

A community-based approach to ramping up rural skills: insights from the US Great Plains

Presented by:
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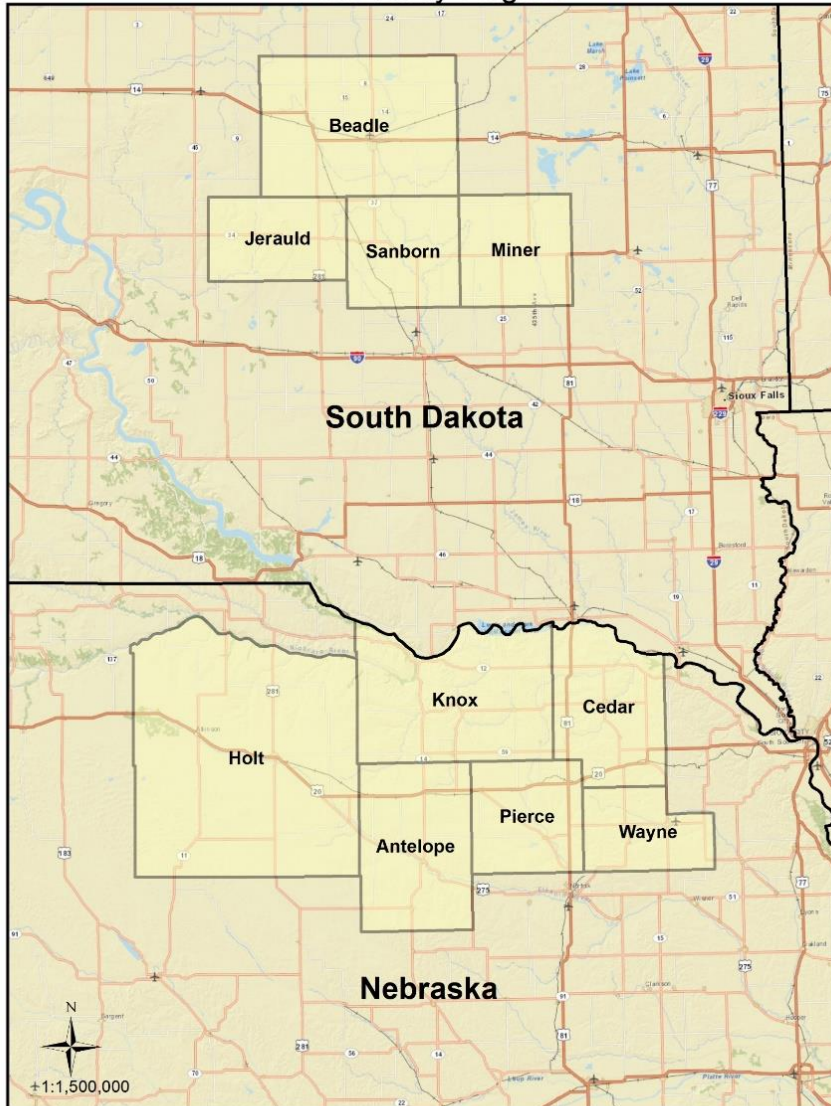
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Canadian Rural Revitalization Foundation Conference
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BUILDING VIBRANT RURAL FUTURES

Pilot Study Region



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The state of rural America

Population change

Aging

Diversity

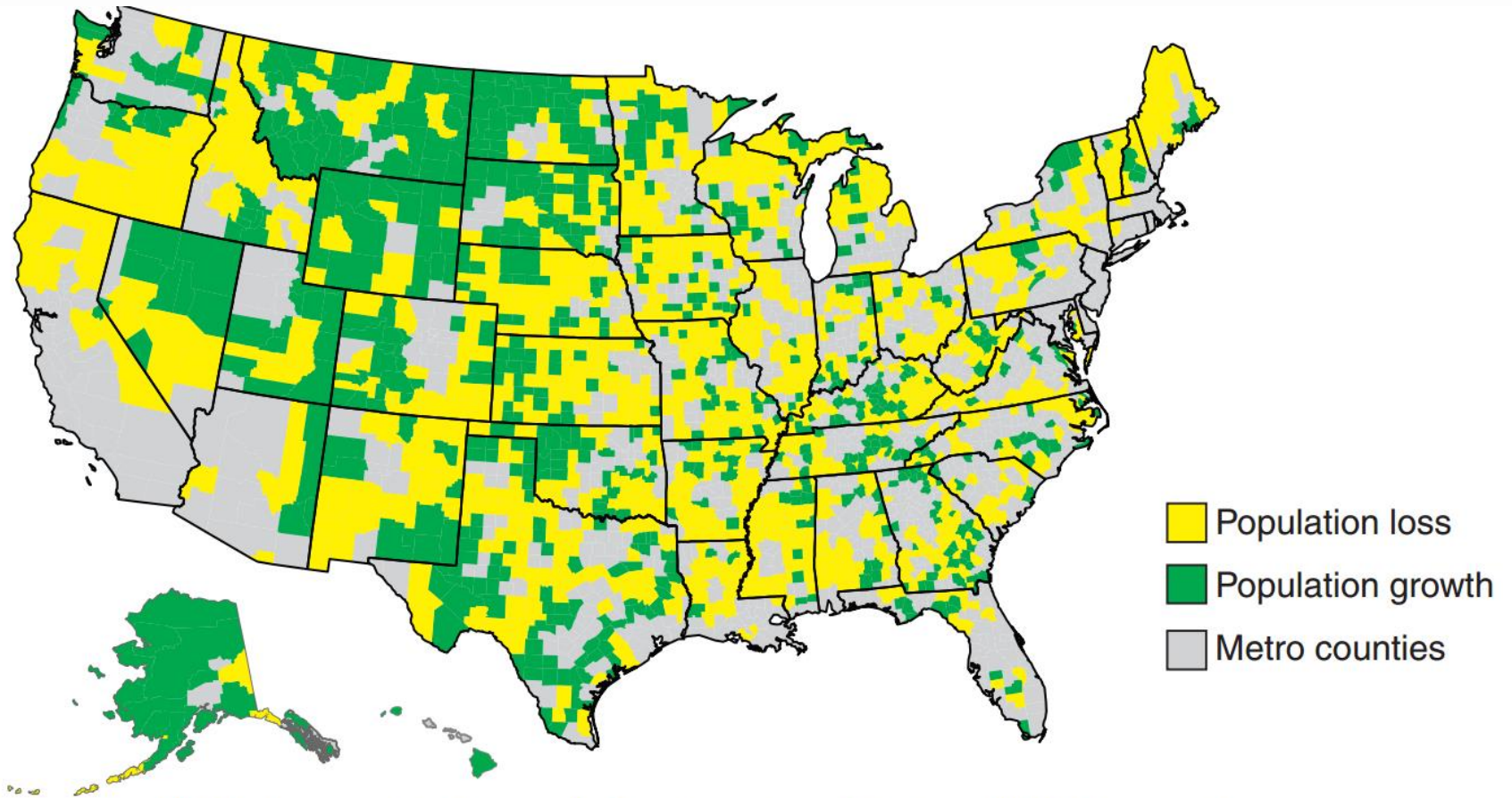
Family structure

Poverty

Unemployment and labor force participation

Educational attainment

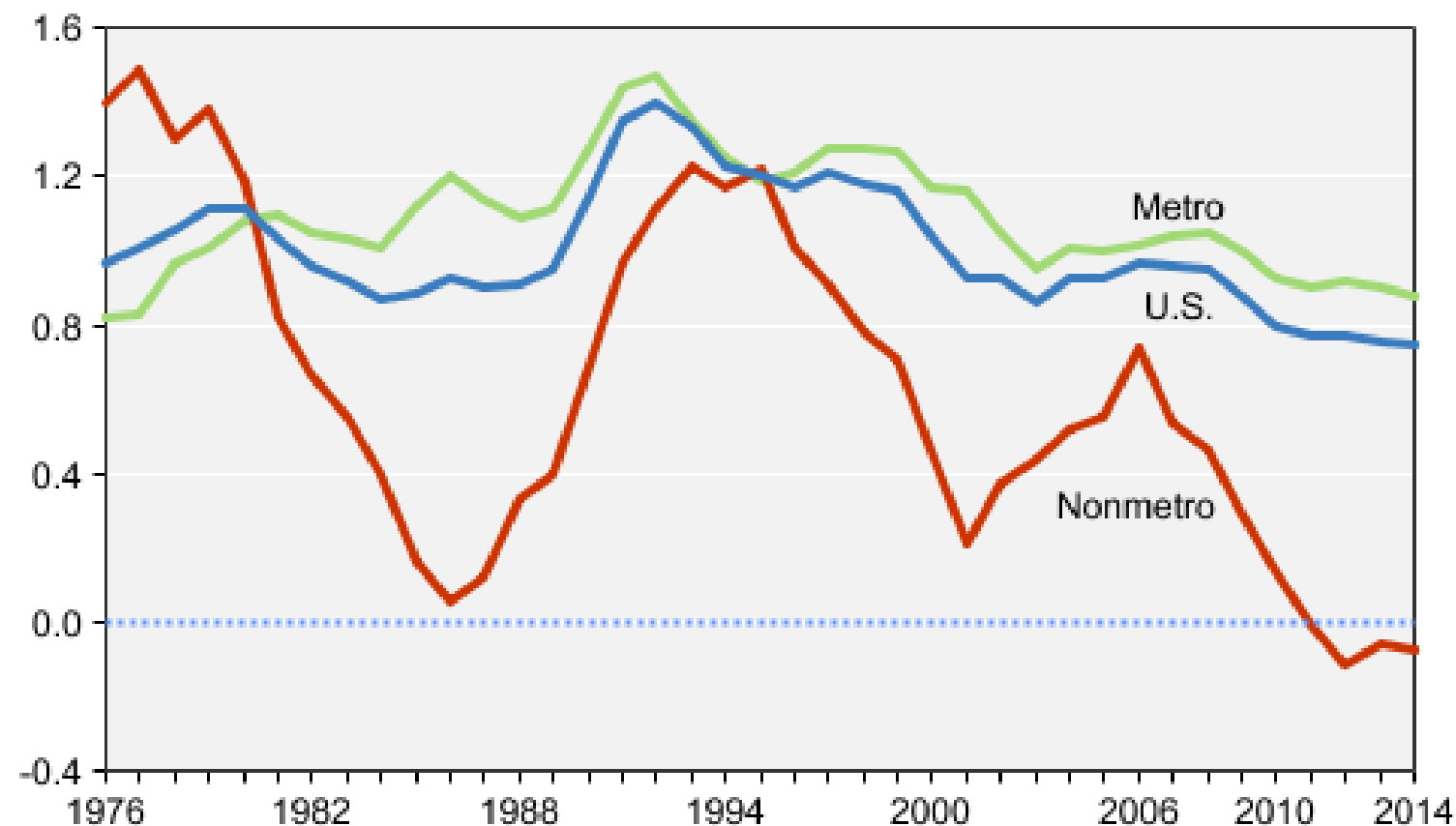
Nonmetro Population Change, 2010-13



Source: USDA, Economic Research Service using data from U.S. Census Bureau.

Population change by metro/nonmetro status, 1976-2014

Percent change from previous year

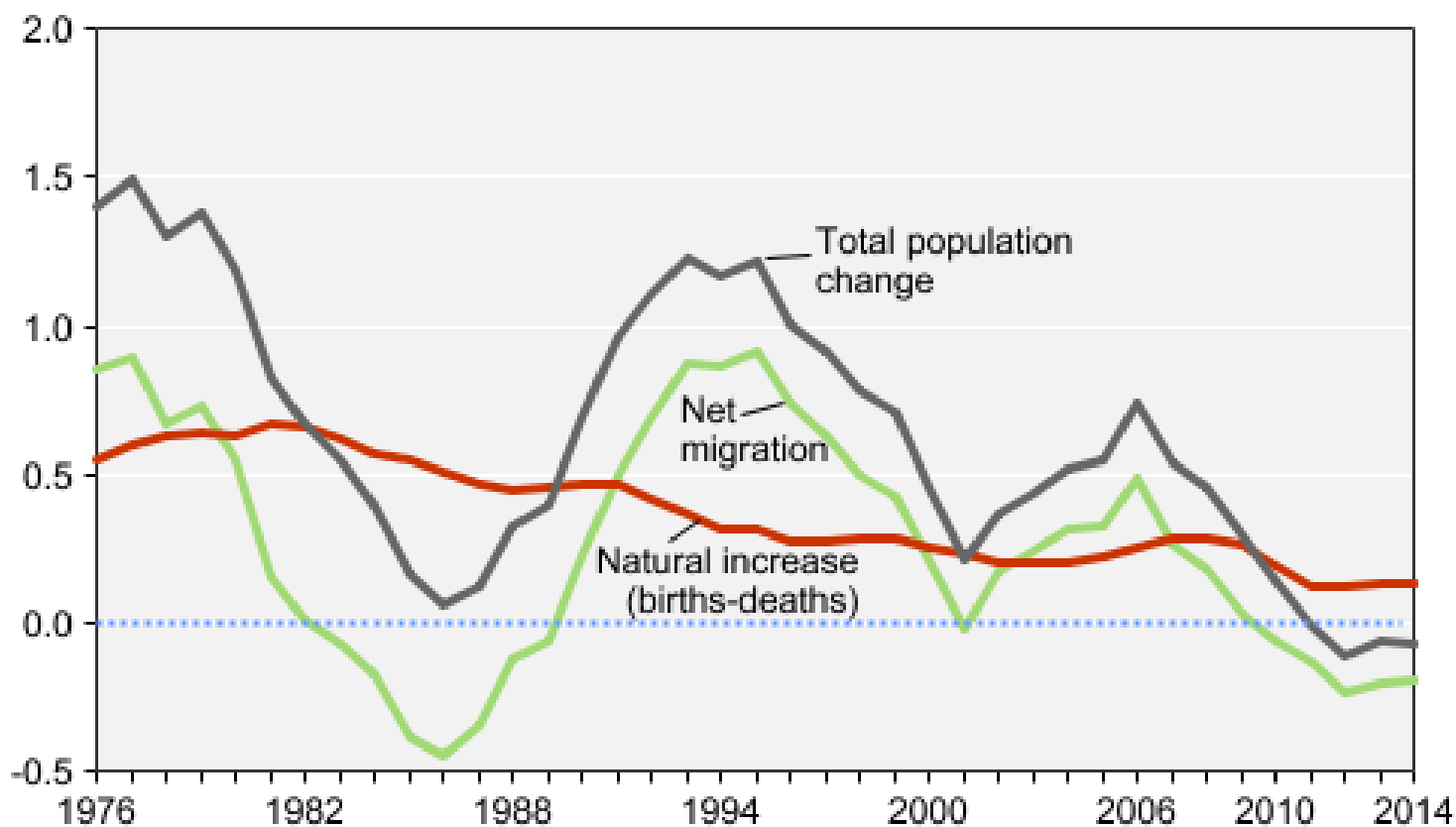


Note: Metro status changed for some counties in 1980, 1990, 2000, and 2010.

Source: USDA, Economic Research Service using data from U.S. Census Bureau.

Nonmetro population change and components of change, 1976-2014

Percent change from previous year

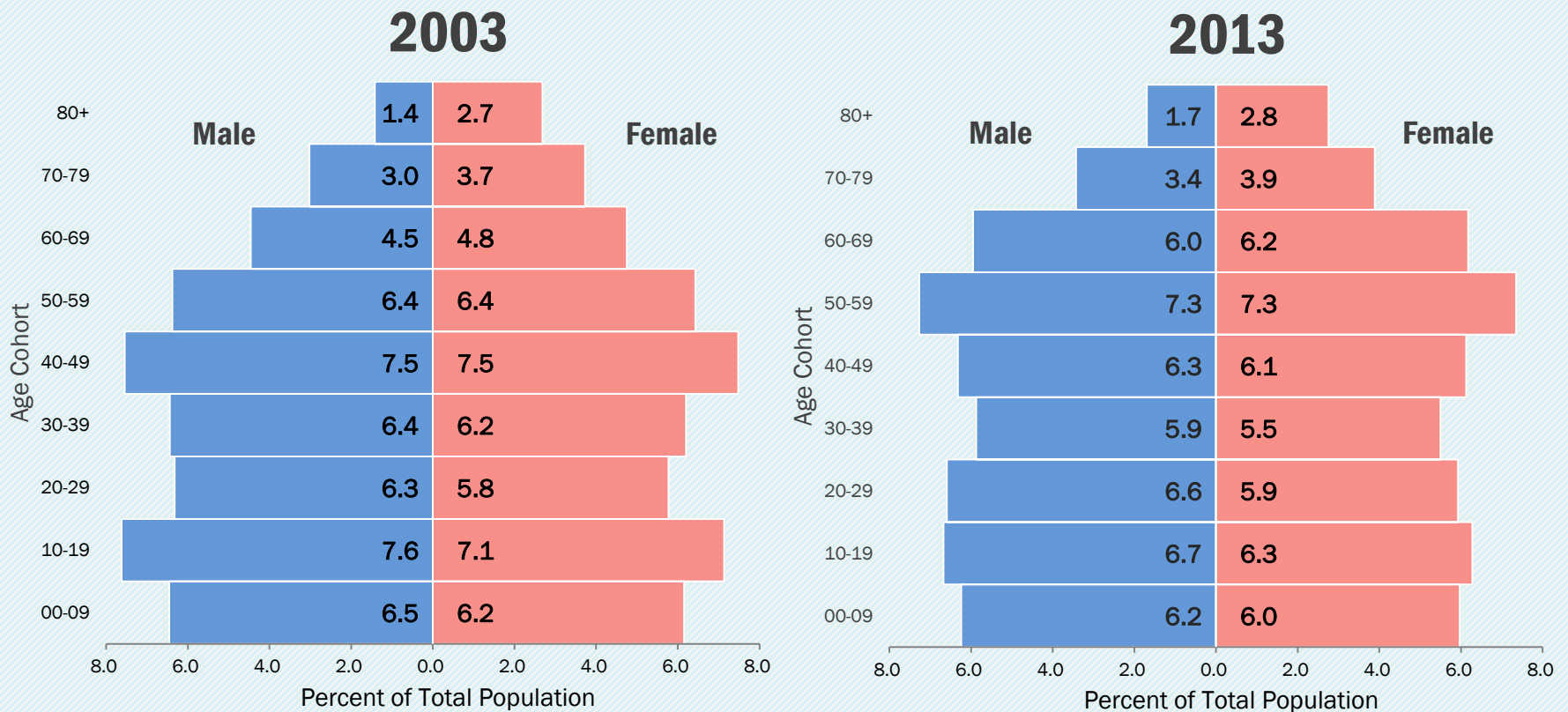


Note: Metro status changed for some counties in 1980, 1990, 2000, and 2010.

Source: USDA, Economic Research Service using data from U.S. Census Bureau.

Population Pyramid: The Nonmetro U.S. Age Distribution

Population pyramids are visual representations of the age distribution of the population by gender.



Median Age

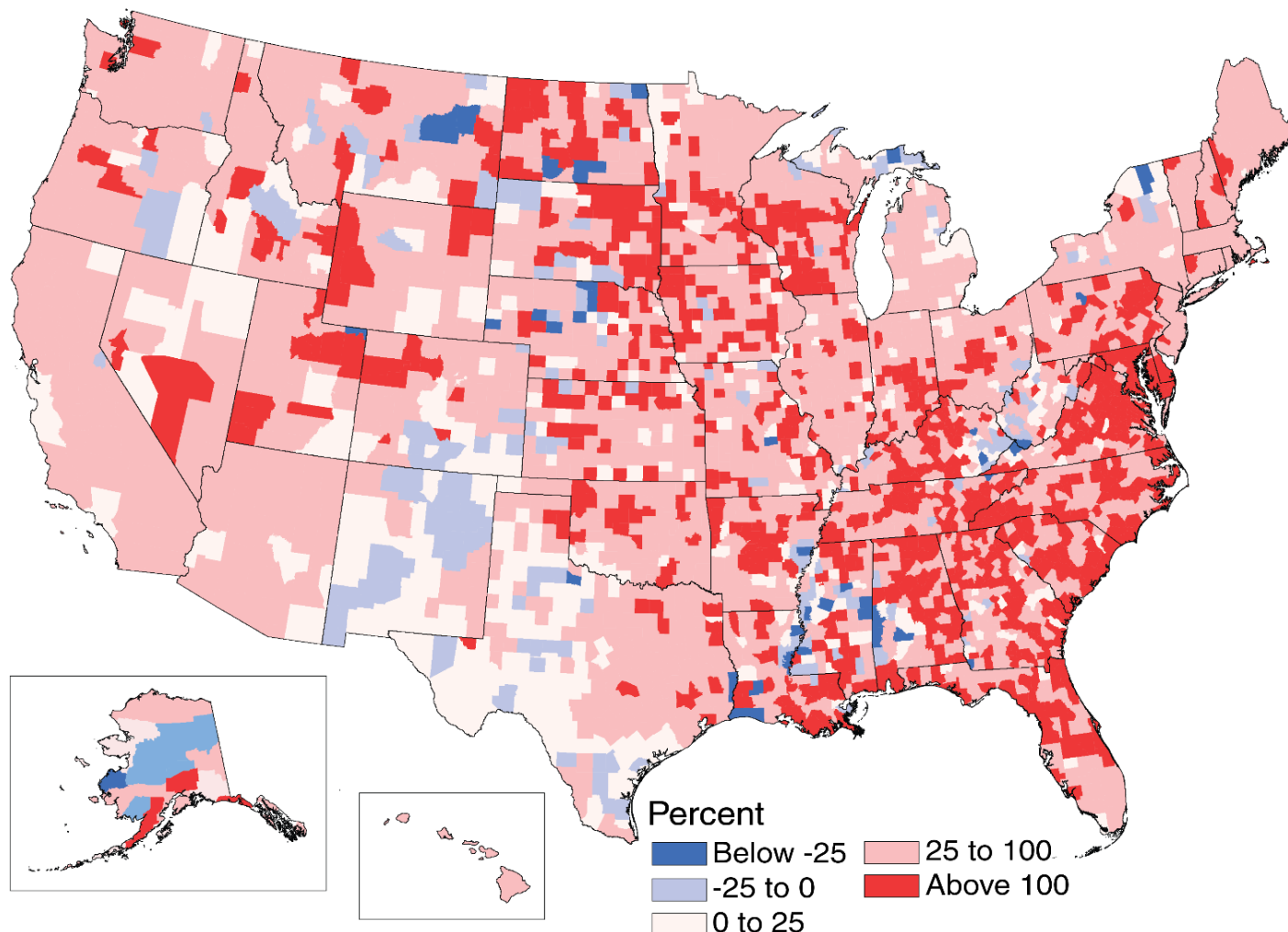
Median Age is an important indicator of aging population

Average Median Age			
Year	Average Median Age (Both Sexes)	Average Median Age – Male –	Average Median Age – Female –
2000	38.2	36.9	39.5
2013	42	40.7	43.3

- Nonmetro areas in the USA experienced an increase in average median age across both genders.
- The average median age of females surpassed males in both 2000 and 2013

Source: U.S. Census; 2013 Population Estimates,
Census 2000

Change in the Hispanic population, 2000-10



Source: USDA, Economic Research Service using data from U.S. Census Bureau.

Overall NM Population Change, 2000-2010: + 4.5%
Hispanic NM Population Change. 2000-2010: + 45%

Family Structure in Nonmetro Areas, 2000

Structure	Household	Family	Households with children under 18
Married Couple	55.3%	79.0%	72.7%
Male, no wife	3.9%	5.6%	7.0%
Female, no husband	10.7%	15.3%	20.4%
Nonfamily	30.1%	-	-
Average size	2.51	3.01	-

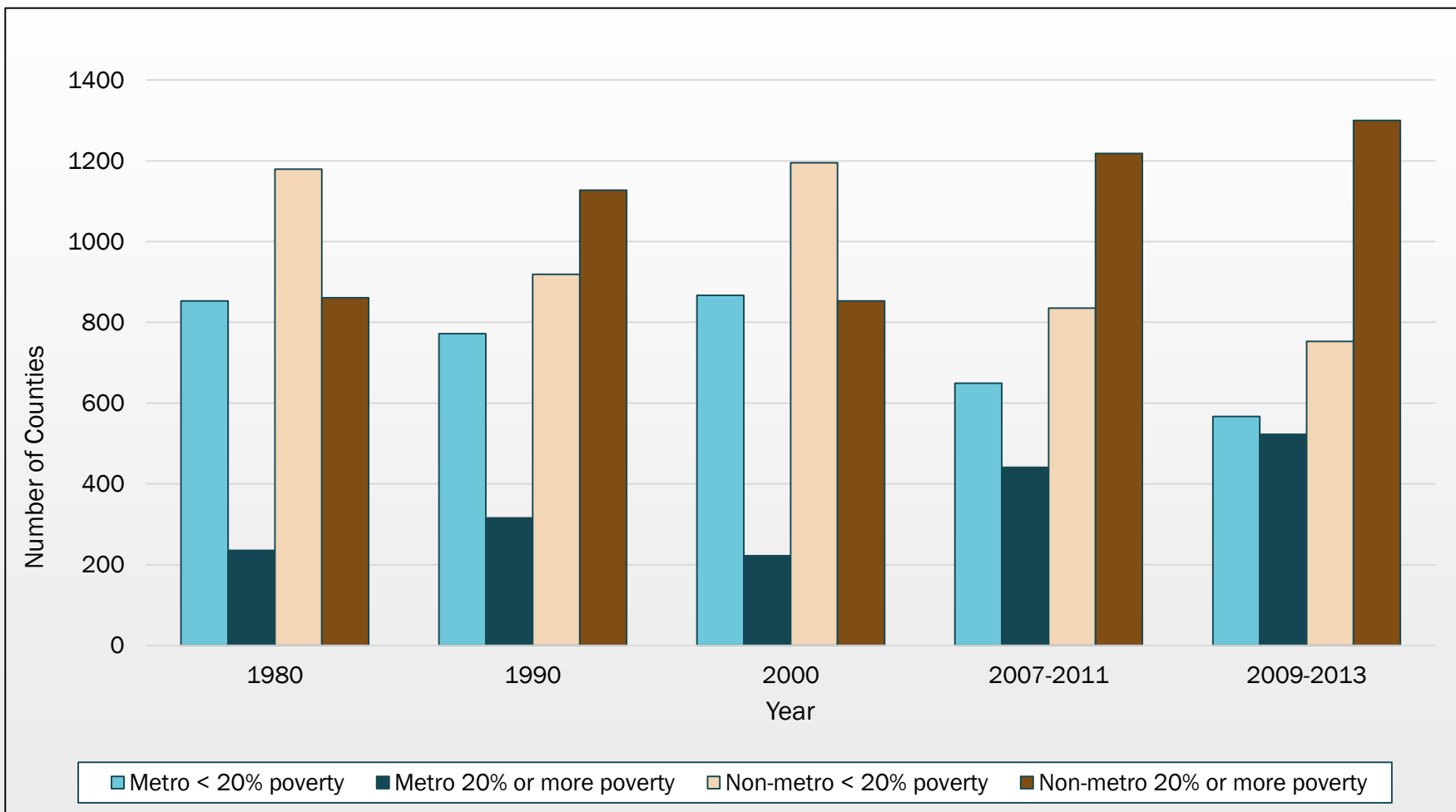
- Single female households with children represented 20.4% of all households in nonmetro areas in 2000

Family Structure in Nonmetro Areas, 2013

Category	Household	Family	Households with children under 18
Married Couple	51.1%	76.1%	66.5%
Male, no wife	4.5%	6.7%	8.8%
Female, no husband	11.6%	17.2%	24.7%
Nonfamily	32.8%	-	-
Average size	2.49	3.04	-

- Single female households with children represented 24.7% of all households in nonmetro areas in 2013
- Between 2000 and 2013, proportion of single female households with children increased by 4.3 percentage points

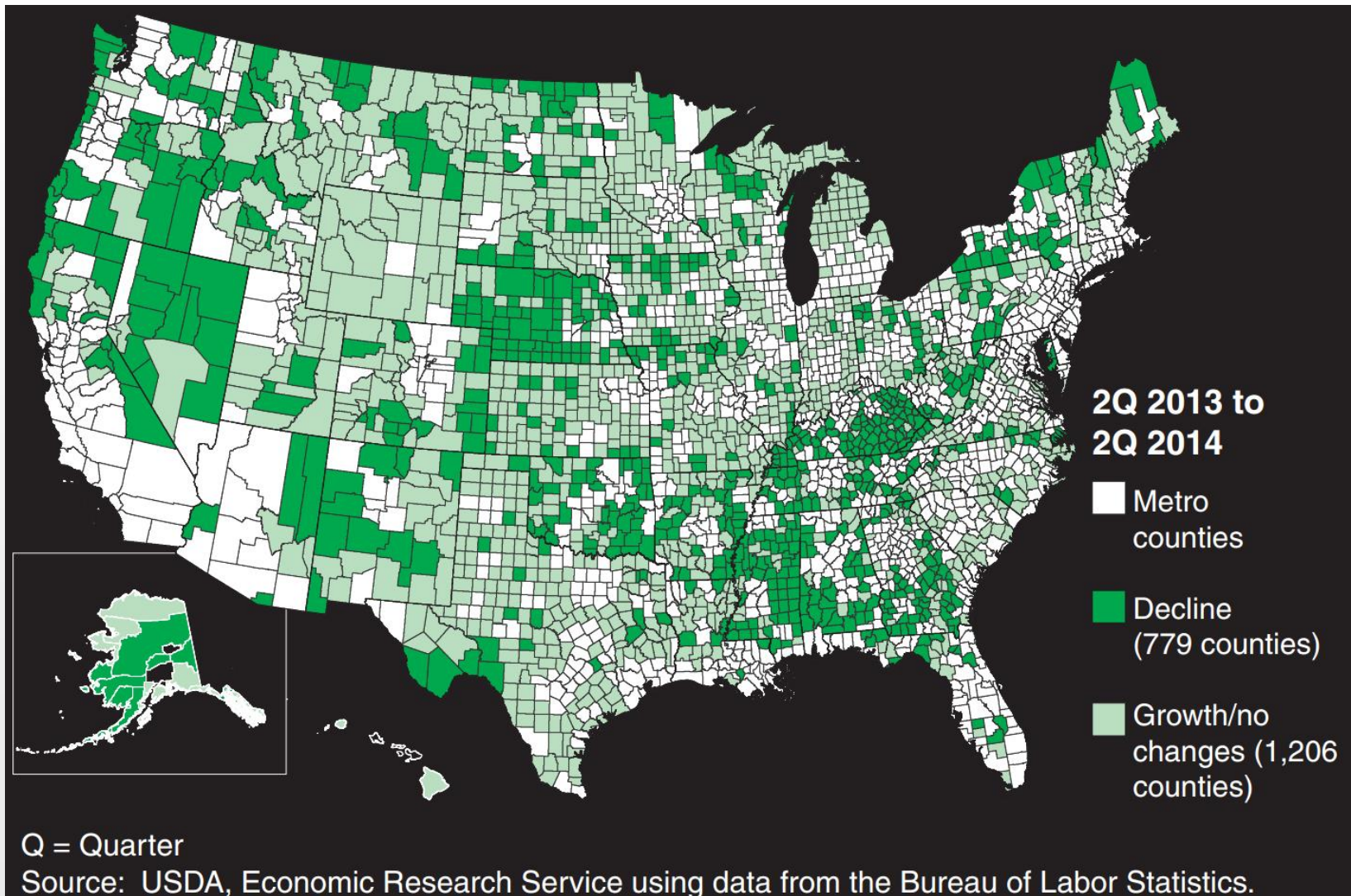
Child Poverty Concentration by Metro/Nonmetro Status, 1980-2013*



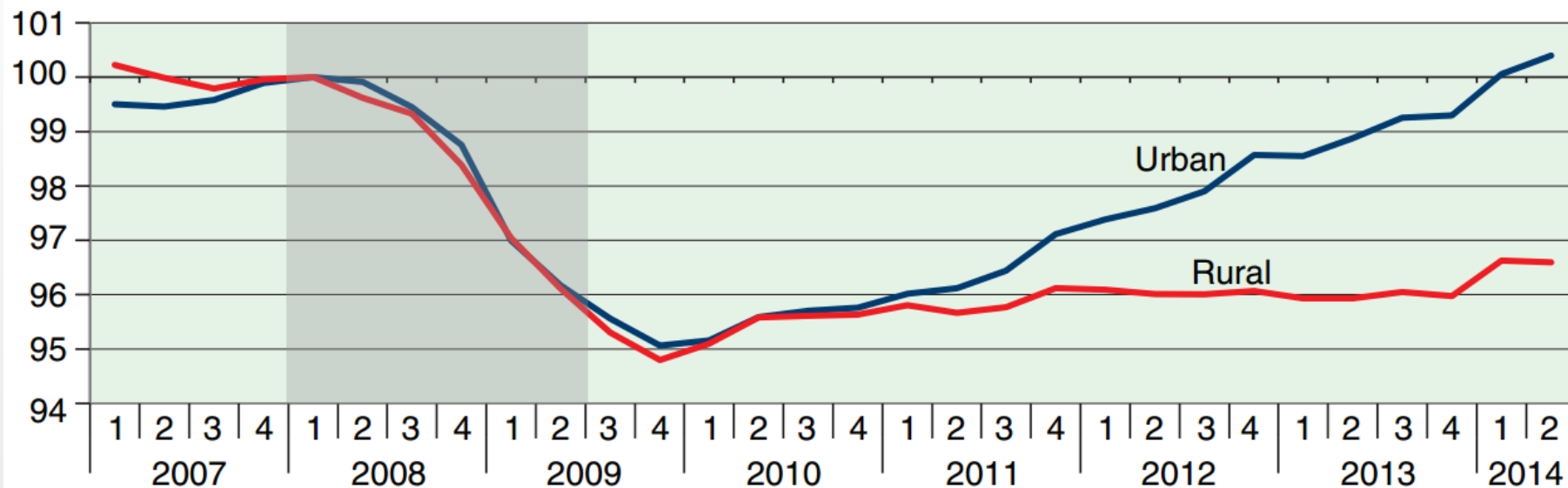
* Note: based on 2000 metro-nonmetro definitions

Note: Data obtained from Economic Research Service, U.S. Department of Agriculture (USDA)

Employment change 2013-2014: metro and nonmetro US



Rural employment growth lagging during recovery



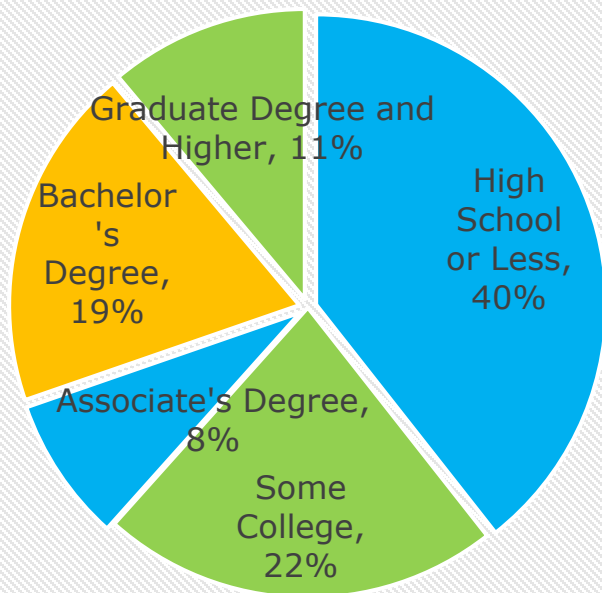
Q = Quarter

Note: Shaded area indicates dates of recession.

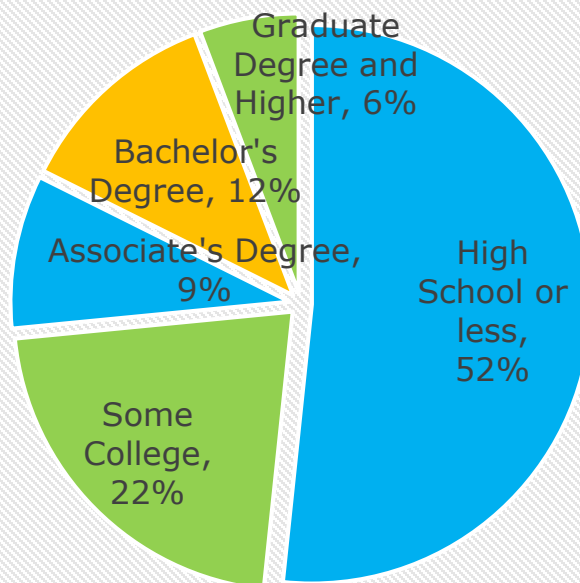
Source: USDA, Economic Research Service analysis of data from the Bureau of Labor Statistics and the U.S. Census Bureau.

Educational Attainment (2014) Metro and Nonmetro Midwest

Metro

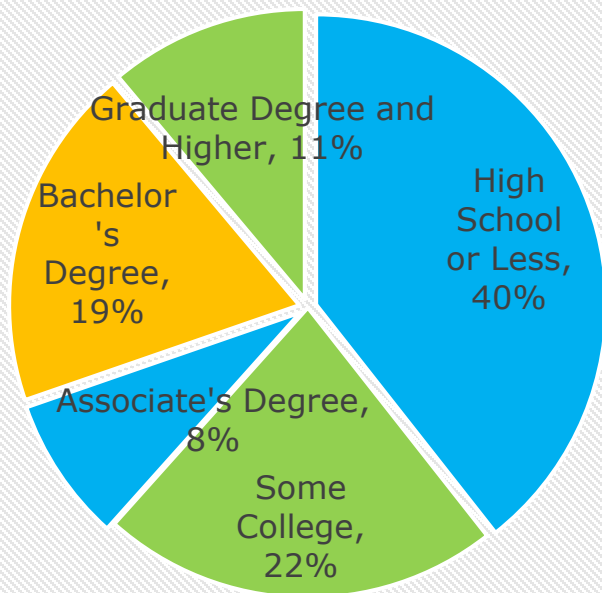


Nonmetro

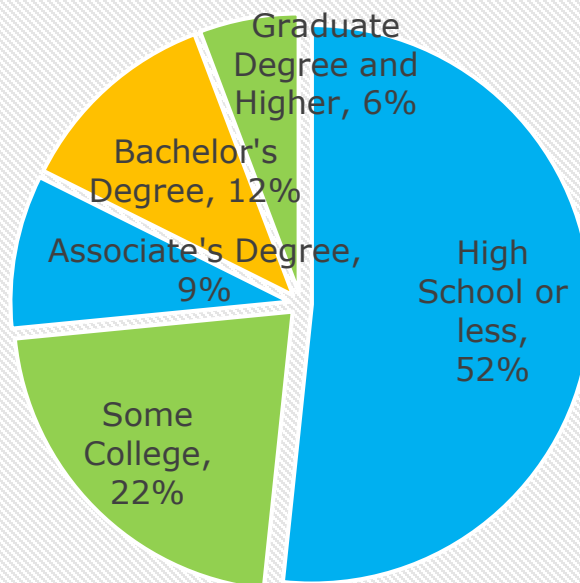


Educational Attainment (2014) Metro and Nonmetro Midwest

Metro



Nonmetro



Q: Though we can't alter the path of globalization, what can small communities do?

Case study and methods

Pilot Study Region



Research /engagement approach:

- mixed methods ‘drilling down’ approach consisting of regional data analysis, stakeholder engagement / focus groups (n=123), best practice lit review

Stakeholder focus group participants

industry representatives	68
economic development (state, regional, county, local)	11
education (boards, K12, post-2nd)	11
NFP & community-based orgs	8
local elected officials	9
state agencies	5
local citizens	11
TOTAL	123

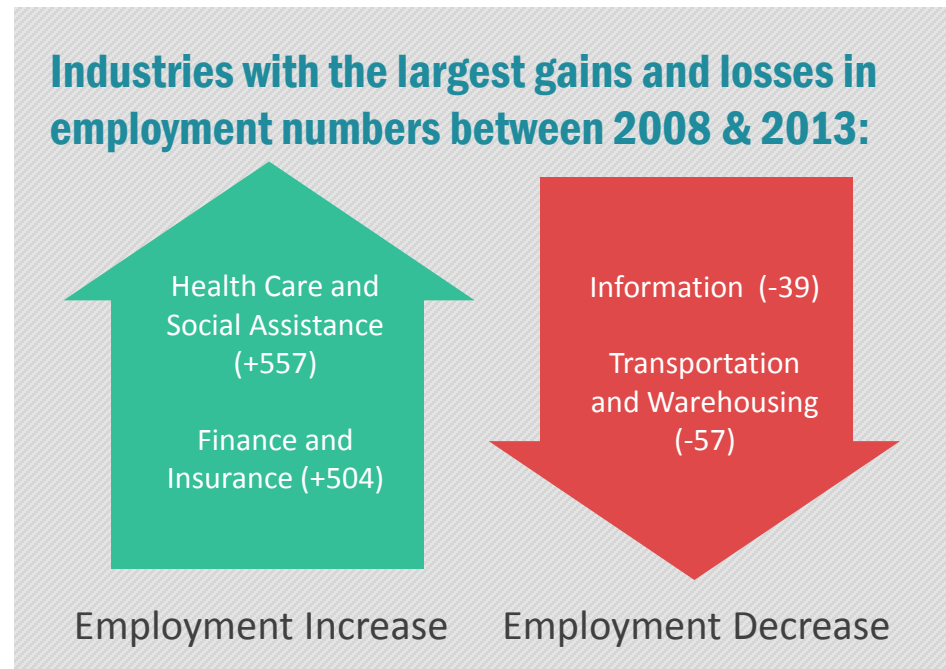
Industry distribution and change: NE pilot region

The largest percentage gains in employment in NE Nebraska region occurred in:

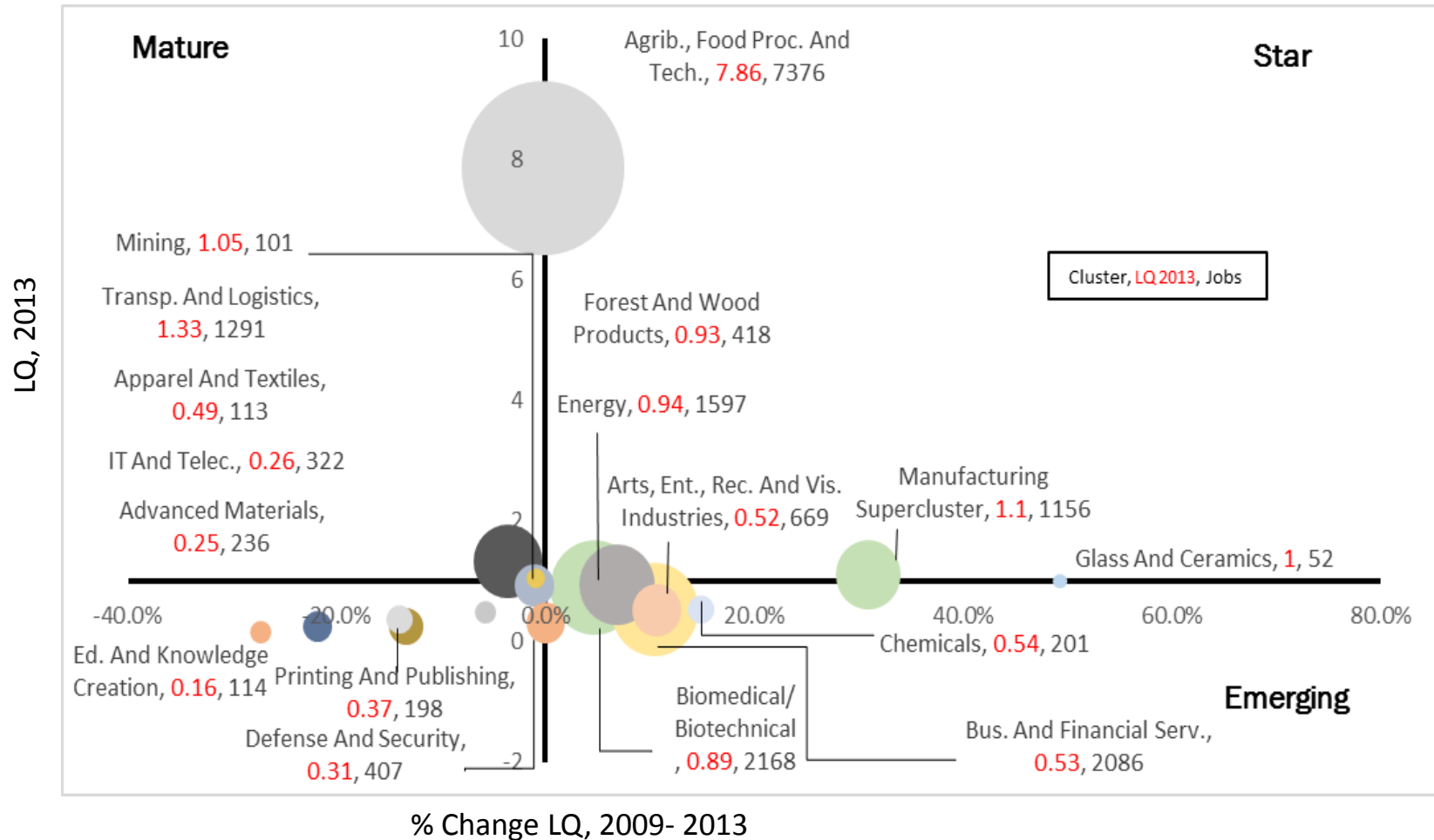
- Finance and Insurance (+33 percent)
- Health Care and Social Assistance (+20 percent)

The largest percentage losses in employment occurred in:

- Information (-14 percent)
- Transportation and Warehousing (-4 percent)



Industry cluster analysis: NE pilot region



Findings

Lack connection:
industry and
schools

No pipeline of
skilled workers

Lack of awareness/
motivation by
young people

Rivalry, lack of
interaction
between
companies (i.e.
poaching)

Firms not training/
retaining workers

Infrastructure,
housing, trailing
spouse issue

Findings

Tapping foreign labor pools: Burmese immigrants in Huron, South Dakota



Findings

Cuming County, NE: partnership between local companies and community college to address need for welders and manufacturing skills gaps



Findings

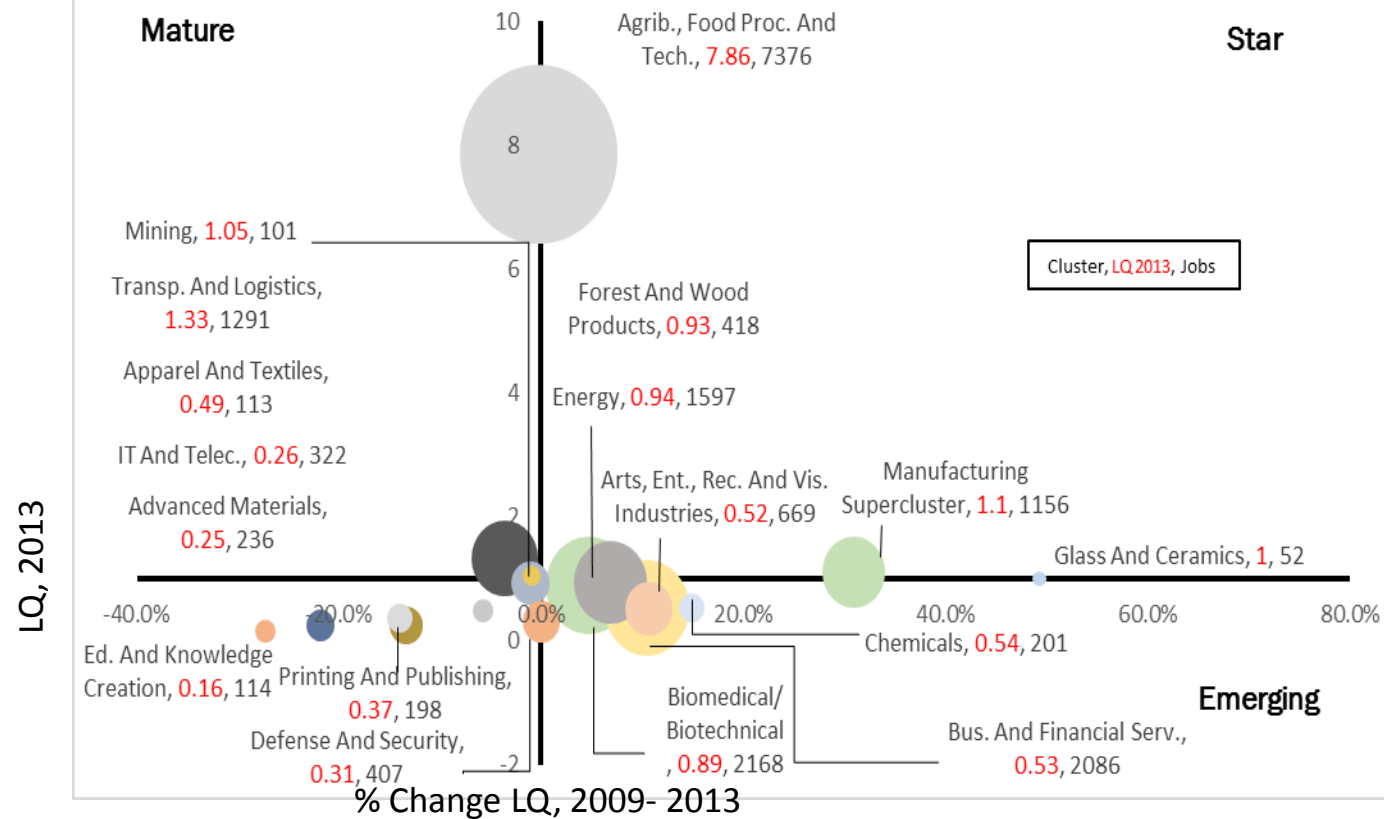
Lincoln, NE: Lincoln Industries successful in upskilling and retaining its workforce by investing in training, fostering sense of loyalty/engagement in the workplace



Takeaways

Form partnerships across community sectors to mobilize for action

Industry take leadership role to drive training/outreach efforts based on most competitive industry clusters in regional economy



BRIDGING THE SKILLS GAP: COMPONENTS OF COMMUNITY ACTION

The Components of Community Action

An effective community-based approach involves the right parties at the table including leaders and community stakeholders engaging in a tailored community planning process that is geared to the current/projected needs of local industries and occupations, be they in agriculture, manufacturing, healthcare or other areas.

Leadership

Leaders are individuals who have the courage to take on hot workforce issues, bring people together, encourage and facilitate broad community participation, and keep the effort focused. Leaders could be company CEOs concerned about their inability to fill in-demand positions, or education/community leaders with the goal to foster economic development and quality of life through improved workforce skills. Leadership is not static; the collaborative planning process fosters new leadership and enhances leadership capacity through new knowledge/skills gained as people and organizations work together.

Stakeholders

Given the breadth of activities encompassing the workforce arena, some of the important stakeholders involved (those with expertise, decision-making power and who will be most affected by local decision making) are these:

Introduction

Understanding the Problem

Project Overview

Community Process & Collaboration

- **Components of Community Action**
- Critical Role for Industry
- Building the Bridge Process
- Take Action

Importance of Labor Market Data

Promising Practices

Resources

Bridging the Skills Gap Team

Thank you!

<http://ruralfutures.nebraska.edu/skills-gap/>

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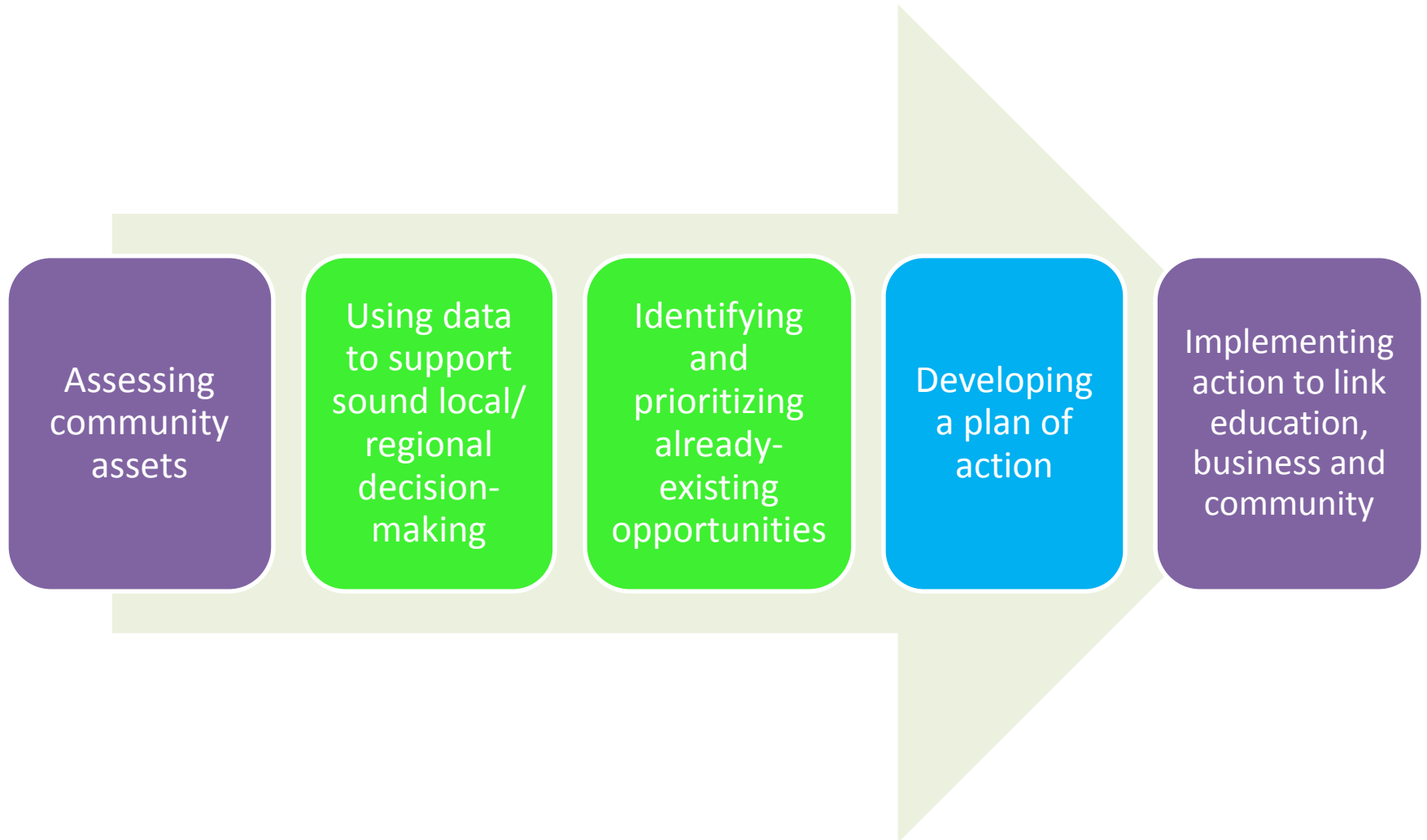
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Findings: Stakeholders



Findings: community planning process



Project outcomes

1

Set of best practices in rural workforce development

2

Identification of stakeholders and community planning process

3

Tailored workforce plans geared to unique needs of our pilot communities

4

Framework model: how Extension can add value to local workforce efforts

5

Project summary and findings published online: <http://ruralfutures.nebraska.edu/skills-gap/>

6

Ongoing work by Sherin & Burkhart-Kriesel

Building the bridge process



Step 1: Look at assets – what is it *now* and what *could* it be?

- * Workforce, education, business



Step 2: Use data to support decision making

- * Local data and outside data



Step 3: Identify opportunities and prioritize

- * Short and long term



Step 4: Develop a plan of action between stakeholders – workforce, education and training, business & industry, and the community

- * Link to assets and partnerships



Step 5: Implement actions

- * Explore & Educate
- * Attract and Retain

Major findings: big picture

1

1

Who the stakeholders are

2

What the critical workforce issues are that communities are grappling with

3

Why cross-sectoral collaboration is core to success

4

Why/how strong leadership underpins an effective system

5

Labor market data as a critical tool to enhance local planning

6

The central role that local employers play

Major findings: the specifics

1

Raise awareness among young people, their parents and guidance counselors about local industries and economic opportunities

2

Enhance opportunities for youth engagement and employment

3

Strengthen flow of skilled workers via pathways between K12 and post-2, innovative STEM/STEAM programs and work-based learning such as apprenticeships/internships

4

Promote and expand rural recruitment and retention efforts

5

Encourage employers to step up to the plate and work with schools to develop programs and communities to enhance outreach/awareness efforts, invest in in-house training

6

Provide guidance to local constituents in the use of labor market data to enhance workforce planning efforts