



A Picture of the Durham Unemployed Through the Lens of WIA

OFFICE OF ECONOMIC AND
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Purpose

- **Utilize accessible information to define the characteristics of Durham's unemployed as accurately as possible.**
- **To compare unemployment information from the Durham Workforce Investment Act Program (WIA) to County Unemployment data.**
- **To determine whether current business recruitment and retention strategies are in line with capabilities of available Durham talent.**



Sources of Information

- **JobLink WIA Adult and Dislocated Worker Program data collected from the Workforce Plus System¹**
- **Manual tally of information from case files due to limitations of the North Carolina Workforce Plus System**
- **2010 Census Data**
- **2012 North Carolina Labor Market and Unemployment Insurance Information**

¹ Workforce Plus is the state's management information system for the WIA programs



Limitations of the State Systems

- **Real time Labor Market information (throughout the State)**
- **Challenges for obtaining a profile on jobseekers**



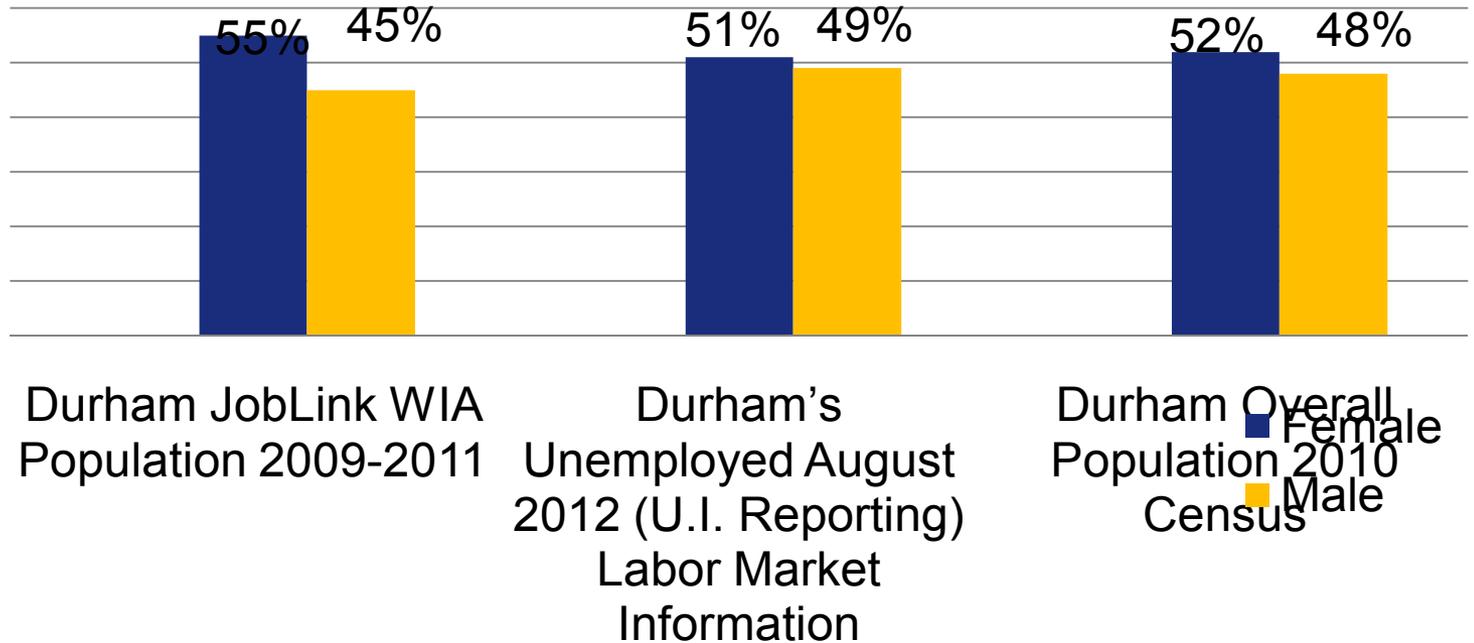
Unemployment Demographic Characteristics

	Durham Job Link WIA Population 2009-2011	Durham's Unemployed (Through June 2012)	Durham Overall Population
Total Population Number	768	11,472	267,587

6.7%



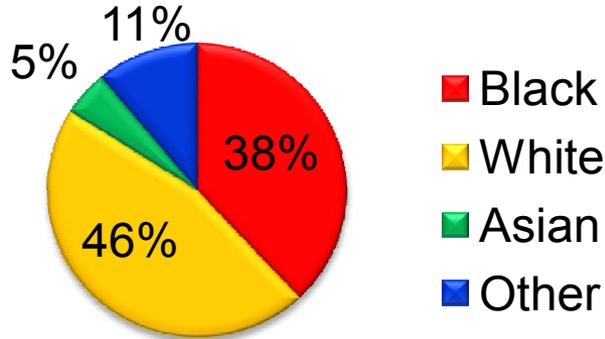
Male Vs. Female



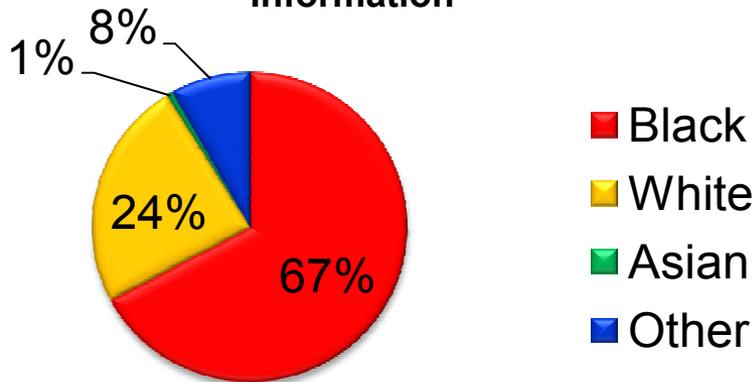


Unemployment by Race

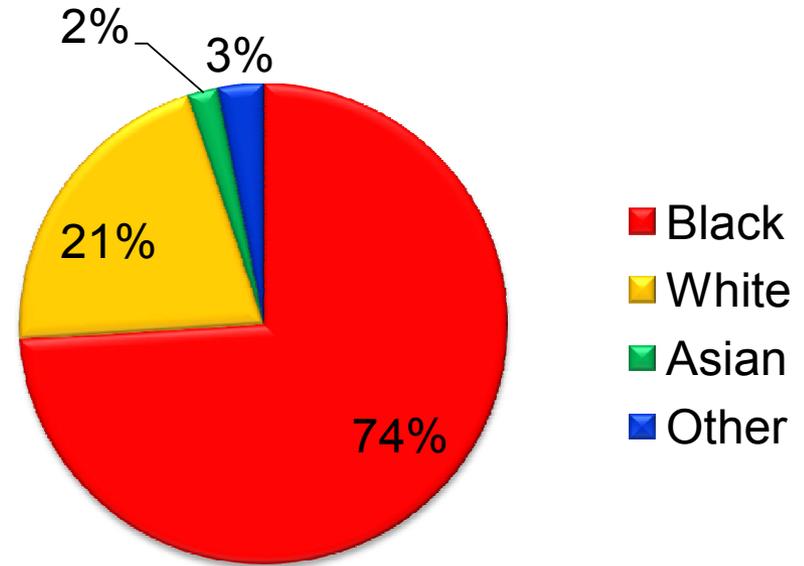
Durham Overall Population 2010 Census



Durham's Unemployed 2012 August (U.I. Report) Labor Market Information

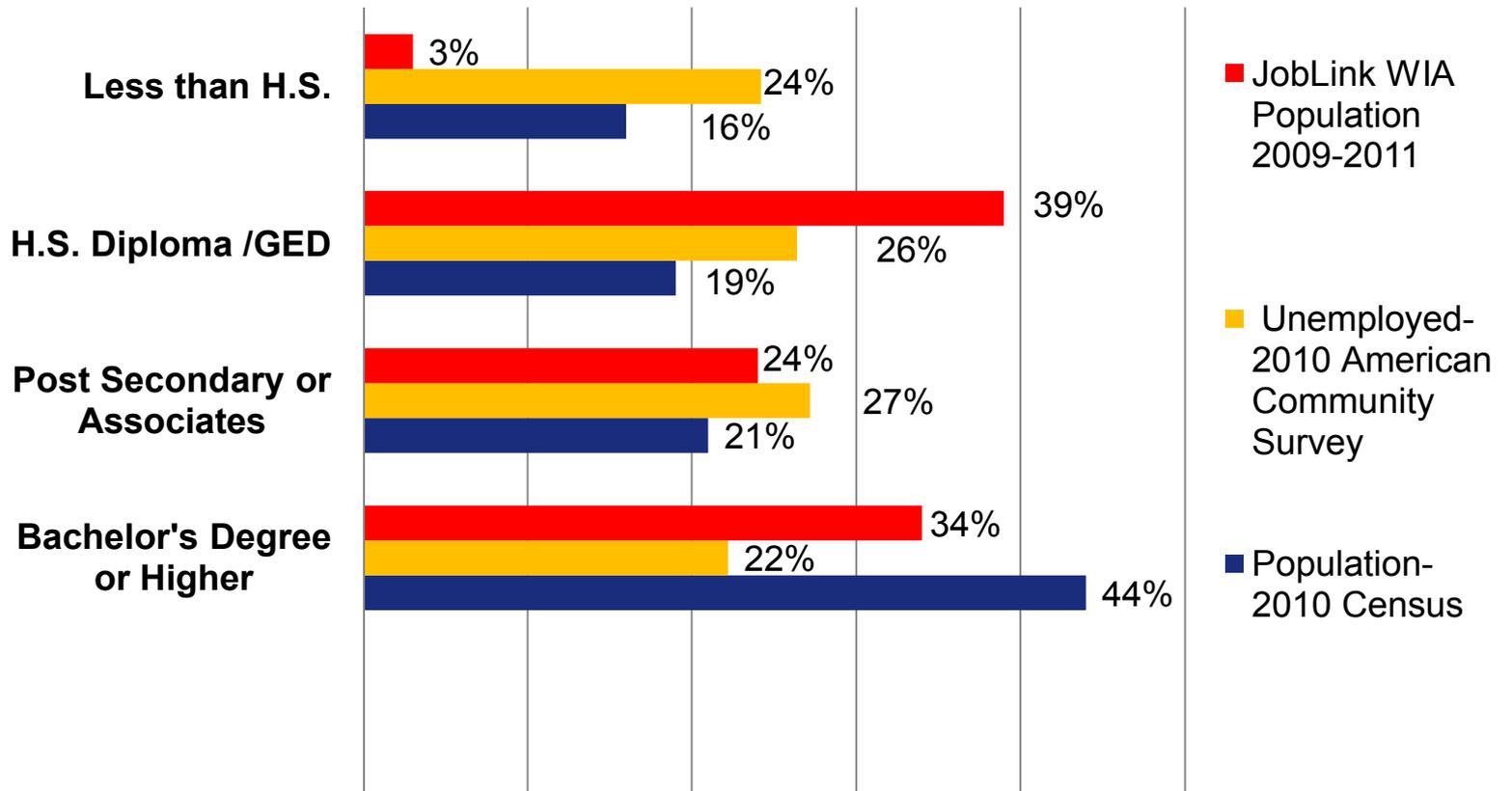


Durham JobLink WIA Population 2009-2011



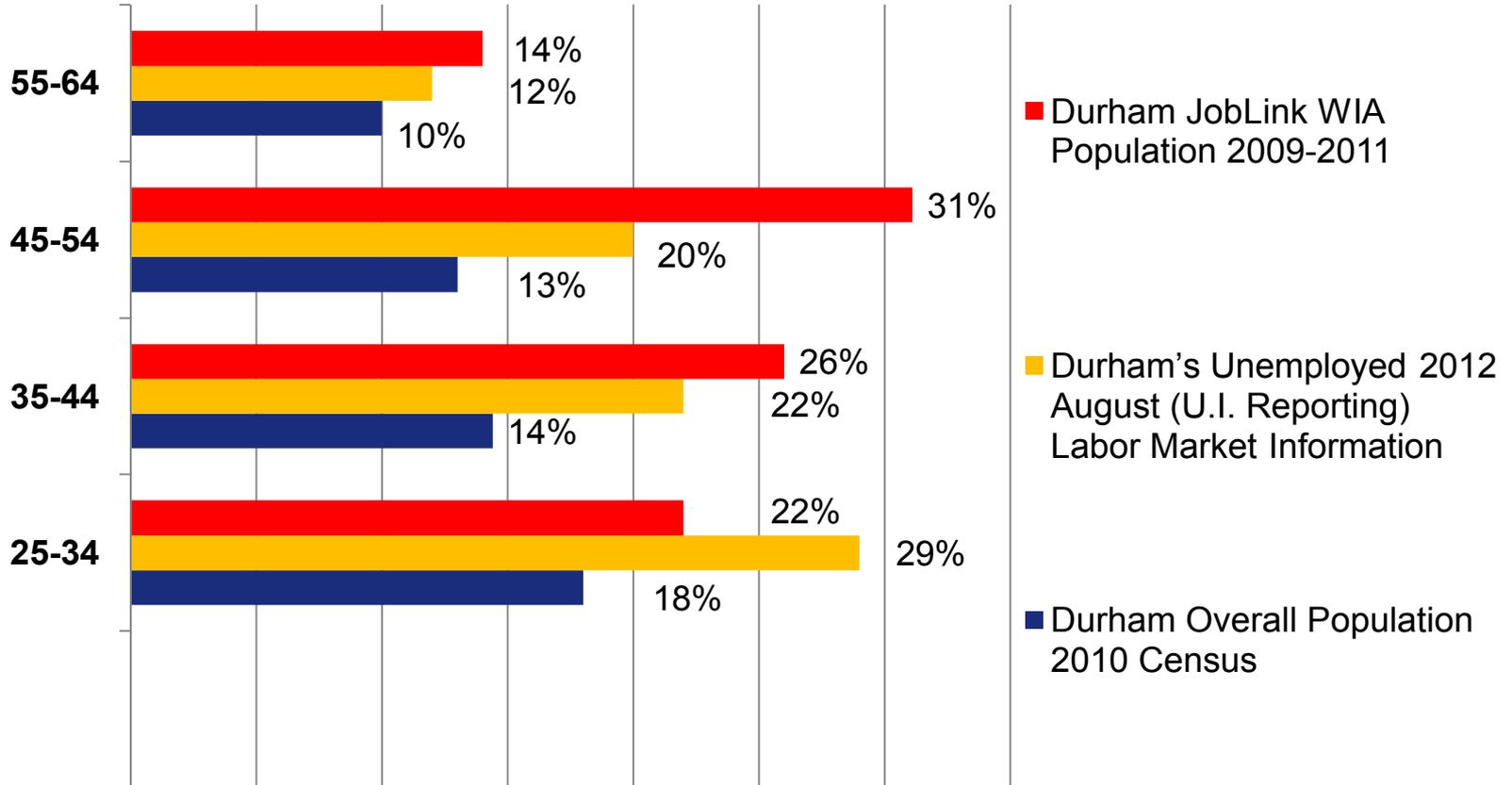


Durham Educational Attainment





Population By Age





Interest Level For Training In The Top 5 Occupational areas in Demand

Occupational Area ¹	% of WIA individuals interested in field ²
Healthcare	34%
Finance	1%
Biotechnology	6%
Higher Education	6%
I.T.	13%
TOTAL	60%

¹Source: North Carolina Labor Market Information, 2012

²Source: Workforce Plus and WIA Case Files



Top Industry Wages Related to Percent of Requested Training in Wage Field

Industry	Durham Total Wages 1st Quarter 2012 ¹	% individuals with this as a field of interest ²
Manufacturing	\$1,011,742,030	7%
Professional & Technical Services	\$529,631,747	13%
Health Care & Social Assistance	\$494,982,065	34%
Educational Services	\$225,621,951	6%
Wholesale Trade	\$171,873,940	1%
Total	\$2,433,851,733	61%

¹Source: NC Labor Market Information, 2012

²Source: Workforce Plus and WIA Case Files



Experience Levels in Fields of Interest

- Of the individuals that applied to WIA in 2009-2011, the professional experience of highest frequency identified included:
 - Administration (9% of Clients)
 - Information Technology (5% of clients)
 - Manufacturing, Logistics, and Warehousing (each professional was represented by 5% of clients).
 - Total- 29%
- Other fields of experience included: Accounting, Education, Banking & Finance, Biotechnology, Healthcare, Construction and Retail



Experience Levels in Fields of Interest

- 52% of the WIA population were in their occupation or previous job for three or more years.
- In 17% of these cases, individuals were considered to be “executive level” staff, being defined as persons with higher levels of responsibility of personnel and project ideas.
- During the periods 2009-2011, 80% of applicants requested training but in 60% of all the cases clients were marketable enough.
- Of the requests for training, 15% requested training in their previous career field or closely related field.



Conclusion

- The Durham Area WIA is serving clients with attributes that are consistent with the demographic data of the area's unemployment.
- A consolidated MIS system capable of recording and producing the data in response to queries in an effective report format would save on cost and improve efficiency in providing information.
- Increased connectivity fostered by a new MIS System would allow the Durham Workforce Development Board to serve more of Durham's unemployed citizens through the JobLink Centers.

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