



Greater New Bedford in Demand: A Massachusetts Regional Workforce Strategies Initiative

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Purpose of Presentation

1. Provide a review of labor market development in the Greater New Bedford Region to help local leaders think through education, training and development strategies
2. Prepared an analysis of Greater New Bedford Region around six major topics:
 - **Labor demand context**
 - Analysis of payroll employment structure and trends; understanding overall demand trends; industry structure of employment
 - Analysis of occupational and educational implications of payroll employment growth
 - Analysis of unmet labor market needs – identification of potential area of skill shortages



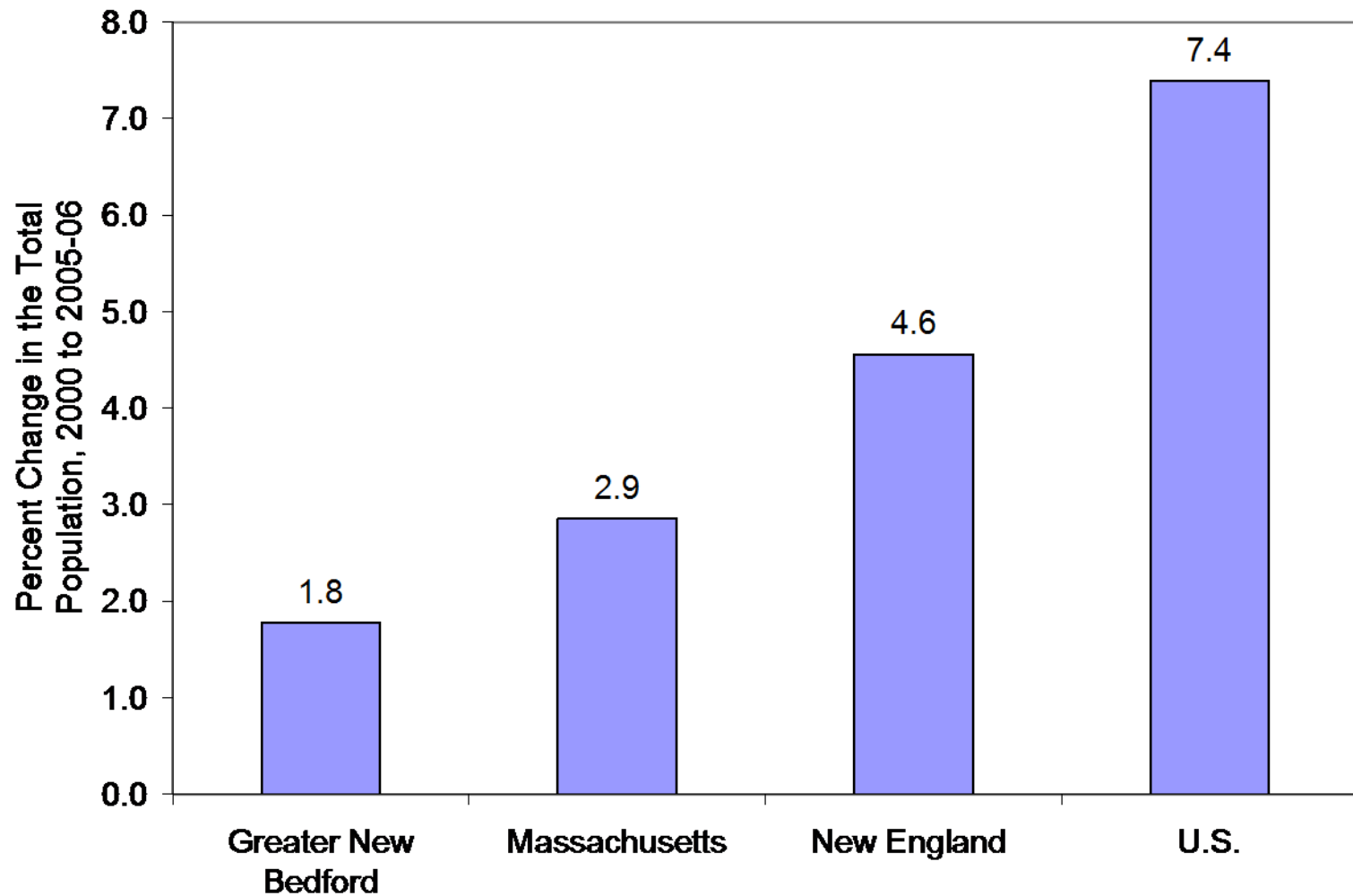
- **Labor Supply Context**

- Analysis of trends in size and composition of population and labor force in the Greater New Bedford Region
- Post-secondary institutional source of labor supply to occupations in the Greater New Bedford Region
- Career and technical education institutional labor supply in the Greater New Bedford Region



Total Population, Working-Age
Population, and the Labor Force of the
Greater New Bedford Workforce Area

Percent Change in the Working-Age Population, 2000-2005/06



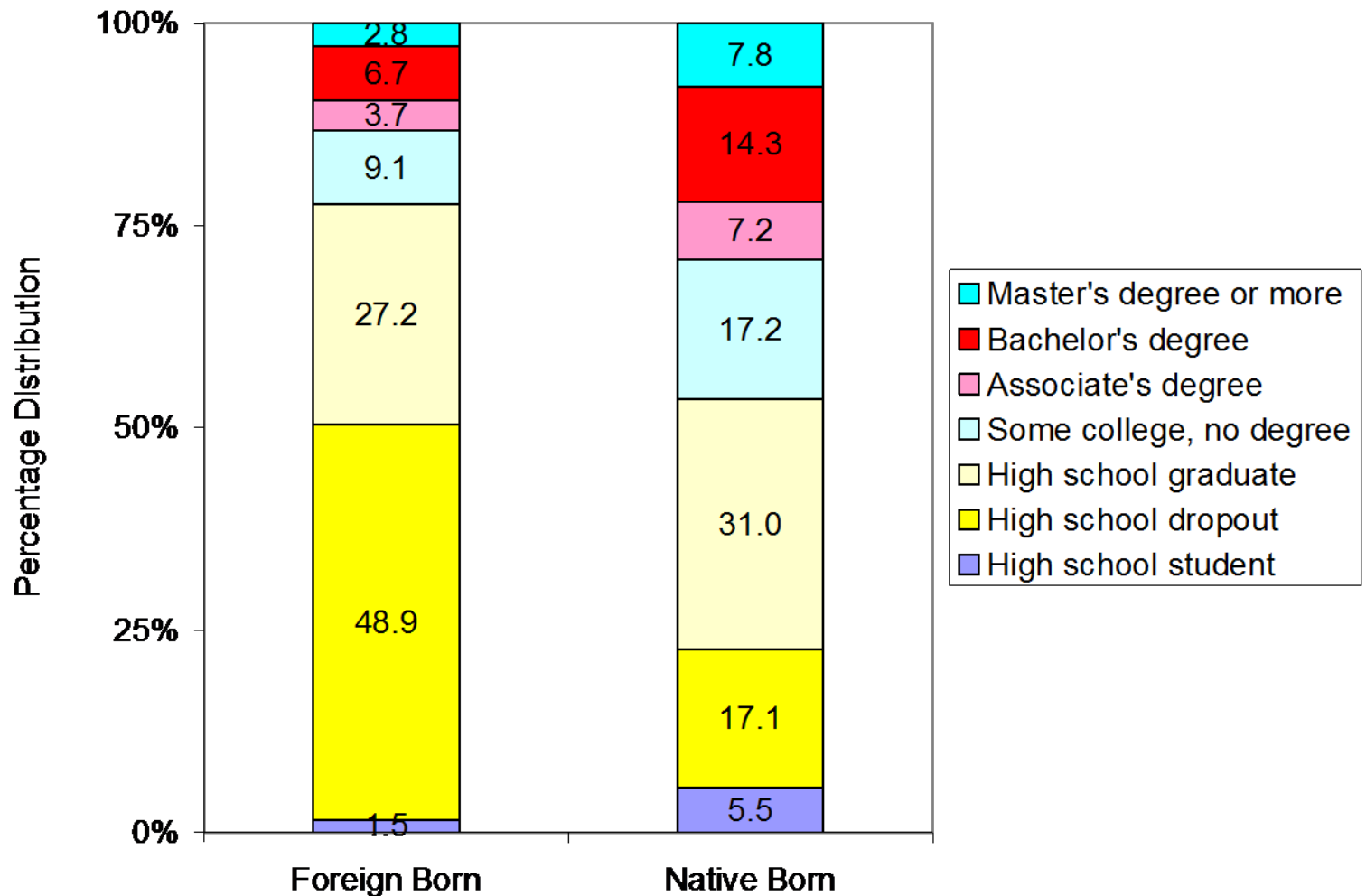
Change in the Working-Age Population of the Greater New Bedford Area by Selected Characteristics, 2000 and 2005-06

| | 2000 | 2005-06 | Absolute Change | Relative Change |
|------------------------|---------|---------|--------------------|--------------------|
| Total | 132,335 | 134,689 | 2,354 | 1.8% |
| Gender | | | | |
| Male | 62,182 | 63,335 | 1,153 | 1.9% |
| Female | 70,153 | 71,354 | 1,201 | 1.7% |
| Nativity Status | | | | |
| Foreign born | 26,530 | 27,822 | 1,292 | 4.9% |
| Native born | 105,805 | 106,867 | 1,062 | 1.0% |
| Race-Ethnicity | | | | |
| White, non-Hispanic | 114,343 | 111,628 | -2,715 | -2.4% |
| Black, non-Hispanic | 2,662 | 4,518 | 1,856 | 69.7% |
| Hispanic | 5,990 | 9,079 | 3,089 | 51.6% |
| Other, non-Hispanic | 9,340 | 9,464 | 124 | 1.3% |

Immigrant Share of Working-Age Population Growth, 2000 to 2005-06

| | Greater New Bedford | Mass. | New England | U.S. |
|----------------------------------------------------------------------|---------------------------|-----------|----------------|-------------|
| Total working-age population, 2000 | 132,335 | 4,788,971 | 10,471,904 | 208,782,718 |
| Total working-age population, 2005-06 | 134,689 | 4,925,682 | 10,949,262 | 224,204,853 |
| Absolute change in the working-age population, 2000 to 2005-06 | 2,354 | 136,711 | 477,358 | 15,422,135 |
| New working-age immigrants arrived between 2000 and 2005-06 | 4,051 | 210,010 | 354,237 | 7,293,453 |
| Share of working-age population growth from new immigrants | 172.1% | 153.60% | 74.20% | 47.30% |

Percentage Distribution of the Working-Age Foreign-Born and Native-Born Residents of the Greater New Bedford Area by Educational Attainment, 2005-06



Percentage Distribution of the Civilian Labor Force by Educational Attainment, 2005-06

| Educational Attainment | Greater New Bedford | MA | New England | U.S. |
|----------------------------------|---------------------|-------|-------------|-------|
| High school student | 3.1% | 2.5% | 2.7% | 2.4% |
| High school dropout | 16.0% | 7.2% | 7.3% | 10.6% |
| High school graduate | 32.2% | 25.9% | 27.9% | 28.6% |
| Some college, no degree | 17.6% | 17.3% | 18.5% | 22.0% |
| Associate's degree | 8.4% | 8.1% | 8.4% | 8.1% |
| Bachelor's degree | 15.1% | 22.8% | 21.3% | 18.2% |
| Master's degree or more | 7.7% | 16.1% | 14.0% | 10.0% |
| With any postsecondary education | 48.8% | 64.4% | 62.1% | 58.4% |
| Bachelor's or higher | 22.8% | 39.0% | 35.3% | 28.3% |

The Place of Residence of Individuals Employed in the Greater New Bedford Area and the Place of Work of Employed Greater New Bedford Residents, 2005-06

| | Number | Percent of Total |
|--------------------------------------------------------------------|--------|------------------|
| Total number of persons working in the Greater New Bedford area... | 67,060 | 100.00% |
| ...that lived in: | | |
| Greater New Bedford area | 49,816 | 74.3% |
| Bristol area | 7,523 | 11.2% |
| South Coastal area | 2,493 | 3.7% |
| Brockton area | 1,764 | 2.6% |
| Cape and Islands area | 962 | 1.4% |
| Other parts of Massachusetts | 1,306 | 1.9% |
| Outside Massachusetts | 3,196 | 4.8% |

(Continued)

| | Number | Percent of Total |
|---------------------------------------------------------------|--------|------------------|
| Total Greater New Bedford area residents who were employed... | 77,273 | 100.0% |
| ...that were working in: | | |
| Greater New Bedford area | 49,816 | 64.5% |
| Bristol area | 10,498 | 13.6% |
| South Coastal area | 4,300 | 5.6% |
| Brockton area | 3,538 | 4.6% |
| Cape and Islands area | 1,496 | 1.9% |
| Other parts of Massachusetts | 4,798 | 6.2% |
| Outside Massachusetts | 2,827 | 3.7% |



Measuring Wage and Salary
Employment Levels and Trends in the
New Bedford Workforce Area

Trends in Non Agricultural Wage and Salary Employment in the New Bedford Region, by Major Industry Sector Third Quarter 2004 to Third Quarter 2007

Average Monthly Employment

| Description | 2004 Third Quarter | 2007 Third Quarter | Absolute Change | Relative Change |
|------------------------------------------|-----------------------|-----------------------|--------------------|--------------------|
| Total | 76,451 | 79,602 | 3,151 | 4.1% |
| 23 - Construction | 4,641 | 3,909 | -732 | -15.8% |
| 31-33 - Manufacturing | 11,820 | 11,160 | -660 | -5.6% |
| - Durable Goods Manufacturing | 6,505 | 6,417 | -88 | -1.4% |
| - Non-Durable Manufacturing | 5,315 | 4,743 | -572 | -10.8% |
| 22 - Utilities | 357 | 359 | 2 | 0.6% |
| 42 - Wholesale Trade | 3,172 | 3,206 | 34 | 1.1% |
| 44-45 - Retail Trade | 10,644 | 10,624 | -20 | -0.2% |
| 51 - Information | 1,421 | 1,027 | -394 | -27.7% |
| 52 - Finance and Insurance | 1,450 | 1,765 | 315 | 21.7% |
| 53 - Real Estate/Rental and Leasing | 879 | 884 | 5 | 0.6% |
| 54 - Professional/Technical Services | 1,878 | 2,028 | 150 | 8.0% |
| 56 - Administrative/Waste Services | 2,456 | 2,947 | 491 | 20.0% |
| 61 - Educational Services | 5,679 | 6,357 | 678 | 11.9% |
| 62 - Health Care/ Social Assistance | 12,530 | 13,684 | 1,154 | 9.2% |
| 71 - Arts, Entertainment, and Recreation | 1,573 | 1,579 | 6 | 0.4% |
| 72 - Accommodation/Food Services | 7,148 | 7,238 | 90 | 1.3% |
| 81 - Other Services, | 3,570 | 3,935 | 365 | 10.2% |
| 92 - Public Administration | 3,629 | 3,747 | 118 | 3.3% |

The Industrial Structure of Employment in the New Bedford Region, Third Quarter 2007, Two Digit NAICS Codes

| Description | 2007 III | Percent Distribution |
|-----------------------------------------------|----------|----------------------|
| Total, All Industries | 80,119 | 100.0% |
| 11 - Agriculture, Forestry, Fishing & Hunting | 1,553 | 1.9% |
| 23 - Construction | 3,909 | 4.9% |
| 31-33 - Manufacturing | 11,160 | 13.9% |
| 22 - Utilities | 359 | 0.4% |
| 42 - Wholesale Trade | 3,206 | 4.0% |
| 44-45 - Retail Trade | 10,624 | 13.3% |
| 48-49 - Transportation and Warehousing | 3,556 | 4.4% |
| 51 - Information | 1,027 | 1.3% |
| 52 - Finance and Insurance | 1,765 | 2.2% |
| 53 - Real Estate and Rental and Leasing | 884 | 1.1% |
| 54 - Professional and Technical Services | 2,028 | 2.5% |
| 55 - Management of Companies and Enterprises | 517 | 0.6% |
| 56 - Administrative and Waste Services | 2,947 | 3.7% |
| 61 - Educational Services | 6,357 | 7.9% |
| 62 - Health Care and Social Assistance | 13,684 | 17.1% |
| 71 - Arts, Entertainment, and Recreation | 1,579 | 2.0% |
| 72 - Accommodation and Food Services | 7,238 | 9.0% |
| 81 - Other Services, Ex. Public Admin | 3,935 | 4.9% |
| 92 - Public Administration | 3,747 | 4.7% |

Distribution of New Bedford Regional Wage and Salary
Employment for the Health Care, Social Assistance,
Accommodation and Food Services Sector, Third Quarter 2007

| NAICS | Description | 2007 III | Percent Distribution |
|-------|-------------------------------------|----------|----------------------|
| 62 | Health Care and Social Assistance | 13,684 | 100.0% |
| 621 | Ambulatory Health Care Services | 4,409 | 32.2% |
| 622 | Hospitals | 3,139 | 22.9% |
| 623 | Nursing/Residential Care Facilities | 3,971 | 29.0% |
| 624 | Social Assistance | 2,165 | 15.8% |
| 72 | Accommodation and Food Services | 7,238 | 100.0% |
| 721 | Accommodation | 233 | 3.2% |
| 722 | Food Services and Drinking Places | 7,0024 | 96.8% |

The Distribution of Business Establishments and Employment in the New Bedford Region and Massachusetts, by Employment Size Class, Third Quarter 2007

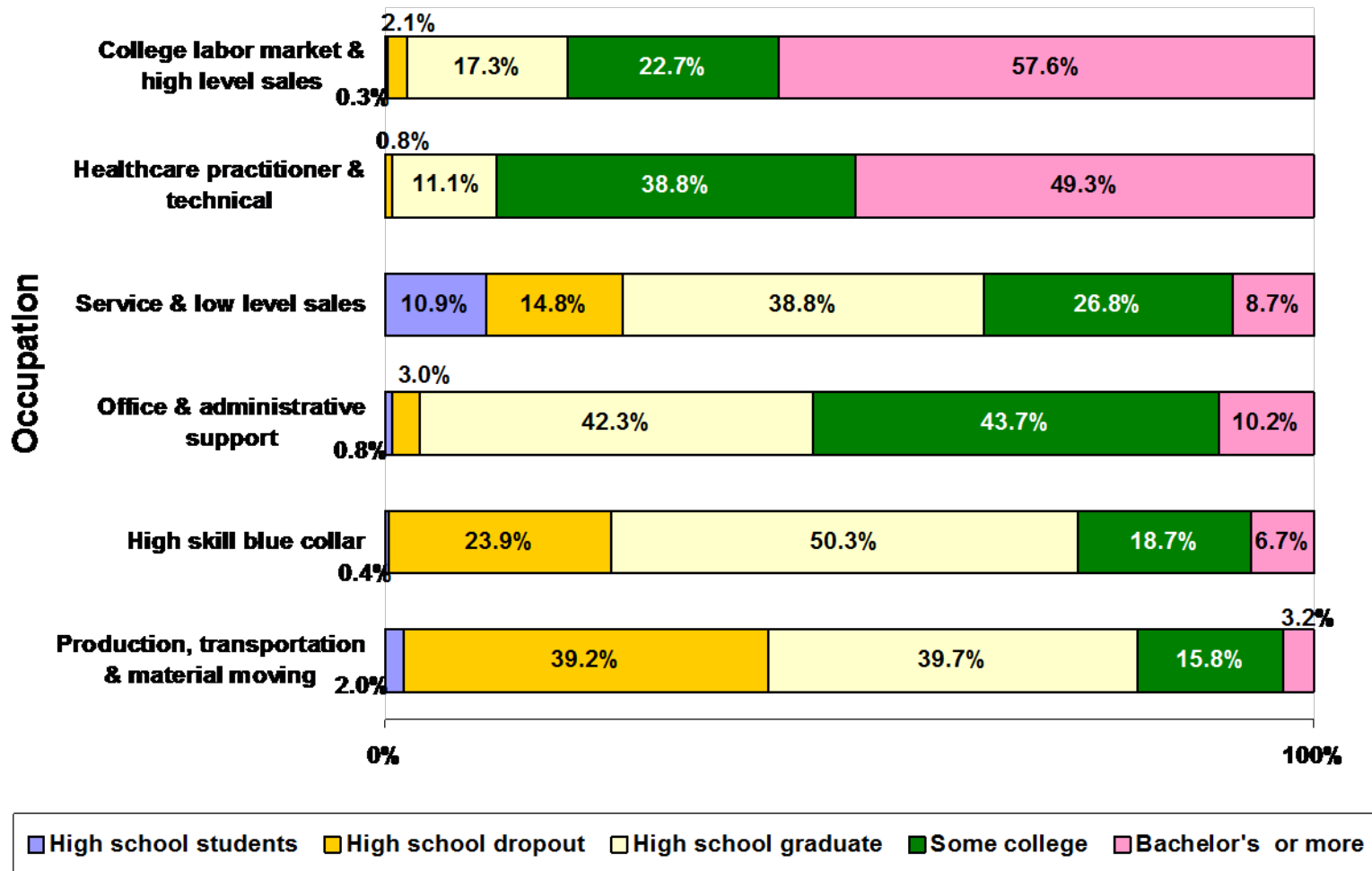
| | New Bedford Region | | Massachusetts | |
|------------|-----------------------------------------|----------------------------------------------------------|-----------------------------------------|----------------------------------------------------------|
| Size Group | Number of Business Establishments | Percent Distribution of Business Establishments | Number of Business Establishments | Percent Distribution of Business Establishments |
| 0 to 19 | 5,458 | 88.2% | 181,048 | 86.9% |
| 20 to 99 | 604 | 9.8% | 22,194 | 10.7% |
| 100 to 499 | 116 | 1.9% | 4,446 | 2.1% |
| 500 + | 13 | 0.2% | 584 | 0.3% |
| Total | 6,191 | 100.0% | 208,272 | 100.0% |
| | New Bedford Region | | Massachusetts | |
| Size Group | Number of Jobs | Percent Distribution of Jobs | Number of Jobs | Percent Distribution of Jobs |
| 0 to 19 | 22,626 | 28.4% | 724,049 | 22.8% |
| 20 to 99 | 23,561 | 29.6% | 888,561 | 28.0% |
| 100 to 499 | 21,154 | 26.6% | 840,129 | 26.5% |
| 500 + | 12,325 | 15.5% | 716,437 | 22.6% |
| Total | 79,666 | 100.0% | 3,169,176 | 100.0% |



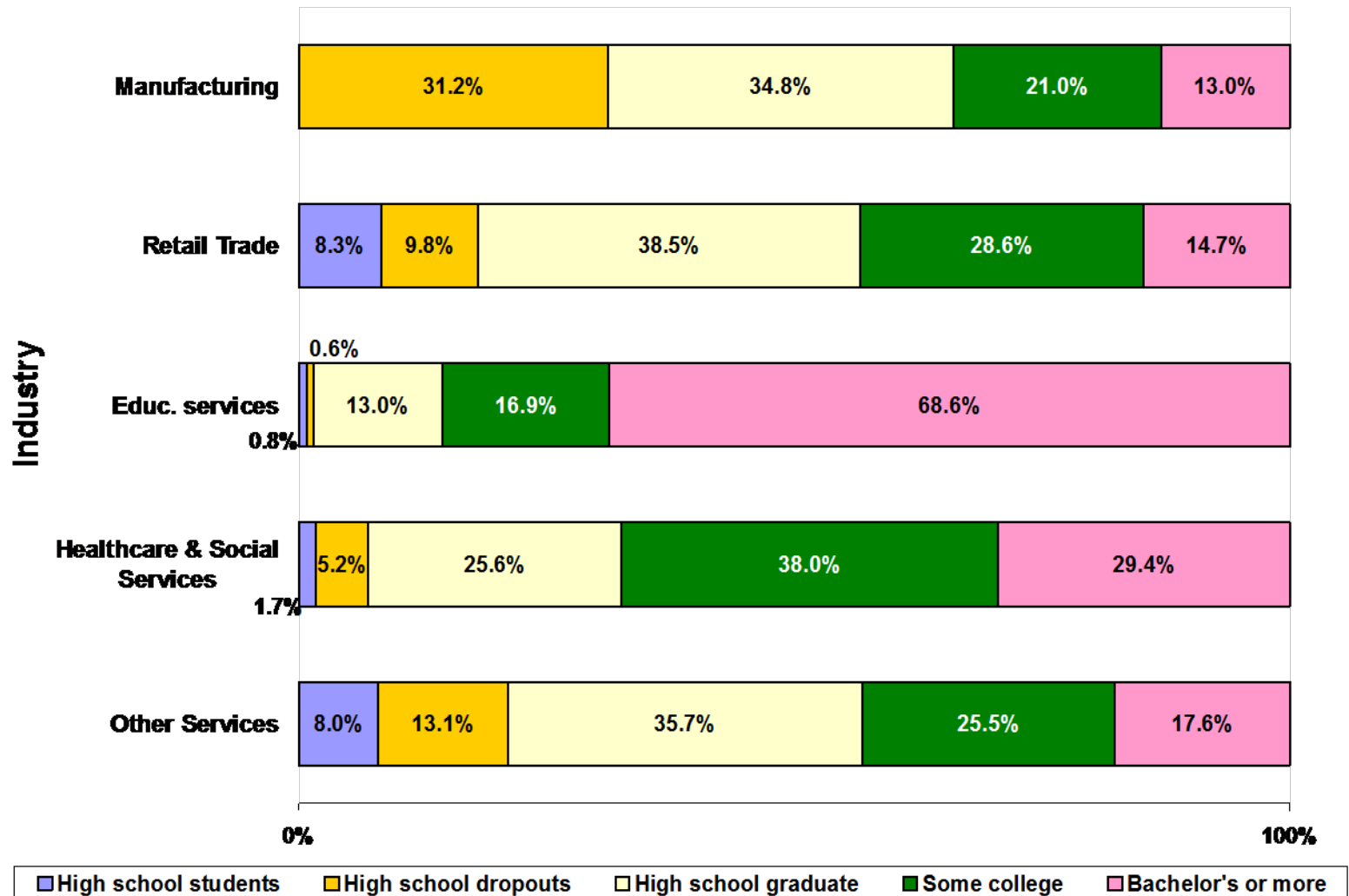
Occupational Staffing Patterns of
Industries and Educational Attainment of
Workers by Industries and Occupations in
the Greater New Bedford Workforce Area

| College labor market & high level sales occupations | Service & low level sales occupations |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Management occupations Business and financial operations occupations Computer & mathematical occupations Architecture & engineering occupations Life, physical, & social science occupations Community & social services occupations Legal occupations Education, training, & library occupations Arts, design, entertainment, sports, & media occupations High-level sales occupations</p> | <p>Healthcare support occupations Protective service occupations Food preparation & serving occupations Building & grounds cleaning occupations Personal care & service occupations Low-level sales occupations</p> |
| | High skill blue collar |
| Healthcare practitioner & technical occupations | <p>Construction & extraction occupations Installation, maintenance, & repair Occupations</p> |
| Office & administrative support occupations | Production, transportation & material moving occupations |
| | <p>Production occupations Transportation & material moving Occupations</p> |

Percentage Distribution by Educational Attainment of Employed Individuals Who Worked in the Greater New Bedford Area by Major Occupational Group, 2005-06



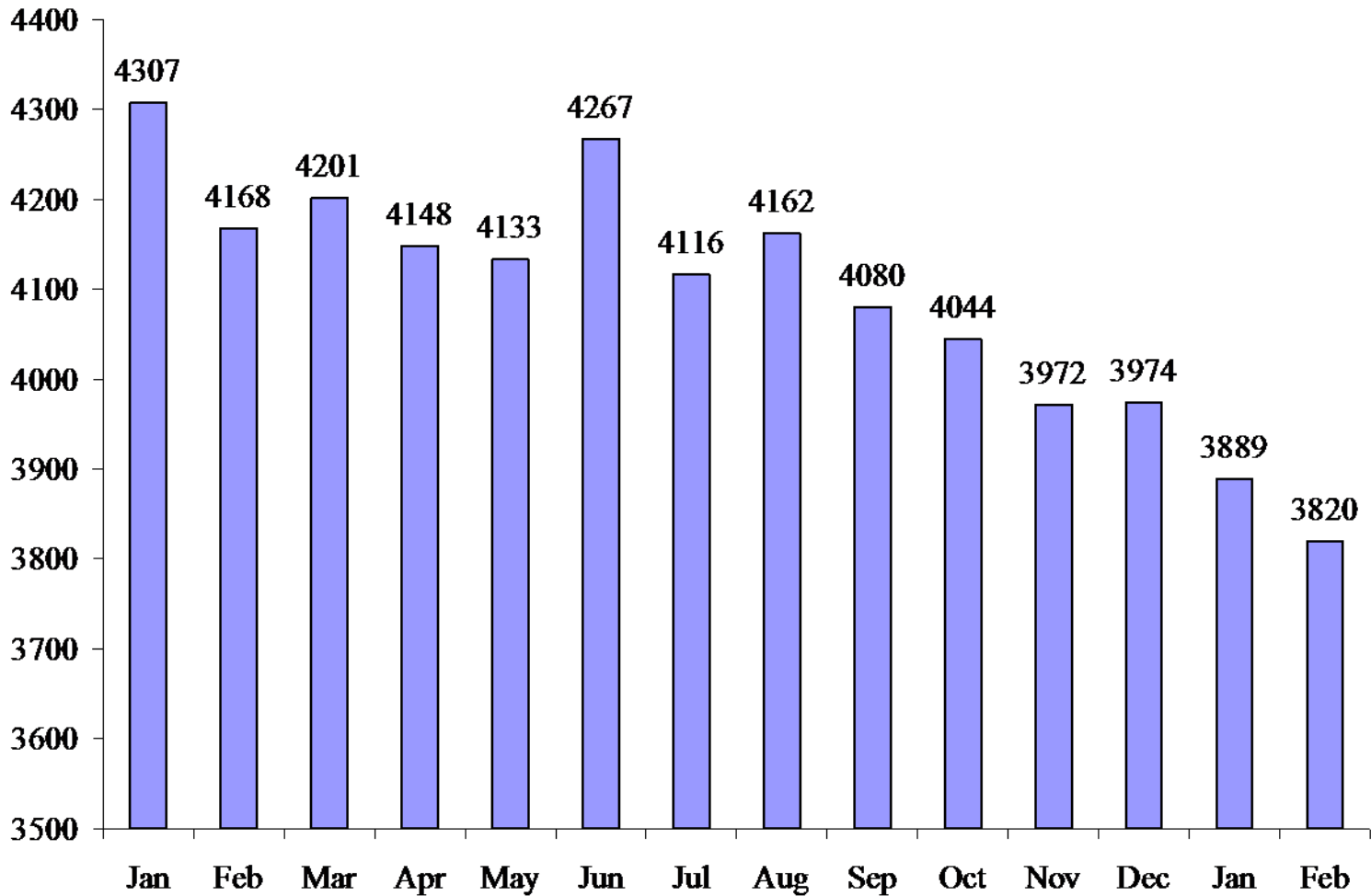
Percentage Distribution by Educational Attainment of Employed Individuals Who Worked in the Greater New Bedford Area by Major Industry, 2005-06



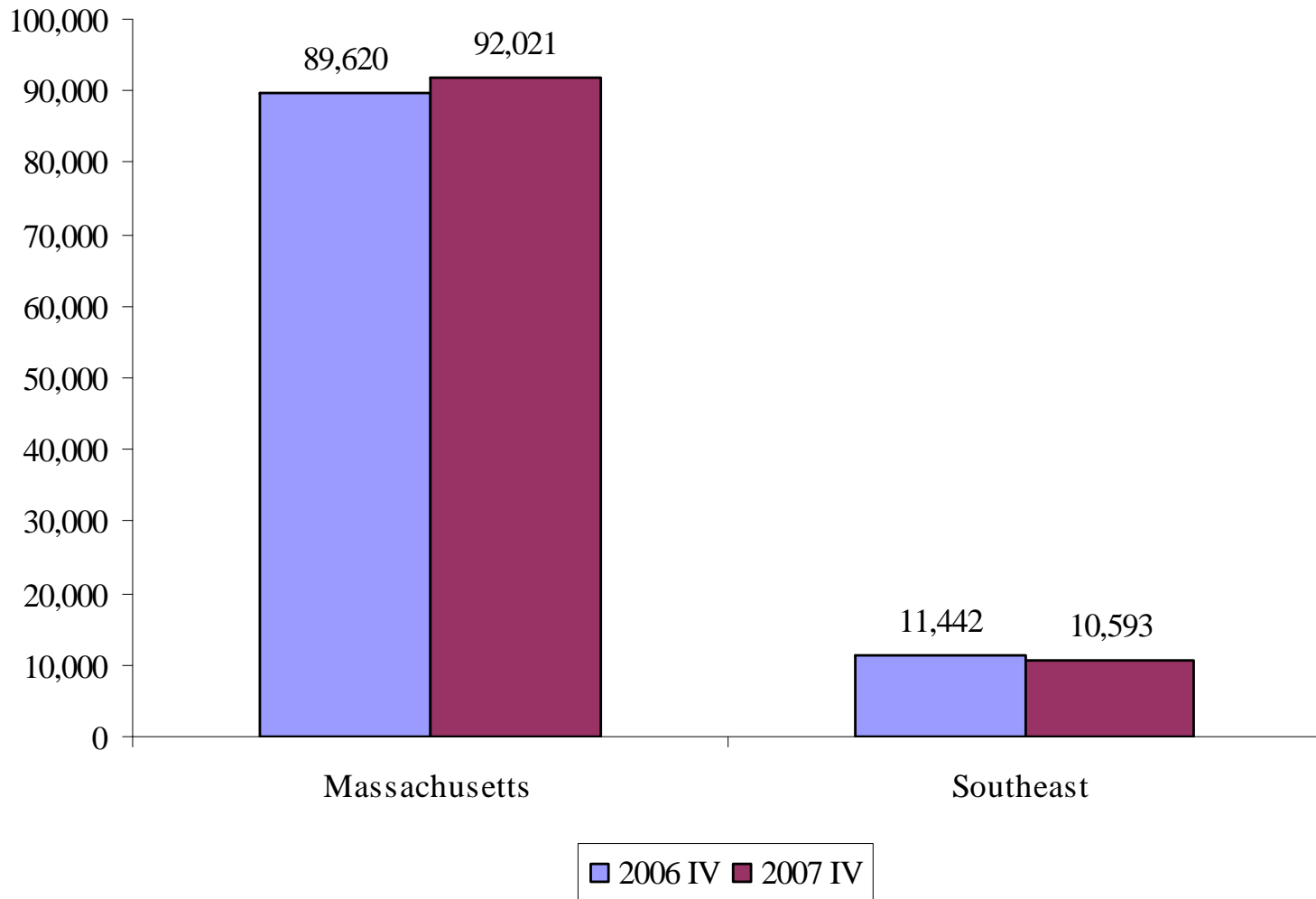


Job Vacancy Measurement and Interpretation

Trends in the Total Number of Wage and Salary Job Vacancies in the United States, January 2007 to February 2008 Seasonally Adjusted, Numbers in 000s



Trends in the Number of Job Vacancies in Massachusetts and the Southeast, Fourth Quarter 2006 to Fourth Quarter 2007



The Number of Job Vacancies and the Job Vacancy Rate of Major Industries in the Southeast, Fourth Quarter 2007

| Industry | Number of Job Vacancies | Job Vacancy Rate | Industry | Number of Job Vacancies | Job Vacancy Rate |
|-------------------------------|-------------------------|------------------|-------------------------------------------|-------------------------|------------------|
| Utilities | 41 | 1.9% | Professional & Technical Services | 1,021 | 10.5% |
| Construction | 93 | 0.5% | Management | 135 | 1.5% |
| Manufacturing | 686 | 1.4% | Administrative & Support & Waste Services | 152 | 1.9% |
| Wholesale Trade | 581 | 2.6% | Educational Services | 325 | 1.0% |
| Retail Trade | 2,211 | 4.1% | Healthcare | 2,352 | 4.1% |
| Transportation & Warehousing | 312 | 2.2% | Arts, Entertainment & Recreation | 286 | 3.9% |
| Information | 159 | 2.3% | Accommodation & Food Services | 1,178 | 3.7% |
| Finance & Insurance | 290 | 3.2% | Other Services | 420 | 3.8% |
| Real Estate, Rental & Leasing | * | 4.5% | Public Administration | 221 | 1.8% |

The Number of Job Vacancies and the Job Vacancy Rate of Major Occupations in Massachusetts, Fourth Quarter 2007

| Occupation | Number of Job Vacancies | Job Vacancy Rate | Occupation | Number of Job Vacancies | Job Vacancy Rate |
|--------------------------------------------------|-------------------------------|------------------------|----------------------------------------------------------------------------|-------------------------------|------------------------|
| Total, All Occupations | 92,021 | 3.2% | Healthcare Support | 4,220 | 4.5% |
| Management Occupations | 6,396 | 3.5% | Protective Service | 1,628 | 2.3% |
| Business and Financial Operations | 5,853 | 3.5% | Food Preparation and Serving Related Building and Grounds Workers | 8,965 | 3.4% |
| Computer and Mathematical | 4,796 | 4.2% | Personal Care and Service | 1,703 | 1.6% |
| Architecture and Engineering | 3,093 | 4.2% | Sales and Related | 3,032 | 4.3% |
| Life, Physical, and Social Services | 2,612 | 5.6% | Office and Administrative Support | 13,134 | 4.0% |
| Community and Social Services | 2,520 | 4.3% | Construction and Extraction | 12,174 | 2.2% |
| Legal | 432 | 1.8% | Installation, Maintenance, and Repair | 880 | 0.8% |
| Education, Training and Library | 2,972 | 1.4% | Production | 2,045 | 2.0% |
| Arts, Design, Entertainment, Sports and Media | 962 | 2.0% | Transportation and Material Moving | 2,354 | 1.3% |
| Healthcare Practitioner and Technical | 8,654 | 4.4% | | 3,577 | 2.2% |

The Number of Job Vacancies and the Job Vacancy Rate of Major Occupations in the Southeast Region, Fourth Quarter 2007

| Occupation | Number of Job Vacancies | Job Vacancy Rate | Occupation | Number of Job Vacancies | Job Vacancy Rate |
|----------------------------------------------|-------------------------------|------------------------|------------------------------------------------------|-------------------------------|------------------------|
| Total, all Occupations | 10,593 | 2.7% | Healthcare Support | 599 | 4.2% |
| Management Occupations | 357 | 1.9% | Protective Service | 180 | 2.2% |
| Business and Financial Operations | 273 | 2.2% | Food Preparation and Serving Related | 1,089 | 3.0% |
| Computer and Mathematical | 146 | 2.6% | Building and Grounds Cleaning and Maintenance. | 223 | 2.0% |
| Architecture and Engineering | 99 | 1.9% | Personal Care and Service | 352 | 3.9% |
| Life, Physical, and Social Services | 90 | 3.4% | Sales and Related | 1,910 | 4.1% |
| Community and Social Services | 341 | 4.8% | Office and Administrative Support | 1,749 | 2.7% |
| Legal | 55 | 4.6% | Construction and Extraction | 60 | 0.3% |
| Education, Training and Library | 311 | 1.2% | Installation, Maintenance/Repair | 369 | 2.6% |
| Arts, Design, Entertainment, Sports/Media | 143 | 3.9% | Production | 411 | 1.3% |
| Healthcare Practitioner and Technical | 920 | 4.1% | Transportation and Material Moving | 916 | 3.2% |



Associate's Degrees, Bachelor's Degrees and
Undergraduate Non Degree Certificates in the
Greater New Bedford Workforce Area

Trends in the Number of Bachelor's Degrees
Conferred in the U.S., New England, Massachusetts
and Greater New Bedford, 1996 to 2006

| | 1996 | 2006 | Absolute Change | Relative Change |
|---------------------|-----------|-----------|--------------------|--------------------|
| U.S. | 1,166,963 | 1,486,107 | 319,144 | 27% |
| New England | 81,057 | 94,275 | 13,218 | 16% |
| Massachusetts | 40,725 | 47,024 | 6,299 | 15% |
| Greater New Bedford | 875 | 1,153 | 278 | 32% |

Trends in Bachelor's Degrees Awarded by Greater New Bedford Colleges, by Broad Major Field of Study, 1996 to 2006

| | 1996 | 2006 | Absolute Change | Relative Change |
|-----------------------------------|------|-------|--------------------|--------------------|
| Criminal Justice | 0 | 0 | 0 | - |
| Health Sciences | 96 | 108 | 12 | 13% |
| Business | 225 | 324 | 99 | 44% |
| Engineering & Computer Science | 108 | 114 | 6 | 6% |
| Education | 19 | 7 | -12 | -63% |
| Law | 0 | 0 | 0 | - |
| Arts & Humanities | 370 | 497 | 127 | 34% |
| Sciences | 57 | 58 | 1 | 2% |
| Personal Services | 0 | 0 | 0 | - |
| Total | 875 | 1,153 | 278 | 32% |

Distribution of Bachelor's Degrees Conferred by
Broad Major Fields of Study in Greater New Bedford,
Massachusetts, New England and the U.S., 2006

| | Greater New Bedford | Massachusetts | New England | U.S. |
|-----------------------------------|------------------------|---------------|----------------|------|
| Criminal Justice | 0% | 3% | 2% | 2% |
| Health Sciences | 9% | 6% | 7% | 8% |
| Business | 28% | 19% | 19% | 22% |
| Engineering & Computer Science | 10% | 9% | 8% | 9% |
| Education | 1% | 3% | 4% | 7% |
| Law | 0% | 0% | 0% | 0% |
| Arts & Humanities | 43% | 48% | 47% | 39% |
| Sciences | 5% | 8% | 8% | 8% |
| Personal Services | 0% | 0% | 1% | 1% |
| Undesignated Field of Study | 4% | 3% | 3% | 2% |
| Total | 100% | 100% | 100% | 100% |

Trends in the Number of Associate's Degrees Conferred in the U.S., New England, Massachusetts, and Communities Surrounding the Greater New Bedford Workforce Area, 1996 to 2006

| | 1996 | 2006 | Absolute Change | Relative Change |
|------------------------------------|-------------|-------------|------------------------|------------------------|
| U.S. | 557,858 | 730,643 | 172,785 | 31% |
| New England | 28,440 | 27,023 | -1,417 | -5% |
| Massachusetts | 12,682 | 11,139 | -1,543 | -12% |
| Greater New Bedford Workforce Area | 0 | 0 | NA | NA |
| Bristol Workforce Area | 527 | 754 | 227 | 43% |
| Brockton Workforce Area | 754 | 732 | -22 | -3% |
| South Coastal Workforce Area | 634 | 492 | -142 | -22% |
| Cape and Islands Workforce Area | 313 | 385 | 72 | 23% |



Secondary Career and Technical
Education Program Completions in the
Greater New Bedford Workforce Area

The Percent Distribution of Class of 2007 Career and
Technical Education Secondary Graduates in Massachusetts
and the Greater New Bedford, by Occupational Field of Study

| Aggregate Programs | Massachusetts | Greater New Bedford |
|------------------------------------|----------------------|----------------------------|
| Construction Occupations | 15% | 13% |
| Precision Production/Mechanics | 12% | 13% |
| Engineering/Information Technology | 16% | 24% |
| Education | 8% | 8% |
| Business | 19% | 17% |
| Agricultural Services | 3% | 0% |
| Culinary Arts/Consumer Studies | 9% | 5% |
| Cosmetology | 3% | 3% |
| Design/Communications | 6% | 6% |
| Health Services | 8% | 10% |
| All Other | 1% | 2% |
| Total | 100% | 100% |