

# Ohio Economic Profile

## Sandusky County

*Ohio Department of Job and Family Services  
Office of Workforce Development*

July 2019



**BUILDING** Ohio's Workforce  
**CREATING** Innovative Solutions  
**PROMOTING** Economic Independence and Growth

## 1. Employment Percent by Industry

The table below shows how jobs are distributed throughout the county by industry. The higher the percentage, the more workers there are in the industry. Multiple years are shown to demonstrate how employment in the industries may have shifted over time. However, percent change across years does not necessarily indicate growth or decline in employment by industry.

### 1a. Employment Percent by Industry

| Industry Name                                    | Percent Annual Employment in Industry |       |       |
|--|---------------------------------------|-------|-------|
|  | 2004                                  | 2010  | 2017  |
| Manufacturing                                    | 39.0%                                 | 35.8% | 40.7% |
| Health Care and Social Assistance                | 12.1%                                 | 14.3% | 12.0% |
| Retail Trade                                     | 10.1%                                 | 9.9%  | 8.9%  |
| Educational Services                             | 9.3%                                  | 8.0%  | 7.5%  |
| Accommodation and Food Services                  | 4.8%                                  | 5.7%  | 6.3%  |
| Construction                                     | 4.2%                                  | 3.4%  | 3.9%  |
| Other Services (except Public Administration)    | 3.0%                                  | 2.9%  | 2.6%  |
| Transportation and Warehousing                   | 1.5%                                  | 2.2%  | 2.6%  |
| Public Administration                            | 2.0%                                  | 2.6%  | 2.5%  |
| Administrative and Support and Waste Management  | 4.0%                                  | 4.5%  | 2.3%  |
| Wholesale Trade                                  | 2.0%                                  | 2.2%  | 2.2%  |
| Finance and Insurance                            | 1.8%                                  | 1.8%  | 1.8%  |
| Real Estate and Rental and Leasing               | 1.1%                                  | 1.3%  | 1.6%  |
| Professional, Scientific, and Technical Services | 1.2%                                  | 1.4%  | 1.5%  |
| Arts, Entertainment, and Recreation              | 1.3%                                  | 1.4%  | 1.1%  |
| Management of Companies and Enterprises          | 0.7%                                  | 0.9%  | 0.9%  |
| Information                                      | 1.0%                                  | 0.7%  | 0.8%  |
| Utilities  | 0.4%                                  | 0.4%  | 0.4%  |
| Agriculture, Forestry, Fishing and Hunting       | 0.4%                                  | 0.5%  | 0.3%  |
| Mining, Quarrying, and Oil and Gas Extraction    | NA*                                   | 0.1%  | 0.0%  |

Source: U.S. Census Bureau, Quarterly Workforce Indicators, excludes federal government.

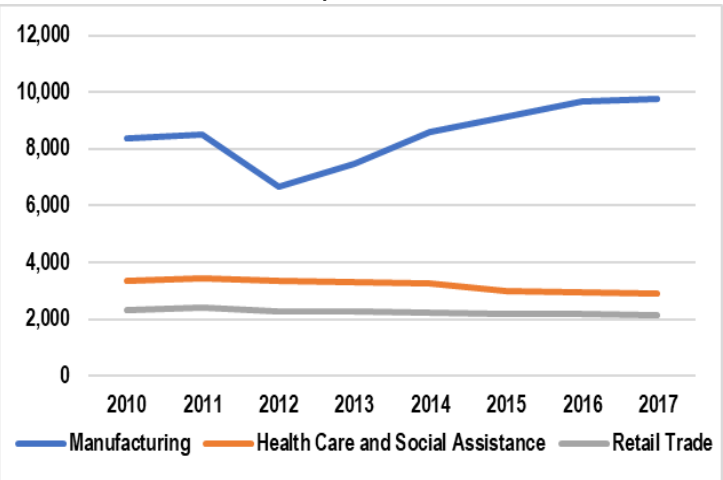
\*Data non-disclosable as it does not meet U.S. Census Bureau publication standards. Columns may not sum to 100 percent due to both U.S. Census Bureau methodology and the effects of rounding. The difference between summed percentages (<100%) and 100 is not the employment share of the non-disclosed industry.

## 2. Employment, Wage and Firm Size Trends

The next series of tables and graphs provide more information on the top 3 industry shares of county employment for the most recent year identified in the previous chart. Detailed information includes annual employment and wage trends for the three sectors. Employment and wage trends show fluctuations and indicate growth or decline over the years.

**2a. Employment Trends – Manufacturing, Health Care and Social Assistance, and Retail Trade**

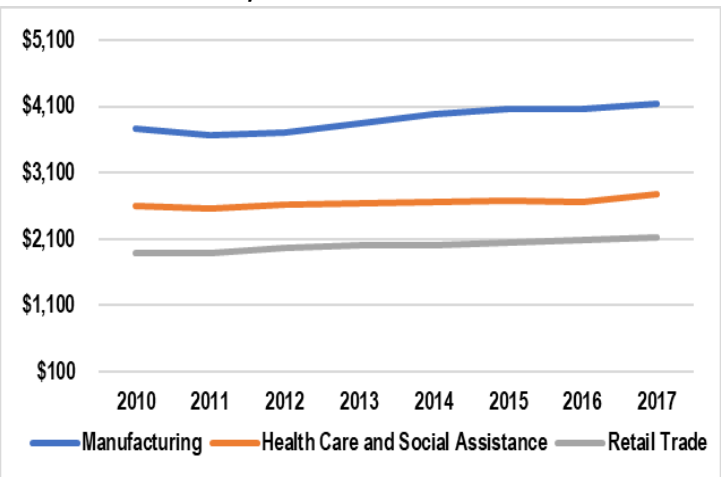
| Year | Average Employment |                                   |              |
|------|--------------------|-----------------------------------|--------------|
|      | Manufacturing      | Health Care and Social Assistance | Retail Trade |
| 2010 | 8,378              | 3,345                             | 2,314        |
| 2011 | 8,486              | 3,444                             | 2,404        |
| 2012 | 6,670              | 3,341                             | 2,282        |
| 2013 | 7,482              | 3,317                             | 2,256        |
| 2014 | 8,605              | 3,273                             | 2,246        |
| 2015 | 9,119              | 2,968                             | 2,196        |
| 2016 | 9,656              | 2,925                             | 2,203        |
| 2017 | 9,756              | 2,881                             | 2,128        |



Source: U.S. Census Bureau, Quarterly Workforce Indicators, excludes federal government.

**2b. Wage Trends – Manufacturing, Health Care and Social Assistance, and Retail Trade**

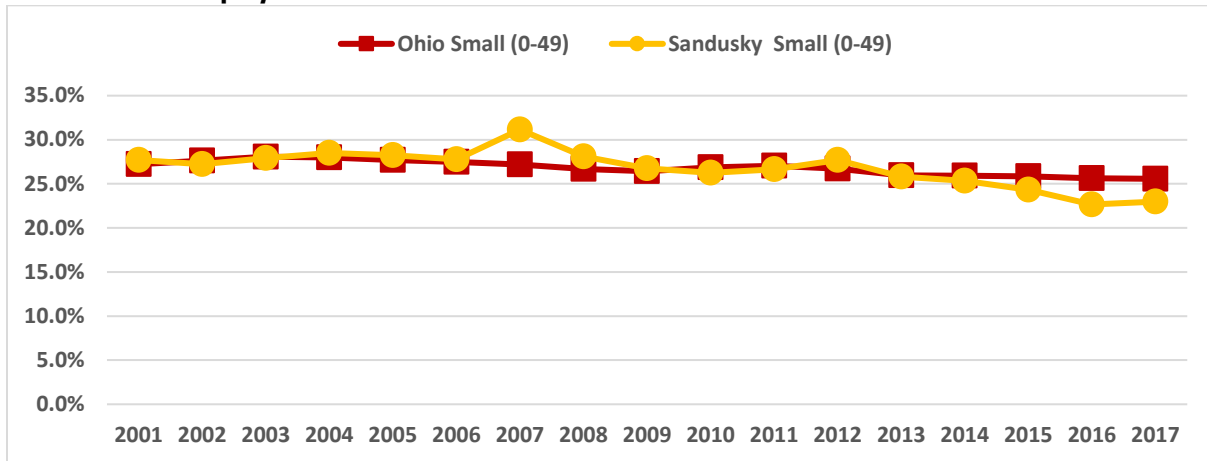
| Year | Average Monthly Wage |                                   |              |
|------|----------------------|-----------------------------------|--------------|
|      | Manufacturing        | Health Care and Social Assistance | Retail Trade |
| 2010 | \$3,764              | \$2,608                           | \$1,883      |
| 2011 | \$3,667              | \$2,572                           | \$1,898      |
| 2012 | \$3,705              | \$2,616                           | \$1,960      |
| 2013 | \$3,853              | \$2,643                           | \$2,011      |
| 2014 | \$3,991              | \$2,653                           | \$2,004      |
| 2015 | \$4,062              | \$2,676                           | \$2,046      |
| 2016 | \$4,058              | \$2,671                           | \$2,086      |
| 2017 | \$4,146              | \$2,778                           | \$2,132      |



Source: U.S. Census Bureau, Quarterly Workforce Indicators, excludes federal government.

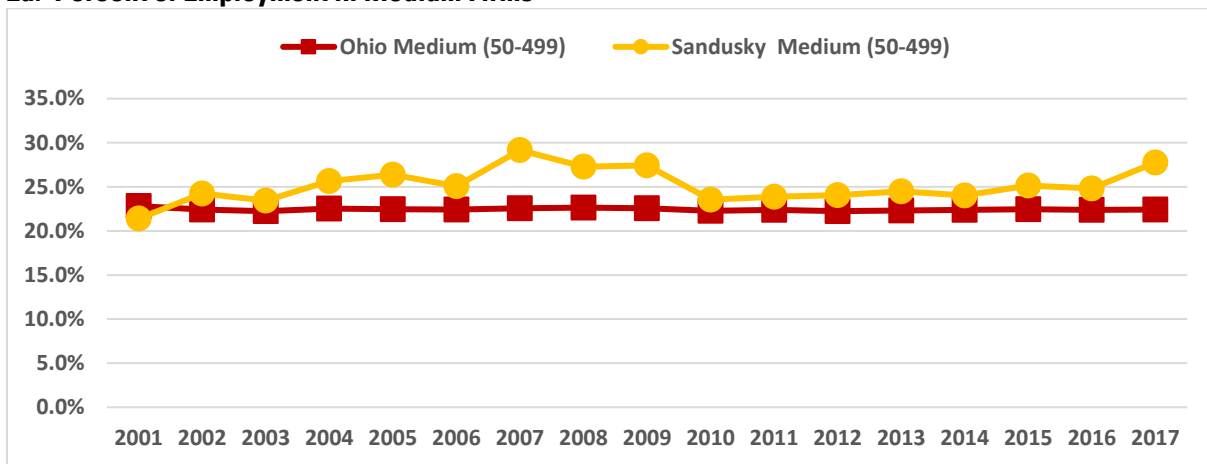
The following three charts compare the percentage of employment in firm size between the county and Ohio. Tables comparing firms with 0-49 employees (small firms), 50-499 employees (medium firms), and 500+ employees (large firms) are shown. When a large firm dominates an area, downturns in that industry will have a greater impact on a county than when employment is dispersed among many small or mid-size firms.

**2c. Percent of Employment in Small Firms**



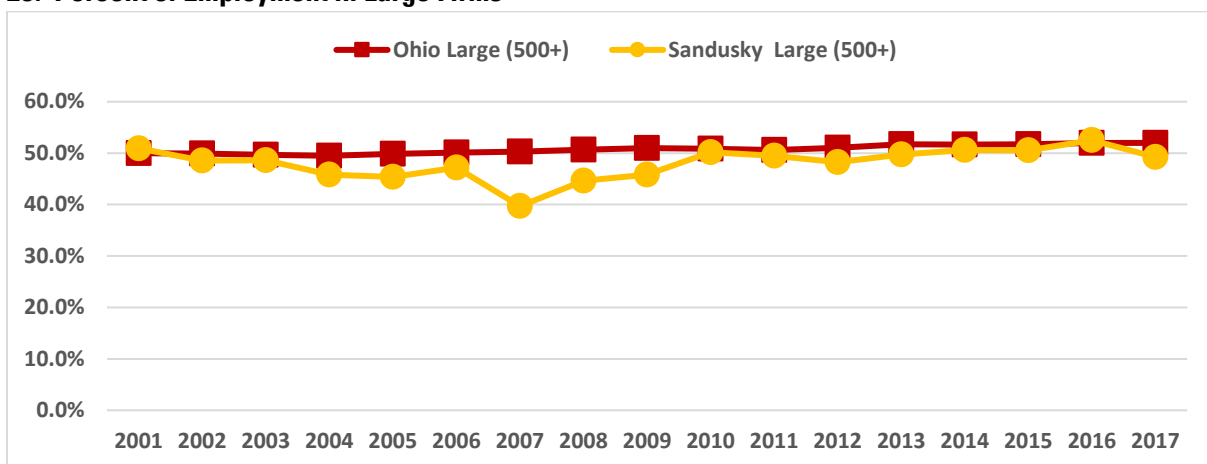
Source: U.S. Census Bureau, Quarterly Workforce Indicators, private ownership only.

**2d. Percent of Employment in Medium Firms**



Source: U.S. Census Bureau, Quarterly Workforce Indicators, private ownership only.

**2e. Percent of Employment in Large Firms**



Source: U.S. Census Bureau, Quarterly Workforce Indicators, private ownership only.

### 3. Online Job Postings

The following section provides a count of online job advertisements for the county. It is a snapshot of one aspect of the labor market and provides a look at labor demand by industry within the county.

#### 3a. Online Job Postings by Industry, 1/1/2018 – 12/31/2018

| Industry   | Ads          |
|--|--------------|
| Transportation and Warehousing   | 1,906        |
| Manufacturing  | 280          |
| Administrative and Support and Waste Management and Remediation Services | 238          |
| Retail Trade   | 139          |
| Construction   | 123          |
| Wholesale Trade  | 110          |
| Accommodation and Food Services  | 106          |
| Other Services (except Public Administration)                            | 97           |
| Information  | 77           |
| Health Care and Social Assistance  | 46           |
| Professional, Scientific, and Technical Services                         | 23           |
| Finance and Insurance  | 18           |
| Real Estate and Rental and Leasing                                       | 18           |
| Public Administration  | 15           |
| Agriculture, Forestry, Fishing and Hunting                               | 6            |
| Educational Services   | 5            |
| Mining, Quarrying, and Oil and Gas Extraction                            | 3            |
| Utilities  | 2            |
| Arts, Entertainment, and Recreation                                      | 1            |
| <b>Total</b>   | <b>3,213</b> |

Source: The Conference Board Help Wanted OnLine® (HWOL), 2018. Job advertisements counted are those posted in OhioMeansJobs.com, Monster, Indeed, LinkedIn, Career Builder, online newspapers and many others.

\*Excludes job advertisements in unclassified establishments (NAICS 999999) and establishments for which industry was unavailable. **Note:** Recently, the HWOL Data Series has experienced a declining trend in the number of online job ads that may not reflect broader trends in the U.S. labor market.

#### 3b. Top Occupations with the Most Area Online Job Ads, 1/1/2018 – 12/31/2018

| Occupations   | Ads   |
|---|-------|
| Heavy and Tractor-Trailer Truck Drivers                                       | 1,993 |
| Telecommunications Equipment Installers and Repairers, Except Line Installers | 47    |
| First-Line Supervisors of Production and Operating Workers                    | 39    |
| First-Line Supervisors of Retail Sales Workers                                | 37    |
| Services Offered  | 34    |
| Customer Service Representatives  | 31    |
| First-Line Supervisors of Food Preparation and Serving Workers                | 30    |
| Industrial Engineers  | 28    |
| Bus and Truck Mechanics and Diesel Engine Specialists                         | 28    |
| Combined Food Preparation and Serving Workers, Including Fast Food            | 27    |

Source: The Conference Board Help Wanted OnLine® (HWOL), 2018.

**3c. Top Employers with the Most Area Online Job Ads, 1/1/2018 – 12/31/2018**

| Employer               | Ads |
|------------------------|-----|
| U.S. Xpress            | 136 |
| Celadon                | 128 |
| Dart Transit           | 112 |
| Roehl Transport, Inc.  | 87  |
| Schneider National     | 82  |
| Kalmbach Feeds, Inc.   | 81  |
| TMC Transportation     | 72  |
| USA Truck, Inc.        | 68  |
| K & B Transportation   | 67  |
| HYWAY TRUCKING COMPANY | 60  |

Source: The Conference Board Help Wanted OnLine® (HWOL), 2018.

**3d. Top Certifications for Online Job Ads, 1/1/2018 – 12/31/2018**

| Certifications  | Ads   |
|---|-------|
| Class A Commercial Driver's License                       | 1,955 |
| Commercial Driver's License                               | 1,669 |
| HAZMAT  | 340   |
| Driver's License  | 257   |
| DOT Medical card  | 164   |
| Tanker and Hazmat Endorsement                             | 74    |
| Transportation Worker Identification Credential           | 59    |
| Occupational Safety & Health Administration Certification | 43    |
| Security clearance  | 19    |
| Advanced Cardiac Life Support                             | 18    |

Source: The Conference Board Help Wanted OnLine® (HWOL), 2018.

**3e. Top Skills for Online Job Ads, 1/1/2018 – 12/31/2018**

| Skills  | Ads   |
|---|-------|
| Freight+  | 1,418 |
| Tractor-trailers                                    | 307   |
| Flatbed trucks                                      | 120   |
| Straight trucks                                     | 74    |
| Preventive maintenance                              | 69    |
| Forklifts   | 60    |
| Microsoft Office                                    | 49    |
| Lawn mowers   | 48    |
| Integrated Decision Support Corporation Expert Fuel | 48    |
| Food preparation                                    | 30    |

Source: The Conference Board Help Wanted OnLine® (HWOL), 2018.

#### 4. Industry Turnover Rates

The following table looks at industry turnover rates for Ohio and by county. Turnover rates are calculated from stable employment (employment that lasted one calendar quarter with the same employer) and are an indicator of job churn. Industries with high churn will have more openings to replace workers than industries with low churn. It should be noted that this calculation does not include short-term employment that lasts less than a full quarter.

##### 4a. Industry Turnover Rates, Statewide and County

| Industry   | Ohio   |        |        |        | Sandusky County |        |        |        |
|--|--------|--------|--------|--------|-----------------|--------|--------|--------|
|  | 2016Q4 | 2017Q1 | 2017Q2 | 2017Q3 | 2016Q4          | 2017Q1 | 2017Q2 | 2017Q3 |
| All NAICS Sectors                                | 8.4%   | 8.3%   | 8.2%   | 9.4%   | 7.2%            | 7.7%   | 6.6%   | 9.2%   |
| Manufacturing                                    | 5.2%   | 5.1%   | 5.1%   | 5.5%   | 4.6%            | 5.1%   | 4.3%   | 6.2%   |
| Health Care and Social Assistance                | 7.9%   | 7.3%   | 7.8%   | 8.5%   | 8.0%            | 7.5%   | 7.6%   | 8.9%   |
| Retail Trade                                     | 10.6%  | 11.0%  | 9.9%   | 10.3%  | 8.6%            | 9.6%   | 8.6%   | 11.7%  |
| Educational Services                             | 5.8%   | 7.3%   | 5.0%   | 4.1%   | 4.9%            | 8.5%   | 4.0%   | 3.9%   |
| Accommodation and Food Services                  | 16.0%  | 16.2%  | 16.5%  | 17.3%  | 17.0%           | 17.5%  | 17.4%  | 18.1%  |
| Construction                                     | 8.5%   | 7.6%   | 9.3%   | 16.3%  | 10.4%           | 7.5%   | 8.3%   | 15.8%  |
| Other Services (except Public Administration)    | 8.6%   | 8.4%   | 8.8%   | 9.3%   | 9.6%            | 9.7%   | 10.0%  | 9.0%   |
| Transportation and Warehousing                   | 8.0%   | 7.8%   | 7.4%   | 8.6%   | 6.7%            | 7.1%   | 4.3%   | 6.7%   |
| Public Administration                            | 3.8%   | 3.5%   | 3.7%   | 5.1%   | 4.7%            | 5.5%   | 4.3%   | 6.7%   |
| Administrative and Support and Waste Management  | 18.3%  | 16.5%  | 16.6%  | 20.1%  | 23.8%           | 25.3%  | 15.5%  | 25.5%  |
| Wholesale Trade                                  | 5.9%   | 5.7%   | 6.0%   | 6.4%   | 4.4%            | 5.0%   | 6.0%   | 6.4%   |
| Finance and Insurance                            | 5.2%   | 5.0%   | 5.1%   | 5.2%   | 6.3%            | 3.9%   | 5.0%   | 4.6%   |
| Real Estate and Rental and Leasing               | 8.2%   | 8.0%   | 8.2%   | 10.1%  | 4.7%            | 5.9%   | 6.6%   | 6.9%   |
| Professional, Scientific, and Technical Services | 6.9%   | 7.5%   | 7.1%   | 7.4%   | 6.0%            | 10.5%  | 9.6%   | 11.7%  |
| Arts, Entertainment, and Recreation              | 9.7%   | 10.3%  | 11.1%  | 24.9%  | 6.2%            | 8.1%   | 5.7%   | 33.0%  |
| Management of Companies and Enterprises          | 5.6%   | 5.2%   | 6.1%   | 6.1%   | 4.3%            | 4.3%   | 3.8%   | 5.5%   |
| Information                                      | 6.4%   | 5.9%   | 6.3%   | 7.3%   | 7.5%            | 3.4%   | 5.5%   | 5.3%   |
| Utilities  | 2.8%   | 3.2%   | 2.8%   | 3.3%   | 2.9%            | 8.3%   | NA*    | 7.0%   |
| Agriculture, Forestry, Fishing and Hunting       | 8.1%   | 8.3%   | 11.2%  | 19.0%  | 11.9%           | NA*    | NA*    | 36.6%  |
| Mining, Quarrying, and Oil and Gas Extraction    | 9.0%   | 8.9%   | 8.5%   | 11.6%  | NA*             | NA*    | NA*    | NA*    |

Source: U.S. Census Bureau, Quarterly Workforce Indicators, All ownerships, except federal government.

\*Data non-disclosable as it does not meet U.S. Census Bureau publication standards.

## 5. High School Enrollment

The table below shows annual enrollment trends for high school seniors for public, private and charter schools by fiscal year, where FY 18 represents the school year 2017-2018. Enrollment is the count of students in October of the school year. School enrollment is important as it has implications for the workforce as well as the county's capacity to accommodate its students. Enrollment changes can be affected by boundary changes or redistricting. Also presented in the table is information regarding the number of OhioMeansJobs.com K-12 accounts that migrated to regular OMJ accounts.

### 5a. Number of High School Seniors

| Fiscal Year | Number of 12th Graders* |         |         |         | OMJ K-12 Accts Migrate to Regular Acct*** |
|-------------|-------------------------|---------|---------|---------|---|
|             | Public                  | Private | Charter | Total** |   |
| 2014        | 800                     | 31      | 0       | 831     |   |
| 2015        | 545                     | 34      | 0       | 579     | 78  |
| 2016        | 581                     | 32      | 0       | 613     | 260                                       |
| 2017        | 545                     | 37      | 0       | 582     | 295                                       |
| 2018        | 533                     | 31      | 0       | 564     | 535                                       |

\*Source: Ohio Department of Education. All data that represents <10 students is masked to ensure student privacy.

\*\*Does not include <10 estimate.

\*\*\*Source: Monster Government Solutions, K-12 data accessed December 2015, December 2017 and July 2018.

## 6. Local Area Talent Report

The next set of tables highlight resumes or talent in the local area. This data provides useful information on the workforce in the local area and presents a snapshot of skills and educational levels. The local reports are created using the Monster.com Talent Dashboard tool and are based on activity or logging into OhioMeansJobs.com or Monster.com in the previous three years. The workforce skills table is organized in ascending order and starts with the skill reported least often and ends with the most reported skill.

### Resume Snapshot (April 2019)

There were 1.6 million total resumes in OhioMeansJobs.com of Ohioans and others willing to relocate to Ohio. Resume counts for the county, veterans, and restored citizens are shown below. Note: resumes for restored citizens are for individuals incarcerated in the Ohio Department of Rehabilitation and Correction who had an active resume and a release date in 2019.

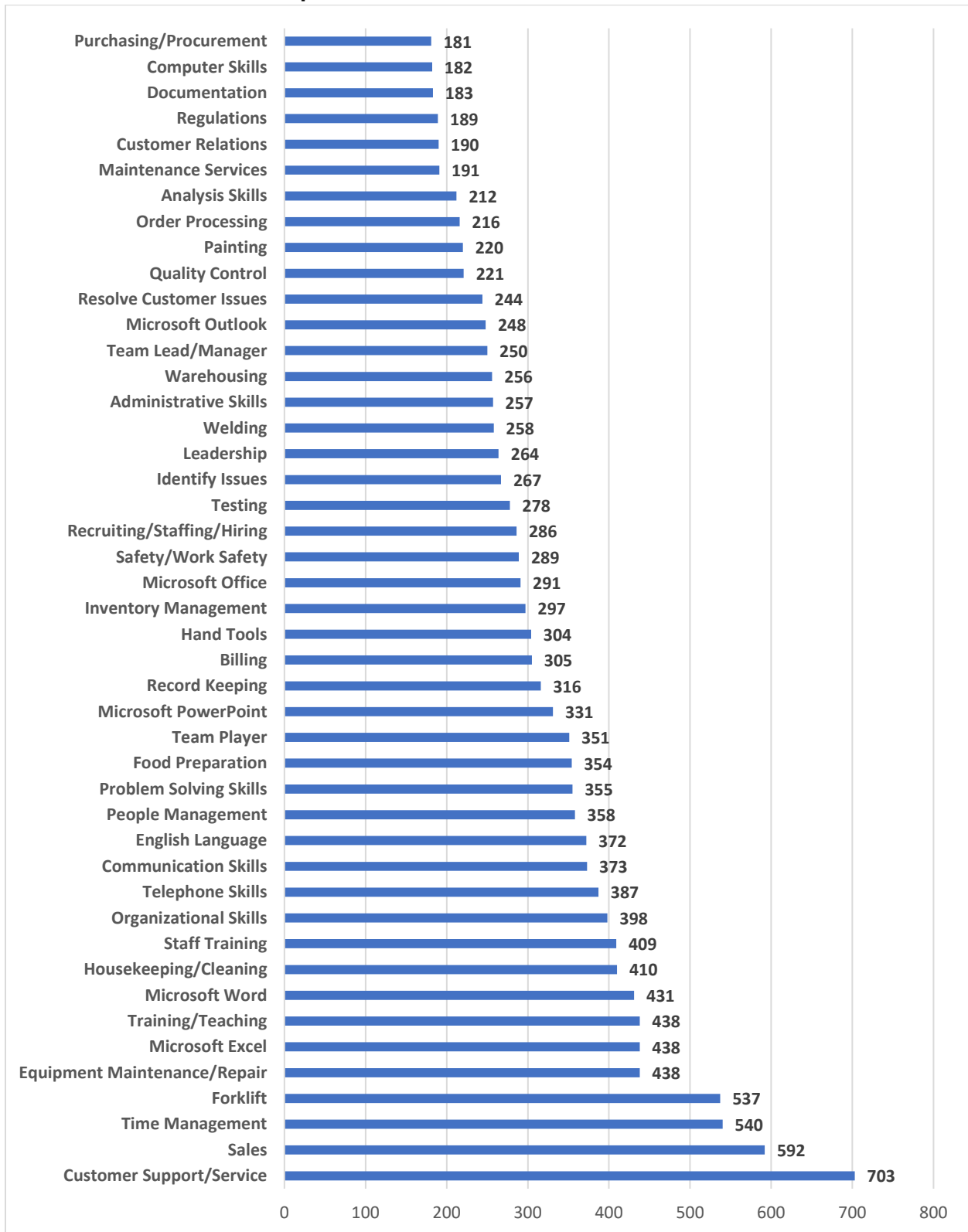
| County   | Total Resumes | Total Veteran Resumes | Total Restored Citizen Resumes* |
|----------|---------------|-----------------------|---------------------------------|
| Sandusky | 5,582         | 349                   | 0                               |

Source: Monster.com and Monster Government Solutions.

\*County was determined based on home/returning address provided by incarcerated individuals.

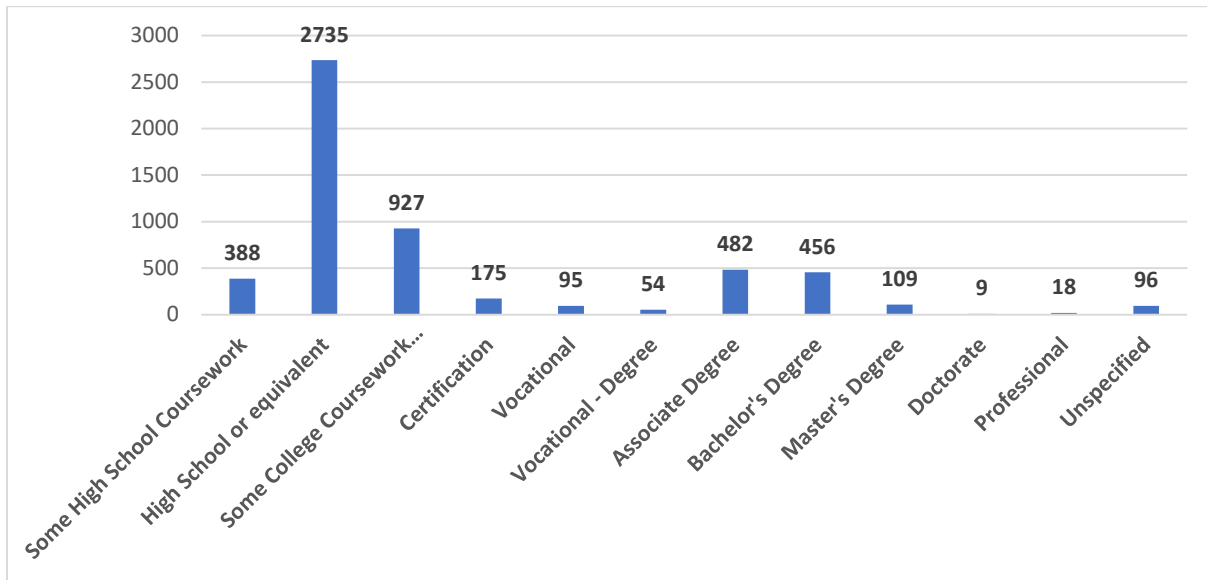


6a. Number of Resumes with Top 45 Workforce Skills



Source: Monster.com, April 2019.

**6b. Educational Level**



Source: Monster.com, April 2019. See "Quick Guide to Understanding the County Economic Health Reports" for description of educational categories.

**7. Educational Attainment**

The following table shows the distribution of educational attainment by age group for county residents. Educational attainment refers to the highest level of education completed.

**7a. Educational Attainment by Age Group**

| Age Categories | Less than 9 <sup>th</sup> grade | 9 <sup>th</sup> to 12 <sup>th</sup> grade, no diploma | High school graduate (includes equivalency) | Some college, no degree | Associate degree | Bachelor's degree | Graduate or professional degree | Total  |
|----------------|---------------------------------|---|---|-------------------------|------------------|-------------------|---------------------------------|--------|
| 18 to 24 years | 24                              | 493   | 2,122                                       | 1,653                   | 245              | 240               | 24                              | 4,801  |
| 25 to 34 years | 94                              | 362   | 2,056                                       | 1,790                   | 960              | 919               | 335                             | 6,516  |
| 35 to 44 years | 225                             | 232   | 2,622                                       | 1,783                   | 853              | 1,002             | 440                             | 7,157  |
| 45 to 64 years | 342                             | 1,114   | 7,330                                       | 3,860                   | 1,964            | 1,550             | 788                             | 16,948 |
| 65 years+      | 716                             | 1,222   | 5,320                                       | 1,485                   | 451              | 707               | 479                             | 10,380 |

Source: American Community Survey, 5-year estimates, 2013-2017.

**8. Veteran Employment at the Local Level**

The following table represents a snapshot of veteran and nonveteran labor force population (i.e., estimate of the employed and those looking for work); the labor force participation rate (i.e., percent of the total population participating in the labor force); and the unemployment rate (i.e., percent of the labor force that is unemployed). Veterans are those who have ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard.

**8a. County Veteran and Nonveteran Employment Estimates**

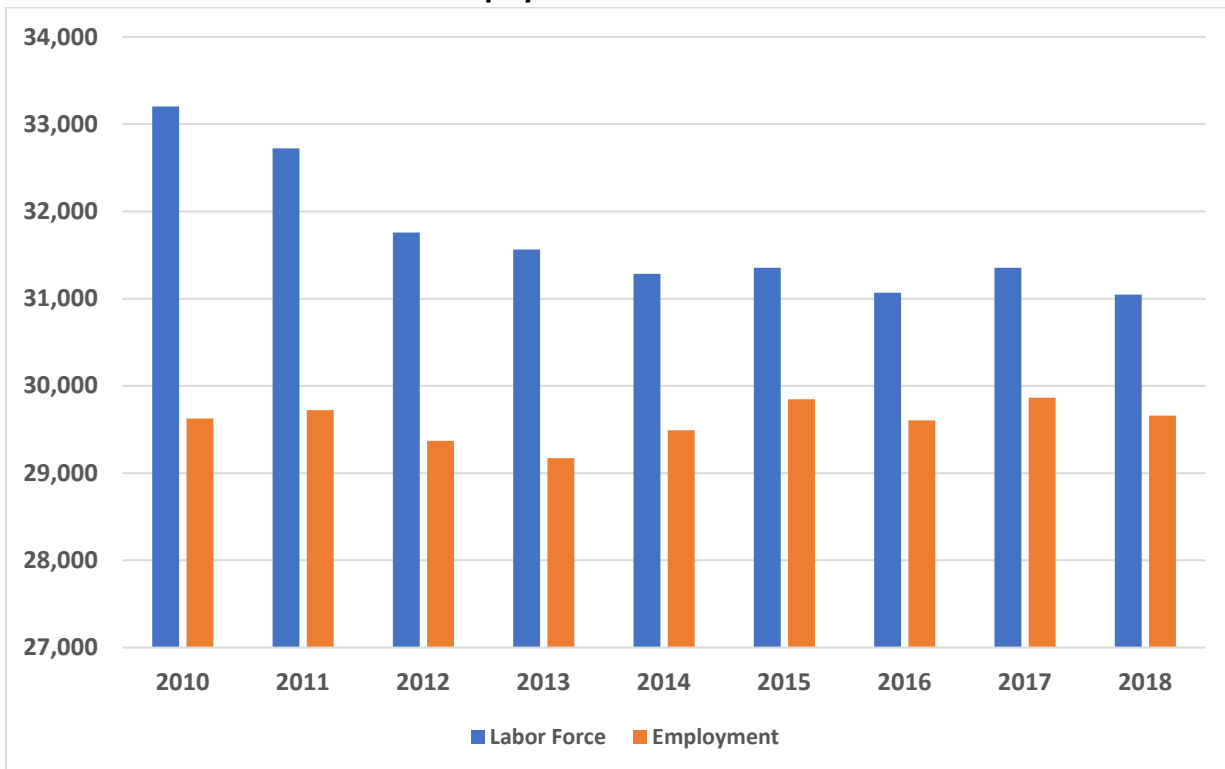
|                                | Nonveterans | Veterans |
|--------------------------------|-------------|----------|
| Labor Force Population         | 26,229      | 1,644    |
| Labor Force Participation Rate | 78.5%       | 83.3%    |
| Unemployment Rate              | 5.1%        | 3.4%     |

Source: American Community Survey, 18-64-year-olds, 5-year estimates, 2013-2017.

**9. Civilian Labor Force and Commuting Patterns**

The next set of tables look at the civilian labor force and commuting patterns of workers in the county. The civilian labor force is the sum of the employed and unemployed. It is based on civilians 16 years of age and over who are working or seeking work. It excludes military personnel, persons in institutions, those studying or keeping house full-time, retirees, and volunteer workers. This is the available workforce, and used in conjunction with commuting patterns data, one can see where workers in the county live and work. Commuting information is based on all jobs held. Commuting trends data are also presented to see inflow and outflow trends of workers, including the top work counties for out-commuters and top home counties for in-commuters.

**9a. Civilian Labor Force and Number Employed**



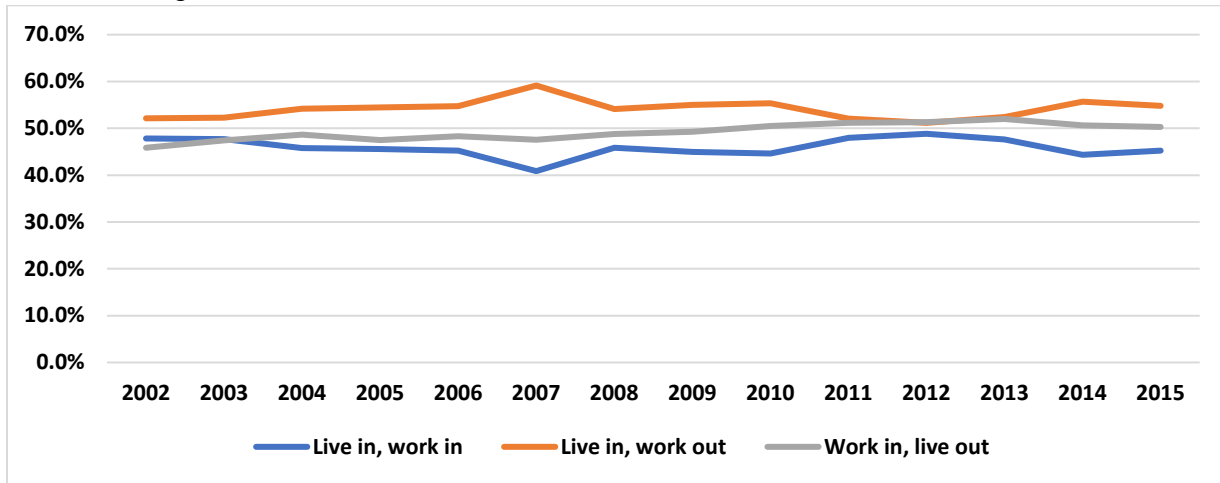
Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics.

**9b. Commuting Patterns, 2005 – 2015**

|  | 2005   | 2010   | 2015   |
|--|--------|--------|--------|
| # of workers who live and are employed here            | 14,146 | 12,411 | 13,407 |
| # of workers who live here, but work in another county | 16,903 | 15,402 | 16,239 |
| # of workers who work here, but live in another county | 12,777 | 12,645 | 13,551 |

Source: U.S. Census Bureau, OnTheMap. Includes all jobs, 2<sup>nd</sup> quarter only.

**9c. Commuting Trends**



Source: U.S. Census Bureau, OnTheMap. Includes all jobs, 2<sup>nd</sup> quarter only.

**9d. Commuting Trends for Out-Commuters – Live in County, but Work in Another County, 2015**

| Top Work Counties for Out-Commuters |       |
|-------------------------------------|-------|
| Lucas County OH                     | 2,241 |
| Erie County OH                      | 2,051 |
| Wood County OH                      | 1,620 |
| Ottawa County OH                    | 1,369 |
| Seneca County OH                    | 1,312 |
| Cuyahoga County OH                  | 1,216 |
| Huron County OH                     | 1,152 |
| Lorain County OH                    | 856   |
| Franklin County OH                  | 593   |
| Hancock County OH                   | 404   |

Source: U.S. Census Bureau, OnTheMap. Includes all jobs, 2<sup>nd</sup> quarter only.

**9e. Commuting Trends for In-Commuters – Work in County, but Live in Another County, 2015**

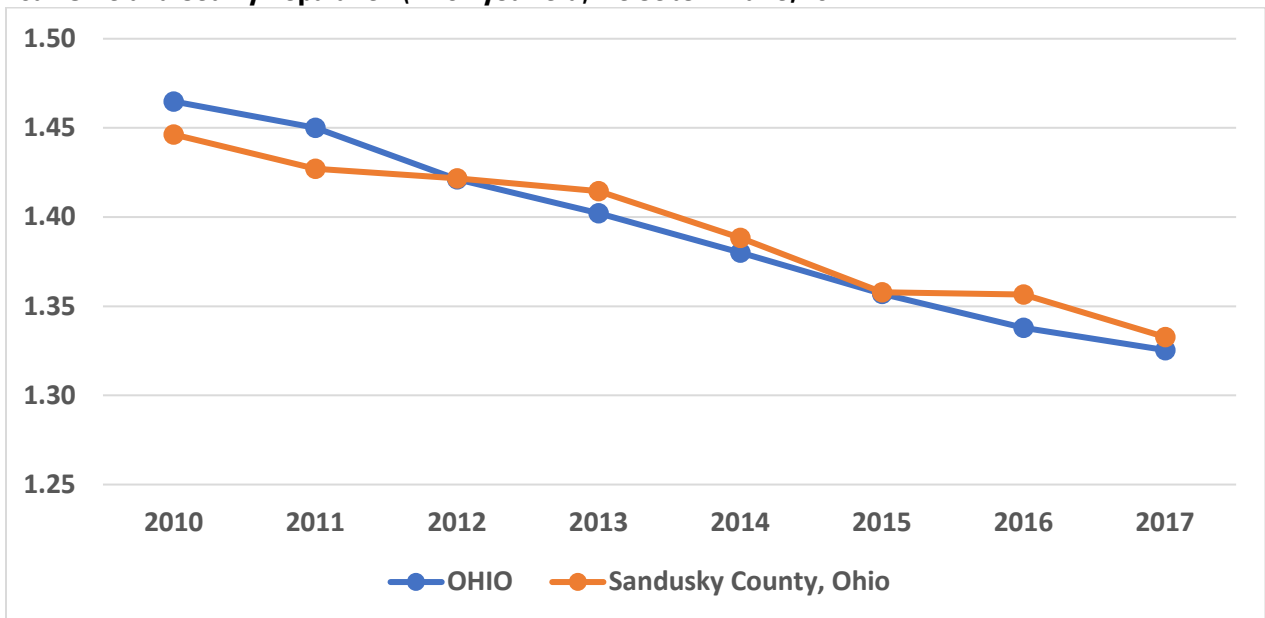
| Top Home Counties for In-Commuters |       |
|------------------------------------|-------|
| Seneca County OH                   | 2,604 |
| Ottawa County OH                   | 1,540 |
| Erie County OH                     | 1,357 |
| Wood County OH                     | 1,122 |
| Huron County OH                    | 988   |
| Lucas County OH                    | 887   |
| Hancock County OH                  | 644   |
| Marion County OH                   | 259   |
| Cuyahoga County OH                 | 239   |
| Wyandot County OH                  | 194   |

Source: U.S. Census Bureau, OnTheMap. Includes all jobs, 2<sup>nd</sup> quarter only.

**10. Area Population to Jobs**

The graph below and map on the next page look at the population to jobs ratio. The prime working-age population consists of those ages 18 to 64. However, not everyone in the working-age population is employed – they may be going to school, caring for children or others, or retired. As the population-to-jobs ratio increases, there are more workers living in the county than there are jobs, meaning there will be more competition for jobs in that county. Workers in high-ratio counties may be more likely to commute to other counties for work. A lower population-to-jobs ratio would indicate the county could have a higher ratio of in-commuters. This will be rare, but a population-to-jobs ratio less than one would indicate there are more jobs than workers. The graph below compares the county population to jobs ratio to the statewide ratio. The map shows population to jobs ratio for all counties.

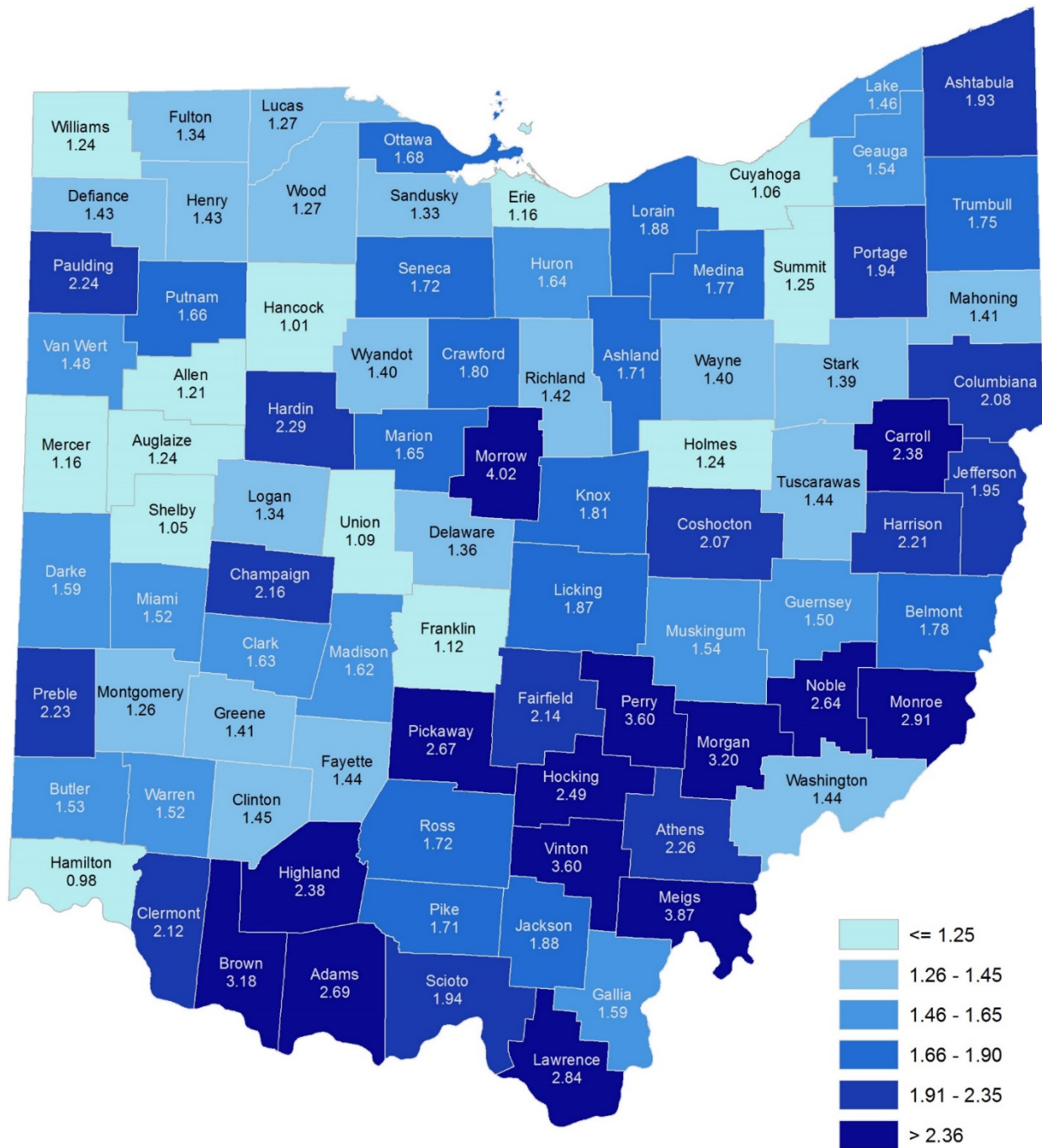
**10a. Ohio and County Population (18-64-year-old)\* to Jobs\*\* Ratio, 2017**



\*Source: U.S. Census Bureau.

\*\*Source: U.S. Department of Labor, Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

10b. Ohio County Population\* (18-64-year-old) to Jobs\*\* Ratio Map, 2017



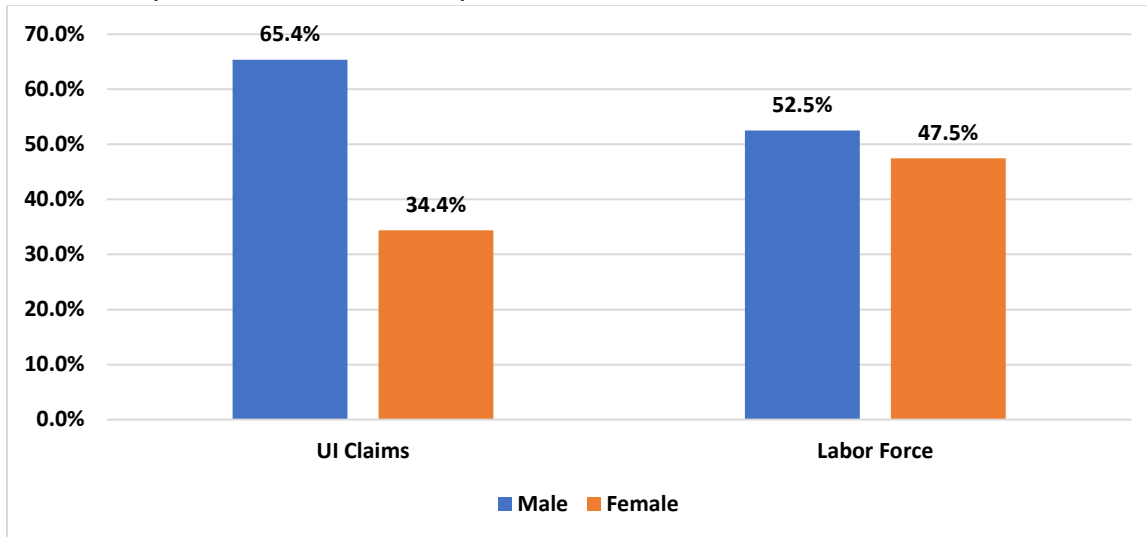
\*Source: U.S. Census Bureau.

\*\*Source: U.S. Department of Labor, Bureau of Labor Statistics, Quarterly Census of Employment and Wages

**11. Profile of UI Claims**

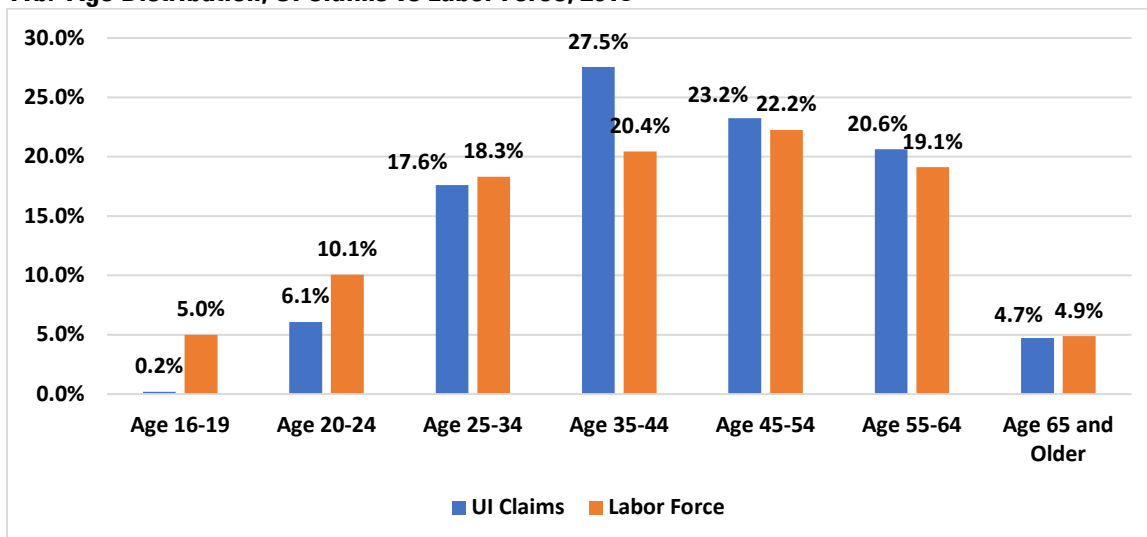
The next set of charts compares demographic characteristics of unemployment insurance claimants and people in the labor force for the county. These graphs can show if some segments of the labor force are filing higher proportions of claims. However, certain industries with seasonal work patterns and/or typical shut down periods, such as construction and manufacturing will have higher proportion of men than women. Differences between the labor force and UI claimants can be used to target intervention and training programs.

**11a. Gender, UI Claims vs Labor Force, 2018**



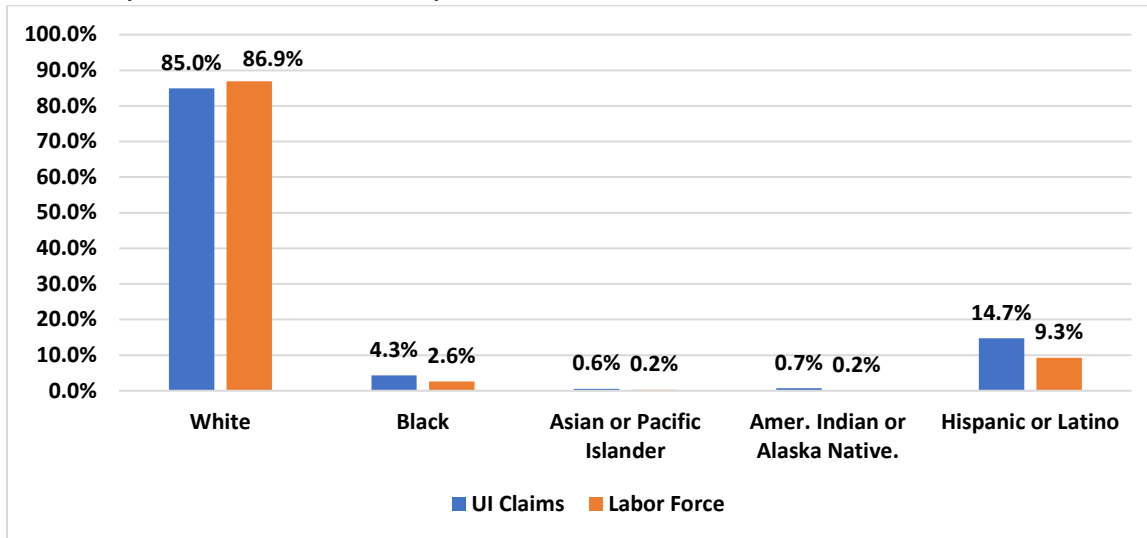
Source: Ohio Bureau of Labor Market Information.

**11b. Age Distribution, UI Claims vs Labor Force, 2018**



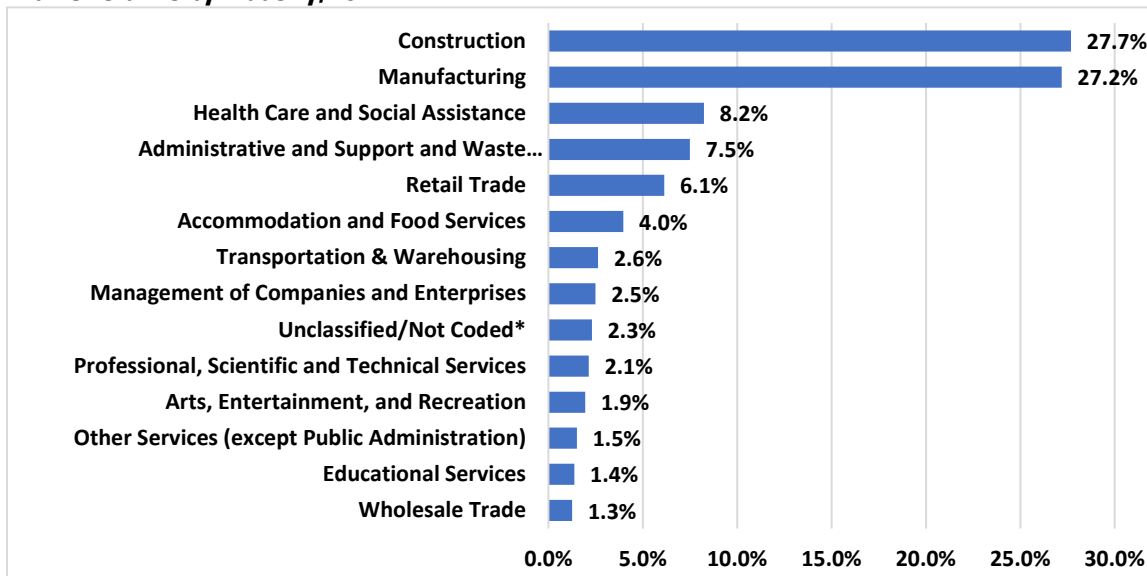
Source: Ohio Bureau of Labor Market Information.

11c. Race, UI Claims vs Labor Force, 2018



Source: Ohio Bureau of Labor Market Information.

11d. UI Claims by Industry, 2018



Source: Ohio Bureau of Labor Market Information.

\*Unclassified/Not Coded industries coded as NAICS '999999' or claims with an unspecified employer.



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## **Bureau of Labor Market Information Business Principles for Workforce Development**

- Partner with the workforce and economic development community.
- Develop and deploy new information solution tools and systems for the workforce and economic development community.
- Provide products and services that are customer- and demand-driven.
- Be known as an important and reliable source for information solutions that support workforce development goals and outcomes.

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