



## Ohio Workforce Coalition

*The Labor Shortage – AND –  
Using Social Media Listening to  
Analyze the Worker Shortage*

Greater Ohio Workforce Board

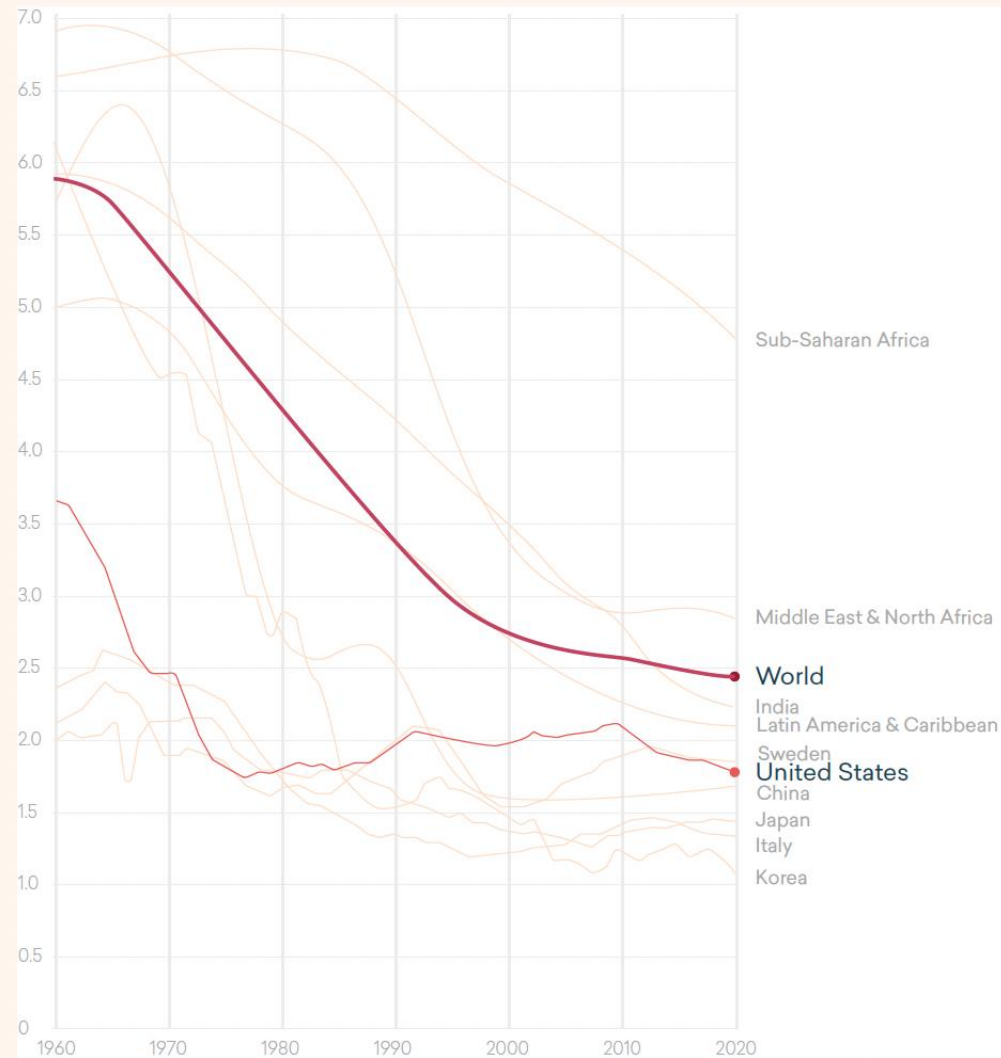
February 24, 2022

# Overview

- The Best Solutions Focus on Root Causes – Our Investigation
- What Is Causing This Labor Shortage? Hint: It's Not Unemployment Benefits
- This Labor Shortage Is Not Going Away Anytime Soon
- This Is a Local, Regional, Statewide, Nationwide, and Global Issue
- How Do You Gather Data from a Demographic That You Can't Find?
- What Are the Emerging Promising Best Practices?

# Global Demographic Drought

Since 1960, fertility rates have declined not just in the US but around the world



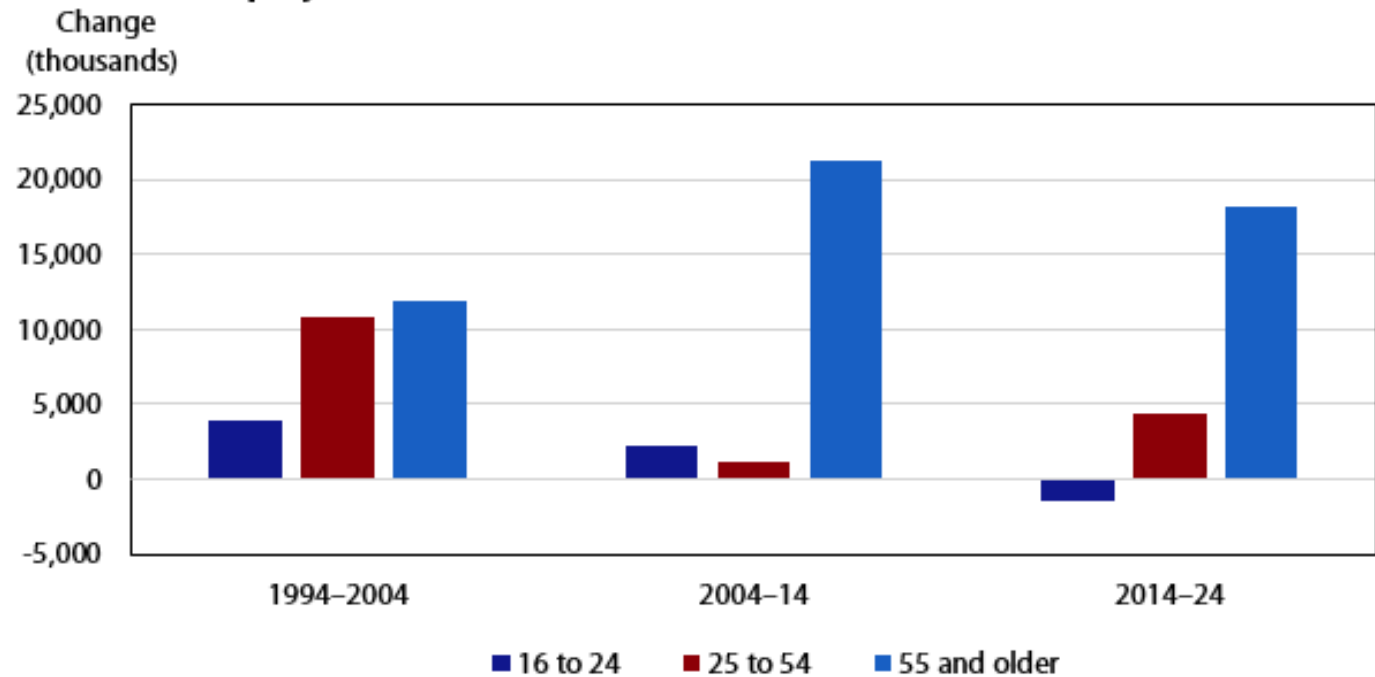
Source: World Bank



# United States Demographic Shift

BLS expects that, during the 2014–24 period, the average annual growth rate of the civilian noninstitutional population will slow to 0.8 percent. As a result of declining fertility rates, increasing life expectancies, and longer and healthier lives, the population is getting older.

**Figure 1. Changes in the civilian noninstitutional population, 1994–2004, 2004–14, and projected 2014–24**



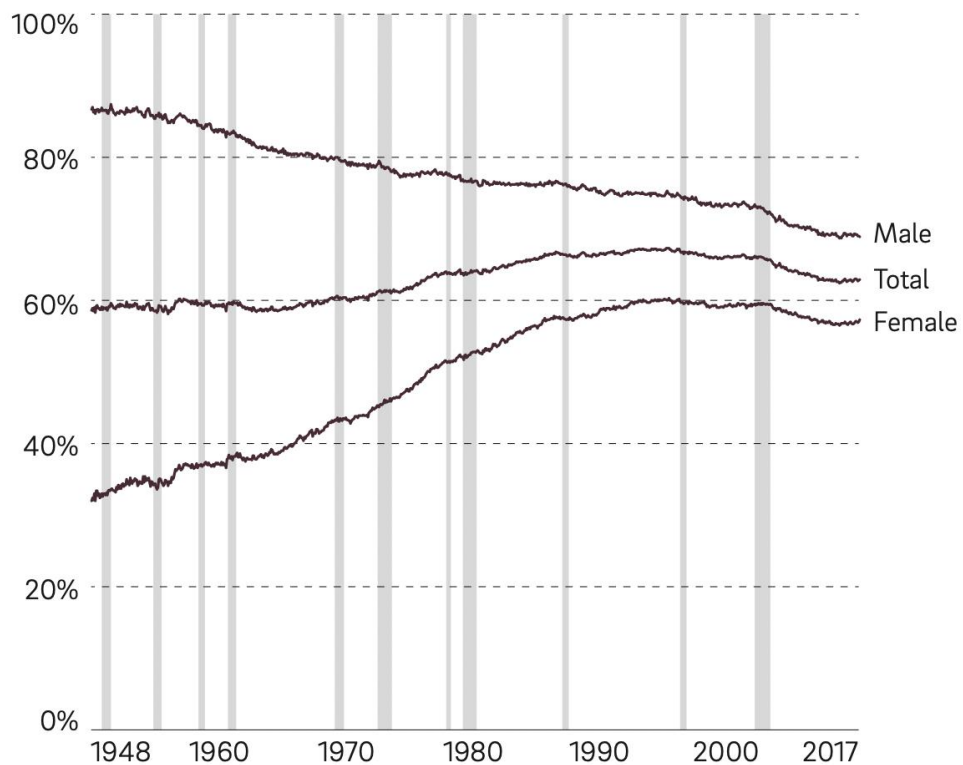
Source: U.S. Bureau of Labor Statistics.

# Where is Everybody?

**FIGURE 1**

## Overall Participation Has Been Falling Since 2000

Labor force participation rate for males, females, and total population over age 16.



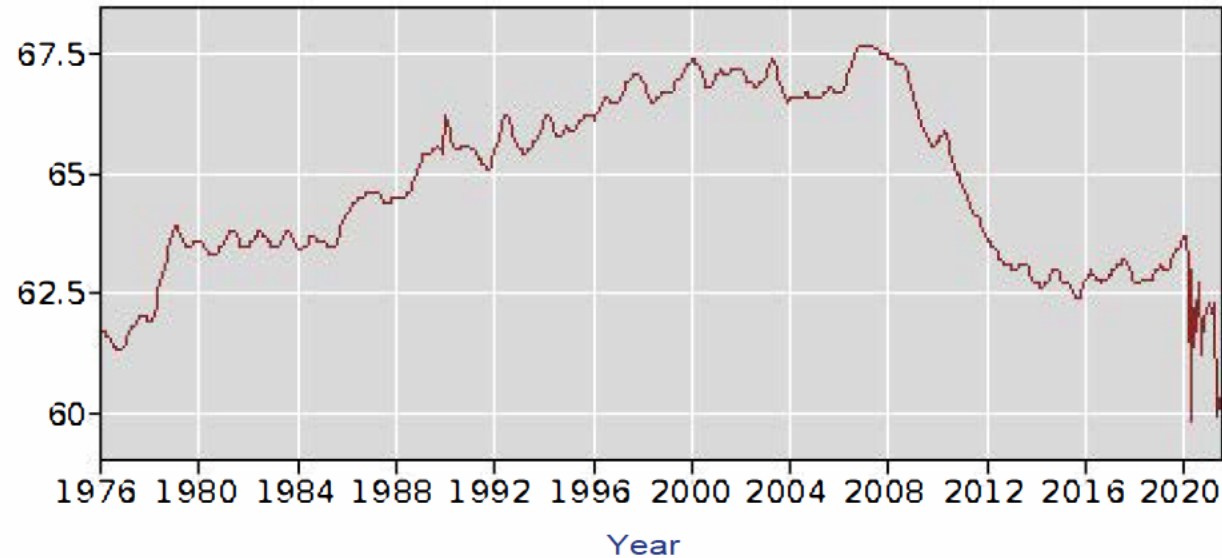
**Source:** Bureau of Labor Statistics Current Population Survey.

**Note:** The labor force participation rate is the sum of those employed and the unemployed divided by the U.S. civilian population over age 16.

Every 1% drop in the labor force participation rate equates to about 1.7 million workers.

# Ohio's Vanishing Workforce

Ohio Labor Force Participation Rate 1976 - 2021



Ohio Labor Force Participation Rate

Year	Period	Labor Force Part. Rate	Labor Force	Employment	Unemployment	Unemployment Rate
2007	Jul	67.6	6,016,911	5,676,080	340,831	5.7
2021	Jul	60.5	5,604,558	5,304,163	300,395	5.4

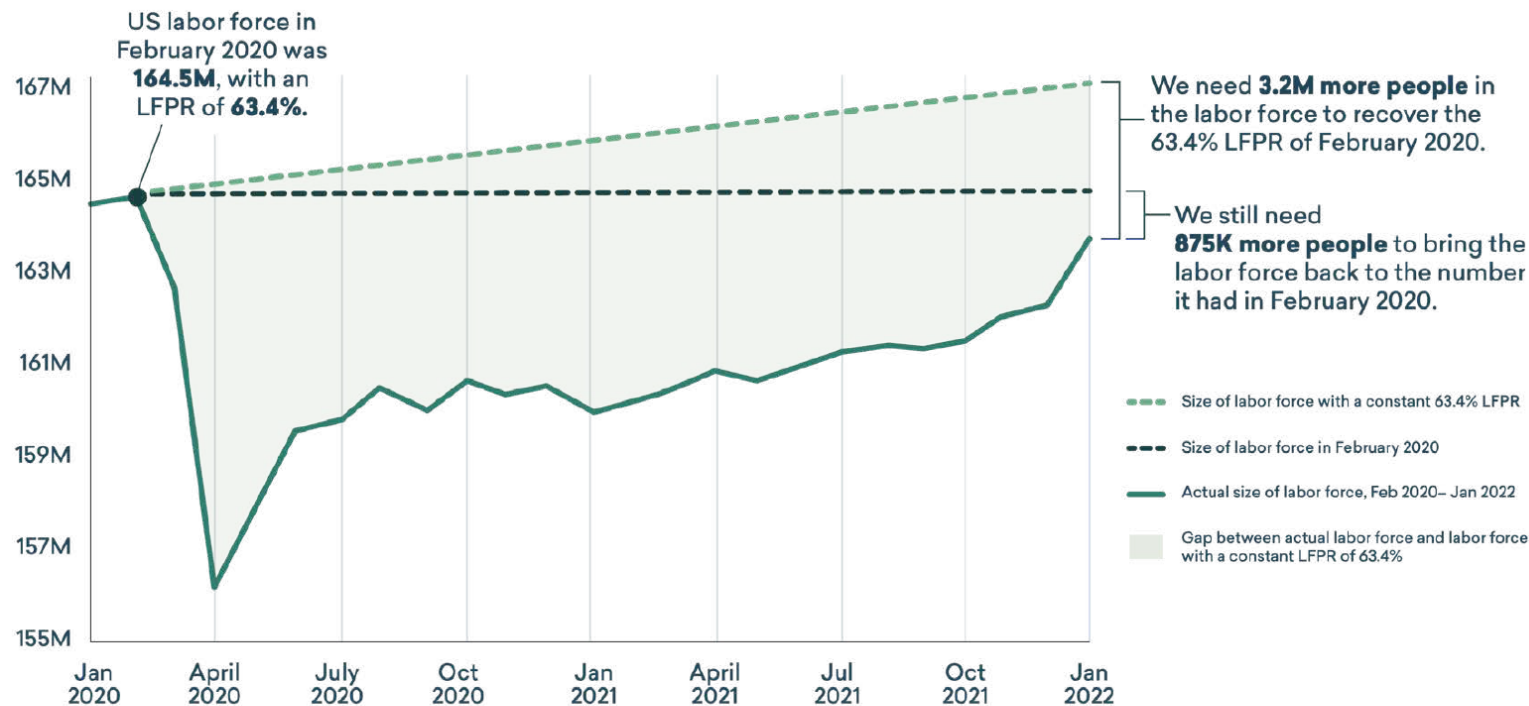
Source - BLS, Local Area Unemployment Statistics



# Pandemic Impact On Labor Force Participation

- One significant side effect of the pandemic was a steep decline in our labor force participation rate. It fell from around 63.4% pre-pandemic to 62.1% currently. This drop largely explains the pains employers are feeling.

## We Need 3.2 Million More Workers to Get Back on Track

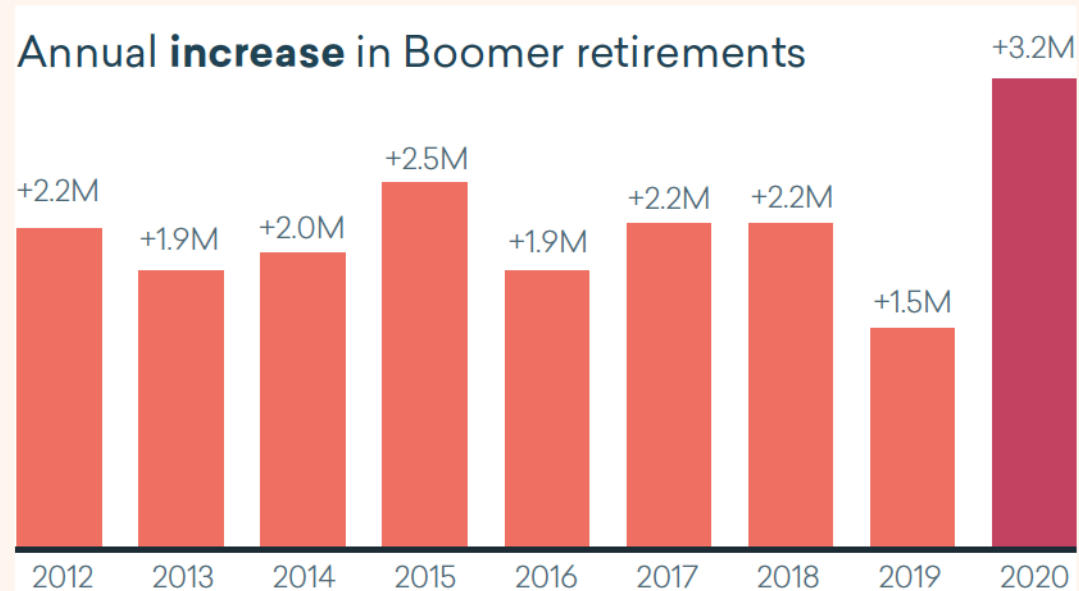


Source: Bureau of Labor Statistics, Current Population Survey, Seasonally Adjusted: February 2022

# Boomers Aren't Being Replaced

- According to Pew Research Center some 2 million baby boomers retire each year. In 2020, this number appears to have grown to an historic high: over 3 million decided to end their careers.

**The number of retired Baby Boomers rose more from 2019 to 2020 than in prior years**

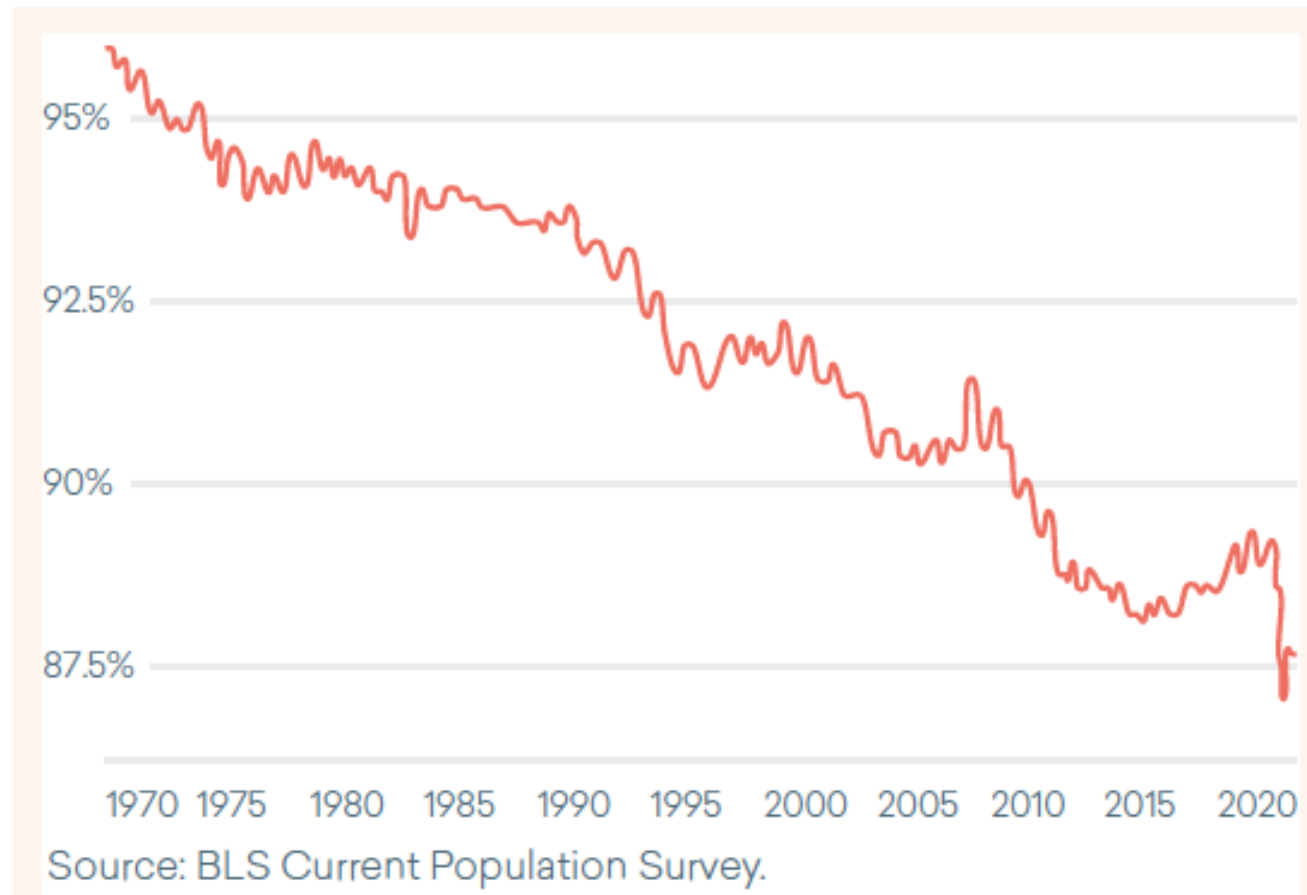


Source: Pew Research Center analysis of July, August and September Current Population Survey monthly files (IPUMS)



# Male Workers: AWOL Since 1980

- Prime-age male (ages 25-54) labor force participation rate plummeted from 94% in 1980 to 89% in 2019



# Women in the Labor Force

- Prior to 2020, women accounted for just over 50% of the national workforce.
- From February 2020 to February 2021, 2.4 million women separated from the labor force, compared to 1.8 million men.
- In January 2021 alone, 275,000 women left the workforce, compared to 71,000 men.

*Source - "THE DEMOGRAPHIC DROUGHT - How the approaching pandemic will transform the labor market for the rest of our lives" 2021, Emsi, Moscow, ID*

In Ohio, even if **ALL** persons receiving continued unemployment claims got jobs, the labor force participation rate would increase **less than half of 1%**

Category	Monthly Data (in 1000's)	Monthly Data (in 1000's) Continued Claimants Added
	October 2021	
Working Age Population	9,271	9,271
Civilian Labor Force	5,674	5,718
Labor Force Participation (%)	61.2	61.6

Note: Continued jobless claims in Ohio = 43,713

# Not Participating In The Labor Force

- Who Is Not Working But Would Like To?
- What Barriers Do They Face?
- What Might Entice Former Workers Back?
- How Do We Get An Increase In Workers In Ohio?

*Source - "THE DEMOGRAPHIC DROUGHT - How the approaching pandemic will transform the labor market for the rest of our lives" 2021, Emsi, Moscow, ID*

# Social Data Analytics Report

To understand the labor force trends and accurately capture the opinions and attitudes of eligible workforce participants' throughout Ohio, Nativa Inc. has been employed to conduct a comprehensive quantitative and qualitative research study.

**NATIVA** is a data-driven communication agency that specializes in designing and implementing strategies capable of engaging and informing diverse populations. Nativa has a proprietary social data analytics technology, **O.Y.E. Business Intelligence (O.Y.E.)**, that is utilized to capture attitudes and opinions on particular subjects. These insights go on to inform marketing campaigns across digital platforms and media channels.

# Comprehensive Quantitative & Qualitative Research Study



## **Phase 1 – Social Data Analytics**

A comprehensive social data analytics report will be produced utilizing O.Y.E., a language-neutral data analytics solution that captures online conversations and turns data into actionable insights.



## **Phase 2 – Survey**

An online survey will be designed to understand in greater depth the motivations and barriers that impact an eligible workforce participant's decision to seek employment opportunities.



## **Phase 3 – Focus Groups**

Three virtual focus groups will be organized and facilitated to provide qualitative insights into the motivations and barriers that impact an eligible workforce participant's decision to obtain full-time employment.



# Robust Response to Survey

- The survey reached 2,500 individuals in the state of Ohio and based on prior survey data, we anticipated a response of 600, however, the team was very surprised by the number of responses, in less than a week we reached our goal of 600 respondents and we collected a total of 704 responses.



# Top Level Survey Results

- 490 participants were from Urban/Suburban areas and 214 Rural/Appalachian
- 49% male/ 51% female
- Age: 11% ages 18-24, 23% ages 25-34, 23% ages 35-44, 18% ages 45-54, 18% ages 55-64, and 7% ages 65-73





# Focus Groups

- Recruiting criteria for the Focus Group:
  - 6-8 participants per group
  - Men or women, age 18-73, Ohio resident
  - Currently employed, unemployed/not working, or retired
  - Unemployed/not working/homemaker: was employed before the pandemic
  - Retired for 21 months or less
- The focus group was divided into 3 groups
  - Group1: Urban/Suburban
  - Group2: Urban/Suburban
  - Group3: Rural/Appalachian

# Top Conversation Topics

## Top Conversation Topics





# Key Takeaways

- The pandemic impacted individuals' employment status and, in some cases, motivated them to **change their employment situation**.



Mx. Fisher they/them 🏳️‍🌈 🏳️‍⚧️  
@caitlizfisher

When I quit my job halfway through 2020, I was so completely burned out that I didn't work on anything for an entire month. I had to rest.

My goal: Never have to do that again. I've found balance for my life...

I'll teach you how!

...



James Rolley @jrolley325 · Jul 16, 2021

I was a gig worker during the pandemic and cleaned up, making about \$25-\$30 an hour. It's about learning your market and using the system to your advantage. That being said, their pay models are still a joke.

...



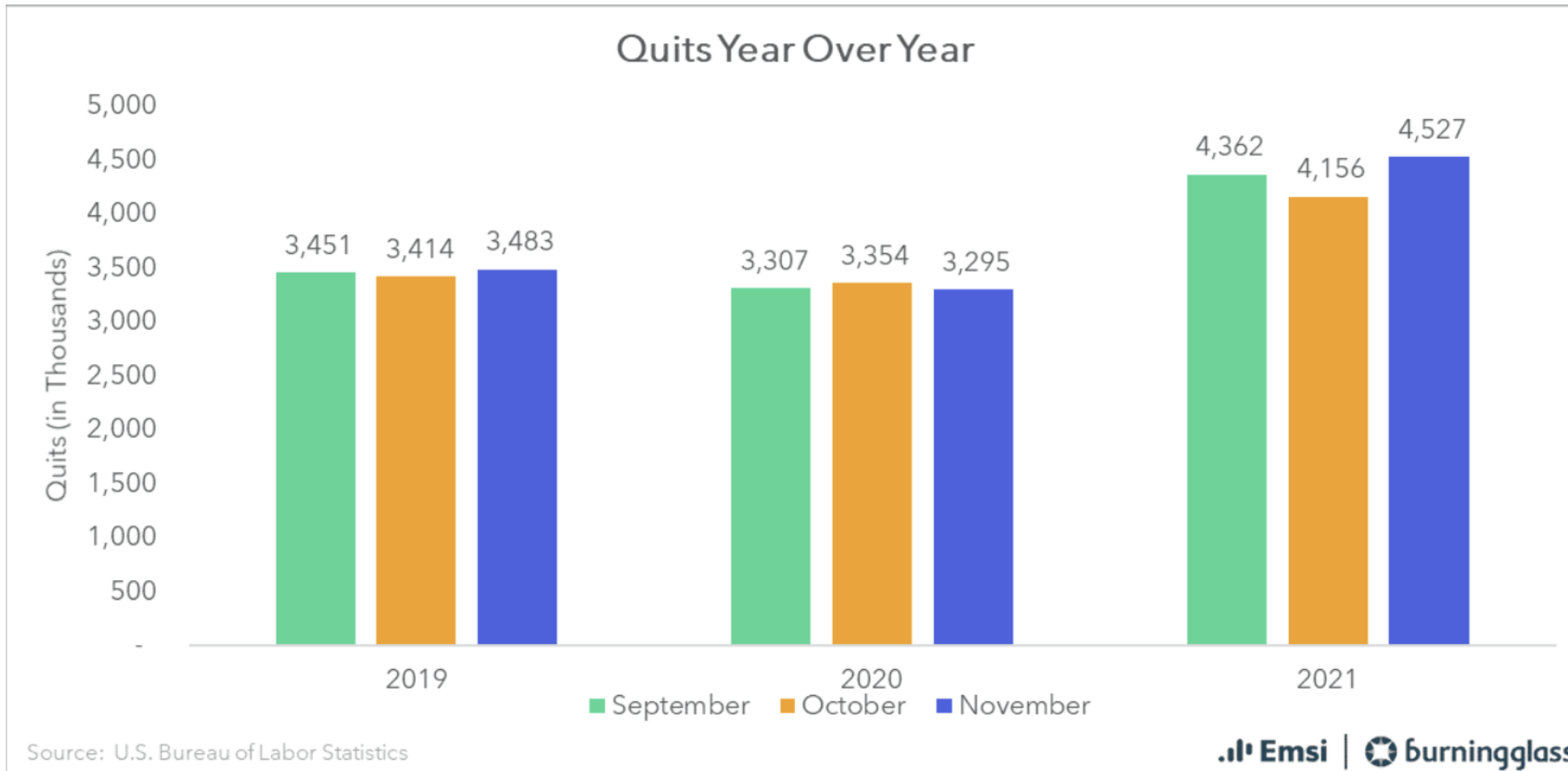
Ty  
@jus\_tyyy

2020 started off trash for me...pandemic, bad breakup, world shut down, unhappy with my career choice, but man God had my back! I met the girl of my dreams, quit my job and started my own business. I am now a store owner and happily in love #Blessed 🙏

...

# The Great Resignation

Data from previous years shows that the increase in quits has more to do with the tight labor market than any seasonal shift.



# Key Takeaways

- When considering returning to employment, **compensation** contributes to feelings and motivations around employment.



#FaceTheClimateEmergency  
@DorothyBeach

...

In case you didn't see this .@senrobportman . It's been known for a while that most hourly workers, who you are pushing to go back to work, do not make a #LivingWage . Your one-time bonus proposal to get them off #unemployment will not work for them in the long run. #COVID19



CNBC Make It @CNBCMakelt · Jul 14, 2020

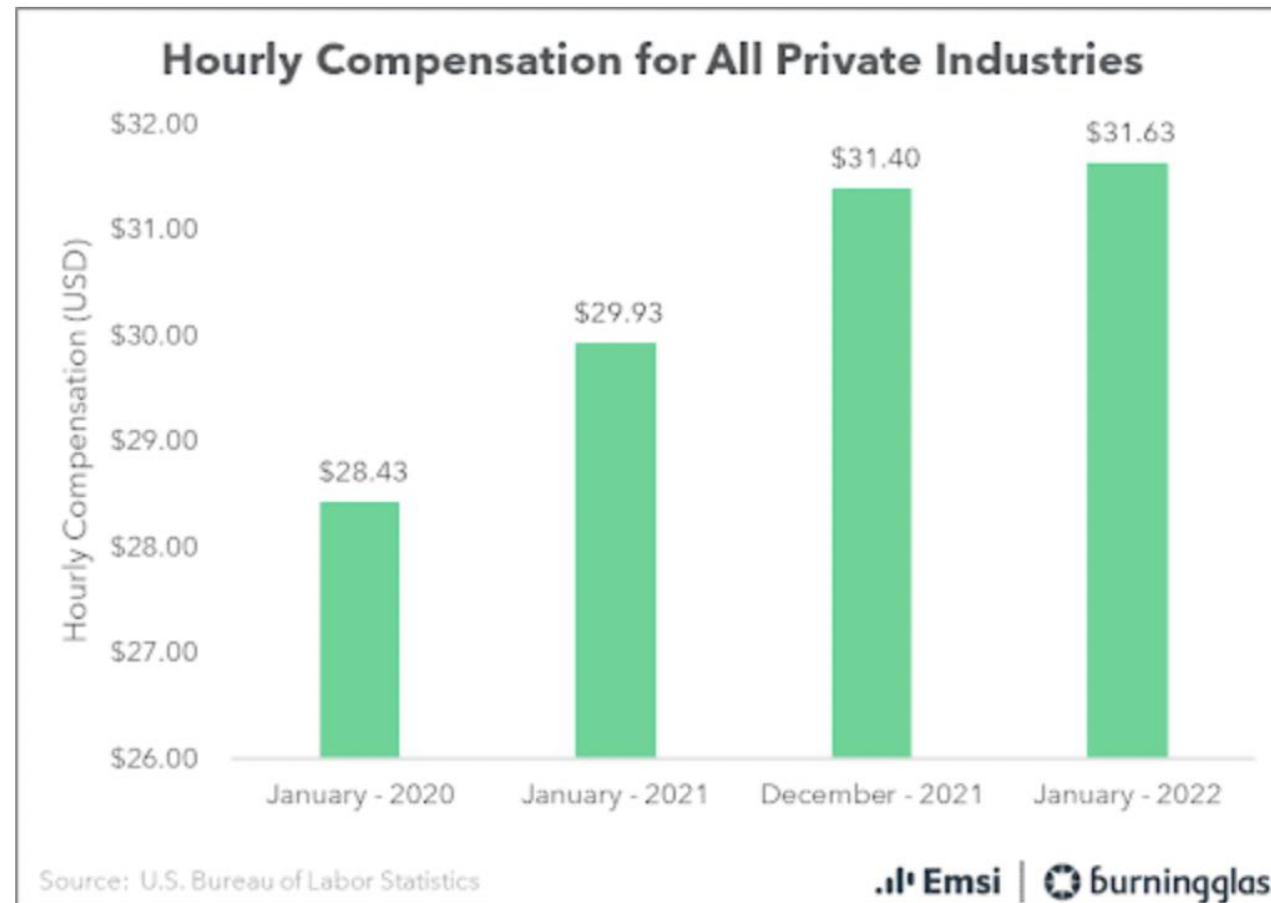
Minimum wage workers cannot afford rent in any U.S. state. trib.al/zOHukPG



Greater Ohio  
Workforce Board Inc.

# Wages are Increasing

- Wages went up in January, increasing slightly over December. This indicates a tight labor market and matches a pattern seen in the JOLTS report for December





# Key Takeaways

- **Childcare** and the safety of childcare are still considerations as well.



Angie Schmitt   
@schmangee



People don't necessarily have to travel somewhere to work anymore like they used to. But they still need childcare. The scaffolding of our economy and workforce has shifted. It is appropriate for our spending priorities to shift also.

8:41 AM · Apr 16, 2021 · Twitter Web App

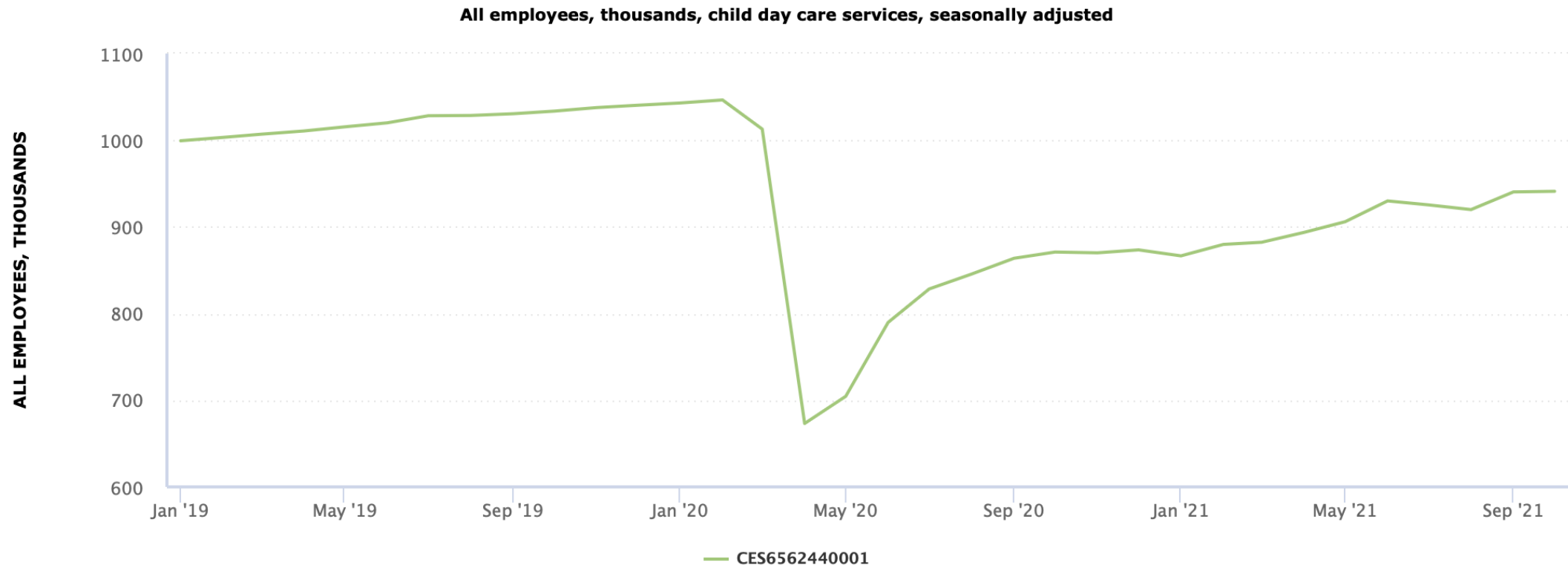


**Greater Ohio**  
Workforce Board Inc.



# Child Care Challenges

- The childcare dilemma is two-pronged. First, childcare facilities struggle to fully staff their centers with qualified employees. This staffing problem directly affects the number of children they can serve.



Click and drag in the plot area to zoom in. Hover over chart to view data.  
Source: U.S. Bureau of Labor Statistics.



# Child Care Challenges

- In addition, child care expenses can undercut the economic benefits of returning to work, especially for lower-wage workers.
- For example, an employee making \$7.25/hr (the national minimum wage) earns gross wages of \$1,257 per month. The national average monthly cost for full-time care at a daycare center is \$1,324 per month.

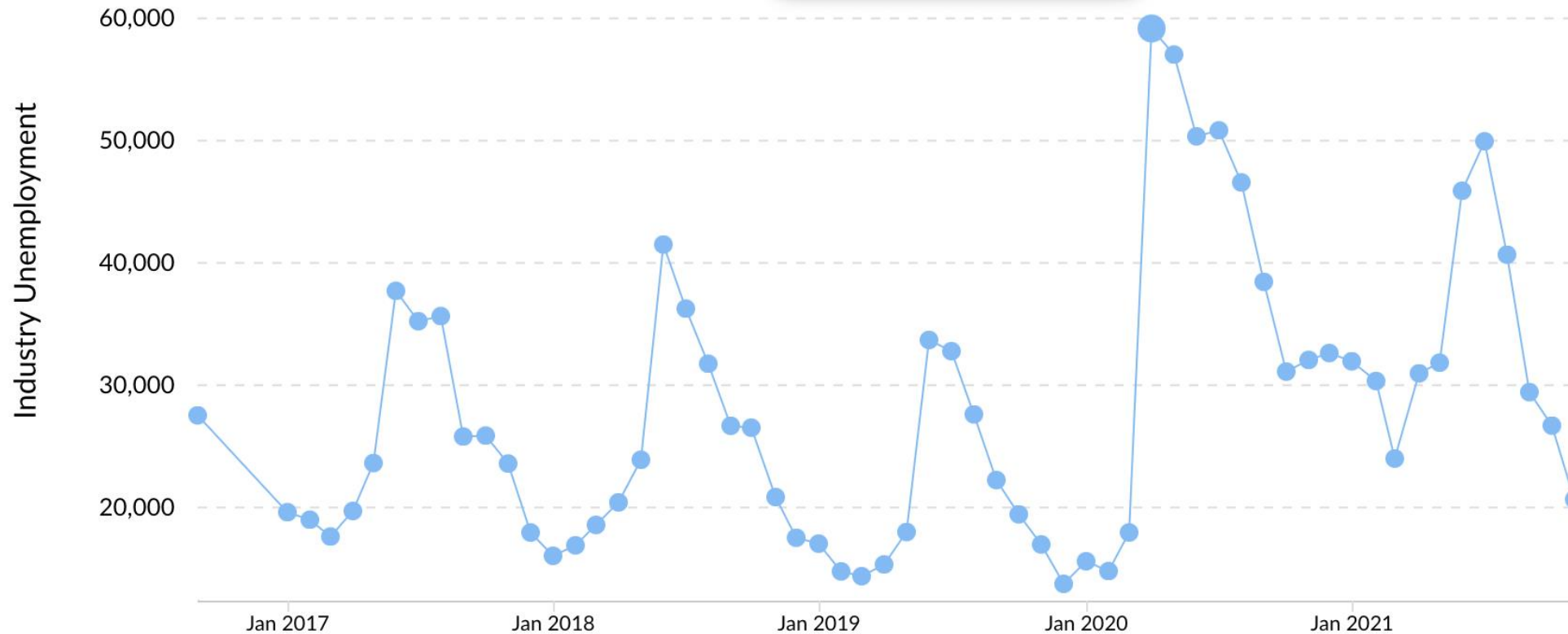
# Child Care Industry Churn

## Unemployment Rate Trends

Unemployment shown at the 2-digit sector level.

Unemployment, Apr 2020

59,098



Greater Ohio  
Workforce Board Inc.

# Key Takeaways

- **Workplace culture and leadership** also contributed to feelings around employment but were most impactful when they are viewed as contributing in meaningful ways and for the betterment of employees. Retaining **remote work**, **flexible schedules**, and compensation was also noted as contributors to positive workplace culture.



haley  
@halesss\_14

...

"me wanting better hours at work and constantly requesting schedule changes"

Human Resources at work: "we can't do that right now but if you come to work with Halloween socks on, you can get a fruit roll up after your shift"



Greater Ohio  
Workforce Board Inc.

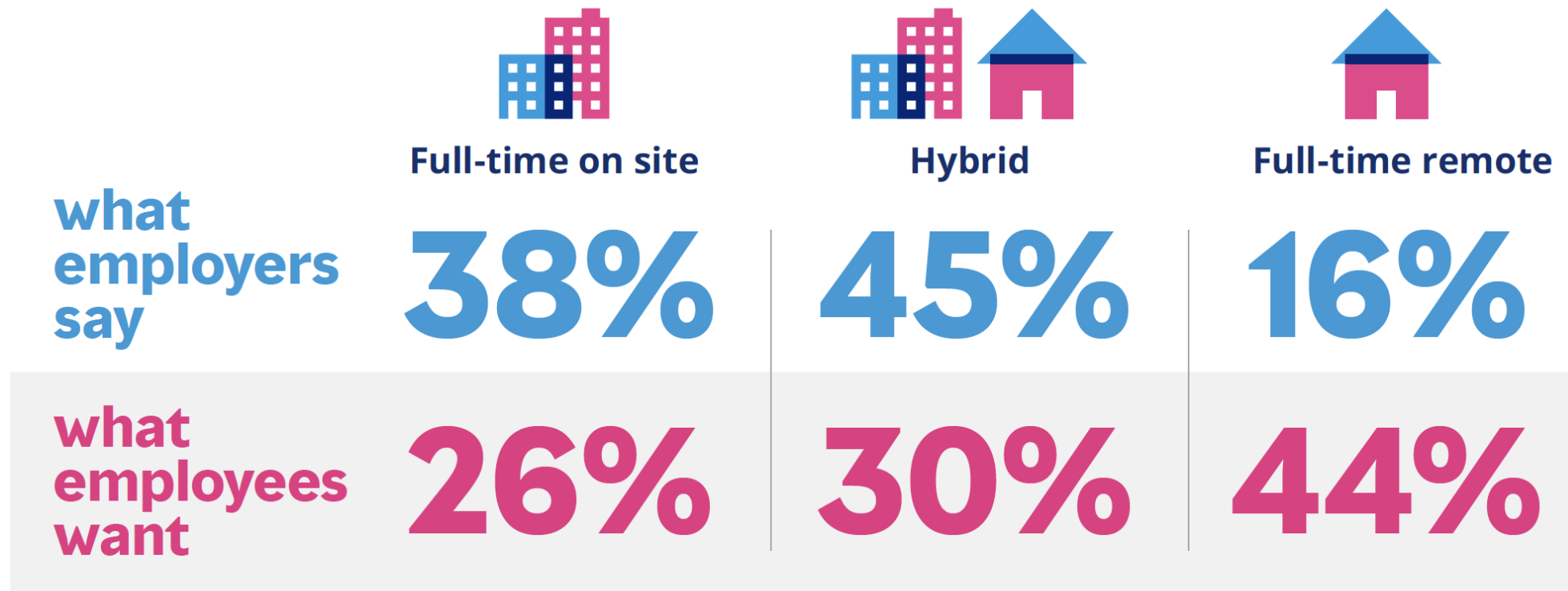
# Flexibility is the New Paradigm

- Flexibility tops the list of desired benefits for employees

## The employer-employee divide

When it comes to remote flexibility, 71% of employers say they will adopt a hybrid model—but there's a divide between what employees want and what employers are

planning. It's critical for employers to get this transition right, as they risk attrition if they don't embrace the flexibility and autonomy people have come to expect.

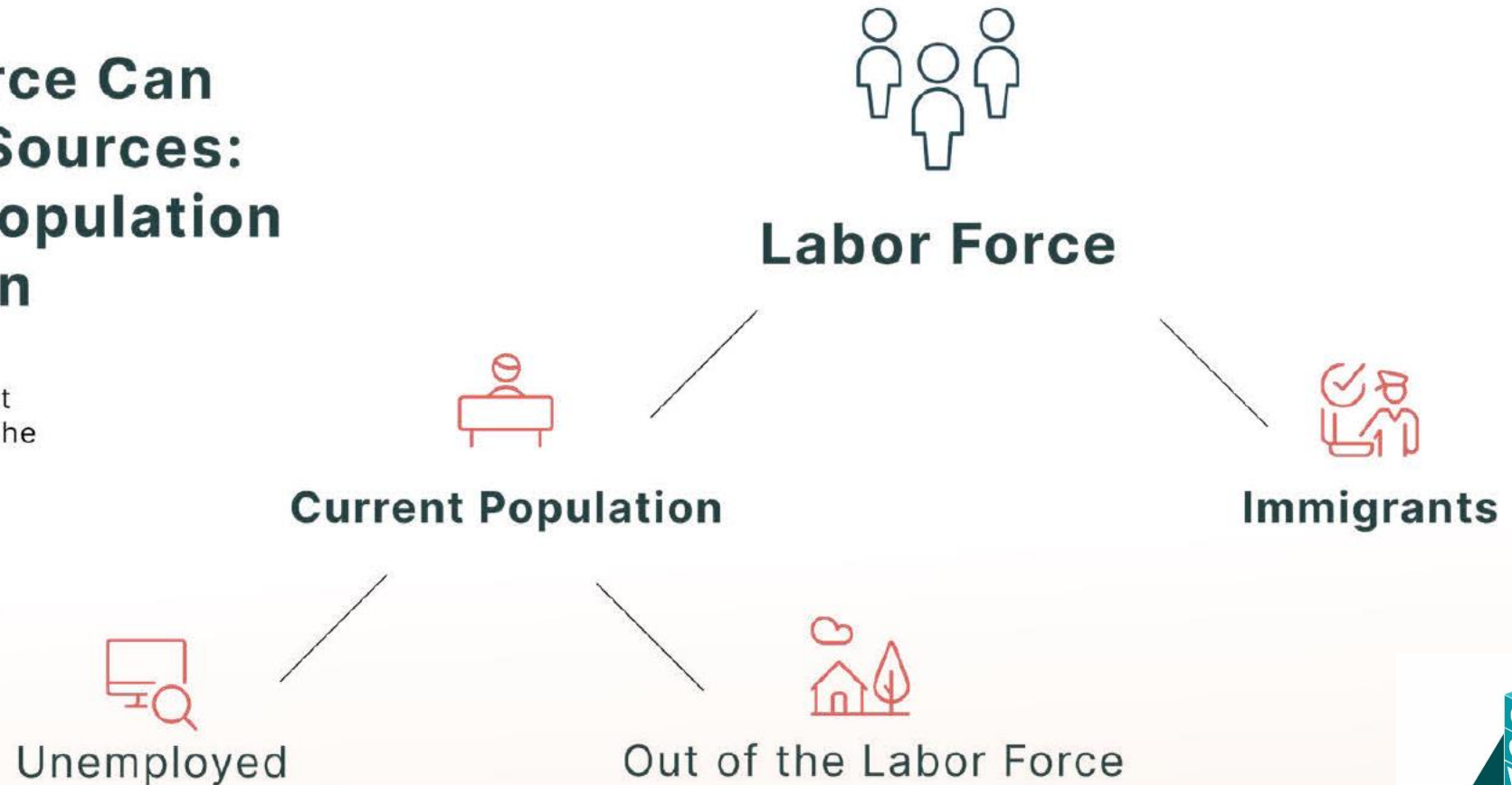


Greater Ohio  
Workforce Board Inc.

# Workers Can Only Come from Two Sources

## The Labor Force Can Grow from 2 Sources: the Current Population or Immigration

Filling Jobs from the Current Population Requires Hiring the Unemployed and Reaching Those On the Sidelines.



# Meeting the Challenges of Tomorrow

fast actions

long-term solutions

## Address supply through the value proposition

### Financial fixes

- Pay premiums
- Increasing internal minimum wages
- Referral bonuses
- Retention awards
- Hiring bonuses
- Incentive pay

### Benefits and Experiences

- Flexible working
- New/enhanced benefits or perks
- Paid time off
- Total rewards communication and employer branding

## Address supply through sourcing

### Rethinking talent strategies

- Strategic workforce planning
- Talent acquisition and sourcing strategies
- Identifying skill adjacencies and career pathways

## Address demand through new work models

### Work design

- Work reinvention to optimize the use of talent
- Alternative sourcing models – automation, gig, etc.
- Talent marketplaces

# What Should We Do?

- **Retention Focus**
  - OJTs and Incumbent Worker Training
  - Fits Automation Strategies Also
- **Recruit from Overlooked Labor Supplies**
  - High School
  - Returning Citizens
  - People with Disabilities
  - Retired Workers
  - Diversity, Equity, and Inclusivity Efforts
- **Employment Barrier Removal**
  - Childcare
  - Transportation
  - Skills Gaps



# Thank You

- John Trott, Exec. Director: Greater Ohio Workforce Board, Inc.
- [trottj@clarkstate.edu](mailto:trottj@clarkstate.edu)
- Dave Snipes, Grants Director: Greater Ohio Workforce Board, Inc.
- [snipesj@clarkstate.edu](mailto:snipesj@clarkstate.edu)