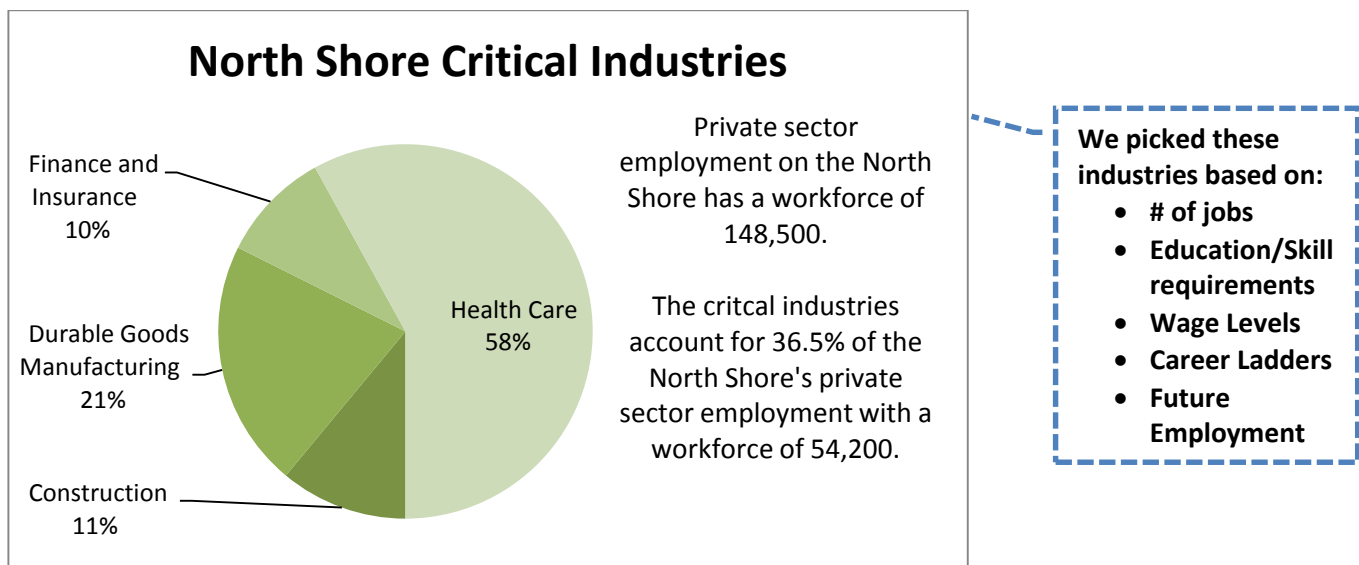


LABOR MARKET BLUEPRINT BRIEF 2015
BY O. STEVEN QUIMBY, ECONOMIC DEVELOPMENT CONSULTANT

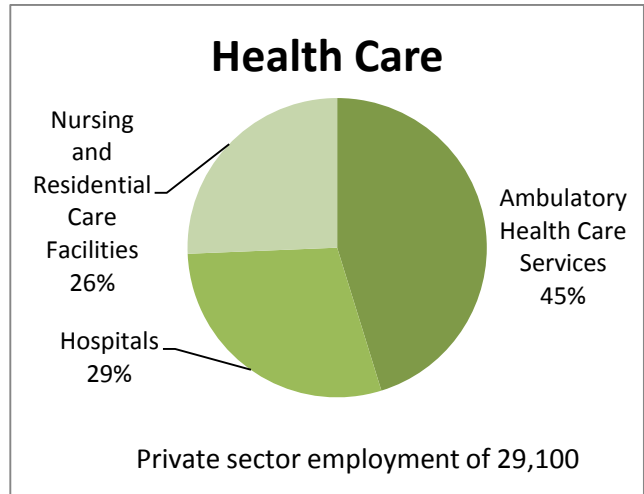
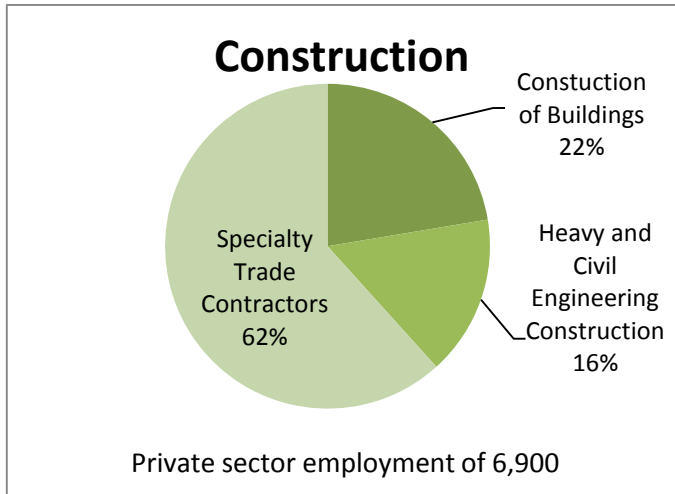
We put the North Shore to work!

Welcome to an outline of the North Shore Labor Market! Our economy is very complicated; this Labor Market Brief makes it meaningful to North Shore companies and residents. More detailed information is in our *Labor Market Blueprint and Economic Development Snap Shot*, available at www.northshorewib.com or by calling us at 978-741-3805.

Did you know that there are four industries in our region that make up the foundation of our economy? These Critical Industries are:



Within each industry you will find:



Advancement Pathways Examples

Apprentice Laborer → Journeyman Carpenter Tender, Cement Mason Tender, Environmental Remediation Worker, etc.

Apprentice Electrician → Journeyman Electrician → Master Electrician

Foreman → General Foreman

Apprentice Carpenter → Journeyman Carpenter → Carpenter Foreman

Advancement Pathways Examples

Medical Assistant → Medical Technician → Medical Technologist

Housekeeper → Certified Nursing Assistant

CNA → Licensed Practical Nurse → Registered Nurse

Construction Leaders Speak:

"It's not hard to find people with technical skills. What is harder is to find people with good interpersonal skills and work ethic."

Economic Development issues

The Construction industry sees a particular shortage in finding people who are qualified engineers and estimators and others that specialize in pricing as well as those with project management skills..

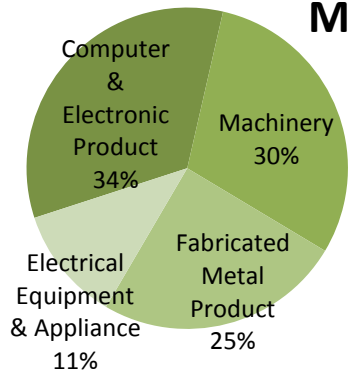
Health Care Leaders Speak:

"Everyone needs to be able to communicate well in English."

Economic Development issues

Looking to the future, it is anticipated that an aging population and changing health care needs will continue to fuel the economic engine in this business sector.

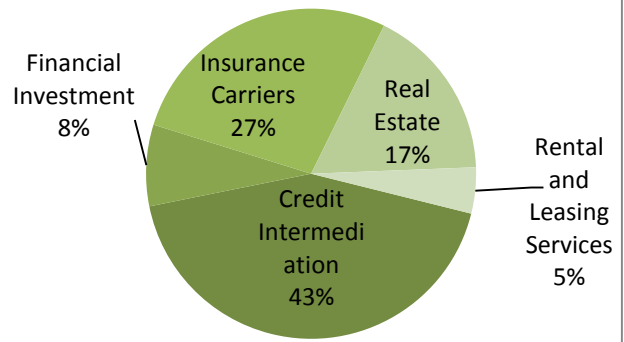
Durable Goods Manufacturing



Private Sector employment in Durable Goods Manufacturing is 12,200

The top four sub-industries in Durable Goods account for 64.4% of the industries private sector

Financial Services



Private sector employment of 5,500

Advancement Pathways Examples

Assembler 1 → Assembler 2 → Assembler 3 → Machine Operator (involves more electromechanical assembly and precision work)

Assembler → Technician → Senior Technician → Engineer

Assembler → Machine Operator → Lead/Foreman → Supervisor

Manufacturing Leaders Speak:

"You should make programs more hands-on, with practical laboratory experiences."

"(Lack of) English language skills are a barrier for the low-wage earner."

Economic Development issues:

While optimistic sentiments about the continued success of the manufacturing sector across the North Shore were universally shared among the interviewees, an equally dominant theme addressed an uneasiness and deep concern about the aging workforce in the manufacturing sector.

Advancement Pathways Examples

Teller → Senior Teller → Teller Manager → Assistant Branch Manager

Teller → Customer Service Representative → Sales Teller → Operations Clerk → Analyst

Financial Services Leaders Speak:

"Workforce etiquette is one of the keys to success."

"There are fewer 'pure' roles."

Economic Development issues:

The North Shore is home to a robust array of financial institutions that stand ready to serve the region...

The North Shore Economic Development Snapshot is a companion piece to the Blueprint. We asked the economic development community for insight into investment activity on the North Shore. The scorecard gives an overview of eight business clusters and their relative strength, as indicated by the category of person interviewed.

NORTH SHORE ECONOMIC DEVELOPMENT SNAPSHOT SCORE CARD					
	BANKERS	REAL ESTATE COMMUNITY	CONSTRUCTION	GOVERNMENT/ NON-PROFIT	TOTAL
Health Care	Moderate	High	High	High	18
Construction	Moderate	High	High	High	18
Life Sciences/Bioscience	Moderate	High	High	Moderate	16
Manufacturing	High	Moderate	Moderate	High	16
Financial Services	High	Moderate	Moderate	Moderate	14
Creative Economy	Moderate	Moderate	Moderate	Moderate	12
Tourism	Minimal	Minimal	Moderate	High	12
Local Food	Minimal	Minimal	Minimal	High	8

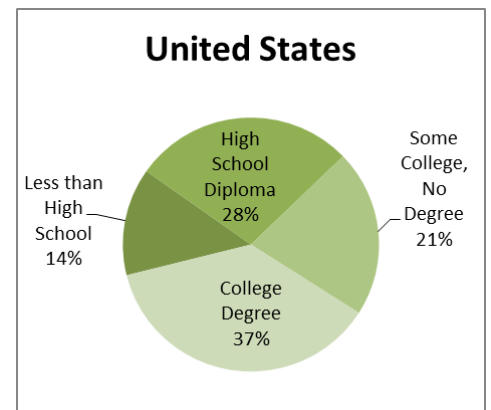
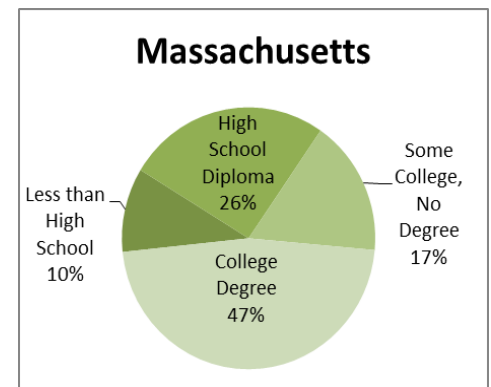
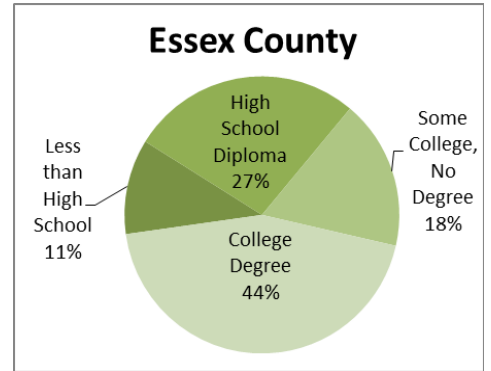
The dominant clusters on the North Shore are Health Care, Construction, Life Sciences/Bioscience, and Manufacturing. The economic development community is currently seeing investment in these clusters. In the middle is Financial Services, which currently has a moderate amount of investment activity on the North Shore.

The North Shore Labor Pool

The North Shore, as part of Essex County, has a high level of educated workers, similar to the entire state, and ahead of the country as a whole. This allows for the growth of high skilled industries which rely on these workers. On the other hand, we have an added sense of urgency to prepare our lower skilled residents to participate in these high skilled industries.

General Recommendations

- Work with education and training partners to ensure that foundational skills development is contextualized within all education and training programs so that program graduates have the best possible chance for employment success.
- Support the expansion of math and English language skills training and the connection of these education programs with employers and the NSWIB’s industry partnerships.
- Continue to work with K-12 and community college system partners to implement more high quality STEM education programs that are tied directly to industry demand.
- Utilize existing workforce system resources to provide short-term training workshops in areas such as Microsoft Word and Excel, how to write effective email communications, and familiarity with laptops and tablets.



North Shore Labor Market Blueprint



North Shore Investment Snapshot

