

APPENDIX A

**GOAL #1: Employer Services & Solutions**

*We are committed to delivering high-value services to employers by actively engaging them in workforce solutions, fostering connections between businesses and untapped talent, and promoting work-based learning opportunities for youth and adults. Through data-driven strategies and a dedicated Business Services Team, we support employers in overcoming recruitment and retention challenges while strengthening the regional workforce.*

<b>Strategic Objective</b>	<b>Program / Project Examples</b>	<b>Measurable Activities</b>
<p>1a. Proactively engage employers by offering tailored business services, fostering partnerships, and providing valuable solutions that address hiring needs, talent development, and long-term retention.</p>	<p>Hiring Events (hosted by: KY Career Center, offsite, employers' sites, partners' sites)                      Provide Labor Market Information / Analysis                      Recruitment Assistance                      Candidate Pre-screening services                      Job Orders                      Presentations                      Consultative visits                      assistance accessing untapped talent pools                      SCWDB Website, social media, ad campaigns                      Employer Toolkit (of workforce resources)</p>	<p># Employees invited &amp; participating in hiring events / job fairs                      # of businesses engaged each year                      # of direct jobseeker referrals to Employers (tracked by type / focus population)                      # of referred candidates who were confirmed placements / hires                      Employer Satisfaction Survey Results (# surveys completed &amp; average scores)                      # of presentations and # of attending employers                      Social Media posts (included boosted posts), website traffic, direct mail marketing                      website traffic</p>
<p>1b. Leverage a dynamic Business Services Team to connect high-demand employers with untapped talent, creating pipelines for inclusive hiring, workforce growth, and sustained economic success.</p>	<p>Identify and maintain shared lists of employers who offer "quality jobs" and are "friendly to various focus population talent and participants with barriers                      Continually revamp Business Services "Menu"                      Elevate competency-based and skills-based hiring practices                      Statewide Attraction &amp; Talent Team (SWATT)</p>	<p>Track &amp; share this information among Business Services Team, frontline employment services staff and community partners                      Compile &amp; share best practices with Employers                      Common use of Employer Needs Assessment</p>
<p>1c. Create and maintain opportunities for employers to engage youth and adults to facilitate awareness of local market-relevant jobs and career pathways and provide work-based training opportunities</p>	<p>Focus Population Hiring Events: Annual Graduating High School Senior Hiring Events, New American Hiring Events, Hiring Events at Jails. Career Fairs for 8th Grade Students                      Kentucky Career Center-hosted events                      Coordinate group interviews and/or tours for candidates                      Work-based Learning (Work Experience, On-the-Job Training, apprenticeships, internships / externships, incumbent worker training)</p>	<p># of Employers participating in these hiring / career events                      # of Employees participating (and # of attendees)                      # of referred candidates                      # of Employers participating (and # of participants)</p>

1d. Leverage national, state and local data, trends and financial resources to develop and promote strategies for employers to address their recruitment and retention barriers.	Employer Data / Tactics Presentations & Workshops (Executive Series and Human Resources Series)	# of Employers participating
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**Goal #2: Workforce System Alignment**

*We strive to align workforce development efforts across education, industry and statewide stakeholders to ensure economic prosperity and drive sustainable workforce solutions. This will be achieved by delivering consistent, measurable initiatives alongside innovative, project-based strategies that address evolving industry needs and long-term regional growth.*

<b>Strategic Objective</b>	<b>Program / Project Examples</b>	<b>Measurable Activities</b>
2a. Collaborate with economic development, employers and educational institutions' efforts to: 1) increase dual-credit and credentialing programs for students and adults and 2) expand awareness of market-relevant career pathways for parents, educators, career counselors and community service providers	Staff participation in planning meetings for new industry-recognized training initiatives (in collaboration with economic development partners, training providers, K-12 school districts, employers) and fundraising / grant-writing initiatives	# of strategic planning meetings; # of new industry recognized trainings created; \$ raised or leveraged
	Workshops & Presentations to High School students	# of events and # of attendees
	Staff participation in "Parent Nights" at regional schools	# of events and # of attendees
	Develop Career Pathways guides and WIOA promotional materials; promote existing career pathway guides (ex. SCK LAUNCH "Experience" guides and Jobseekermap.com multi-lingual collection of workforce services providers)	Content created; # of site visitors for online resource guides
	High School Student Engagement (ex. "Putting Young Kentuckians to Work") Kentucky Workforce Innovation Career & Technical Education certification annual process (in development)	# of students engaged, enrolled and employed
2b. Collaborate with core programs, access points and partners to provide streamlined services to customers	Assess & Refine customer flow at Kentucky Career Center, Access Points and SCWDB-hosted Hiring Events, including language access Assess & Refine online intake forms Targeted Orientation Sessions (in collaboration with KYAE RES)	Staff, Partners and Participant Feedback surveys  Staff & Participant Feedback surveys # of attendees and enrollees
	Kentucky Adult Education Reentry and Employment Services (KYAE RES) and Jobs on Day 1	# of individuals engaged and enrolled
2c. Leverage resources to support Kentucky's statewide programs & objectives	Digital Equity Project	# of individuals engaged and sites providing digital literacy instruction
	Statewide Attraction & Talent Team (SWATT)	# of participating SWATT members

	Work Ready Communities Job Quality	to be developed to be developed
2d. Contribute resources and expertise towards regional and statewide industry partnerships	Community Partnership Team	# of CPT meetings and # of attendees / # participating organizations
	Participation in workforce expansion meetings & initiatives (potential future projects: Mechatronics training, concrete finishing training, electrician training, Warren County Public Schools' IMPACT High School)	# and type of active projects
	Presentations to regional and state stakeholders (ex. taskforces, Kentucky Workforce Innovation Board, Southeast Training Association)	# of engagements
2e. Cultivate strong relationships with community, regional and state stakeholders to contribute to a thriving regional workforce ecosystem and uphold the SCWDB's leadership and relevance in the workforce development system	Signed & Executed Partnerships Agreements	Funding Commitments / Investments
	Signed & Executed Service Agreements with Stakeholders	
	Signed & Executed Contracts for Programmatic / Fiscal Oversight	Partners & entities referring participants for services
	Referral Mechanisms	
	Interlocal Agreements with Local Elected Officials	Recurring Formal Process
	Attendance & Participation in Meetings & Presentations	Key workforce stakeholders attending Board of Directors meetings, presentations
Invitations to Speak to & Interact with Workforce Stakeholders	State, Regional, National conferences	

### GOAL #3: Educate & Prepare Jobseekers

We aim to educate and prepare jobseekers by providing career exploration opportunities, developing targeted workforce strategies for diverse populations, and ensuring lifelong access to upskilling, retraining, and support services for sustained career success.

Strategic Objective	Program / Project Examples	Measurable Activities
3a. Provide career exploration and exposure opportunities for students (K-12, adult education, college, university and postsecondary training) as well as adult workers and job seekers	SCK LAUNCH led by the Bowling Green Area Chamber of Commerce	Staff Participation and assistance in annual 8th grade Experience and High School Senior Hiring Events
	Promote on-site ESL classes hosted by Employers	Employer Leads provided to ESL Providers
	Lead or Collaborate for hiring events taking place on-site at High Schools, colleges and universities	# of events and # of attendees
	Career Assessments for Jobseekers, including WIOA candidates	# of WEX contracts acquired, by industry sector and county
	Variety of Work Experience (WIOA WEX) opportunities for youth and adults in the region	
	Immersive Technologies (ex. VR, simulators)	

3b. Develop and Promote workforce preparation strategies and activities specialized to the various "focus" populations (Untapped/Hidden Talent)	Support Bootcamp-style training intensives designed to produce job candidates who have baseline understanding of safety, financial literacy, soft skills and transferrable / industry-recognized skills	# of enrolled participants
	Support state and regional digital literacy initiatives	
	Workshops for students (at their schools), New Americans (in various languages) and justice-involved (pre-release classes at jails)	# of workshops / presentations and # of attendees
	Partner with Employers to avail workforce services and postsecondary training to employed individuals	
3c. Create and sustain opportunities for early-, mid-, and later-career residents to attain good-paying, quality jobs through upskilling, retraining, supportive services and otherwise adapting to remain relevant to changes in the regional workforce.	WIOA Programming	# of Work Experience (WEX) participants enrolled, trained and employed # of individuals receiving supportive services enrolled and employed # of individuals enrolled, trained and employed from short-term training (ITAs) # of incumbent worker training programs & individuals
	Rapid Response Activities	# of events and # of individuals engaged
	Focus Population Grants (ex. refugee grants, National Dislocated Worker grants, Statewide Reserve projects)	# of individuals engaged, enrolled, trained and employed

#### **GOAL #4: Remove Barriers to Increase Workforce Participation**

##### **Strategic Objective**

We take proactive steps to remove barriers to workforce participation by fostering collaboration among workforce, social service, and nonprofit partners to provide holistic support for individuals facing employment challenges. Through targeted outreach and expanded programming for focus populations, we will connect untapped talent to meaningful career opportunities and drive inclusive economic growth.

##### **Program / Project Examples**

##### **Measurable Activities**

4a. Initiate and Participate in collaboration efforts among workforce development, social services and non-profit providers to leverage resources and provide solutions for individuals with multiple barriers to employment.	Community Partner Team	# of CPT meetings and # of attendees / # participating organizations
	Participate in partner activities, initiatives and events	# of events and # of attendees by county
	Targeted Services Orientation events	
	Maintain "warm handoff" referral system and relationships among front-line direct service providers	
4b. Execute outreach, marketing and	Train & engage all levels of staff to be aware of community resources and specialized programming that can complement workforce development services	# of training events and # of attendees
	Engagement / Presentation Events	# of events and # of engaged individuals
	Targeted Services Orientation events	# of events and # of attendees by county

communication activities that attract individuals to engage with and participate in workforce development programs	Resource Guides	<a href="http://Jobseekermap.com">Jobseekermap.com</a> in collaboration with MyWorkforceFuture
	Texting Platform	Texting Platform analytics
	Social Media Engagement Website	# of followers, posts, views web traffic
	4c. Maintain and Expand dedicated programming serving Board-directed "focus populations" (Untapped/Hidden Talent)	Maintain & Expand "Navigator" model (specialized staff working with various focus populations who are mobile, visible and have business engagement responsibilities) Acquire funding to support programming

### GOAL #5: Organizational Performance & Accountability

We dedicate ourselves to maintaining strength and integrity of our financial position, quality control measures and data collection systems to increase overall regional impact and ensure superb return on investment for taxpayers, participants and funders.

Strategic Objective	Program / Project Examples	Measurable Activities
5a. Pursue, acquire and braid diverse funding resources that complement, sustain and expand effective workforce programming	Partner with aligned "sister" nonprofit organizations MyWorkforceFuture and Employward to expand and supplement WIOA programmatic activities and funds	\$ amounts acquired and braided and collaborative projects
	Kentucky Adult Education Reentry and Employment Services Branch collaboration	Contract award \$
	Local City / County Funding Support	\$ amounts acquired and braided and collaborative projects
	Kentucky General Assembly funding	Contract award \$
	WIOA National Dislocated Worker Grants (when available)	Contract award \$
5b. Strengthen organizational structure and accountability by improving collaboration, tracking performance, and ensuring SCWDB meets its goals and program metrics.	Annual State / Department of Labor / Special Audit Preparation	Final Reports and Recommendations
	Quality Control Coordinator year-round activities	Career Advisor Scoring System; regular Audit Preparation, shared data sheets and staff meetings
	Program Performance Monthly Staff Meetings	
	Annual Internal Monitoring of WIOA Direct Services Provider Participants	Final Reports and Recommendations
	Annual Engagement Metrics Tracking Sheet	Shared Spreadsheet tracked by individual staff members
	Quality Control Coordinator Data Tracking	Shared Spreadsheets
	Annual Mid-year Review of WIOA Direct Service Provider	Annual Review, reviewed by Board of Directors
5d. Develop and utilize effective customer service feedback mechanisms	Monthly Financial Calls between SCWDB, WIOA Direct Service Provider and Financial Service Provider	
	Participant Feedback Surveys	# of completed surveys and average scores
	Texting Platforms / capabilities extended to other programs / staff	

APPENDIX B: South Central & Cumberland Data Charts

**Top Ten In demand Industries 2025 – Source: JobsEQ,  
active postings from 2/25/24 through 2/25/25**

SOC	Occupation	Active Job Ads	
29-0000	Healthcare Practitioners and Technical Occupations	13,041	
41-0000	Sales and Related Occupations	6,832	
53-0000	Transportation and Material Moving Occupations	4,881	
35-0000	Food Preparation and Serving Related Occupations	3,651	
43-0000	Office and Administrative Support Occupations	3,510	
11-0000	Management Occupations	3,411	
31-0000	Healthcare Support Occupations	2,387	
49-0000	Installation, Maintenance, and Repair Occupations	2,260	
21-0000	Community and Social Service Occupations	2,048	
51-0000	Production Occupations	1,894	

**Top Ten In demand Jobs by Job Opening 2025 – Source: JobsEQ, active postings from  
2/25/24 through 2/25/25**

Occupations		Active Median Wage	Active Job Ads	
SOC	Occupation			
29-1141.00	Registered Nurses	\$30.00	3,407	
41-1011.00	First-Line Supervisors of Retail Sales Workers	\$17.40	2,329	
41-2031.00	Retail Salespersons	\$15.75	1,993	
53-3032.00	Heavy and Tractor-Trailer Truck Drivers	\$27.70	1,806	
21-1093.00	Social and Human Service Assistants	\$17.90	1,202	
11-9111.00	Medical and Health Services Managers	\$27.10	1,163	
49-9071.00	Maintenance and Repair Workers, General	\$23.10	1,156	
35-1012.00	First-Line Supervisors of Food Preparation and Serving Workers	\$16.00	1,059	
53-7065.00	Stockers and Order Fillers	\$15.80	971	
35-3023.00	Fast Food and Counter Workers	\$12.00	958	

## 2025 Industry Snapshot – Source: JobsEQ as of January 2025

INDUSTRY SNAPSHOT (SCWDB+CWDB, 2024Q2<sup>1)</sup>)

NAICS	Industry	Current			5-Year History		1-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
31	Manufacturing	42,937	\$61,526	2.05	-347	-0.2%	4,355	1,592	2,732	31	0.1%
62	Health Care and Social Assistance	40,390	\$53,494	1.03	2,795	1.4%	4,487	1,798	2,148	540	1.3%
44	Retail Trade	30,680	\$34,781	1.18	624	0.4%	4,239	1,759	2,431	49	0.2%
61	Educational Services	22,501	\$40,905	1.06	344	0.3%	2,274	955	1,155	164	0.7%
72	Accommodation and Food Services	22,133	\$21,024	0.96	182	0.2%	4,137	1,678	2,261	198	0.9%
23	Construction	14,709	\$55,012	0.94	2,013	3.0%	1,400	465	794	141	1.0%
56	Administrative and Support and Waste Management and Remediation Services	13,550	\$37,195	0.84	-2,557	-3.4%	1,631	615	925	92	0.7%
48	Transportation and Warehousing	12,856	\$54,144	0.98	2,079	3.6%	1,516	566	830	120	0.9%
92	Public Administration	9,981	\$47,908	0.81	740	1.6%	973	367	548	58	0.6%
81	Other Services (except Public Administration)	9,114	\$32,212	0.82	-231	-0.5%	1,120	424	613	83	0.9%
11	Agriculture, Forestry, Fishing and Hunting	8,545	\$23,055	2.65	-615	-1.4%	1,046	495	551	0	0.0%
42	Wholesale Trade	8,101	\$65,380	0.82	591	1.5%	859	302	507	50	0.6%

INDUSTRY SNAPSHOT (SCWDB+CWDB, 2024Q2<sup>1</sup>)

NAICS	Industry	Current			5-Year History		1-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
54	Professional, Scientific, and Technical Services	7,115	\$57,938	0.37	943	2.9%	666	213	361	92	1.3%
52	Finance and Insurance	5,988	\$66,552	0.57	52	0.2%	533	190	305	39	0.6%
71	Arts, Entertainment, and Recreation	3,790	\$27,018	0.70	398	2.2%	605	223	336	46	1.2%
51	Information	3,339	\$53,638	0.65	275	1.7%	322	106	184	32	1.0%
53	Real Estate and Rental and Leasing	2,752	\$52,578	0.59	183	1.4%	285	116	147	21	0.8%
22	Utilities	2,336	\$72,669	1.71	214	1.9%	223	76	129	19	0.8%
55	Management of Companies and Enterprises	2,305	\$96,688	0.56	-137	-1.1%	230	73	122	36	1.6%
21	Mining, Quarrying, and Oil and Gas Extraction	655	\$66,193	0.68	-98	-2.7%	62	21	40	1	0.2%
99	Unclassified	108	\$81,742	0.21	67	21.1%	13	5	7	1	0.6%
	Total - All Industries	263,885	\$47,355	1.00	7,517	0.6%	30,513	11,802	16,874	1,837	0.7%

Source: [JobsEQ®](#)

Data as of 2024Q2



## 2025 Occupation Snapshot – Source: JobsEQ as of January 2025

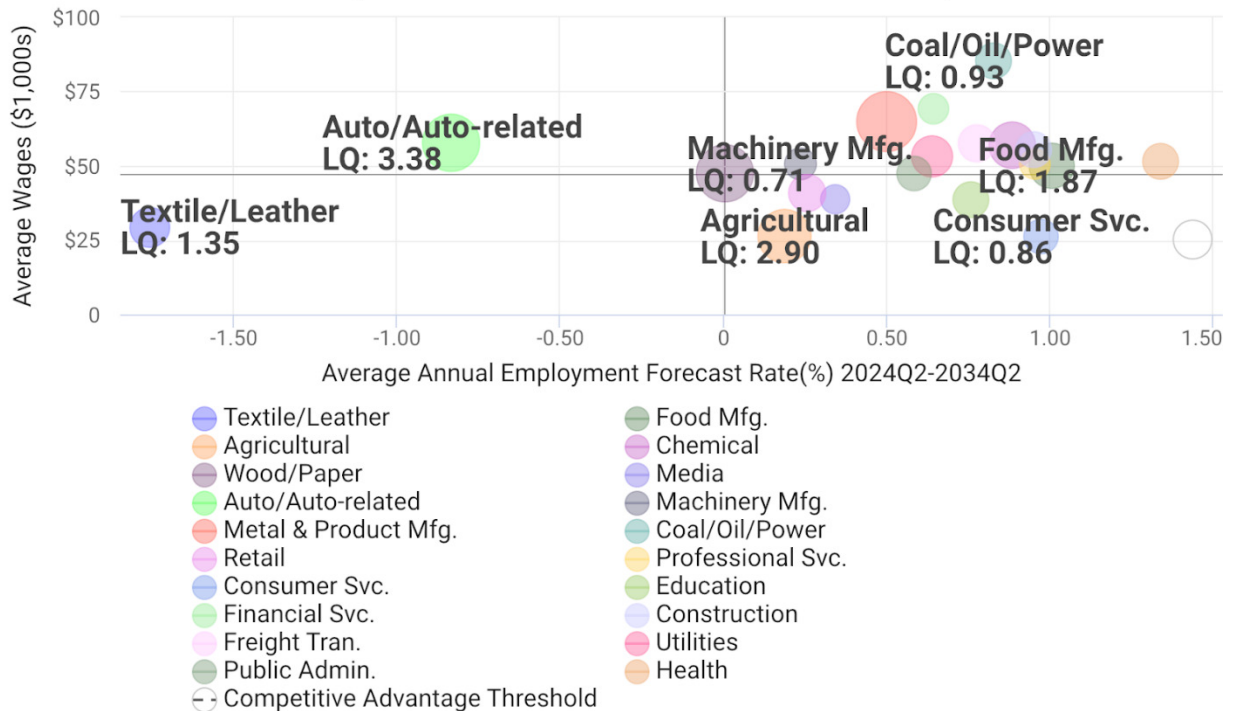
### OCCUPATIONAL SNAPSHOT (SCWDB+CWDB, 2024Q2<sup>1)</sup>)

SOC	Occupation	Current					5-Year History			1-Year Forecast				
		Empl	Mean Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads <sup>3</sup>	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support Occupations	29,511	\$40,500	0.96	1,199	3.8%	1,007	-1,446	-1.0%	3,295	1,419	1,858	17	0.1%
51-0000	Production Occupations	28,753	\$44,900	2.00	1,616	5.0%	422	-847	-0.6%	3,105	1,132	1,996	-23	-0.1%
53-0000	Transportation and Material Moving Occupations	26,304	\$42,300	1.15	2,337	7.4%	1,134	1,972	1.6%	3,662	1,348	2,095	219	0.8%
41-0000	Sales and Related Occupations	22,524	\$41,000	0.97	1,448	5.9%	2,103	-338	-0.3%	3,085	1,326	1,736	23	0.1%
35-0000	Food Preparation and Serving Related Occupations	21,991	\$27,900	1.01	1,793	7.1%	1,206	13	0.0%	4,431	1,836	2,414	181	0.8%
11-0000	Management Occupations	21,878	\$91,000	1.07	428	2.0%	979	1,224	1.2%	2,049	809	1,073	167	0.8%
29-0000	Healthcare Practitioners and Technical Occupations	16,937	\$88,400	1.08	319	1.9%	3,382	773	0.9%	1,203	505	491	207	1.2%
25-0000	Educational Instruction and Library Occupations	13,958	\$54,700	0.98	423	3.0%	520	339	0.5%	1,317	561	645	111	0.8%
49-0000	Installation, Maintenance, and Repair Occupations	11,789	\$52,500	1.15	394	3.0%	618	887	1.6%	1,153	429	609	114	1.0%
31-0000	Healthcare Support Occupations	11,594	\$36,600	0.96	532	4.3%	572	1,057	1.9%	1,844	739	912	193	1.7%
47-0000	Construction and Extraction Occupations	11,426	\$50,600	0.97	949	6.8%	166	944	1.7%	1,089	358	618	114	1.0%
13-0000	Business and Financial Operations Occupations	9,395	\$68,700	0.55	294	3.1%	504	1,103	2.5%	875	268	511	96	1.0%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	7,958	\$32,900	0.92	619	6.4%	329	-476	-1.2%	1,146	474	613	59	0.7%
39-0000	Personal Care and Service Occupations	6,298	\$32,200	0.93	328	5.1%	146	207	0.7%	1,181	426	688	67	1.1%
21-0000	Community and Social Service Occupations	5,241	\$49,500	1.08	157	3.0%	480	644	2.7%	560	202	275	83	1.6%
33-0000	Protective Service Occupations	4,688	\$40,600	0.83	193	4.1%	118	645	3.0%	545	213	305	27	0.6%

15-0000	Computer and Mathematical Occupations	3,578	\$76,500	0.42	92	2.6%	257	282	1.7%	267	82	134	50	1.4%
17-0000	Architecture and Engineering Occupations	3,098	\$81,200	0.74	77	2.7%	150	231	1.6%	237	79	132	26	0.8%
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	2,893	\$47,300	0.60	119	4.6%	247	-32	-0.2%	312	119	169	24	0.8%
19-0000	Life, Physical, and Social Science Occupations	1,520	\$73,900	0.63	44	3.1%	120	184	2.6%	156	27	110	19	1.3%
45-0000	Farming, Fishing, and Forestry Occupations	1,391	\$38,700	0.90	106	6.8%	7	171	2.7%	209	84	124	1	0.0%
23-0000	Legal Occupations	1,162	\$89,900	0.53	12	1.0%	30	-19	-0.3%	77	28	38	10	0.9%
<b>00-0000</b>	<b>Total - All Occupations</b>	<b>263,885</b>	<b>\$51,200</b>	<b>1.00</b>	<b>13,479</b>	<b>4.7%</b>	<b>14,498</b>	<b>7,517</b>	<b>0.6%</b>	<b>31,832</b>	<b>12,467</b>	<b>17,547</b>	<b>1,818</b>	<b>0.7%</b>

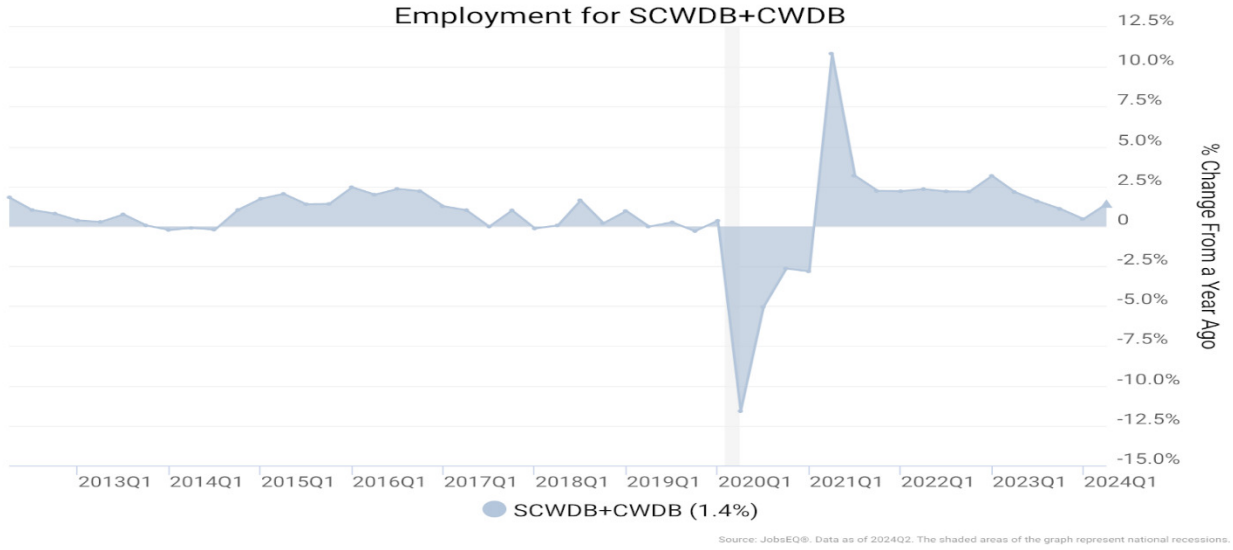
### Industry Clusters – JobsEQ Report January 2025

Industry Clusters for SCWDB+CWDB as of 2024Q2

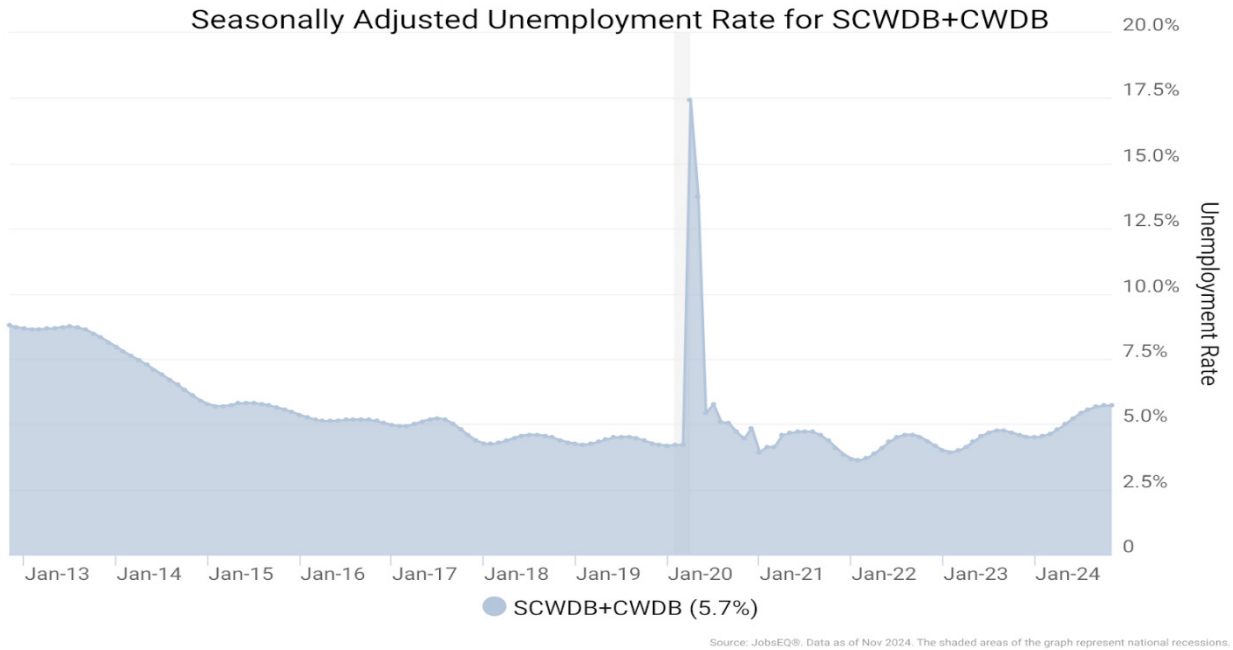


Source: JobsEQ® Data as of 2024Q2

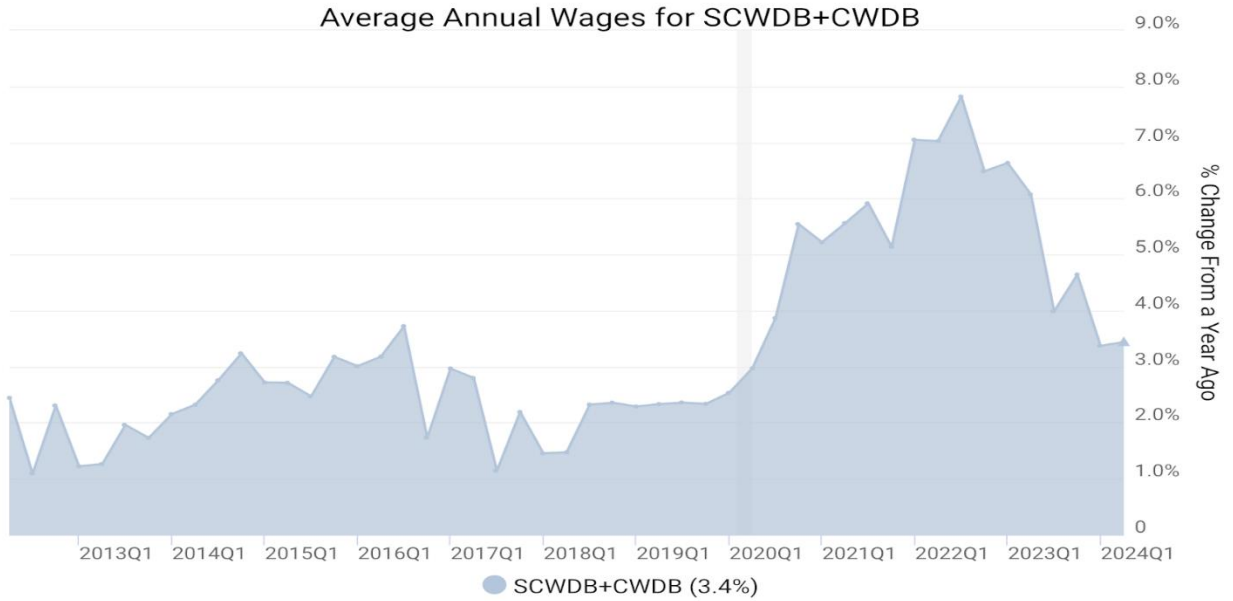
## Employment – JobsEQ Report run January 2025



## Unemployment – JobsEQ Report run January 2025



## Wages – JobsEQ Report run January 2025



Source: JobsEQ®. Data as of 2024Q2. The shaded areas of the graph represent national recessions.

## Cost of Living – JobsEQ Report run January 2025

### Cost of Living

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power	Cost of Living Index (Base SCWDB+CWDB)	SCWDB+CWDB Purchasing Power
SCWDB+CWDB	\$47,355	85.9	\$55,151	100.0	\$47,355
SCWDB	\$51,144	87.8	\$58,247	102.3	\$50,014
CWDB	\$43,239	84.1	\$51,400	98.0	\$44,134
USA	\$72,405	100.0	\$72,405	116.5	\$62,170

Source: JobsEQ®  
 Cost of Living per COLI, data as of 2024Q3, imputed by Chmura where necessary.  
 Total - All Industries, Total Employment, SCWDB+CWDB

APPENDIX C: South Central Data Charts

**Top Ten In demand Industries 2025 – Source: JobsEQ,  
active postings from 2/25/24 through 2/25/25**

SOC	Occupation	Active Job Ads	
29-0000	Healthcare Practitioners and Technical Occupations	8,512	
41-0000	Sales and Related Occupations	4,285	
53-0000	Transportation and Material Moving Occupations	2,974	
11-0000	Management Occupations	2,050	
35-0000	Food Preparation and Serving Related Occupations	2,047	
43-0000	Office and Administrative Support Occupations	1,859	
49-0000	Installation, Maintenance, and Repair Occupations	1,559	
51-0000	Production Occupations	1,291	
13-0000	Business and Financial Operations Occupations	1,238	
31-0000	Healthcare Support Occupations	1,114	

**Top Ten In demand Jobs by Job Opening 2025 – Source: JobsEQ,  
active postings from 2/25/24 through 2/25/25**

SOC	Occupation	Active Job Ads	
29-1141.00	Registered Nurses	2,240	
41-1011.00	First-Line Supervisors of Retail Sales Workers	1,345	
41-2031.00	Retail Salespersons	1,118	
53-3032.00	Heavy and Tractor-Trailer Truck Drivers	1,069	
49-9071.00	Maintenance and Repair Workers, General	824	
41-3091.00	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	633	
11-9111.00	Medical and Health Services Managers	631	
53-7065.00	Stockers and Order Fillers	621	
35-1012.00	First-Line Supervisors of Food Preparation and Serving Workers	592	
29-2031.00	Cardiovascular Technologists and Technicians	570	

## 2025 Industry Snapshot – Source: JobsEQ as of January 2025

SCWDB, 2024Q2

NAICS	Industry	Current		5-Year History			1-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
31	Manufacturing	26,389	\$69,025	2.42	-21	0.0%	2,733	979	1,681	73	0.3%
62	Health Care and Social Assistance	17,854	\$54,201	0.87	1,436	1.7%	2,039	796	951	292	1.6%
44	Retail Trade	15,636	\$35,574	1.16	354	0.5%	2,210	897	1,240	72	0.5%
72	Accommodation and Food Services	12,421	\$22,212	1.04	72	0.1%	2,358	943	1,270	145	1.2%
61	Educational Services	11,011	\$42,134	1.00	113	0.2%	1,147	468	566	113	1.0%
23	Construction	8,511	\$60,420	1.04	1,284	3.3%	831	269	460	102	1.2%
56	Administrative and Support and Waste Management and Remediation Services	6,091	\$38,592	0.72	-856	-2.6%	763	277	416	69	1.1%
48	Transportation and Warehousing	5,714	\$55,180	0.83	1,586	6.7%	692	252	370	71	1.2%
81	Other Services (except Public Administration)	5,090	\$33,743	0.88	-304	-1.2%	642	237	343	63	1.2%
92	Public Administration	4,454	\$47,982	0.70	314	1.5%	449	164	245	40	0.9%
42	Wholesale Trade	4,400	\$71,821	0.85	129	0.6%	481	164	276	40	0.9%
11	Agriculture, Forestry, Fishing and Hunting	4,295	\$29,460	2.56	-305	-1.4%	537	249	277	10	0.2%
54	Professional, Scientific, and Technical Services	3,978	\$63,798	0.40	588	3.3%	382	119	202	61	1.5%
52	Finance and Insurance	3,176	\$73,193	0.59	194	1.3%	293	101	162	30	0.9%
71	Arts, Entertainment, and Recreation	2,374	\$28,746	0.84	276	2.5%	387	140	211	36	1.5%
55	Management of Companies and Enterprises	2,134	\$97,745	1.00	-95	-0.9%	215	67	113	34	1.6%
53	Real Estate and Rental and Leasing	1,436	\$53,742	0.59	62	0.9%	153	61	77	16	1.1%
51	Information	1,167	\$54,967	0.44	-64	-1.1%	112	37	64	10	0.9%
22	Utilities	1,124	\$74,057	1.58	175	3.4%	112	37	62	13	1.2%
21	Mining, Quarrying, and Oil and Gas Extraction	97	\$101,151	0.19	-48	-7.7%	10	3	6	1	0.9%
99	Unclassified	51	\$80,047	0.19	31	20.3%	6	2	3	0	0.9%
<b>Total - All Industries</b>		<b>137,404</b>	<b>\$51,144</b>	<b>1.00</b>	<b>4,922</b>	<b>0.7%</b>	<b>16,253</b>	<b>6,151</b>	<b>8,795</b>	<b>1,308</b>	<b>1.0%</b>

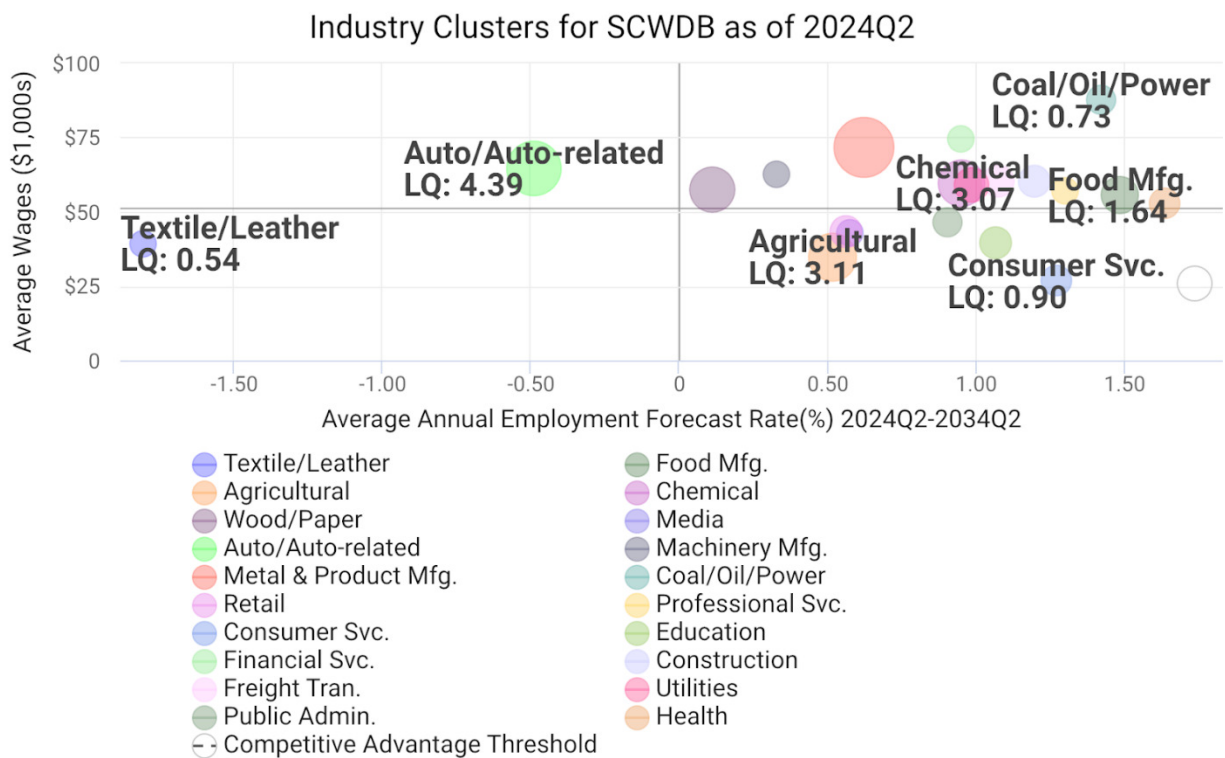
## 2025 Occupation Snapshot – Source: JobsEQ as of January 2025

SCWDB, 2024Q2<sup>1</sup>

SOC	Occupation	Current					5-Year History			1-Year Forecast				
		Empl	Mean Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads <sup>3</sup>	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
51-0000	Production Occupations	17,638	\$46,700	2.35	892	4.7%	326	-307	-0.3%	1,950	693	1,232	24	0.1%
43-0000	Office and Administrative Support Occupations	14,688	\$42,000	0.91	565	3.6%	554	-382	-0.5%	1,696	714	931	51	0.3%
53-0000	Transportation and Material Moving Occupations	13,252	\$42,600	1.11	1,130	7.0%	689	1,425	2.3%	1,895	688	1,058	150	1.1%
35-0000	Food Preparation and Serving Related Occupations	12,030	\$29,200	1.07	902	6.6%	686	60	0.1%	2,483	1,014	1,336	134	1.1%
41-0000	Sales and Related Occupations	11,705	\$42,700	0.97	707	5.5%	1,293	-38	-0.1%	1,653	695	909	49	0.4%
11-0000	Management Occupations	11,456	\$94,900	1.08	221	1.9%	650	722	1.3%	1,108	420	571	116	1.0%
29-0000	Healthcare Practitioners and Technical Occupations	8,028	\$88,400	0.98	148	1.8%	1,995	484	1.3%	603	243	237	123	1.5%
25-0000	Educational Instruction and Library Occupations	6,756	\$55,400	0.91	195	2.8%	390	184	0.6%	666	276	317	74	1.1%
49-0000	Installation, Maintenance, and Repair Occupations	6,398	\$54,200	1.20	197	2.8%	461	574	1.9%	650	236	333	81	1.3%
47-0000	Construction and Extraction Occupations	6,359	\$51,900	1.04	479	6.4%	118	659	2.2%	630	201	347	81	1.3%
13-0000	Business and Financial Operations Occupations	5,142	\$71,300	0.58	169	3.0%	366	657	2.8%	498	148	283	66	1.3%
31-0000	Healthcare Support Occupations	4,908	\$37,700	0.78	209	3.9%	289	481	2.1%	805	312	397	97	2.0%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	3,838	\$34,500	0.85	281	6.0%	194	-555	-2.7%	570	229	300	41	1.1%
39-0000	Personal Care and Service Occupations	3,339	\$33,400	0.95	165	4.7%	87	19	0.1%	648	228	372	48	1.4%
21-0000	Community and Social Service Occupations	2,372	\$50,300	0.94	71	2.9%	233	274	2.5%	262	93	126	43	1.8%

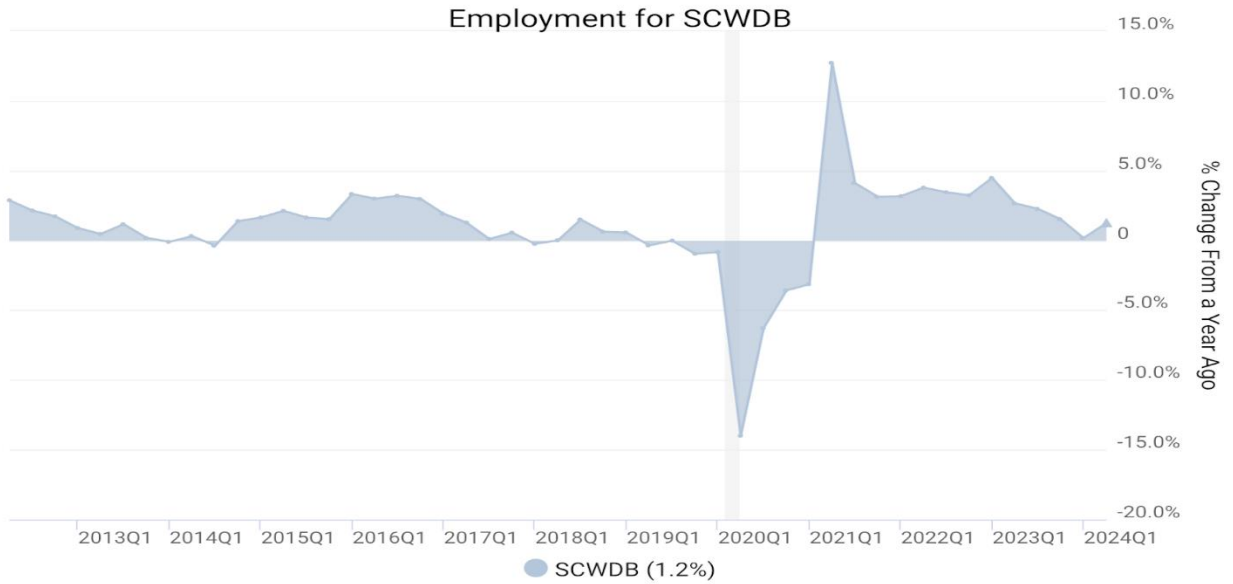
33-0000	Protective Service Occupations	2,132	\$42,100	0.72	92	4.1%	85	180	1.8%	265	102	143	20	0.9%
17-0000	Architecture and Engineering Occupations	1,897	\$83,600	0.87	48	2.5%	117	175	2.0%	149	49	81	20	1.0%
15-0000	Computer and Mathematical Occupations	1,726	\$80,400	0.39	50	2.5%	220	182	2.3%	132	40	65	27	1.5%
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	1,569	\$49,400	0.63	76	4.5%	143	-40	-0.5%	176	65	93	18	1.1%
19-0000	Life, Physical, and Social Science Occupations	831	\$70,600	0.67	29	3.2%	94	83	2.1%	90	15	63	13	1.5%
45-0000	Farming, Fishing, and Forestry Occupations	701	\$38,900	0.88	49	6.3%	4	94	2.9%	109	43	64	2	0.3%
23-0000	Legal Occupations	638	\$101,400	0.56	7	1.1%	20	-11	-0.3%	45	16	22	8	1.2%
<b>00-0000</b>	<b>Total - All Occupations</b>	<b>137,404</b>	<b>\$52,600</b>	<b>1.00</b>	<b>6,680</b>	<b>4.4%</b>	<b>9,014</b>	<b>4,922</b>	<b>0.7%</b>	<b>17,100</b>	<b>6,520</b>	<b>9,279</b>	<b>1,301</b>	<b>0.9%</b>

## Industry Clusters – JobsEQ Report January 2025

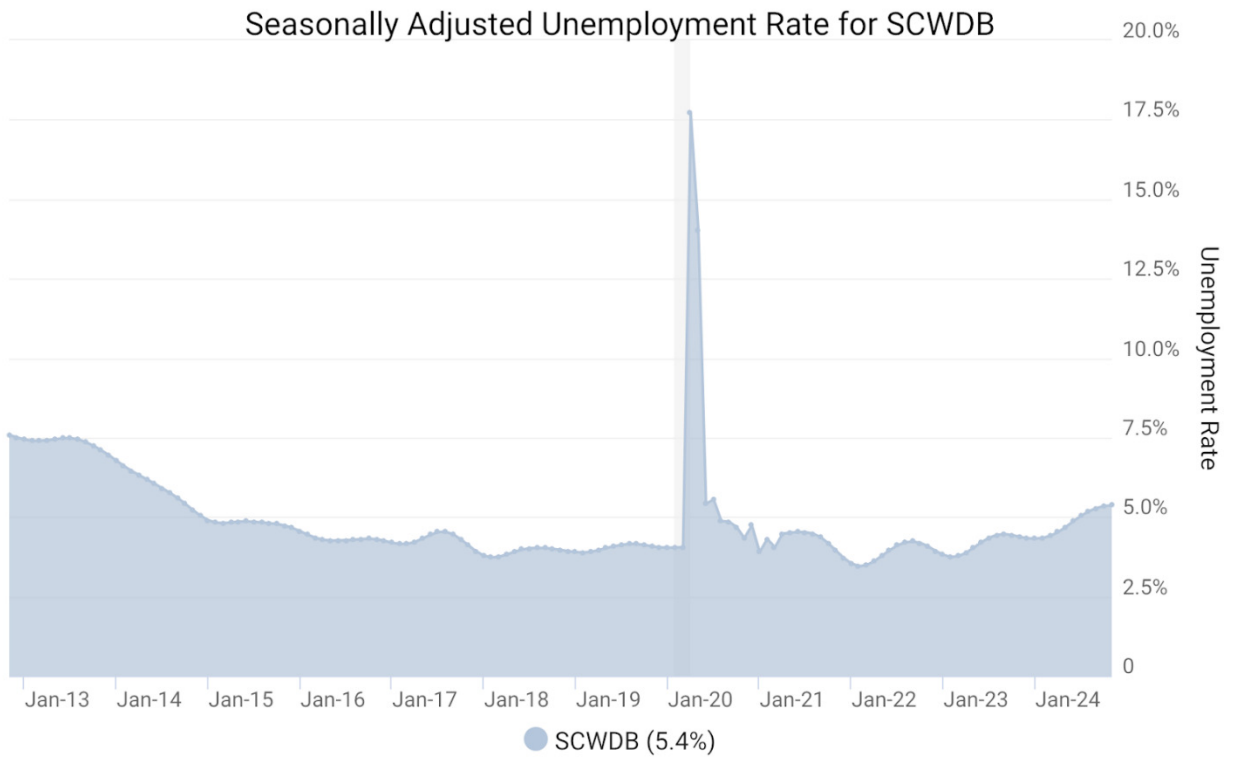




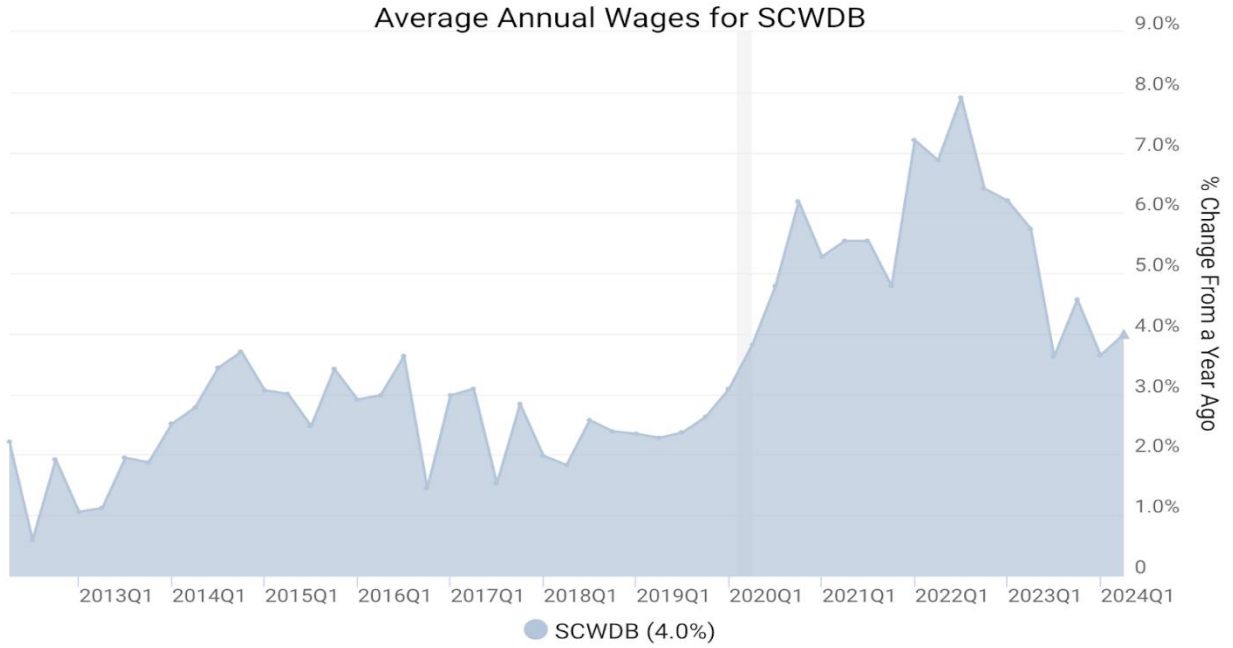
## Employment – JobsEQ Report run January 2025



## Unemployment – JobsEQ Report run January 2025



## Wages – JobsEQ Report run January 2025



## Cost of Living – JobsEQ Report run January 2025

### Cost of Living

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power	Cost of Living Index (Base SCWDB+CWDB)	SCWDB+CWDB Purchasing Power
SCWDB+CWDB	\$47,355	85.9	\$55,151	100.0	\$47,355
SCWDB	\$51,144	87.8	\$58,247	102.3	\$50,014
CWDB	\$43,239	84.1	\$51,400	98.0	\$44,134
USA	\$72,405	100.0	\$72,405	116.5	\$62,170

Source: JobsEQ®  
 Cost of Living per COLI, data as of 2024Q3, imputed by Chmura where necessary.  
 Total - All Industries, Total Employment, SCWDB+CWDB

SCWDB Goal / Subgoal	24-27 WIOA State Plan Goal / Subgoal
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**Goal #1: Employer Services & Solutions**

**We are committed to deliver high-value services to employers by actively engaging them in workforce solutions, fostering connections between businesses and untapped talent, and promoting work-based learning opportunities for youth and adults. Through data-driven strategies and a dedicated Business Services Team, we support employers in overcoming recruitment and retention challenges while strengthening the regional workforce.**

*1a. Proactively engage employers by offering tailored business services, fostering partnerships, and providing valuable solutions that address hiring needs, talent development, and long-term retention. (see also 5c. "Develop and utilize effective customer service feedback mechanisms")*

*1b. Leverage a dynamic Business Services Team to connect high-demand employers with untapped talent, creating pipelines for inclusive hiring, workforce growth, and sustained economic success.*

**Actively engage employers to drive Kentucky's workforce development system**

**1a:** Create a workforce development system that employers value.

**1b:** Establish a clear channel for employer engagement in workforce development services.

*1c. Create and maintain opportunities for employers to engage youth and adults to facilitate awareness of local market-relevant jobs and career pathways and provide work-based training opportunities*

*1d. Leverage national, state and local data, trends and financial resources to develop and promote strategies for employers to address their recruitment and retention barriers*

1c: Increase the number of employers participating in work-based learning experiences and apprenticeships while also establishing employer champions. 1d: Engage employers in education efforts from early childhood through Kindergarten, Grade 12, and postsecondary study.

1e: Leverage employer data on workforce projections and training needs using the talent pipeline management system of the Kentucky Chamber of Commerce and a revamped business service team network.

**DRAFT Goal / Subgoal**

**24-27 WIOA State Plan Goal / Subgoal**

**GOAL #2: Workforce System Alignment**

**GOAL #2: Align and integrate P-12, adult education, and postsecondary education to provide lifelong opportunities for Kentuckians that prepare them for the rapidly shifting realities of work in the future.**

**We strive to align workforce development efforts across education, industry and statewide stakeholders to ensure economic prosperity and drive sustainable solutions. This will be achieved by delivering consistent, measurable initiatives alongside innovative, project-based strategies that address evolving industry needs and long-term regional growth.**

**2a.** *Collaborate with economic development, employers and educational institutions' efforts to: 1) increase dual-credit and credentialing programs for students and adults and 2) expand awareness of market-relevant career pathways for parents, educators, career counselors and community service providers*

**2b.** *Collaborate with core programs, access points and partners to provide streamlined services to customers*

**2c.** *Leverage resources to support Kentucky's statewide programs & objectives*

**2a:** Increase career exploration opportunities while students are in P-12, and provide all students an opportunity to earn a certificate or credential prior to graduation, with emphasis on those credentials where dual secondary /postsecondary academic credit is awarded.

**2b:** Review and adjust the structure (locations, pathways, and resources) of Pre-K through postsecondary delivery to align and integrate the Commonwealth's educational infrastructure based on employer needs.

*Not a state sub goal but an expectation for local areas to demonstrate how they will support statewide objectives / initiatives*

*2d. Contribute resources and expertise towards regional and statewide industry partnerships*

*2e. Cultivate strong relationships with community, regional and state stakeholders to contribute to a thriving regional workforce ecosystem and uphold the SCWDB's leadership and relevance in the workforce development system*

**2d:** Improve the sharing and use of data to inform the ongoing curriculum design for P-12 and postsecondary institutions.

4e: Build a stronger, more coordinated relationship between state and local government, institutions, and workforce innovation areas

<b>DRAFT Goal / Subgoal</b>	<b>24-27 WIOA State Plan Goal / Subgoal</b>
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**GOAL #3: Educate & Prepare Jobseekers**

**We aim to educate and prepare jobseekers by providing career exploration opportunities, developing targeted workforce strategies for diverse populations, and ensuring lifelong access to upskilling, retraining, and support services for sustained career success.**

*3a . Provide career exploration and exposure opportunities for students (K-12, adult education, college, university and postsecondary training) as well as adult workers and job seekers*

**2c:** Increase awareness of all market-relevant career pathways among students, educators, guidance counselors, career counselors and parents.

*3b. Develop and Promote workforce preparation strategies and activities specialized to the various “focus” populations (Untapped/Hidden Talent)*

*3c. Create and sustain opportunities for early-, mid-, and later-career residents to attain good-paying, quality jobs through upskilling, retraining, supportive services and otherwise adapting to remain relevant to changes in the regional workforce.*

3c: Embed programs serving specific populations across cabinets to promote workforce participation. Examples of priority populations include veterans, individuals with disabilities, re-entrants from the corrections system, individuals in recovery from substance abuse, young adults transitioning out of foster care, and others.

2e: Create opportunities for early, mid, and later-career learning for all Kentucky workers to provide a range of learning opportunities for growth, upskilling, and adaptation to changes in the nature and structure of work. 2f: Encourage the agility, responsiveness, and desire for lifelong learning among older Kentucky workers.

<b>DRAFT Goal / Subgoal</b>	<b>24-27 WIOA State Plan Goal / Subgoal</b>
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**GOAL #4: Remove Barriers to Increase Workforce Participation**

**GOAL #3: Increase Kentucky’s workforce participation by creating opportunities, incenting workforce participation, and removing employment barriers for Kentuckians**

**We take proactive steps to removing barriers to workforce participation by fostering collaboration among workforce, social service, and nonprofit partners to provide holistic support for individuals facing employment challenges. Through targeted outreach and expanded programming for focus populations, we will connect untapped talent to meaningful career opportunities and drive economic growth.**

*4a. Initiate and Participate in collaboration efforts among workforce development, social services and non-profit providers to leverage resources and provide solutions for individuals with multiple barriers to employment*

*4b. Execute outreach, marketing and communication activities that attract individuals to engage with and participate in workforce development programs*

*4c. Maintain and Expand dedicated programming serving Board-directed "Focus Populations" and Untapped Talent*

**3a:** Strengthen collaboration across workforce development, social services, employers, and non-profits to address barriers to employment for individuals.

**3b:** Mitigate disincentives to work and explore ways to incentivize workforce participation for individuals currently receiving social services benefits in order to support their transition to sustainable employment.

**3c:** Embed programs serving specific populations across cabinets to promote workforce participation. Examples of priority populations include veterans, individuals with disabilities, re-entrants from the corrections system, individuals in recovery from substance abuse, young adults transitioning out of foster care, and others.



*1d. Leverage national, state and local data and trends to develop and promote strategies for employers to address their recruitment and retention barriers*

3d: Develop and promote strategies for employers to address employment barriers.

3e: Develop and Pursue strategies that increase the number of Kentuckians who are work-ready and free from the influence of substance abuse.

<b>DRAFT Goal / Subgoal</b>	<b>24-27 WIOA State Plan Goal / Subgoal</b>
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**GOAL #5: Organizational Performance & Accountability**

**GOAL #4: ("Resource Alignment") Focus resources on the most effective initiatives and improve the return on our workforce**

**investment, utilizing data to constantly improve workforce development in Kentucky**

**We dedicate ourselves to maintaining strength and integrity of our financial position, quality control measures and data collection systems to increase overall regional impact and ensure superb return on investment for taxpayers, participants and funders.**

*5a. Pursue, acquire and braid diverse funding resources that complement, sustain and expand effective workforce programming*

**4a:** Identify and address the organizational and structural changes that should be made to Kentucky's workforce development governance to improve collaboration and accountability.

**5b.** *Strengthen organizational structure and accountability by improving collaboration, tracking performance, and ensuring SCWDB meets its goals and program metrics*

**5c.** *Develop and utilize effective customer service feedback mechanisms*

**4b:** Develop a framework and supporting goals and metrics for Kentucky's workforce development programs.

4c: Identify gaps in the existing longitudinal data system and determine available sources to close those gaps.

4d: Define and create an effective communication approach for services to ensure a consistent, quality customer experience.

## APPENDIX E: REFERENCES

<a href="#"><u>Hidden Workers: Untapped Talent</u></a>
<a href="#"><u>The Rising Storm, a Lightcast Demographic Drought ...   Lightcast</u></a>
<a href="#"><u>Kentucky's Top Five In-Demand Sectors</u></a> <a href="https://kwib.ky.gov/About/Pages/Kentuckys-Top-Five-In-Demand-Sectors.aspx"><u>https://kwib.ky.gov/About/Pages/Kentuckys-Top-Five-In-Demand-Sectors.aspx</u></a>
<a href="#"><u>KY Cabinet for Economic Development Compendium of key analysis for KY</u></a>
<a href="#"><u>Southern Regional Education Board. (n.d.). Success skills research. Retrieved February 27, 2025, from</u></a> <a href="https://www.sreb.org/sites/main/files/file-attachments/success_skills_research.pdf"><u>https://www.sreb.org/sites/main/files/file-attachments/success_skills_research.pdf</u></a>
<a href="#"><u>2024 - 2027 KY WIOA State Plan</u></a> <a href="https://kwib.ky.gov/Documents/WIOA_Published-2024-08-20_2-22-45_pm-Kentucky_PYs_2024-2027.pdf"><u>https://kwib.ky.gov/Documents/WIOA_Published-2024-08-20_2-22-45_pm-Kentucky_PYs_2024-2027.pdf</u></a>
<a href="#"><u>The Speed of Skill Change   Lightcast</u></a>
<a href="#"><u>Pritchard Committee 2024 Employer Survey</u></a> <a href="https://cdn.prod.website-files.com/663e3da9ae57a06592917bc7/675b3a05123270f6e555d379_FIN_AL%20Meaningful%20Diploma%20Employer%20Survey.pdf"><u>https://cdn.prod.website-files.com/663e3da9ae57a06592917bc7/675b3a05123270f6e555d379_FIN_AL%20Meaningful%20Diploma%20Employer%20Survey.pdf</u></a>
<a href="#"><u>SCWDB 2024 Year In Review.pdf</u></a>