

Using LED to Map Potential Youth Labor and Potential Youth Employers

Summary

A local Workforce Investment Board wanted to identify the geographic relationship between where youth live and where employers likely to hire youth are located, including the extent to which public transportation is available for those opportunities.

Background

The Capital Area Workforce Investment Board consists of seven Virginia counties that surround the City of Richmond including Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan. Capital Area contracted with the Corporation for a Skilled Workforce (CSW) and a subcontractor, Education and Training Corporation to develop a State of the Youth Report and Youth Development Action Plan.

Anecdotal information suggested there were issues between the perceptions of success on the part of youth and the expectations of employers for work preparedness. Other anecdotal information suggested the lack of public transportation options for the outlying counties (beyond the City of Richmond) were confounded by youth who did not have access to cars.

CSW conducted research of existing data sources, and through the Education and Training Corporation, conducted focus groups of employers and youth. The project is still ongoing and moving into an Action Planning phase.

Using Top Industries

Early on in the project, CSW suggested the use of Local Employment Dynamics (LED) data to identify the top industries for youth age 14-21. CSW suggested that all eight measures be used from LED's analytic tool, Top Industries, to balance differences between employment totals, percentage changes and earnings.

Top Industries <http://lehd.dsd.census.gov/led/datatools/datatools.html> was queried to produce the top 99 detailed industries for each of the eight measures, using Virginia's predefined Capital Area Workforce Investment Board (see Figure 1).

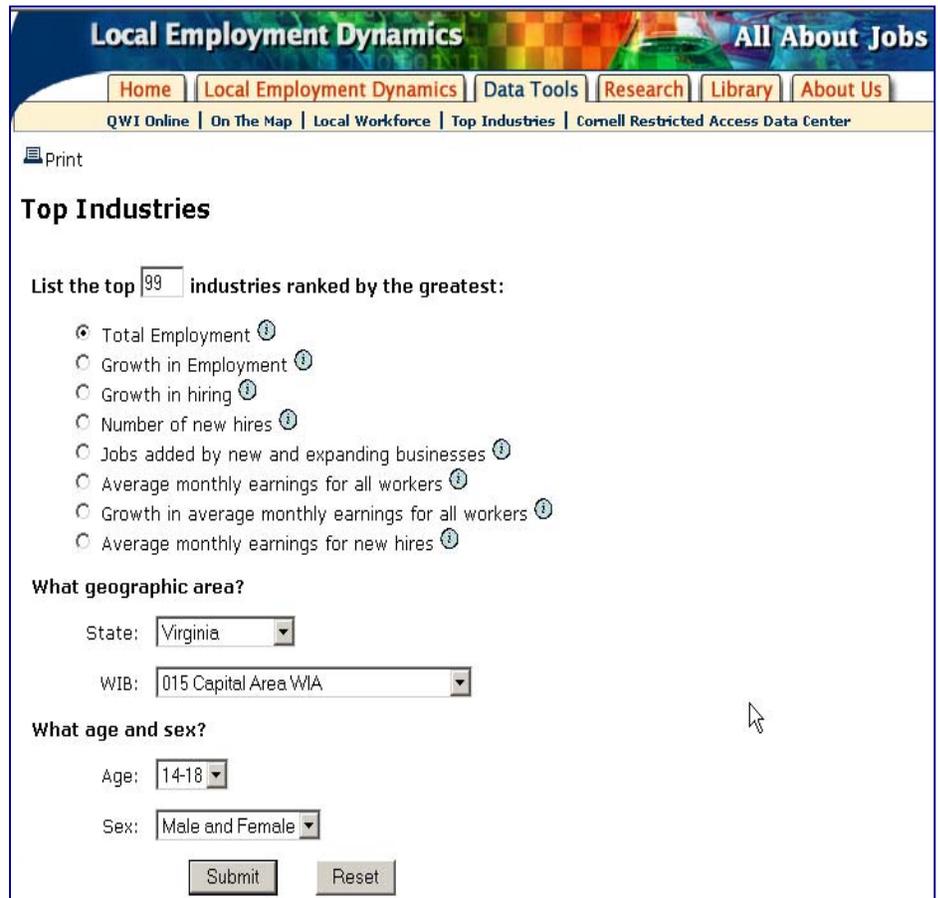


Figure 1

Step by Step: Top Industries

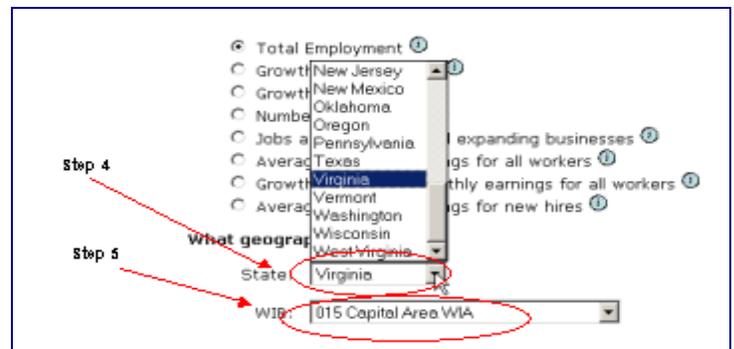
1. Select Top Industries from Data Tools tab



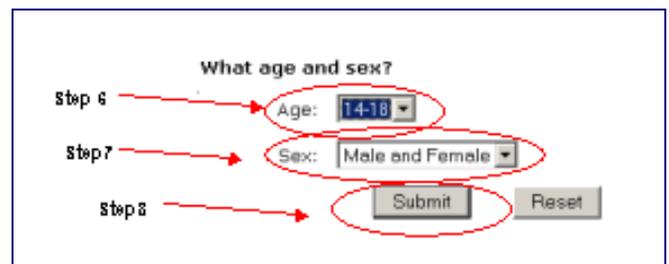
2. Change number of industries from 10 to 99
3. Select Total Employment for the first report, then Growth in Employment, etc., for each of the subsequent reports



4. Select Virginia from the drop down menu for State
5. Select 015 Capital Area WIB from the drop down menu for WIB



6. Select Age 14-18 from the drop down menu for Age for the first set of 8 reports; then select 19-21 for the second set of 8 reports
7. Select Male and Female from the drop down menu for Sex
8. Submit report



Analysis

Only those industries that completed the Census Bureau's data disclosure and confidentiality review were published, resulting in about 25 industries (see Figure 2).

The data were downloaded into an Excel spreadsheet, sorted by the industry code, and assigned a ranking to each industry.

This was repeated for each of the eight measures.

An average of all eight rankings was then calculated.

Each detailed industry was ranked by the average rank.

This process was done for both the 14-18 year old demographic segment as well as the 19-21 year old segment

Click here to go to the [detailed Excel files](#) that rank the top industries for both 14-18 year olds and 19-21 year olds.



Figure 2

Use of Other Resources

One of the questions asked by key policy makers in the Capital Area was the extent to which there was alignment between the location of youth and the location of employers who were likely to hire youth, particularly in light of available public transportation. In order to do this, CSW used a third party database of employment by zip code (AGS Demographics) available by Standard Industrial Classification codes; we then cross-referenced these industry codes against North American Industrial Classification System codes to get a rough estimate of "employers likely to hire youth¹."

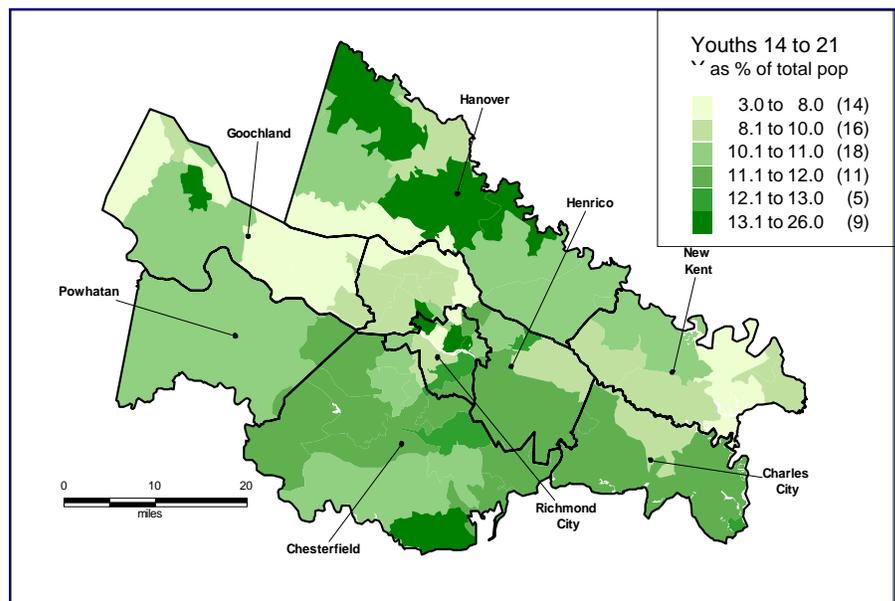


Figure 3

¹ Cross-referenced from the NAICS tables of LED employers (see Excel files), SIC codes used to map employers were for General Merchandise Stores, Food Markets, Convenience Stores, Professional Services, Banks and Financial Institutions, and Insurance Carriers.

Visualizing the Results

With these data, CSW mapped the location of employers likely to hire youth as a density ratio, i.e. employers likely to hire youth as a percent of all employers in a given zip code (see Figure 3).

We also mapped available public transportation routes provided by the State of Virginia. Finally, we separately mapped the location of youth, again based on density (youth as a percent of total population) (see Figure 4).

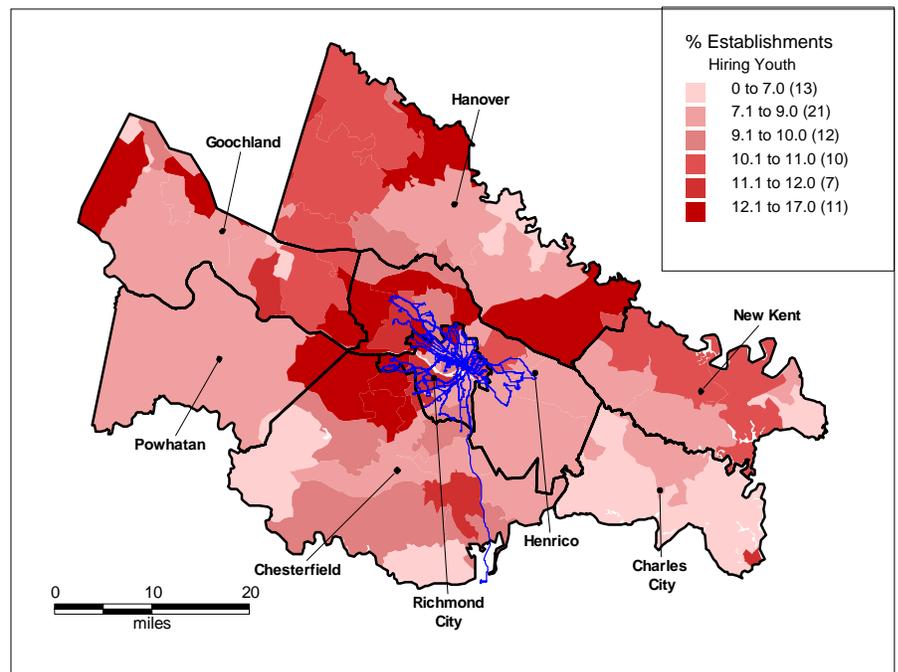


Figure 4

Implications and Next Steps

The mapping exercise clearly shows a spatial mismatch between densities of the youth population (darker shades of green) shown in Figure 3 and densities of employers likely to hire them, shown in Figure 4. It further shows a lack of public transportation options that will allow youth to access those employment opportunities. This provides for too few real opportunities for youth in many areas to gain employment in the industries most likely to hire them.

As a next step, the Capital Area Workforce Investment Board and its Youth Council will be meeting during 2005 to undergo an action planning process aimed at developing more alternative transportation options. The WIB will also be hosting an “Emerging Workforce Summit” in 2005 where leading policy makers from government and education will be brought together with leading youth employers to discuss key issues, chief among them the spatial mismatch and how to better engage youth that are not centrally located to employment opportunities.

Source

Developed and contributed by:



Corporation for a Skilled Workforce

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