Labor Demand and Labor Demands: Finding and Creating Opportunities in Camden Regional Labor Markets

Camden Works:
Mobility and Opportunity in a Regional Context
October 5, 2006

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How many legs does this elephant have?
Key Questions

- **Space**: Where are the jobs and where do people live who are getting those jobs?
- **Industries**: What industries are growing and competitive, and where are they?
- **Occupations**: What occupations are accessible in the region, with decent wages and meaningful career paths?
Between 1980 and 2000, employment in Philadelphia Declined by 94,400 jobs (-11%) while employment in Philadelphia Suburbs grew by 355,000 (40% growth)

In Southern New Jersey, employment grew 29% in the 1980s, but only 2% in 1990s.

Camden City Contained only 1% of 8-County Region’s Employment in 2000
Distribution of Residence of People Employed in Suburban Philadelphia Counties, 2000

- Philadelphia suburbs (79%)
- Outside DVRPC Region (7%)
- Camden County (1%)
- Gloucester County (1%)
- Mercer County (1%)
- Burlington County (1%)
- Philadelphia (10%)

Philadelphia suburbs are main growth centers in the region, but don’t employ many people from New Jersey.

Only 1% of all jobs in suburban Philadelphia are filled by Camden County Residents.
Regional Employment Centers are Mostly Out of Camden City, and Moving Further Away….
Employment by Traffic Analysis Zone, 2000
Camden, NJ and Vicinity

Employment by TAZ, 2000
- 0 - 700
- 701 - 1,750
- 1,751 - 3,500
- 3,501 - 7,000
- >7,000

Source: Census Transportation Planning Package (CTPP) 2000, Pt 2
Employment in Entry-Level Occupations by Traffic Analysis Zone, 1990 Camden, NJ and Vicinity

Entry-Level Jobs by TAZ
- 0 - 400
- 401 - 1,000
- 1,001 - 2,000
- 2,001 - 4,000
- >4,000

Source: Census Transportation Planning Package (CTPP) 1990, Pt. 2.

Miles
Employment in Entry-Level Occupations by Traffic Analysis Zone, 2000 Camden, NJ and Vicinity

Source: Census Transportation Planning Package (CTPP) 2000, Pt 2

Legend:
- Yellow: 0 - 400
- Green: 401 - 1,000
- Light Green: 1,001 - 2,000
- Medium Green: 2,001 - 4,000
- Blue: >4,000

Legend for Miles:
- 0
- 1.5
- 3
- 6

Map showing distribution of entry-level jobs by traffic analysis zones.
Most Camden Residents Work Elsewhere

Where Camden Residents Work- Philadelphia-South Jersey Region, 2000

Place of work of employed residents of Camden City:

- Camden City: 32%
- Other Camden County: 40%
- Other NJ: 18%
- Philadelphia: 7%
- Other PA: 2%
- Other state: 1%
Most Camden jobs are filled by non-residents

Place of residence of people working in Camden:

- Camden City: 23%
- Other Camden County: 41%
- Other NJ: 26%
- Philadelphia: 4%
- Other PA: 5%
- Other state: 1%
Significant numbers of suburban New Jersey residents commute through Camden to Philadelphia to work.
Where do Cherry Hill Workers Live, 2000

- Rest of Camden County: 41%
- Burlington County: 21%
- Cherry Hill, NJ: 10%
- Gloucester County, NJ: 8%
- City of Camden: 8%
- OtherPA: 5%
- NJ: 3%
- Center City Philadelphia: 0%
- Rest of Philadelphia: 3%
- OtherState: 1%
- OtherState: 1%
- OtherState: 1%
Where do Pennsauken Workers Live, 2000

- Rest of Camden County: 27%
- Burlington County: 19%
- Pennsauken, NJ: 16%
- City of Camden: 11%
- Rest of Philadelphia: 9%
- Gloucester County, NJ: 7%
- OtherPA: 7%
- NJ: 3%
- OtherState: 1%
- Center City Philadelphia: 0%
Where do Ramblewood Workers Live, 2000

- Burlington County: 41%
- Rest of Camden County: 29%
- Gloucester County, NJ: 9%
- Other PA: 5%
- Other NJ: 5%
- Ramblewood, NJ: 3%
- City of Camden: 3%
- Center City Philadelphia: 0%
- Rest of Philadelphia: 4%
- Other State: 1%
- Rest of Camden County: 29%
Where do Moorestown-Lenola Workers Live, 2000

- Burlington County: 44%
- Rest of Camden County: 23%
- Gloucester County, NJ: 7%
- Moorsetown-Lenola, NJ: 6%
- Other PA: 6%
- City of Camden: 3%
- Rest of Philadelphia: 4%
- Center City Philadelphia: 0%
- Other State: 1%
- Rest of Camden County: 23%
Overall employment in Philadelphia stagnant


The only priority clusters to expand employment from 1995-2005 are Education, Health Care and Bio-Medical industries.
Camden Metro Division growing in service sector employment

Total Employment in Camden Metro Division

Note: Camden Metropolitan Division includes Camden, Burlington and Gloucester Counties. Source: BLS Data
Key large employment growth sectors include: government, education & health services, professional & business services.
But, growth highly uneven!!

Economic Performance Indicators, 1990-2003

- Burlington County: 3.48%
- Camden County: 3.47%
- Gloucester County: 3.11%
- U.S.: 3.60%

ALL employment growth in Burlington and Gloucester Counties!!!
How do we identify promising industries in the region?

- **Industry Factors:**
  - Growth
  - Specialization
  - Local Competitiveness

- **Occupational Factors**
  - Accessible Jobs
  - Decent wages and Career opportunities
  - Signs of growth and labor shortages
Camden County: Specialization of Traded Clusters

Camden County: Specialization of Local Clusters

Burlington County: Specialization of Traded Clusters

Burlington County: Specialization of Local Clusters

Gloucester County: Specialization of Traded Clusters

Gloucester County: Specialization of Local Clusters

Promising specialized clusters from Porter methodology:

- Camden County:
  - Traded: Medical Devices
  - Local: Education, Entertainment

- Burlington County
  - Traded: Transportation & Logistics, Distribution Services, Communication Equipment, Publishing & Printing, Financial Services
  - Local: Logistical services, Real Estate Construction & Development, Financial Services

- Gloucester County
  - Traded: Distribution Services, Chemicals, Plastics, Processed Food
  - Local: Hospitality, Food & Beverage Processing and Distribution, Logistical Services
Promising industries from our shift-share analysis

- Camden County:
  - Outpatient care centers & individual/family services; schools and educational services; transportation support services (inc. water); nursing care facilities; social assistance

- Burlington County
  - Credit intermediation institutions & insurance agencies; accounting/bookkeeping services; furniture & finishing merchant, and commercial equipment merchant wholesalers; elderly care facilities and personal care services; bus transportation and freight trucking

- Gloucester County
  - Commercial equipment wholesalers; grocery and related product wholesalers; elderly care facilities & personal care services; freight trucking; building equipment contractors;
Distribution of Occupational Categories in Major Camden Area Employment Centers, 2005

- White-Collar Occupations
- Education, training, and library occupations
- Healthcare practitioners and technicians occupations
- Healthcare support occupations
- Community, Social Service, Arts, Design, Entertainment, Media
- Office and administrative support occupations
- Office and administrative support occupations
- Sales and related occupations
- Low-end Service Occupations
- Blue-Collar Occupations

Camden NJ Center City Philadelphia Cherry Hill Morristown-Lenola Area Pennsauken Ramblewood
Promising individual occupations

- Only occupations in competitive, growing industries in the county
- At least 100 job growth in these industries (200 in Burlington)
- Low or very low unemployment
- Vocational Degree, Associate’s Degree, or On-the-Job Training
Priority Occupations in Camden County

EMTs and Paramedics
Paralegals and legal assistants
RNs
LPNs
Maintenance and repair workers
Bookkeeping/accounting/auditing clerks
Secretaries
Legal secretaries
First-line supervisors of office workers
Preschool teachers
Sales reps, wholesale & manufacturing
Social service assistants

Median $2005 Wage

Real Change in Median Wage, 2000-2005

-25.0%
-20.0%
-15.0%
-10.0%
-5.0%
0.0%
5.0%
10.0%
15.0%
20.0%
$0.00 $5.00 $10.00 $15.00 $20.00 $25.00 $30.00
## Priority Occupations in Burlington County

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Tellers</td>
<td>839</td>
<td>Short-term on-the-job training</td>
<td>$9.84</td>
<td>$9.61</td>
<td>-17.4%</td>
<td>-13.6%</td>
</tr>
<tr>
<td>Bookkeeping, accounting, and auditing clerks</td>
<td>830</td>
<td>Moderate-term on-the-job training</td>
<td>$15.98</td>
<td>$15.56</td>
<td>1.4%</td>
<td>0.8%</td>
</tr>
<tr>
<td>First-line supervisors/managers of office workers</td>
<td>787</td>
<td>Work experience in a related occupation</td>
<td>$24.32</td>
<td>$22.42</td>
<td>8.4%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Loan interviewers and clerks</td>
<td>692</td>
<td>Short-term on-the-job training</td>
<td>$14.13</td>
<td>$12.90</td>
<td>-8.7%</td>
<td>-11.5%</td>
</tr>
<tr>
<td>Sales representatives, wholesale and manufacturing, etc</td>
<td>666</td>
<td>Moderate-term on-the-job training</td>
<td>$28.70</td>
<td>$24.33</td>
<td>3.9%</td>
<td>-1.1%</td>
</tr>
<tr>
<td>Bus drivers, school</td>
<td>580</td>
<td>Short-term on-the-job training</td>
<td>$12.33</td>
<td>$12.36</td>
<td>-6.4%</td>
<td>-7.7%</td>
</tr>
<tr>
<td>Executive secretaries and administrative assistants</td>
<td>569</td>
<td>Moderate-term on-the-job training</td>
<td>$19.15</td>
<td>$18.63</td>
<td>2.8%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Secretaries, except legal, medical, and executive</td>
<td>567</td>
<td>Moderate-term on-the-job training</td>
<td>$14.83</td>
<td>$14.59</td>
<td>-1.3%</td>
<td>-0.2%</td>
</tr>
<tr>
<td>First-line supervisors of retail sales workers</td>
<td>534</td>
<td>Work experience in a related occupation</td>
<td>$21.14</td>
<td>$18.29</td>
<td>14.1%</td>
<td>11.3%</td>
</tr>
<tr>
<td>Registered nurses</td>
<td>477</td>
<td>Associate degree</td>
<td>$28.58</td>
<td>$28.77</td>
<td>6.6%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Hairdressers, hairstylists, and cosmetologists</td>
<td>357</td>
<td>Postsecondary vocational award</td>
<td>$11.47</td>
<td>$10.24</td>
<td>7.5%</td>
<td>17.9%</td>
</tr>
<tr>
<td>Licensed practical and licensed vocational nurses</td>
<td>337</td>
<td>Postsecondary vocational award</td>
<td>$21.57</td>
<td>$21.11</td>
<td>8.1%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Billing and posting clerks and machine operators</td>
<td>290</td>
<td>Moderate-term on-the-job training</td>
<td>$14.65</td>
<td>$14.31</td>
<td>1.2%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Pharmacy technicians</td>
<td>290</td>
<td>Moderate-term on-the-job training</td>
<td>$11.06</td>
<td>$10.37</td>
<td>4.0%</td>
<td>1.4%</td>
</tr>
<tr>
<td>First-line supervisors of food prep workers</td>
<td>271</td>
<td>Work experience in a related occupation</td>
<td>$15.92</td>
<td>$15.26</td>
<td>0.0%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Medical assistants</td>
<td>261</td>
<td>Moderate-term on-the-job training</td>
<td>$12.99</td>
<td>$12.74</td>
<td>-10.9%</td>
<td>-10.2%</td>
</tr>
<tr>
<td>Maintenance and repair workers, general</td>
<td>242</td>
<td>Moderate-term on-the-job training</td>
<td>$16.86</td>
<td>$16.48</td>
<td>3.0%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Automotive service technicians and mechanics</td>
<td>224</td>
<td>Postsecondary vocational award</td>
<td>$17.37</td>
<td>$16.79</td>
<td>-1.6%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Medical secretaries</td>
<td>215</td>
<td>Postsecondary vocational award</td>
<td>$14.21</td>
<td>$13.95</td>
<td>-7.7%</td>
<td>-1.4%</td>
</tr>
</tbody>
</table>
# Priority Occupations in Gloucester County

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Sales representatives, wholesale and manufacturing</td>
<td>533</td>
<td>Moderate-term on-the-job training</td>
<td>$28.70</td>
<td>$24.33</td>
<td>3.9%</td>
<td>-1.1%</td>
</tr>
<tr>
<td>Hairdressers, hairstylists, and cosmetologists</td>
<td>420</td>
<td>Postsecondary vocational award</td>
<td>$11.47</td>
<td>$10.24</td>
<td>7.5%</td>
<td>17.9%</td>
</tr>
<tr>
<td>Bookkeeping, accounting, and auditing clerks</td>
<td>330</td>
<td>Moderate-term on-the-job training</td>
<td>$15.98</td>
<td>$15.56</td>
<td>1.4%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Secretaries, except legal, medical, and executive</td>
<td>243</td>
<td>Moderate-term on-the-job training</td>
<td>$14.83</td>
<td>$14.59</td>
<td>-1.3%</td>
<td>-0.2%</td>
</tr>
<tr>
<td>First-line supervisors of food prep. workers</td>
<td>225</td>
<td>Work experience in a related occupation</td>
<td>$15.92</td>
<td>$15.26</td>
<td>0.0%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Preschool teachers, except special education</td>
<td>221</td>
<td>Postsecondary vocational award</td>
<td>$12.16</td>
<td>$11.27</td>
<td>19.4%</td>
<td>14.7%</td>
</tr>
<tr>
<td>First-line supervisors of office workers</td>
<td>220</td>
<td>Work experience in a related occupation</td>
<td>$24.32</td>
<td>$22.42</td>
<td>8.4%</td>
<td>6.5%</td>
</tr>
<tr>
<td>First-line supervisors/managers of retail sales workers</td>
<td>204</td>
<td>Work experience in a related occupation</td>
<td>$21.14</td>
<td>$18.29</td>
<td>14.1%</td>
<td>11.3%</td>
</tr>
<tr>
<td>Executive secretaries and administrative assistants</td>
<td>187</td>
<td>Moderate-term on-the-job training</td>
<td>$19.15</td>
<td>$18.63</td>
<td>2.8%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Registered nurses</td>
<td>164</td>
<td>Associate degree</td>
<td>$28.58</td>
<td>$28.77</td>
<td>6.6%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Maintenance and repair workers, general</td>
<td>141</td>
<td>Moderate-term on-the-job training</td>
<td>$16.86</td>
<td>$16.48</td>
<td>3.0%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Sales representatives, wholesale and manufacturing</td>
<td>133</td>
<td>Moderate-term on-the-job training</td>
<td>$36.95</td>
<td>$32.33</td>
<td>2.1%</td>
<td>-4.2%</td>
</tr>
<tr>
<td>Billing and posting clerks and machine operators</td>
<td>120</td>
<td>Moderate-term on-the-job training</td>
<td>$14.65</td>
<td>$14.31</td>
<td>1.2%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Dental assistants</td>
<td>120</td>
<td>Moderate-term on-the-job training</td>
<td>$13.71</td>
<td>$13.12</td>
<td>-12.2%</td>
<td>-15.7%</td>
</tr>
<tr>
<td>Licensed practical and licensed vocational nurses</td>
<td>117</td>
<td>Postsecondary vocational award</td>
<td>$21.57</td>
<td>$21.11</td>
<td>8.1%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Medical assistants</td>
<td>109</td>
<td>Moderate-term on-the-job training</td>
<td>$12.99</td>
<td>$12.74</td>
<td>-10.9%</td>
<td>-10.2%</td>
</tr>
<tr>
<td>Teacher assistants</td>
<td>108</td>
<td>Short-term on-the-job training</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Medical secretaries</td>
<td>102</td>
<td>Postsecondary vocational award</td>
<td>$14.21</td>
<td>$13.95</td>
<td>-7.7%</td>
<td>-1.4%</td>
</tr>
<tr>
<td>HVAC/refrigeration mechanics and installers</td>
<td>100</td>
<td>Long-term on-the-job training</td>
<td>$21.53</td>
<td>$21.19</td>
<td>-5.8%</td>
<td>-2.9%</td>
</tr>
</tbody>
</table>
Nursing aide (CNA)

Annual job openings: 80 in Camden County, 220 in 4-county region
Wage per hour (entry-level, median): $7.49, $11.63
Required training/experience: Certificate (postsecondary training)

Emergency Medical Technician

Annual job openings: 10 in Camden County, 76 in 4-county region
Wage per hour (entry-level, median): $7.99, $14.60
Required training/experience: Certificate (postsecondary training)

Registered Nurse

Annual job openings: 310 in Camden County, 676 in 4-county region
Wage per hour (entry-level, median): $18.59, $28.77
Required training/experience: Associate’s/Bachelor’s/License

Licensed Practical Nurse

Annual job openings: 80 in Camden County, 150 in 4-county region
Wage per hour (entry-level, median): $12.18, $21.11
Required training/experience: License

Health & Medical Services Manager

Annual job openings: 20 in Camden County, 56 in 4-county region
Wage per hour (entry-level, median): $20.98, $35.23
Required training/experience: Bachelor’s + experience

Health Care Career Ladder
Business and Financial Services Career Ladder

Financial Managers
Annual job openings: 30 in Camden County, 106 in 4-county region
Wage per hour (entry-level, median): $23.03, $36.06
Required training/experience: Bachelor’s + experience

Accountants and Auditors
Annual job openings: 50 in Camden County, 110 in 4-county region
Wage per hour (entry-level, median): $15.95, $26.61
Required training/experience: Bachelor’s

Telemarketers
Annual job openings: 30 in Camden County, 50 in 4-county region
Wage per hour (entry-level, median): $6.86, $11.21
Required training/experience: Short-term on-the-job training

General office clerks
Annual job openings: 150 in Camden County, 370 in 4-county region
Wage per hour (entry-level, median): $6.98, $12.01
Required training/experience: Short-term on-the-job training

Sales Representatives, Wholesale and Manufacturing
Annual job openings: 100 in Camden County, 270 in 4-county region
Wage per hour (entry-level, median): $11.98, $24.33
Required training/experience: Moderate-term on-the-job training

Customer Service Representative
Annual job openings: 80 in Camden County, 300 in 4-county region
Wage per hour (entry-level, median): $8.57, $13.90
Required training/experience: Moderate-term on-the-job training and/or Certificate (postsecondary training)
Logistics and Distribution Career Ladder

**Transportation, Storage, and Distribution Managers**
- Annual job openings: 10 in Camden County, 30 in 4-county region
- Wage per hour (entry-level, median): $19.68, $35.07
- Required training/experience: Work experience

**Business Operations Specialists**
- Annual job openings: 50 in Camden County, 188 in 4-county region
- Wage per hour (entry-level, median): $14.09, $30.04
- Required training/experience: Bachelor’s

**Customer Service Representative**
- Annual job openings: 80 in Camden County, 300 in 4-county region
- Wage per hour (entry-level, median): $8.57, $13.90
- Required training/experience: Moderate-term on-the-job training and/or Certificate (postsecondary training)

**Production, Planning, and Expediting Clerks**
- Annual job openings: 20 in Camden County, 50 in 4-county region
- Wage per hour (entry-level, median): $10.99, $16.82
- Required training/experience: Moderate-term on-the-job training

**Stock Clerks and Order Fillers**
- Annual job openings: 110 in Camden County, 320 in 4-county region
- Wage per hour (entry-level, median): $6.82, $9.78
- Required training/experience: Short-term on-the-job training

**General Office Clerks**
- Annual job openings: 150 in Camden County, 370 in 4-county region
- Wage per hour (entry-level, median): $6.98, $12.01
- Required training/experience: Short-term on-the-job training

**Shipping, Receiving, and Traffic Clerks**
- Annual job openings: 20 in Camden County, 80 in 4-county region
- Wage per hour (entry-level, median): $7.94, $13.30
- Required training/experience: Short-term on-the-job training
KEY POINTS

- Demand driven approach—meeting employer demand, but also demanding employer changes…
- Link workforce and economic development
- Space and geography matter a lot!!
- “Universal policies applied in a racialized and inequitable society will produce racialized and inequitable results” -- John Powell
- This presentation a window on only half the pie…
Plywood to protect your store from Hurricane Rita.....$200

Supplies to hang the plywood............$50

Using your PSU education to hang the plywood on the wrong side of the windows.......................PRICELESS!!!!