



The Changing Demographics of Central Wisconsin

Human Capital Dilemma

- Baby Boomer Retirements - Losing the Majority of Workforce
(Most Skilled and Knowledgeable)
- People are having less kids, less people to fill jobs
 - Cost of having kids is increasing
 - Millennials are having kids later in life
- People Migrating to Other Parts of the Country
 - Wage Scale
 - Culture
 - Opportunity/Experience



U.S. Shortage Statistics

- United States Economy will be an estimated 18 million skilled workers short of demand by 2020. (Manpower)
- Wisconsin has lost the 7th largest portion of educated talent to outbound population migration.
- Baby Boomers expected to be gone from the workforce by 2023. (74.9 million living in the United States).
- Millennials will make up the workforce majority by as early as 2021. (75.4 million between 18-34 in the United States Currently).

What's Wisconsin Look Like?

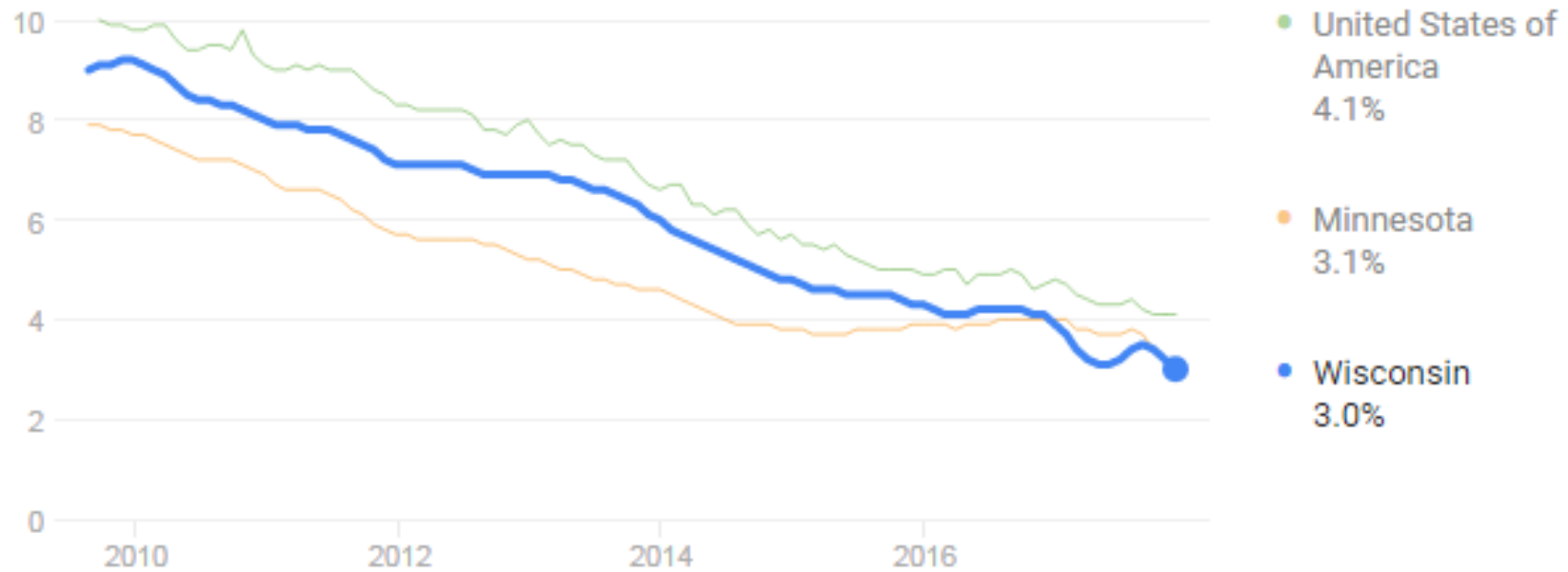
- Unemployment Rate 3.0% Dec. 2017
 - Hit 17 year low in April 2017 (3.2%)
 - 15.6% of population is over 65
 - 8.0% of population is disabled
 - 12.1 % live below poverty line


(*Above stats denote 35.7% of the remainder)

- Regional Labor Shed: 60 miles

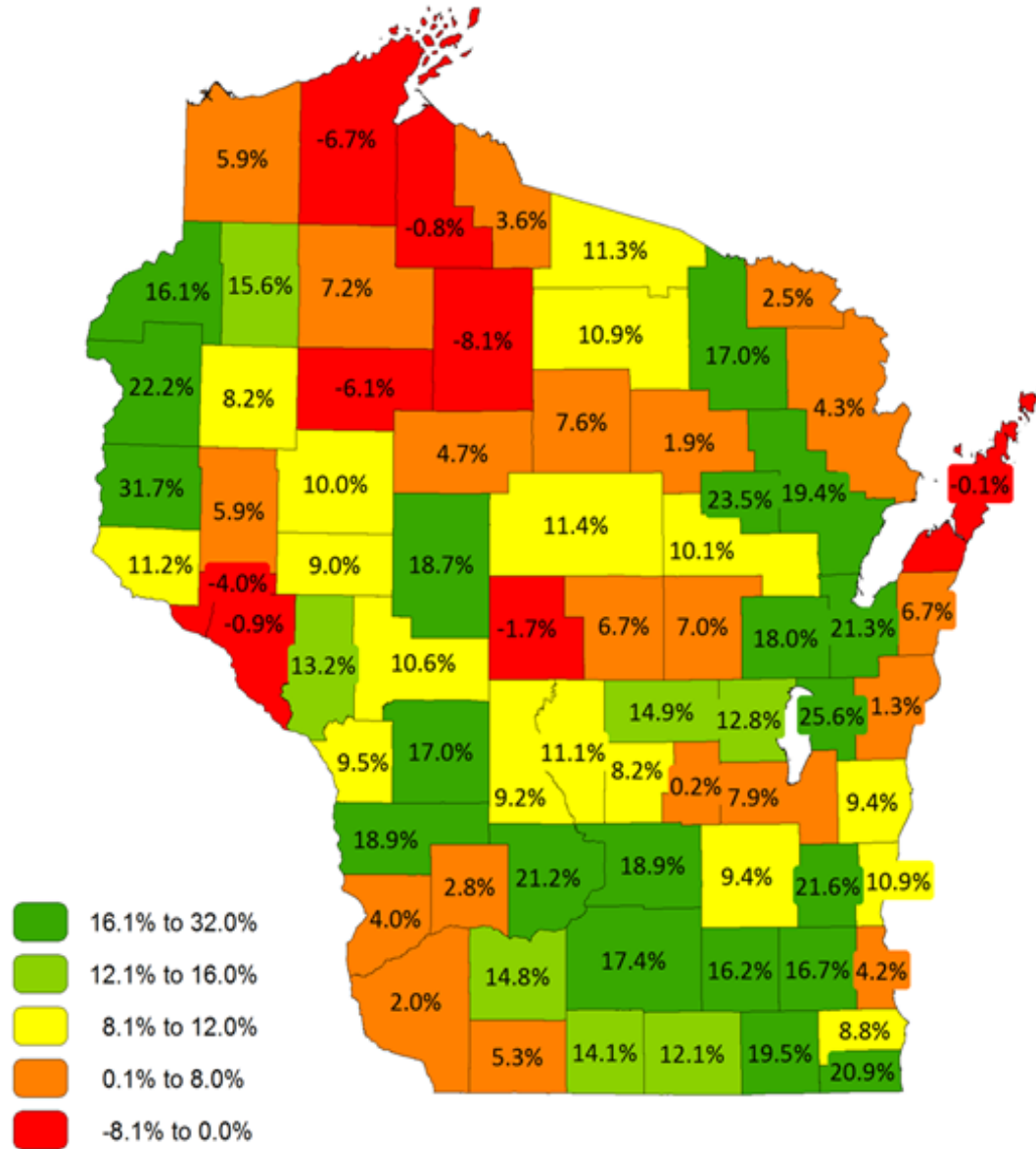
Wisconsin / Unemployment rate

3.0% (Dec 2017)

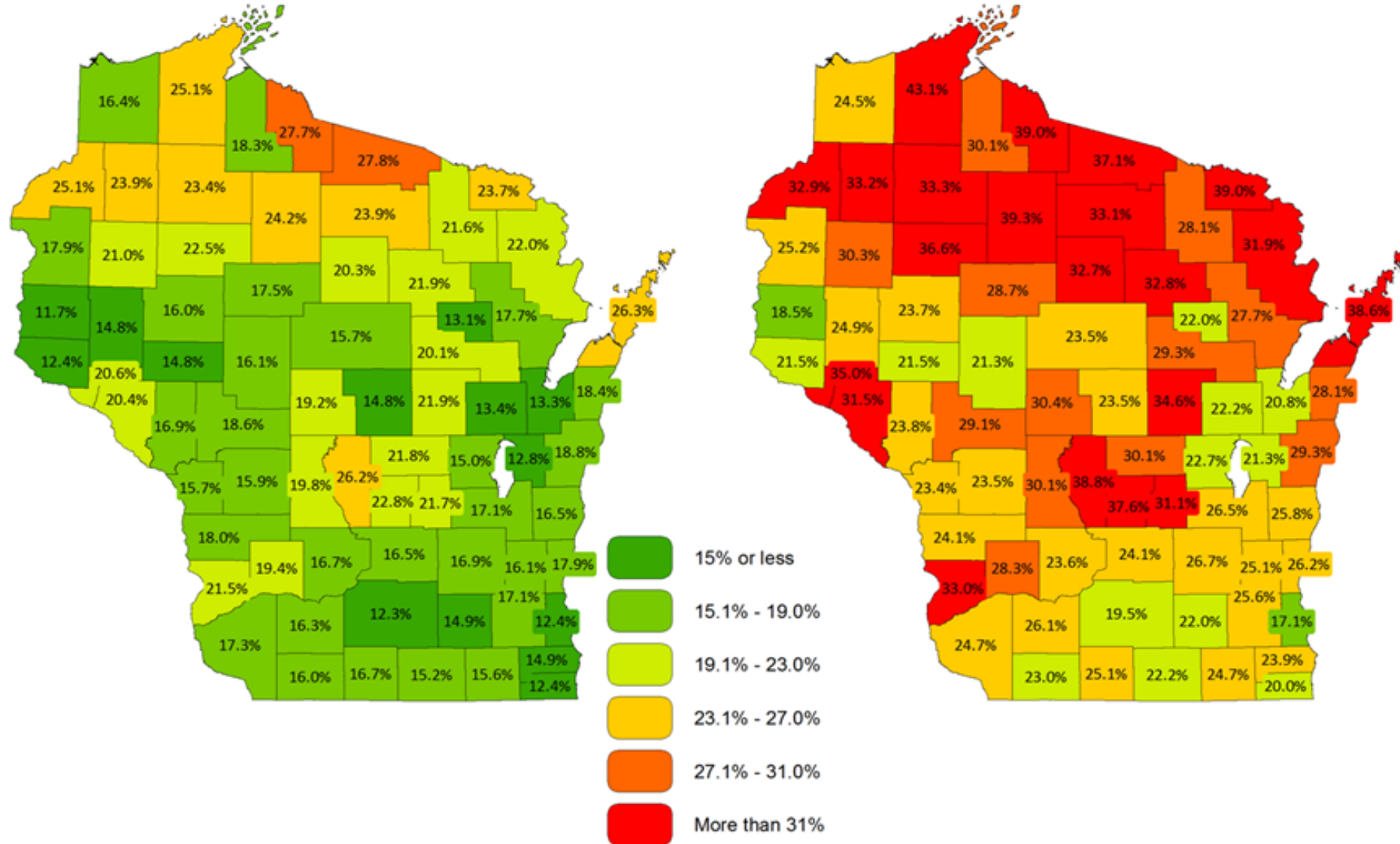


 [Explore more](#)

Projected Population Change 2015-2035 (Source DWD)



Over 65 Population 2015 vs 2035



Grow Your Own? K-12 Assessment and Birth Rate

- Region Expected to lose 49,120 workers to retirements by 2023.
- Region had 4,339 Births last year (9 counties)
- U.S. Birth rates reaching declining lows of 1.86 babies/year, well below the 2.1 per needed for a stable population. (ages 15-44)
- Region lost 3,528 kids (9 Counties Measured 2005-2006 to 2015-2016)



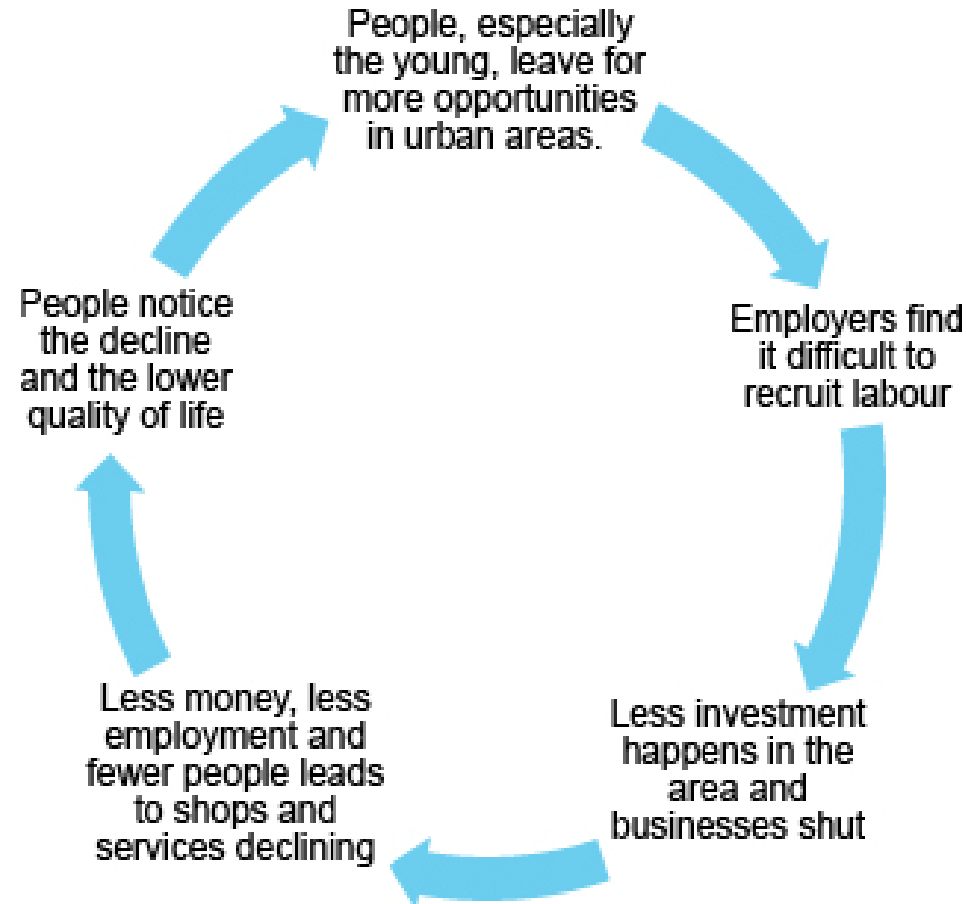
So, What's Our Problem?

- Losing the Majority of Workforce (Most Skilled)
- People are having less kids, less people to fill jobs
- As Supply Shrinks, demand increases, drives inflation.
- Many companies will move to automation and technological Innovation to offset shortage and inflation.
 - (Computer skills and engineering skills will be in high demand). New jobs created will require more skill.

Regional Effect: We are a Predominantly Rural Region by Classification

Our Entire Region needs to work together!

(ensure quality of life, sustainable tax base, and economic impact)



Most In Demand Jobs in NC Wisconsin Through 2028

- Teachers
- Engineers
- IT/Computer Science
- Registered Nurse
- CNA
- Medical Assistant
- Diesel Technician
- Machinist
- Welder
- Carpenters/Construction
- Pipefitters
- Electricians
- Maintenance Technicians
- Auto Technicians and Collision
- Heavy Equipment Operator
- Human Resources
- Accountants



Industry Sector Analysis



- **Driver Economies (Pillars)**

- Manufacturing (1:4)
- Healthcare
- Transportation and Warehousing
- Finance and Insurance

**In Northern Rural Counties (Hospitality and Tourism in vitally important)*

- **Emerging Economies (Most Growth Potential)**

- Construction
- Healthcare
- Wholesale Trade
- Information/Computer Science
- Management of Companies and Enterprises
- Agriculture

Strategies for Succession, Sustainability, and Growth

- Grow your Own Talent
- Connect Business, Workforce Development, and Economic Development resources with all levels of education
- Develop defined career paths in high demand
- Develop robust career pathways and skills matching
- Create and build roadmaps to business and industry (Apprenticeship, Workforce Resources, dual credit, competency based learning, subsidized education, soft skills and STEM skill development)



Questions, Assistance, or Follow Up

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