

New Job Trends Impacting Baltimore County's Six Industry Clusters

Six Industry Clusters

- Education & Health Services
- Port Industries, Logistics and Distribution Centers
- Corporate Operations Centers/ Shared Services
- Federal Agencies and Contractors
- Information/Advanced Technology
- Manufacturing

Discussion Service

What are your business goals for 2017? How do you plan to achieve them? What resources do you have available to help you achieve your goals?

Project Deliverables

- Business Plan
- Financial Projections
- Marketing Strategy
- Operational Plan

Market Research

- Market Size and Growth
- Industry Trends
- Competitive Analysis
- Customer Segments

SWOT Analysis

What are the strengths, weaknesses, opportunities, and threats for the County's industry clusters?

Employment Trends Report

- ✓ Employment Trends Report
- ✓ Skills and Talent Report
- ✓ Industry Profiles
- ✓ Employee Surveys
- ✓ Career Pathway Training Program R. Funds

Workforce Development

What are the key skills and competencies needed for the County's industry clusters? How can we develop and train the workforce to meet these needs?

Develop Projections in Job Number Trends

- Identify trends and quantify future job growth demands
- Technological shifts
- Organizational changes
- Younger workforce





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Discussion Exercise

- What are some workforce and/or occupational trends you are noticing in your specific industry?
- What resources/information would be helpful to navigate new trends?

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Employment Trends Report



Occupational Trends Report



Industry Profiles



Employer Surveys



ID Career Pathway Training
Programs/Skills Panels

Identify New and Emerging Occupational Trends in Six Industry Clusters



Demand



Supply

- Describe historical trends in occupational employment
- Identify key industry drivers to consider moving forward
- Educational and skills profiles
- Analyze and describe key data on workforce availability
- Assess workforce system gaps to better meet employer needs

Develop Projections in Job Number Trends



Identify trends and quantify future occupational demands

- *technological shifts*
- *organizational changes*
- *younger workforce*

Analyze future opportunities and gaps in the Baltimore County workforce system and identify ways to better meet industry needs.



How do new job trends impact local workforce supply?



What are the gaps in occupational supply and demand for the County's six industry clusters?

Develop case study examples of best practices in similar metropolitan areas



Provide 7-10 case studies that assess best practices and efforts underway in Maryland and nationally



Better supply and demand linkages



Locational preferences of millennials



Rise of the creative class



Pursuing regional workforce partnerships



Project Deliverables



final report
• findings, results,
recommendations,
methodologies, executive
summary



final presentation
• presentation to WDB June
meeting



Discussion Exercise

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Questions about the New Job Trends Project? Contact Jen Horton (DEWD Policy and Planning Manager) at jehorton@baltimorecountymd.gov or 410-887-1634