



**WISCONSIN**



**DWD**

Department of Workforce Development

# **WILL OUR FUTURE WORKFORCE BE ADEQUATED & CAPABLE?**

# **SHRMC**

**Dennis K. Winters**  
Chief, Office of Economic Advisors  
Wisconsin Department of Workforce Development

**November 12, 2013**



## ITEMS IN TODAY'S PRESENTATION

Will Our Future  
Workforce be  
Adequate &  
Capable?

- **THE ECONOMY HAS CHANGED**
- **WORKFORCE CONSIDERATIONS**
- **WHO IS IN DEMAND**
- **SKILLS EXPLORER APP**

SHRMC



November 13, 2012

Will Our Future  
Workforce be  
Adequate &  
Capable?

SHRMC



November 13, 2012





Will Our Future  
Workforce be  
Adequate &  
Capable?

**THE  
ECONOMY  
HAS  
CHANGED  
AND  
SO MUST YOU**

SHRMC



November 13, 2012

## ECONOMIC RECOVERY

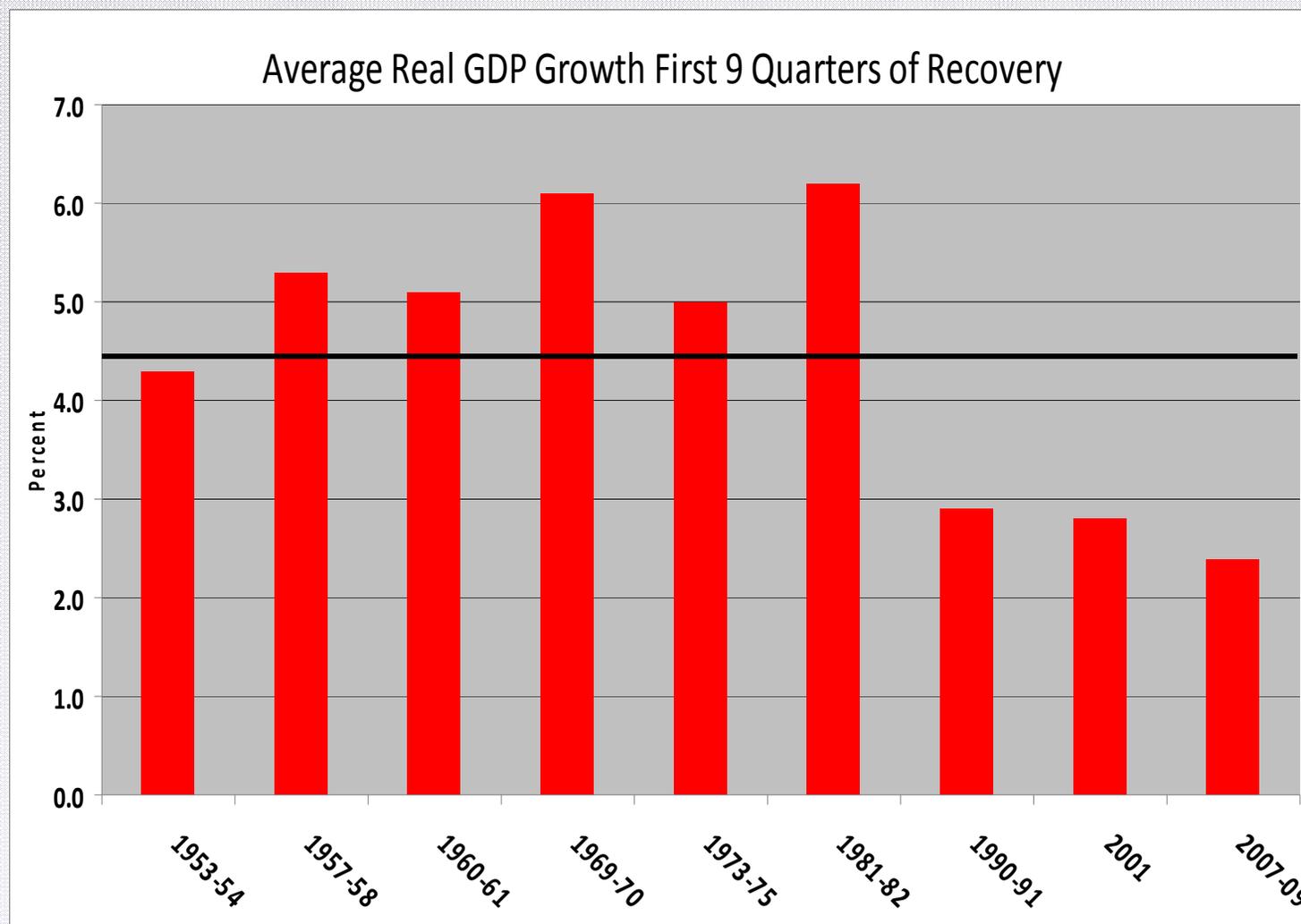
### HOW IS THIS ONE NOT LIKE THE OTHER ONES

Will Our Future Workforce be Adequate & Capable?

SHRMC



November 13, 2012



# ECONOMIC RECOVERY

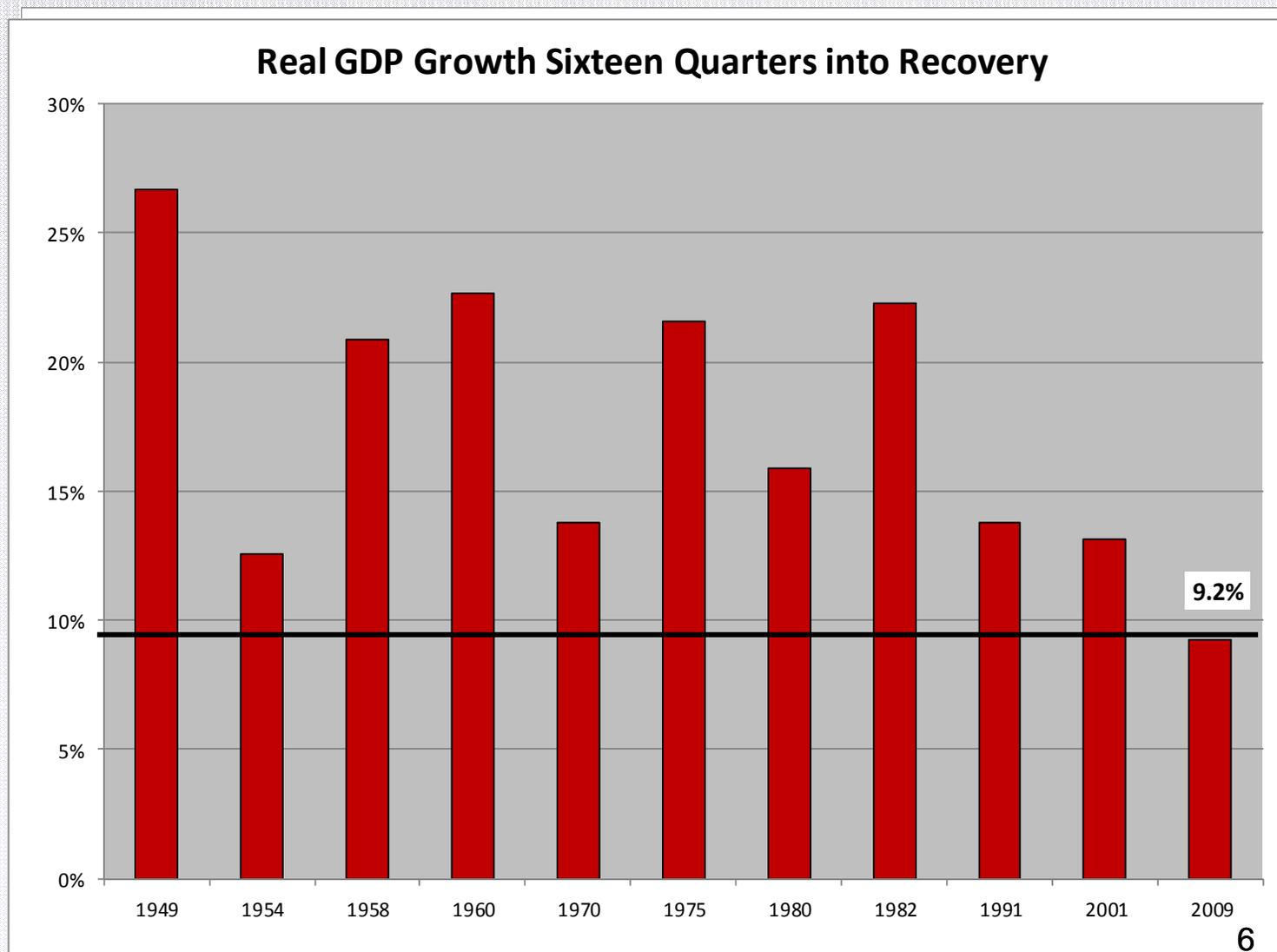
## HOW IS THIS ONE NOT LIKE THE OTHER ONES

Will Our Future Workforce be Adequate & Capable?

SHRMC



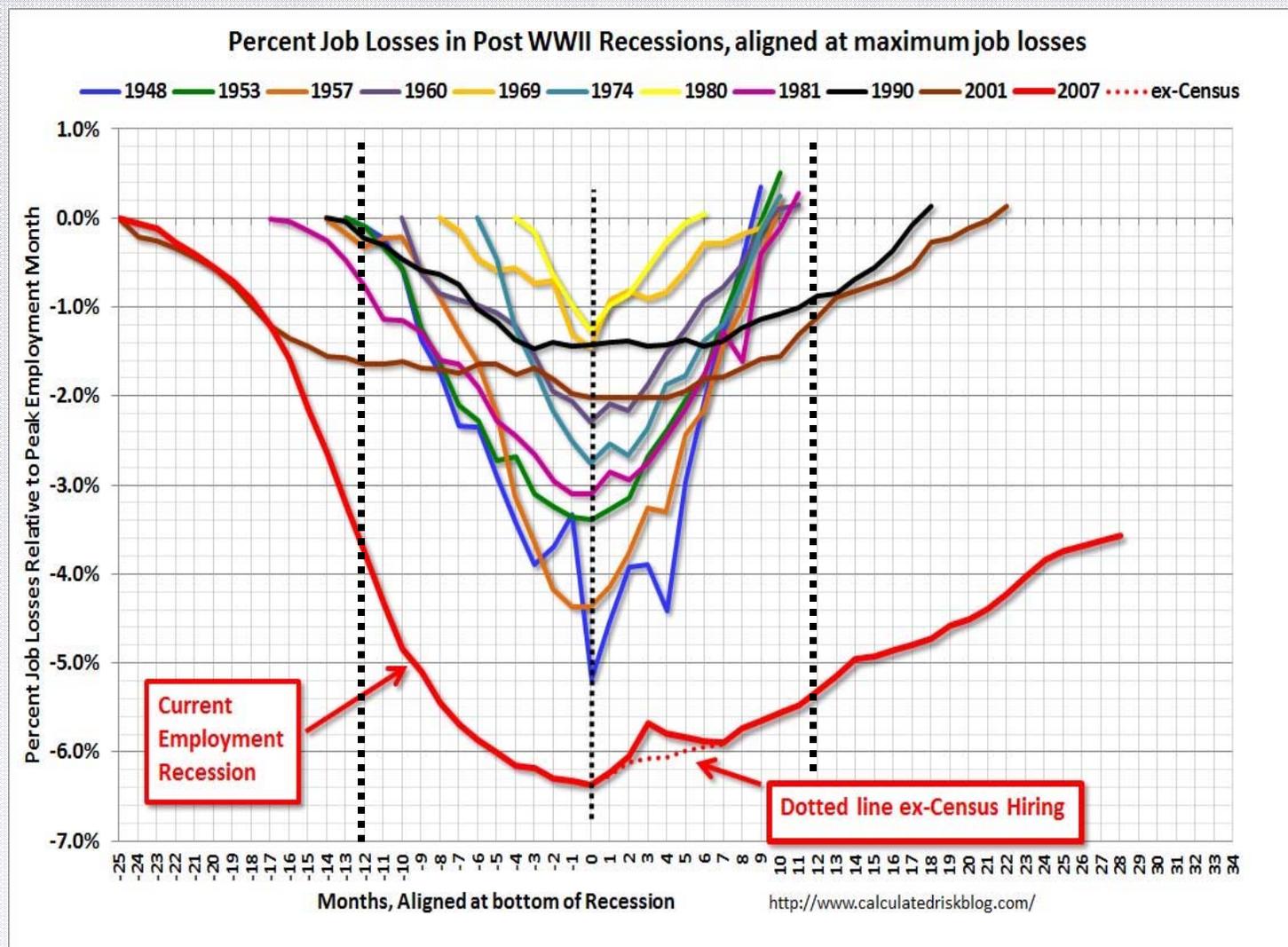
November 13, 2012



# JOBS RECOVERY

## HOW IS THIS ONE NOT LIKE THE OTHER ONES

Will Our Future Workforce be Adequate & Capable?



SHRMC

Will Our Future  
Workforce be  
Adequate &  
Capable?

# WHAT IS THE NEW ECONOMY

SHRMC

Will Our Future  
Workforce be  
Adequate &  
Capable?

## EVOLUTION OF ECONOMIC PROSPERITY

- **19<sup>th</sup> Century –**
  - **Bigger and Better Farms**
- **20<sup>th</sup> Century –**
  - **Bigger and Better Factories**
- **21<sup>st</sup> Century –**
  - **Bigger and Better Ideas**

SHRMC



Will Our Future  
Workforce be  
Adequate &  
Capable?

## **NEW ECONOMY CHANGED CONSTRUCT**

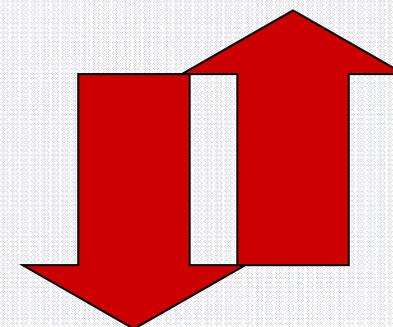
### Old Economy

- Raw Materials
- Cost Race to Bottom
- Workers Chased Jobs
- Quality of Life was luck of the draw

### New Economy

- Brain Power
- Value-Added Products
- Businesses Chase Talent
- QoL attracts talent

SHRMC



## CHANGES IN THE 30 DOW INDUSTRIALS NOVEMBER 1999

Will Our Future  
Workforce be  
Adequate &  
Capable?

### Stocks Out

---

- Union Carbide
- Goodyear
- Chevron
- Sears Roebuck
- International Paper\*

### Stocks In

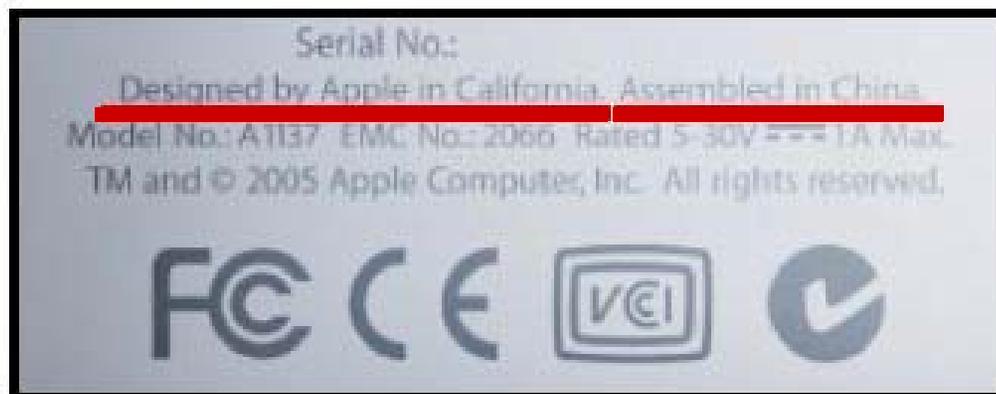
---

- Intel
- Microsoft
- SBC (SWBell)
- Home Depot
- Pfizer\*

\* As of 2004

SHRMC

## DESIGNED HERE ASSEMBLED THERE



- Designed in California
- Assembled in China



Will Our Future  
Workforce be  
Adequate &  
Capable?

**KATHLEEN**

**SHRMC**



November 13, 2012

Will Our Future  
Workforce be  
Adequate &  
Capable?

## 2005 Income before Taxes



- **from Car Sales**  
**(\$1.0 Billion)**
- **from Financial Services**  
**\$3.5 Billion**



**Greater Capitalized Value than  
Ford and GM Combined**

SHRMC

Will Our Future  
Workforce be  
Adequate &  
Capable?

**Workforce development  
and  
economic development  
are  
interrelated and interdependent.**

---

**Ed = ED**

SHRMC

Will Our Future  
Workforce be  
Adequate &  
Capable?

**So, what will be the  
biggest socio-economic  
policy challenge  
in the next 20 years?**

SHRMC

## ELDERLY NUMBERS WILL SWELL WIDEN THE SIDEWALKS WILL YA !?

Will Our Future  
Workforce be  
Adequate &  
Capable?



SHRMC

## OR PERHAPS THE MORE INTERGENERATIONAL VERSION

Will Our Future  
Workforce be  
Adequate &  
Capable?



SHRMC

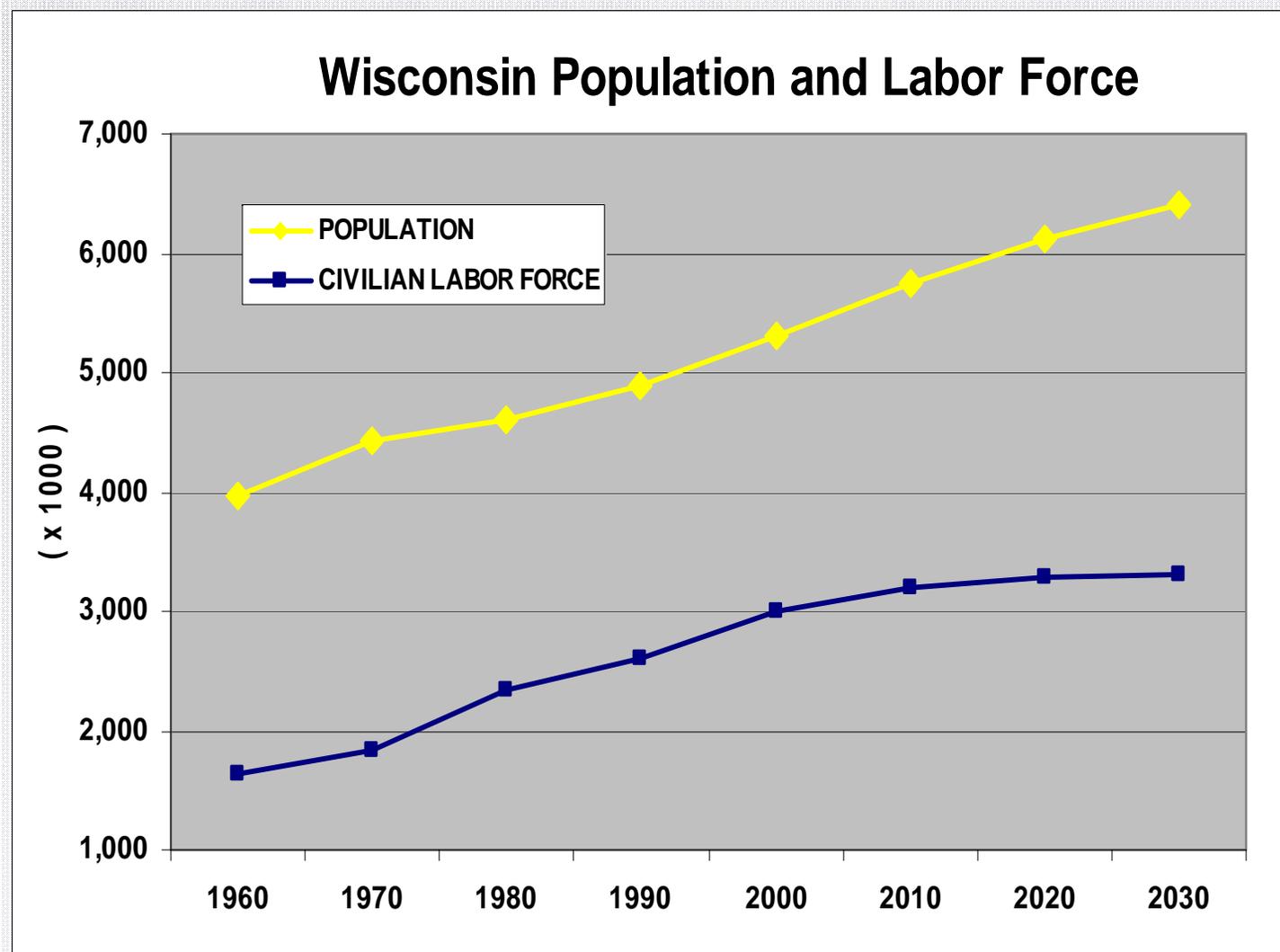
Will Our Future  
Workforce be  
Adequate &  
Capable?

**QUANTITY**

**SHRMC**

## WISCONSIN'S WORKFORCE GROWTH BECOMES FLAT

Will Our Future Workforce be Adequate & Capable?



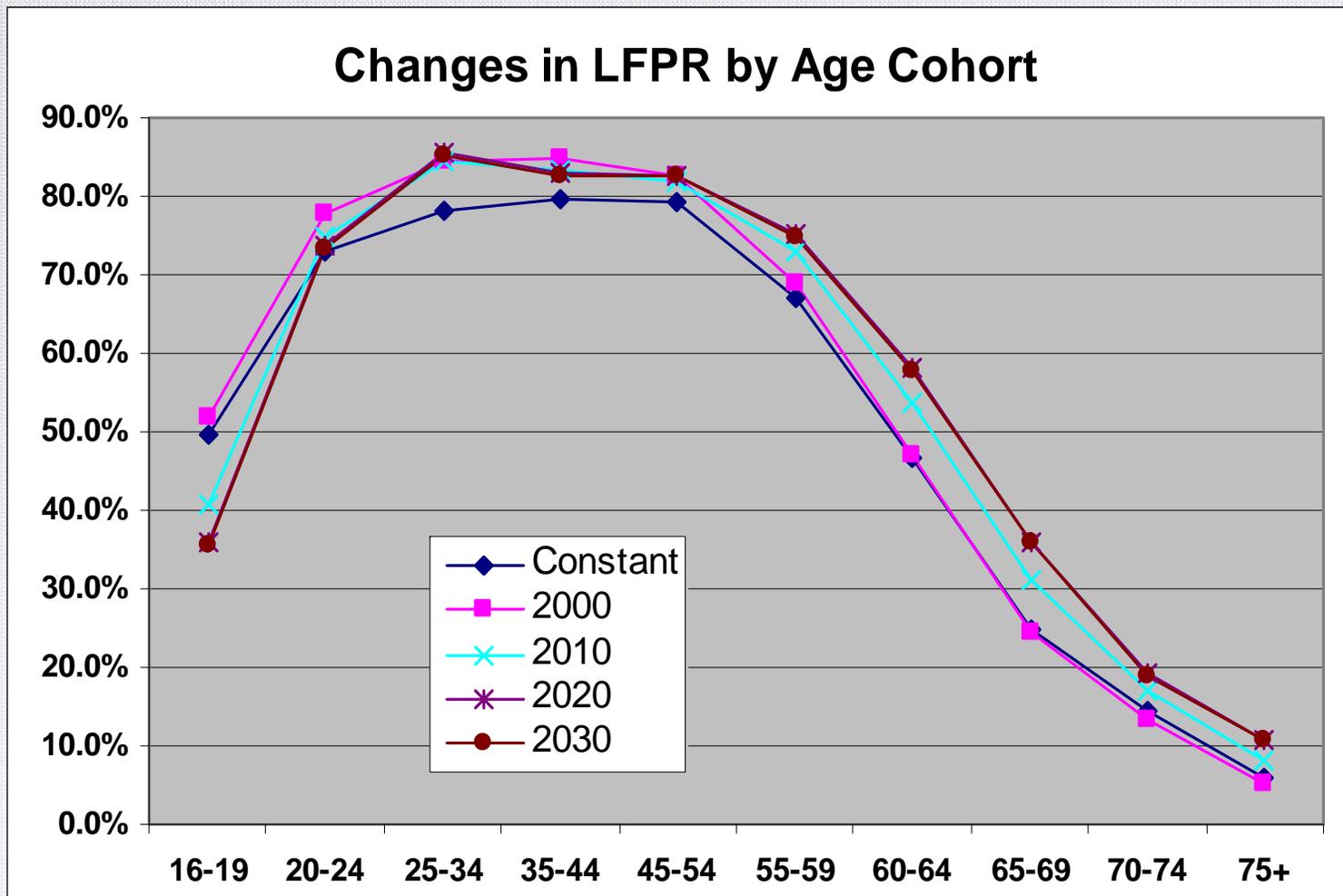
Source: Bureau of Labor Statistics, OEA

SHRMC

## BLS RAISED LFPR FOR THE FUTURE PARTICULARLY FOR OLDER COHORTS

Will Our Future  
Workforce be  
Adequate &  
Capable?

### Changes in LFPR by Age Cohort



SHRMC

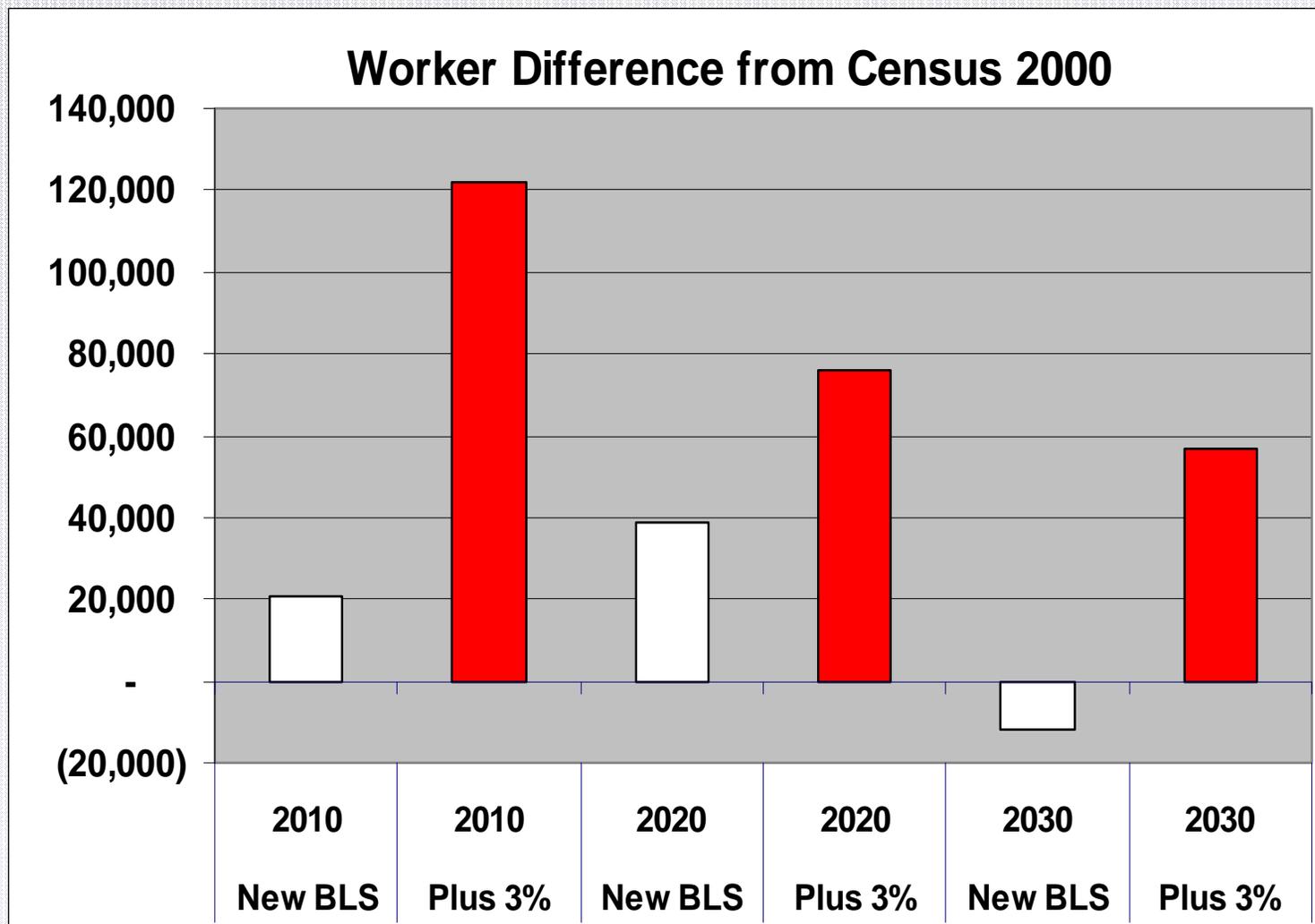
## WISCONSIN'S WORKFORCE HIGHER LFPRs OFFER LIMITED GAINS

Will Our Future  
Workforce be  
Adequate &  
Capable?

SHRMC



November 13, 2012

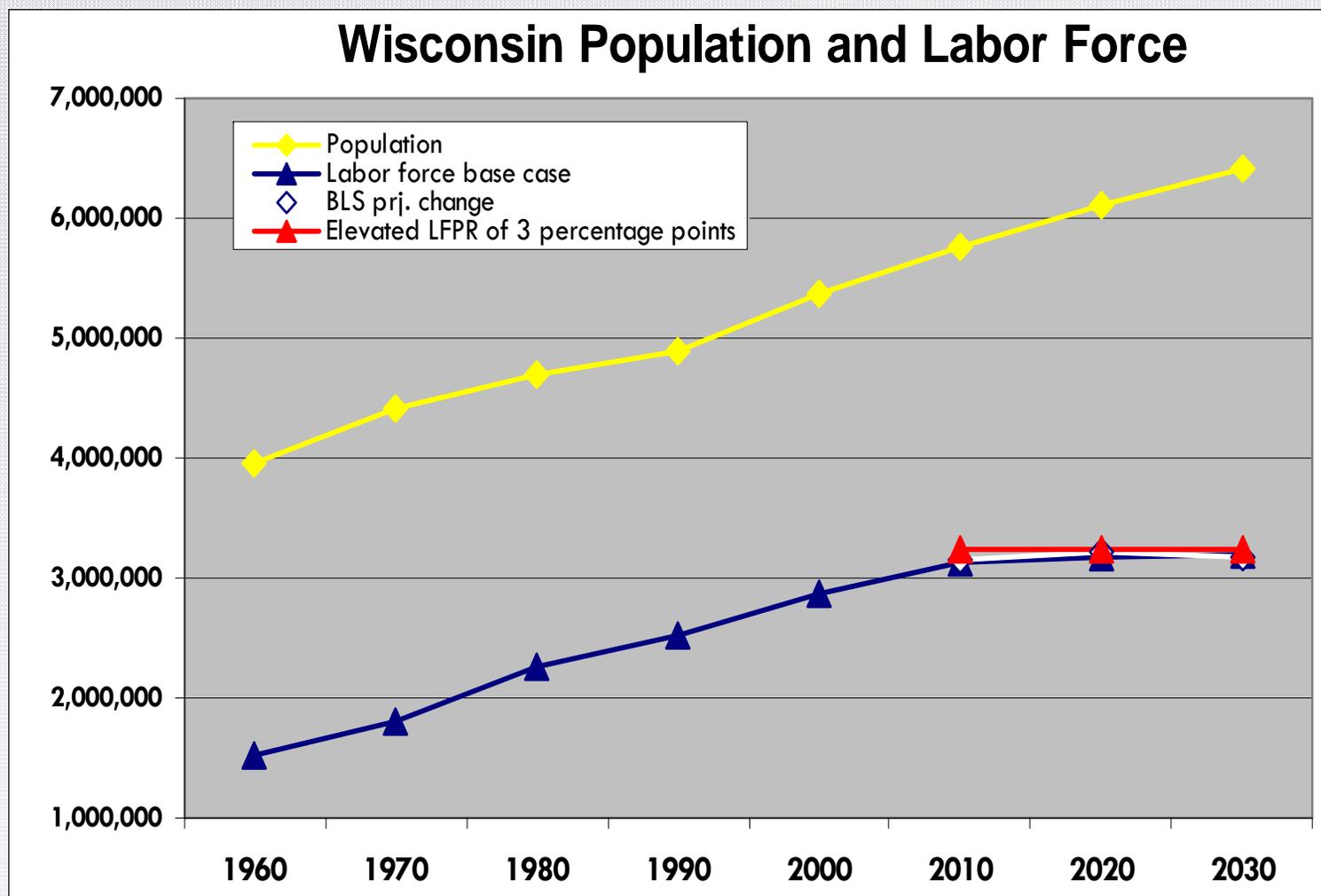


Source: Bureau of Labor Statistics, OEA

## LITTLE CHANGES EVEN WITH HIGHER LFPR RETIREMENTS SWAMP PARTICIPATION

Will Our Future  
Workforce be  
Adequate &  
Capable?

### Wisconsin Population and Labor Force



Source: Bureau of the Census, DOA, OEA

SHRMC



November 13, 2012

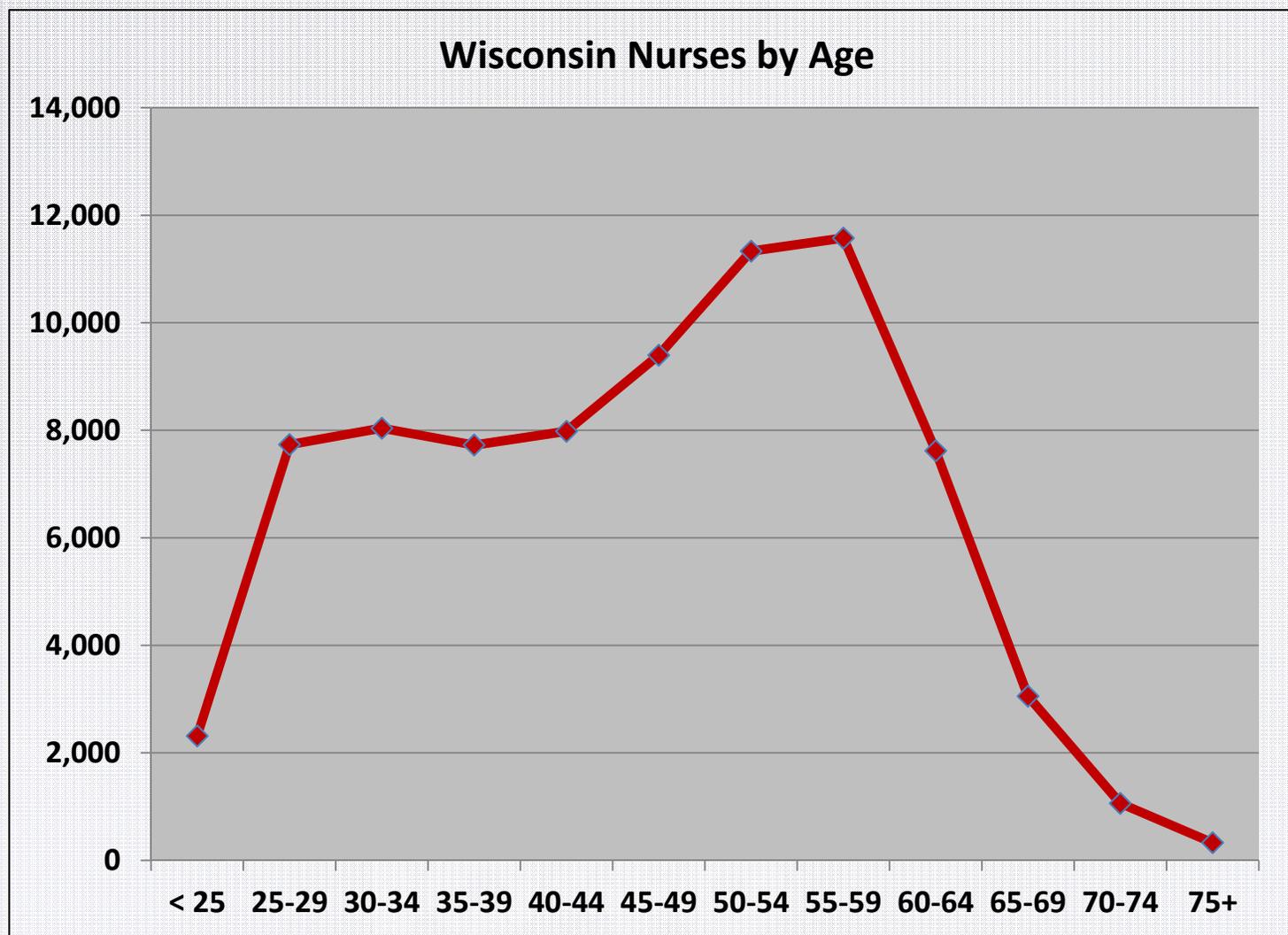
## NURSING WORKFORCE IN WISCONSIN DEMOGRAPHICS AT WORK

Will Our Future  
Workforce be  
Adequate &  
Capable?

SHRMC



November 13, 2012



Source: Office of Economic Advisors



Will Our Future  
Workforce be  
Adequate &  
Capable?

**QUALITY**

**SHRMC**



November 13, 2012

## **NEW ECONOMY NEED FOR SKILLS**

Will Our Future  
Workforce be  
Adequate &  
Capable?

**"The days are over when you could walk into a paper mill with a high school diploma and run one of the machines."**

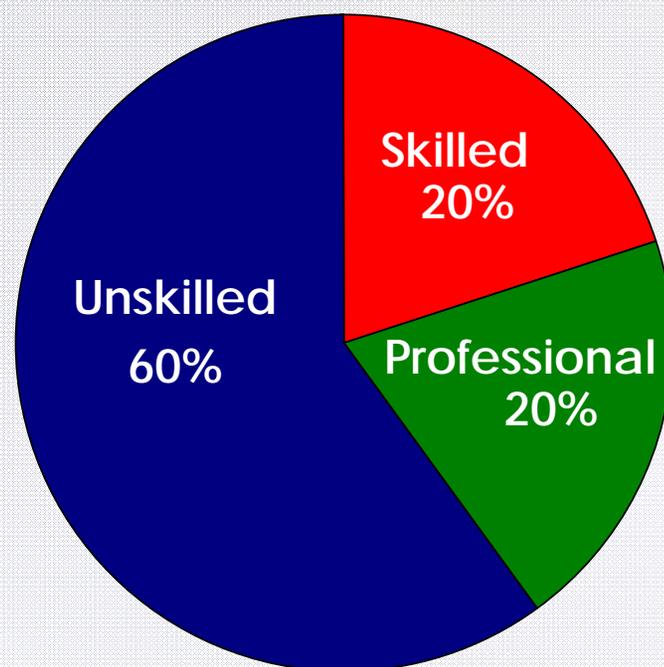
– Patrick Schillinger, former Wisconsin Paper Council President,  
*Center will teach paper-industry technology,*  
Milwaukee Journal Sentinel, JS Online, October 21, 2004.



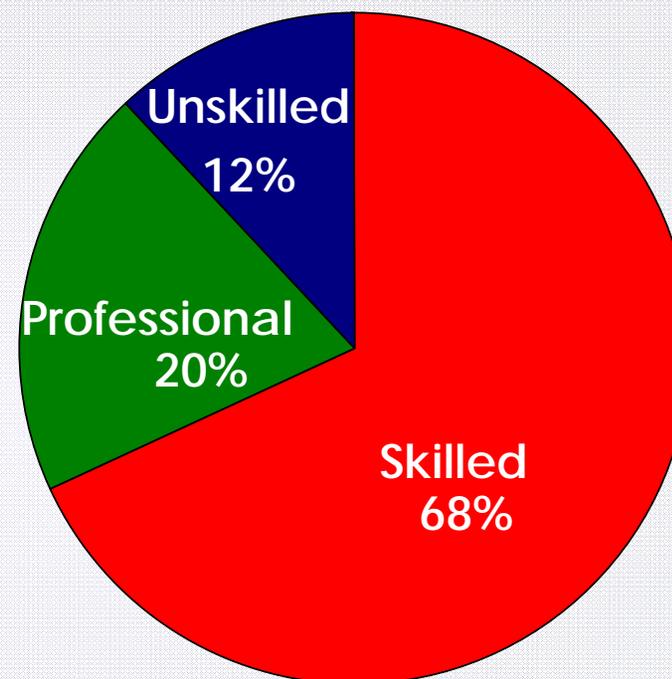
**SHRMC**

## CHANGES IN WORKFORCE SKILL REQUIREMENTS OVER THE LAST FIFTY YEARS

Will Our Future  
Workforce be  
Adequate &  
Capable?



Then



Now

SHRMC

# TURN YOU LOOSE ON THIS BABY I DON'T THINK SO

Will Our Future  
Workforce be  
Adequate &  
Capable?



SHRMC

## WHERE ARE THE PEOPLE TECHNOLOGICAL SUBSTITUTE

Will Our Future  
Workforce be  
Adequate &  
Capable?



SHRMC

## **NEW ECONOMY NEED FOR CREATIVITY & INNOVATION**

Will Our Future  
Workforce be  
Adequate &  
Capable?

**“Today in most fields I know, the struggle is about creativity and innovation. There is no script.”**



– Robert B. Shapiro,  
former CEO & Chairman,  
Monsanto Corporation

**SHRMC**

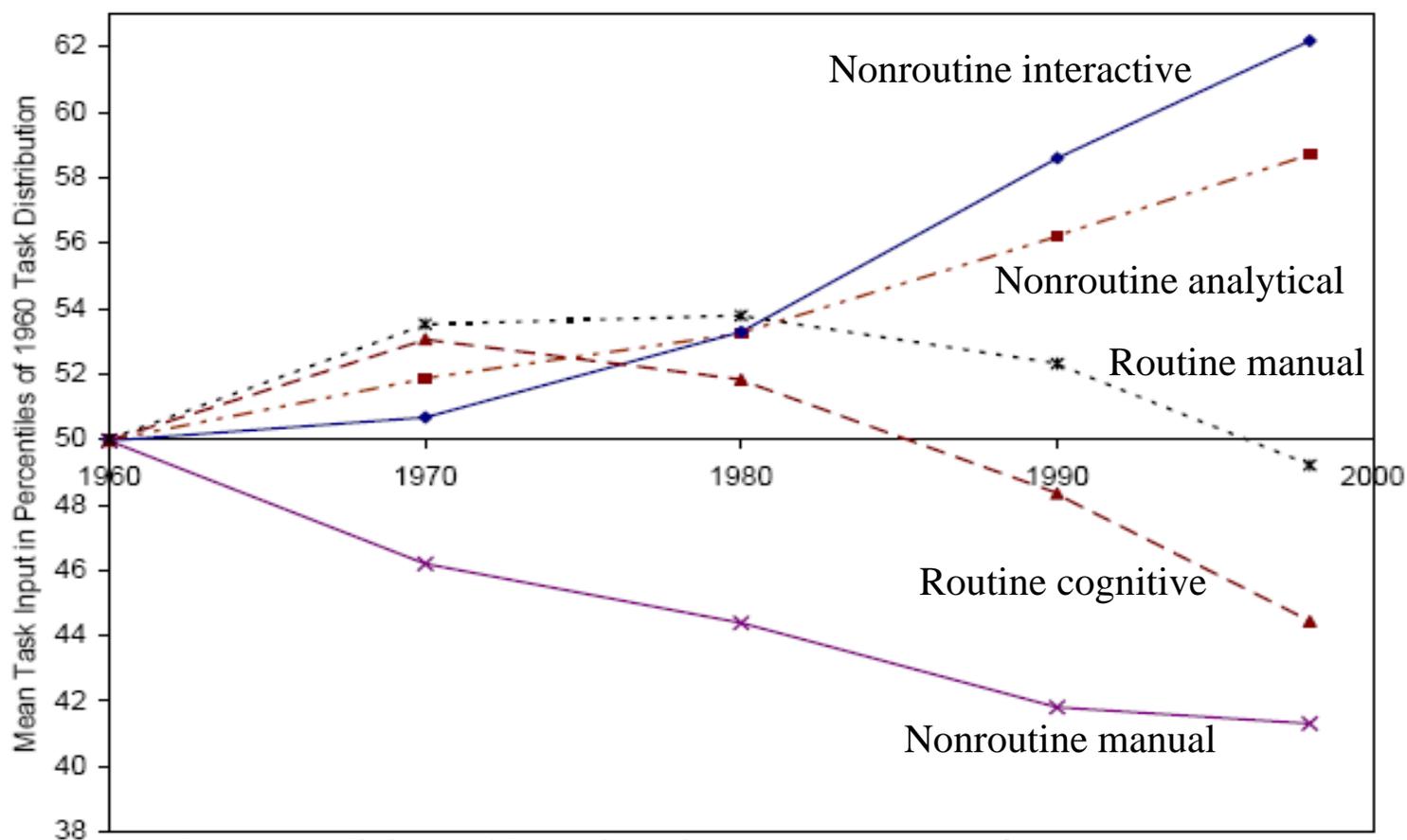


November 13, 2012



# WORKPLACE REQUIREMENTS CHANGES IN SKILLS USED AT WORK\*

Will Our Future  
Workforce be  
Adequate &  
Capable?



\* Based on the Dictionary of Occupational Titles

Source: Autor, Levy and Murnane, 2003

—■— Nonroutine analytic     —◆— Nonroutine interactive     —×— Nonroutine manual  
—▲— Routine cognitive     - - - \* - - - Routine manual

SHRMC



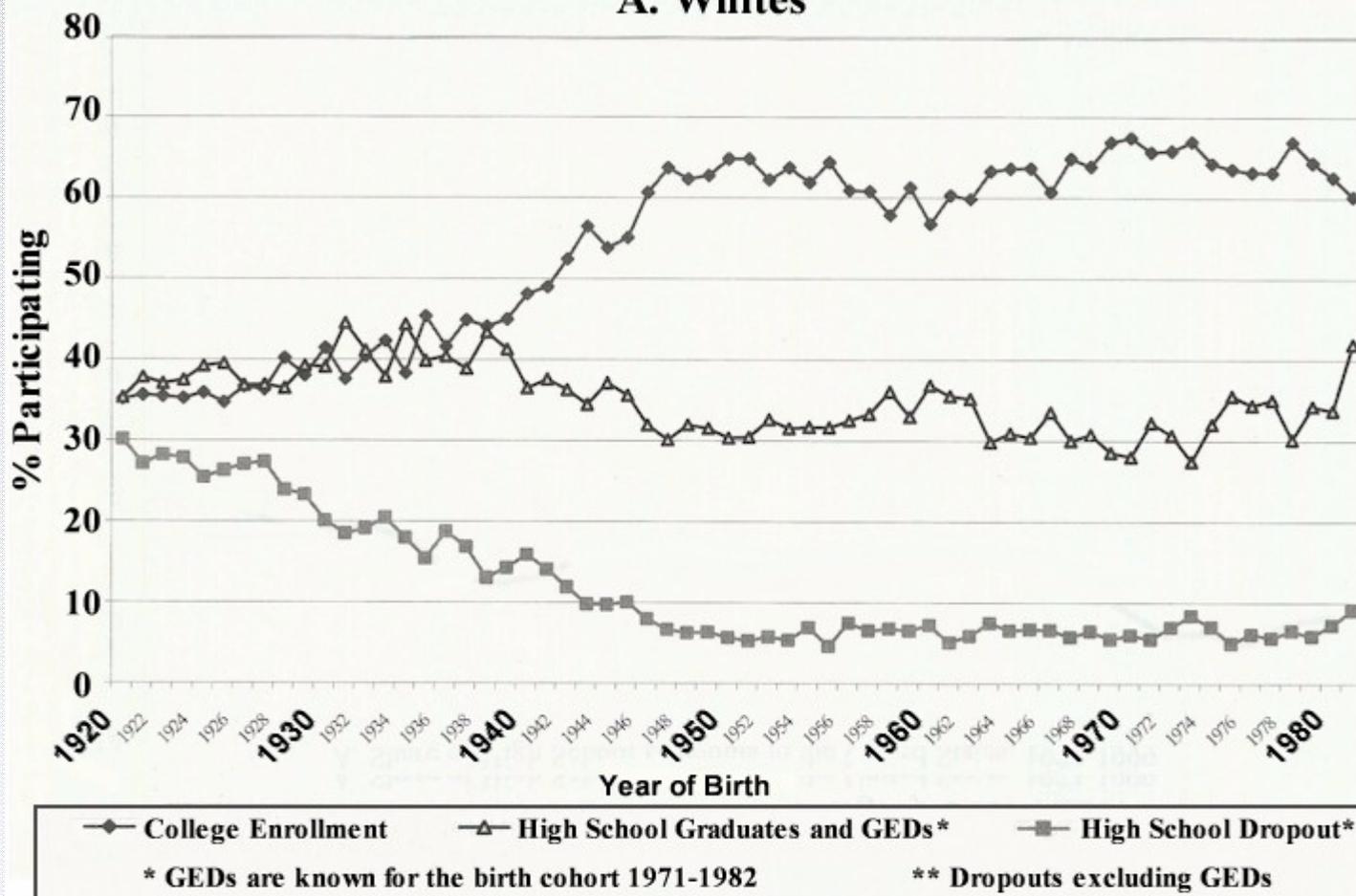
November 13, 2012

Source: K-12 Education and Economic Summit presentation by Alan B. Krueger, Princeton University

## EDUCATION INCLINATION GAINS LIMITED AT BEST

Will Our Future  
Workforce be  
Adequate &  
Capable?

**Schooling Participation Rates by Year of Birth: Data from CPS 2000**  
**A. Whites**



SHRMC

## **WORKFORCE TRENDS ARE:**

Will Our Future  
Workforce be  
Adequate &  
Capable?

- **Unprecedented – we have never faced a declining workforce before;**
- **Assured – demographics will change little;**
- **Largely unalterable – demographics and migration patterns do not change abruptly.**

**SHRMC**

## **RAMIFICATIONS OF WORKFORCE TRENDS ARE:**

Will Our Future  
Workforce be  
Adequate &  
Capable?

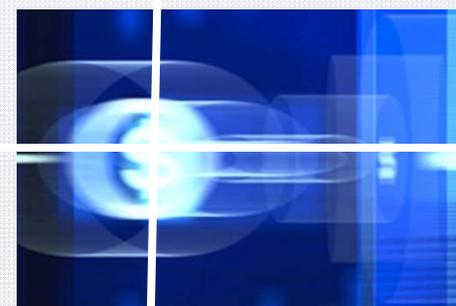
- **Potentially devastating – without sufficient productivity gains the state's economy will stagnate;**
- **Necessitating a focus on talent – large investments in education and training are needed;**
- **Requiring match – talent supply and industry demand must be matched or you lose both.**

**SHRMC**

## **LOW INCOME GROWTH LEADS TO: DETERIORATION OF ECONOMIC CONDITION AND QUALITY OF LIFE**

Will Our Future  
Workforce be  
Adequate &  
Capable?

- Lower per capita income
- Decreased tax base / Budget deficits
- Lower bond ratings
- Decreased school funding and teacher salaries
- Less & fewer public services
- Lower quality of life



SHRMC



Will Our Future  
Workforce be  
Adequate &  
Capable?

# Who is in demand?

SHRMC

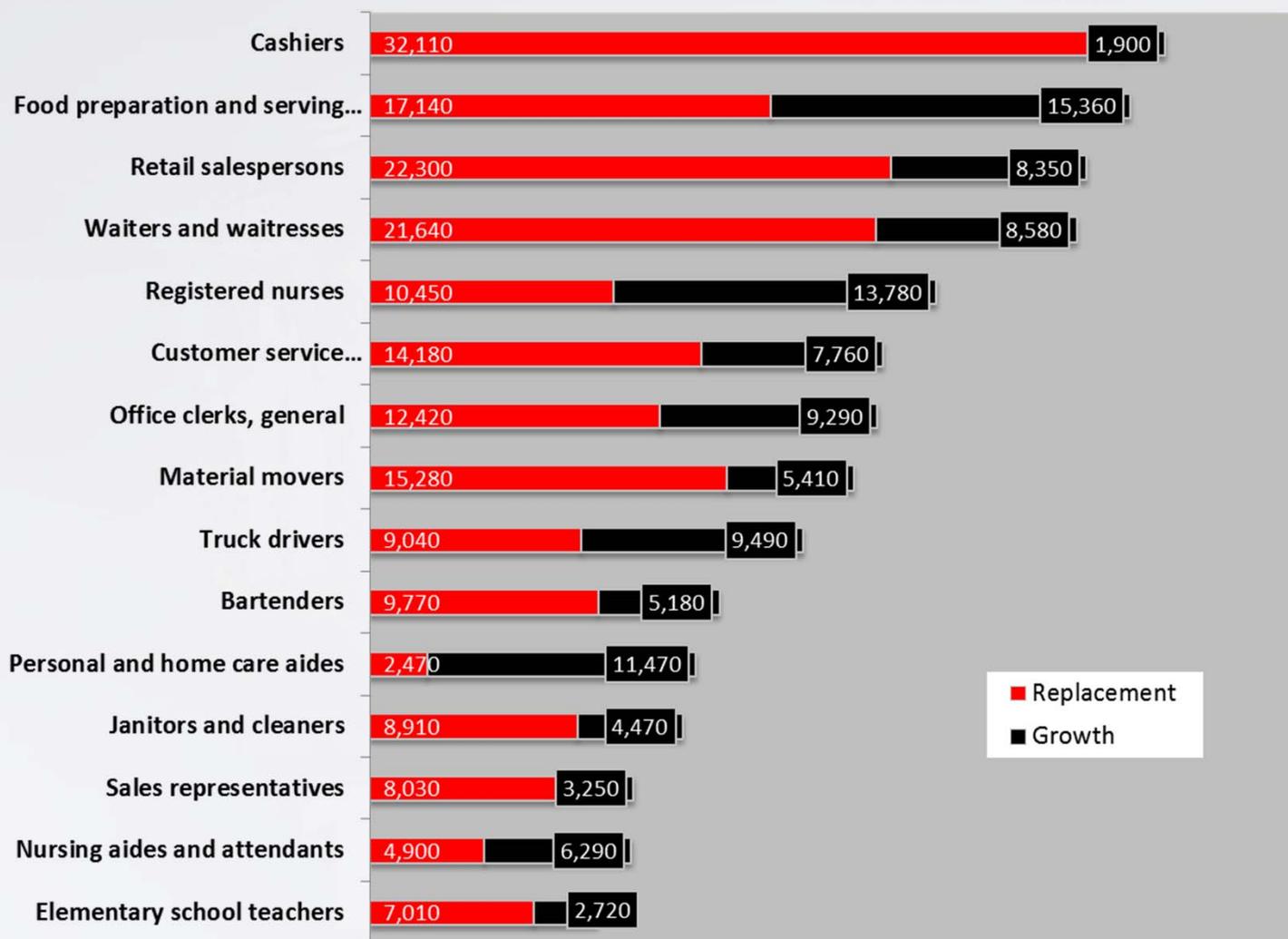


November 13, 2012



# MOST JOB OPENINGS BY OCCUPATION

Will Our Future Workforce be Adequate & Capable?



\*Job Openings includes both turnover and new jobs that are created.

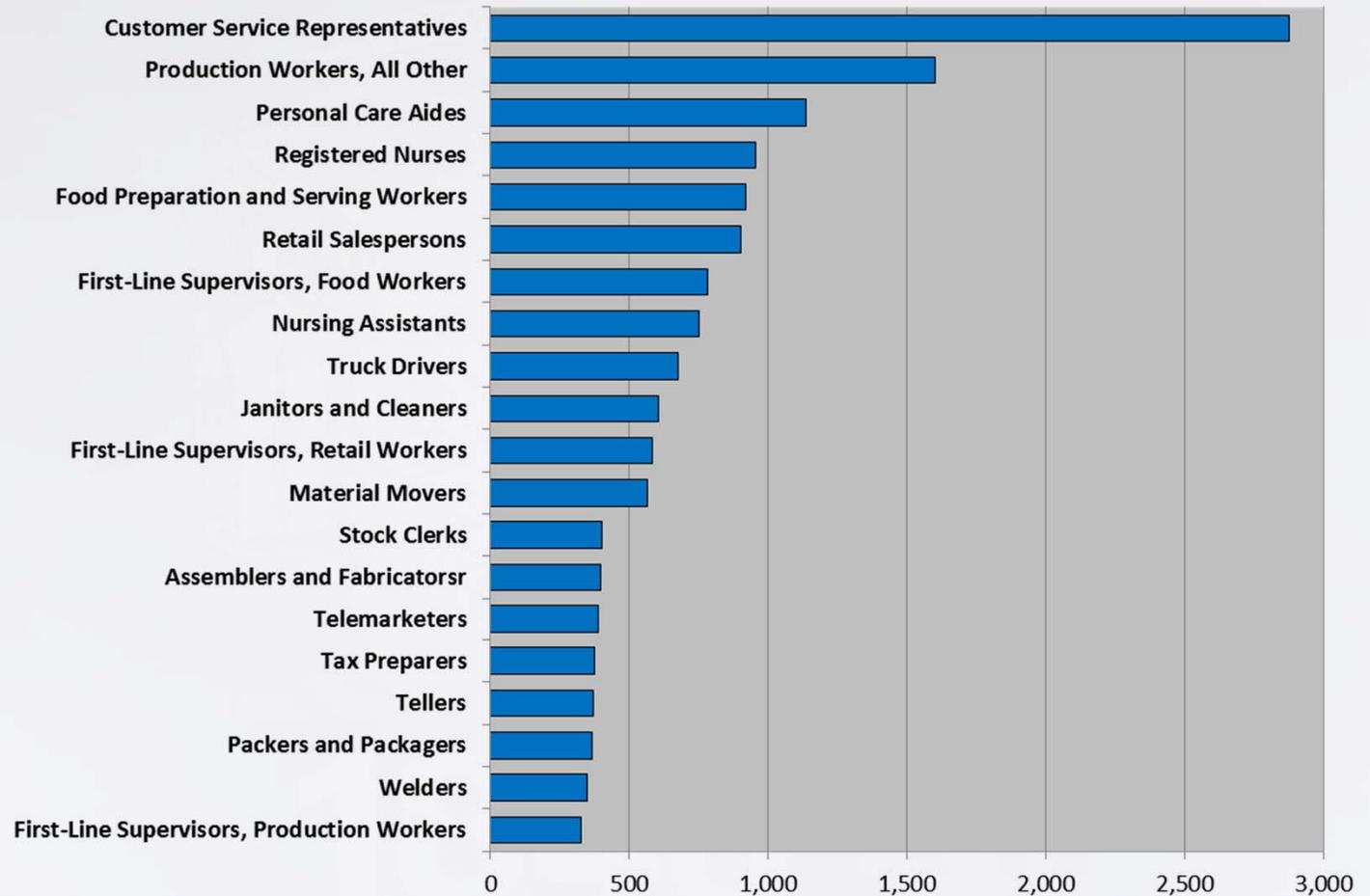
SHRMC



# MOST JOB OPENINGS ON JOB CENTER OF WISCONSIN

Will Our Future  
Workforce be  
Adequate &  
Capable?

Job Center of Wisconsin Openings



SHRMC

## MOST OFTEN HEARD POSITION CHALLENGES CHARACTERISTICS

Will Our Future  
Workforce be  
Adequate &  
Capable?

Occupation	Annual % Growth	Growth Openings	Replacement Openings	Total Openings	Typical Entry Education	Median Wage
Heavy truck drivers	1.90	9,490	9,040	18,530	H.S. diploma	\$38,300
Welders	1.50	1,840	3,010	4,850	H.S. diploma	\$37,980
Customer service representatives	1.50	7,760	14,180	21,940	H.S. diploma	\$31,430
CNC machine operators	2.20	1,310	1,020	2,330	H.S. diploma	\$35,860
Maintenance workers, machinery	0.70	180	440	620	H.S. diploma	\$39,460
CNC machine operators	2.20	1,310	1,020	2,330	H.S. diploma	\$35,860
Nursing aides	1.50	6,300	4,900	11,200	Postsecondary	\$25,020
Registered nurses	2.20	13,780	10,450	24,230	Associate's degree	\$62,860
Mechanical engineers	0.70	470	2,010	2,480	Bachelor's degree	\$68,340
Food preparation and serving workers	2.30	15,360	17,140	32,500	< high school	\$17,910

**SHRMC**

## WHAT TRAINING TO PURSUE FIVE MAKE ALL THREE LISTS

Will Our Future  
Workforce be  
Adequate &  
Capable?

<b>Make all three lists</b>	<b>Total Openings</b>	<b>Typical Entry Education</b>	<b>Median Wage</b>
Food preparation	32,500	< high school	\$17,910
Customer service	21,940	H.S. diploma	\$31,430
Registered nurses	24,230	AD/BS	\$62,860
Heavy truck drivers	18,530	H.S. diploma	\$38,300
Health care aides	11,200	Postsecondary	\$25,020
<b>Make two lists</b>			
Welders	4,850	H.S. diploma	\$37,980
Material Movers	38,900	H.S. diploma	\$23,590
Retail sales	69,030	< high school	\$20,570

SHRMC

# SKILL EXPLORER

The new way Wisconsin does job search. 



A PEEK AT THE LATEST & GREATEST APP SINCE THE CLASSIFIED ADVERTISEMENT

# SKILLS EXPLORER TRANSFORMATIVE

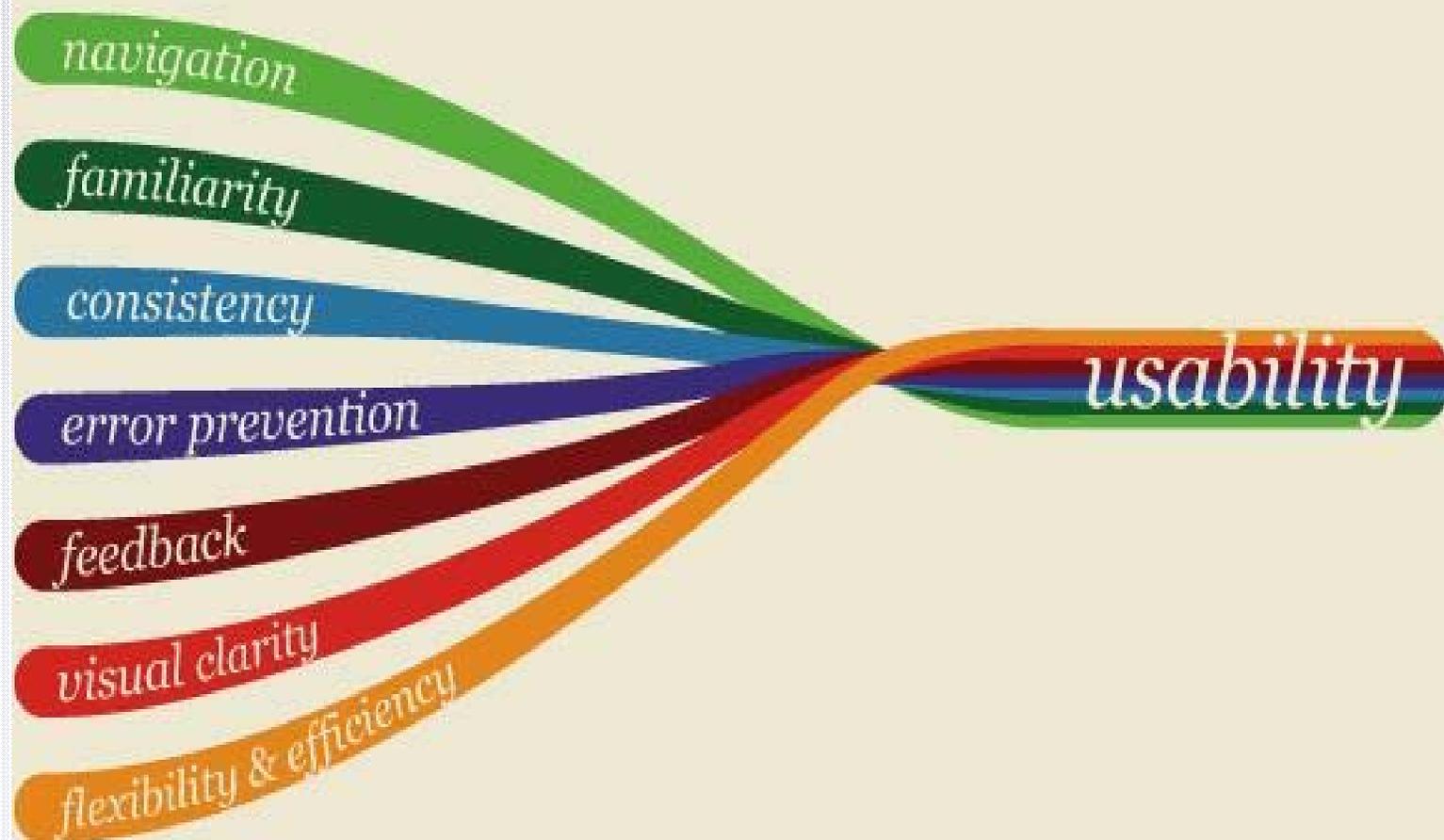
Will Our Future  
Workforce be  
Adequate &  
Capable?



SHRMC

## COMBINE KEY COMPONENTS INTO USABLE TOOL

Will Our Future  
Workforce be  
Adequate &  
Capable?



SHRMC

Brought to you by the [Department of Workforce Development](#)

Skill Explorer

How do I use this tool?

## Skill Explorer: Linking people, skills and knowledge to job postings.

Skills Explorer looks beyond job titles to match you with new opportunities related to the skills and training you already have. Jobs you may not have considered before. It's a smart way to widen your career options and find a great job faster.

1

**Enter a job you've had.**

2

**We'll find jobs with similar skills.**

3

**Pick a job posting and explore.**

Enter your current or past job.

Find My Matches

Brought to you by the [Department of Workforce Development](#)



Contact Us: [General Inquires](#) | [Call Us For Help](#) | [Feedback](#) | [Email Us](#)

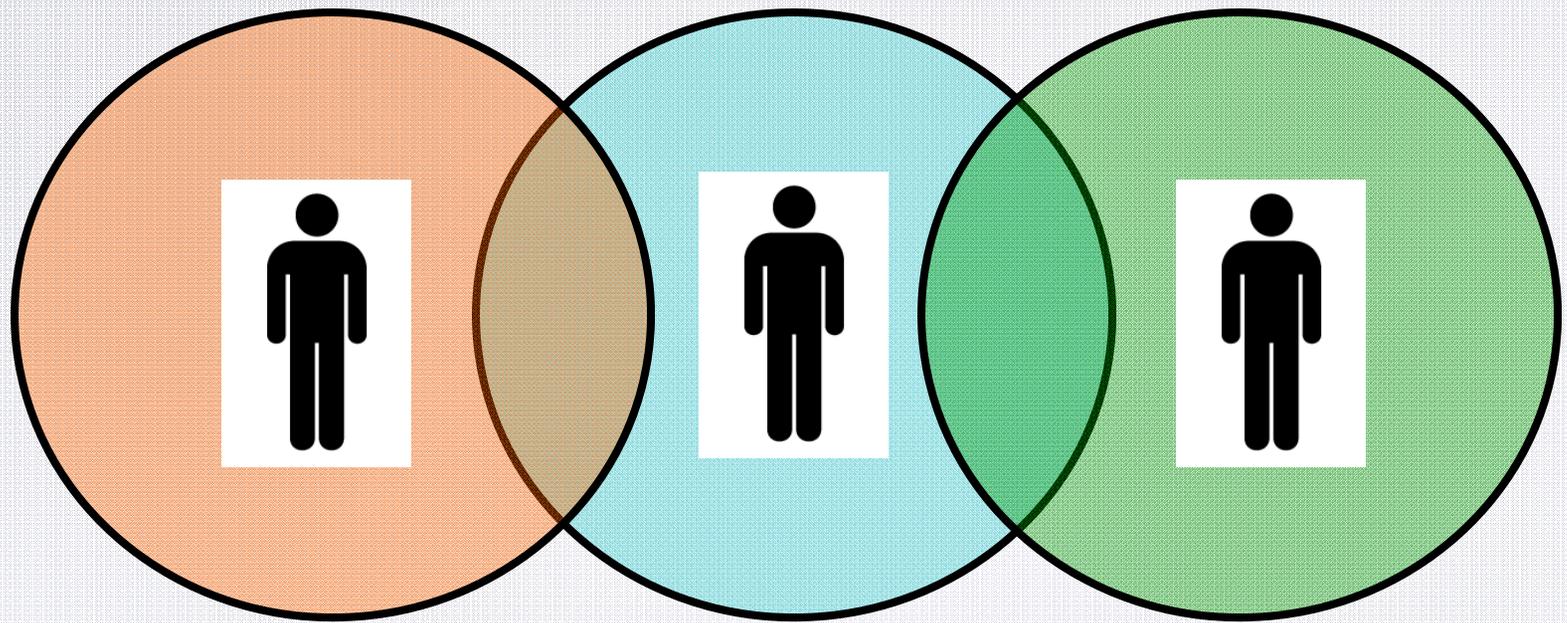
The Wisconsin Department of Workforce Development is an Equal Opportunity Employer Program. Auxiliary aids and Services are available upon request to individuals with disabilities.

# READY?

# SKILL EXPLORER

Department of Workforce Development

Will Our Future  
Workforce be  
Adequate &  
Capable?



Metal Worker

Welder

Assembler  
and  
Fabricator

SHRMC



November 13, 2012



## Complementary tool to be used by:

1. Job Seekers

2. Hiring Managers

3. Workforce Development Stakeholders

- Technical College System
- Workforce Development Boards
- Economic Developers

SHRMC



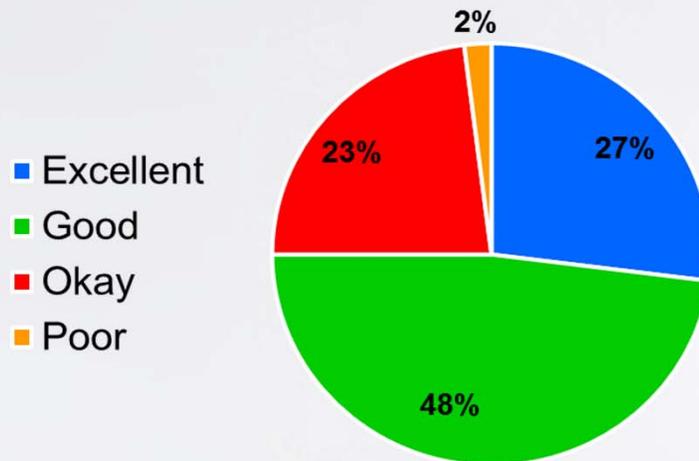
November 13, 2012

Department of Workforce Development

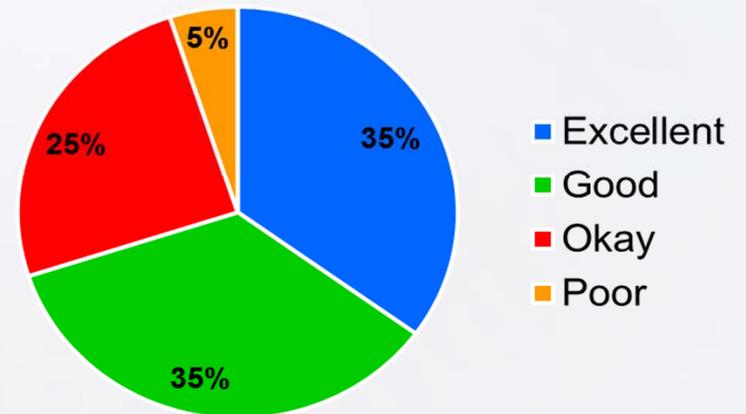
Will Our Future Workforce be Adequate & Capable?

## Usability Results

All Attendees



Job Seekers



SHRMC



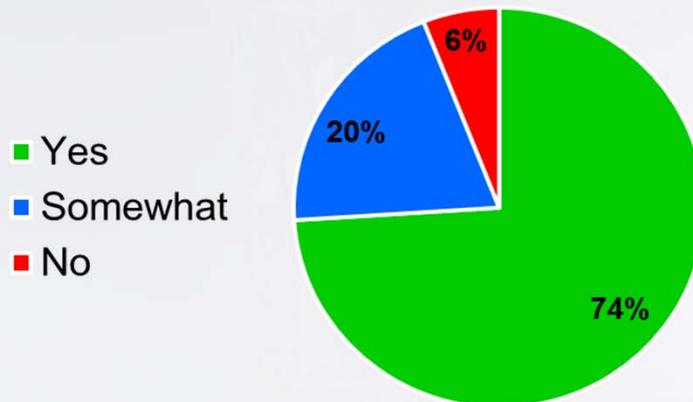
November 13, 2012

Department of Workforce Development

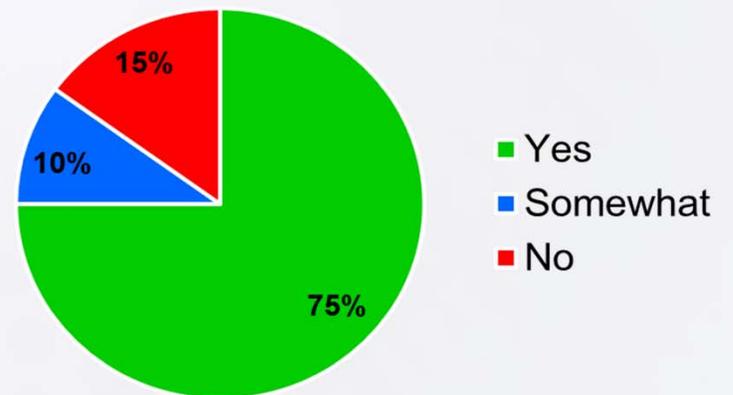
Will Our Future  
Workforce be  
Adequate &  
Capable?

## Feasibility Results

All Attendees



Job Seekers



SHRMC



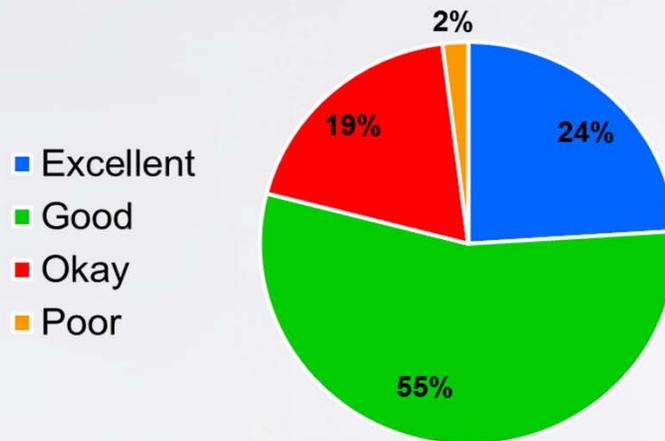
November 13, 2012

Department of Workforce Development

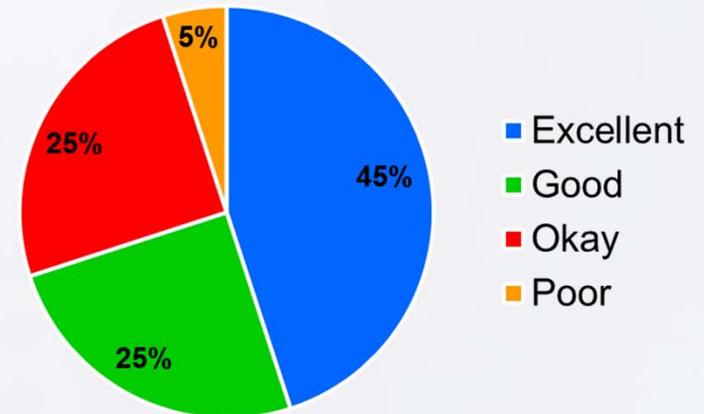
Will Our Future Workforce be Adequate & Capable?

## Overall Utility Results

All Attendees



Job Seekers



SHRMC



November 13, 2012

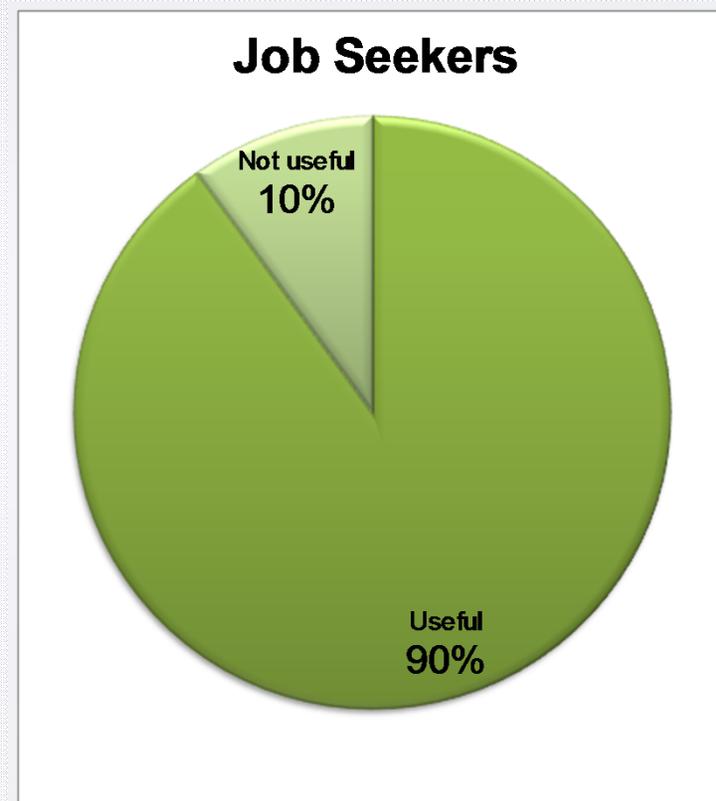
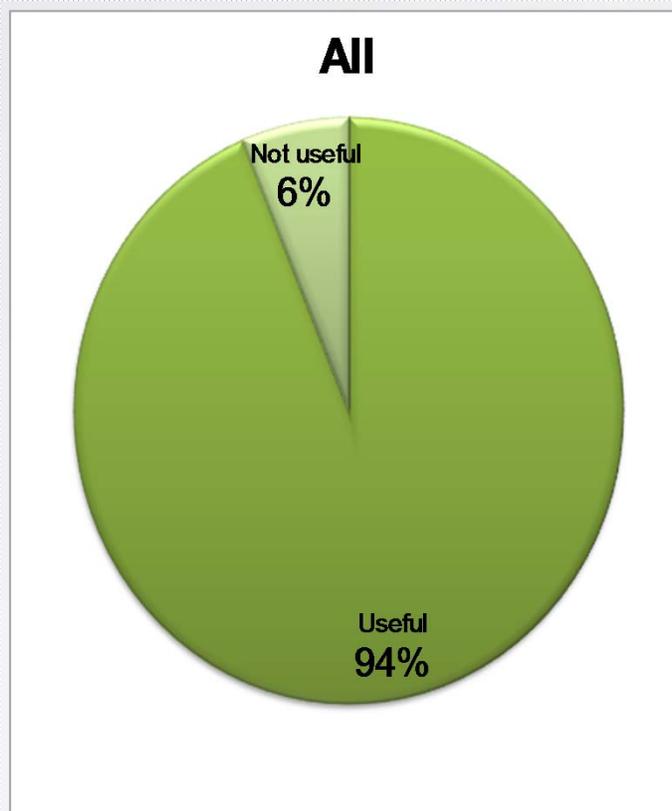
Will Our Future  
Workforce be  
Adequate &  
Capable?

SHRMC



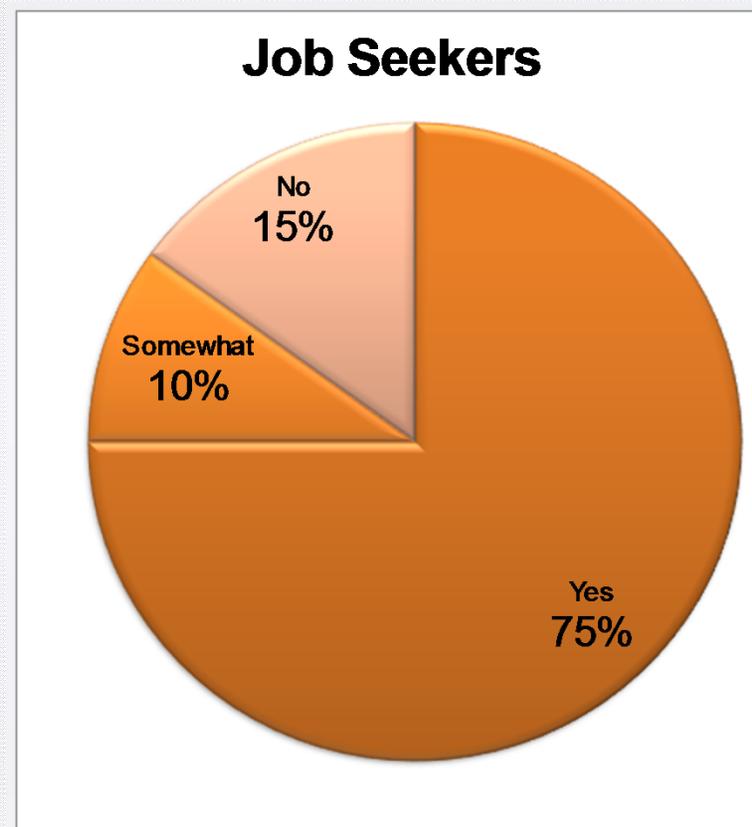
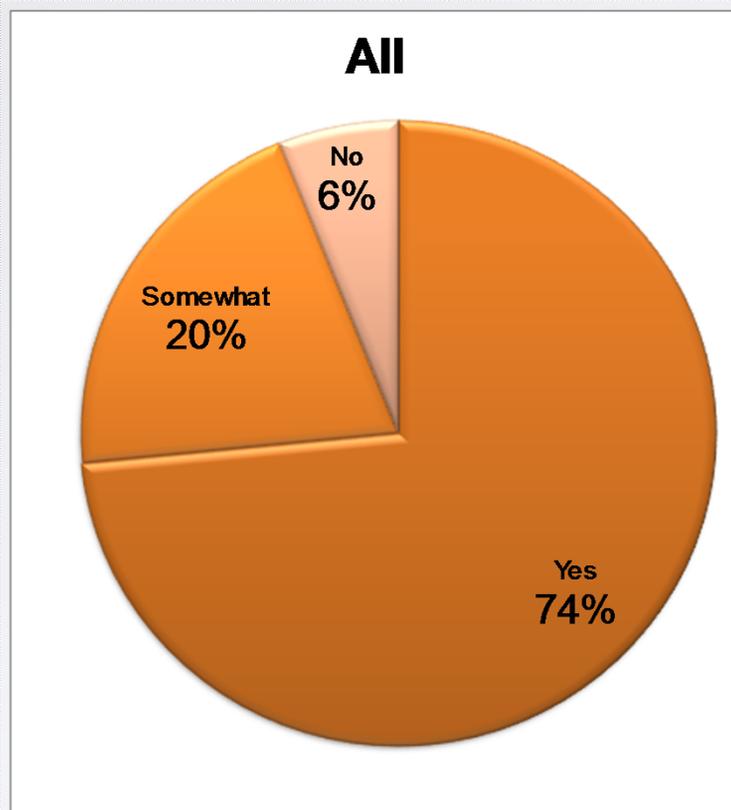
November 13, 2012

## Was the skills and education page useful?



# Did this convince you to look at other jobs or occupations?

Will Our Future Workforce be Adequate & Capable?



SHRMC



# SKILL EXPLORER

The new way Wisconsin does job search. 



<http://skillexplorer.wisconsin.gov/Search.aspx>

Will Our Future  
Workforce be  
Adequate &  
Capable?



**SHRMC**

Will Our Future  
Workforce be  
Adequate &  
Capable?

# CONTACT INFORMATION

- **Dennis Winters**
- **Phone: 608-267-3262**
- **Email: [dennis.winters@dwd.wisconsin.gov](mailto:dennis.winters@dwd.wisconsin.gov)**
- **Website: [www.dwd.wisconsin.gov](http://www.dwd.wisconsin.gov)**
- **OEA website: [www.dwd.wisconsin.gov/oea](http://www.dwd.wisconsin.gov/oea)**

SHRMC