

Navigating the Next Normal

LABOR MARKET CONTINUES TO HOLD OPPORTUNITY FOR NORTHEAST OHIO WORKERS

Like regions across the nation, Northeast Ohio has experienced some notable shifts in its labor market as a result of the COVID-19 pandemic. While sectors such as leisure and hospitality, as well as certain segments of manufacturing, have been hard-hit, others have held steady or benefited from new opportunities for growth. Job openings have increased in industries that have been responsive to changing consumer behaviors and needs, and demand for talent is still strong among in-demand sectors such as health care and information technology.

This report offers a snapshot of employment opportunities over the eight-month period of March 1 through October 31, 2020.



The total number of job postings in the March through October 2020 time frame did not decline significantly compared with the same time period in 2019, but the overall employment landscape of Northeast Ohio has shifted. While opportunities in industries identified as in-demand by Team NEO's *Aligning Opportunities* report before the pandemic — health care, information technology and some manufacturing segments — continue to provide steady or growing opportunities for qualified workers, other sectors are experiencing declining employment opportunities as new consumer behavior patterns have emerged.

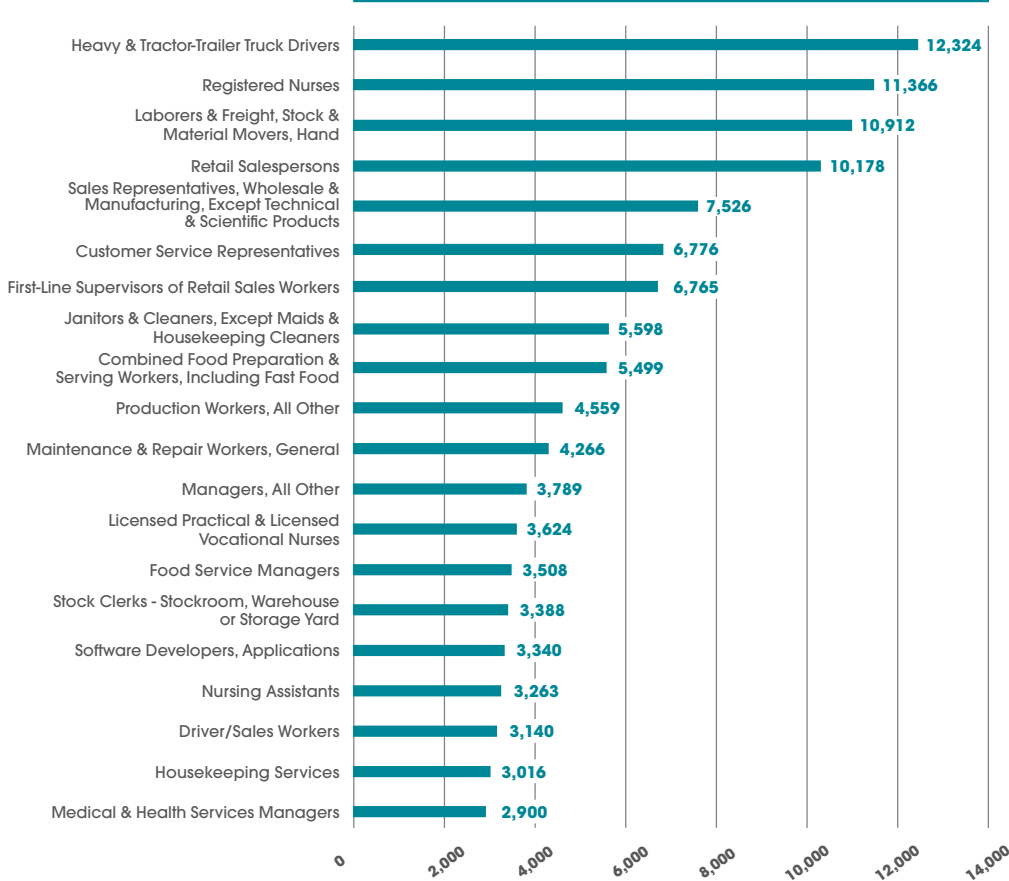


Notably, Ohioans' growing tendency to work, play and eat at home has caused a downturn in traffic in restaurants, hotels and entertainment venues, thus reducing the need for workers in these sectors. On the other hand, as food delivery and online shopping take on a more prominent role in consumers' lives, drivers and warehouse workers are in heavy demand. The challenge is that these emerging opportunities

may not provide clear pathways to family-sustaining wages or long-term employment.

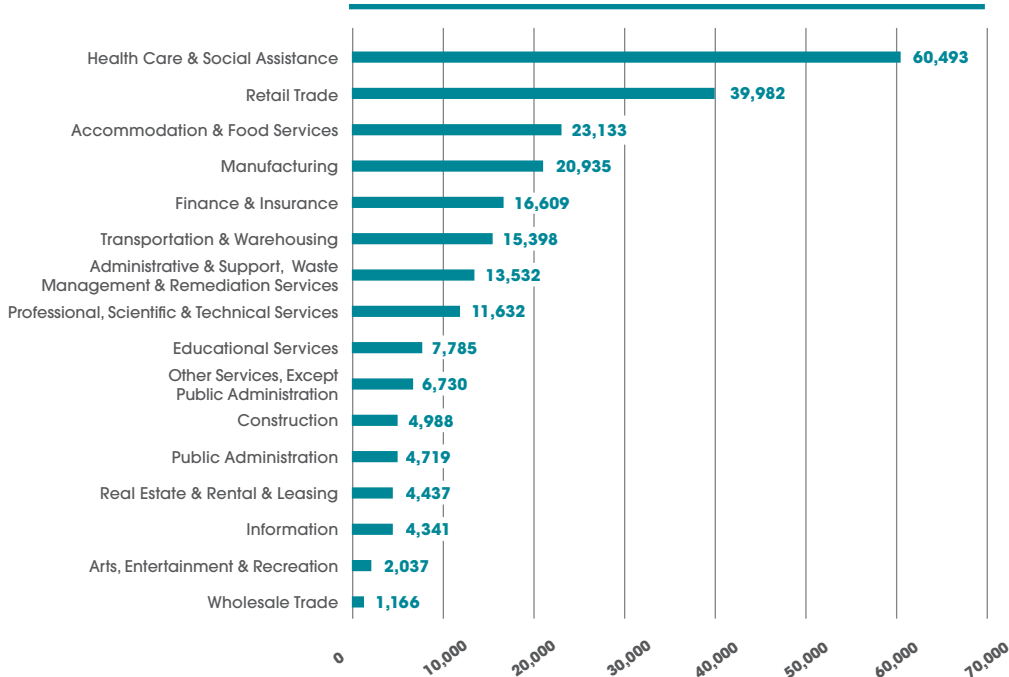
While we might expect employment trends to shift again in the post-pandemic economy, it's not clear exactly what those changes might look like. It is clear, however, that talent will continue to be a critical resource as Northeast Ohio looks toward future prosperity.

Top Job Postings by Occupation: March 2020-October 2020



Source: Burning Glass Labor Insight/Jobs

Most Job Postings by Industry Sector: March 2020-October 2020



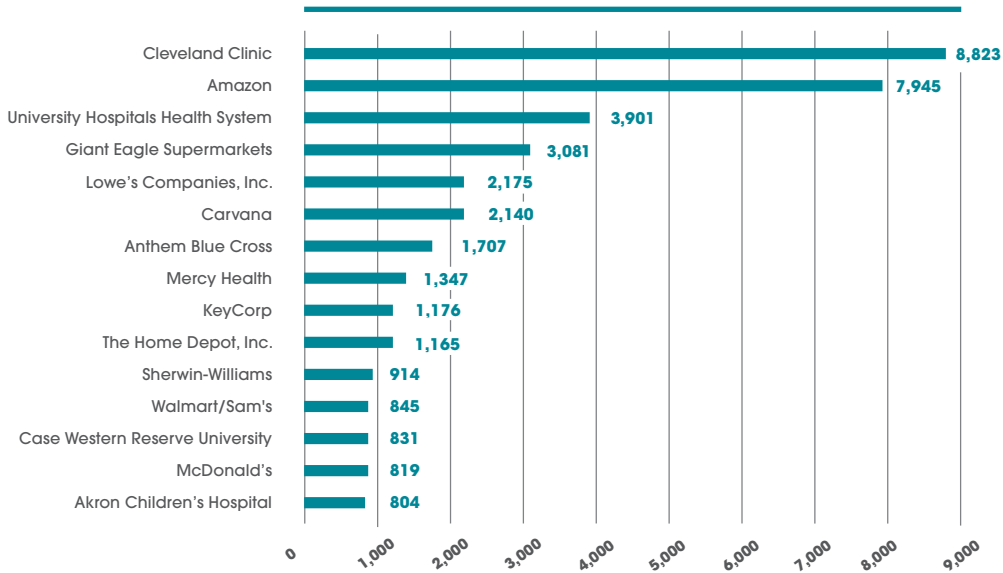
Source: Burning Glass Labor Insight/Jobs

JOB POSTINGS REFLECT IN-DEMAND & COVID-RELATED OPPORTUNITIES

The nearly 311,000 job openings posted from March 1 to October 31 included a number of opportunities in high-demand occupations such as health care, manufacturing and IT. Health care and social assistance topped the chart with some 60,500 openings; registered nursing positions held the top spot among these, accounting for 11,366 job opportunities. While Team NEO's *Aligning Opportunities* report indicates that total demand for registered nurses in 2019 was below this number — at 10,678 — the COVID-19 pandemic bolstered the need for these medical professionals in 2020.

Likewise, openings grew in sectors that have pivoted to accommodate new consumer behaviors. The trucking industry, for instance, offered many opportunities for job seekers as the urgency to move product became paramount during the pandemic. Other industries — leisure and hospitality, for example — were negatively impacted by the pandemic, reflected in the lower number of job openings in those fields.

Top Employers by Job Posting: March 2020-October 2020



Source: Burning Glass Labor Insight/Jobs



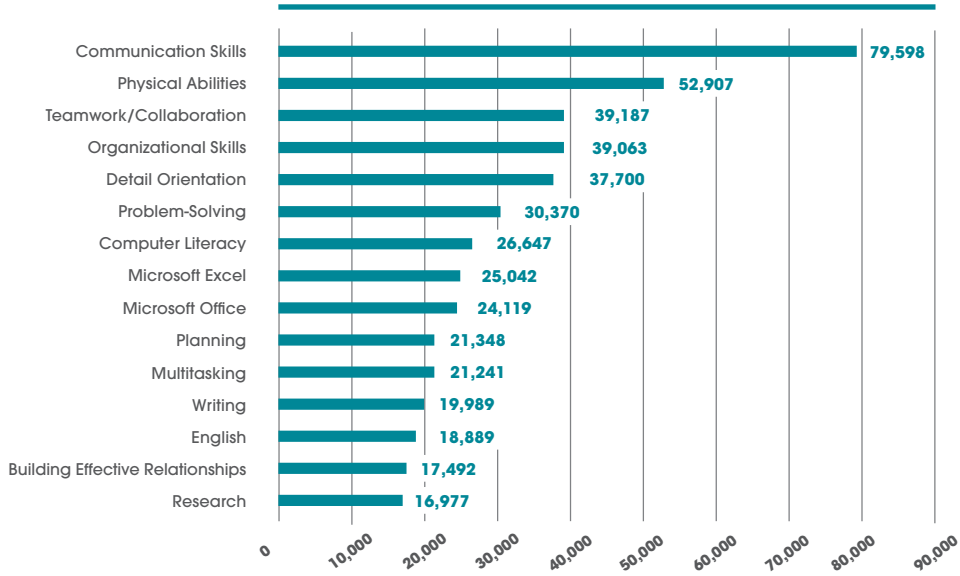
HEALTH CARE COMPANIES TOP THE LIST FOR JOB OPENINGS

The Cleveland Clinic and University Hospitals Health System collectively posted 12,724 openings from March through October, reflecting increased demand due to the pandemic. Other employers that increased hiring included Amazon, in response to the boom in online purchasing, and Giant Eagle supermarkets, as people began doing more cooking at home. Likewise, Carvana added to its workforce as consumers became more open to the practice of purchasing cars online.

16,500+
JOB OPENINGS
WERE POSTED IN
HEALTH CARE

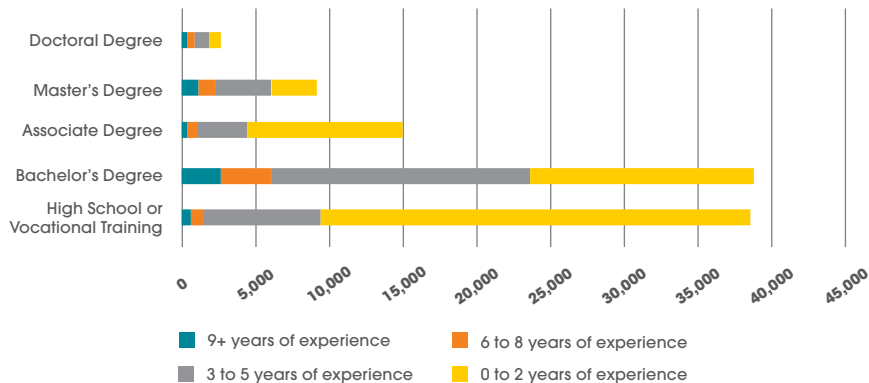


Most Requested Core Skills in Northeast Ohio Job Postings: March 2020-October 2020



Source: Burning Glass Labor Insight/Jobs

Education & Experience Most Often Requested in Northeast Ohio Job Postings



Source: Burning Glass Labor Insight/Jobs

EMPLOYERS SEEK STRONG COMMUNICATION SKILLS & VARYING LEVELS OF EDUCATION

Communication skills stand out as the single most requested core skill among employers posting jobs from March through October. Physical capabilities come in second, with collaboration, organization and detail orientation not far behind. In terms of educational requirements, roughly 80% of the nearly 311,000 open positions did not specify requiring a postsecondary degree, and there were plenty of opportunities for entry-level candidates. (According to *Aligning Opportunities*, about 34% of Northeast Ohio's workers have earned a two- or four-year degree.)

COMMUNICATION
SKILLS ARE THE
MOST REQUESTED
CORE SKILL





Cuyahoga Community College (Tri-C®) was selected to lead the Workforce Connect Healthcare Sector Partnership

Northeast Ohio is, without a doubt, a health care region. While the pandemic has taken its toll on many industries, health care continues to offer myriad options for taking part in important work — whether on the front lines or behind the scenes.

With this in mind, the Workforce Connect Healthcare Sector Partnership is working to address talent shortages while creating pathways to health careers for job seekers throughout Cuyahoga County.

Health care is an exciting industry in which to build a career.

Few work environments are as dynamic as a hospital. While many employees provide hands-on patient care, countless more — including maintenance workers, coders, orderlies and more — perform their duties behind the scenes, helping to keep the ecosystem functioning.

Health career opportunities reach far beyond traditional doctor and nurse roles.

While nursing remains in high demand, the health care industry offers a wealth of opportunity in a variety of careers including respiratory therapist, medical assistant, lab technician, pharmacy technician, dietary assistant and more. Whatever your interests and strengths, there is a place for you in health care.

Not all health careers require a college degree.

Though most assume that a career in health care requires at least a four-year degree, the fact is that many in-demand careers require just a few weeks or months of vocational training (e.g., phlebotomist) or less (e.g., environmental service worker) to get started.

The Workforce Connect Healthcare Sector Partnership, in collaboration with the Cleveland Clinic, University Hospitals, The MetroHealth System, St. Vincent Charity Medical Center, Southwest General Medical Center, and the VA Northeast Ohio Healthcare System, is committed to addressing the talent shortage by connecting qualified workers to in-demand careers in Northeast Ohio's booming health care industry.

TO LEARN MORE, CONNECT WITH:

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Data Sources

The data used for this report is Burning Glass Labor Insight for the time period of March 1 through October 31, 2020. It reflects an analysis exclusively of jobs postings and may report higher figures than Team NEO's calculations of job demand as seen in the *Aligning Opportunities* report.

About Team NEO

Team NEO is a private, nonprofit economic development organization accelerating business growth and job creation throughout the 18 counties of Northeast Ohio. As the designated JobsOhio Network Partner, we align and amplify local economic development efforts in Northeast Ohio's 18-county region; we conduct research and data analysis to inform local conversations and influence solutions; we market Northeast Ohio as a region; and we work to increase access to jobs, education and training for the region's 4.3 million people. For more information, visit teamneo.org.

Special thanks from Team NEO to our investors



For a complete list of funders, visit teamneo.org/investors. To join Team NEO as an investor partner and help drive the next wave of economic growth in our region, connect with **Dawn Southard**, Vice President, Investor Relations at **440.476.0476** or dsouthard@teamneo.org.

Economic development partners across 18 counties of Northeast Ohio

Ashland Area Economic Development

Columbiana County Port Authority

Erie County Economic Development Corporation

Geauga Growth Partnership, Inc.

Greater Akron Chamber

Greater Cleveland Partnership

Growth Partnership for Ashtabula County

Huron County Development Council

Lake County Ohio Port & Economic Development Authority

Medina County Economic Development Corporation

Portage Development Board

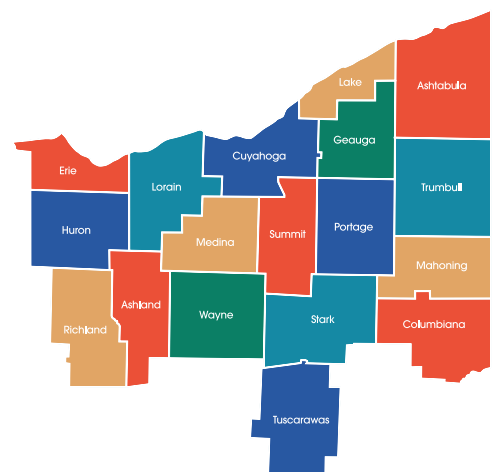
Richland Area Chamber & Economic Development

Stark Economic Development Board, Inc.

Tuscarawas Economic Development Corporation

Youngstown/Warren Regional Chamber

Wayne Economic Development Council



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