

Rural Workforce Issues:

A look at metro and nonmetro areas of the US & Midwest

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Federal Reserve Bank of Chicago
November 16-17, 2015

**LABOR ISSUES FACING AGRICULTURE AND THE
RURAL MIDWEST**



Topic Outline:

Rural Workforce Issues: A look at metro and nonmetro areas of the US & Midwest

01

The changing nature of our economy and how rural America stacks up

02

Nonmetro US and Midwest: demographic characteristics that shape workforce

03

Economy and industry trends: implications for workforce

04

Labor challenges in the rural Midwest

05

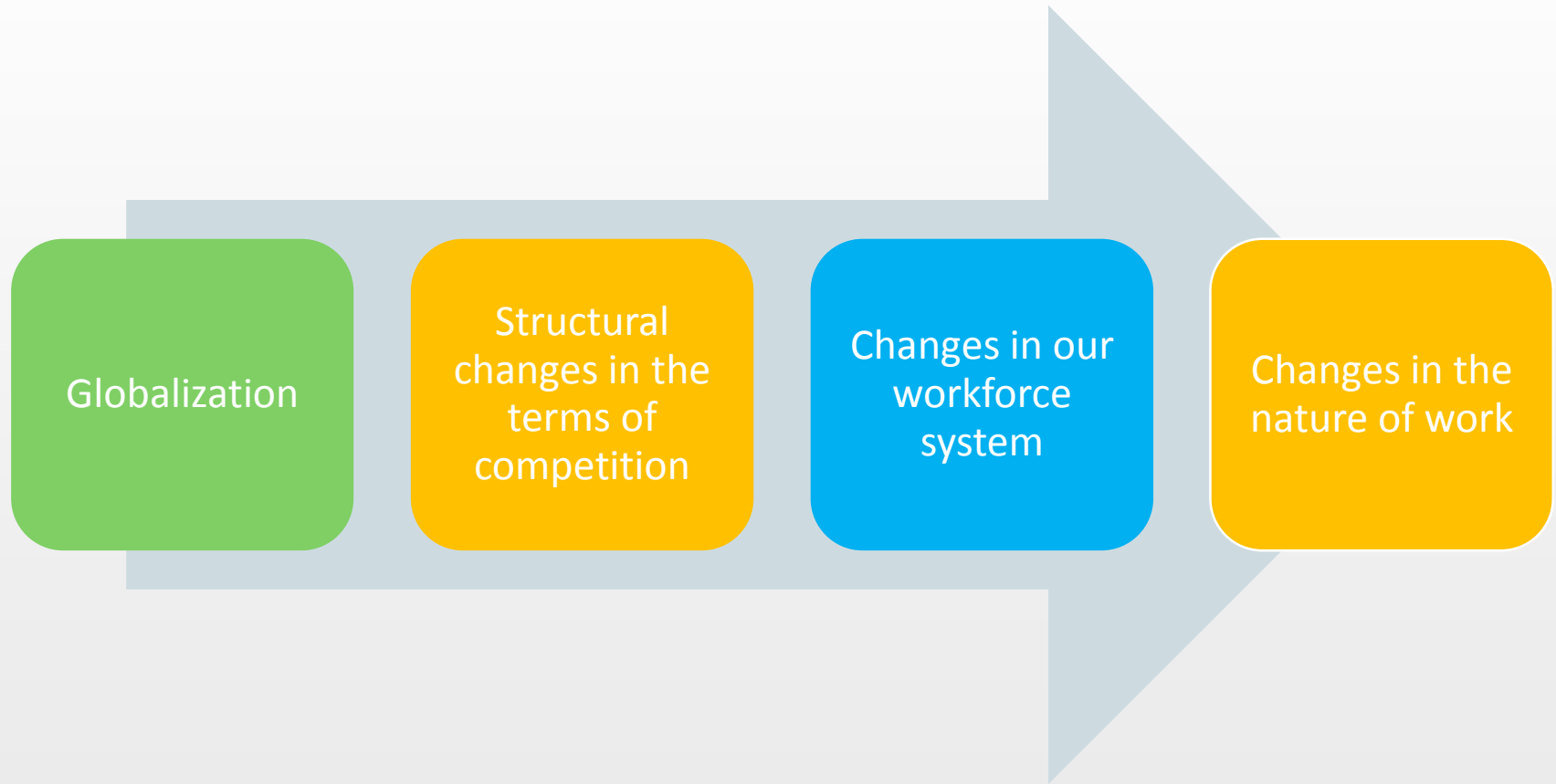
Community-based approaches and strategies to enhance workforce

06

Key takeaways

Changing nature of economy and labor market

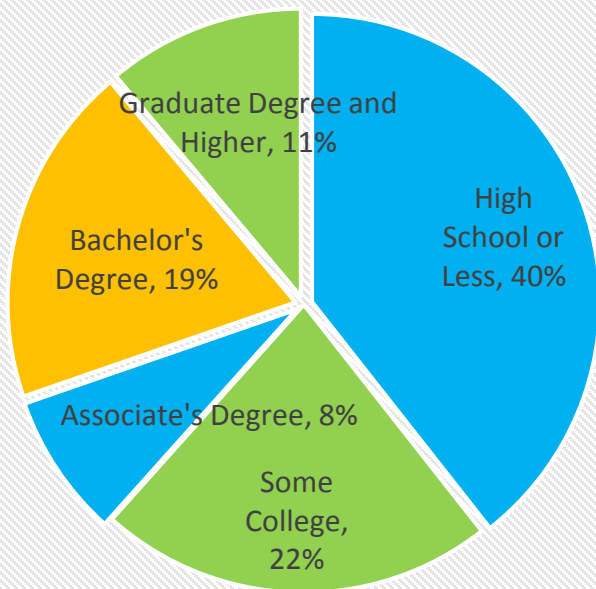
Globalization and shifts in contemporary competition



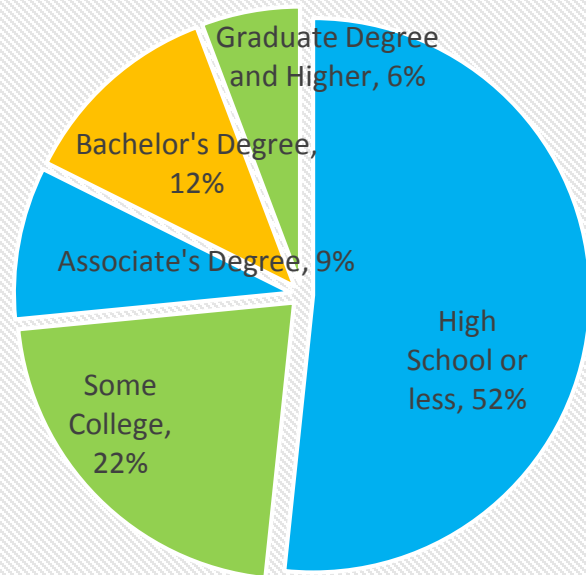
WHERE IS RURAL AMERICA IN THIS NARRATIVE?

Educational Attainment (2014) Metro and Nonmetro Midwest

Metro



Nonmetro



Key demographic trends

Population change

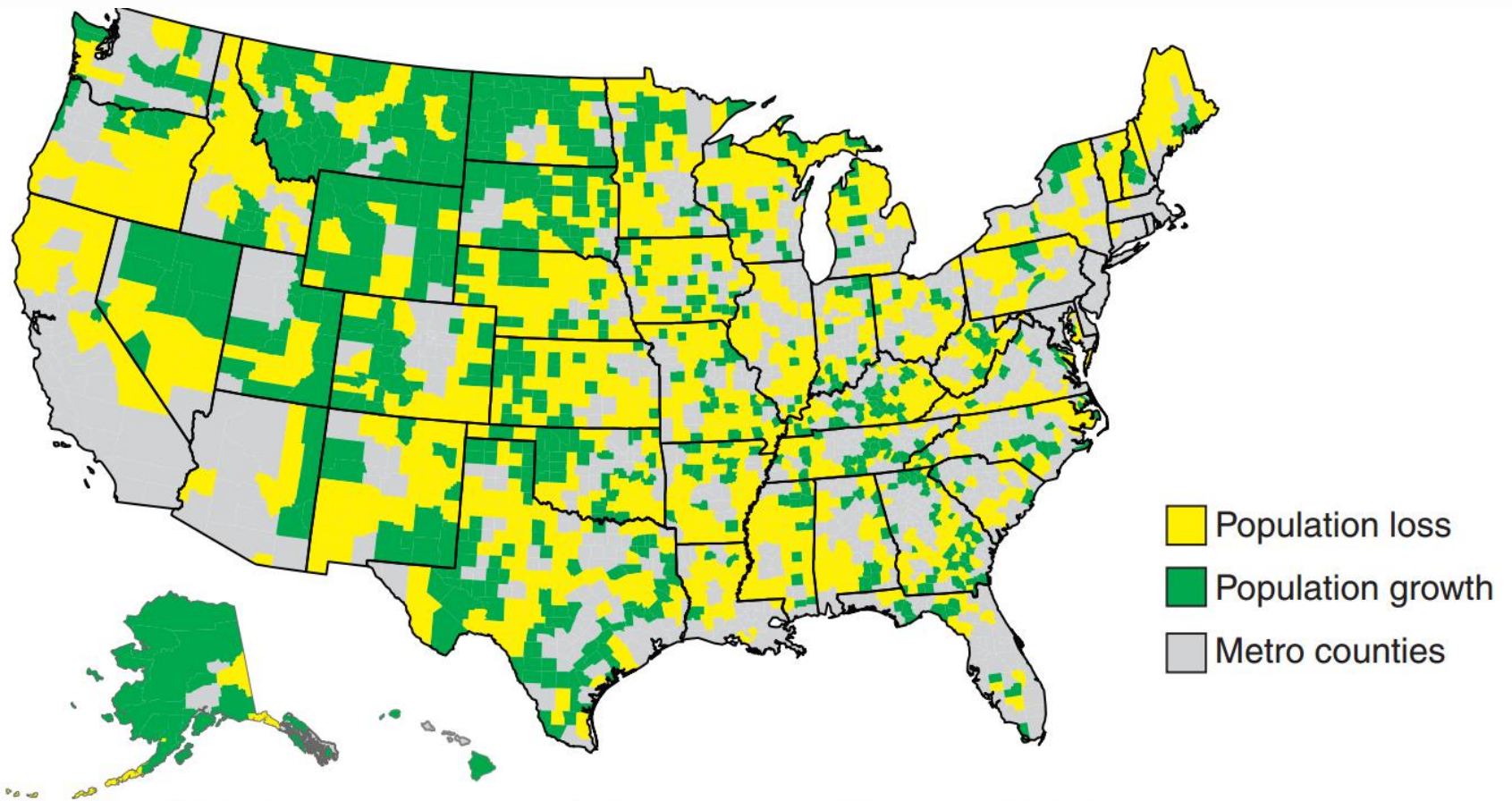
Aging

Diversity

Family structure

Poverty

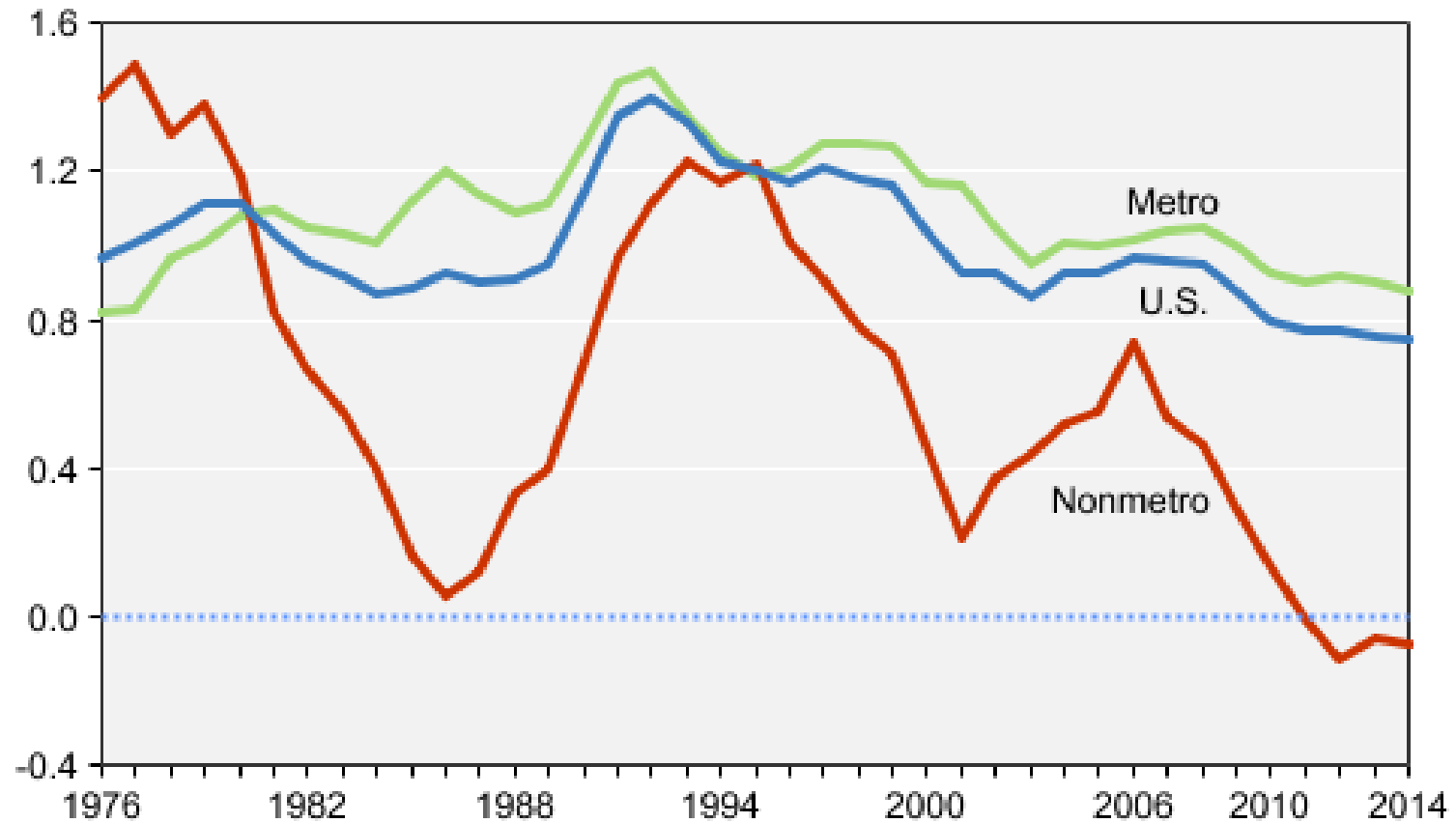
Nonmetro Population Change, 2010-13



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

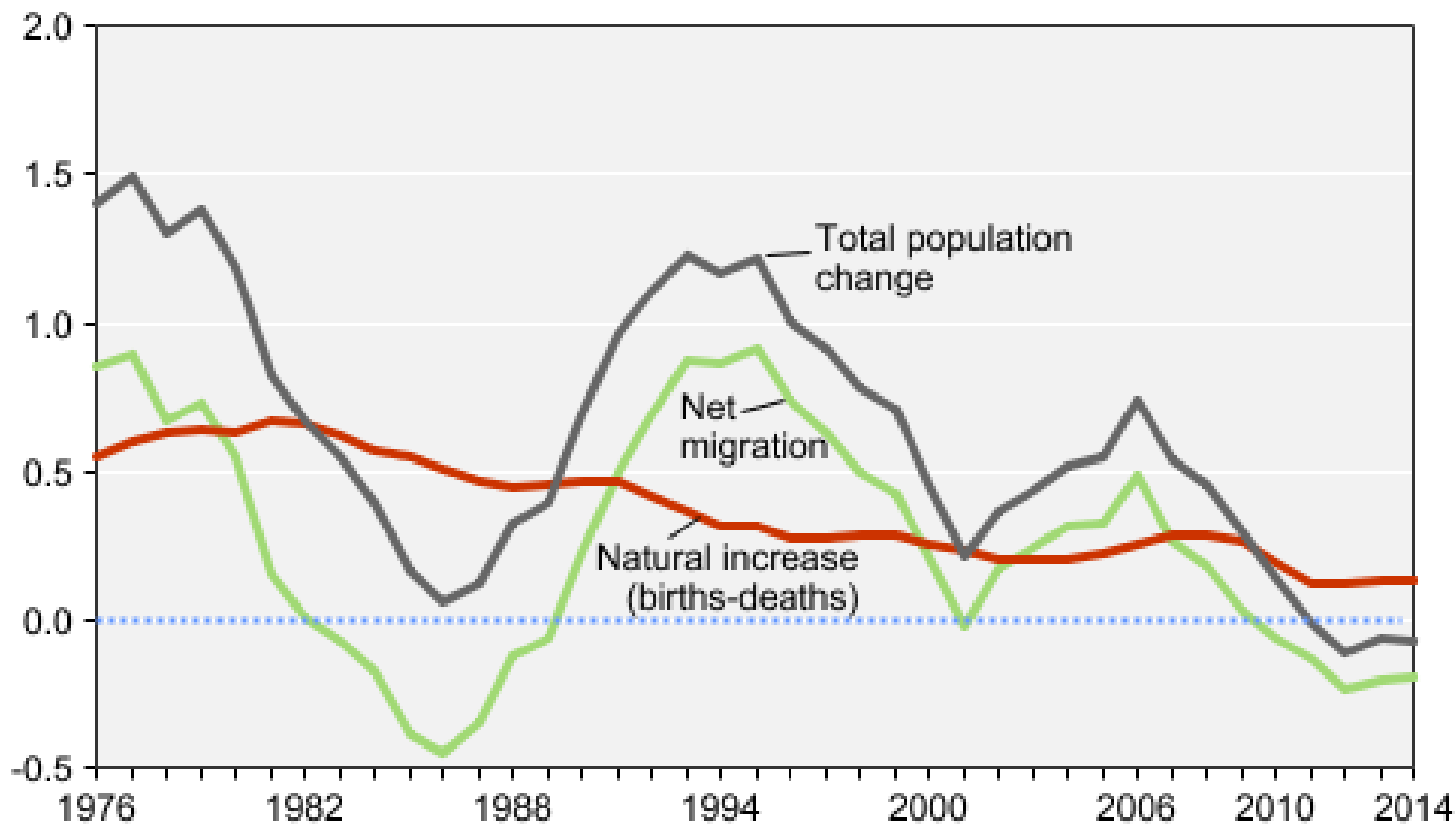


Note: Metro status changed for some counties in 1980, 1990, 2000, and 2010.

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

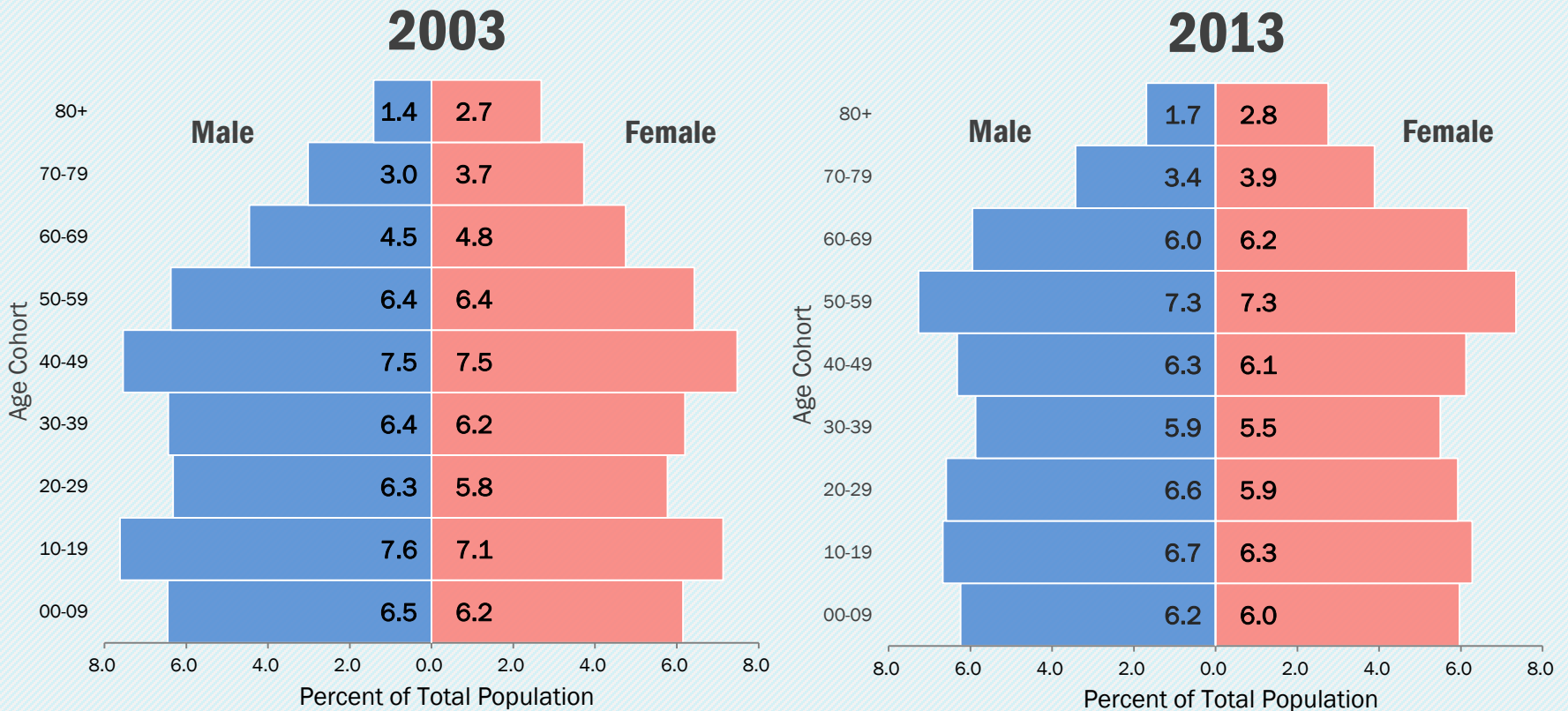


Note: Metro status changed for some counties in 1980, 1990, 2000, and 2010.

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

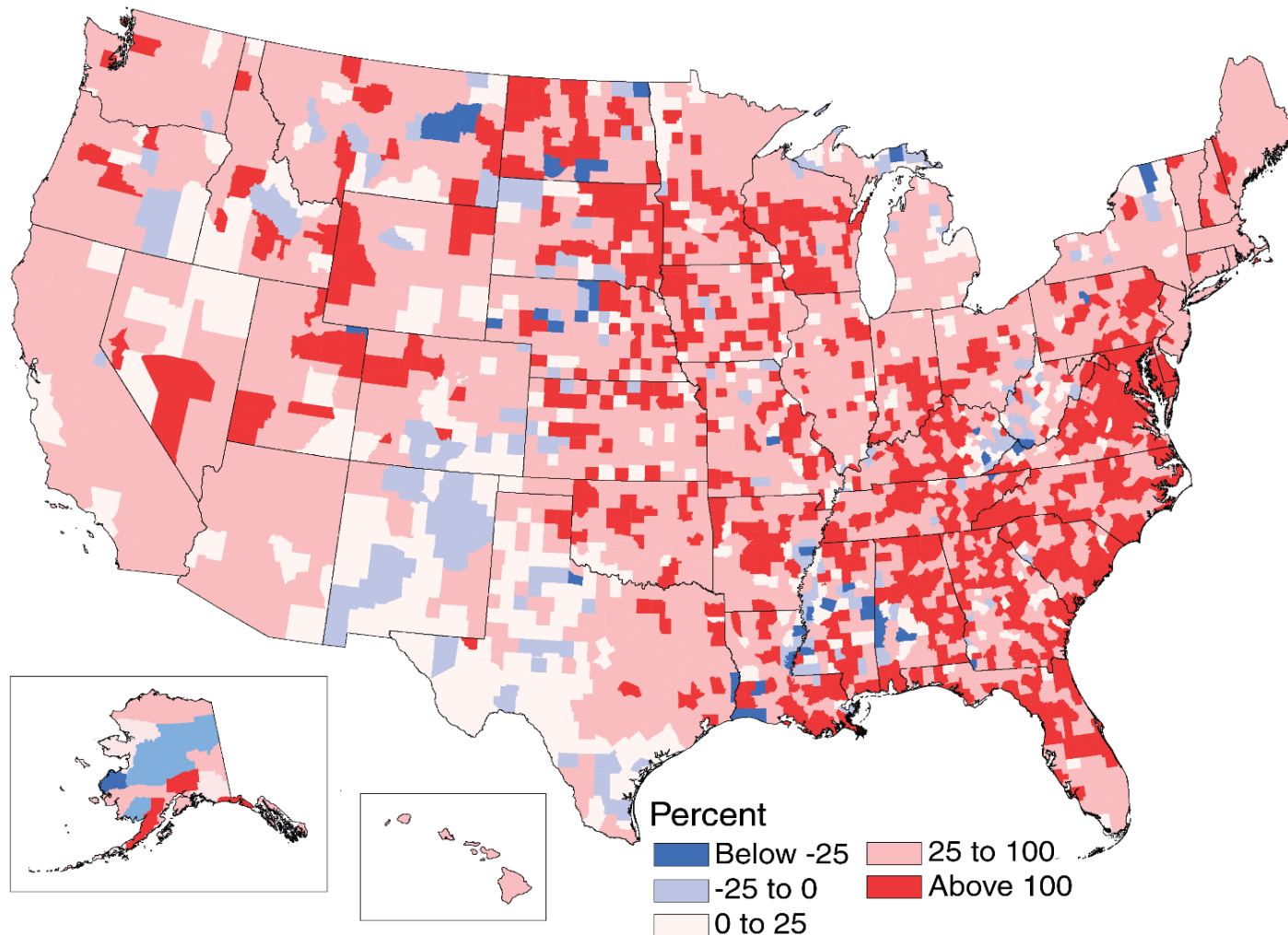
Median Age is an important indicator of aging population

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	-

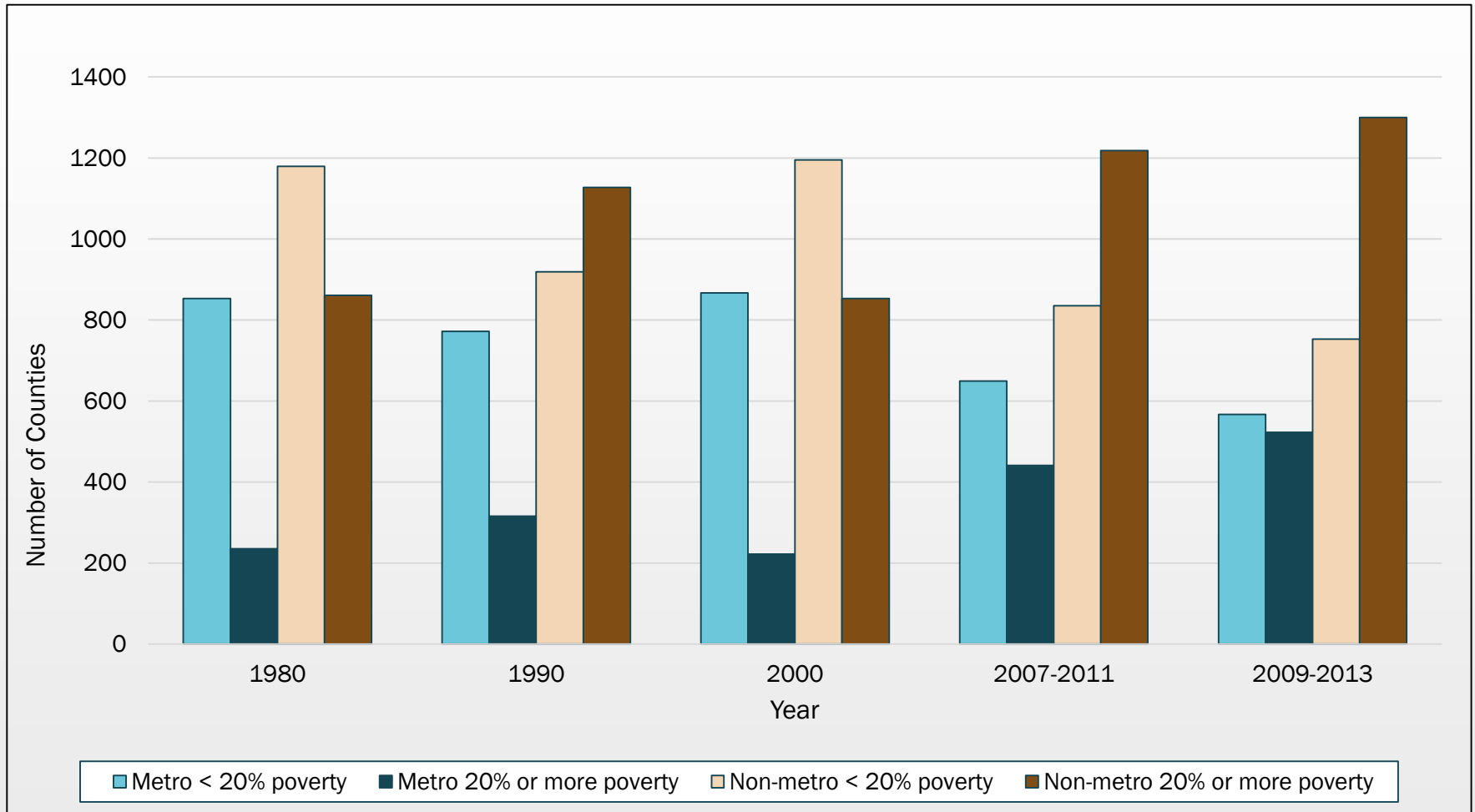
- Single female households with children represented 20.4% of all households in nonmetro areas in 2000

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)

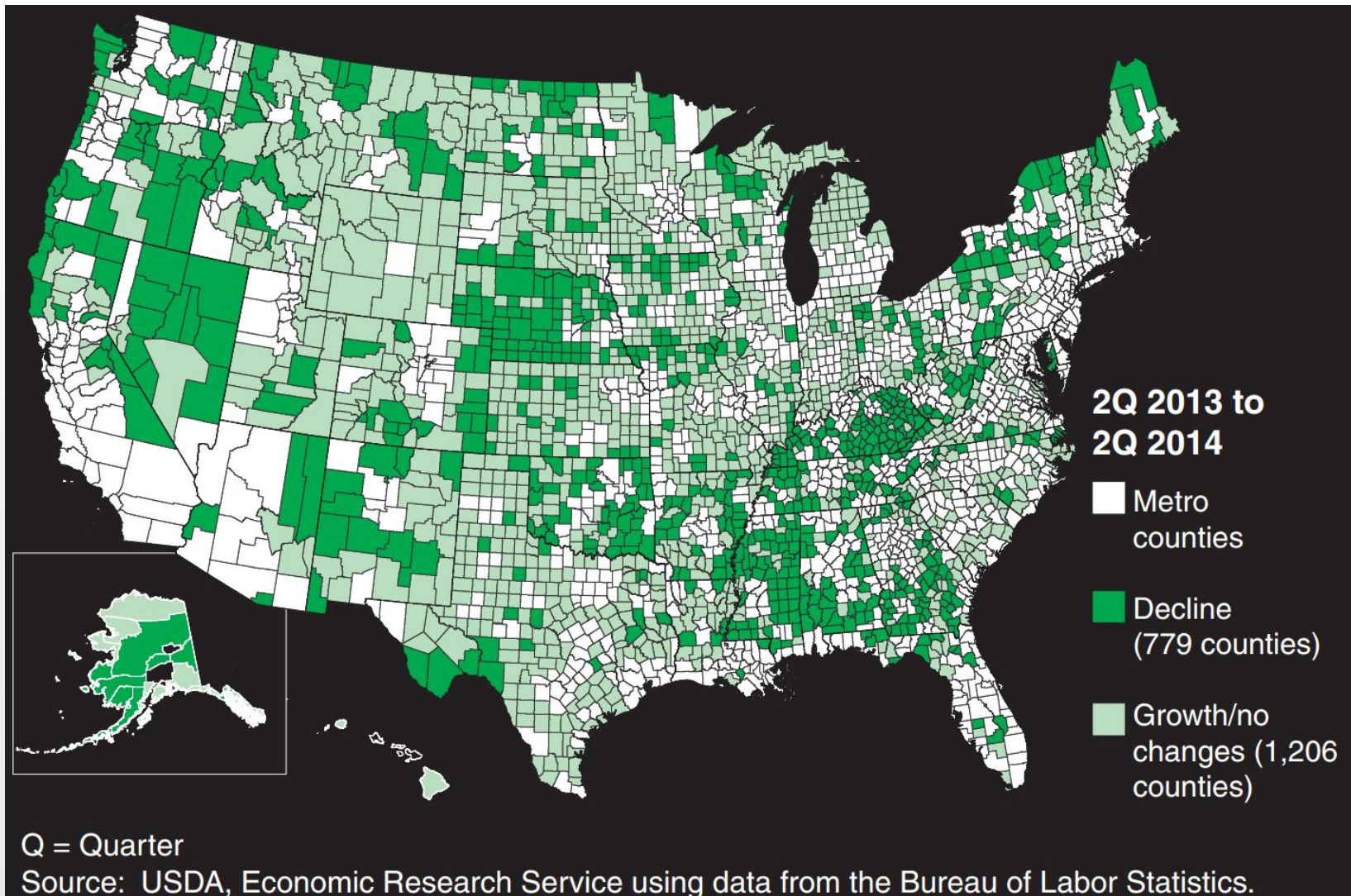
Key industry trends

Unemployment and labor force participation

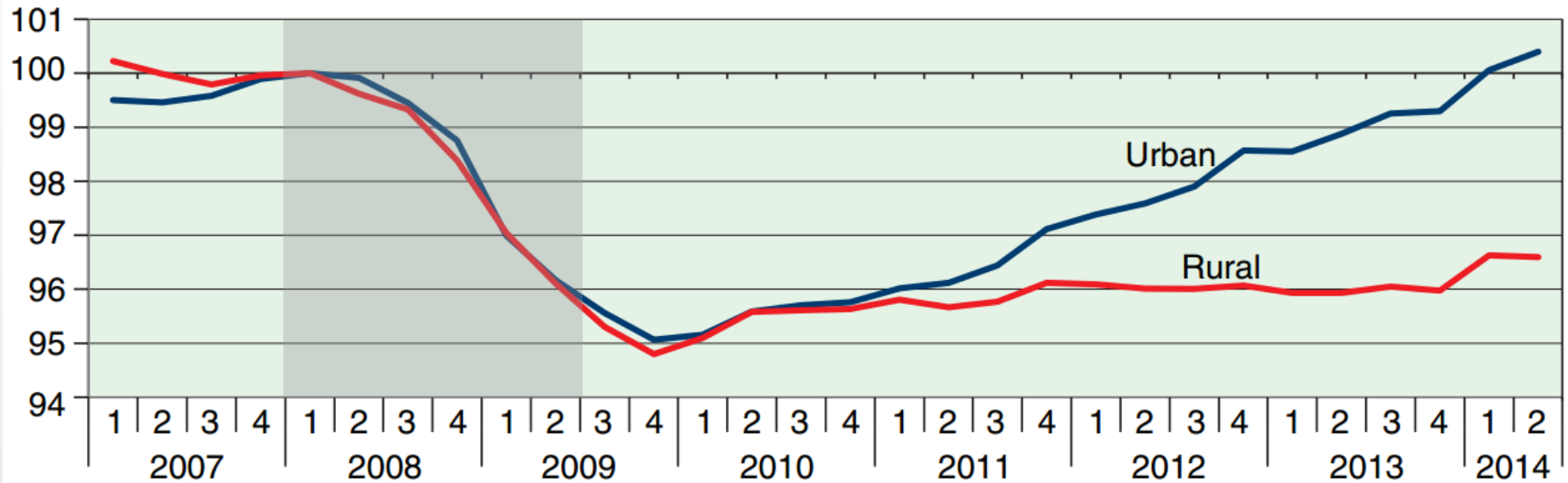
Employment in key industries

**Wage comparison:
metro/nonmetro**

Employment change 2013-2014: metro and nonmetro US



Rural employment growth lagging during recovery

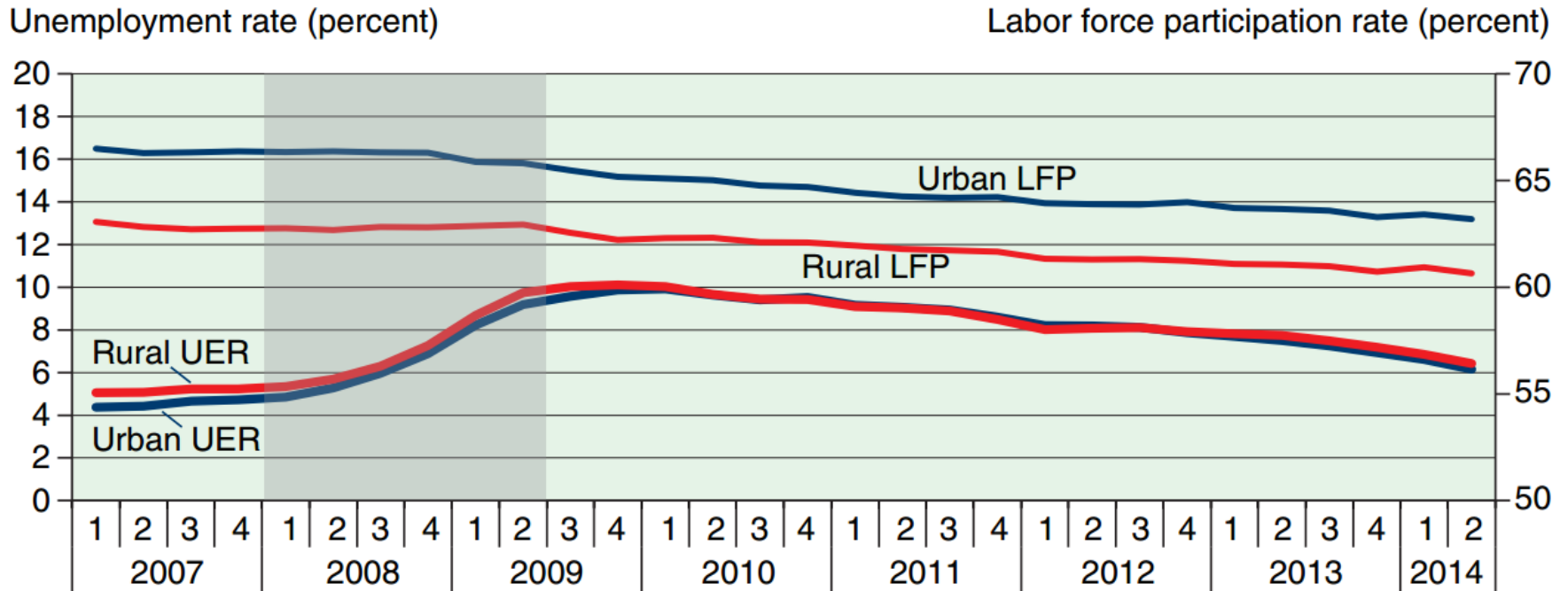


Q = Quarter

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.

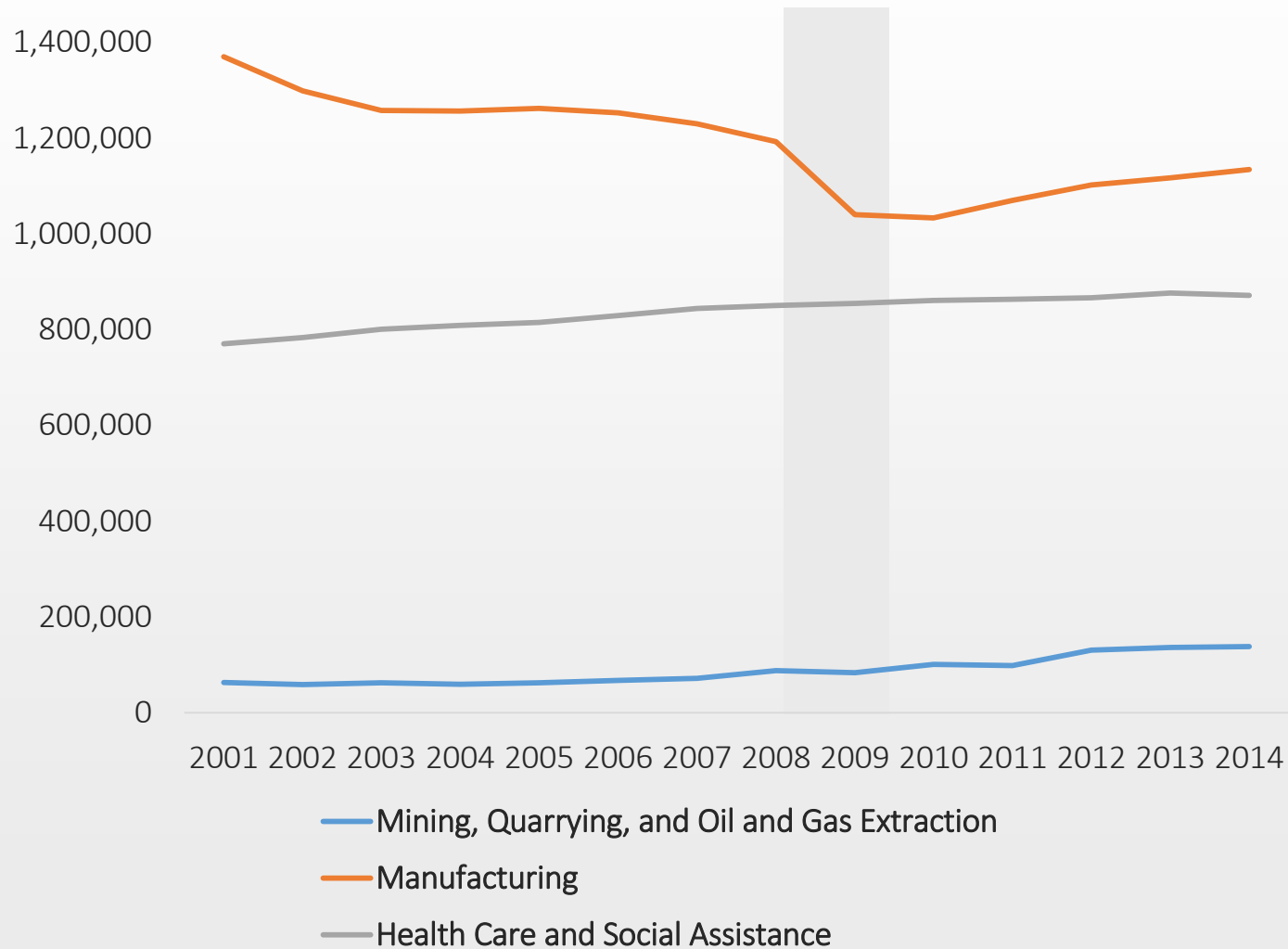
Unemployment falls with lagging labor force participation since 2010



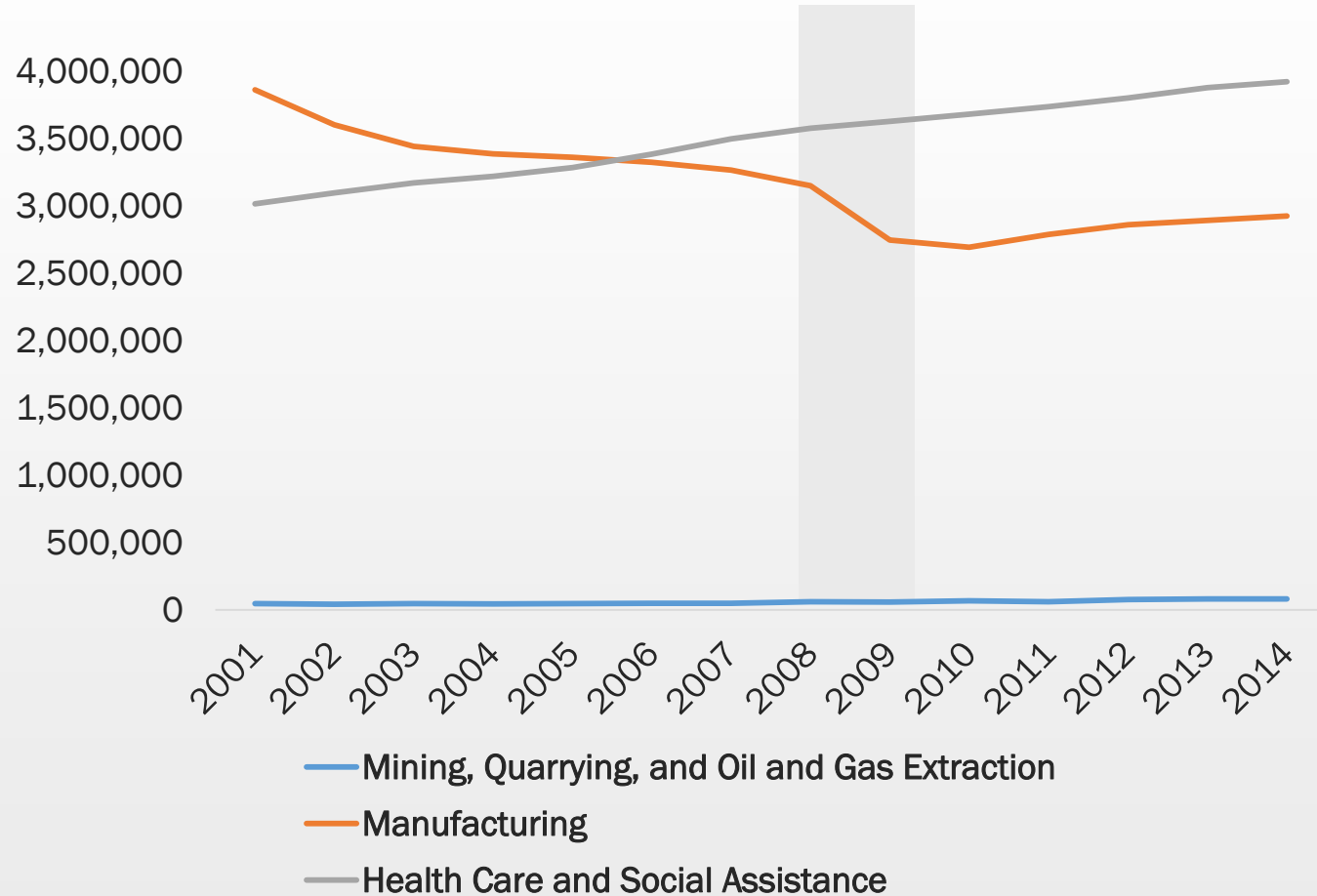
Note: Shaded area indicates dates of recession.

Source: USDA, Economic Research Service analysis of data from the Bureau of Labor Statistics and the U.S. Census Bureau. UER = unemployment rate; LFP = labor force participation rate.

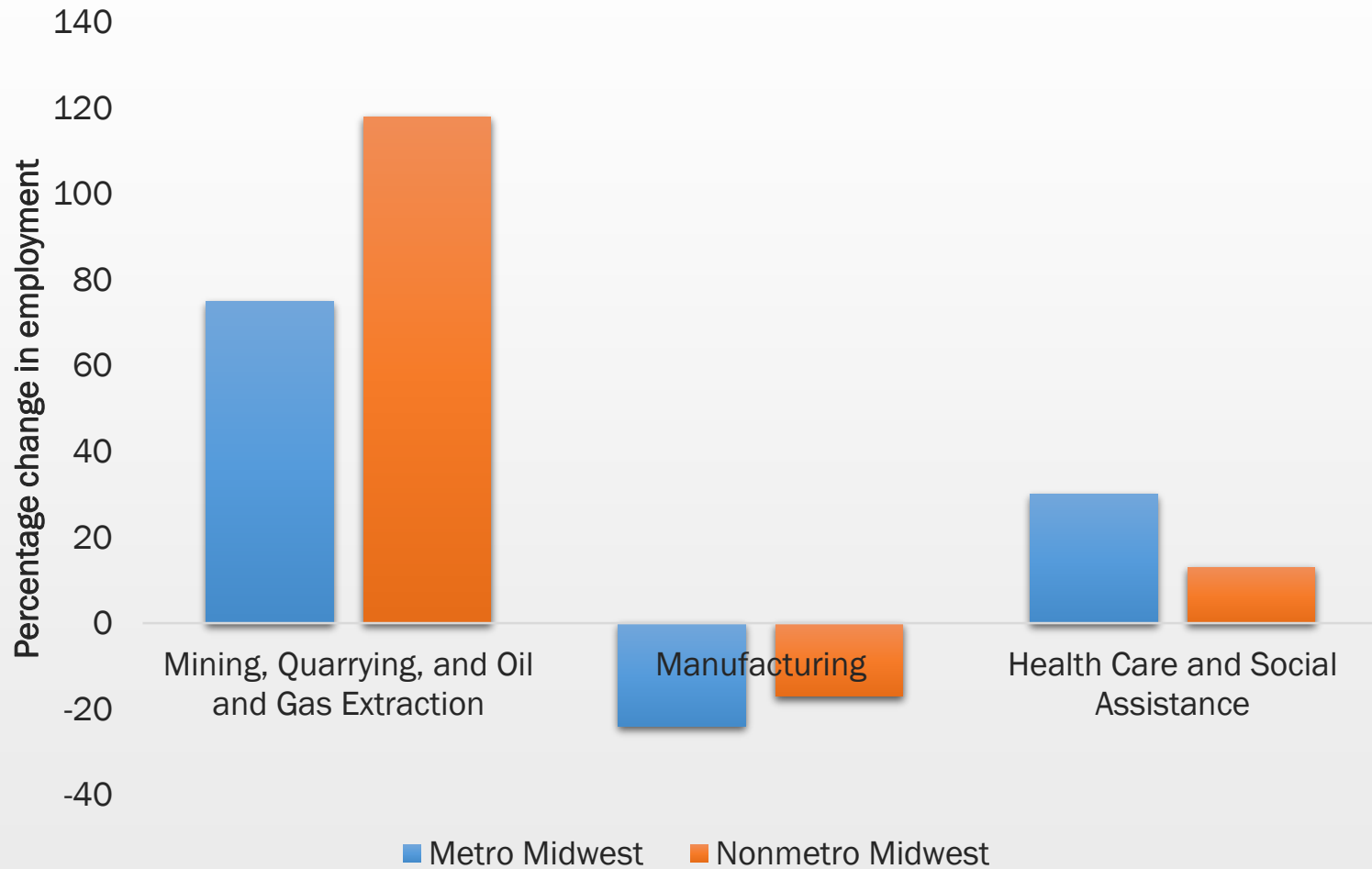
2001 - 2014 employment change Nonmetro Midwest



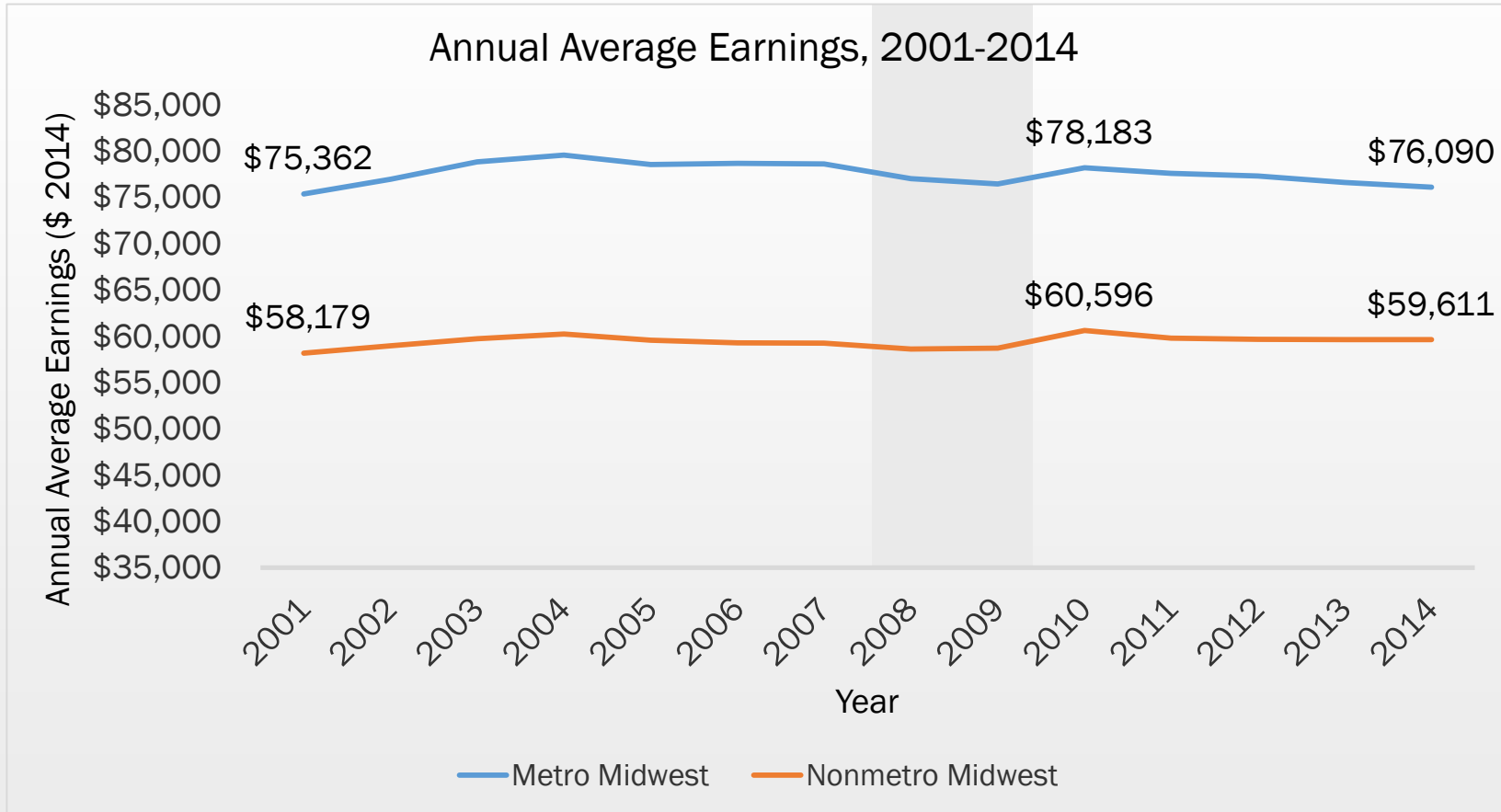
2001 - 2014 employment change Metro Midwest



Percentage of employment change 2001 – 2014: comparing metro/nonmetro Midwest



Mfg average annual earnings 2001 - 2014: Metro and Nonmetro Midwest



Annual Average Earnings are in real dollars (\$ 2014) adjusted by using annual average CPI-U values from 2001-2014, base 1982-1984=100

Key workforce issues

Some key workforce issues in rural Midwest

I: Developing skilled workers in our communities

Stigma against
mfg careers/
lack of
awareness

Poaching creates
disincentive for
firms to invest in
training

Barriers to
engaging young
people

Poverty obstacle
to academic
advancement/
career readiness

Young people
lack soft skills

Limited
collaboration
critical to effective
workforce system

Some key workforce issues in rural Midwest

I: Attracting/retaining talent to our communities

Wages/HR
incentives don't
stack up

Need for
infrastructure/QoL
investments

Limited
opportunities for
trailing spouses

Lack of housing
impediment to
attracting talent

Community- based approaches

Effective workforce system in our rural communities: what does it look like?

Explore and educate

Recruit and retain



Foundation

Effective workforce system in our rural communities: what does it look like?

Explore and educate

- Enhance career awareness
- Develop career pathways
- Advance workforce readiness/employability
- Career management

Recruit and retain

- Target new pools of qualified candidates
- Community enhancement/marketing
- Ongoing development of existing workers
- Community services and support

Foundation

- Leadership and collaboration

Contact

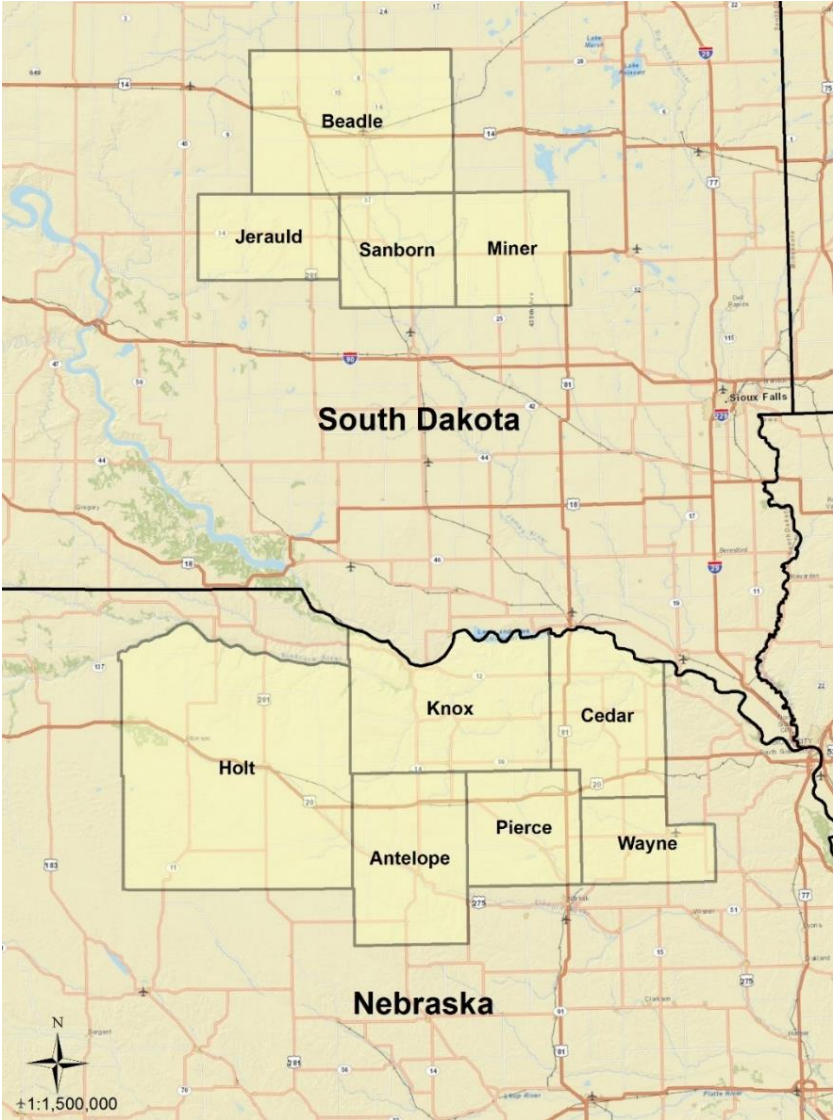
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- **chatch@purdue.edu**

Thanks

- **Tanya Hall, Purdue Extension**
- **Indraneel Kumar, Purdue Center for Regional Development**



Methods and Approach



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