

A digital rendering of the Salina Fieldhouse, a modern multi-story building with large glass windows and a flat roof. The scene is set at dusk or dawn, with a soft, greenish-yellow glow. In the foreground, a paved walkway leads towards the building, and several people are seen walking. The overall aesthetic is clean and futuristic.

Salina Fieldhouse

Salina Regional

**Imagine
Salina**

TURNING **WHAT IF**
INTO **WHAT IS**

2022 Salina Economic Outlook Conference

Workforce Update

October 13, 2022

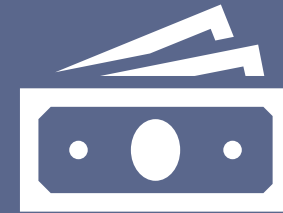
Saline County's Economic Growth



Over \$1B in both public and private infrastructure and business investments since 2018; another \$300M in the pipeline



Six months ago we were projecting 1,200 jobs in the next five years; those estimates are now closer to 2,000



Continued wage growth from \$18.27/hour in 4th quarter of 2020 to \$20.66/hour in 2nd quarter of 2021 (US Bureau of Labor Statistics)

Labor Market

- August workforce participation was at 29,203 and unemployment at 2.8%
- Unemployment rate has stayed below 3% since August of 2021 (3.3%) and workforce participation has plateaued as well
- Monthly job listings continue to hover around 2,500 per month
- Highest need in warehouse/distribution, retail/restaurant, hospitality, and healthcare



Employment By Industry

2,415

Total

306

Occupations

123

Locations

716

Employers

78

Certifications

484

Hard Skills

82

Soft Skills

1.7k

Job Titles

6

Education Levels

100

Programs

9

Job Types

Occupations

Display Level: O*NET Occupation: 8-digit SOC

<input type="checkbox"/>	soc	Occupation	Active Job Ads
<input type="checkbox"/>	53-3032.00	Heavy and Tractor-Trailer Truck Drivers	169
<input type="checkbox"/>	29-1141.00	Registered Nurses	125
<input type="checkbox"/>	35-3023.00	Fast Food and Counter Workers	105
<input type="checkbox"/>	41-1011.00	First-Line Supervisors of Retail Sales Workers	94
<input type="checkbox"/>	31-1131.00	Nursing Assistants	77
<input type="checkbox"/>	41-2031.00	Retail Salespersons	71
<input type="checkbox"/>	29-1123.00	Physical Therapists	59
<input type="checkbox"/>	49-9071.00	Maintenance and Repair Workers, General	59
<input type="checkbox"/>	53-7065.00	Stockers and Order Fillers	50
<input type="checkbox"/>	35-1012.00	First-Line Supervisors of Food Preparation and Serving Workers	42
<input type="checkbox"/>	53-3031.00	Driver/Sales Workers	42
<input type="checkbox"/>	37-2011.00	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	39
<input type="checkbox"/>	29-2061.00	Licensed Practical and Licensed Vocational Nurses	35
<input type="checkbox"/>	53-7062.00	Laborers and Freight, Stock, and Material Movers, Hand	33
<input type="checkbox"/>	41-3091.00	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	30
<input type="checkbox"/>	51-9199.00	Production Workers, All Other	30
<input type="checkbox"/>	29-2035.00	Magnetic Resonance Imaging Technologists	27
<input type="checkbox"/>	35-2014.00	Cooks, Restaurant	27
<input type="checkbox"/>	35-2021.00	Food Preparation Workers	26
<input type="checkbox"/>	51-1011.00	First-Line Supervisors of Production and Operating Workers	26



Commuter Data

91.5% of our workforce both live and work in Saline County

Another 2,243 of our labor force living here and work outside of Saline County (8.5%)

We have approximately 6,307 workers who commute in from throughout the region

Commuter Data

- Commuters are our 7th most important economic driver
- This part of our economy has grown from \$51 million in 1990 to \$136 million in 2019 in household earnings.

Commuter Data

Where They Work

Region	Residents of Saline
Saline	23,878
Sedgwick	278
McPherson	255
Dickinson	237
Shawnee	155
Riley	139
Johnson	88
Reno	85
Geary	76
Ellis	69
Ottawa	65
Ellsworth	52
Pottawatomie	40
Barton	39

Where They Live

Region	Work in Saline
Saline	23,878
Ottawa	795
Dickinson	772
Riley	403
McPherson	372
Sedgwick	335
Johnson	246
Reno	178
Butler	135
Ellsworth	134
Lincoln	128
Geary	108
Pottawatomie	105
Cloud	102

Economic Forecast

- **Output** has returned to **pre-COVID** levels
- Employment improved, but **labor matching** remains an issue
- Although Kansas businesses are struggling with suppliers and remain cautious, they are **highly focused in a growth mode**
- Tight labor market conditions **are here to stay**. Companies that invest and implement capital and technology will reap the benefits



Imagine Salina Web Traffic Trends



	2020	2021	Jan-Aug 2022
Website Users	30,220	35,946	23,837
Resumes	8	156	75

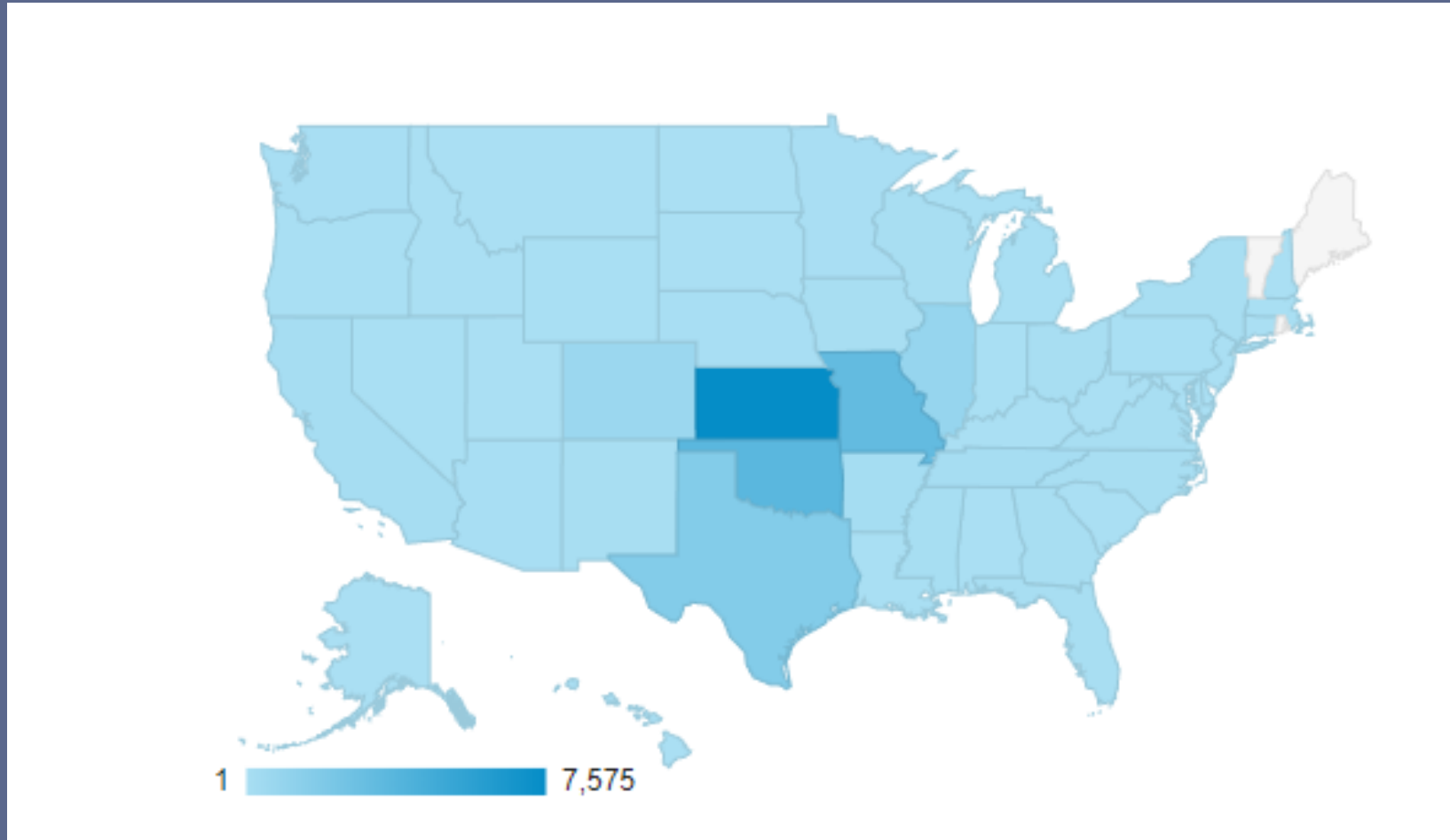
Location of New Users

	% of new users 2021	% of new users 2022
Salina	13.52	1.87
Kansas City	10.17	13.38
Oklahoma City	4.37	5.76
Wichita	3.48	5.76
Dallas	5.24	4.3
Tulsa	Less than 1.0	3.0
Chicago	Less than 1.0	3.93

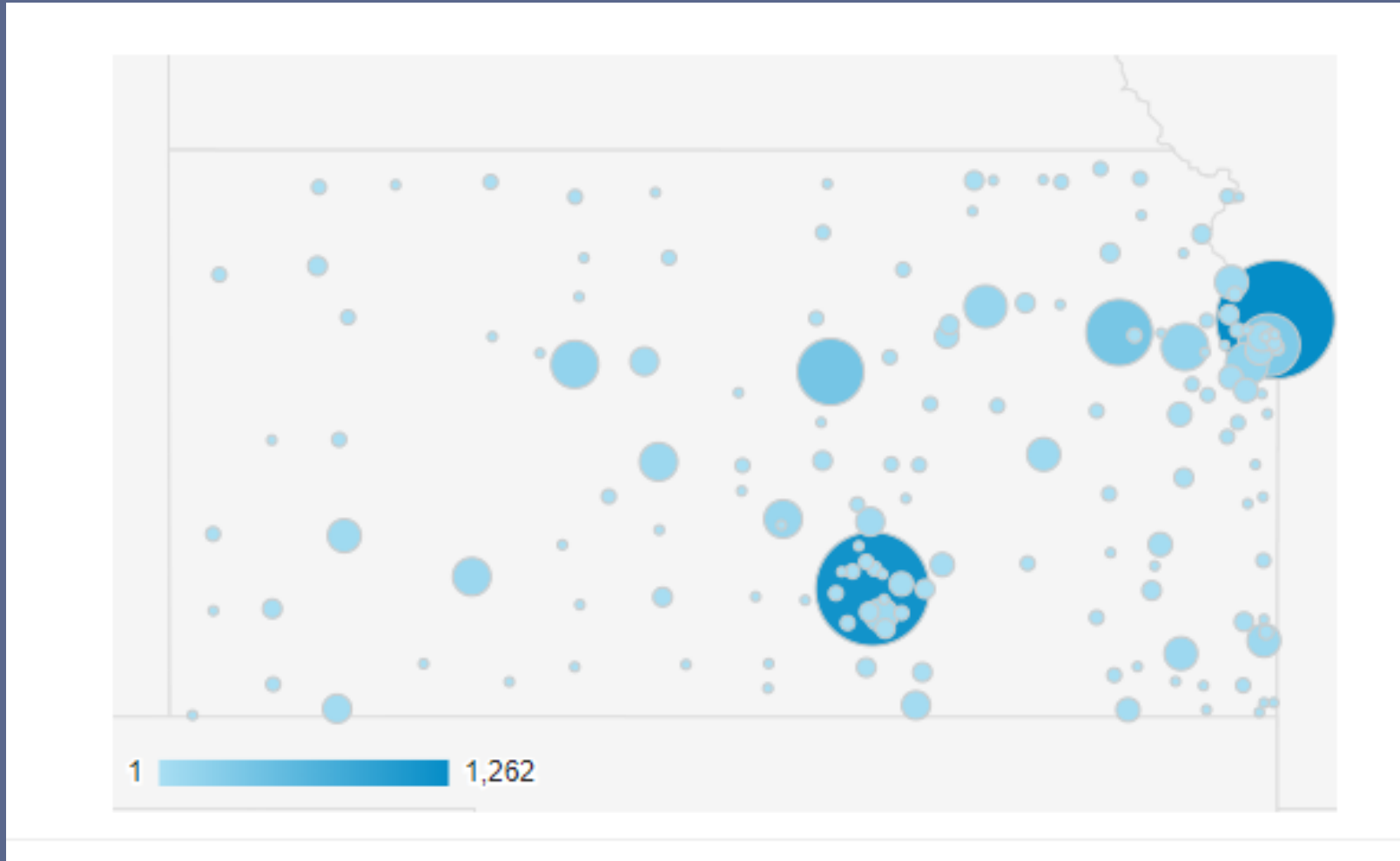
Website Users by Age



National Web Traffic 2022



Kansas Web Traffic 2022



Imagine Salina



- Digital marketing efforts continue, focusing on areas of high unemployment and low wages as well as geographic I-70 and I-135 area (including past the KS border)
- Continue to stay busy with Community Tours (have completed 20+ this year already) that include packet of information and marketing collateral
- Employers are utilizing website, photos, video, and key messaging resources in their job ads and recruitment materials
- New content being produced with Fili Creative currently to fill in gaps of missing content, as well as provide a library for future use
- Working with the County to fund a job search API for better accuracy on job listings

Employer Support & Resources

- Continue to provide support and resources to area employers on issues involving recruitment and workforce development
- Has included topics around immigration, micro-internships, alternative talent, and other support resources

ONLINE WEBINAR

**SALVADORAN VISA
INFORMATIONAL PROGRAM**



THURSDAY, MAY 5
11:00 AM

REGISTER WITH
RDUXLER@SALINAKANSAS.ORG

**WITH THE LABOR MOVILITY
PROGRAM LIASON
CONSULADO GENERAL DE EL SALVADOR**



Workforce Summit



2022 SHRMANar: Workforce Summit

Wednesday May 11 | 9am to 2pm

Kansas State University-Salina | College Center Conference Room

Join us for this one-day conference to help local area employers learn more about labor trends, local initiatives, and area resources for attracting and retaining talent.

Register online for \$60 at:

www.salinahr.com/meetinginfo.php

Guest Speaker



Mike Henke

Mike Henke, Inc.

"Workforce The Next Ten Years"

Other Programming

Workforce Data and Trends

Salina Area Chamber of Commerce

Integrating Internships Into Employment

KSU Salina & Kansas Wesleyan University

Basics of Apprenticeships

WorkforceONE & Salina Area Technical College

Alternative Talent Panel

*Salina Adult Education Center, KS Department of Corrections,
Independent Connections, and Heroes MAKE America*

Lunch
included and
CE credits
available!



For questions or more information, contact Renee Duxler at
785-827-9310 x127 or rduxler@salinakansas.org

Sponsored in part by Chamber Blue of Kansas and Kansas State University-Salina

- Held a professional development event in collaboration with SHRMA (Salina Human Resource Management Association) for employers and HR professionals in Saline County
- Over 40 attendees representing 35 local employers
- Provided support, resources, and networking around internships, apprenticeships, and alternative talent



Partnership with USD 305



Building Bridges event and program to connect education and industry

This year's event will be Thursday, Nov. 3 from 5:15-7:30pm at Central High School

School-to-Career Partnership

We have placed 18 kids in 22 internships throughout the community for Fall semester; medical placements includes another 10 students and 40 placements



Internships/Registered Apprenticeships

- Working on a technical assistance workshop with education partners and WorkforceONE to give employers more information about starting internships and registered apprenticeships
- Working with Kansas Board of Regents on micro-internship information and grant funding
- Partnering with USD 305 to place secondary school interns in industry- change of liability responsibility
- Partnering with Salina Area Young Professionals to provide summer internship programming
- Pilot program with Kansas SHRM to create HR registered apprenticeships in the community

Business Expansion and Retention

- Main goal of visits has been assessing workforce needs and capacity
- Looking to formalize process further, and invest in software to keep track of trends
- Currently conducting Wage & Benefit Survey to be ready for January 2023

BR+E
BUSINESS RETENTION + EXPANSION PROGRAM

Entrepreneurial Development



BUSINESS TRAINING COURSES

In partnership with Kansas State University- Salina and the Salina Area Chamber of Commerce, Project OPEN provides business training courses to aspiring entrepreneurs in the community, free of charge.

BASICS OF MARKETING, MANAGEMENT & STRATEGY	Monday, Nov. 14 5:30-8:30PM Kansas State- Salina Technology Center, Rm. 120
AND* FINANCIAL BASICS & TOOLS	Tuesday, Nov. 15 5:30-8:30PM Kansas State- Salina Technology Center, Rm. 118

TO FIND OUT MORE INFORMATION AND REGISTER, VISIT:
[PROJECTOPENSALINA.COM/TRAINING](https://projectopensalina.com/training)

*Courses are intended to be taken together, as they walk entrepreneurs and start-ups through the creation of a full business plan

Project OPEN is designed to encourage and support entrepreneurial efforts in the Saline County area. Project OPEN establishes designated funding to support entrepreneurial development with special emphasis on owner-operated businesses

www.projectopensalina.com | open@salinakansas.org



Encouraging and supporting entrepreneurship not only supports business expansion, but strong entrepreneurial infrastructure also attracts talent

Project OPEN facilitated two gap-funding loans in 2021 for start-up businesses, and continues to hold quarterly training courses with KSU-Salina. These have filled up quickly last two times we have offered.



Moving Forward: Priorities

- Targeted and alumni-focused marketing
- New content that continues to highlight amenities and quality of life features
- BRE: Coordinate annual wage & benefits survey for release early 2023
- Focused retention efforts around internships and registered apprenticeships
- Continue to seek out resources and support for employers

What Else?

