

Geo-Workforce™ Demographics: A Human Capital Investment

The requirement for effective human resource management, recruitment, and workforce planning now focuses on regionalism and industry-based employment needs. This basically is saying that planning and creating geo-spatial workforce strategies are necessary for finding talent, building skills, and managing a workforce – in the short and long term. Therefore, it means understanding the local employment dynamics within different labor markets.

As local industry specific economies increasingly take hold and grow across the U.S., we will continue to see different kinds of skill needs and pockets of talent emerge depending on the location. These regional and industry employment patterns will dictate how and where we will invest in human capital, including recruitment and training. Consequently, the dynamics of local labor markets and workforces become increasingly important to successful recruiting, workforce building, and HR planning.

[Geo-workforce](#)™ demographics are a human capital investment tool that assists in understanding and evaluating the various employment elements within a local labor market. They help to finesse local economies and employment patterns. These demographics provide foundation information for building employment, recruitment, training, and human resource management plans and strategies. With the market and data analysis already done, they are available in board-room ready reports for any location in the U.S.

Delivered through GIS technology, geo-workforce™ demographics show the geographic skill, [occupation](#), and [industry employment numbers](#) that are needed for understanding local workforce dynamics. In addition, these elements are available in the reports based on commutation patterns, by specifying a drive-time or through a radius study - which shows the area surrounding a particular address. (For example, one can specify the address of a particular workplace.) In addition, each workforce element is also benchmarked against the national average, which allows for comparing a particular skill, occupation, or industry employment concentration.

These ready-to use geo-workforce demographics give a good understanding of the “the lay of the land”. They provide valuable information for use in writing proposals, building training and hiring programs, and casting employee recruitment nets.

For example, they indicate that while employment concentration of [mechanical engineers](#) within a five-mile radius of Evanston, IL is 9% less than the national average – it has a high concentration of computer specialists. In addition, its overall workforce preparation indicator is 8% greater than the national figures. (See table below.) The geo-workforce™ demographics for that area also show that the average weekly wage for Cook County, where Evanston is located, is \$993 - which is 21% above the national average.

