

## **Attachment C:**

### **Statewide:**

Unemployment in New York State averages 6.4% to 12.8%, depending on the location. This rate takes into account all age groups so it is difficult to carve out those who are unemployed over 55 years of age. There are currently 29 Title V sub grantee programs through the state. Due to equitable distribution we are unable to award more slots to an area with a higher unemployment rate.

The counties with the highest unemployment are Essex, Oswego, NYC, Jefferson, Franklin, Sullivan, Clinton, Lewis, Montgomery and Fulton. NYSOFA has a Title V program in all but 2 of these counties. However, there is a National Sponsor in the 2 we are not in.

**New York City:** The strength of the local economy as well as continued high levels of tourist activity will create employment opportunities in retailing, restaurants, hotels, museums and historical sites, and amusement and recreation industries. While domestic tourism has been growing since 2006, international visitation to New York City has been aided by growing strength in the Euro and other foreign currencies against the U.S. dollar. The hiring of significant numbers of clerical and food service workers will, in turn, lead to increased demand for first-line managers to oversee these expanded workforces. First-line management positions offer good career opportunities for workers initially hired for lower-skilled occupations in growing areas such as clerical support or food service. Work experience is often a key factor in climbing beyond this first rung on a career ladder.

Three retail industries appear on the list of significant industries: clothing and clothing accessories stores; health and personal care stores; and, building material and garden equipment and supplies dealers. Prominent occupations in these industries are: retail salespersons; cashier; laborers and freight, stock, and material movers; stock clerks/order fillers; pharmacists; pharmacy technicians; and, shipping/receiving clerks.

While New York City is not immune to the national slowdown in the housing market, the strength of the local economy as well as a broad array of large construction projects (e.g. World Trade Center reconstruction, subway line extensions, baseball and basketball facilities) will keep the employment outlook for construction favorable. In addition, New York City's construction industry is less dependent on residential construction than in other regions. The outlook for commercial construction in the region—including retail stores, office space, and hotels – remains strong. Specialty trade contractors appear on the list of significant industries. Consequently, occupations such as electricians, plumbers, carpenters, laborers, painters, and brick masons will be in demand. One reason they will be in demand is the retirement of Baby Boomers employed in these fields. This presents an opportunity for apprenticeship programs to train replacements.

One of every four jobs New York City added between 2006 and 2010 was in professional, scientific and technical services. This sector includes a wide range of industries including accounting, legal, advertising, and architectural services as well as computer systems design. The professional industries benefited as continuing strength in corporate profits enabled companies to spend more on the services that are a keystone of New York City's economy. This trend is expected to continue. Occupations with the greatest employment in this industry include lawyers, legal secretaries, and paralegals; accountants, public relations specialists and advertising sales agents; computer programmers, computer software engineers, computer support specialists, and systems analysts; and civil engineers and architects.

With the continued expansion of professional, scientific and technical services industries, job opportunities will be best for college-educated professionals. However, significant hiring activity will continue in occupations that support the professional and financial industries – clerical, building maintenance, property management, and computer services.

Another industry appearing on the list of significant industries is ambulatory health care services. Growth in this industry will be spurred on by increased demand for health care services by aging Baby Boomers. Also driving this trend will be the increasing shift away from extended hospital stays toward less-costly outpatient facilities.

## 2) Central New York Region:

The significant industries for Central New York were chosen because they ranked favorably regarding high wages, large job count, strong job growth, fast rate of growth, and/or represented an economic development priority. These industries will continue to need trained workers as they expand and also to replace retiring Baby Boomers that leave the labor force.

Many of the fastest growing jobs in Central New York through 2014 will be in health care. The region has a high concentration of hospitals and health care establishments, making health care a large presence in the economy with high job growth. As Baby Boomers age, and people live longer and need care for a longer period of time, there will be an increasing need for health services. This points to demand occupations such as nurses; physician assistants; physical therapists; occupational therapists; radiologic technologists and technicians; medical and clinical laboratory technicians; diagnostic medical sonographers; and pharmacists.

Professional, scientific and technical services is a large, growing industry. The growth of high-tech employment mentioned above is propelling this sector as is the growing reliance on and access to computers. For example, computer software engineers and network systems and data communications analysts will be some of the highest-paying, fastest-growing occupations in the region over the next 7 years. Database administrators and network and computer systems administrators are also projected to grow at a fast rate.

A high concentration of large public and private universities and educational facilities makes education an important industry in the area. Large numbers of jobs will be added as an emphasis on advanced skills, life-long learning, and keeping pace with rapidly changing technology continues. Jobs in demand include preschool teacher; kindergarten teacher; elementary school teacher; secondary school teacher; special education teacher; postsecondary teacher; teacher assistant; self-enrichment education teacher; instructional coordinator; and education administrator.

Management skills are important in the local labor market and they command high wages. General and operations managers and management analysts will be in demand as the management of companies and enterprises industry keeps growing.

An increasing emphasis on financial planning, including planning for retirement, is creating jobs at banks and financial firms. As prices rise for education, housing, and health care, consumers are being forced to spend more time planning for major life events. Creating occupations include financial managers; customer service representatives; personal financial advisors; financial analysts; accountants and auditors.

Computer and electronic product manufacturing is a high-paying, large sector in the region. Increasing consumer demand for computer and electronic products is contributing to this growth. Electrical engineers, electrical and electronic engineering technicians are growing occupations in this industry.

Construction workers and contractors will be in demand based on the planned new construction mentioned previously and retirement of Baby Boomers.

### 3) Western New York Region:

Past job growth in the region has been concentrated in the following industries: health care services; educational services; amusement, gambling and recreational services; administrative support services; professional, scientific and technical services; and, insurance carriers. However, despite the past growth experienced by these industries future growth could be limited for the reasons outlined below.

There will be greater demand for health care workers as the region's population continues to age. However, the consolidation of health care providers mandated by the Berger Commission, however, is expected to limit future employment growth somewhat.

Educational services' share of private sector employment in Western New York is more than 40 percent above the national average due, in part, to the presence of a significant number of colleges and universities in the region. Population projections for the region indicate that the school age population is expected to decline, which will dampen growth prospects for the sector.

The region's amusement, gambling and recreational services sector recently demonstrated dramatic employment growth. Most of this expansion was due, however, to the opening and subsequent expansion of two casinos in the region (in Cattaraugus and Niagara counties). The opening of a third casino in Buffalo should provide another one-time job spurt in this sector, but the spillover secondary employment effects that were expected with the opening of the other two casinos have not materialized and are unlikely to occur in the future.

Both administrative support services and professional, scientific and technical services are part of the broader professional and business services supersector. Most growth in the former industry was due to expansion at temporary employment agencies which provide workers in varied titles to a myriad of businesses, making it impossible to clearly identify training needs. While professional, scientific and technical services shows promise, it is a relatively small industry and the demand for these services has been stagnant.

The increase in local insurance employment is due to the opening of two large employers in the region in recent years. However, further expansion of this sector is unlikely, thereby limiting future growth prospects.

According to the most recent occupational projections for Western New York (for 2004-2014), roughly 16,000 workers will be needed to replace those that leave their occupations. Due to the stagnant nature of the region's economy, most employment opportunities will arise from replacement need as the short-term growth potential in the region appears limited. Given the competitive nature of this labor market and the changing structure of the region's employment base, it is reasonable to retrain workers currently working in occupations that are oversupplied, such as some of those in declining manufacturing industries (e.g. auto parts), for occupations in greater demand in the service-providing industries.

Within the specialty trade contractors industry, the four occupations with the most employment are (in descending order): electricians; plumbers, pipe fitters, and steamfitters; carpenters; and construction laborers. These four occupations, which collectively account for about 37 percent of statewide industry employment, are all projected to have "very favorable" employment prospects over the 2004-2014 period. The pending retirement of Baby Boomers will contribute to job opportunities in the trades.

Much of the employment in New York State's finance industry group is in New York City. Just over 50 percent of statewide jobs in credit intermediation and related activities (i.e. banks) and about 90 percent of jobs in securities, commodity contracts, and other financial investments are there. The industry's average weekly wage (\$2,035) is about twice as high the statewide average for all industries. The securities and commodity contracts industry's average weekly wage (\$6,391) is six times the statewide all-industry average.

The professional and business services group is comprised of three significant industries: professional, scientific, and technical services; management of companies and enterprises; and administrative and support services. Businesses in the sector tend to sell to other businesses rather than consumers. All three component industries added jobs at a faster rate than the total for all industries. In addition, professional, scientific, and technical services and management of companies and enterprises pay above-average wages (note: temporary help agencies are a large part of administrative and support services, which brings down the industry's overall average wage level).

With more than 800,000 jobs, educational services (public and private sectors) has, by far, the most employment of any significant industry. Growth in educational employment over the 2003-2006 period actually lagged the statewide job total, while the industry's 2006 average weekly wage was about \$200 below the all-industry average. Leading job titles include teacher assistant, elementary school teacher, and secondary school teacher. Shortages currently exist for some teaching positions such as special education, math, and science. Other shortages may develop as teachers retire in greater numbers.

The final growth industry presented here is health care, which is comprised of ambulatory health care services, hospitals, and nursing and residential care facilities. All three of these significant industries pay somewhat below the all-industry average. Of these, ambulatory health care services added the most jobs, both on an absolute and relative basis, while hospitals have the highest wage level, but anemic job growth. Residential care facilities have the lowest wage level and average job growth. Home health aide, secretary, and receptionist and information clerk are the most prevalent job titles in ambulatory health care services, while registered nurse, nursing aide and orderly, and physician and surgeon are the most common occupations in hospitals. In nursing and residential care facilities, nursing aide and orderly, home health aide, and licensed practical/vocational nurse are the most typical occupations. Almost all health care occupations are expected to be in demand over the next decade as the New York State population continues to age.

Grantees in New York City will continue to target the following high growth industries to employ SCSEP participants; financial services, health care, retail/pharmaceutical and customer service. For example, for each targeted industry, Easter Seals has invited business representatives to be on the its' SCSEP Business Advisory Council, which meets once a quarter. NYSOFA's SCSEP contractor, the New York City Department for the Aging (DFTA), sits on the board of the local workforce investment act organization. Currently, Easter Seals partners with CVS Pharmacy to make use of their current training curricula in the area of customer service, store associates, pharmacy assistants and photo lab technicians to educate potential applicants to become job ready for those job openings as they occur. DFTA has a mock restaurant and store which is used as a customer service training facility. In concert with WIA programs, grantees also pursue additional training opportunities through state credentialed training providers. In previous years, Easter Seals and DFTA have both met noted Industry needs through specifically designed training curricula in the areas of childcare

assistants, homemaker aides, and basic computer knowledge. Many of their program material is translated into different languages.

The next step for the Local Workforce Investment Boards is to ascertain from local businesses which occupations in these significant industries are in short supply or need skill upgrades. Our labor market analysts can assist in this effort. Once this is determined, we recommend that local boards set aside a significant share of their training dollars (25%? 50%? The LWIBs decide the share.) to address the occupations identified by businesses in these industries.

As one of the national SCSEP providers operating in New York, SSAI analyzed the state's occupations projections. They identified those occupations that provide significant employment opportunities for SCSEP enrollees because of growth or high turnover. In identifying these occupations, they considered the profile of the SCSEP enrollees that SSAI serves, including their employment history, educational level and work skills as well as the particular challenges of those most-in-need. As a consequence, they concentrated on occupations requiring short-term or moderate-term on-the-job-training.

The growth in occupations requiring short-term on-the-job-training is significant. When considered by level of education and training, occupations requiring short-term on-the-job training will generate the most employment in New York State between 2004 and 2014. During this period, more the 212,000 jobs are projected to be added to the labor force which currently accounts for more than two-fifths of the annual job openings in the state. The average wage for occupations associated with this educational and training level is \$23,900.

While the growth in occupations requiring moderate-term on-the-job training is much more modest, these occupations provide opportunities for SCSEP enrollees. Between 2004 and 2014, more than 37,000 jobs will be added to the state's economy. These occupations currently constitute almost 19 percent of the state's employment, estimated at 9.21 million. The average wage for occupations associated with this educational and training level is \$37,600.

SSAI's analysis for the counties in which it operates is organized by the following four regions: Hudson Valley Region, New York City Region, Southern Tier Region and Western New York Region, and the analysis for each region is attached.

The regional or local economy determines the types of industries and occupations for which participants are trained. Generally, in demand or high growth jobs in the industry/occupation must be available in or near the participant's community and suitable for the participant. Examples common to many areas include healthcare (home health aide and CNA), transportation (truck or van drivers), security (security guard), clerical (receptionist, clerical aide), and retail (sales clerk, customer service rep, cashier).

Many of these occupations are high paying (truck driving) and/or provide benefits in addition to wages that are of value to SCSEP participants (health care).

The employment histories of eligible individuals generally (but not always) show a pattern of low skilled and/or periodic employment or a long period of unemployment. Current marketable skills may be absent, especially basic technology skills. The skills eligible individuals possess are as varied as the individuals themselves; retail, basic clerical, and various manual labor skills are not uncommon. Many eligible individuals also have life skills, such as driving or caregiving that can serve as a basis for occupational training.

Grantees such as Experience Works, tie the trainee assessment, the Individual Employment Plan (IEP), and the training into a seamless package that establishes a realistic goal for a locally based job, usually in a high growth industry. The IEP is then used to develop the community work-based training assignment that will provide on-the-job training related to the job goal and address other gaps in the participant's job readiness. Staff reviews the pool of potential host agencies for a close match with the participant's training objectives.

