardless of education level, Iowa workers feel that education is key to maintaining a competitive edge in the workplace.

Iowa Workforce Development

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E-mail: [Laborshedstudies@iwd.state.ia.us](mailto:Laborshedstudies@iwd.state.ia.us)  
Website: [www.iowaworks.org](http://www.iowaworks.org)

The following information is extracted from the statewide population of Laborshed data in order to provide quantifiable statistical results from which education and training needs can be assessed and incorporated into the State of Iowa's educational agenda. Laborshed data is a random sampling of 18 to 64 year olds within commuting defined employment centers across the state.

The desired education/training information gleaned from the Statewide Laborshed database can be examined utilizing a multitude of variable factors. The data shows 43.3% of all of the respondents in the statewide Laborshed database desire additional education/training and/or education in order to remain competitive in their current and/or future employment opportunities.

Education is a priority for many Iowans. Overall 95.6% of the 18 to 64 year olds have a high school diploma, 61.4% have some education/technical training beyond high school, 27.2% are working toward or have completed an undergraduate degree, and 9.5% are working toward or have completed a post-graduate degree.

Looking at the education/training needs of the labor force broken down by industry, community leaders can better focus course offerings and enhance the skill levels to better create a community environment that is dedicated to higher learning. For example, 49.3% of those who have experience in the manufacturing industry desire additional education/training in computer software development and application, completing college degree program, and obtaining occupational certifications in order to maintain their competitive edge.

Knowing what obstacles are preventing people from obtaining or meeting their educational/training needs will help leaders design assistance programs that will breakdown those barriers. Financing, family issues including childcare, health/disability, lack of appropriate training facilities, time, and transportation issues are the most prevalent obstacles preventing individuals from entering into an education/training program.

If you would like information on Laborshed Studies that have been conducted in your area, contact Iowa Workforce Development.

# Targeted Advertising

- Industry Classification
- Occupational Category
- Laborshed Area

## GREATER DUBUQUE LABORSHED AREA

### Greater Dubuque Laborshed Area Concentration of those with Experience in the Manufacturing Industry



MANUFACTURING



### Advertising Sources Used within in the Manufacturing Industry

Local Newspapers	53.1%
Internet	50.0%
Iowa Workforce Development Center	29.2%
Networking	11.5%
Regional Newspapers	11.5%
Point-of-Place Solicitation	5.2%
Private Employment Services	4.2%
College/University/Career Centers	2.1%
Trade Publications	1.0%

[www.greaterdubuque.org](http://www.greaterdubuque.org)

**GreaterDubuque**  
Development Corporation

# Success Stories

- Winnebago – Charles City (50 jobs)
- H & H Trailers – Clarinda (100 jobs)
- Camcar – Decorah
- Wells Fargo – Des Moines (2,000 jobs)
- Ferguson Enterprises – Waterloo (180 jobs)
- Riverside Paper Company – Mt. Pleasant (90-115 jobs)
- Geico Direct – Coralville (200 jobs)
- Alpla – Iowa City (10 jobs)
- Nordstrom Direct – Cedar Rapids (275 jobs)
- Precision Telemarketing – Huxley (150 jobs)
- Iowa Quality Beef – Tama (400 jobs)



## Contact Information:

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