



**.il' Emsi2019**

# The ART of LMI

(for business prospects)

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## SO WHAT?(BLUF)

- To convince the business owner that we (our region) has the quantity and quality workforce necessary for his/her success...now, and going forward!!!
  - Labor Market Information (LMI)
  - Talent Pipeline(s)
  - Recruitment/Just-in-Time training



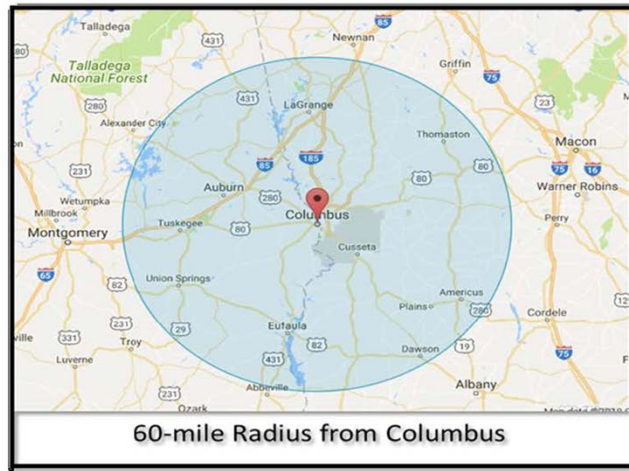
## Scenario

- Asked to prepare an LMI presentation for a prospect visit
  - Given limited information (and not much time)
  - Tire Manufacturing Company
  - 250 new jobs created
  - \$\$\$ of capital investment



## Identify Your Region

- ...as you explore industry & occupation



See Appendix 1 for list of counties included in region



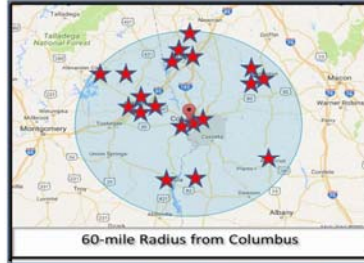
# Industry Analysis

- **Industry Snapshot**  
(Developer)  
**Or**  
Industry Overview  
(Analyst)
- Select an Industry  
(Typed in 'Tire')
- Select Your Region
- Broaden NAICS code

## Tire Manufacturing & Related Establishments (in region)

-There are currently no establishments in the region with the five-digit NAICS code of 32621 (Tire Manufacturing).

-There are however, **18** establishments with the three-digit NAICS code of 326 (Plastics and Rubber Manufacturing) in the region. These companies combined employ approximately **1,486** workers.



### NAICS CODE 326 (Plastics & Rubber Manufacturing)

Business Name	Primary NAICS Code	Industry Name	Physical Address	Physical City	Business Size Range
Thermo Fisher Scientific Inc	326199	All Other Plastics Product Manufacturing	2039 McMillan St	Auburn, AL	250 to 499
Kalobels Rubber	326299	All Other Rubber Product Manufacturing	1061 Industrial Blvd	Lufkinville, AL	100 to 249
Spac Cap Co	326199	All Other Plastics Product Manufacturing	2260 Delay Rd	Thomaston, GA	100 to 249
Innoware Inc	326199	All Other Plastics Product Manufacturing	2260 Delay Rd	Thomaston, GA	100 to 249
Captrix Vial Inc	326199	All Other Plastics Product Manufacturing	2039 McMillan St	Auburn, AL	100 to 249
Georgia Packaging Inc	326199	All Other Plastics Product Manufacturing	218 8th Ave	Columbus, GA	100 to 249
D & J Plastics Inc	326199	All Other Plastics Product Manufacturing	49 D&J Rd	Georgetown, GA	50 to 99
Ropak Corporation	326199	All Other Plastics Product Manufacturing	1603 Orchard Hill Rd	Lagrange, GA	50 to 99
Audite Lintane Inc	326199	All Other Plastics Product Manufacturing	132 Crisp Dr	Americus, GA	50 to 99
Daewon America Lte	326199	All Other Plastics Product Manufacturing	215 Dr Ave	Opelika, AL	50 to 99
Bo-lex Sales	326199	All Other Plastics Product Manufacturing	175 Industrial Dr	Hogansville, GA	20 to 49
Ply Fabricators	326199	All Other Plastics Product Manufacturing	3670 S. Eufaula Ave	Eufaula, AL	20 to 49
Hani E Hani Interior Systems Manufacturing Inc	326199	All Other Plastics Product Manufacturing	100 Jane Fryer Rd	Lagrange, GA	10 to 19
Ilu Daelim Usa	326199	All Other Plastics Product Manufacturing	50 S White Blvd	Lagrange, GA	10 to 19
Berry Plastics Group	326199	All Other Plastics Product Manufacturing	978 8th Ave	Columbus, GA	10 to 19
Crithson Technology	326199	All Other Plastics Product Manufacturing	101 McComb Pkwy	Thomaston, GA	10 to 19
Bishop Plastics	326199	All Other Plastics Product Manufacturing	40 Williams Dr	Jacksons Gap, AL	10 to 19
Pyung Hea America Inc	326199	All Other Plastics Product Manufacturing	620 Fox Run Pkwy	Opelika, AL	Up to 4

Source: Emsi

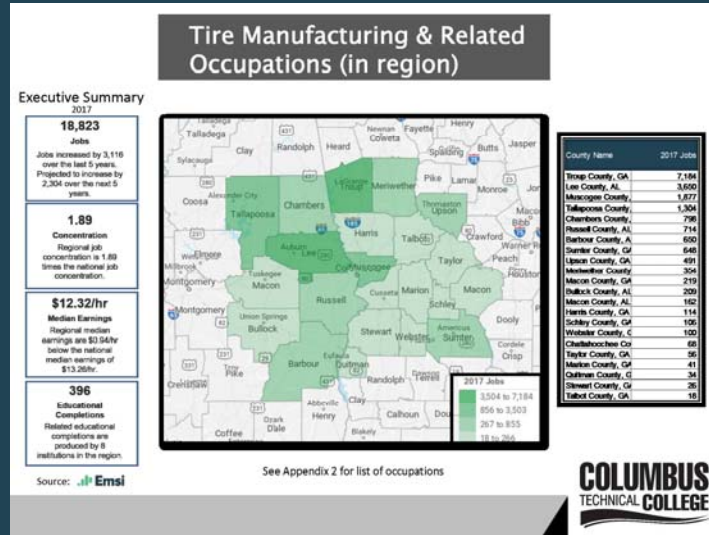


# Occupation Analysis

- Staffing Patterns  
(Developer or Analyst)
- **NARROW** the SOC (occupation code) and **BROADEN** the region
- Select top~15 to 20 occupations
- Save Group for further analysis

-THEN-

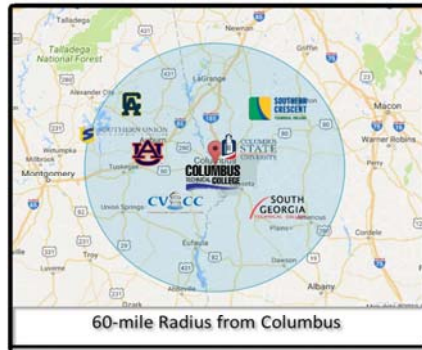
- Occupation Snapshot (Occupation Overview in Analyst)
- Use saved occupation group
- Use your identified region



# Talent Pipeline

## Tire Manufacturing & Related Occupations Talent Development (Program Completions)

- Education Pipeline (in Developer) or Occupational Programs (in Analyst)
- Use your defined region and defined occupation group



**396** (2017)  
**Educational Completions**  
Related educational completions are produced by 8 institutions in the region.

- Welding Technology/Welder
- Industrial Engineering
- Machine Shop Technology/Assistant
- Manufacturing Engineering Technology/Technician
- Cabinetmaking and Millwork
- Industrial Mechanics and Maintenance Technology

**COLUMBUS**  
TECHNICAL COLLEGE



# Talent Pipeline (cont.)

## Tire Manufacturing & Related Occupations Talent Development (Program Completions)...continued



- Columbus Technical College
- South Georgia Technical College
- Southern Crescent Technical College
- Chattahoochee Valley Community College
- Southern Union Community College
- Central Alabama Community College
- Columbus State University
- Auburn University

CIP Code	Program	Completions (2013)	Completions (2014)	Completions (2015)	Completions (2016)	Completions (2017)	Enrollment (2018)
48.0508	Welding Technology/Welder	155	152	216	228	160	409
14.3501	Industrial Engineering	118	111	153	181	111	15
48.0503	Machine Shop Technology/Assistant	25	27	28	109	49	102
15.0613	Manufacturing Engineering Technology/Technician	19	16	42	98	44	79
48.0703	Cabinetmaking and Millwork	10	20	12	21	18	107
47.0303	Industrial Mechanics and Maintenance Technology	46	36	31	29	14	176
<b>Totals</b>		<b>373</b>	<b>362</b>	<b>482</b>	<b>664</b>	<b>396</b>	<b>858</b>

• 2018 enrollment data are not available for the colleges in Alabama. Therefore, enrollment data included here represent Columbus Technical College, Southern Crescent Technical College, and South Georgia Technical College.





# Wrapping it Up!

## Executive Summary

- Usually place Executive Summary at the beginning of report



See Appendix 1 for list of counties included in region

- Tire manufacturing and related occupations increased by **3,116** from 2012-2017 (**19.8%**), outpacing the national growth rate of 10.4%. The occupations are projected to increase by 2,304 from 2017-2022 (**12.2%**), outpacing the national projected growth rate of 4.8%.
- Regional job concentration for tire manufacturing and related occupations is **1.89** times the national job concentration. In other words, there are **89%** more tire manufacturing and related occupations in this region than we would expect to find in the average region.
- Cost of labor in the region is below average. The median earnings for tire manufacturing and related occupations in the region is **\$12.32/hr**, which is **\$0.94/hr** below the national median of \$13.26/hr.
- There were **396** relevant completions from 8 institutions in the region in 2017.





## In Summary...

- **CONVINCE** employer your region has, and will have the requisite workforce he/she needs!
- Be creative (but realistic) in identifying you region, industry group, occupation group, and program group
- Be transparent!
- Hard copy of report should be self-explanatory



# Thank You!

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