

# Regional Skills Analysis

Strengthening data-based decisions to close workforce equity gaps



# Presenter



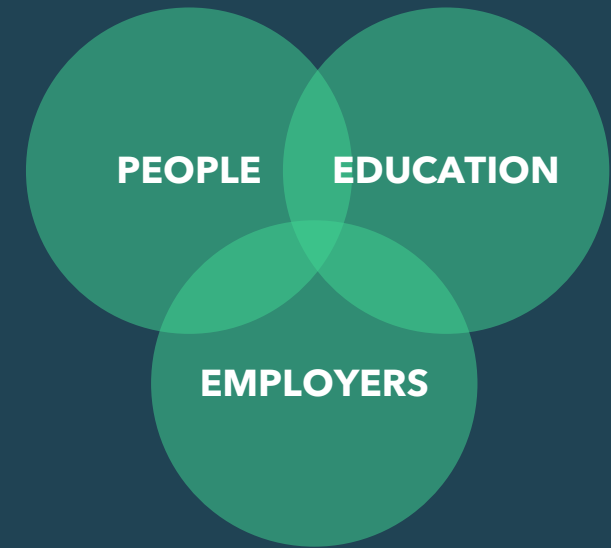
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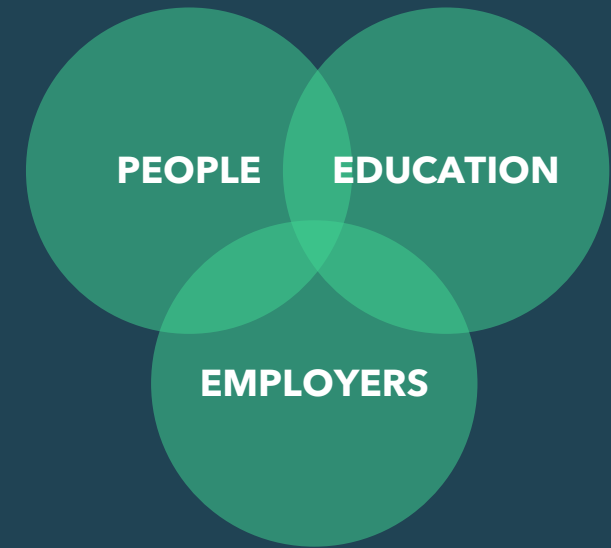
# About Emsi



- Emsi (em-zee) was founded in 2001
- Emsi uses data to connect people, education, and employers
- Data are from government sources, online job postings, and professional profiles and resumes



# Project Outcomes

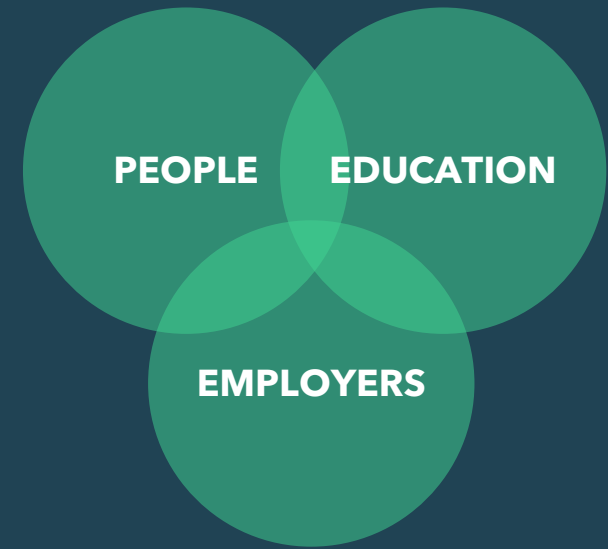


- Leverage Emsi Skills to identify employer-demanded skill gaps
- Provide regional stakeholders with the data, tools, and training they need to be successful
- Identify upskilling and reskilling opportunities to build a more inclusive regional economy



# Project Deliverables

- Emsi SkillScape tool for the Tampa MSA
- Skill analysis report on key insights
- Individual and group training on the tool
- Presentations to regional stakeholders



# Agenda

- Emsi skills
- Tampa at work
- Equity gaps in the Tampa MSA
- Growing local talent

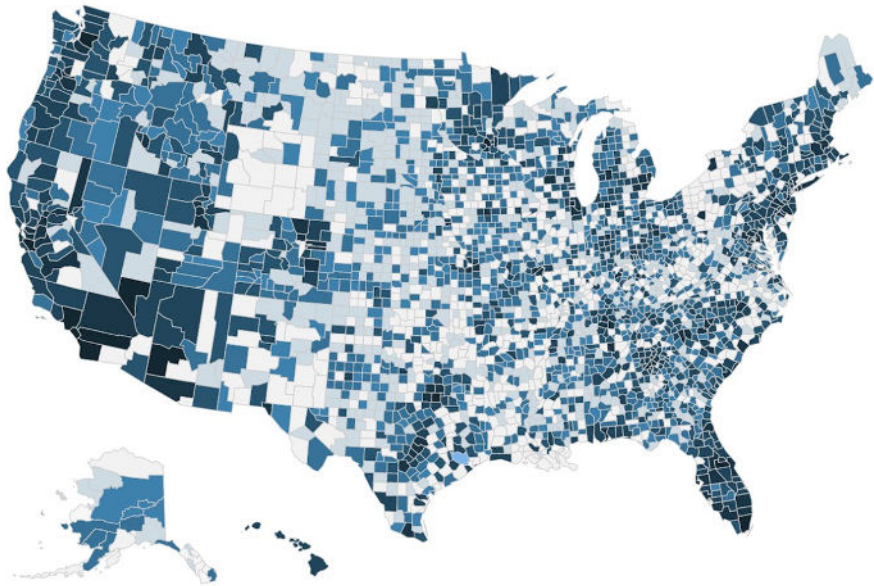




Emsi's mission is to use  
labor market data to inform & connect people,  
education, and employers.



# Emsi Data



## Labor Market Information

18 billion data points curated and modeled from dozens of government data sources



## Job Postings

100M+ unique job postings with filters by company, job title, skills, keywords, and more - data scraped daily



## Resumes and Profiles

110M+ profiles with filters by company, job title, industry, skills, and more - data updated monthly



## Emsi Skills

30K open-sourced skills based on real-time data that define roles - data updated bi-weekly





# Emsi Skills provide a **data-driven approach** to inform decisions and drive policy with a **common language**

## Skills

Government



Establish data-informed policy

K-12, Higher Education,  
Workforce Development



Align education and training

Job Market Exchange



Connect jobseekers & businesses  
based on skills & demand



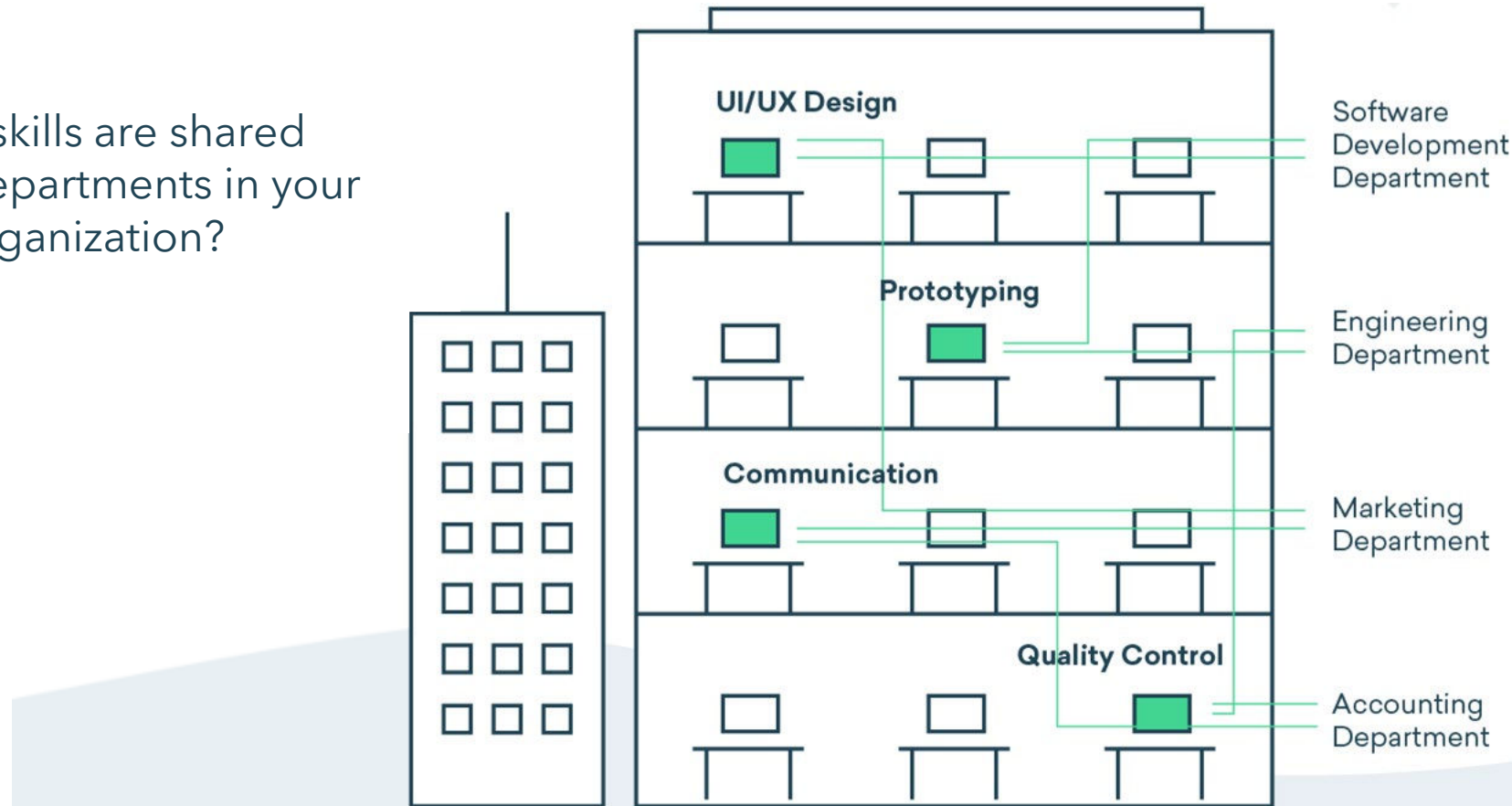
# Emsi Skills

- Emsi Skills provides a data-driven approach to inform decisions and drive policy with a common language
- Emsi aggregates Standard Occupation Codes (SOCs) into career areas and career sub-areas



# Skills allow us to look at **transferability** from job to job

What skills are shared across departments in your organization?



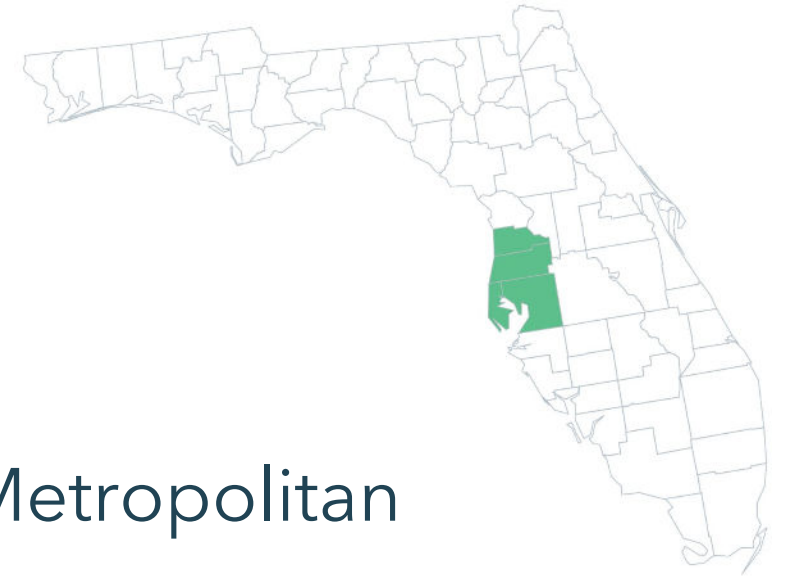


# Skill Shapes

Identify overlapping skills to help people transition seamlessly



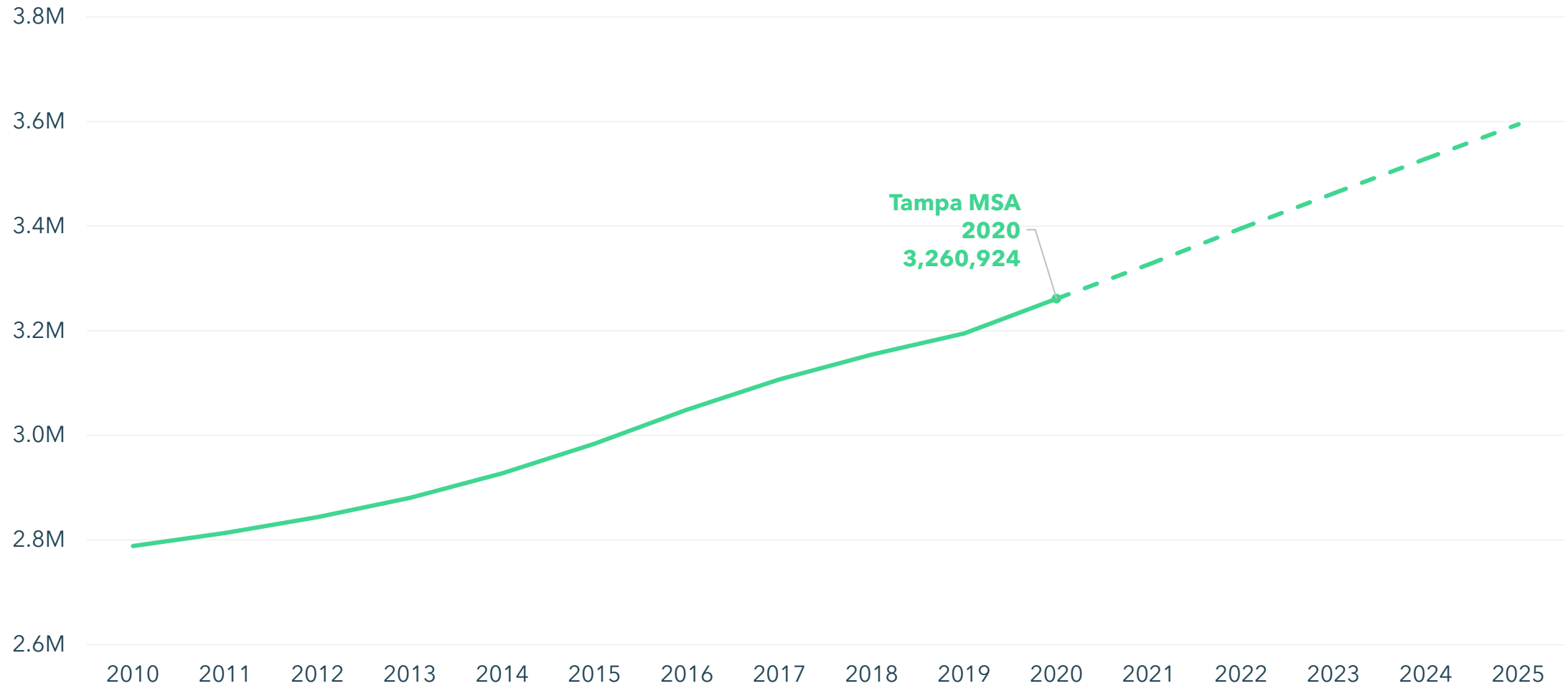
# Tampa At Work



- The Tampa–St. Petersburg–Clearwater Metropolitan Statistical Area (Tampa MSA) is comprised of 4 counties
- 3.3M people and 1.4M workers
- A decade of increasing demographic diversity



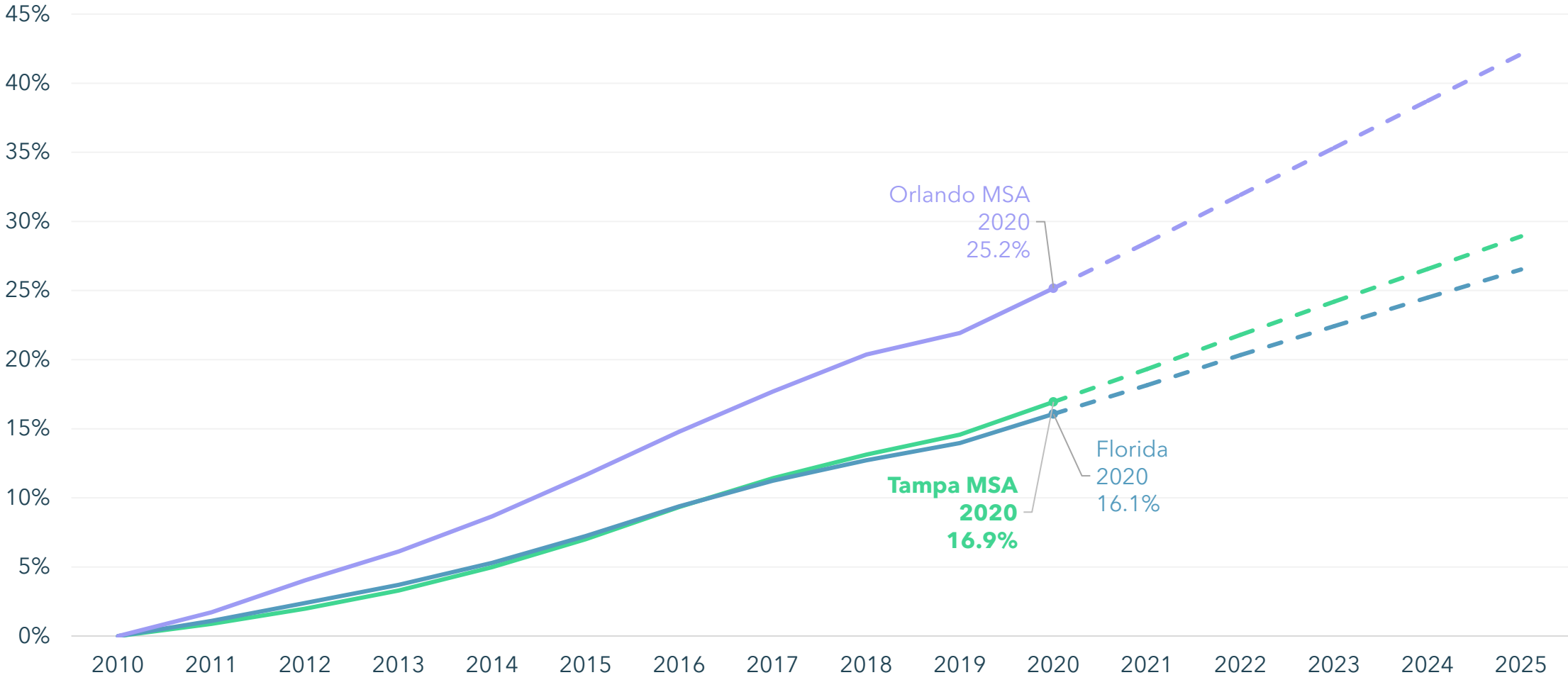
# The Tampa MSA had a population of 3.3M people in 2020



Source: Emsi Labor Market Analytics, 2021



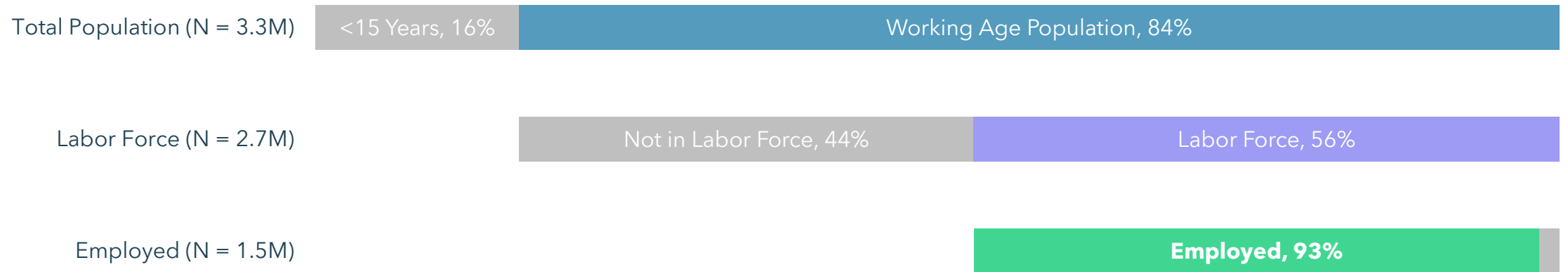
# The Tampa MSA's population grew by 17% between 2010 and 2020, which is more than Florida but less than the Orlando MSA



Source: Emsi Labor Market Analytics, 2021

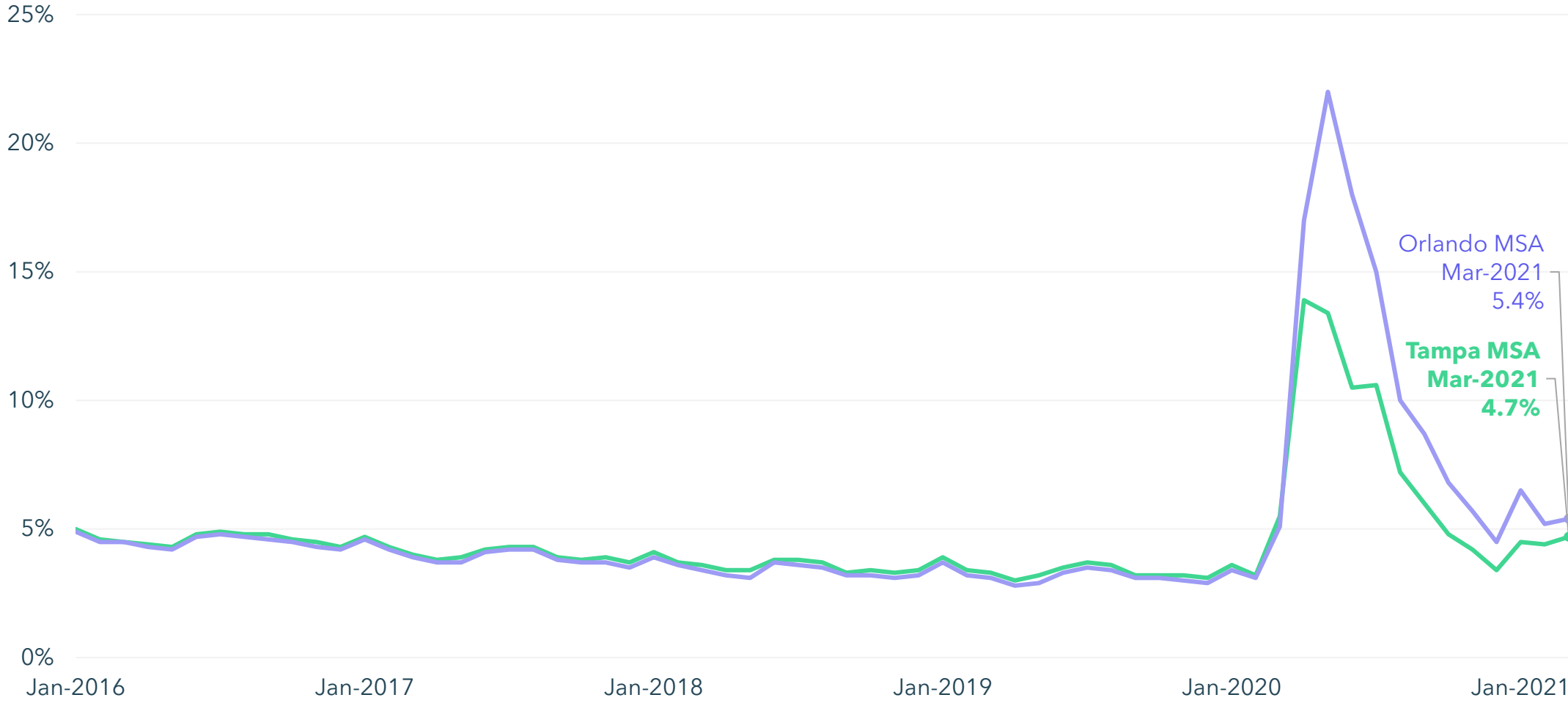


84% of the Tampa MSA is of working age. The labor force accounts for 56% of the working age population. 93% of the labor force is employed.





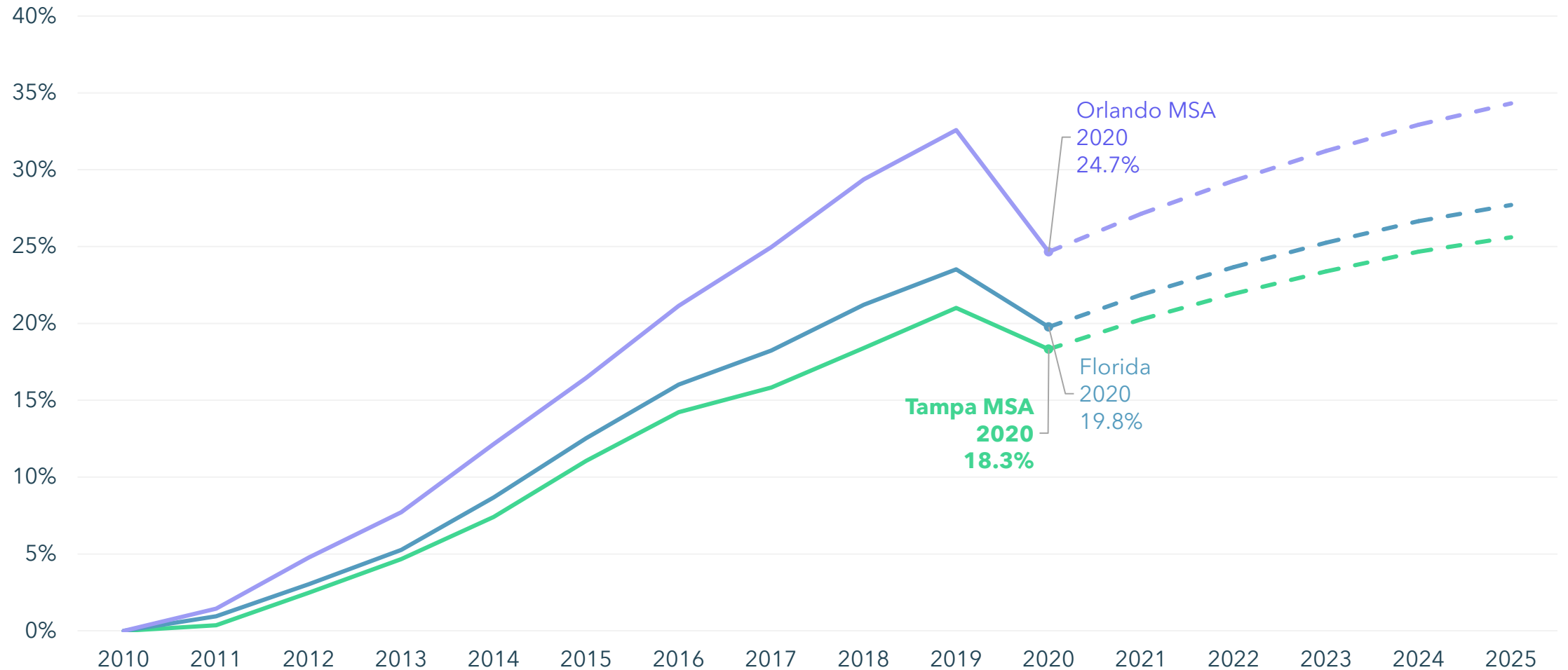
The **Tampa MSA** had a 4.7% unemployment rate in March 2021, whereas the rate in the **Orlando MSA** was 5.4%



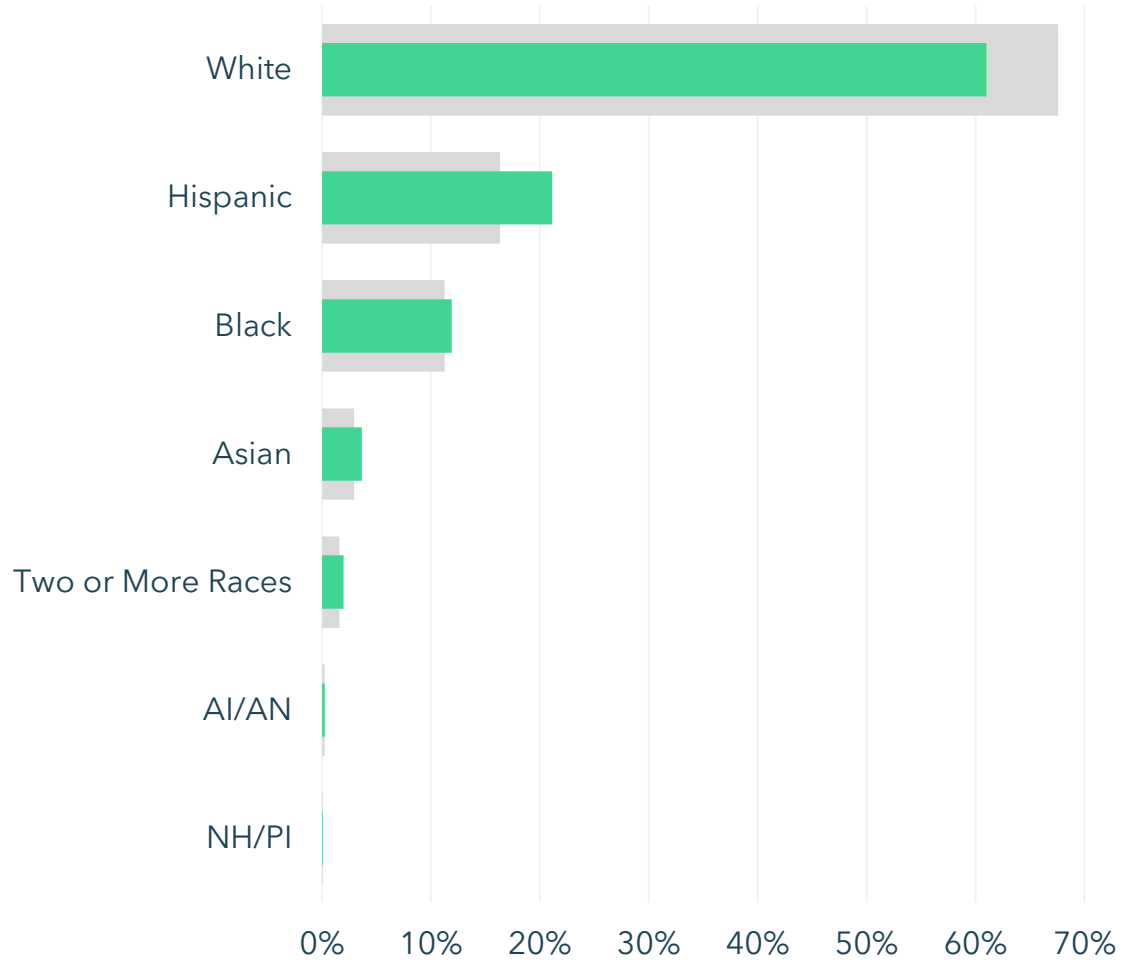
Source: Emsi Labor Market Analytics, 2021



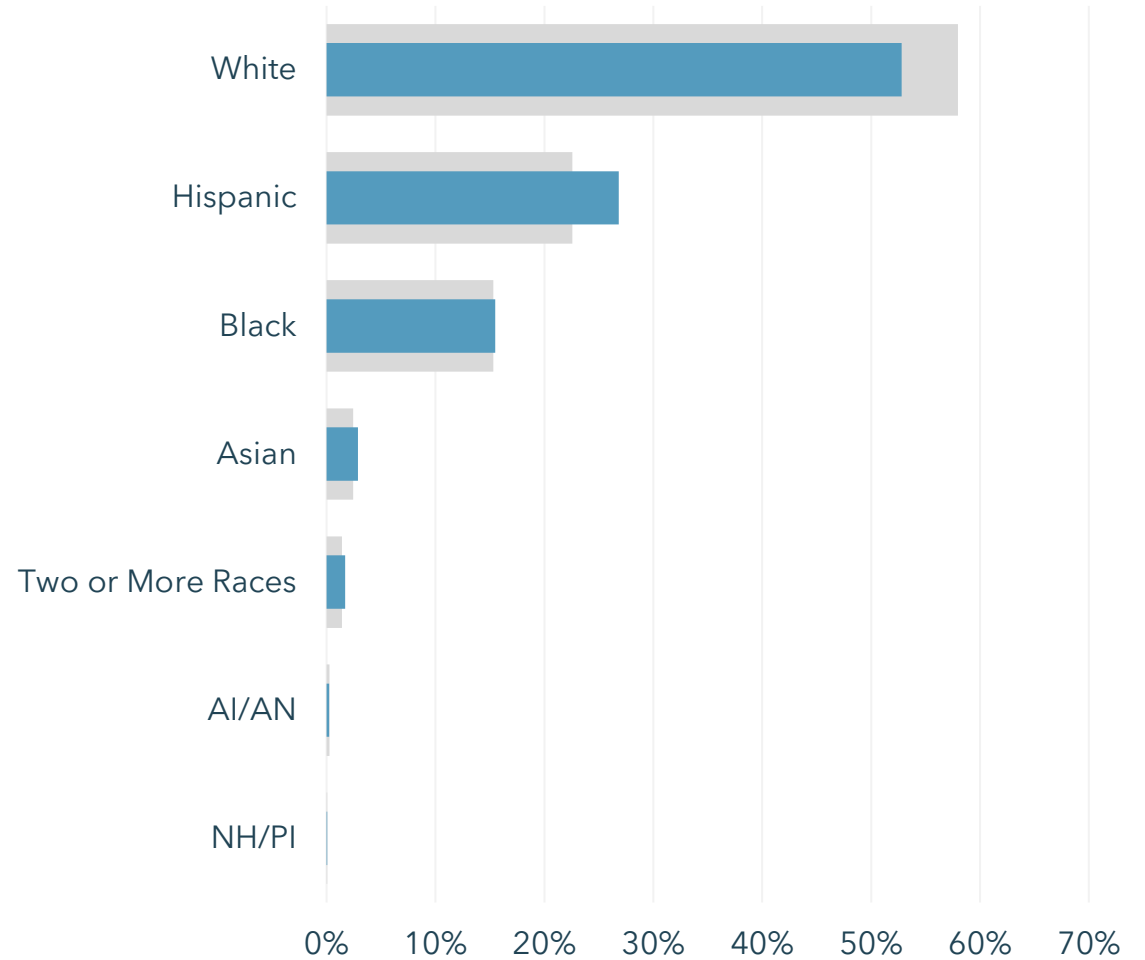
# Jobs in the Tampa MSA grew by 18% between 2010 and 2020, 20% in Florida, and 25% in the Orlando MSA



The region's Hispanic population grew by 5% between 2010 and 2020



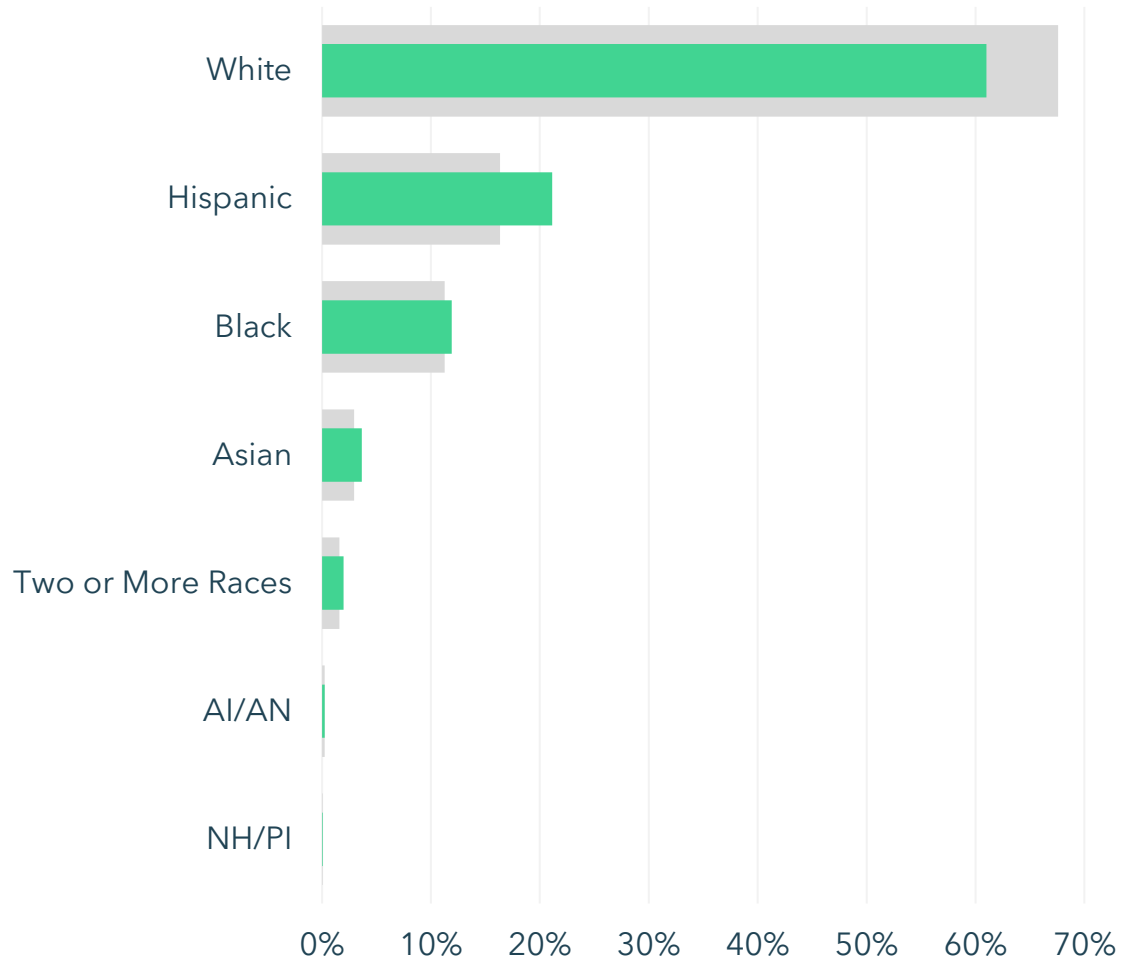
Florida's Hispanic population grew by 4% between 2010 and 2020



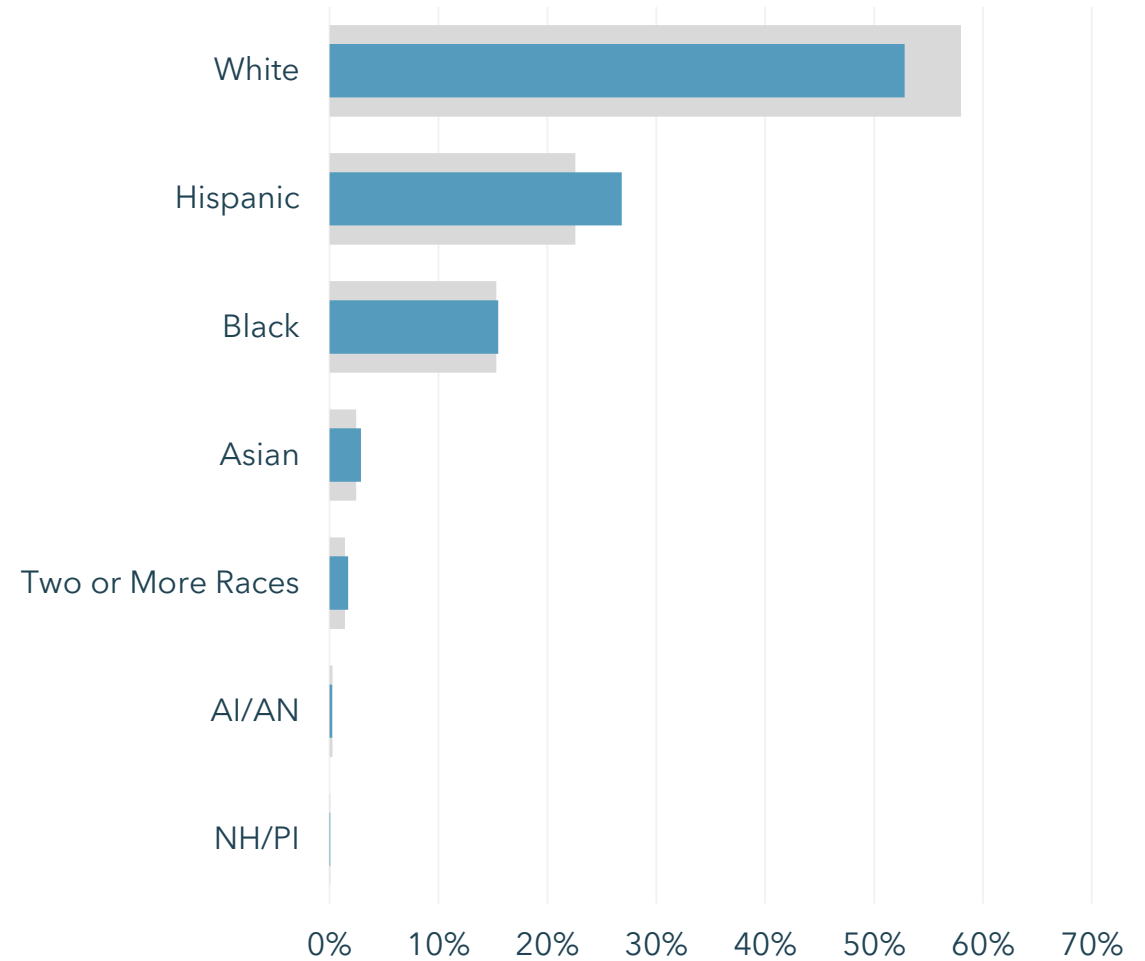
Source: Emsi Labor Market Analytics, 2021



## The region's Black population grew by 1% between 2010 and 2020



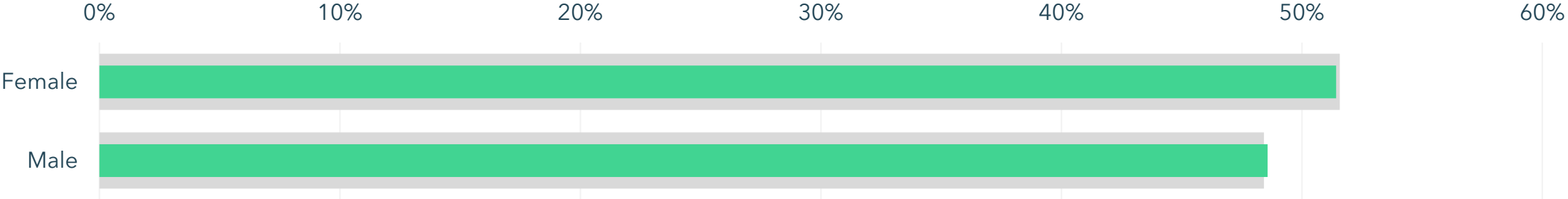
## Florida's Black population changed little between 2010 and 2020



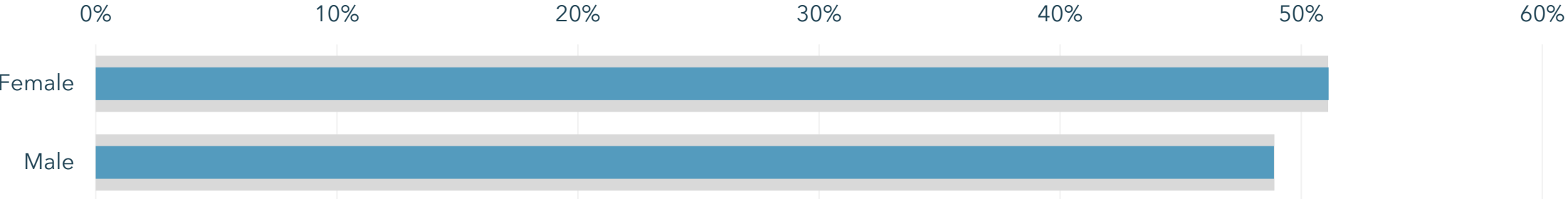
Source: Emsi Labor Market Analytics, 2021



The region's male population grew by 1% between 2010 and 2020



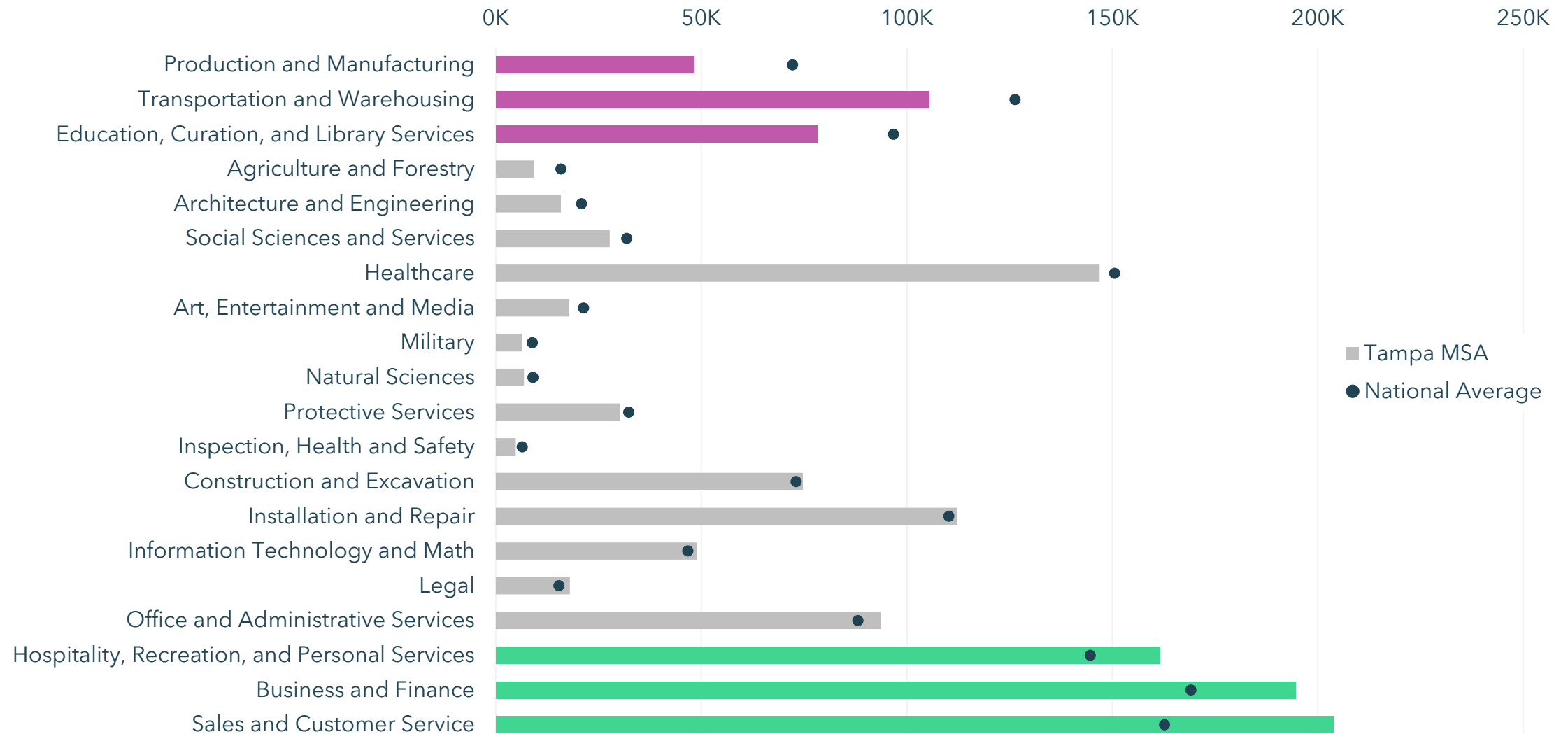
Florida's female population changed little between 2010 and 2020



Source: Emsi Labor Market Analytics, 2021



# Tampa MSA employment in several career areas is below and above typical 2020 employment in the U.S.



Source: Emsi Labor Market Analytics, 2021 and Emsi Skills

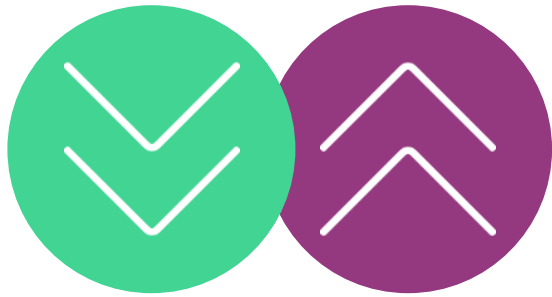


# Employment of Black, Hispanic, female, and male workers are overrepresented in high-pay career areas as well as low-pay ones

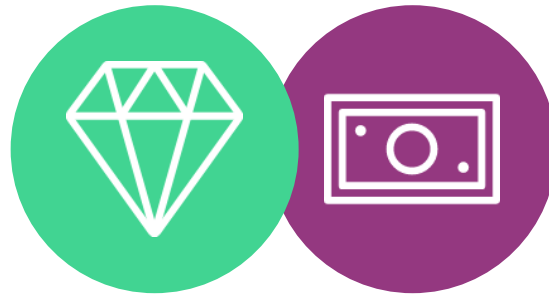
Career Area	Median Annual Salary	2020 Jobs	% of Career Area Employment			
			Black	Hispanic	Female	Male
Information Technology and Math	\$89,150	48,917	10%	12%	27%	73%
Healthcare	\$67,120	146,897	18%	17%	79%	21%
Architecture and Engineering	\$65,490	15,847	6%	13%	16%	84%
Business and Finance	\$63,570	194,578	11%	15%	56%	44%
Inspection, Health and Safety	\$57,920	4,824	14%	21%	40%	60%
Military	\$56,800	6,408	19%	14%	11%	89%
Social Sciences and Services	\$55,240	27,728	20%	18%	64%	36%
Education, Curation, and Library Services	\$49,730	78,333	14%	20%	76%	24%
Natural Sciences	\$49,710	6,838	7%	13%	46%	54%
Legal	\$47,840	18,048	7%	14%	60%	40%
Art, Entertainment and Media	\$47,320	17,765	8%	16%	50%	50%
Construction and Excavation	\$46,410	74,709	9%	30%	5%	95%
Sales and Customer Service	\$45,830	203,918	14%	20%	54%	46%
Hospitality, Recreation, and Personal Services	\$45,280	161,631	14%	20%	56%	44%
Transportation and Warehousing	\$43,880	105,451	20%	25%	25%	75%
Protective Services	\$43,730	30,288	22%	19%	24%	76%
Installation and Repair	\$40,900	112,154	13%	30%	23%	77%
Production and Manufacturing	\$40,020	48,231	15%	25%	29%	71%
<b>Tampa Bay MSA</b>	<b>\$59,350</b>	<b>1,426,383</b>	<b>14%</b>	<b>21%</b>	<b>50%</b>	<b>50%</b>



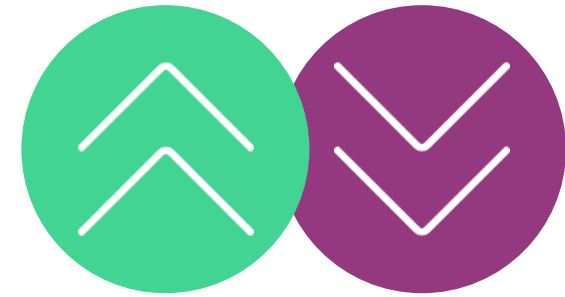
# Skills help us identify **equity gaps** among Black, Hispanic, female, and male workers



Ratio of talent supply  
& employer demand



High-salary & low-  
salary jobs



























High & low  
employment among  
target populations





# Target Career Areas

	Salaries	Supply-demand ratio	Black employment	Hispanic employment	Female employment	Male employment
 Business & Finance						
 Healthcare						
 Hospitality, Recreation, & Personal Services						
 IT & Math						

Source: Emsi Labor Market Analytics, 2021 and Emsi Skills



# Target Career Areas and Skill Gaps

Top competencies (with supply-demand ratio, median salary)



Business & Finance

Financial Services: Banking & Financial Specialists (0.7, \$56K)  
Financial Services: Financial Advising (0.5, \$72K)  
Management: Project Management & Implementation (0.6, \$80K)



Healthcare

Nursing: Clinical Care (0.9, \$81K)  
Nursing: General (0.9, \$54K)  
Pharmacy Services: Technical Assistance (0.7, \$84K)



Hospitality, Recreation, & Personal Services

Personal Services: Cosmetology & Hairstyling (0.7, \$42K)  
Personal Services: Dermatology & Deep Tissue Massage (0.6, \$41K)  
Personal Services: Funeral Services (0.7, \$42K)



IT & Math

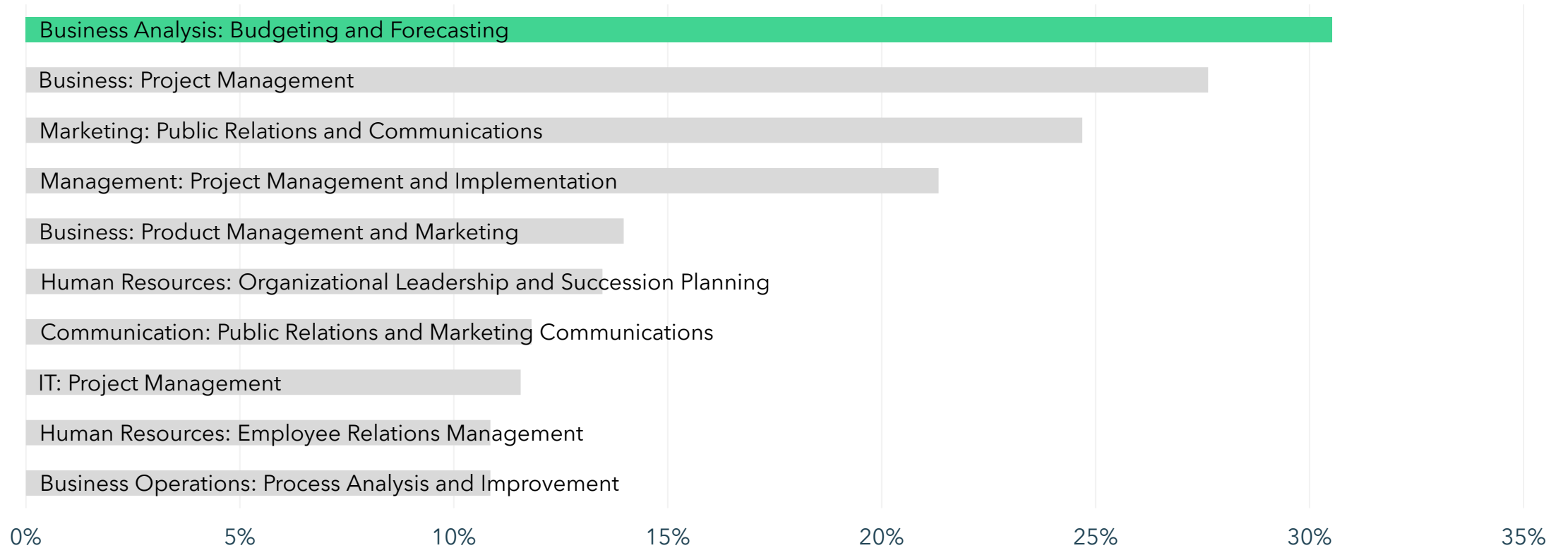
Business Operations: Process Analysis & Improvement (0.97, \$81K)  
Software Development: Applications (0.97, \$100K)  
Software Development: .NET Development (0.94, \$100K)



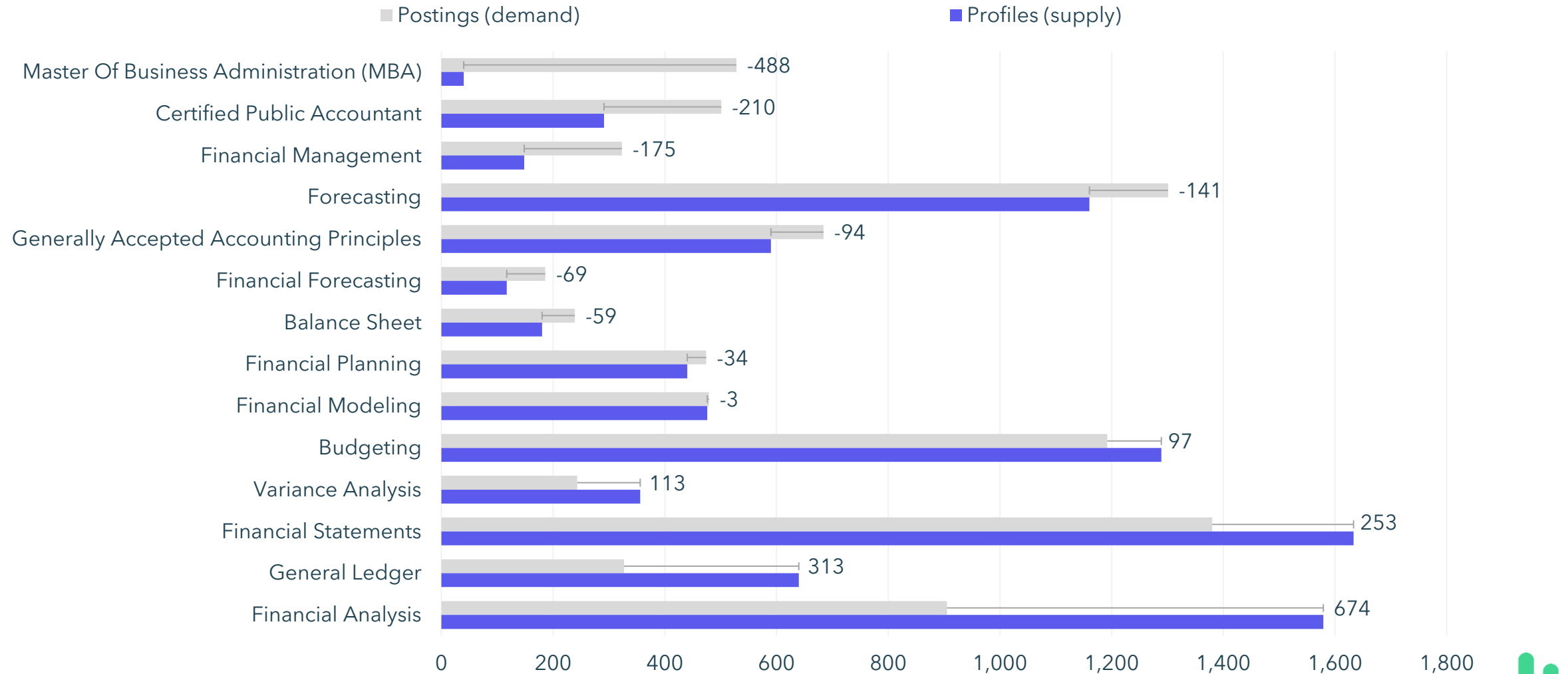
# Growing Local Talent



# 31% of Tampa MSA workers transition out of Retail: Point of Sales & Customer Service into Business Analytics: Budget & Forecasting



# In-demand roles include MBA, CPA, and Financial Management, which are in short supply in the Tampa MSA



# Key Insights

- Business & Finance; Healthcare; Hospitality, Recreation, & Personal Services; and IT & Math show promise of short- and long-term resiliency in Tampa
- Despite the region's larger concentration of talent in Business & Finance and Hospitality, Recreation, & Personal Services compared to the U.S., only the former has a substantial gap between employer demand and workforce supply in Tampa
- Significant overrepresentation exists within low-paying but in-demand career areas – like Transportation & Warehousing – for three target populations in Tampa (Black, Hispanic, and male workers)
- More than 10 roles have been identified in Tampa as the initial step of career pathway opportunities to address equity gaps



# Thank you

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