

# SWORWIB

## The Southwest Ohio Region WORKFORCE INVESTMENT BOARD

June 2015

NewsWIB Labor Market Information

Issue 2015-6



**Ohio**  
**MEANS**  
**Jobs**®

### National LMI Updates 2015

In May, the national unemployment rate rose from 5.4 percent to 5.5 percent. There were 8.7 million unemployed persons in May, slightly up from 8.5 million in April. Yet, the number of unemployed new entrants edged up by 103,000 in May but is generally unchanged over the year. Unemployed new entrants are those who never previously worked.

In the week ending June 13, seasonally adjusted **initial claims rate remained at 1.7% factoring in 267,000 new claims (claims during the prior year totaled 313,000)**. The number for total seasonally adjusted insured unemployment during the week ending June 6 was 2,226,750, unchanged from the previous week's level.

Ohio accounted for an additional 1,152 claims for the week ending June 6 due to layoffs in the manufacturing, transportation and warehousing, retail trade, finance and insurance industries. California reported 10,917 additional claims due to layoffs in the service industry - the highest additional claims nationally.



### Hamilton County Job Postings

**149,660** total job postings were reported at the end of April. 28,601 were unique. These numbers reflect a **5:1 Posting Intensity** meaning that for every 5 postings there is 1 unique job posting.

**Latest Unemployment/Employment Stats**

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# for Cincinnati Metro and Hamilton County

## Unemployment Claims

- In May 2015, Ohio Department of Job and Family Services reported the average number of weekly unemployment claimants for all of Ohio as 62,860
- In May 2015, initial (new) unemployment insurance claims filed in Hamilton County were reported as 1,573 with 14,479 continued claims
- Vacancies in Transportation, Nursing, Retail Sales and Customer Service continued to top the list

## Employment

- Ohio's nonfarm wage and salary employment increased 12,000 over the month, from 5,395,000 in April to 5,407,000 in May 2015
- Total employed in the Cincinnati Metro was 1,060,200 at the beginning of May 2015



## Predictive Analytics Skills Are in High Demand

(reprinted from  
*Wanted Analytics* May 2015)

Predictive Analytics is the practice of using existing data to detect patterns and predict future outcomes and trends, taking into account probability and risk.

Businesses have increasingly embraced predictive analytics to better understand customers, products, partners, employees, and market trends to identify potential risks and opportunities. To put predictive analytics to practice, analysts employ various techniques, including data mining, statistical modeling and machine learning.

The occupation that most frequently searches for candidates with predictive analytics skills is Management Analysts, followed by Market Research Analysts / Marketing Specialists and Software Developers, Applications.

The most common industry to advertise for candidates with this skillset is Computer Systems Design and Related Services, followed by Management, Scientific, and

## Skilled Labor Tops Site Selector Priorities: Five Data Points That Communicate Workforce Strengths

Recently posted in *Wanted Analytics* - May 21, 2015  
Written by Laura Pizzo

For economic development professionals, the stakes are high when demonstrating workforce availability. According to the 2014 Area Development survey of company executives, **the availability of skilled labor has rapidly become the No. 1 factor in site decisions (labor costs are No. 3)**. Even in cases where workforce availability is not the most important factor, it is still enough to sway decision-makers.

Take it from Melanie Moore, senior director of business intelligence at JAXUSA Partnership (the economic development arm of the Jacksonville, Florida, chamber of commerce). Last year, workforce data served an integral role in bringing a new GE Oil & Gas plant to Jacksonville, adding 500 jobs and up to \$91 million in capital investments to the regional economy. Moore emphasized, "It doesn't matter if you have free land, free buildings, etc., if you don't have the people to work in the jobs, there's no point in [a business] coming." **That's why the ability to indisputably demonstrate the strengths and compatibility of your local workforce at the detailed occupation level (especially in contrast to a competing region or to national averages) can be extremely persuasive tool for attraction.**

What data points should local economic developers consider as they pitch their local workforce? A solid starting point would be to quickly analyze those occupations for workforce size, earnings, concentration, education completions, and demographics.

To read the entire post, [Click Here.](#)

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