

CATAWBA LWIA WORKFORCE REPORT 2012



The *Catawba Workforce Report* is published by the Labor Market Information (LMI) Department of the South Carolina Department of Employment and Workforce. The information and analyses provided in this publication are based on data collected from sources throughout South Carolina and the United States.

About SC DEW and LMI:

The Labor Market Information Department compiles and publishes employment statistics, job forecasts, wage data, demographics, and other labor market information to help public and private organizations, researchers, and others better understand today's complex workforce.

The LMI Department produced this report under the leadership of:

Executive Director - Cheryl Stanton
Interim Deputy Assistant Executive Director - Kerry Paul
Labor Market Information Director - Brenda Lisbon

South Carolina Department of Employment and Workforce
1550 Gadsden Street
Columbia, South Carolina 29201
(803) 737-2660
www.dew.sc.gov
www.scworkforceinfo.com



TABLE OF CONTENTS

EXECUTIVE SUMMARY	VI
INTRODUCTION	VII
ECONOMIC DISCUSSION: A CURRENT PICTURE OF THE WORKFORCE	1
EMPLOYMENT BY INDUSTRY	1
LOCATION QUOTIENT	1
AVERAGE ANNUAL WAGE BY INDUSTRY	2
OCCUPATIONAL EMPLOYMENT	3
SKILLS DATA.....	4
EMPLOYMENT AND UNEMPLOYMENT	6
NEW STARTUP FIRMS	8
EMPLOYERS BY SIZE OF ESTABLISHMENT	9
SUPPLY: WHAT'S OUT THERE?	10
POPULATION BY AGE	10
POPULATION CHANGE AND MIGRATION	11
COMMUTING PATTERNS	12
EDUCATIONAL ATTAINMENT	12
CAREER CLUSTERS SELECTED BY HIGH SCHOOL STUDENTS	13
DEGREES AWARDED	15
CHARACTERISTICS OF UI CLAIMS BY OCCUPATION	16
UNEMPLOYMENT INSURANCE CLAIMANT CHARACTERISTICS.....	17
DEMAND: WHAT DO WE NEED?	20
ONLINE JOB ADVERTISEMENTS.....	20
INDUSTRY PROJECTIONS	20
OCCUPATIONAL PROJECTIONS.....	21
SKILLS OF PROJECTED OCCUPATIONS	24
WORKFORCE CHALLENGES	25
CONCLUSION	27

TABLE OF FIGURES

FIGURE 1: CATAWBA LWIA EMPLOYMENT BY INDUSTRY - 3RD QUARTER 2012.....	1
FIGURE 2: NOTABLE CATAWBA LWIA LOCATION QUOTIENTS - 2011	2
FIGURE 3: ANNUAL AVERAGE WAGE BY INDUSTRY - 3RD QUARTER 2012.....	3
FIGURE 4: TOP 20 OCCUPATIONS WITH WAGES - 2012.....	4
FIGURE 5: TOP OCCUPATIONS BY SKILL CLASSIFICATION - CATAWBA 2012.....	5
FIGURE 6: EMPLOYMENT - 2002-2012.....	6
FIGURE 7: UNEMPLOYMENT - 2002-2012	7
FIGURE 8: ANNUAL UNEMPLOYMENT - 2002-2012	8
FIGURE 9: MONTHLY UNEMPLOYMENT RATE - MARCH 2011-APRIL 2013.....	8
FIGURE 10: NEW STARTUP FIRMS - 2007-2012.....	9
FIGURE 11: EMPLOYERS BY SIZE OF ESTABLISHMENT - 3RD QUARTER 2012.....	9
FIGURE 12: POPULATION BY AGE	10
FIGURE 13: POPULATION PROJECTIONS TO 2030.....	11
FIGURE 14: POPULATION MIGRATION - 2011 - 5-YEAR ESTIMATE.....	11
FIGURE 15: COMMUTING PATTERNS - 2010.....	12
FIGURE 16: EDUCATIONAL ATTAINMENT - CATAWBA AND SOUTH CAROLINA 2011	12
FIGURE 17: EDUCATIONAL ATTAINMENT - CATAWBA 2011.....	13
FIGURE 18: PERCENT OF STUDENTS DECLARING A CAREER CLUSTERS IN CATAWBA AND SC - 2012	14
FIGURE 19: CAREER CLUSTERS - 2012.....	15
FIGURE 20: TOP 20 MAJORS IN CATAWBA - 2011.....	16
FIGURE 21: CHARACTERISTICS OF UI CLAIMS BY OCCUPATION - APRIL 2013.....	17
FIGURE 22: UI CLAIMANT CHARACTERISTICS - APRIL 2013.....	18
FIGURE 23: CATAWBA HWOL - APRIL 2013 BY MAJOR GROUP.....	20
FIGURE 24: INDUSTRY PROJECTIONS - 2008-2018	21
FIGURE 25: GROWING OCCUPATIONS - 2008-2018.....	22
FIGURE 26: EDUCATION FOR TOP 50 PROJECTED OCCUPATIONS	23
FIGURE 27: TOP 20 PROJECTED DECLINING OCCUPATIONS IN CATAWBA - 2008-2018.....	24
FIGURE 28: SKILL LEVELS.....	24
FIGURE 29: COMPARISON OF SUPPLY AND DEMAND.....	25

EXECUTIVE SUMMARY

The employment leaders for Catawba Local Workforce Investment Area (LWIA) are Manufacturing, Retail Trade, and Healthcare and Social Assistance. Employment growth is anticipated by 2018 in several industries, especially Health Care and Social Assistance and Education Services. The highest wages are paid by the Utilities and the Real Estate and Rental and Leasing industries.

The LWIA's population grew by 25.7 percent from 2000 to 2010, and it has a higher proportion of the population in the prime working age of 35-49 than the state overall.

Employment is rising, and unemployment is declining; and though, the LWIA has a historically higher unemployment rate than the state, the gap widened after the recession. Employment is concentrated in Rock Hill, but nearly 27,000 more people leave the LWIA for work than enter it every day. Manufacturing is the largest industry represented in unemployment claims.

Catawba has a higher proportion of residents with more than a high school education to the bachelor's degree education level than the state does as a whole. For projected growing jobs, 4 percent require no diploma, 28 percent require a diploma, 16 percent require an associate's degree or training, and 52 percent require a bachelor's degree or more.

Catawba LWIA businesses desire a trained workforce with the current focus being on healthcare, business, and marketing services. Technology has become part of most occupations, requiring continuous training and skill-upgrading. A challenge for the LWIA is to match the skill levels of the workforce with open positions. There may be a mismatch between the employer's skill demands and the occupations that the worker will accept.

Catawba LWIA has several factors working in its favor. It has a large city (Rock Hill) in the area close to the expanding major metropolitan area of Charlotte, N.C. The educational and training institutions are anchored by the reputation of Winthrop University, which added Vivian Moore Carroll Hall to its business facilities in 2009.

The patterns and trends described in this report offer cause for both optimism and concern. Catawba LWIA has an exciting future ahead of it, and it can lead the way in delivering the skilled talent and economic opportunities that businesses and workers in the area deserve.

INTRODUCTION

The Catawba Local Workforce Investment Area is composed of Chester, Lancaster, and York counties. All three were formed in 1785 and were named after their respective towns in Pennsylvania. The area is located in the north central part of the state and shares several borders with North Carolina. Water from the Catawba, Lynches, and Broad rivers powered Textile Manufacturing during the last century and today.

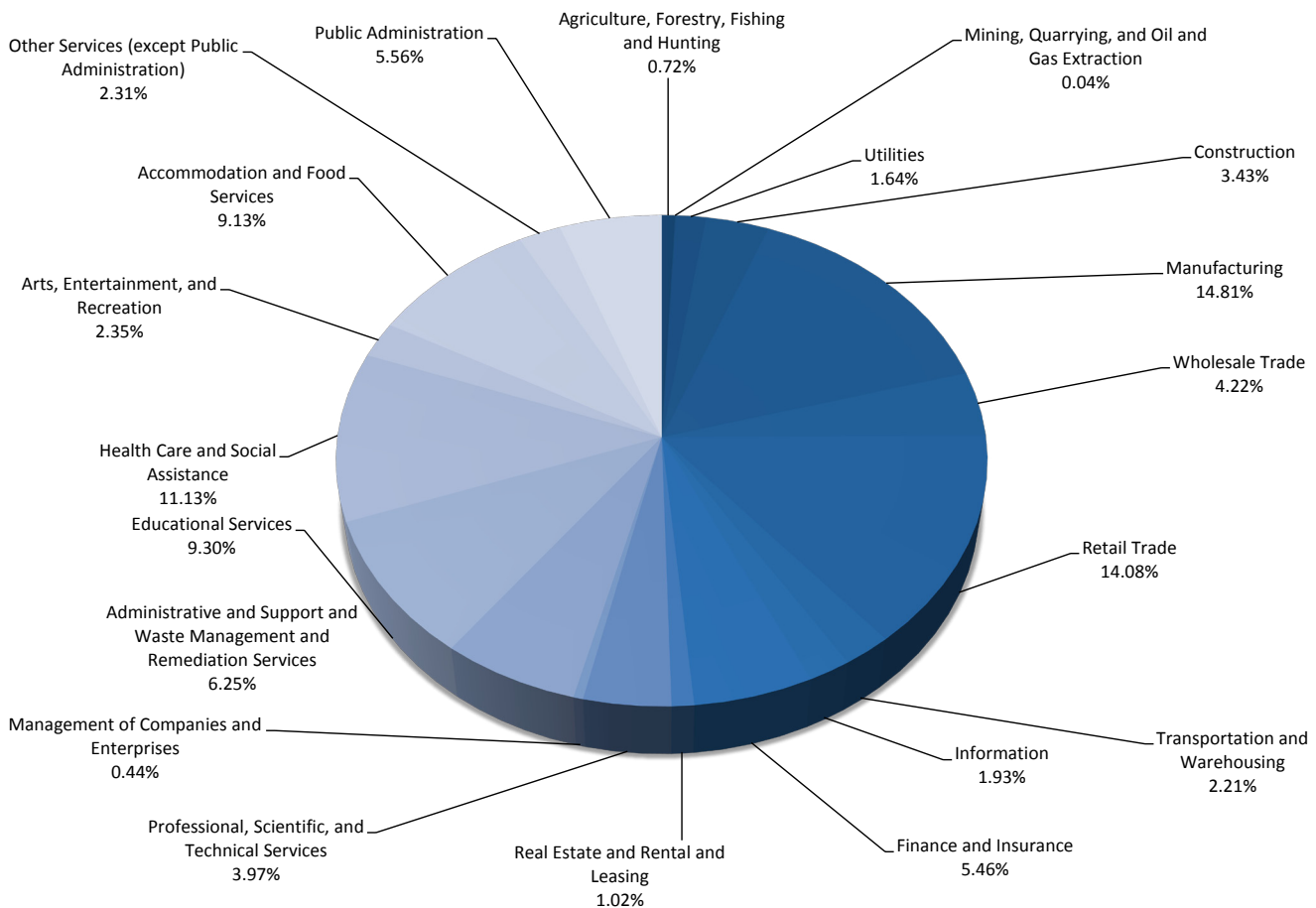
The economic changes this year in the Catawba LWIA demonstrate the shifting needs of employers and employees. Cultivating an understanding of the workforce allows all three counties to respond to anticipated future needs. Analyses help to identify the gap between what the workforce has in the way of talent and skills (supply), and what it may need in the future (demand).

The purpose of the Catawba LWIA Workforce Report is to present a comprehensive view of the status of Catawba counties' economy and workforce. The report includes an analysis of Catawba LWIA's workforce, industries, economic climate, and factors that will affect all three. Forecasts will be made for the workforce, industries, and the economy.

ECONOMIC DISCUSSION: A CURRENT PICTURE OF THE WORKFORCE

EMPLOYMENT BY INDUSTRY

Figure 1: Catawba LWIA Employment By Industry - 3rd Quarter 2012



Source: Bureau of Labor Statistics (BLS), SC Department of Employment and Workforce (SCDEW), Quarterly Census of Employment and Wages (QCEW)

The Manufacturing and Retail Trade industries are the top two sectors employing workers in the Catawba LWIA. Industries like Health Care and Social Assistance and Educational Services are healthy and flourishing, while another like Construction is still recovering from the recession. The 2010 per capita income for a Catawba LWIA resident is \$28,412, which is up 25 percent from 2000.¹ Economic growth has taken place in the past decade to enhance the LWIA's workers, although the area is still recovering from a tough business cycle.

LOCATION QUOTIENT

A location quotient (LQ) is a useful tool for determining the concentration of workers in a given area. Location quotients compare the regional share of employment in a particular industry to the national share of employment in the same industry. The resulting quotient reveals the degree of regional specialization or concentration in an industry and provides insight into what makes the area unique in comparison to the national average. An LQ of 1.0 means the concentration of jobs in that industry matches the nation's value. Location quotients higher than 1.0 indicate the level of specialization the area has in particular sectors. Lower quotients can indicate a possible area that could be expanded.

Figure 2: Notable Catawba LWIA Location Quotients - 2011

Industry and Sectors	Location Quotient
<i>Chester County</i>	
Nonmetallic Mineral Product Manufacturing	36.4
Truck Transportation	7.8
Chemical Manufacturing	4.2
<i>Lancaster County</i>	
Textile Mills	18.2
Waste Management and Remediation Services	2.7
Forestry and Logging	2.4
<i>York County</i>	
Textile Mills	9.4
Paper Manufacturing	5.2
Wood Product Manufacturing	2.5

Source: US Department of Labor, Bureau of Labor Statistics - http://data.bls.gov/location_quotient

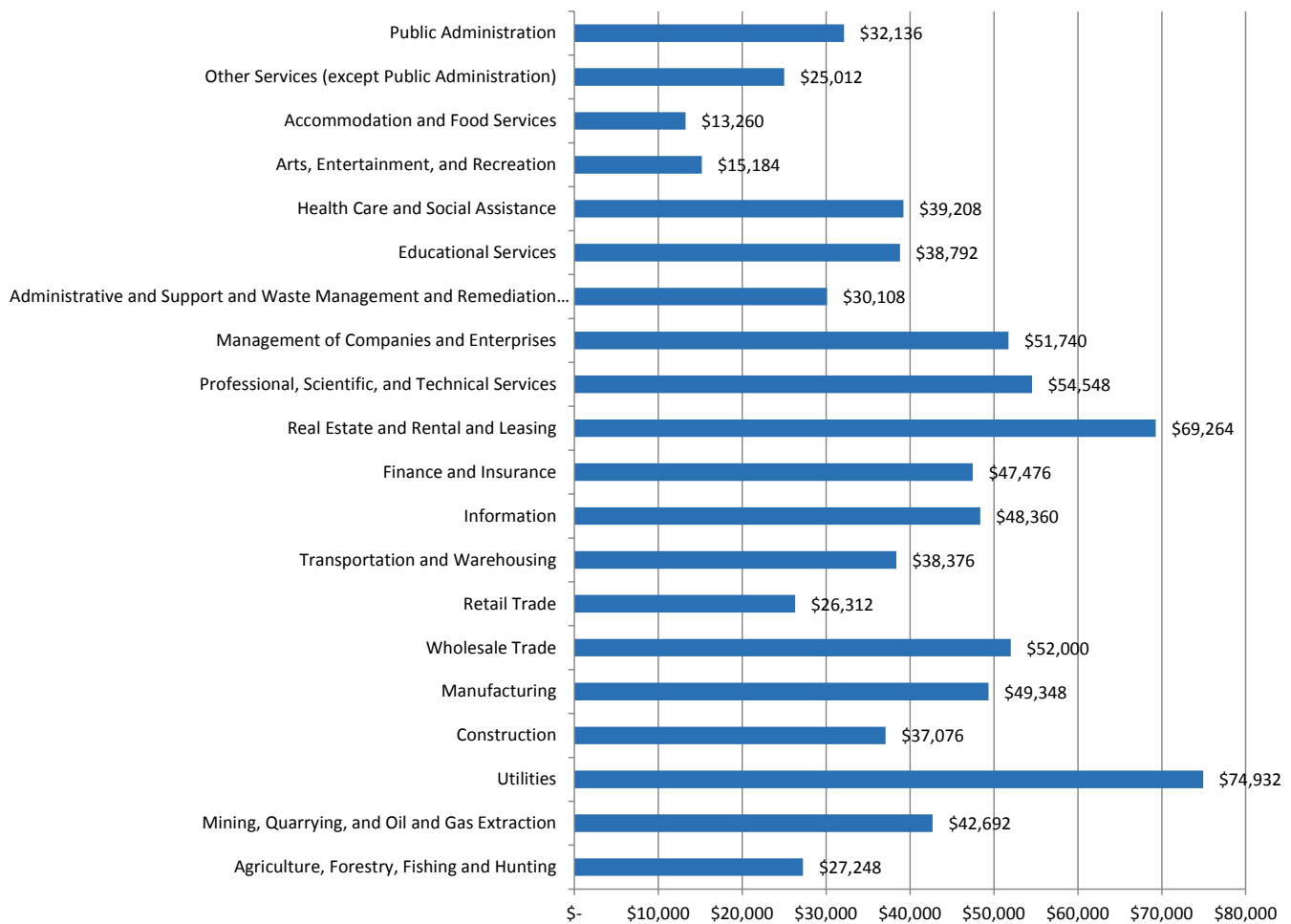
Nonmetallic Mineral Product Manufacturing and Textile Mills top the most concentrated industries in this area with location quotients over nine. The former industry includes clay, glass, cement and concrete, lime, and other nonmetallic mineral manufacturing and is focused in Chester County. Textile Mill companies transform a basic fiber into a product like yarn or fabric and are a highly-focused sector in Lancaster and York counties. Other manufacturing sectors located throughout the area include chemical, wood product, and paper.

AVERAGE ANNUAL WAGE BY INDUSTRY

The annual wages for utility workers are usually among the highest for any LWIA industry. These workers have a wide range of education (high school diploma to PhD) and tend to stay in their jobs for a very long time, which increases the average wage as small raises accumulate over time. The Real Estate and Rental and Leasing industry has the second highest average wage in the LWIA.

High wage industries like Information, Professional, Scientific, and Technical Services, and Finance and Insurance usually require at least a bachelor's degree. Having an education is an excellent way to enter a high-wage industry and have more options for employment.

Figure 3: Annual Average Wage by Industry - 3rd Quarter 2012



Source: BLS, SCDEW, QCEW

OCCUPATIONAL EMPLOYMENT

When examining the current occupational employment in the area, one can observe that some of the top 20 occupations are low-skill, low-pay jobs. These jobs, like Cashiers, Food Preparation and Servers, and Janitors, have high turnover. These are not necessarily the most robust jobs as far as wages, but they are jobs.

Figure 4 lists occupations, such as Registered Nurses, Elementary School Teachers, and First-Line Supervisors, that pay a higher wage. With Manufacturing, Retail Trade, and Healthcare comprising 40 percent of the employment in Catawba, the positions of Team Assemblers; Laborers and Material Movers; Retail Salespersons; and Registered Nurses, not surprisingly, are listed among the top occupations.

Figure 4: Top 20 Occupations with Wages - 2012

Occupational Title	Total Employment	Hourly Average Wage (\$)
Total, All Occupations	101,280	18.81
Cashiers	3,660	9.07
Retail Salespersons	3,320	11.83
Combined Food Preparation and Serving Workers	2,650	8.69
Team Assemblers	2,240	13.82
Office Clerks, General	1,990	12.80
Laborers and Freight, Stock, and Material Movers	1,980	11.77
Customer Service Representatives	1,950	15.59
Stock Clerks and Order Fillers	1,760	10.75
Registered Nurses	1,640	26.63
General and Operations Managers	1,540	48.37
Secretaries and Administrative Assistants, Except	1,480	14.33
Janitors and Cleaners, Except Maids and Housekeeping	1,430	10.21
Elementary School Teachers, Except Special Education	1,390	28.15
Maintenance and Repair Workers, General	1,370	18.28
Bookkeeping, Accounting, and Auditing Clerks	1,330	16.60
Bill and Account Collectors	1,310	16.63
Waiters and Waitresses	1,290	8.93
First-Line Supervisors of Retail Sales Workers	1,200	19.04
First-Line Supervisors of Office and Administrative	1,190	22.79
Heavy and Tractor-Trailer Truck Drivers	1,130	16.61

Source: BLS, SCDEW, Occupational Employment Statistics (OES)

SKILLS DATA

Employers are beginning to see that a person’s skills, in addition to their education, may help in determining who to hire. Many times the degree is not as important as the skills gained through specialized training and/or experience. In order to be able to determine the current level of skills in the area, the top 50 current occupations by employment are presented, and assigned a low, middle, or high skill designation to that occupation. The definitions for those skills levels are:

- **LOW:** No high school or GED, or high school/GED with less than one year experience and no on-the-job-training (OJT), or short-term OJT
- **MIDDLE:** High school/GED with one year experience, or moderate OJT, or long-term OJT, or apprenticeship, or postsecondary vocational training, or some college, or associate’s degree, or less than a bachelor’s degree
- **HIGH:** Bachelor’s degree or higher

In the Catawba area, 25 of the top 50 jobs in 2011 are considered low-skill jobs. Twenty are middle skill, and five are high-skill occupations.

Figure 5: Top Occupations By Skill Classification - Catawba 2012

Stillset: LOW
Cashiers
Childcare Workers
Combined Food Preparation and Serving Workers
Construction Laborers
Cooks, Fast Food
Cooks, Restaurant
Customer Service Representatives
Helpers--Production Workers
Home Health Aides
Industrial Truck and Tractor Operators
Janitors and Cleaners, Except Maids and Housekeeping
Laborers and Freight, Stock, and Material Movers
Landscaping and Groundskeeping Workers
Light Truck or Delivery Services Drivers
Loan Interviewers and Clerks
Office Clerks, General
Packers and Packagers, Hand
Personal Care Aides
Receptionists and Information Clerks
Retail Salespersons
Secretaries and Administrative Assistants
Shipping, Receiving, and Traffic Clerks
Stock Clerks and Order Fillers
Teacher Assistants
Waiters and Waitresses
Skillset: MIDDLE
Automotive Service Technicians and Mechanics
Bill and Account Collectors
Bookkeeping, Accounting, and Auditing Clerks
Bus Drivers, School or Special Client
First-Line Supervisors of Food Preparation and Serving Workers
First-Line Supervisors of Office and Administrative Workers
First-Line Supervisors of Production and Operating Workers
First-Line Supervisors of Retail Sales Workers
General and Operations Managers
Heavy and Tractor-Trailer Truck Drivers
Loan Officers
Machinists
Maintenance and Repair Workers, General
Nursing Assistants
Pharmacy Technicians
Police and Sheriff's Patrol Officers
Registered Nurses
Sales Representatives, Wholesale and Manufacturing
Substitute Teachers
Team Assemblers
Skillset: HIGH
Accountants and Auditors
Elementary School Teachers, Except Special Education
Management Analysts
Middle School Teachers, Except Special and Career/Technical Education
Secondary School Teachers, Except Special and Career/Technical Education

Source: BLS, SCDEW, OES, Workforce Intelligence (WI)

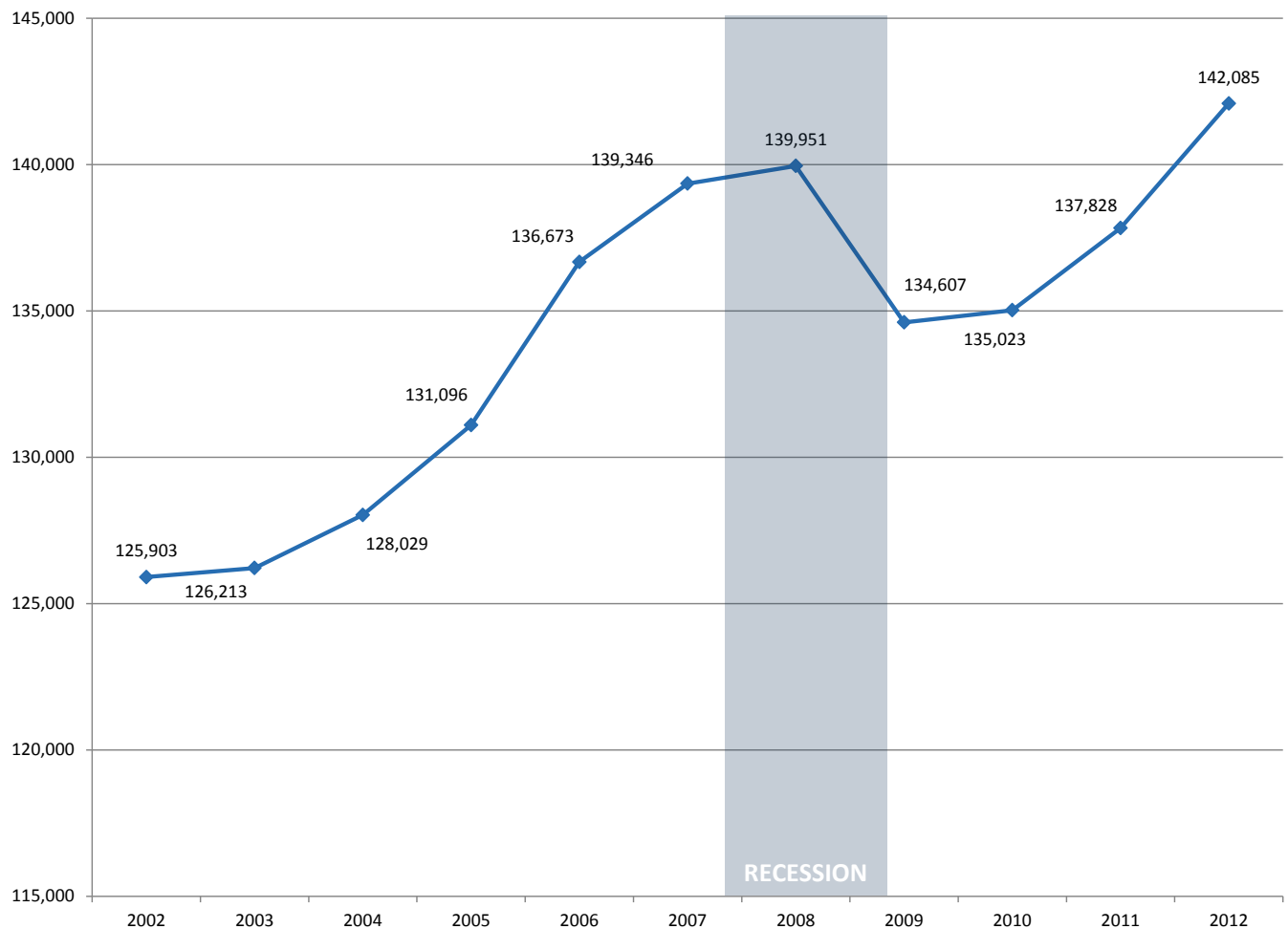
EMPLOYMENT AND UNEMPLOYMENT

A crucial indicator of the health of a workforce is its labor force levels. Labor force data count residents who are employed and unemployed. There are a few Federal definitions that will make discussion of the labor force a little easier to understand.

- Employed: Persons 16 years old or older who worked for pay any time during the week that includes the 12th of the month
- Unemployed: Persons 16 years old or older who are not working but want a job, and are able and willing to work
- Labor Force: Employed plus unemployed
- Unemployment Rate: Unemployment divided by labor force

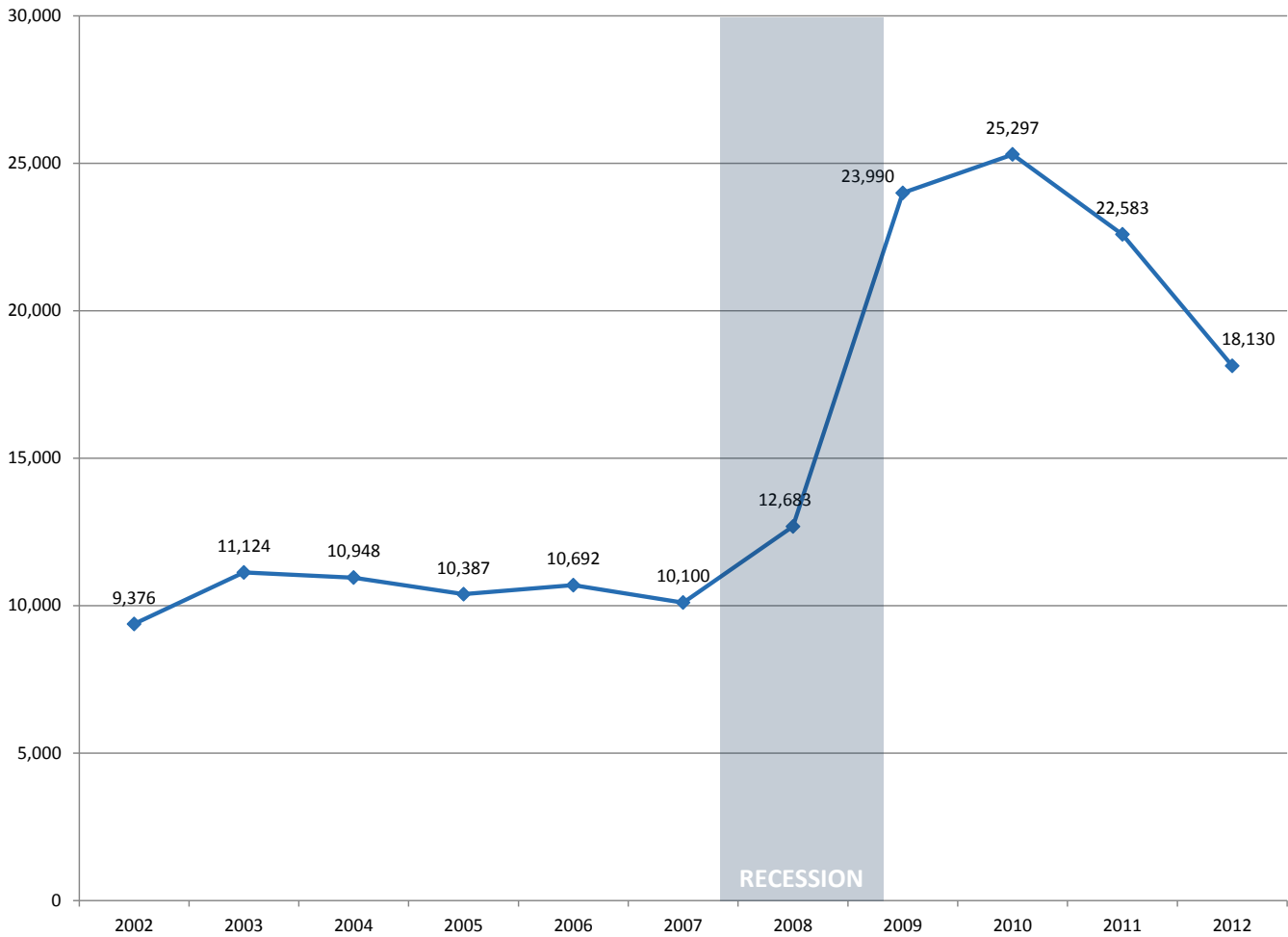
In Figure 6, the recession (officially from December 2007 through June 2009) had a great effect on the labor force. Employment dropped, and unemployment increased by 138 percent.

Figure 6: Employment - 2002-2012



Source: BLS, SCDEW, Local Area Unemployment Statistics (LAUS)

Figure 7: Unemployment - 2002-2012

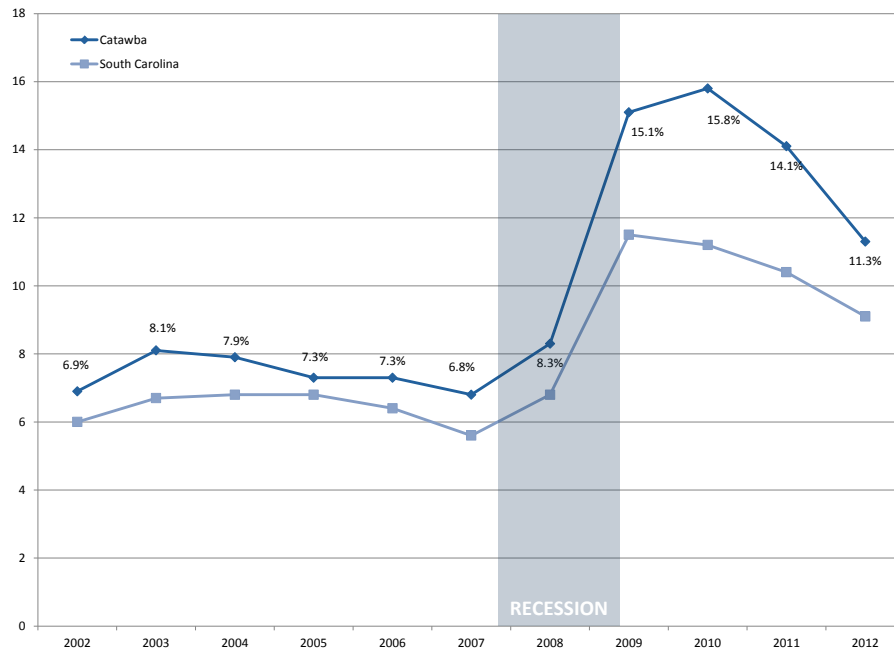


Source: BLS, SCDEW, LAUS

Tracking annual unemployment rates give a good snapshot of the state of an area's workforce. Annual rates smooth out the usual ups and downs of a month-to-month rate (due to normal seasonal or cyclical changes) to give a more accurate picture.

Figure 8 shows the annual rates for the Catawba LWIA area and South Carolina. Catawba has consistently been above the state's rate, and the gap widened after the recession. During the recession, the Catawba rate more than doubled from 6.8 percent in 2007 to 15.1 percent in 2009.

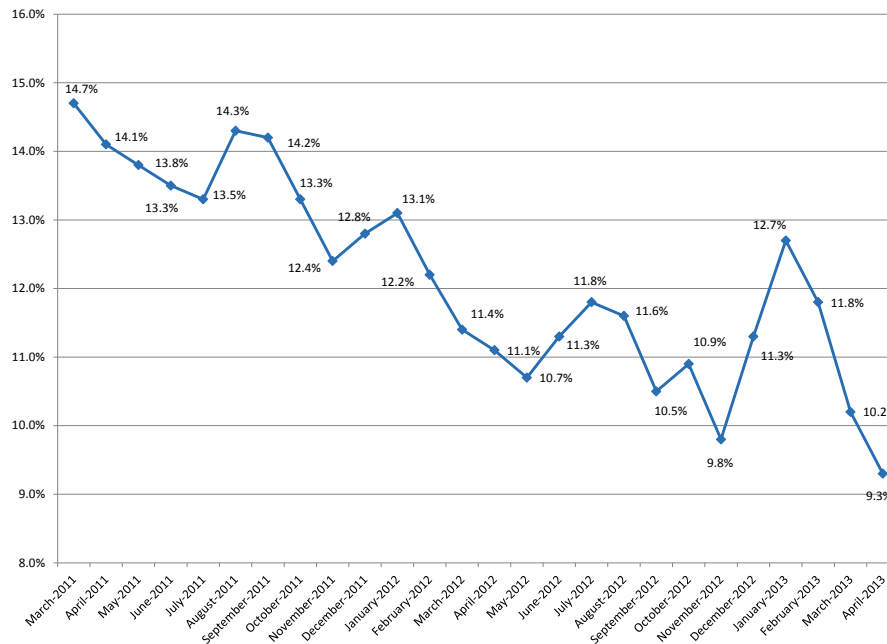
Figure 8: Annual Unemployment - 2002-2012



Source: BLS, SCDEW, LAUS

Figure 9 illustrates that the monthly unemployment rate has seen wide fluctuations since March 2011. The area seems to be steadily recovering from the recession.

Figure 9: Monthly Unemployment Rate - March 2011-April 2013



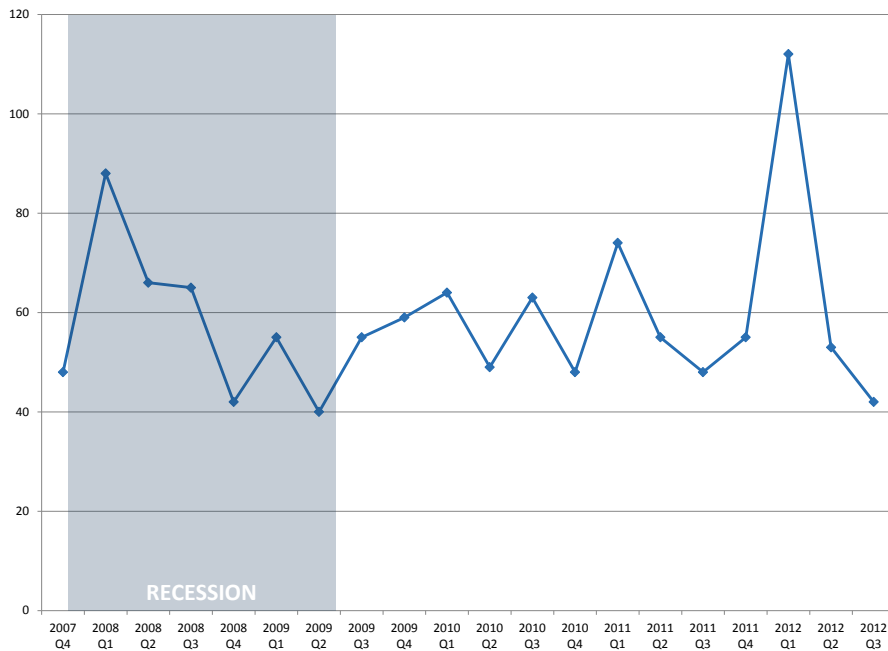
Source: BLS, SCDEW, LAUS

NEW STARTUP FIRMS

One way to see if an economy is improving is to examine data about startup firms. An increase in new companies might be an indicator of expansion in the area, whereas a drop in new firms shows a lack of confidence in the future. (Note: There is almost always a spike in startups in the first quarter

of the year.) Again, the recession had a major impact on normal business births and deaths. Start-ups have been steady in the area with a large increase in early 2012.

Figure 10: New Startup Firms - 2007-2012



Source: BLS, SCDEW, QCEW

EMPLOYERS BY SIZE OF ESTABLISHMENT

By far, the largest category of business size in the area is small business. Small businesses (or establishments) are defined in South Carolina as companies employing 49 or fewer people. The Catawba LWIA has 94 percent of establishments designated as small businesses, and South Carolina as a whole has 93 percent.

Small businesses may need more support and assistance than larger companies because they may not have a designated human resources department or person. They may rely on other resources, such as SC Works Centers, for help with hiring, training, or screening job candidates.

Figure 11: Employers by Size of Establishment - 3rd Quarter 2012

Employees	Catawba	South Carolina
0 to 4	3,455	63,766
5 to 9	1,107	19,667
10 to 19	728	13,316
20 to 49	525	9,881
50 to 99	209	3,907
100 to 249	112	2,433
250 to 499	30	757
500 to 999	16	328
1000 +	7	264

Source: BLS, SCDEW, QCEW

SUPPLY: WHAT'S OUT THERE?

A manufacturing assembly line needs to have resources and supplies on-hand so that the line does not have to stop. The same is true for the workforce. The supply of workers needs to be of the right quantity and quality to do the job. Is the supply of workers in line with what the companies in the Catawba LWIA need? Seven streams of workforce supply provide an indication: population, commuting, education of the population, clusters of high school students, awards earned at higher education institutions, and characteristics of unemployment insurance claims and claimants.

POPULATION BY AGE

Age distribution in the area is similar to the state and the country with two exceptions. In the 20-29 age cohorts, Catawba has a notably lower proportion of population, but in the 35-49 age cohorts, the LWIA has a markedly higher proportion of population.

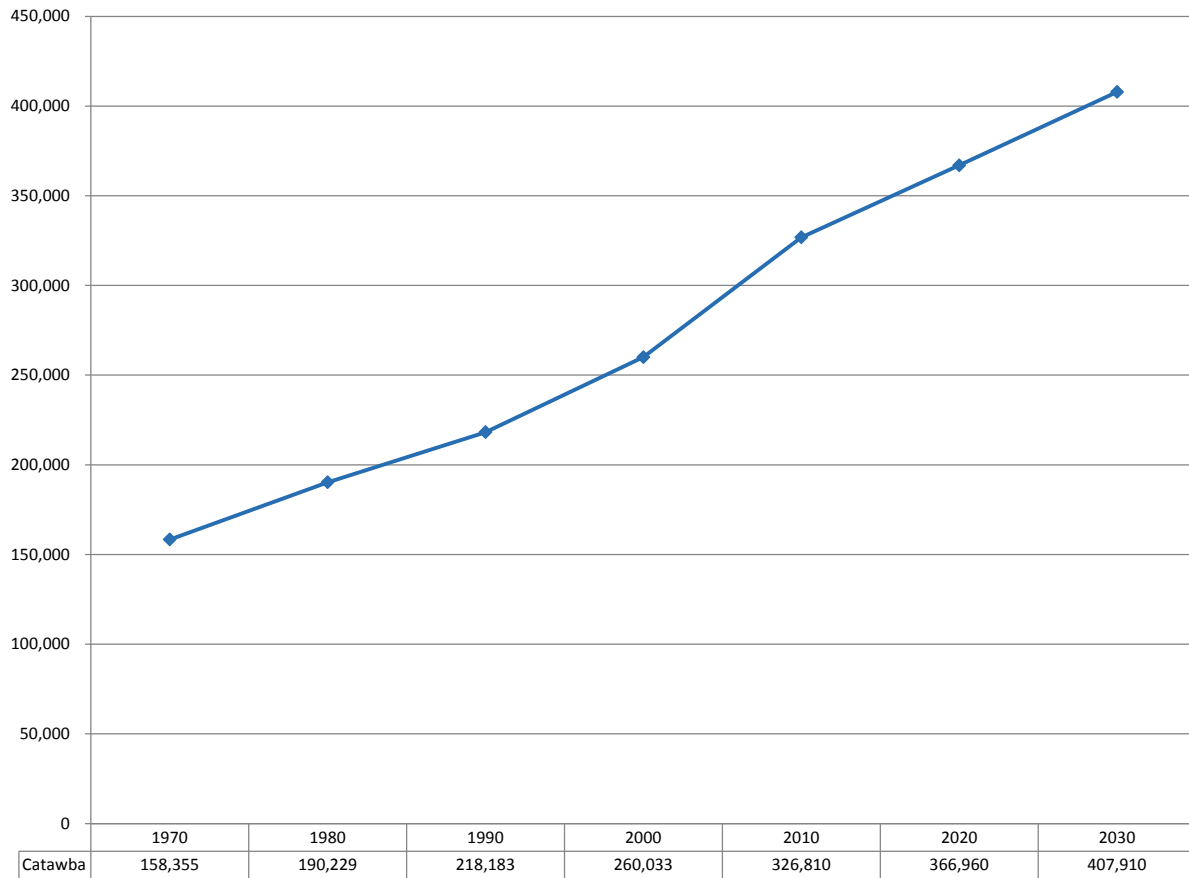
Figure 12: Population by Age

Age Range	Catawba	SC	US
0-4	6.8%	6.5%	6.6%
5-9	6.9%	6.4%	6.6%
10-14	7.0%	6.5%	6.7%
15-19	7.0%	7.2%	7.2%
20-24	6.0%	7.2%	7.0%
25-29	6.0%	6.6%	6.8%
30-34	6.3%	6.2%	6.4%
35-39	7.3%	6.5%	6.6%
40-44	7.5%	6.8%	7.0%
45-49	7.6%	7.2%	7.4%
50-54	7.1%	7.0%	7.2%
55-59	6.3%	6.5%	6.3%
60-64	5.8%	5.9%	5.3%
65-69	4.2%	4.5%	3.9%
70-74	3.1%	3.3%	3.0%
75-79	2.4%	2.5%	2.4%
80-84	1.5%	1.7%	1.9%
85 and older	1.1%	1.5%	1.7%

Source: US Bureau of Census, American Community Survey (ACS)

POPULATION CHANGE AND MIGRATION

Figure 13: Population Projections to 2030



Source: US Census Bureau, Census 2000, SC Department of Health and Environmental Control - Vital Records Department. Population projections calculated by SC Budget and Control Board, Office of Research and Statistics

After a large jump in population from 2000 to 2010 (up 25.7 percent), growth is projected to increase by over 1 percent per year to 2030.

Figure 14: Population Migration - 2011 - 5-Year Estimate

	Total	Moved From Different State	Moved From Abroad	Moved From Different County	Moved Within Same County
Population 1 year and over	324,443	3.9%	0.2%	1.5%	8.2%
Hispanic or Latino origin (of any race)	12,802	10.8%	0.7%	2.1%	11.0%
White alone, not Hispanic or Latino	230,254	3.8%	0.2%	1.3%	7.1%
Population 25 Years and Over					
Less than high school graduate	35,822	1.9%	0.1%	2.6%	7.6%
High school graduate/GED	67,425	3.2%	0.1%	0.7%	6.9%
Some college or associate's degree	63,034	4.0%	0.2%	0.9%	6.5%
Bachelor's degree	35,396	4.9%	0.2%	0.8%	5.2%
Graduate or professional degree	16,424	5.2%	0.2%	0.7%	4.6%

Source: US Census Bureau, ACS, SCDEW

In-migration (people moving into Catawba) shows that about 5.4 percent of residents with a graduate degree came from out of state or out of the country. The proportion of Hispanics that moved into Catawba from another state is nearly 11 percent, while for Whites the proportion is less than 4 percent. More than triple the percent of Hispanics came from abroad than Whites did. Though nearly 14 percent of residents moved, only 4.1 percent came from outside of South Carolina.

COMMUTING PATTERNS

Most of the workers (58 percent) of Catawba live and work in the LWIA. The tables in Figure 15 show that over 21,000 workers commute in from other areas to work in the LWIA. The Charlotte area draws a sizeable portion of Catawba LWIA's residents out of the area to work. Nearly 27,000 more employees commute out of the area than come in to the LWIA to work.

Figure 15: Commuting Patterns - 2010

To Catawba WIA From	21,087	From Catawba WIA To	48,030
Mecklenburg County, NC	10,629	Mecklenburg County, NC	36,107
Union County, NC	2,124	Gaston County, NC	2,874
Gaston County, NC	1,932	Union County, NC	1,781
Kershaw County, SC	790	Richland County, SC	1,139
		Kershaw County, SC	758

Source: US Census Bureau, ACS

EDUCATIONAL ATTAINMENT

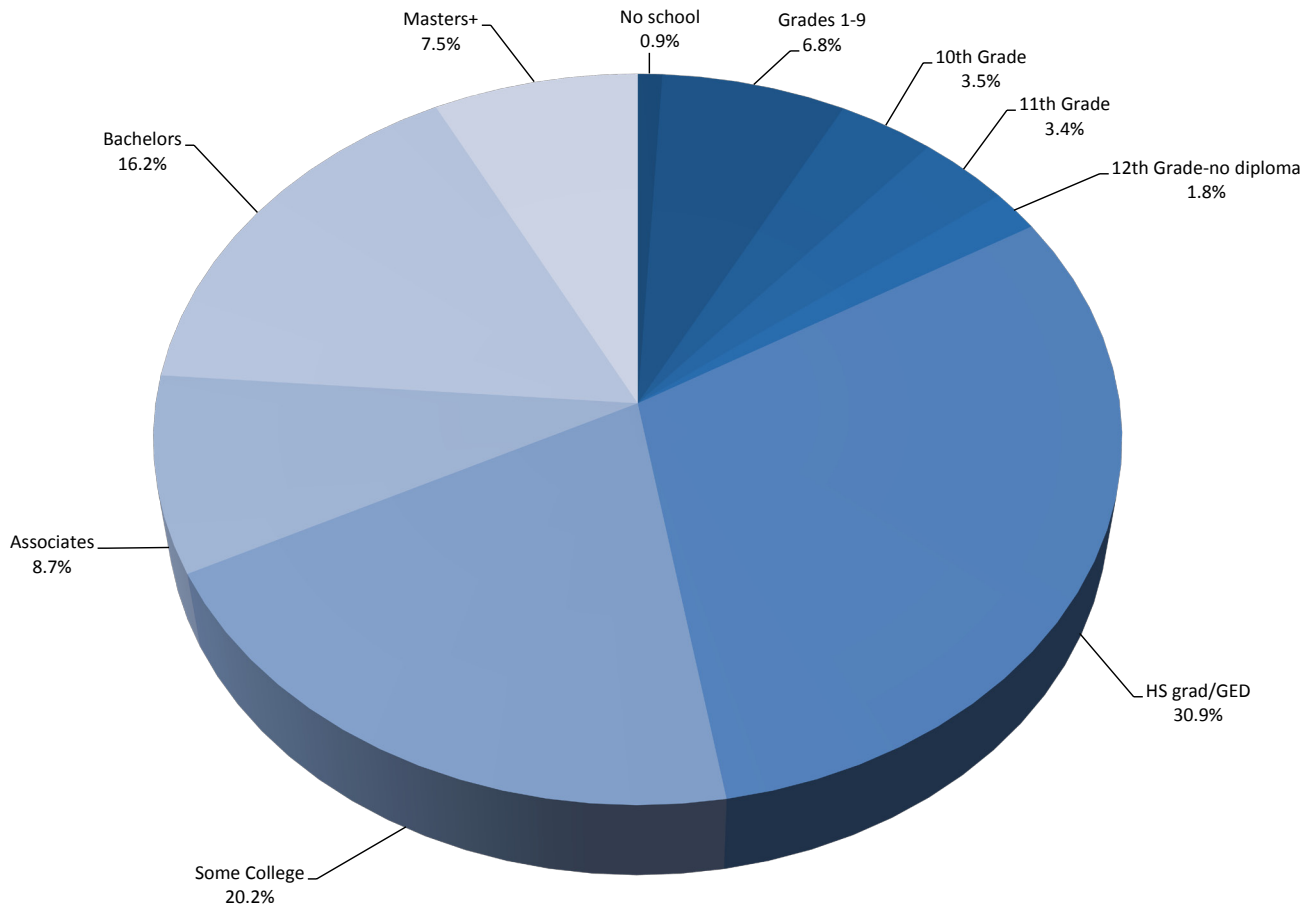
The Catawba LWIA has a higher concentration of residents with some college, associate's or bachelor's degree than the state. The Catawba LWIA has the same percent of residents with a high school diploma or less that the state as a whole but a lower proportion of residents with master's degrees or higher.

Figure 16: Educational Attainment - Catawba and South Carolina 2011

Education Level	Catawba	SC
No school	0.9	1.1
Grades 1-9	6.8	7.0
10th Grade	3.5	3.3
11th Grade	3.4	3.2
12th Grade-no diploma	1.8	1.8
HS grad/GED	30.9	30.9
Some College	20.2	20.1
Associates	8.7	8.4
Bachelors	16.2	15.6
Masters+	7.5	8.6

Source: US Census Bureau, ACS, SCDEW

Figure 17: Educational Attainment - Catawba 2011

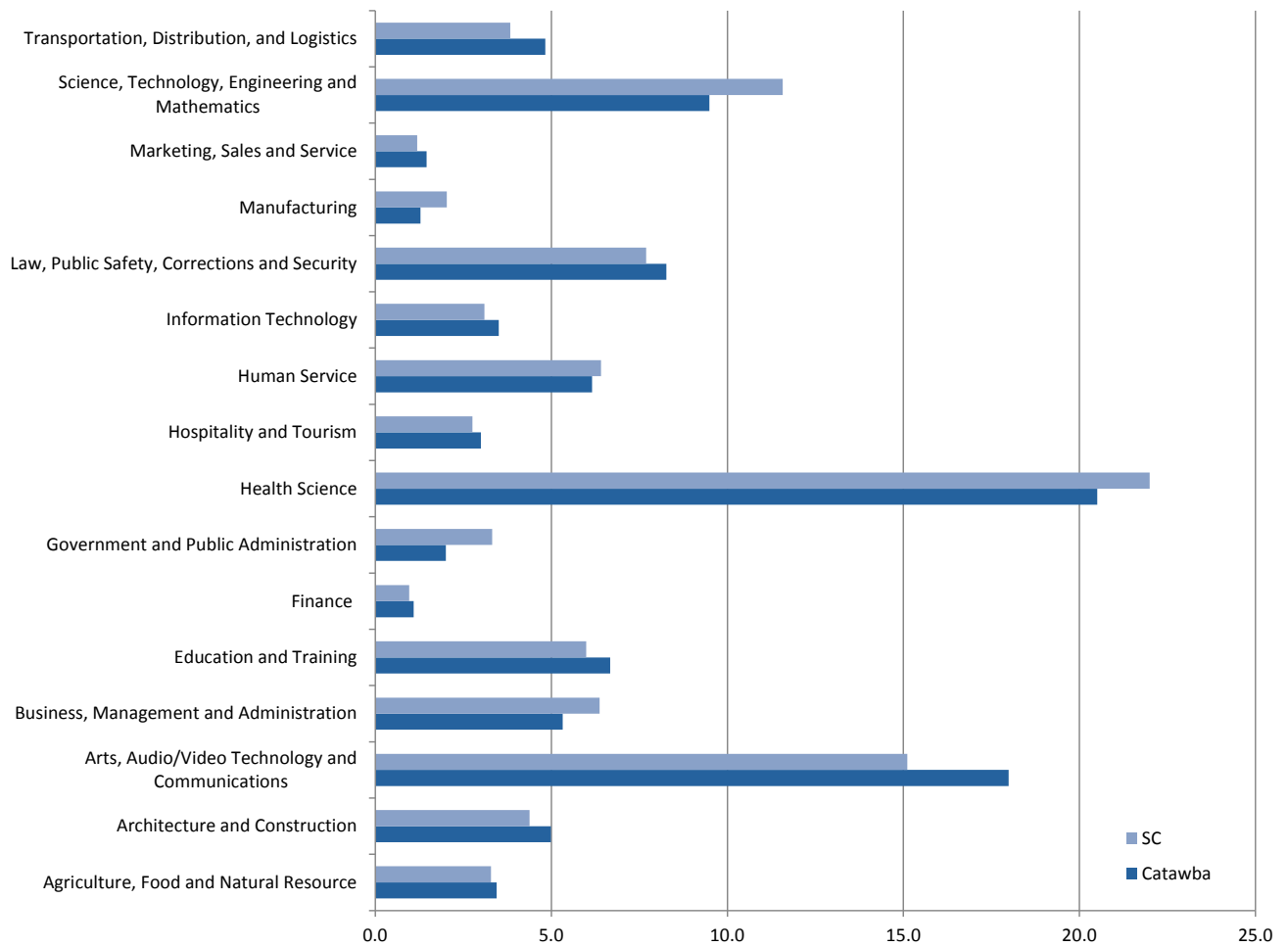


Source: US Census Bureau, ACS, SCDEW

CAREER CLUSTERS SELECTED BY HIGH SCHOOL STUDENTS

Eighth-grade students in South Carolina are required to choose a career cluster to concentrate on to lead them to a post-high school job or college major. There are 16 career clusters.

Figure 18: Percent of Students Declaring a Career Clusters In Catawba and SC - 2012



Note: Declared clusters for students declaring a specific cluster on their primary Electronic Individual Graduation Plan (e-IGP) for 2011-2012 year

Source: SC Department of Education

Many students in the Catawba area have chosen the Health Science career cluster in response to news of a shortage of healthcare workers in South Carolina. In keeping with the state trend, the area's students also picked the Arts, Audio/Video Technology and Communications cluster and the Science, Technology, Engineering and Math (STEM) cluster.

Figure 19: Career Clusters - 2012

Cluster	Catawba	SC
Agriculture, Food and Natural Resource	3.4	3.3
Architecture and Construction	5.0	4.4
Arts, Audio/Video Technology and Communications	18.0	15.1
Business, Management and Administration	5.3	6.4
Education and Training	6.7	6.0
Finance	1.1	1.0
Government and Public Administration	2.0	3.3
Health Science	20.5	22.0
Hospitality and Tourism	3.0	2.8
Human Service	6.2	6.4
Information Technology	3.5	3.1
Law, Public Safety, Corrections and Security	8.3	7.7
Manufacturing	1.3	2.0
Marketing, Sales and Service	1.5	1.2
Science, Technology, Engineering and Mathematics	9.5	11.6
Transportation, Distribution, and Logistics	4.8	3.8

Source: SC Department of Education

DEGREES AWARDED

In higher education, Catawba area colleges and universities have conferred a wide variety of awards. Of the top 20, Business Administration and Management is the most popular followed by Liberal Arts and Science/Liberal Studies. The institutions included in this data are USC-Lancaster, Winthrop University, and York Technical College.

Figure 20: Top 20 Majors in Catawba - 2011

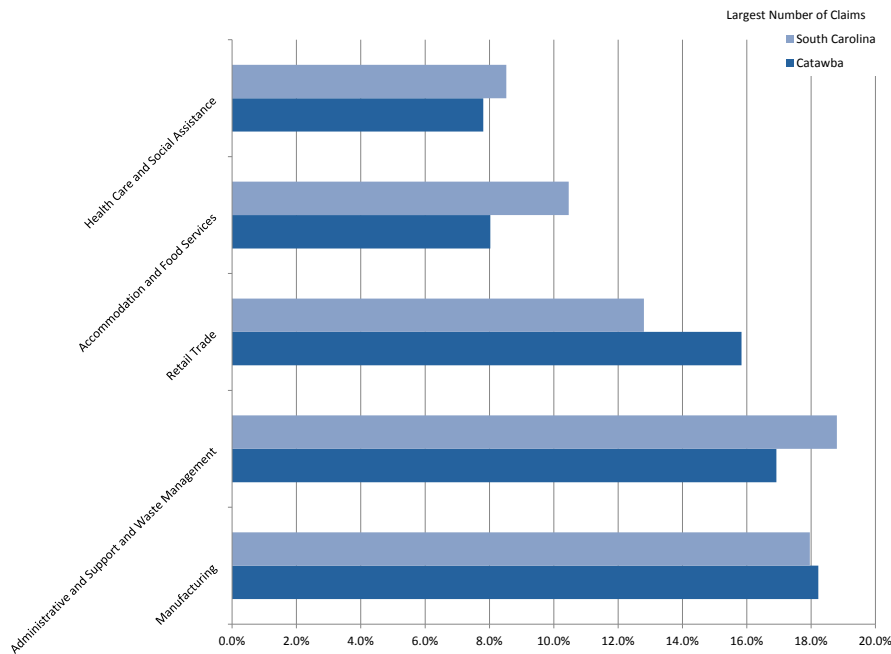
Majors	
Business Administration and Management, General	356
Liberal Arts and Sciences/Liberal Studies	159
Administrative Assistant and Secretarial Science	95
Heat, Air Cond, Ventilation & Refrig Maint Technology	76
Medical/Clinical Assistant	71
Social Work	68
Art/Art Studies, General	65
Psychology, General	64
Early Childhood Education and Teaching	61
Accounting	58
Biology/Biological Sciences, General	48
Automobile/Automotive Mechanics Technology	44
Curriculum and Instruction	44
History, General	44
Registered Nursing/Registered Nurse	43
English Language and Literature, General	41
Industrial Electronics Technology/Technician	40
Business/Commerce, General	40
Multi-/Interdisciplinary Studies, Other	38
Human Nutrition	36

Source: SC Commission on Higher Education, http://www.che.sc.gov/New_Web/Data&Pubs.htm

CHARACTERISTICS OF UI CLAIMS BY OCCUPATION

Another source of supply for the workforce is people who are receiving unemployment compensation. In the Catawba LWIA area, the highest number of claims are filed are in Manufacturing followed by Administrative and Support and Waste Management. This is in line with the areas industry concentration of manufacturing companies and their support.

Figure 21: Characteristics of UI Claims by Occupation - April 2013



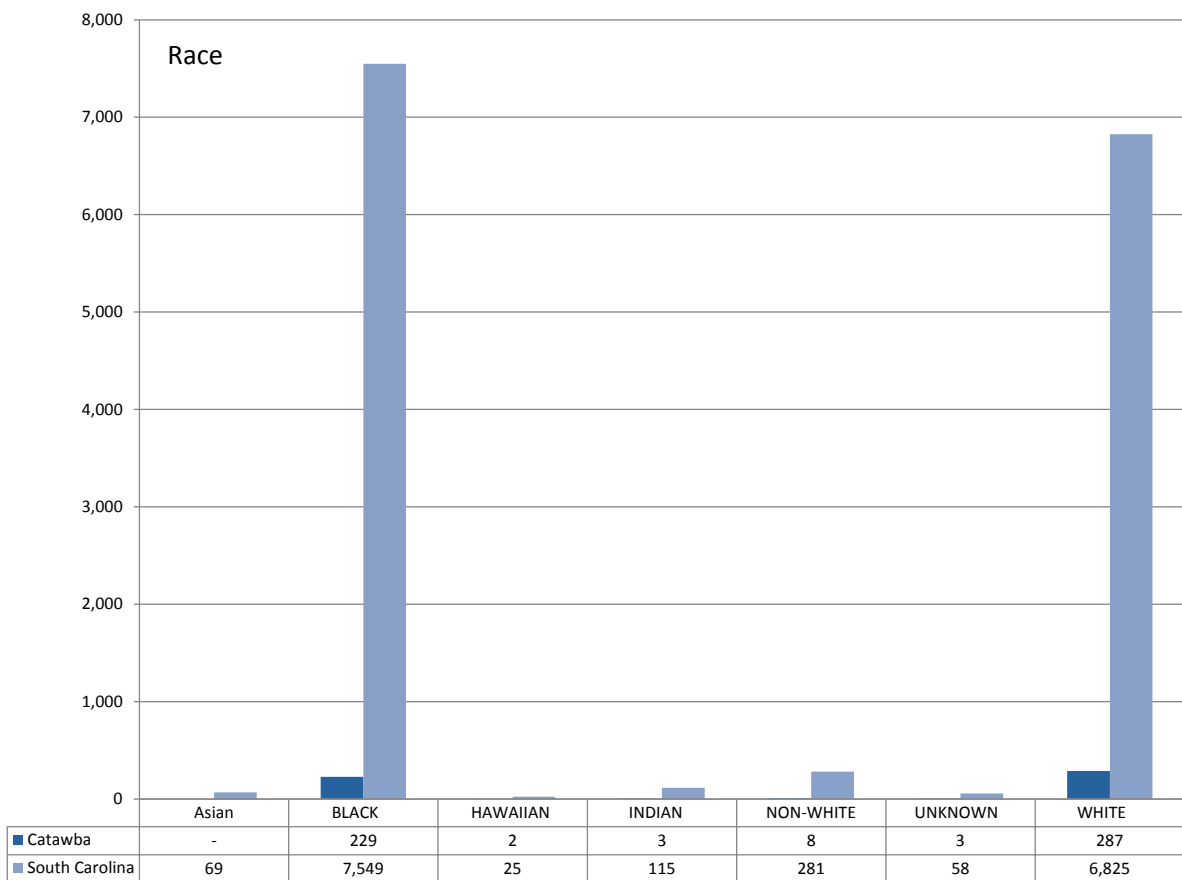
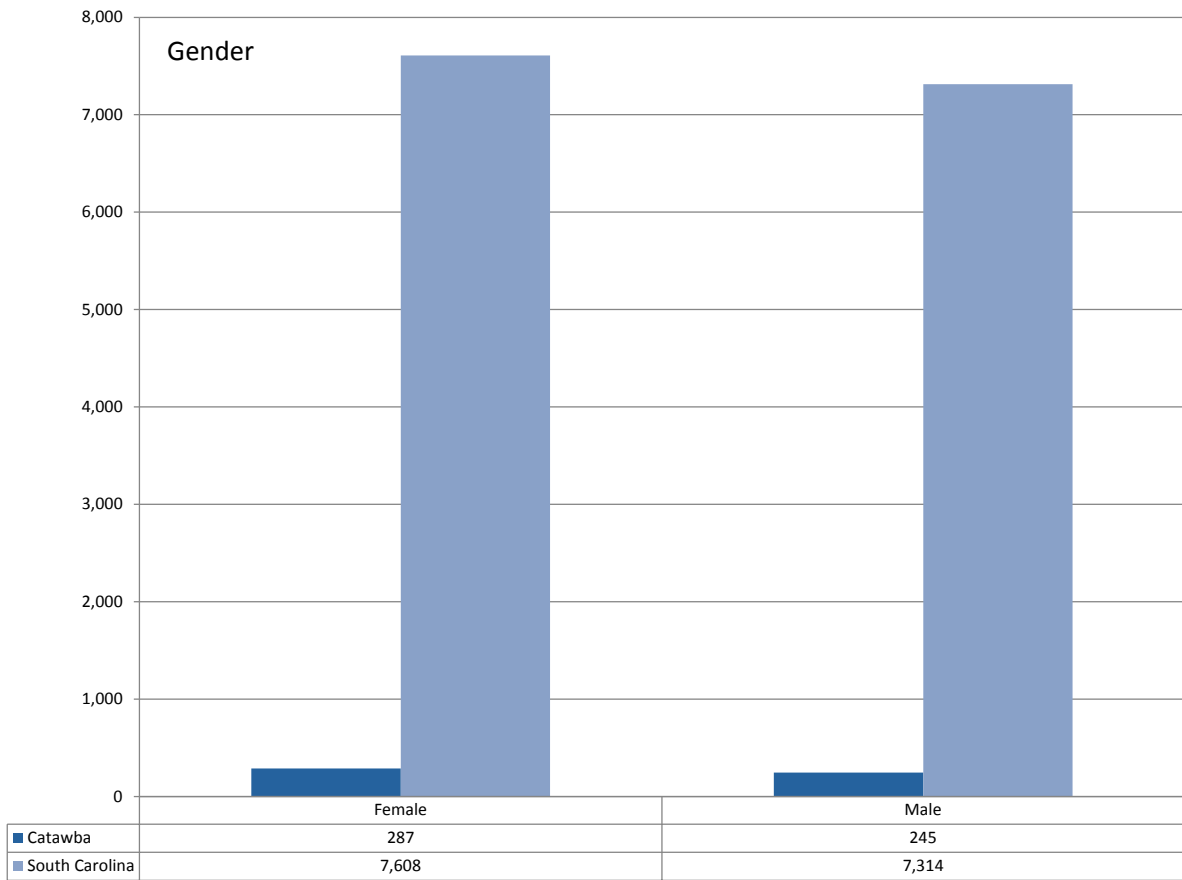
Occupation	Catawba	South Carolina
Manufacturing	84	2,267
Administrative and Support and Waste Management	78	2,373
Retail Trade	73	1,616
Accommodation and Food Services	37	1,321
Health Care and Social Assistance	36	1,076
Construction	29	820
Wholesale Trade	28	445
Professional, Scientific, and Technical Services	23	698
Finance and Insurance	21	300
Other Services (except Public Administration)	13	292
Transportation and Warehousing	12	414
Public Administration	7	206
Real Estate and Rental and Leasing	5	213
Educational Services	5	222
Information	3	122
Arts, Entertainment, and Recreation	3	94
Mining, Quarrying, and Oil and Gas Extraction	2	10
Agriculture, Forestry, Fishing and Hunting	1	98
Management of Companies and Enterprises	1	35

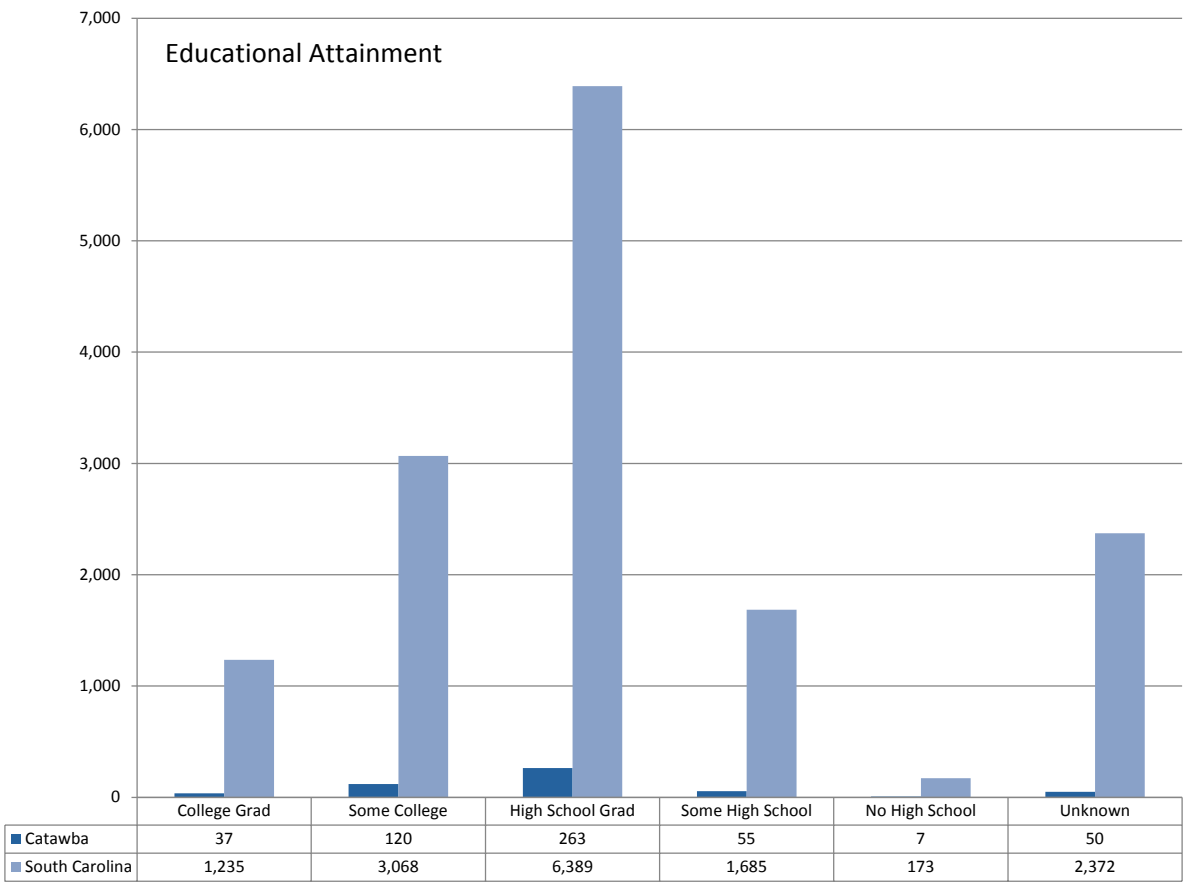
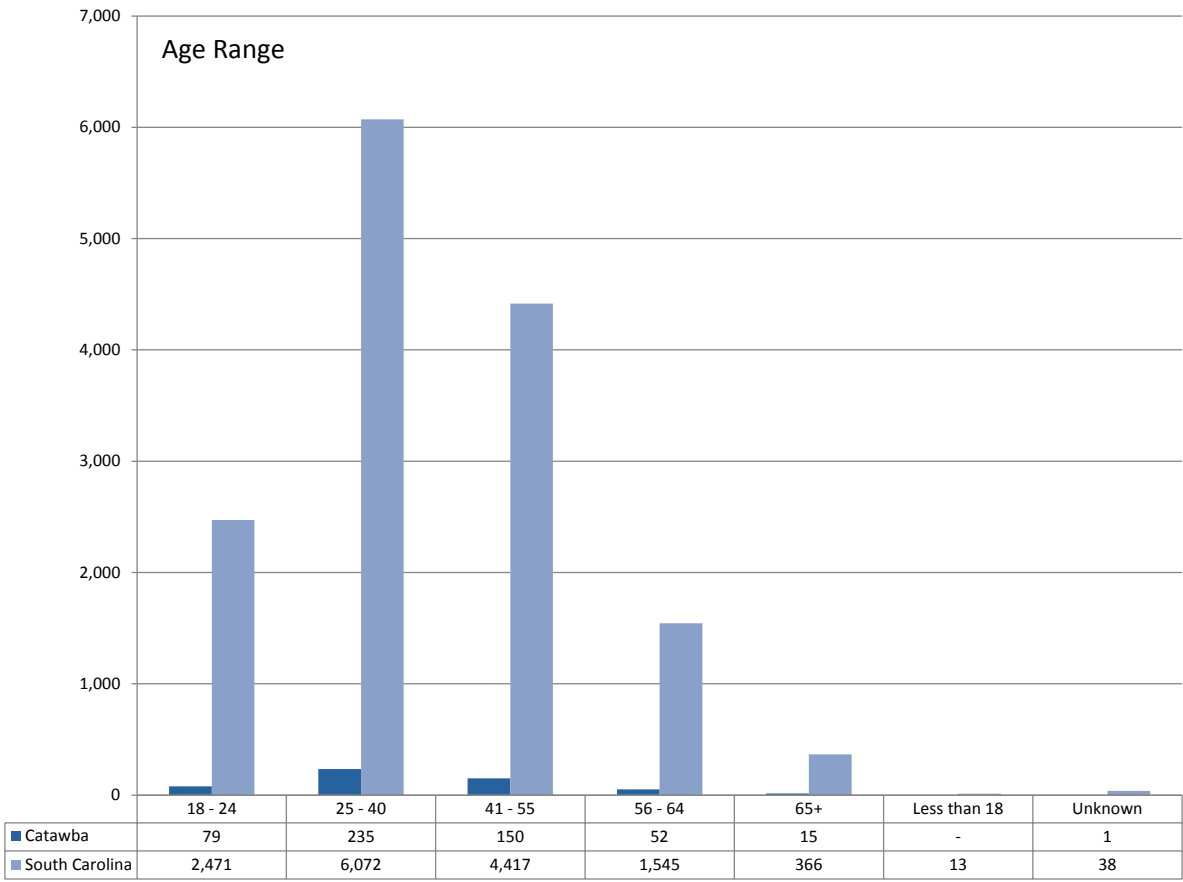
Source: SCDEW

UNEMPLOYMENT INSURANCE CLAIMANT CHARACTERISTICS

The people in this area who were receiving unemployment insurance benefits in April 2013 were typically female, white, 25-40 years old, and were high school graduates or earned a GED.

Figure 22: UI Claimant Characteristics - April 2013





Source: SCDEW

DEMAND: WHAT DO WE NEED?

Workforce demand shows what is needed in an area to support current and future employers. This section examines current (real-time) demand through online job advertisements, industry and occupational projections to 2018, educational requirements for future jobs, and the skills needed for those occupations.

Online job advertisements give a snapshot of what positions need to be filled in an area. The data is from the Conference Board Help Wanted OnLine® Data Series (HWOL) which measures the number of new and reposted job ads from over 16,000 Internet job boards. In April 2013, the largest occupational group with job ads in the Catawba LWIA was Healthcare Practitioners and Technical Occupations followed by Sales and Related Occupations.

ONLINE JOB ADVERTISEMENTS

Figure 23: Catawba HWOL - April 2013 by Major Group

Occupation	# of Job Ads
Healthcare Practitioners and Technical Occupations	504
Sales and Related Occupations	300
Office and Administrative Support Occupations	212
Computer and Mathematical Occupations	159
Management Occupations	132
Food Preparation and Serving Related Occupations	125
Transportation and Material Moving Occupations	125
Business and Financial Operations Occupations	120
Education, Training, and Library Occupations	113
Architecture and Engineering Occupations	108
Healthcare Support Occupations	106
Installation, Maintenance, and Repair Occupations	104
Production Occupations	100
Construction and Extraction Occupations	53
Arts, Design, Entertainment, Sports, and Media Occupations	49
Miscellaneous	48
Protective Service Occupations	36
Personal Care and Service Occupations	32
Community and Social Services Occupations	28
Building and Grounds Cleaning and Maintenance Occupations	25
Life, Physical, and Social Science Occupations	12
Legal Occupations	6
Farming, Fishing, and Forestry Occupations	2

Note: A job advertisement may include multiple openings.

Source: The Conference Board Help Wanted OnLine® Data Series (HWOL)

INDUSTRY PROJECTIONS

The Health Care and Social Assistance industry is projected to have the largest growth from 2008 to 2018, growing by 2,216 jobs or 222 jobs/year. This sector includes services such as ambulatory health care services, hospitals, nursing and residential care facilities, and social assistance services. Educational Services reports the next largest growth with a projected 167 openings/year. This sector includes elementary and secondary schools; junior colleges, universities, business schools, trade schools, and educational support services.

Figure 24: Industry Projections - 2008-2018

Industry	Estimate Employment (2008)	Projected Employment (2018)	Change	Percent Change	Annual Percent Change
Total Employment, All Jobs	111,977	127,295	15,318	13.68	1.29
Health Care and Social Assistance	9,877	12,093	2,216	22.44	2.04
Educational Services	10,454	12,127	1,673	16.00	1.50
Professional, Scientific, and Technical Services	2,784	4,306	1,522	54.67	4.46
Retail Trade	12,124	13,583	1,459	12.03	1.14
Wholesale Trade	4,432	5,789	1,357	30.62	2.71
Administrative and Support and Waste Management and Remediation	6,399	7,503	1,104	17.25	1.60
Accommodation and Food Services	8,574	9,406	832	9.70	0.93
Other Services (Except Government)	4,547	5,244	697	15.33	1.44
Finance and Insurance	6,025	6,652	627	10.41	0.99
Construction	5,263	5,867	604	11.48	1.09
Government	6,716	7,100	384	5.72	0.56
Management of Companies and Enterprises	474	856	382	80.59	6.09
Arts, Entertainment, and Recreation	2,098	2,438	340	16.21	1.51
Information	1,883	2,125	242	12.85	1.22
Real Estate and Rental and Leasing	829	871	42	5.07	0.50
Manufacturing	15,260	14,287	-973	-6.38	-0.66

Source: BLS, SCDEW, QCEW, WI

OCCUPATIONAL PROJECTIONS

A few of the occupations that are projected to have numerous openings between 2008 and 2018 in this area are jobs that have high turnover due to low wages. The need for increased health services (for the aging Baby Boomers) puts healthcare-related jobs near the top of the projections list with four of the top ten projected occupations, including Pharmacy Technicians, Medical Assistants, Dental Hygienists and Assistants. Accountants and Auditors lead the projected employment listing with Taxi Drivers, Coaches, and Compliance Officers included as well.

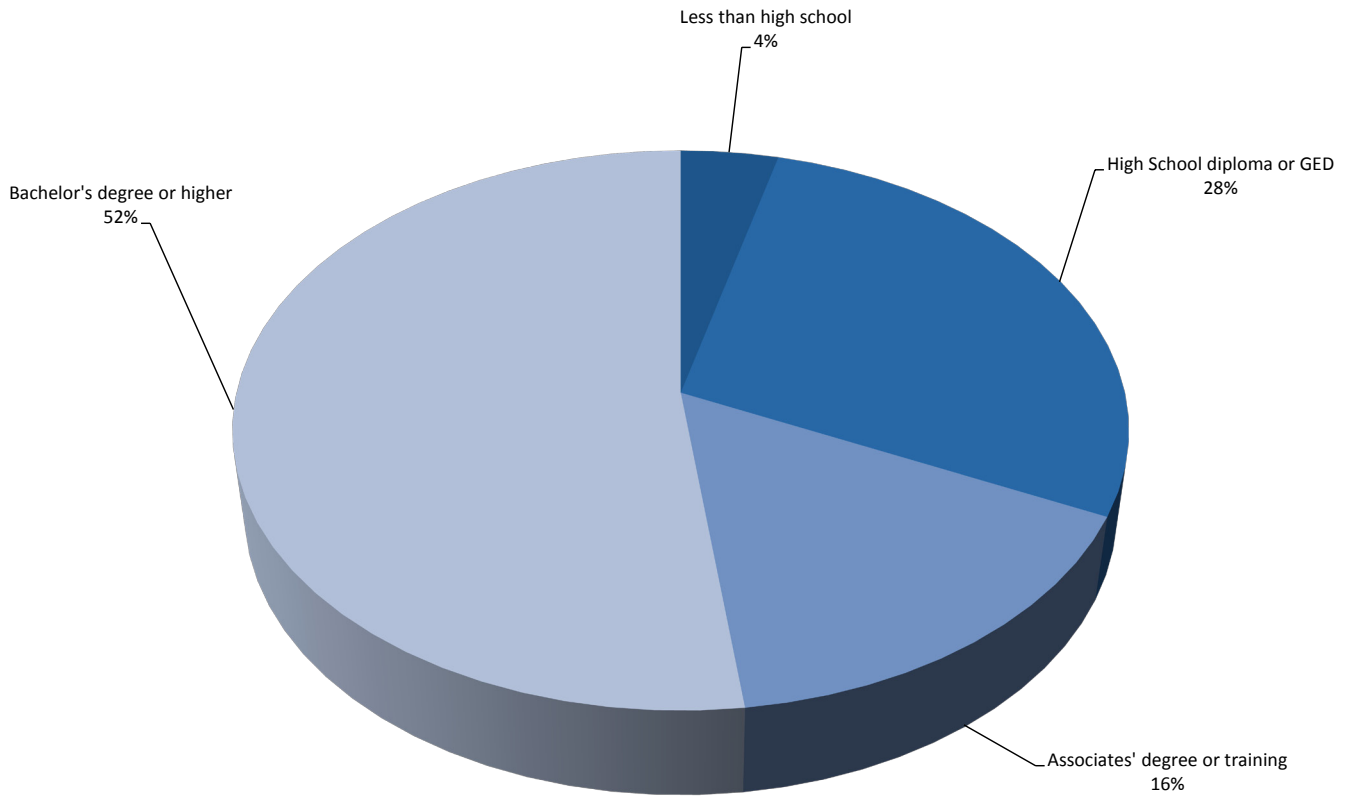
Figure 25: Growing Occupations - 2008-2018

Occupation	Estimated Employment (2008)	Projected Employment (2018)
Accountants and Auditors	1,016	1,344
Management Analysts	305	471
Pharmacy Technicians	324	456
Medical Assistants	228	307
Dental Hygienists	151	208
Dental Assistants	150	206
Taxi Drivers and Chauffeurs	133	171
Coaches and Scouts	129	169
Compliance Officers, Except Agriculture, Construction	119	162
Cost Estimators	112	146
Veterinary Technologists and Technicians	87	140
Construction and Building Inspectors	94	122
Surveyors	75	98
Surveying and Mapping Technicians	69	95
Instructional Coordinators	72	93
Family and General Practitioners	54	70
Veterinarians	33	55
Financial Analysts	26	35
Environmental Engineers	27	35
Physician Assistants	21	31

Source: BLS, SCDEW, OES, WI

Of the top 50 projected growing occupations by percent change, 14 require a high school diploma or GED, two require less than a high school diploma or GED, 26 require a bachelor's degree or more, and eight need an associate's degree or require some kind of postsecondary training. Each of the two requiring less than a high school diploma or GED requires short-term on-the-job training (OJT), which is defined by the US Department of Labor as less than one month.

Figure 26: Education for Top 50 Projected Occupations



Source: BLS, SCDEW, OES, WI

It is just as important to know which occupations are declining in the area. Declines are often due to technological advances (i.e. computers or robots replacing humans), so many of the declining occupations are projected to be manual laborers, as shown in Figure 27.

Figure 27: Top 20 Projected Declining Occupations in Catawba - 2008-2018

Occupation
Coating, Painting, and Spraying Machine Setters
Computer Operators
Computer, Automated Teller & Office Mach. Repairer
Crane and Tower Operators
Electrical and Electronics Repairers
File Clerks
Human Resources Assistants, Except Payroll
Industrial Machinery Mechanics
Inspectors, Testers, Sorters, Samplers & Weighers
Logging Equipment Operators
Maintenance Workers, Machinery
Medical and Clinical Laboratory Technicians
Meter Readers, Utilities
Order Clerks
Postal Service Clerks
Production, Planning, and Expediting Clerks
Sewing Machine Operators
Switchboard Operators, Including Answering Service
Telemarketers
Textile Knitting and Weaving Machine Setters

Source: BLS, SCDEW, OES, WI

SKILLS OF PROJECTED OCCUPATIONS

Using the top 50 projected growing occupations, the skill levels needed for the future workforce based on the definitions given earlier in this report can be categorized.

Figure 28: Skill Levels

Low	3
Middle	21
High	26

Source: BLS, SCDEW, OES, WI

Low-skilled jobs often have commensurate (i.e. low) pay and do not require much education, experience, or OJT. Does the supply of workers have the right skills for the jobs in the future?

WORKFORCE CHALLENGES

The current economic situation in the Catawba LWIA, the supply of workers, and the characteristics of workers who will be in demand has been reviewed. What can be gleaned from these findings? Are there gaps between supply and demand?

Supply Findings

With the population growing steadily until 2030 and a similar population distribution as the state with an even higher percent of 35-49 year olds, this area looks to have a proper mix of workers. In-migration from other states/countries adds a notable number of residents at the top end of the educational spectrum. The LWIA has a higher percent of residents aged 25 and older with some college to bachelor's degree education levels than the state as a whole.

Many high school students selected the Health Science career cluster in keeping with state trends. The next most popular career cluster was Arts, Audio/Video/Technology, and Communications.

Demand Findings

Employer demand was consistent between online advertisements (current) and 2018 projected occupations (long-term needs) in general. Both had the need for workers in Business, Management, and Administration and Marketing, Sales, and Service. Health Science led as a short-term demand, while Hospitality and Tourism was a long-term demand. Most of the top projected occupations require at least a high school diploma or GED.

Figure 29: Comparison of Supply and Demand

	Demand		Supply	
	Top online ads (Short-Term)	Projected Occupations (Long-Term)	Degrees Earned (Short-Term)	Career Clusters Selected (Long-Term)
Agriculture, Food and Natural Resource	1.5	3.2	0.3	3.4
Architecture and Construction	2.7	5.4	4.3	5.0
Arts, Audio/Video Technology and Communications	1.4	1.5	7.9	18.0
Business, Management and Administration	14.7	18.8	22.9	5.3
Education and Training	2.5	9.0	22.0	6.7
Finance	5.8	3.1	0.0	1.1
Government and Public Administration	0.3	0.2	1.0	2.0
Health Science	24.7	6.9	16.2	20.5
Hospitality and Tourism	3.5	10.8	0.0	3.0
Human Service	3.0	6.0	5.9	6.2
Information Technology	6.4	1.6	2.0	3.5
Law, Public Safety, Corrections and Security	1.3	2.1	2.2	8.3
Manufacturing	4.3	7.0	5.1	1.3
Marketing, Sales and Service	13.5	16.8	1.1	1.5
Science, Technology, Engineering and Mathematics	8.6	1.0	7.3	9.5
Transportation, Distribution, and Logistics	5.9	6.7	1.8	4.8

Source: BLS, SCDEW, WI, SC Department of Education, OES, HWOL

A few observations about the comparison that could be considered challenges to the workforce pipeline include:

- There are many post-secondary degrees being earned in Arts Audio/Video Technology and Communications; Business, Management and Administration; and Education and Training for which there is no demand. Possibly the glut in Business graduates could help supply the need for workers in Marketing, Sales and Service.
- There is a short-term demand in Finance; Health Science; Information Technology; Marketing, Sales and Service; and Transportation, Distribution, and Logistics that is not being met by today's area graduates.
- There is an overabundance of Arts, Audio/Video Technology and Communications; Health Science; Law, Public Safety, Corrections and Security; and Science, Technology, Engineering, and Math clusters selected by students that far out pace long-term demand.
- The long-term demand for workers in Business, Management and Administration; Hospitality and Tourism; Manufacturing; and Marketing, Sales and Service is not projected to be met by today's students.

There is always a demand for employees with soft skills. It is said that hard skills (training, degrees, or certification) get you hired, but soft skills get you fired. Many of our residents need to learn or get a refresher in soft skills in order to KEEP their jobs. Employers see the need.

Top 10 Soft Skills Found in Online Ads for South Carolina (April 2013)

1. Oral and written communication skills
2. Customer Service Oriented
3. Problem solving
4. Detail oriented
5. Microsoft Office
6. Self-starting / Self-motivated
7. Organizational skills
8. Troubleshooting
9. Work independently
10. Sales experience

Source: *The Conference Board Help Wanted OnLine*® Data Series (HWOL)

CONCLUSION

The workforce (current and potential) in the Catawba LWIA area faces several challenges that by and large it is able to meet. The population continues to increase steadily, and the education level for the population is higher than the state as a whole with higher percentages of residents with education beyond high school. There are high levels of employers advertising for jobs in business and management; marketing and sales; and health care. However, some supply flows could be fine-tuned to be more in line with demand.

The data shows that:

- There is an undersupply of students choosing Business, Management and Administration; Hospitality and Tourism; Manufacturing; and Marketing, Sales and Service studies to meet the area's future demand.
- There is an oversupply of students choosing Arts, Audio/Video Technology and Communications; Law, Public Safety, Corrections, and Security; STEM; and Health Sciences that will far outpace the future demand in the LWIA.
- Comprehensive soft skills training is needed for all students and job seekers (high school, post-secondary, adult, new and returning entrants to the labor force, and incumbent workers) so that they can not only get hired but hired but retain their positions and thus reduce employee turnover.

Getting education more in line with the demands of employers will help the Catawba LWIA meet the challenges it faces.