

Presentation of Findings:



Labor Market Assessment of Lee County, FL

Presented to :

The Horizon Council

Presented by:

Wadley-Donovan Group

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Agenda

- Project background
- Key findings and conclusions
- Principal recommendations for action



Project Background

- WDG team
 - Wadley-Donovan Group
 - Younger Associates
- Project assignment
 - Labor market assessment
 - Education and training audit
 - Lee County
 - Parallels Charlotte County assessment



Project Background

- Process
 - Alignment meeting
 - Employer survey
 - Household/residential survey
 - Interviews
 - Secondary data
- Outcome
 - Report (findings, conclusions, recommendations)
 - Education and training audit
 - Data
 - Presentation



Key Findings

Key Assets

- Access
- Sophisticated
- Culturally diverse
- Expanding economic diversity
- Growing population and workforce
- Growing employment trend
- Attractive location
- Significant population and workforce base
- Growing concentration of young and working-age residents



Key Assets

- Employer-favorable educational levels
- Lower labor costs
 - 86% of US avg. employer earnings vs. U.S.
 - 98% of Florida avg.
- Available office skills
- Hidden labor resource potential
 - 93,351 not-employed (older, retired, well educated, education, admin, financial)
 - 43,328 under-employed (younger, well-educated, office)
 - 4,236 college graduates



Key Assets

- Low labor participation
- Potential for a competitive employer to hire 1,600 employees
- Probable average Baby Boomer retirement impact beginning over next 5 years
- Training desires match some labor needs
- Strong post-secondary educational resources
- Great educational system improvements



Key Assets

- Satisfactory to good work ethic/productivity
- Low employee turnover rates
- Very good labor-relations environment
- Pro-business state
- Attractive quality of life



Key Challenges

- Older population
- Slightly lower household income vs. U.S.
- Key industry (construction) having downturn
- Tight to very tight labor market
 - 88% of occupations borderline or difficult to find
 - 43% extremely difficult to find
 - IT, medical, and manufacturing greatest gaps
 - Regional condition
 - Demand/supply gap will expand in one year



Key Challenges

- Difficulties recruiting from outside the area
- Slightly unsatisfactory basic skills
- Lower ratio of college-educated residents
- Indicators: household income raised by higher-income retirees
 - Affects higher cost of living vs. wage earners
- Lagging employment in knowledge-based occupations



Key Challenges

- Employers under-utilizing recruiting tools
- Educator/employer disconnect continues
- Borderline employer satisfaction with area graduates
- Graduation rates low
- Public school scores
- High workers' comp rates, but dropping
- About 25% of training needs not being met locally



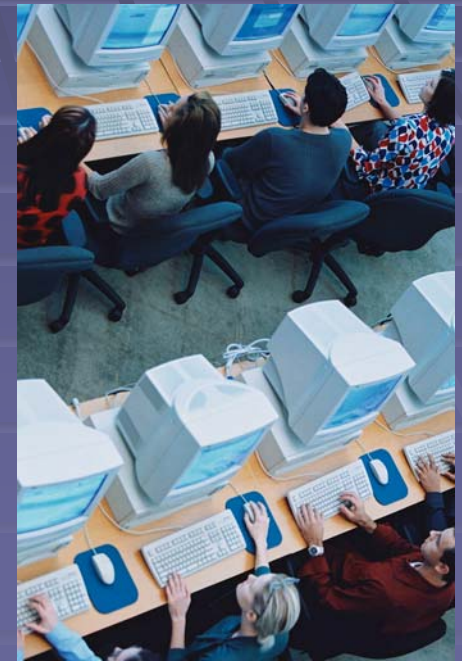
Key Challenges

- Higher-than-average crime rates
- Housing affordability issues
- In-season impact on commuting
- Lower household income
- Largest business sectors generally moderate -paying



Principal Conclusions

- County blessed with
 - A strong economy
 - Good quality of life, with broad appeal
 - Rapidly growing workforce
 - Access and transportation
 - Regional training resources
 - Moderate operating costs
 - Loyal workforce with good productivity and work ethic
 - Residents who want training to improve skills



Principal Conclusions

- Blessings counterbalanced by a significant labor shortage in many occupations
 - Will likely restrict economic growth
 - High risk of more tightening over next 5 years and beyond
 - Improved employer/educator linkages strongly needed
- Blessings also counterbalanced by
 - Higher costs of living
 - Modest to borderline basic skills
 - In-season increase in commute times



Principal Conclusions

- Area is in a transition
 - New economic dynamic
 - Image and brand clarification, definition needed
- Greater presence of knowledge-based jobs needed
 - Balance economy
 - Build for greater economic strength
 - Attract a younger population
 - Impact of salary-to-housing-cost ratio a factor
- Greater proportion of younger workforce needed



Principal Conclusions

- Some workforce relief possible
 - Hidden workforce
 - Potential limited (wage, age)
 - Expanded training programs
- Other efforts are needed
 - Keeping retirees working
 - Employer-based program
 - Other employer-based programs
 - Attracting younger residents to the area
 - Improved/expanded career educational programs (esp. technical, manufacturing)



Principal Conclusions

- Area can be a trend setter for retiree employment
- Collaborative workforce development needs ongoing top priority
 - Economic Development
 - Educators
 - SW Florida Workforce Development Board
 - Employers



Recommendations

- Establish stronger employer/educator linkages
 - Greater use of co-op and internship programs
- Greater role of employers in
 - Workforce training
 - HR practices, including wage/salary review
 - Prepare now for the Boomer retirement wave
 - “Mature-worker-friendly” environments
 - Retaining retirees
- Career/employment counseling for retirees
 - Energized, expansive collaborative effort

Recommendations

- Conduct labor-recruiting efforts: niche marketing
 - Focus on younger residents
 - Quality-of-life issues should be addressed
- Strategy needed for more housing opportunities
 - Esp. moderate income
 - Younger residents
- Improve graduation rates and educational programs
- Improve the state's educational standing
- Implement a coordinated, collaborative workforce effort as a first priority

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