

Sharing In Success

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Study Shows Franklin County Area to have a Productive and Competitive Workforce

Several months ago the Union Development Corporation participated in the Franklin County Labor Market Study by graciously donating \$2,000. The study was made possible through generous monetary donations from Ameren Corporation, as well as the cities of Pacific, Sullivan, and Washington and the Franklin County Commission. These contributing members recognize the value of this study as a workforce development tool and a business retention and recruitment tool.



Franklin County Economic Development Marketing Group: Andrea Sukanek, Franklin County Planning & Zoning; Terry Wilson, Franklin County Commissioner; Joseph Graves, City of Union; Shiela Steelman, City of Pacific; Mike Chell, Ameren; Ed Martin, Growth Services and Dick Oldenburg, City of Washington.

As a benefit to employers, the study provides labor information necessary to make better-informed decisions in hiring, retention and development needs. In addition, it is an invaluable recruitment tool for the community. Ed Martin of Growth Services, the firm that compiled the information, firmly believes ".....a community's lack of definitive workforce data can eliminate it from the search more often than unfavorable data." Top factors in determining employer site selection include highway accessibility (91.4%), labor costs (87.9%) and availability of skilled labor (87.2%) .

On January 25th, 2007 at East Central College Regional Training Center, Ed Martin presented the "Executive Out Brief" from the surveys returned from businesses and industries located throughout Franklin County.

So, how does Franklin County measure up?



The study is comprised of several components, including; workforce profile, quality of workforce, cost of workforce and workforce availability

PROFILE - A slightly younger, faster growing population with lower poverty rates than the state and nation. However, lower graduation rates for high school and college and lower per capita income.

QUALITY - A better quality rating than 4 years ago, with slightly lower absenteeism and turnover rates than state or nation. More employers are projecting an increase in employment prospects for the next year than a decrease.

COST - Average wage rate for Franklin County are lower than Missouri and the nation.

AVAILABILITY – Approx 24,057 individuals (31.3% of the Available Workforce) are underemployed, providing the best opportunity of potential applicants.

The entire report is available at www.unionmoed.com. A copy of Ed Martin's (Growth Services) PowerPoint presentation is also available by request. Send an email to development@ci.union.mo.us .

"Union, MO...The Possibilities Are Endless"