

Measuring Workforce Demand

October 11, 2019



CURRENT USES OF WORKFORCE DATA ACROSS USHE

- Performance Funding
- Workforce Development Grants—Talent Ready, Strategic Workforce Investments
- Out of Mission Program Evaluation

GENERAL DATA POINTS

- Employment: actual, estimated, projected
- Wages: actual, estimated
- Job postings
- Industry measures
- Occupational measures
- Student workforce outcomes

SOURCES

- Department of Workforce Services: Unemployment Insurance System, Utah Data Research Center (UDRC)
- Bureau of Labor Statistics
- U.S. Census Bureau
- The Conference Board's Wanted Analytics

MACROECONOMIC DATA VS. ANECDOTES

DATA

- Describes broad economic activity at equilibrium (i.e. actual economic outcome)
- Gives complete yet summarized pictures using statistical measures (e.g. averages)
- Shows central tendencies of employer behavior
- (Over)Generalizes
- Sometimes old information
- Relies on historical trends

ANECDOTE

- Usually newest information, delivered in real-time
- Can indicate changes, disruptions, or emerging trends
- May or may not be representative of broader economy
- Often based on desired economic outcomes and may or may not reflect reality

EXAMPLE DATA

SOC Code	SOC Title	Education	Star Rating	2016 Employment	2026 Employment	Annual Growth Rate	Annual Transfer Openings	Annual Exit Openings	Annual Replacement Openings	Annual Total Openings	2017 Inexp. Annual Wage	2017 Median Annual Wage	Job Postings in Last 120 Days Statewide	Job Postings in Last 120 Days Iron County
19-3031	Clinical, Counseling, and School Psychologists	Doctoral or professional degree	5	1,950	2,550	3.10%	90	60	140	200	\$34,030	\$69,010	38	1
21-1011	Substance Abuse and Behavioral Disorder Counselors	Bachelor's degree	3	870	1,260	4.50%	70	40	110	150	n/a	n/a	65	5
21-1012	Educational, Guidance, School, and Vocational Counselors	Master's degree	4	2,710	3,750	3.80%	210	120	330	430	\$29,080	\$45,780	250	1
21-1013	Marriage and Family Therapists	Master's degree	3	230	330	4.20%	20	10	30	40	\$29,990	\$50,880	6	0
21-1014	Mental Health Counselors	Master's degree	5	1,350	1,890	4.00%	110	60	170	220	n/a	n/a	67	4
21-1015	Rehabilitation Counselors	Master's degree	4	670	840	2.60%	50	30	70	90	\$26,540	\$45,600	17	0
21-1021	Child, Family, and School Social Workers	Bachelor's degree	4	2,170	3,060	4.10%	170	90	260	350	\$22,340	\$36,540	121	4
21-1022	Healthcare Social Workers	Master's degree	5	1,320	1,810	3.70%	100	60	150	200	\$39,260	\$57,930	76	1
21-1023	Mental Health and Substance Abuse Social Workers	Master's degree	4	1,330	1,850	3.90%	100	60	160	210	\$29,710	\$38,660	180	2
25-1066	Psychology Teachers, Postsecondary	Doctoral or professional degree	4	370	540	4.70%	20	20	40	50	\$47,290	\$70,000	9	0
29-1066	Psychiatrists	Doctoral or professional degree	2	270	340	2.80%	0	0	10	10	\$138,050	\$94,730	47	0
29-2053	Psychiatric Technicians	Postsecondary non-degree award	1	710	880	2.40%	30	30	60	80	\$21,930	\$25,070	50	0

STUDENT WORKFORCE OUTCOMES

- Wages
- Employment
- Placement Rates

DISCUSSION—What does USHE do for workforce?

- Contributes to the success of Utah's economy
- Incentivizes workforce alignment
- Creates a prepared workforce