



VIRGINIA INITIATIVE FOR  
**GROWTH &  
OPPORTUNITY**  
IN EACH REGION

*Contributing to Talent and Workforce Production*

**2017 Quarter 4**  
**New River Mount Rogers**  
**(WDA II)**  
**Quarterly Workforce Report**



Office of Economic Development



# Quarterly Workforce Report

## 2017.4

Welcome to the 2017 fourth quarter workforce report, produced by the Virginia Tech Office of Economic Development on behalf of the New River Mount Rogers Workforce Development Board (WDA II). This region comprises the New River Valley Regional Commission and the Mount Rogers Planning District, including the counties of Bland, Carroll, Floyd, Giles, Grayson, Montgomery, Pulaski, Smyth, Washington, Wythe and the independent cities of Bristol, Galax and Radford. These quarterly reports present an analysis of regional labor supply and demand data, to inform the public of the evolving workforce landscape. Please note that the data presented in this report is the most up-to-date data available as of December 2017.

In this quarter's report, we explore some basic regional trends including population, employment, and workforce gaps. We then delve into four industries targeted by two regional GO Virginia Growth and Diversification Plans. WDA II straddles GOVA regions one and two. Region I is comprised of Workforce Development Area I and the Mount Rogers Planning District—spanning from Washington County in the southwest, Carroll County in the southeast, Buchanan County in the northwest, and Bland County in the northeast. Region 2 comprises the New River Valley and Workforce Development Area III (Roanoke)—spanning from Pulaski in the southwest, Franklin County in the southeast, Giles in the northwest, and Alleghany County in the northeast.

GO Virginia is a recent initiative approved by Virginia's House of Delegates, which offers funding for suitable workforce and economic development projects. By improving collaboration across regions, this initiative is meant to leverage local capacity to encourage the development of targeted industry clusters that offer predominantly higher wages and attract money from outside the state. GO Virginia regions across the state have identified four or more target industry clusters, and have developed strategies to grow and diversify these clusters. **Arguably one of the most prominent strategies identified by all GO Virginia regions was to growth, retain, and attract skilled workers. This report will provide some basic data on the target GOVA clusters in WDA II and highlight assets and areas where WDB stakeholders may play a role in GO Virginia.**

# Regional Overview

## Population Trends

NRV	Mount Rogers	WDA II	VA	USA
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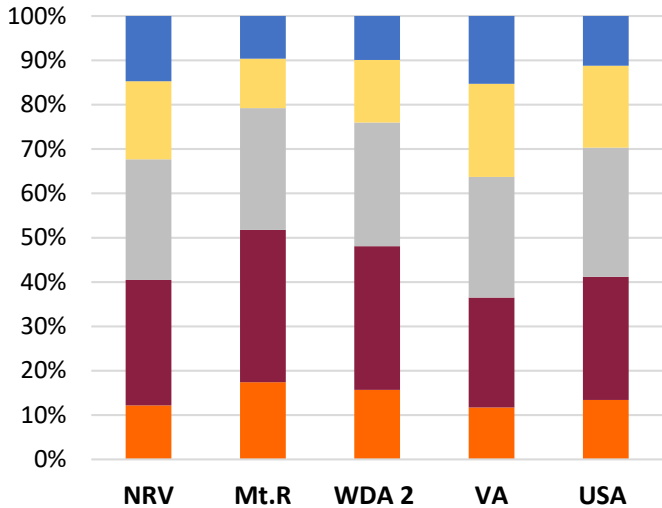
### Annual Avg. Population Growth 2012-2017

0.4%	-1.2%	0.0%	0.7%	0.7%
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### Median Age 2016

34.5	45.7	40.2	38.1	37.9
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## Educational Attainment 2016



- Master's Degree and above
- Bachelor's Degree
- Some College
- High School Graduate (Includes Equivalency)
- Less than High School

## Labor Force Trends

NRV	Mount Rogers	WDA II	VA	USA
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### Labor Force Participation Rate (2011-2016)

59.0%	56.5%	57.7%	67.2%	64.8%
↓	↓	↓	↓	↓
57.8%	55.7%	56.7%	66.2%	63.5%

### Per Capita Income in Dollars for 2016

\$25,385	\$23,071	\$24,213	\$34,967	\$29,829
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### Population Below Poverty Line (2016)

20.9%	16.6%	18.7%	11.4%	15.1%
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## Employment

NRV	Mount Rogers	WDA II	VA	USA
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### Labor Force Growth (2011-2016)

2.7%	-0.5%	1.0%	5.7%	5.0%
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### Employment Growth (2011-2016)

1.9%	0.6%	1.2%	0.6%	1.3%
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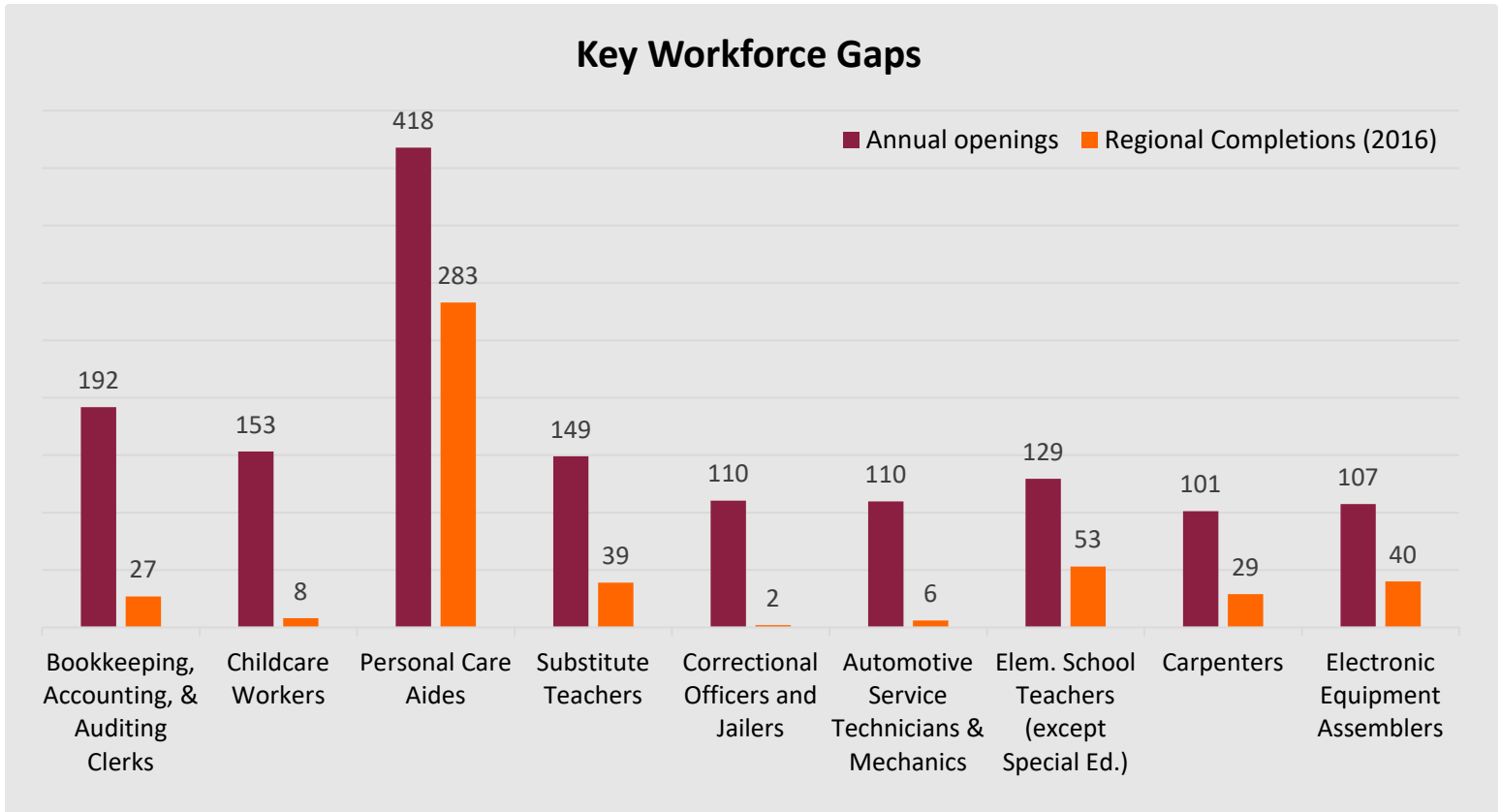
### Unemployment Rate 2016

5.6%	6.8%	6.2%	5.9%	7.4%
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### Underemployment Rate 2016

11.0%	11.2%	11.1%	10.9%	8.9%
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Key workforce gaps, based on job openings and educational completions, are centered around service occupations in health and educational fields. These include elementary school teachers, substitute teachers, childcare workers, and personal care aides.

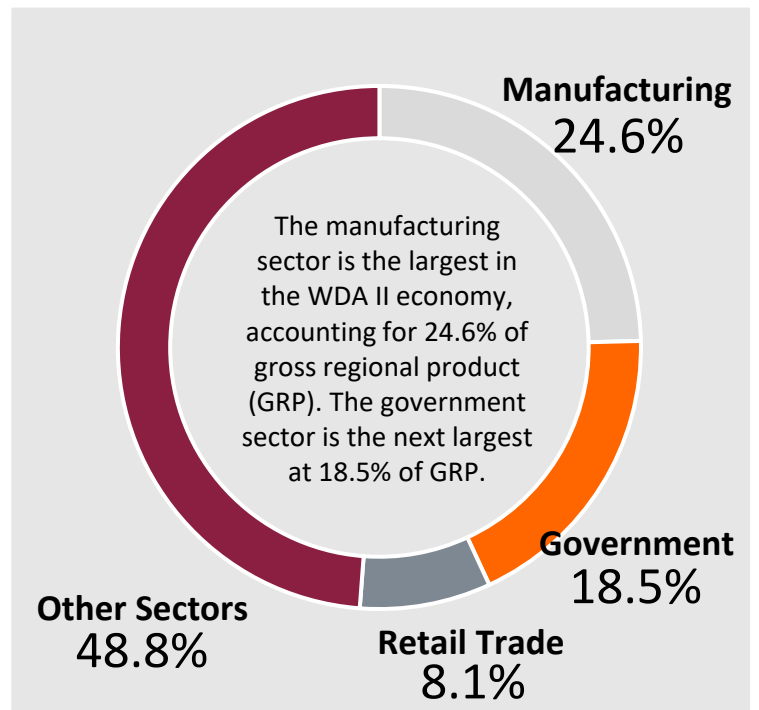


## +5,200 Jobs

New River/Mt. Rogers region is home to 10,000 establishments that are expected to add more than 5,200 jobs in the next five years.

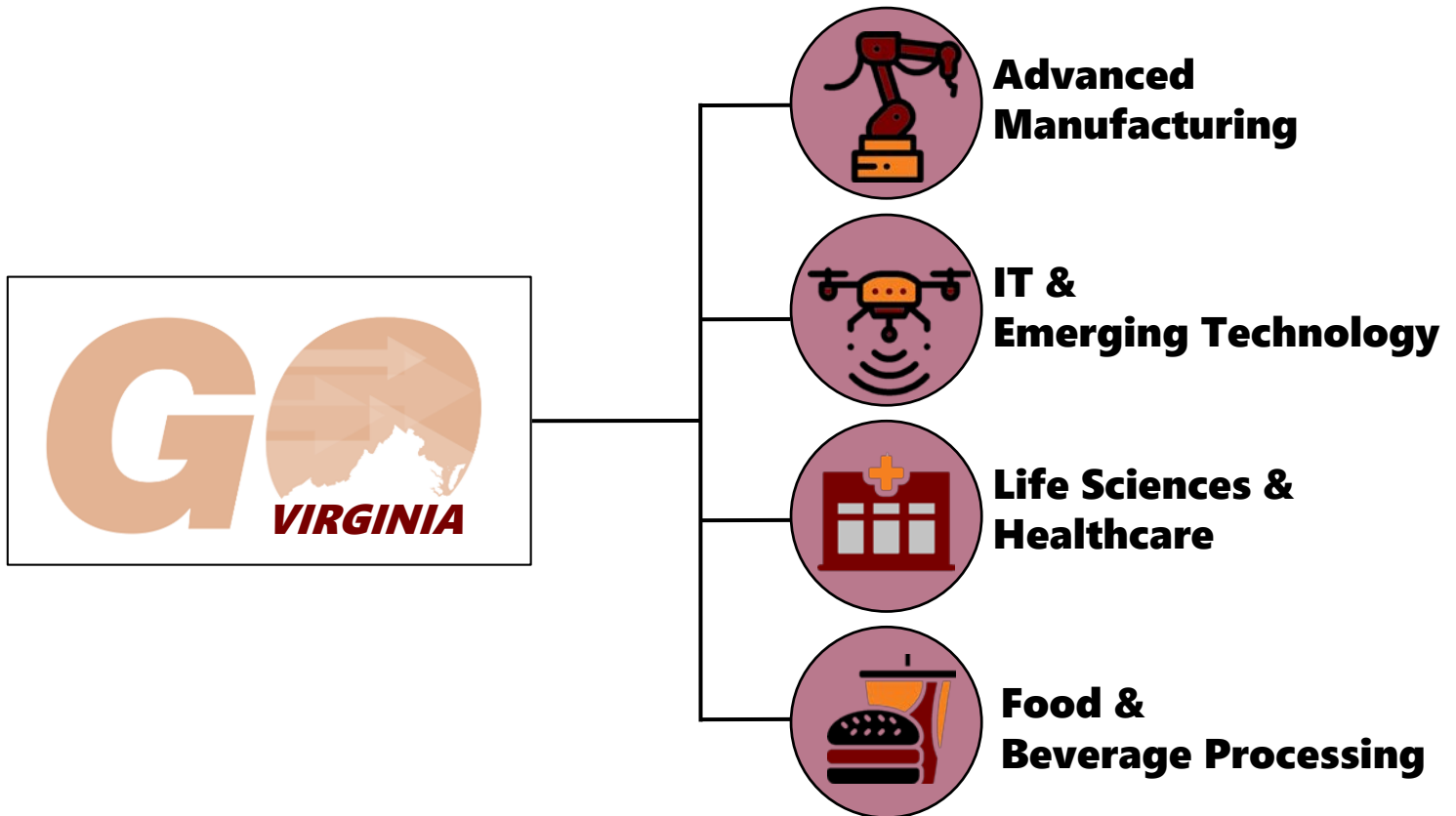
## \$10.33B

The New River/Mt. Rogers economy produces \$10.33 billion per year of value-added goods and services.



## GO Virginia Industries

The four GOVA Region One and Two industry clusters highlighted here offer a strong future for the New River/Mount Rogers region. They represent about 41% of the region's gross regional product (GRP) and, if focused on, can help promote higher paying jobs and attract new money to the region.



### Location Quotient (LQ)

Is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region “unique” in comparison to the national average.

### Gross Regional Product (GRP)

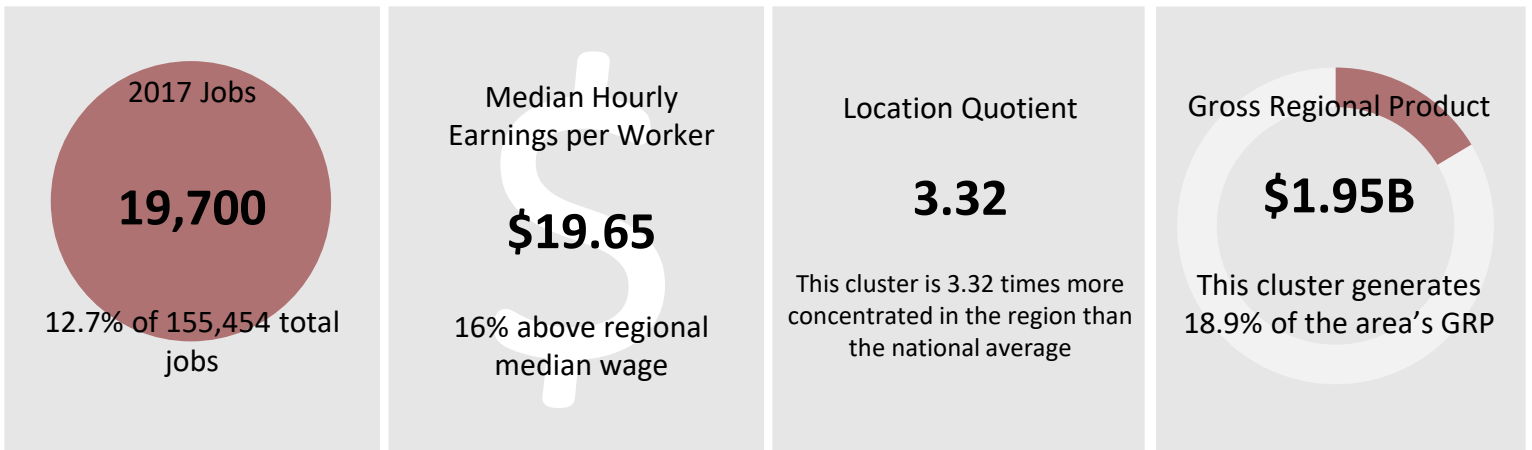
Measures the final market value of all goods and services produced in a region.

### Advanced Manufacturing



This cluster is comprised of establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products. Advanced manufacturing goes beyond traditional manufacturing by harnessing emerging technologies and cutting edge materials to advance automation. Regional industries that tend towards advanced manufacturing by utilizing sensors, software, and other technologies include: chemical, automotive and transportation equipment, metalworking, plastics, and electrical equipment and components manufacturing. Some in-demand, middle-skilled occupations include industry machinery mechanics and maintenance repair workers as well as welders, cutters, solderers, and brazers.

#### GOVA Cluster Numbers for WDA II:

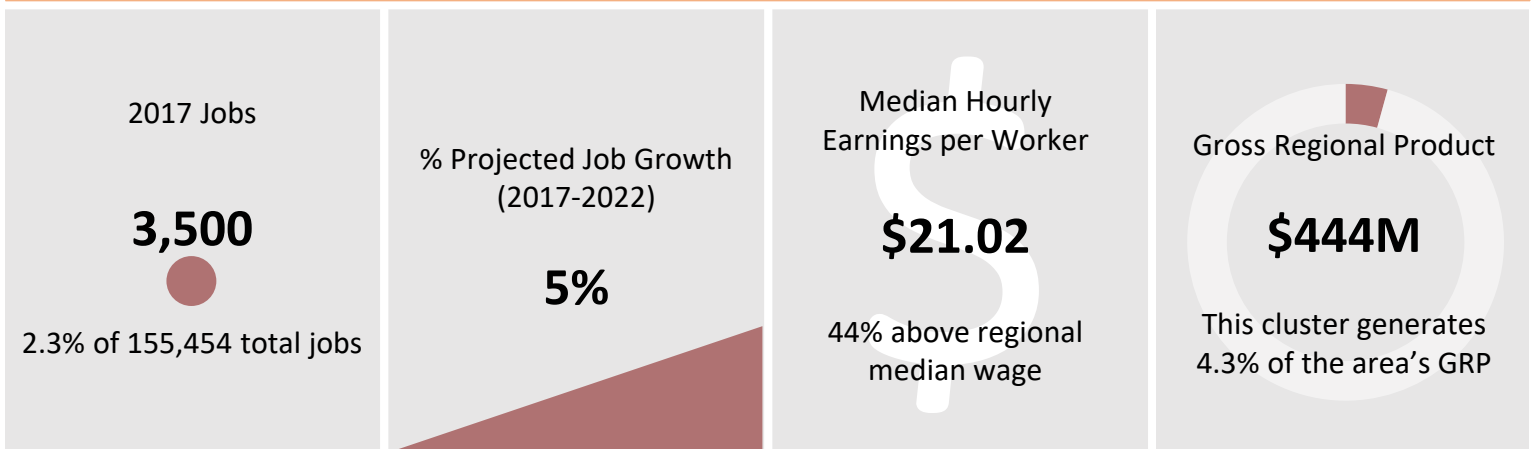


### IT and Emerging Technology



This cluster includes existing and emerging industries that ultimately support many other prominent driver industries in the region. Industries include Knowledge Creation and R&D, autonomous systems, and cybersecurity and information technology. When applied, these progressive developments can give a competitive advantage to businesses. Some in-demand, middle-skilled occupations include computer user support specialists, software developers, computer systems analysts, and telecommunications and electrical power line installers and repairers.

#### GOVA Cluster Numbers for WDA II:

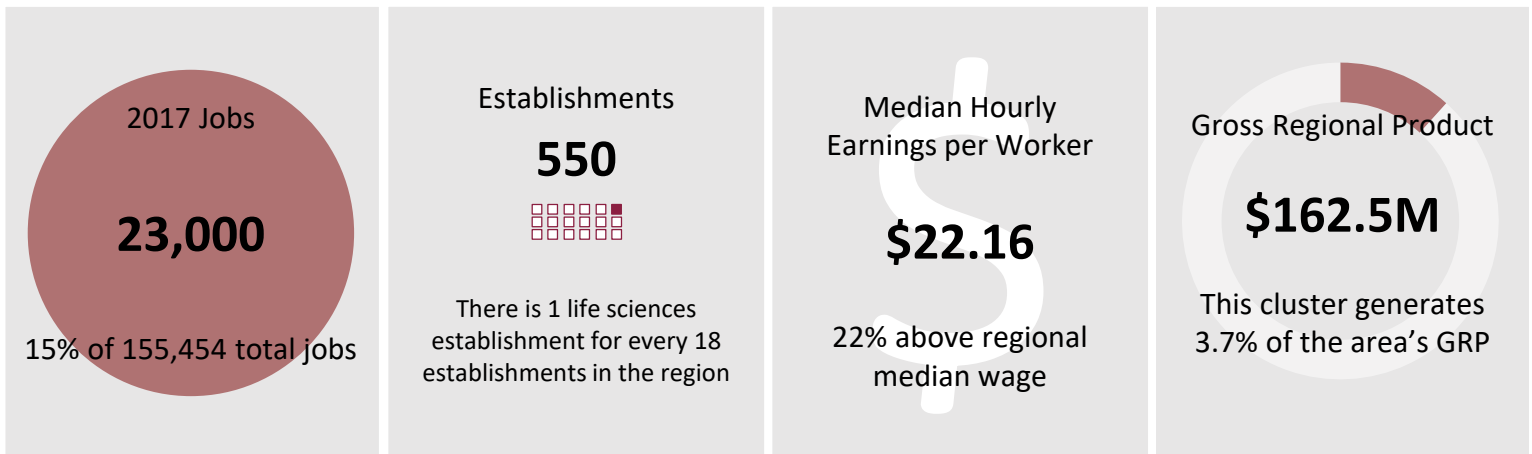


### Life Sciences and Healthcare



Life sciences is a multidisciplinary field which bridges the gap between emerging technology and biomedical fields. It actively combines disease management, medical technology, societal aspects of health, and psychological behavioral health. The central focus is to improve patient centered care by using medical and information technologies which aim to increase the quality and length of human life. Although this spans across multiple industry sectors, education and hospitals are the greatest contributors in this region. Employment in education and hospitals is four times higher than the national average. Some in-demand, middle-skilled occupations include registered nurses, home health aides, nursing assistants, LPNs and LVNs.

#### GOVA Cluster Numbers for WDA II:

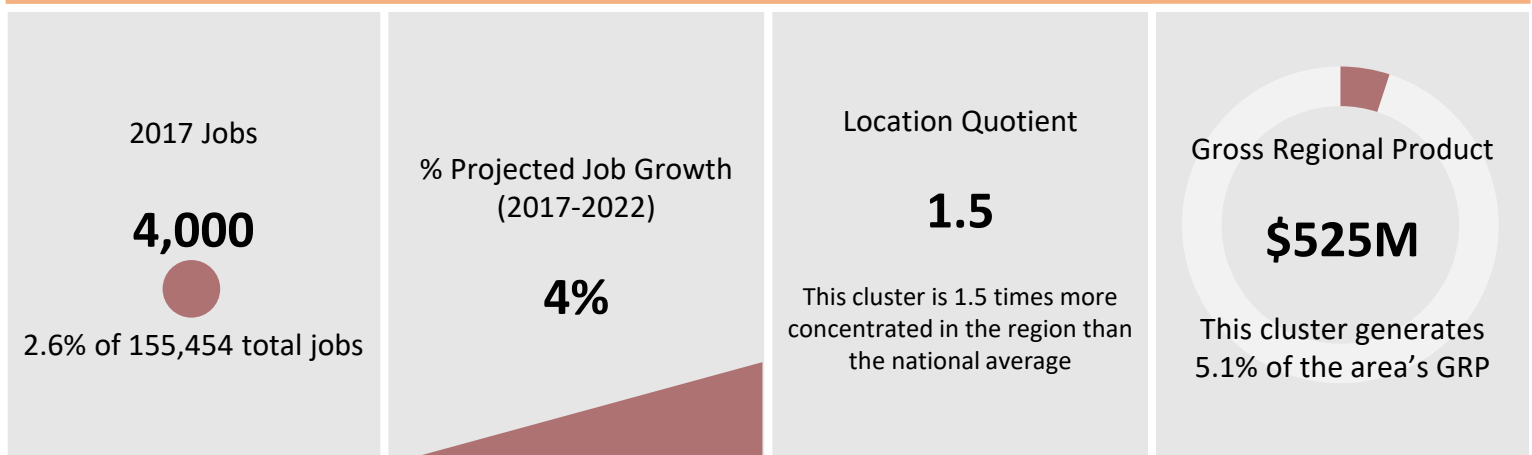


### Food and Beverage Processing



The food and beverage processing cluster includes agriculture and manufacture components, as well as packaging and distribution. Although this spans across multiple industry sectors, beverage manufacturing is the greatest contributor to the high concentration with a location quotient of 2. Meaning that the concentration is double that of the nation. While the median hourly earnings of jobs in this field is currently lower than the regional median overall, that could change as the industry becomes more technologically advanced in the region. This change would require more skilled employees with higher wages. Some in-demand, middle-skilled occupation include heavy and light truck delivery drivers.

#### GOVA Cluster Numbers for WDA II:



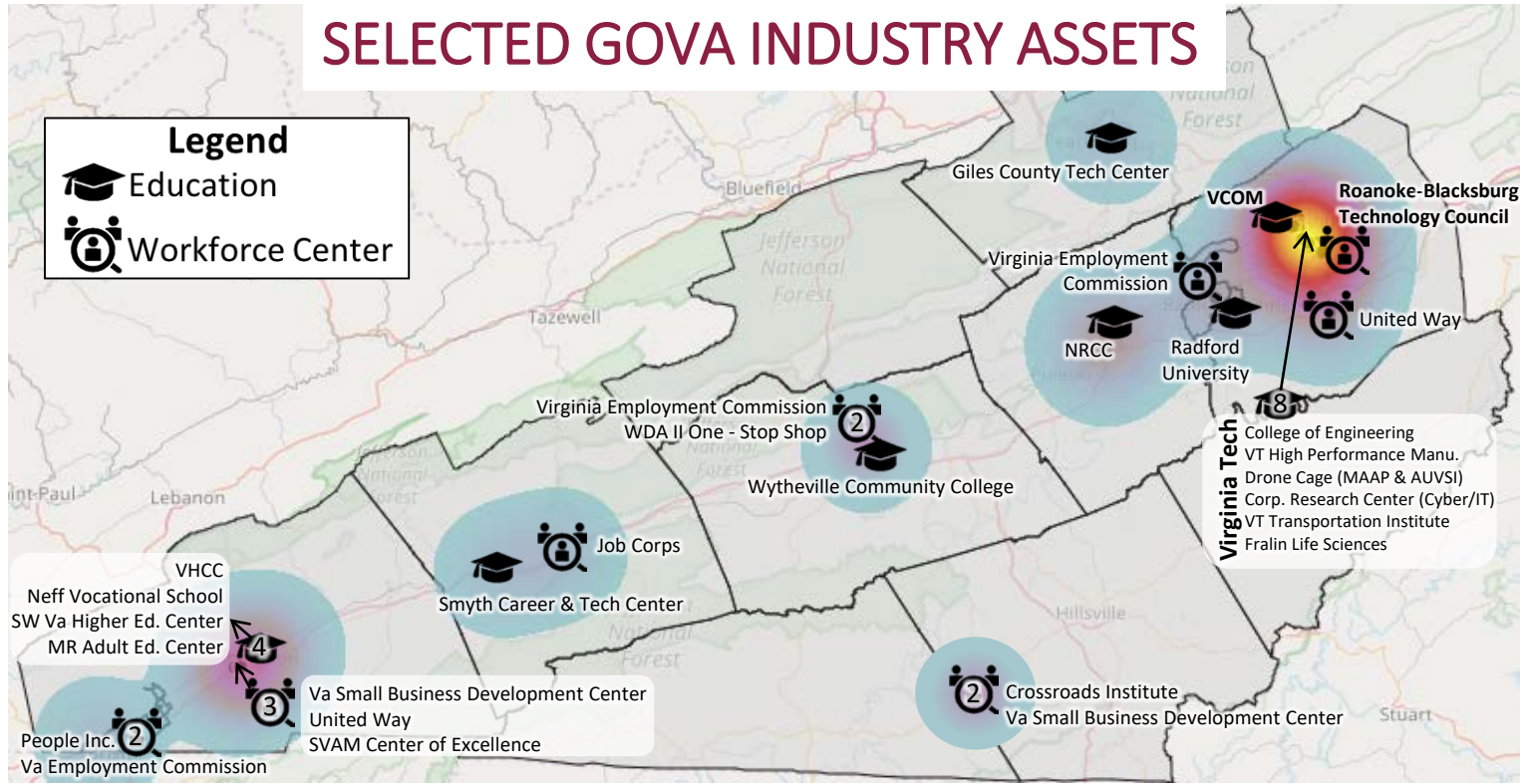


The New River Mount Rogers Workforce Development Area is a part of GO Virginia regions one and two. Both regions highlight key goals and strategies pertaining to workforce and talent development. GO Virginia stakeholders—comprising business, economic development, education and workforce representatives—realize that creating a pipeline of workers is imperative to encouraging the growth and diversification of these regions’ economies. Below are some goals and strategies highlighted in the region one and two plans and ideas of how workforce stakeholders might participate.

GOVA Goals and Strategies	Possible Activities and Partnerships
<p><b>Align education and training programs with needs and expectations of target industries</b></p>	<p>Activities which strengthen relationships and communication channels between educational entities and each target industry.</p> <p>Activities which facilitate easy access to various programs such as establishing primary points of contact for coordinating workforce and economic development projects and assist businesses in navigating different programs.</p>
<p><b>Build a strong pipeline of participants for programs (all education levels) valued by the target market employers</b></p>	<p>Efforts which support innovative and flexible avenues for assisting existing training programs to recruit registrants. This includes defining clear career pathways for target industry clusters.</p> <p>Activities which assist with designations as a Work Ready Community (WRC).</p> <p>Activities which create and promote of meaningful internship and apprenticeship programs engaging youth from K-12 to college in target industries.</p>
<p><b>Increase awareness of both occupational, educational, and workforce opportunities available in region</b></p>	<p>Efforts to develop and implement a collaborative region-wide impact-focused program model. For instance, cross-marketing and cross-promoting technical programs and certification.</p> <p>Initiatives which introduce the region’s youth to occupational career opportunities early – preferably in middle school. This would include educating career coaches, guidance counselors, parents and grandparents of occupational opportunities.</p> <p>Activities to development and implement a virtual “one-stop shop” resource for employers, workers, students and their parents.</p>
<p><b>Increase industry recognized certifications, credentials, and degrees related to the target industries</b></p>	<p>Provide financial assistance or incentives for students to enroll in certificate or degree programs that lead to careers in high-demand occupations.</p> <p>Efforts to ensure pathways from various levels of programming to careers are clearly outlined and promoted.</p>
<p><b>Enhance employer engagement activities in workforce</b></p>	<p>Develop and promote experiential learning opportunities. Increase and promote internship opportunities.</p> <p>Identify employer engagement activities that promote the presence of in-demand job openings.</p>
<p><b>Reverse population decline in creative ways</b></p>	<p>Initiatives which “control the story” of the region – highlight the many positive stories from the region to counteract the negatives told in various media outlets.</p> <p>Efforts to target the “workforce in exile” -- the SWVA natives who have moved away but have opportunities to return and bring their own jobs with them.</p>



# SELECTED GOVA INDUSTRY ASSETS



Sampling of possible GOVA partners	Career & Tech Education	Certificate/ Associates	Four-year & above	One-stop workforce center	Business resource	Other resource
Crossroads Institute				X		
Giles County Technology Center	X					
Job Corps	X	X		X	X	
Mount Rogers Adult Education						X
Neff Vocational Center	X	X				
New River Community College	X	X				
People Inc.		X		X		
Project Lead the Way (various high schools)	X					
Radford University		X	X			
Roanoke-Blacksburg Tech Council					X	X
Smyth Career & Technology Center	X	X				
SWVA Advanced Manufacturing Center	X	X				
Southwest Virginia Higher Ed. Center	X	X				
United Way				X	X	X
Virginia Employment Commission				X	X	
Virginia Highlands Community College	X	X				
VA Small Business Development Center					X	
Virginia Tech (+ Corporate Research Center)		X	X		X	
Wytheville Community College	X	X		X		

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