

2020 QUARTERLY
WORKFORCE REPORT 2

New River/Mount
Rogers Workforce
Development Area II



OUTREACH & INTERNATIONAL AFFAIRS
VIRGINIA TECH.

OFFICE OF ECONOMIC DEVELOPMENT

Introduction

Quarterly Workforce Report

Welcome to the 2020 quarter two Workforce Report. The Virginia Tech Office of Economic Development produced this document for the New River/Mount Rogers Workforce Development Board. This report is the second of three reports that will inform the Workforce Board's upcoming strategic planning process.

This report presents and analyzes industry and occupation trends in Workforce Region II. The following pages detail important information regarding industry, occupations, and the region's workforce:

Page 3: An overview of the Region's top-20 4-digit industry groups by employment.

Page 4: Industry Staffing Patterns: the top five occupations by employment in for the Region's 10 largest 2-digit sectors.

Page 5: Gross Regional Product & Location Quotient

Page 6: Emerging Industries: 4-digit industry groups that have experienced notable employment growth over the past five years.

Page 7: An overview of the Region's top-20 5-digit occupations by employment.

Page 8: An overview of the top-5 occupations by employment for the Region's top-10 2-digit occupation groups.

Page 9: Employment Dynamics

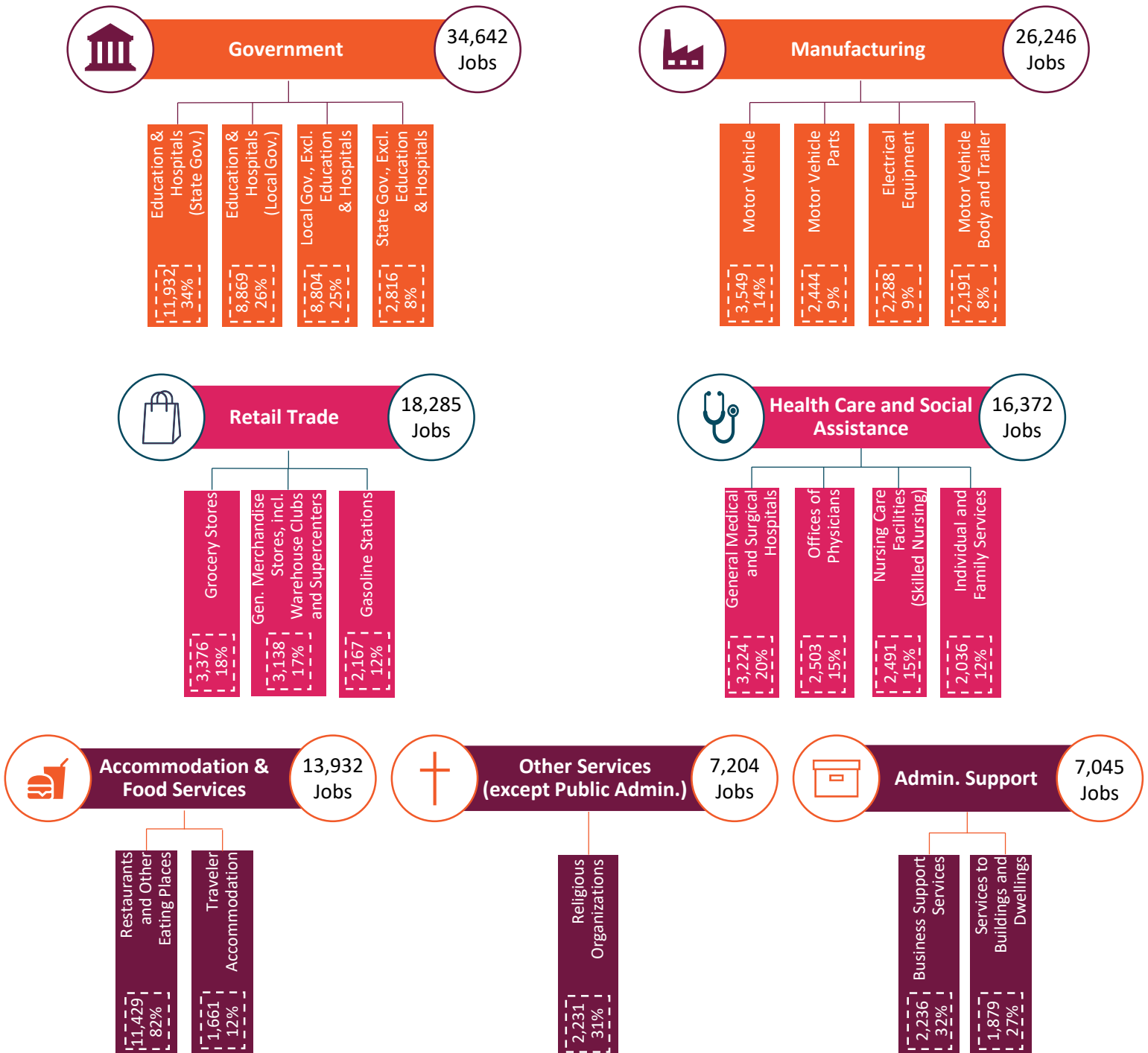
For additional information or questions regarding the data presented in this report, please contact the Virginia Tech Office of Economic Development.



Industry Overview

Top 20 4-Digit Industries by Employment

Looking beyond 2-digit NAICS sectors is important in understanding the smaller components of the regional economy and isolating strengths. The following 4-digit industry groups account for 47% of employment in Region II. Government, the Region’s largest 2-digit sector, also accounts for the area’s largest 4-digit industry group: Education and Hospitals (State Government). While the construction, professional, scientific, and technical services, and transportation and warehousing sectors are among the Region’s top-10 largest 2-digit sectors, they are not represented when considering the region’s 20 largest 4-digit industry groups.



Source: EMSI Developer 2020.2 Datarun

Note: The following industry groups do not account for the total number of industry groups in each sector, therefore % sector employment will total to 100%.

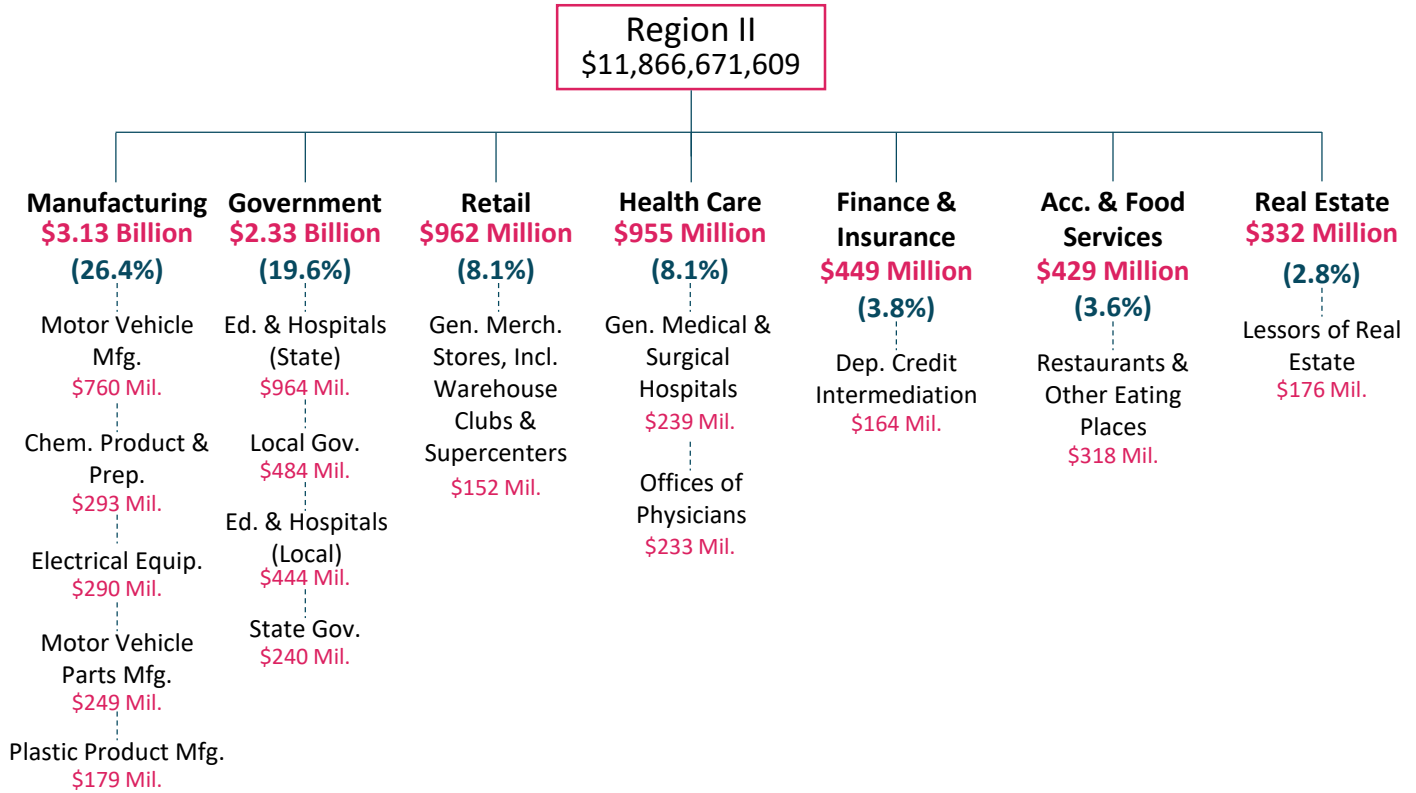
Industry Overview

Staffing Patterns- Top 10 2-Digit Industries by Employment

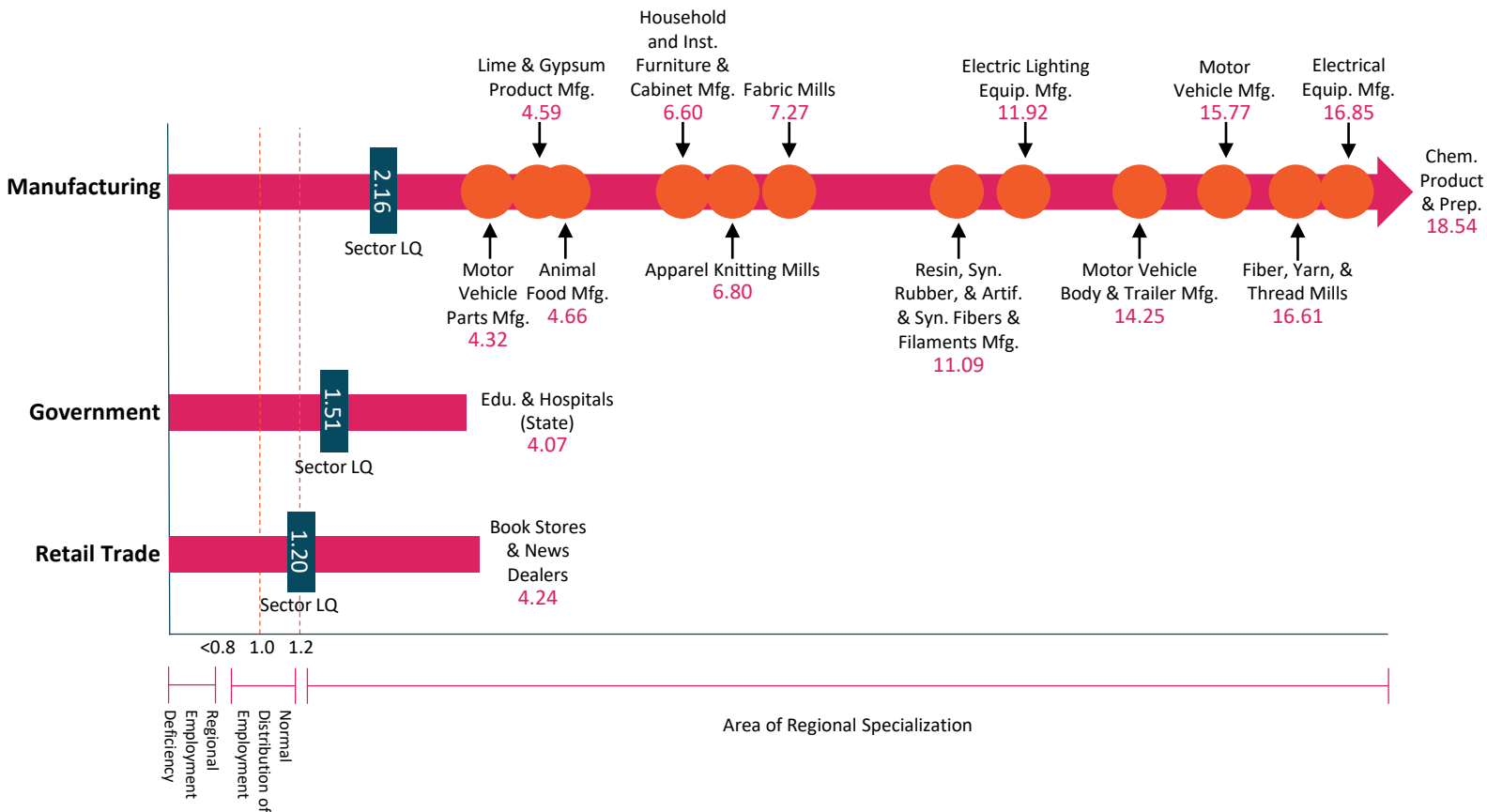
Industry	Description	Employed in Industry	% of Total Jobs in Industry	Annual Openings	Median Hourly Earnings	Entry Level Education
Government	Postsecondary Teachers	3,501	10.1%	322	\$31.69	Doctoral or prof. degree
	Elementary School Teachers, Except Special Education	1,691	4.9%	139	\$22.38	Bachelor's degree
	Office Clerks, General	1,486	4.3%	462	\$13.85	H.S. Diploma
	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,206	3.5%	384	\$12.57	None
	Correctional Officers and Jailers	1,205	3.5%	114	\$17.66	H.S. Diploma
Manufacturing	Assemblers and Fabricators, All Other, Including Team Assemblers	3,991	15.2%	636	\$15.04	H.S. Diploma
	First-Line Supervisors of Production and Operating Workers	869	3.3%	126	\$25.53	H.S. Diploma
	Electrical, Electronic, and Electromechanical Assemblers, Except Coil Winders, Tapers, and Finishers	832	3.2%	114	\$16.29	H.S. Diploma
	Inspectors, Testers, Sorters, Samplers, and Weighers	796	3.0%	129	\$17.41	H.S. Diploma
	Laborers and Freight, Stock, and Material Movers, Hand	640	2.4%	363	\$12.61	None
Retail Trade	Cashiers	4,979	27.2%	1,103	\$8.89	None
	Retail Salespersons	3,770	20.6%	630	\$11.24	None
	First-Line Supervisors of Retail Sales Workers	1,531	8.4%	188	\$18.79	H.S. Diploma
	Stock Clerks and Order Fillers	1,166	6.4%	235	\$10.97	H.S. Diploma
	Pharmacy Technicians	415	2.3%	48	\$12.00	H.S. Diploma
Health Care and Social Assistance	Registered Nurses	1,852	11.3%	151	\$25.60	Bachelor's degree
	Personal Care Aides	1,739	10.6%	365	\$9.14	H.S. Diploma
	Nursing Assistants	1,350	8.2%	209	\$12.37	Postsecondary nondegree award
	Licensed Practical and Licensed Vocational Nurses	841	5.1%	100	\$18.45	Postsecondary nondegree award
	Childcare Workers	509	3.1%	184	\$9.21	H.S. Diploma
Accommodation and Food Services	Combined Food Preparation and Serving Workers, Including Fast Food	3,845	27.6%	883	\$9.60	None
	Waiters and Waitresses	2,532	18.2%	547	\$9.84	None
	Cooks, Restaurant	1,167	8.4%	197	\$10.82	None
	First-Line Supervisors of Food Preparation and Serving Workers	1,028	7.4%	203	\$14.98	H.S. Diploma
	Cooks, Fast Food	644	4.6%	95	\$9.41	None
Administrative, Support, Waste Management, and Remediation Services	Customer Service Representatives	1,014	14.4%	412	\$12.52	H.S. Diploma
	Landscaping and Groundskeeping Workers	793	11.3%	184	\$12.66	None
	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	564	8.0%	384	\$12.57	None
	Laborers and Freight, Stock, and Material Movers, Hand	263	3.7%	363	\$12.61	None
	Office Clerks, General	228	3.2%	462	\$13.85	H.S. Diploma
Agriculture, Forestry, Fishing and Hunting	Farmers, Ranchers, and Other Agricultural Managers	590	35.6%	67	\$16.29	H.S. Diploma
	Farmworkers and Laborers, Crop, Nursery, and Greenhouse	366	22.1%	80	\$11.92	None
	Farmworkers, Farm, Ranch, and Aquacultural Animals	166	10.0%	34	\$9.02	None
	Logging Equipment Operators	61	3.7%	14	\$15.74	H.S. Diploma
	Agricultural Workers, All Other	60	3.6%	11	\$13.00	None
Construction	Construction Laborers	984	16.1%	133	\$13.07	None
	Carpenters	758	12.4%	107	\$15.81	H.S. Diploma
	First-Line Supervisors of Construction Trades and Extraction Workers	462	7.6%	74	\$24.79	H.S. Diploma
	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	241	3.9%	40	\$18.34	Postsecondary nondegree award
	Construction Managers	237	3.9%	21	\$27.13	Bachelor's degree
Professional, Scientific, and Technical Services	Lawyers	283	5.5%	25	\$41.33	Doctoral or prof. degree
	Accountants and Auditors	259	5.0%	100	\$32.27	Bachelor's degree
	Management Analysts	221	4.3%	69	\$40.68	Bachelor's degree
	Bookkeeping, Accounting, and Auditing Clerks	178	3.4%	219	\$16.06	Some college
	Software Developers, Applications	166	3.2%	43	\$42.50	Bachelor's degree
Real Estate and Rental and Leasing	Real Estate Sales Agents	326	19.1%	38	\$29.99	H.S. Diploma
	Maintenance and Repair Workers, General	211	12.3%	188	\$16.23	H.S. Diploma
	Property, Real Estate, and Community Association Managers	185	10.8%	18	\$57.35	H.S. Diploma
	Counter and Rental Clerks	118	6.9%	42	\$12.27	None
	Real Estate Brokers	107	6.2%	13	\$26.26	H.S. Diploma

Industry Overview

Top 15 4-Digit Industries by GRP



Top 15 4-Digit Industries by Location Quotient



Emerging Industries



Animal Food Manufacturing

2019 Employment

280

This industry experienced a 180% increase in jobs between 2014 and 2019

Location Quotient

4.66

Employment in this cluster is more concentrated compared to the nation

Average Earnings Per Job

\$59,701

\$11,306 greater than the regional average earnings per job

Gross Regional Product

\$37M

The 6-digit other animal food manufacturing industry accounts for the vast majority of employment in this 4-digit industry group. Employment in this industry group nearly doubled over the past five years, growing by 180%. Additionally, this industry group's LQ of 4.66 signifies a growing degree of regional specialization.



Office Administrative Services

The Region's office and administrative services industry group saw considerable employment growth over the past five years at 135%. It is important to note that this group has a relatively low LQ value at 0.71. Recent growth, however, signifies that the region is becoming more self-reliant for these services.

2019 Employment

359

This industry experienced a 135% increase in jobs between 2014 and 2019

Location Quotient

0.71

Employment in this cluster is slightly less concentrated compared to the nation

Average Earnings Per Job

\$56,873

\$8,478 greater than the regional average earnings per job

Gross Regional Product

\$28M



Veneer, Plywood, and Engineered Wood Product Manufacturing

2019 Employment

190

This industry experienced a 60% increase in jobs between 2014 and 2019

Location Quotient

2.48

Employment in this cluster is more concentrated compared to the nation

Average Earnings Per Job

\$45,361

\$3,034 less than the regional average earnings per job

Gross Regional Product

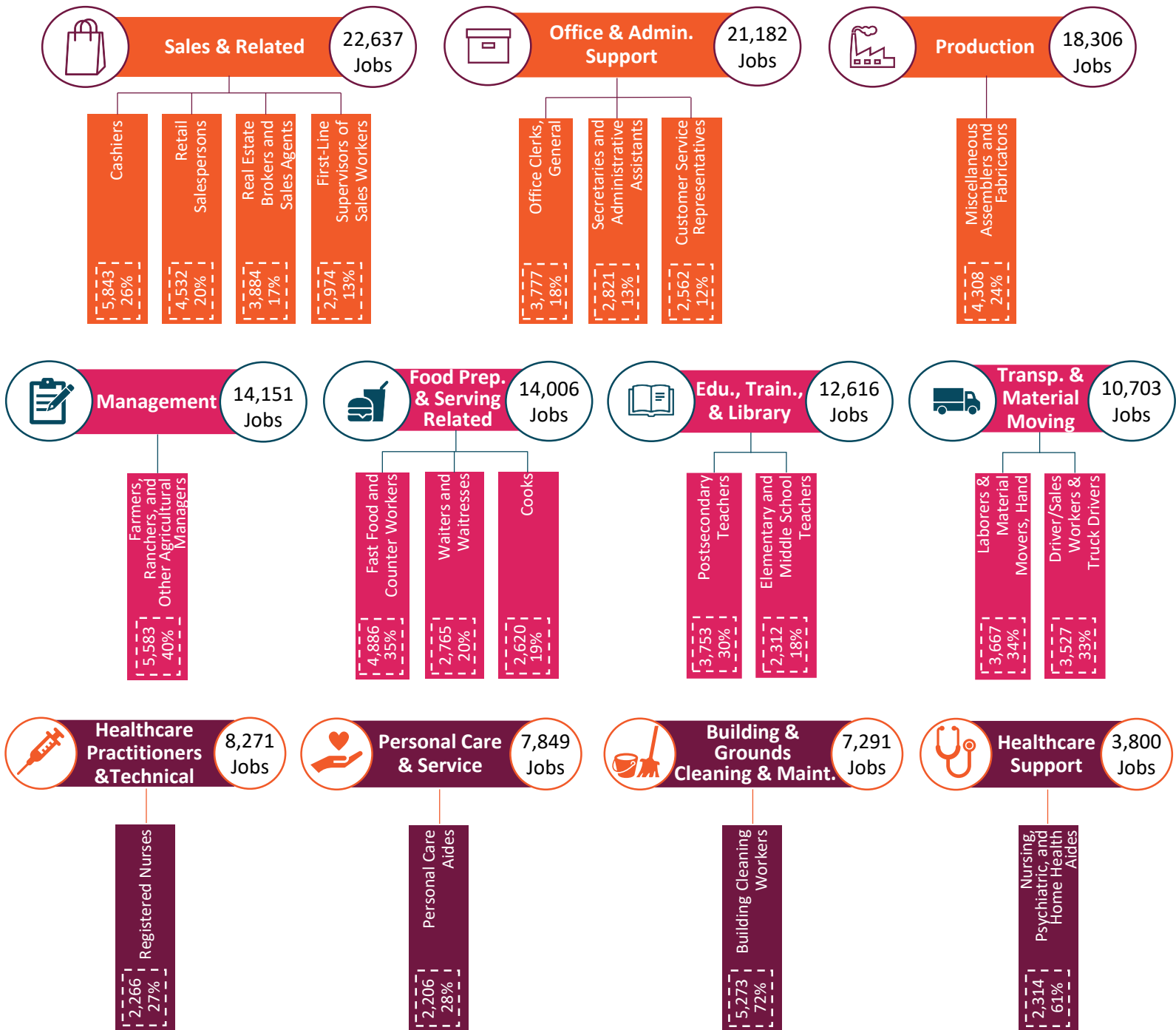
\$16M

The 6-digit reconstituted wood product manufacturing and truss manufacturing industries account for the majority of employment in this industry group. This industry group saw lower employment growth compared to others, however, LQ data suggests the Region possesses some specialization in this area.

Occupation Overview

Top 20 5-Digit Occupations by Employment

Analyzing 5-digit occupations is important in understanding individual occupations in broader 2-digit groups. Sales and related occupations is the Region’s largest 2-digit occupation group and accounts for four of the area’s top-20 5-digit occupations, including the Region’s largest 5-digit occupation: cashiers. Other large 5-digit occupations include farmers, ranchers, and other agricultural managers and building cleaning workers, which belong to the management and building and grounds cleaning and maintenance occupational groups, respectively.



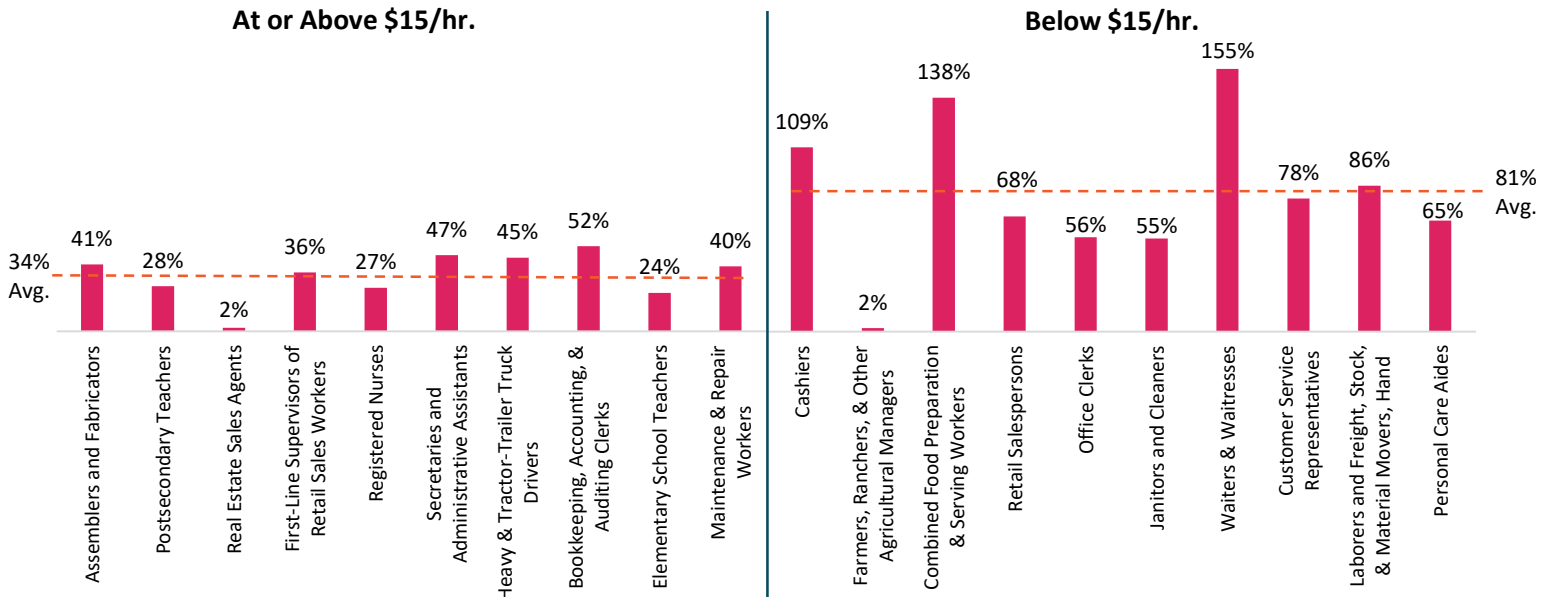
Occupation Overview

Top Five 5-Digit Occupations by Top 10 2-Digit Occupation Groups

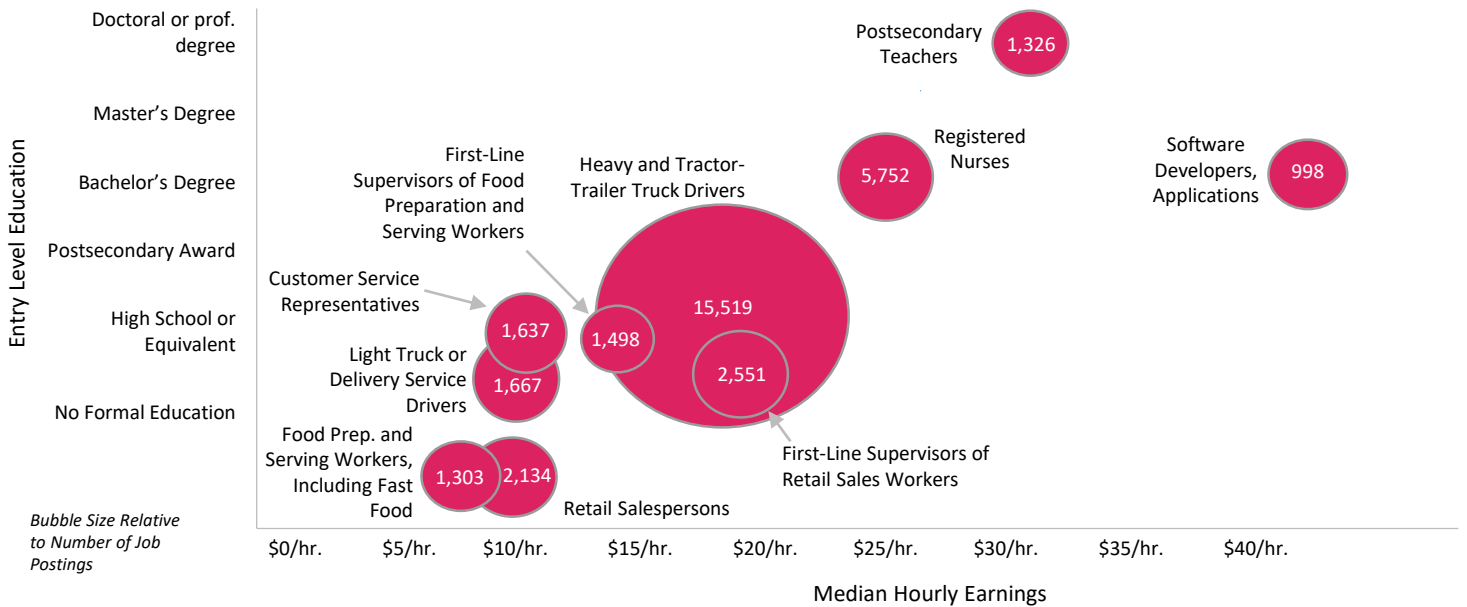
Occupation	Description	Employed in Industry	% of Total Jobs in Industry	Annual Openings	Median Hourly Earnings	Entry Level Education
Office and Administrative Support	Office Clerks, General	3,700	18.4%	457	\$13.85	H.S. Diploma
	Customer Service Representatives	2,466	12.3%	397	\$12.52	H.S. Diploma
	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,950	9.7%	225	\$15.76	H.S. Diploma
	Bookkeeping, Accounting, and Auditing Clerks	1,764	8.8%	214	\$16.06	Some college
	Stock Clerks and Order Fillers	1,644	8.2%	233	\$10.97	H.S. Diploma
Production	Assemblers and Fabricators, All Other, Including Team Assemblers	4,265	24.1%	598	\$15.04	H.S. Diploma
	Inspectors, Testers, Sorters, Samplers, and Weighers	991	5.6%	124	\$17.41	H.S. Diploma
	First-Line Supervisors of Production and Operating Workers	960	5.4%	119	\$25.53	H.S. Diploma
	Electrical, Electronic, and Electromechanical Assemblers, Except Coil Winders, Tapers, and Finishers	861	4.9%	110	\$16.29	H.S. Diploma
	Welders, Cutters, Solderers, and Brazers	670	3.8%	88	\$19.87	H.S. Diploma
Sales and Related	Cashiers	5,743	37.8%	1,082	\$8.89	None
	Retail Salespersons	3,992	26.3%	622	\$11.24	None
	First-Line Supervisors of Retail Sales Workers	1,607	10.6%	184	\$18.79	H.S. Diploma
	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	806	5.3%	108	\$25.59	H.S. Diploma
	Sales Representatives, Services, All Other	454	3.0%	77	\$25.19	H.S. Diploma
Food Preparation and Serving Related	Combined Food Preparation and Serving Workers, Including Fast Food	4,602	33.2%	880	\$9.60	None
	Waiters and Waitresses	2,745	19.8%	542	\$9.84	None
	First-Line Supervisors of Food Preparation and Serving Workers	1,256	9.1%	201	\$14.98	H.S. Diploma
	Cooks, Restaurant	1,242	9.0%	199	\$10.82	None
	Food Preparation Workers	749	5.4%	137	\$9.04	None
Education, Training, and Library	Postsecondary Teachers	3,675	30.5%	320	\$31.69	Doctoral or prof. degree
	Elementary School Teachers, Except Special Education	1,837	15.3%	137	\$22.38	Bachelor's degree
	Teacher Assistants	1,252	10.4%	137	\$10.93	Some college
	Substitute Teachers	1,074	8.9%	124	\$10.54	Bachelor's degree
	Secondary School Teachers, Except Special and Career/Technical Education	926	7.7%	66	\$24.23	Bachelor's degree
Transportation and Material Moving	Laborers and Freight, Stock, and Material Movers, Hand	2,265	24.1%	357	\$12.61	None
	Heavy and Tractor-Trailer Truck Drivers	1,666	17.8%	228	\$17.73	Postsecondary nondegree award
	Light Truck or Delivery Services Drivers	873	9.3%	117	\$12.11	H.S. Diploma
	Packers and Packagers, Hand	672	7.2%	99	\$9.15	None
	Bus Drivers, School or Special Client	650	6.9%	98	\$12.24	H.S. Diploma
Healthcare Practitioners and Technical	Registered Nurses	2,223	28.4%	145	\$25.60	Bachelor's degree
	Licensed Practical and Licensed Vocational Nurses	981	12.5%	96	\$18.45	Postsecondary nondegree award
	Pharmacy Technicians	518	6.6%	47	\$12.00	H.S. Diploma
	Physicians and Surgeons, All Other	393	5.0%	16	\$106.27	Doctoral or prof. degree
	Pharmacists	334	4.3%	16	\$55.68	Doctoral or prof. degree
Installation, Maintenance, and Repair	Maintenance and Repair Workers, General	1,726	24.2%	184	\$16.23	H.S. Diploma
	Automotive Service Technicians and Mechanics	912	12.8%	90	\$17.05	Postsecondary nondegree award
	Industrial Machinery Mechanics	713	10.0%	79	\$23.43	H.S. Diploma
	First-Line Supervisors of Mechanics, Installers, and Repairers	559	7.8%	58	\$26.45	H.S. Diploma
	Bus and Truck Mechanics and Diesel Engine Specialists	355	5.0%	39	\$19.30	H.S. Diploma
Building and Grounds Cleaning and Maintenance	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	2,747	45.5%	382	\$12.57	None
	Maids and Housekeeping Cleaners	1,636	27.1%	259	\$9.64	None
	Landscaping and Groundskeeping Workers	1,254	20.8%	180	\$12.66	None
	First-Line Supervisors of Housekeeping and Janitorial Workers	133	2.2%	16	\$16.79	H.S. Diploma
	First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	133	2.2%	16	\$19.91	H.S. Diploma
Personal Care and Service	Personal Care Aides	2,025	33.8%	367	\$9.14	H.S. Diploma
	Childcare Workers	1,102	18.4%	183	\$9.21	H.S. Diploma
	Hairdressers, Hairstylists, and Cosmetologists	607	10.1%	77	\$13.35	Postsecondary nondegree award
	Recreation Workers	427	7.1%	80	\$10.31	H.S. Diploma
	Nonfarm Animal Caretakers	296	4.9%	58	\$10.16	H.S. Diploma

Occupation Overview

Turnover Rate, Top 10 Occupations Above and Below \$15/hr., 2019



Top 10 Occupations by Number of Unique Job Postings, 2019



Top 10 Companies by Job Postings, 2019

Company	Industry	Total Postings
Virginia Tech	Educational Services	17,854
CRST International, Inc.	Transportation and Warehousing	17,513
Anthem, Inc.	Finance and Insurance	7,916
Carilion Clinic	Administrative and Support and Waste Management and Remediation Services	6,571
HCA Holdings, Inc.	Health Care and Social Assistance	5,686
Lowe's Companies, Inc.	Retail Trade	4,206
Taco Bell Corp	Accommodation and Food Services	3,462
U.S. Xpress, Inc.	Transportation and Warehousing	3,435
Pegasus Transportation, Inc.	Transportation and Warehousing	3,343
Lifepoint Health, Inc.	Health Care and Social Assistance	3,137

For more information, please contact:

Sarah Lyon-Hill

Senior Economic Development Specialist
Virginia Tech Office of Economic Development
Phone: (540) 231-9940
Email: sarahlh@vt.edu

Zach Jackson

Economic Development Specialist
Virginia Tech Office of Economic Development
Phone: (540) 231-6669
Email: zachj@vt.edu