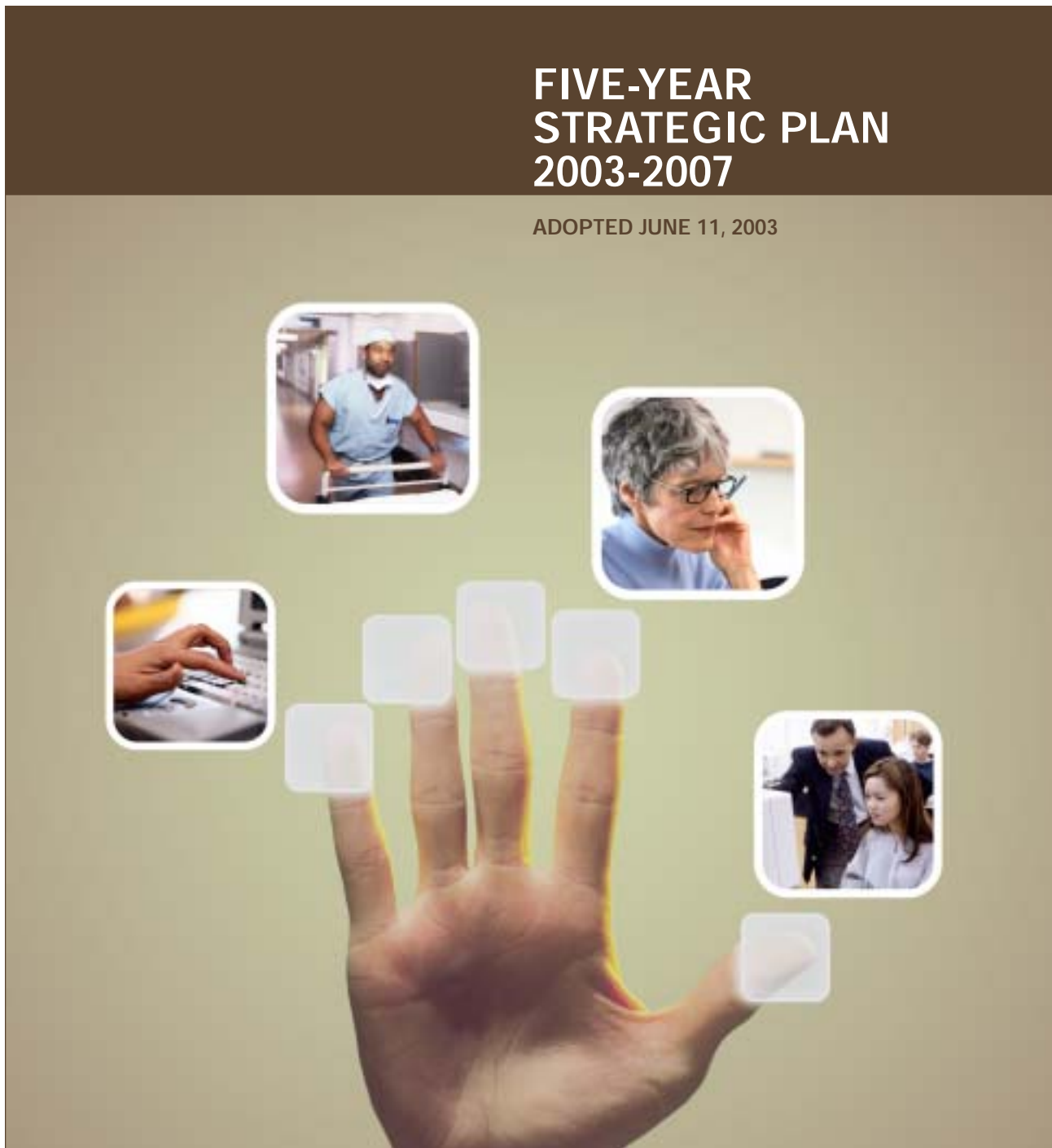


FIVE-YEAR STRATEGIC PLAN 2003-2007

ADOPTED JUNE 11, 2003



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June 2003

TO: Southwest Washington Workforce Development Council Stakeholders

FROM: Kay Dalke, Cowlitz/Wahkiakum Strategic Planning Chair
Marcia Fromhold, Clark/Skamania Strategic Planning Chair

RE: 2003-2008 Southwest Washington Workforce Development Council Strategic Plan

The five year Southwest Washington Workforce Development Council's Strategic Plan represents the work of hundreds of people from Clark, Cowlitz, Skamania and Wahkiakum counties over the last year. These people represented the interests of employers, educational institutions, elected officials, organized labor, and the job seekers of our communities.

Using demographic data, economic forecasts and identified training and skills gaps, input was gathered that reflected challenges and opportunities, as well as the recognition of the unique characteristics found in southwest Washington. With all these factors considered, the attached five year plan was crafted. It is a broad, guiding framework that focuses on outcomes designed to improve the economic and job climate in the four-county region. The specific policies, procedures, strategies and initiatives designed to move the process forward are underway and will be released in a series of deliverable reports, action items and white papers.

The Strategic Plan also takes a huge leap forward from the broad premise of simply reducing unemployment, but instead focuses more specifically on improving the region's economic conditions. By clearly linking the current and future needs of our business market with the training and expertise required of existing and future employees, not only are the businesses and industries of our community able to compete, thrive and grow in their market segments, but the workers of the region are assured viable, sustainable family-wage careers. These short and long-term efforts will position our communities to gain economic advantages, and additional industries in a competitive environment.

Our stakeholders play a critical role in our progress: without your participation, encouragement and holding all of us engaged in workforce development accountable to these goals, we will not succeed. However, with all of our partners at the table engaged in meaningful work, dialogue and new thinking, we will have the momentum to make significant gains both for employers and employees in our region.

If you have any comments, would like us to come make a presentation on our new workforce development approach to a community or service organization, or if you want to get involved in panels, task forces or periodic update meetings, please contact us by e-mail at info@swwdc.org or by telephone at 360-567-1066.

This Five-Year Strategic Plan is a framework to guide the operations and outcomes of the Southwest Washington Workforce Development Council (SWWDC). The SWWDC is the workforce investment board for a consortium of four counties, administering funds under the federal Workforce Investment Act of 1998 (WIA). The workforce system in this region includes four WorkSource centers and several affiliates. WorkSource is the name given by Washington State to the One-Stop employment centers required under WIA.

The need for a skilled and qualified workforce continues to grow, and the gap between the skills required by employers and those found in the workforce continues to widen on a national and regional level. As a regional workforce council we have an opportunity to play a pivotal role in reducing this gap by assisting people with the development of skills that lead to economic self-sufficiency and by assisting employers to develop a competitive workforce.

Such opportunity requires an outcome and customer based model that connects the workforce to economic development. It must focus training dollars and support services on jobs with upward mobility and industries with regional growth. To keep pace with workforce and skills gaps, the focus must be on increasing the number of people completing training in key occupations *and* increasing the skill level and quality of training—with no increase in workforce dollars.

The SWWDC believes that it is imperative that we make an impact on these needs. We are looking strategically and creatively at resolving the region's workforce issues. By guiding our actions with measurable outcomes and not inputs, we know we can make a difference. By facilitating partnerships and advocating for key improvements, we believe positive results can be achieved. Our plan reflects these beliefs and communicates our priorities for the next five years.

Process Overview

The Southwest Washington Workforce Development Council Five-Year Strategic Plan is the culmination of a planning process initiated by the board in the fall of 2002 and reflects the combined efforts of several concurrent initiatives to collect input and capture a clear view of priorities for SWWDC activities in the coming years.

Under the SWWDC board's guidance, two regional sub-areas were designated to address priority needs and key plans: 1) Wahkiakum and Cowlitz Counties and 2) Clark and Skamania Counties. A work group was appointed for each sub-area and a SWWDC board member was assigned to lead each effort. Marcia Fromhold served as chair of the Clark/Skamania Strategic Planning Team and Kay Dalke led the Cowlitz/Wahkiakum effort. Board members and other business and community members participated as team members. Staff and consultants provided support for the process.

Each regional team met to review current data and trends, assess strengths and weaknesses of the current system, identify best practices, and define strategic goals and objectives. This was accomplished through interactive meetings and work sessions, many of them including business, education, workforce, and community members.

Concurrent to these processes, a health care industry skills panel met to define key actions to address employer workforce needs in the health care industry. This input, provided by two board subcommittees in examining Individual Training Account, support services processes, and investments of the existing system, became part of the planning process.

In May 2003, information and materials from all sources were coalesced by staff and consultants into a draft document for review by participants, community members and the SWWDC Board. The regional Strategic Planning Teams and a combined team (involving all the subcommittee members) reviewed the draft plan and provided comments. Public hearings on the Plan were held in each county in early June. Comments gleaned during the discussions were addressed in the final draft presented to the SWWDC Board of Directors for adoption in June 2003.

Cowlitz/Wahkiakum Strategic Planning Team

Debby Barry

Jeanne Bennett

Ken Botero

Kay Dalke, Chair

Linda Elliott

Brendan Glaser

Bob Gregory

William Hundley

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Susan Stockard

June Trusty

Cindy Wardlow

Lower Columbia Community Action Council

Educational Service District 112

Longview Fibre

Cowlitz Bank

Elliott's Landing

Lower Columbia College

City of Longview, Assistant Manager

Woodland Chamber / Woodland Schools

PeaceHealth

Child Care Resource and Referral

The Daily News

Cowlitz County Commission

Mount St. Helens Valley Bugler

Longview School District

Wahkiakum Economic Development Council

Lower Columbia Community Action Council

Educational Service District 112

Cowlitz Economic Development Council

City of Longview, Councilperson

Cowlitz-Wahkiakum WorkSource East

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Clark/Skamania Strategic Planning Team

David Beyer

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Holly Solie

Bob Talent

Clark College

SEH America, Inc.

Southwest Washington Medical Center Board

Evergreen School District

Port of Ridgefield

E.D. Hovee & Company

Employment Security Department

NW Tracks

Greater Vancouver Chamber of Commerce

Micropump

Columbia River Economic Development Council

Greater Vancouver Chamber of Commerce

Clark County Commission

Washington State University Vancouver

Echo-Hawk & Associates

Skamania County Commission

Other Participants

Many people had a hand in creating this plan. Over 110 people spent an entire day in April with the Clark/Skamania group talking about issues and options for the plan. And approximately 40 individuals participated in the public hearings held in each county in early June.

Paul Youmans of Pathways 2020 facilitated the Cowlitz/Wahkiakum group and Addison Jacobs facilitated the Clark/Skamania group. Pat Scruggs and Amie Chally of Scruggs & Associates provided research and analysis. Every member of the SWWDC staff was involved in the process: Pat Bredeson, Vanessa Hernandez, Lisa Nisenfeld, Lynne St. Jean, and Barb Smith.

What's in This Document?



The following pages contain the vision, mission, goals and objectives for the next five years. They describe high-level outcomes and directions. Specifics and program information will be detailed annually in the SWWDC's workplans and posted on the SWWDC website: <www.swwdc.org>.

The appendix to this document contains demographic, education and economic data for Southwest Washington and its economic region.

SWWDC Council Members

June 2003

Chuck Anderson*
La Center School District

Sandy Barnes
CopperRise Consulting

David Beyer
Clark College

Ken Botero
Longview Fibre

Michael Bridges
Pacific NW Council of Carpenters

Lonnie Chandler
Java House

Kay Dalke
Cowlitz Bank

Linda Elliott* (Vice Chair)
Elliott's Landing

Bill Freemel
Steelscape

Marcia Fromhold
Evergreen School District

Robert Gaffney* (Chair)
Gaffney Counseling & Consulting

Bob Hanks
Cowlitz/Wahkiakum Electrical Workers

Mike Johnson
Department of Social and Health Services

beverly Kimble
Employment Security Department

Keith Liggett
NW Tracks

James McLaughlin
Lower Columbia College

Keith McPhun
Micropump

Ann Nordquist
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Columbia River Economic Development Council

Commissioner Craig Pridemore
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Nancy Roberts
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Washington State University
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C-Tech Industries

Judy Sloan
Lower Columbia Community Action Council

Ted Sprague*
Cowlitz Economic Development Council

Rick Thompson
Machinists Union, Local 63

Mike Wendling
Columbia Machine, Inc.

Executive Board of County Commissioners

CLARK COUNTY
Commissioner Craig Pridemore

COWLITZ COUNTY
Commissioner George Raiter Chair

SKAMANIA COUNTY
Commissioner Bob Talent*

WAHKIAKUM COUNTY
Commissioner George Trott

* EXECUTIVE COUNCIL MEMBER

By the year 2013 a highly skilled workforce will serve as the cornerstone of a vital and sustainable economy for Southwest Washington. Business, education, labor, and community organizations will work cooperatively around a set of common goals, this will ensure responsive and aligned workforce strategies that yield strong economic outcomes and an adaptable and skilled workforce. Continuous improvement in the workforce will be made possible by flexible, accessible, lifelong learning opportunities

Background

National Workforce Trends That Affect Southwest Washington

In the last quarter century, baby-boomers hit their prime work years, growing the workforce by 1.6% to 2.7% each year. This resulted in a significant increase in the percent of people in the labor force, including a larger number of women. During this time, the number of workers with a college education doubled. In recent years, the growth of the workforce has decreased by over 50%, with no growth projected for native-born workers in their prime years. More alarming is the fact that the percent of college graduates has stagnated, while 70% of new jobs created will require post-secondary or vocational training. Furthermore, the impending retirement of the baby-boom generation will create a dearth of skilled workers throughout the economy. The result is a US workforce that continues to decrease its competitive standing in a global economy while other nations are moving quickly to increase their supplies of highly educated and skilled workers.

In the last 25 years the United States saw an exodus of production jobs to other countries—motivated largely by lower wages abroad. Now some companies are exporting highly skilled jobs overseas, partly because they do not anticipate an adequate supply of skilled workers in this country. The education and training of the American workforce, therefore, should be viewed as a primary concern of the American economy for the 21st century.

Assistant Secretary of Labor Emily Stover DeRocco recently remarked, “We must bring the resources devoted to employment, education, and economic development together and use them strategically if we are to build the skilled workforce that employers need to remain globally competitive and if workers are going to be able to get good jobs at good wages with opportunities for advancement.”

In other words, the trend is toward a shortage of workers as well as a significant gap between worker skills and job requirements. We are not only losing lower-skilled manufacturing jobs to other countries, we are beginning to see our well-paying professional jobs slip away. This is why a focused effort to train for key skills that support our targeted industries is so important.

Critical Issues for Southwest Washington’s Workforce

While many national and international trends and pressures impact the economic and workforce climate for Southwest Washington, the area has resources and attributes available to build a solid, vibrant economic base. One of the key resources to economic vitality is the workforce. Enhancing this asset will reap benefits throughout the economy.

The four county service area of the Swwdc has a total population of 452,000 people with approximately 64% of the population in the labor force. Unemployment is currently considerably above state and national averages. Compared to Washington State or Portland regional job markets, residents in Southwest Washington are more likely to hold jobs in construction, production and services and are less likely to hold professional, technical or management positions.

Skill levels among Southwest Washington residents are less competitive than both the State and the Portland region. While 28% of Washington residents over 25 years of age have a college education, (39% in the Portland region), only 22% of Clark County residents have a college degree, with 17% in Skamania County, and 14% in Cowlitz and Wahkiakum counties. Furthermore, the trend for college education does not appear to be improving at a rate that corresponds to employer needs. On average, 21% of residents between the ages of 18 and 24 are enrolled in college (compared to 31% statewide), and the percent of 25-35-year-olds with a college degree is less than the percent of college graduates for the overall population—a trend opposite the state and US. The lower skill levels result in a below-average per capita income and below-average wage compared to state and national averages.

Southwest Washington has significant industry clusters in manufacturing, transportation and warehousing, professional and technical services, and finance and insurance that pay above average wages. The region's fastest growing industry, health care, pays an average wage of approximately \$30,000 per year. Understanding the workforce needs of these industries and developing strategic partnerships among the employers, educators and service providers will be critical to the region's future.

Investing workforce resources in target industries and occupations will allow workforce programs to focus on providing skilled workers to key industries, in turn helping grow the economy of Southwest Washington. By addressing the existing deficits and gaps in training and education of the workforce in Southwest Washington, the SWWDC can assist our residents to enjoy increased employability and higher wages. Employers can enjoy a competitive edge through a skilled workforce. The many benefits gained by workers and employers will serve as a key cornerstone to a healthy economic future for the region.

Guiding Themes for Workforce Development in SW Washington

Preparing skilled and adaptive workers to succeed in the regional economy depends on a workforce system that:

- Creates an employer responsive delivery system;
- Focuses on outcomes and make investments accordingly;
- Provides readily accessible and flexible services;
- Gears training and education for advancement across the employment spectrum;
- Closely aligns initiatives with economic development, labor, and educational partners;
- Develops effective partnerships and leverages collaborative opportunities to achieve goals/objectives; and
- Prioritizes services and investments to focus on target industries and occupations, particularly those in the traded sector.

Operating Principles

The Southwest Washington Workforce Development Council (SWWDC) coordinates the region's workforce system, providing guidance, funding, and facilitation to service providers, employers and educators. To this end, the SWWDC will operate under a set of guiding principles that include the following:

1. The workforce development system will address the needs of employers and provide flexible and accountable services.
2. Target industry work will address the full spectrum of workforce needs—from childhood through retirement—and create systems change in addition to training individual workers.
3. An increasing portion of all WorkSource ("one-stop") funding will be spent directly on training and support services in the target industries.
4. The SWWDC will regularly review its plans and approaches for quality improvement and adapt them to meet changing needs. The Strategic Plan will be reviewed and updated annually to reflect the workforce priorities of regional employers.
5. Close partnerships with economic development agencies will be critical to meeting goals and keeping abreast of trends and changes.
6. Close partnerships and collaboration with educational institutions and labor organizations will be key to meeting SWWDC goals and objectives.
7. The SWWDC will work closely with its Oregon counterparts to address regional workforce needs and to share resources whenever possible.
8. The SWWDC will focus its investments on outcomes, not processes. Contracts will pay for results whenever possible.
9. The SWWDC will maintain a lean operation and contract for professional services whenever feasible.

Five-Year Goals

To develop an action-oriented plan that corresponds to our themes and guiding principles, we have organized our plan into four primary goals. Each goal has a set of discrete objectives, timelines and measurable outcomes.

- | | |
|---------------|--|
| GOAL 1 | Supply qualified workers to support business recruitment, expansion, and retention. |
| GOAL 2 | Develop worker skills for target industries and occupations. |
| GOAL 3 | Increase education and training outcomes for Southwest Washington residents. |
| GOAL 4 | Develop a responsive workforce system guided by the Strategic Plan. |

What Will Be Different?

This strategic plan calls for a significant shift in how workforce funds are invested in the region. To paraphrase U.S. Department of Labor Assistant Secretary DeRocco, the system is now designed to be an economic development program with social service benefits rather than a social service program with economic development benefits.

In the day-to-day world of workforce programs, this means that employers will become a principal customer in the system. When the system is fully operational, job seekers who are looking for training will be assessed and offered opportunities for training which not only match their interests and skills but which have been designated as critical occupations by industry panels. There may be times when the WorkSource centers actively recruit local residents for training in these occupations, rather than waiting to see who comes in the door. Job seekers who want training in non-critical occupations will be referred to other resources such as student financial aid and, when appropriate, Trade Adjustment Assistance.

The SWWDC will use industry targeting as the organizing principle for much of its work. By working closely with target industries, workforce initiatives and resources can be aligned to address the full spectrum of workforce needs, helping grow those industries. In the current year, the health care industry has been the focus of the SWWDC's efforts. Next year the manufacturing industry will be added: one additional industry per year will be selected, based on economic trends and opportunities.

Further, the WorkSource system will need to work closely with the SWWDC to improve and package services that employers want. A coordinated employer services system will assure high quality services to employers, especially in target industries. This work will be closely aligned with the Economic Development Councils of each county.

The SWWDC is now funded almost entirely through the Workforce Investment Act. Non-WIA funding sources will be sought to further leverage the investments of the program.

Finally, the SWWDC will undertake a role as regional facilitator and convener around workforce development issues, bringing together employers, educators, labor, economic developers, policymakers and others to maximize the impact of public and private resources for training and education.

NOTE When the bulleted items in the “Quantity/Evaluation” column do not align with the objectives, the outcomes are meant to apply to the group of objectives listed.

GOAL 1 Supply qualified workers to support business recruitment, expansion, and retention.		
OBJECTIVES	TIMELINE	QUANTITY/EVALUATION
1.1. Contract for WIA Adult and Dislocated Worker services that address priorities of the strategic plan in a cost effective and timely manner.	Sept. 30, 2003 forward	<ul style="list-style-type: none"> New performance-based contracts in place.
1.1.1. Establish key outcomes (e.g., numbers of individuals trained, placed in jobs, retained in jobs, etc.)	Sept. 30, 2003 forward	<ul style="list-style-type: none"> Outcomes identified and quarterly performance reports reviewed.
1.2. Enhance competitiveness of Southwest Washington’s workforce system by increasing the utilization of community colleges, and other training services by local employers, particularly in target industries.	July 2003 forward	<ul style="list-style-type: none"> Facilitate development of at least six new employer relationships with community colleges annually, resulting in at least two college training activities.
1.3. Promote business sustainability and job retention utilizing WIA Rapid Response tools.	July 2003 forward	<ul style="list-style-type: none"> Request that the Governor redirect rapid response funds to aid job retention within 90 days of WIA reauthorization.
1.4. Provide information on tax and other incentives to employers who support workers training, particularly those assisting people of color, women, youth, and persons with disabilities.	Sept. 2003 forward	<ul style="list-style-type: none"> SWWDC develops and implements strategy to keep local, state, and federal policy makers informed regarding potential training incentives.

GOAL 2 Develop worker skills for target industries and occupations.		
OBJECTIVES	TIMELINE	QUANTITY/EVALUATION
2.1. Coordinate with the Economic Development Councils to identify additional target industries or occupational clusters critical to the current and future economy in SW Washington. Identify and prioritize clusters to be addressed by SWWDC.	October 2003 forward	<ul style="list-style-type: none"> Identification of industry and occupational clusters and a clear link to workforce development. Add one new cluster annually
2.2. Facilitate dialogue, planning, and goal setting between target industry groups and educators to identify high demand jobs and critical skills.	July 2003 forward	<ul style="list-style-type: none"> Career paths and training needs are identified for high demand jobs within target industries.

GOAL 2 <i>continued</i> Develop worker skills for target industries and occupations.		
OBJECTIVES	TIMELINE	QUANTITY/EVALUATION
2.3. Raise awareness within K-12 system about high demand and emerging careers, working with students, teachers and counselors to expose them to current and future career opportunities.	December 2003 forward	<ul style="list-style-type: none"> A plan is completed that specifies outreach methods.
2.4. Implement the key recommendations of the Health Care Skills Panel.	July 2003 forward	<ul style="list-style-type: none"> Health care career specialist is provided to connect employers and their workers with WorkSource, educators, and financial assistance.
2.4.1. Regularly review and update priority occupations for WIA.	July 2003 forward	
2.4.2. Increase numbers of people recruited, trained and placed in priority health care occupations through the WorkSource system.	July 2003 forward	<ul style="list-style-type: none"> List of priority occupations for training Adult, Dislocated Worker and Youth participants is updated at least annually.
2.4.2.1 Increase WIA and other funding for health care occupations.	July 2003 forward	<ul style="list-style-type: none"> Number of Adult and Dislocated Worker participants trained in priority health care occupations increases by 15% in 2004. (Additional goals set as other target industry projects come on line.)
2.4.2.2 Establish revolving tuition fund with employer contributions and enhanced ITA commitment for incumbent workers and career changers/dislocated workers.	July 2003 forward	<ul style="list-style-type: none"> Increase number of incumbent health care workers trained by: PY 2005: 15% PY 2007: 25%
2.5. Develop and implement a Skills Panel for manufacturing encompassing the full spectrum of education and training services.	June 2004 forward	<ul style="list-style-type: none"> Industry panel is in place with needs analysis completed.
2.5.1 Study the feasibility of a manufacturing training center in Cowlitz County.	July 2004 forward	<ul style="list-style-type: none"> Strategies in place and work plan developed.
2.5.2 Evaluate semiconductor workforce needs in Clark County.		
2.5.3 Implement recommendations of the Skills Panel.	October 2004 forward	<ul style="list-style-type: none"> Additional results to be determined by industry panel.

GOAL 2 <i>continued</i> Develop worker skills for target industries and occupations.		
OBJECTIVES	TIMELINE	QUANTITY/EVALUATION
<p>2.6 Provide occupational skills training and other workforce services in target industries and occupations for WIA participants, including incumbent workers, based on industry needs.</p> <p>2.6.1 Promote employer utilization of Work Keys and similar assessment programs, creating an ongoing skills asset inventory database for the community.</p> <p>2.6.2 Identify transferable skills sets related to each target industry.</p>	<p>October 2003 forward</p> <p>October 2004 forward</p> <p>July 2004 forward</p>	<ul style="list-style-type: none"> WIA Adult and Dislocated Worker funds are invested in target industry training and related projects: PY 2003: 25% PY 2004: 35% PY 2005: 50% PY 2006: 60% PY 2007: 70% Create similar investment goals for WIA youth funding. Five additional companies utilizing Work Keys or similar programs each year. A report of skill sets and training models for each target industry is available on the SWWDC web page.
<p>2.7 Increase incumbent worker training in target industries.</p> <p>2.7.1 Develop expertise for each target industry connecting employer needs to workforce training.</p> <p>2.7.2 Collaborate with educators and labor organizations to develop flexible delivery of incumbent worker training in order to increase access to and completion of training.</p> <p>2.7.3 Encourage and leverage employer investment in joint training projects with SWWDC. Seek state and grant funds for incumbent worker training programs as necessary.</p>	<p>June 2003 forward</p> <p>January 2004 forward</p> <p>June 2004 forward</p> <p>June 2004 forward</p>	<ul style="list-style-type: none"> Increase in incumbent workers trained by: PY 2005: 15% PY 2007: 30% Employer investment = 20% second year of each target industry strategy, increasing to 50% by fifth year. Resource plan in place. \$200,000 in additional funding in 2004, raising the goal by \$100,000 for each subsequent year.
<p>2.8 Plan for and develop additional resources to support target industry initiatives in the region.</p>	<p>June 2004 forward</p>	<ul style="list-style-type: none"> At least 40% of such funding will be from non-WIA sources.

GOAL 3 Increase education and training outcomes for Southwest Washington residents.		
OBJECTIVES	TIMELINE	QUANTITY/EVALUATION
<p>3.1 Advocate for and facilitate strategies to increase math and science proficiency of the workforce.</p> <p>3.1.2 Convene business and education leadership to identify key issues and develop specific initiatives to increase math and sciences skills.</p> <p>3.1.3 Collaborate with community colleges to increase access to and the capacity of math and science courses, particularly those that are prerequisites for career-based programs.</p> <p>3.1.4. Work with K-12 educators to develop a common framework for advanced math and science curriculum that is aligned with post-secondary education and target industry needs.</p> <p>3.1.5 Facilitate the use of non-traditional and on-site training to promote math proficiency in adults.</p>	<p>January 2004 forward</p> <p>June 2005 forward</p> <p>June 2004 forward</p> <p>June 2006 forward</p>	<ul style="list-style-type: none"> • Identification of two initiatives/themes to improve proficiency. • Initiatives implemented. • Benchmarks for annual review are established. • Increase math and science prerequisite capacity by at least 25% • Curriculum framework developed with target industries: Allied Health Care: 2004 Manufacturing: 2005 • Two pilot programs by June 2007 reaching at least 200 adults per year: 75% of participants show increase in math proficiency.
<p>3.2 Convene and facilitate a dialogue with education, business and community leaders to address the region's post-secondary capacity deficit.</p> <p>3.2.2 Establish a collective strategy for increasing the number of higher education enrollments and completions in the region.</p>	<p>January 2004</p>	<ul style="list-style-type: none"> • Strategy to be developed with partners. • Benchmarks are set and progress is measured annually.
<p>3.3. Focus WIA in-school youth programming on increasing high school graduation rates and improving basic skills.</p>	<p>June 2004 forward</p>	<ul style="list-style-type: none"> • Increase graduation rates and basic skills achievement among WIA youth enrollees by 25% over previous year.
<p>3.4 Create training and education goals and objectives for WIA funded out-of-school youth, including increasing high school completion rates.</p>	<p>Within 6 months of WIA reauthorization</p>	<ul style="list-style-type: none"> • A plan with specific emphasis on target industries is drafted to address training and education for out-of-school youth.

GOAL 3 <i>continued</i> Increase education and training outcomes for Southwest Washington residents.		
OBJECTIVES	TIMELINE	QUANTITY/EVALUATION
3.5 Increase the education and training achievement of people of color, women, and people with disabilities.	October 2004	<ul style="list-style-type: none"> • SWWDC and educators jointly develop a plan to increase the percent of degrees awarded to special needs populations.
3.6 Make training more accessible to, attractive to, and effective for at-risk populations.	October 2004	<ul style="list-style-type: none"> • A panel of providers, consumers, and advocates prepares recommendations for SWWDC to incorporate into a work plan.

GOAL 4: Develop a responsive workforce system guided by the strategic plan.		
OBJECTIVES	TIMELINE	QUANTITY/EVALUATION
4.1 Improve employer services provided by one-stop system and other contractors.	March 31, 2004	<ul style="list-style-type: none"> • Number of Job orders filled by WorkSource referrals increase by 20% first year and 10% annually thereafter.
4.1.1. Increase effective utilization of one-stop and WDC service through marketing and outreach.	July 2004 forward	<ul style="list-style-type: none"> • Coordinated regional system providing high quality and sought-after service to companies is operating with 90% employer satisfaction.
4.1.2. Use customer satisfaction and other modes of input to identify key employer service concerns. Work through existing employer groups (trade associations, chambers, etc.) to prioritize one or two service issues per year and develop actions to resolve barriers.	July 1, 2004	<ul style="list-style-type: none"> • Job orders or employer requests for identified priority services increase by 15% annually.
4.2 Align workforce programs with employer needs; assist service providers and other partners to understand the needs of target industries and an employer-focused system.	By June 2004 forward	<ul style="list-style-type: none"> • All workforce system staff and partners are trained in SWWDC strategic goals and the dynamics of target industries in the region.
4.3. Enhance communication and sharing of best practices among service providers and with SWWDC to improve overall responsiveness and customer satisfaction.	By June 2004 forward	<ul style="list-style-type: none"> • Communication/implementation plan completed and activities started.
4.4. Implement an outcome-based evaluation system of the results of WIA services provided by the one-stop centers.	September 2004 forward	<ul style="list-style-type: none"> • Initial evaluation complete. Ongoing assessment tool developed.
4.4.1. Provide training for service providers on program improvements and evaluation tools.	January 2004 forward	<ul style="list-style-type: none"> • Continuous improvement plans in place with improved annual performance.

Economic and Demographic Background Information for Southwest Washington Strategic Plan

April 2003

Background information about the Southwest Washington region was developed as a part of the Southwest Washington Workforce Development Board's effort to develop a strategic plan for their service area. This information contains demographic, school and industry data that may be helpful in thinking about immediate opportunities as well as longer-term trends that impact the direction or content of workforce development efforts.

This report is not meant to be inclusive of all economic or workforce information, it is intended to provide a snapshot that will be helpful in assessing current and future workforce needs. The report is divided into three sections.

Section One

Demographic information about the residents including population growth, age distribution and changes to age distribution, percent of the population in the labor force, languages spoken, percent of bilingual households, and other related data.

Section Two

Educational information that includes adult educational attainment and school district data. In addition to understanding how prepared our existing workforce is in terms of skills and education, this data indicates the impact the younger population may have on the region in terms of the type of workforce services that may be needed in the next two to ten years.

Section Three

Industry and job information describing the types of industries that are located in Southwest Washington, their concentration of employment compared to Portland and the state of Washington, the ratio of job to available labor force and other data that will indicate what type of jobs and occupations are in demand.

For this report, two comparative regions were used: the Portland Metropolitan Statistical Area (MSA) that includes Clark County, and the state of Washington.

Clark County is growing in population at approximately twice the rate of other Southwest Washington Counties and the state of Washington.

Income in Southwest Washington remains below the state and U.S. averages.

Bilingual and foreign-born residents are increasing steadily, except in Wahkiakum County. These populations may require more workforce assistance.

The Southwest Washington population is less educated than the state or Portland region, and the trend line for a college-educated population continues to lag behind state and national averages. For instance, 28% of Washington's population over 25 has a bachelor's degree or higher; in Cowlitz County it is only 13%, Skamania County 17% and Clark County 22%.

Clark and Skamania Counties have an active workforce with a greater percent of the population in the labor force compared to the U.S. average. Both Cowlitz and Wahkiakum County have a lower percent of population in the labor force.

Southwest Washington is a net exporter of workers, meaning there are more people in the labor force than available jobs. In Clark County for example, there are 174,500 people in the labor force and only 114,000 jobs available in the county.

Manufacturing, retail, health care, accommodation & food services, and construction are the largest employers in Southwest Washington (listed in order of highest number of jobs).

The fastest growing industry in Southwest Washington is health care; other growing industries tend to be in lower paying jobs such as retail, real estate and recreation.

Most family-wage jobs in Clark-Skamania Counties lost employment in the past several years. This includes manufacturing, information services, finance and insurance, and construction.

The average wage continues to grow, yet remains lower than the Portland region or state. Clark County's average wage in 2001 was \$ 30,446, Cowlitz County was \$30,972, Skamania County was \$ 21,318 and Wahkiakum County was \$24,864. This compares to Washington's average wage of \$38,698 and Portland's average wage of \$36,685.

Compared to Washington and the Portland region, workers in Southwest Washington are more likely to be in construction, production, or service jobs and less likely to be in professional, technical, management or sales positions.

Section One

DEMOGRAPHIC DATA

Key Points: Population & Age

In 2000, there were approximately 451,882 people living within the four county region of Clark, Cowlitz, Skamania and Wahkiakum Counties.

- Clark County has exhibited a large, steady population increase from 1960 to 2000, with a 45% growth from 1990 to 2000—double that of Skamania, Cowlitz or Wahkiakum County and Washington State.
- Skamania County has been growing at a much slower pace, with its greatest population increase occurring between 1970 and 1980. Cowlitz and Wahkiakum County are also growing slowly.
- Wahkiakum County's population growth from 1990-2000 (15%) made up for the decline in population growth (-13%) they experienced from 1980-1990.

22% of Clark County's population and over 14% of Skamania County's residents lived in another state or country during 1995 (five years prior to the census). A smaller percent of Cowlitz (10%) and Wahkiakum (9%) County's population lived in another state or country during 1995.

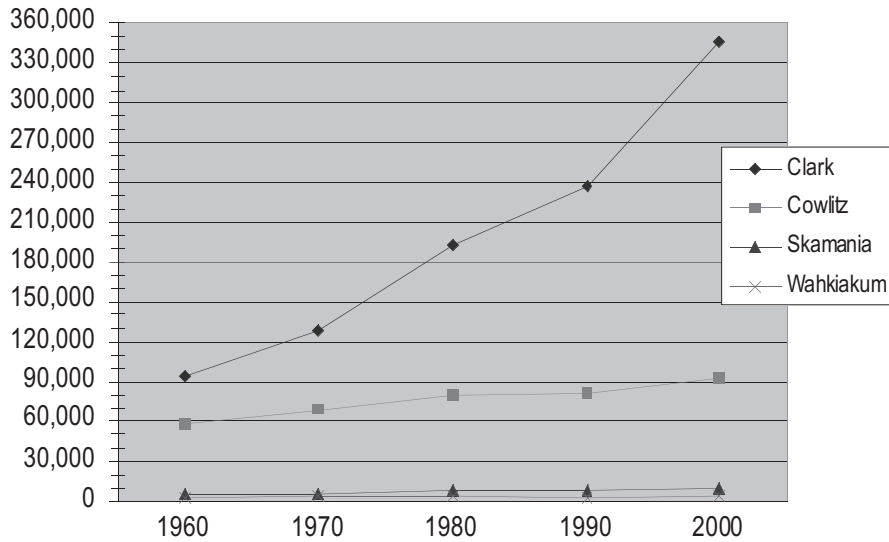
- The majority of Skamania immigration came from other counties within Washington, while the majority of newcomers to Clark and Cowlitz County came from another state.
- In Clark County, immigration from outside the U.S. tripled from 1990 to the 2000 Census. The opposite trend occurred in Wahkiakum County, where immigration from outside the U.S. was .45% in 1985 and only .03% in 1995.

8.5% of Clark County's population is foreign-born, while only 3.5% of Skamania County and 3.7% of Cowlitz County's population was born outside the U.S. Only 1.3% of Wahkiakum County's resident in 2000 were foreign-born. This compared to almost 11% in the Portland region, and 10.4% for the state of Washington.

- Although the percent of foreign-born population is greater in Washington State and the Portland region, Clark and Skamania County's rate of growth of foreign-born residents is outpacing other parts of the region (1990-2000 growth rates: 133% in Clark County, 100% in Skamania County, 57% for Washington State and 86% for the Portland region).
- Cowlitz County's rate of growth of foreign-born residents is much slower at 25% and Wahkiakum County has a negative growth rate of -67%.

APPENDIX
Summary of Data

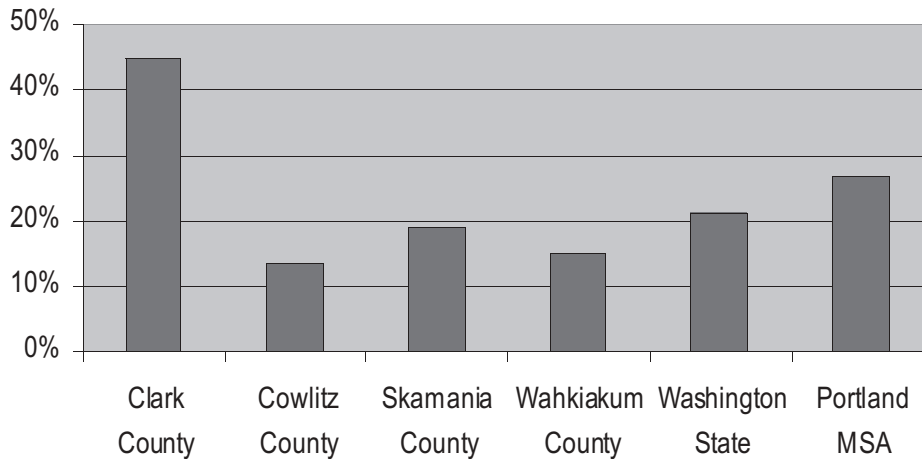
Population Growth, 1960-2000



Clark	93,809	128,454	192,227	238,053	345,238
Cowlitz	57,801	68,616	79,548	82,119	92,948
Skamania	5,207	5,845	7,919	8,289	9,872
Wahkiakum	3,426	3,592	3,832	3,327	3,824

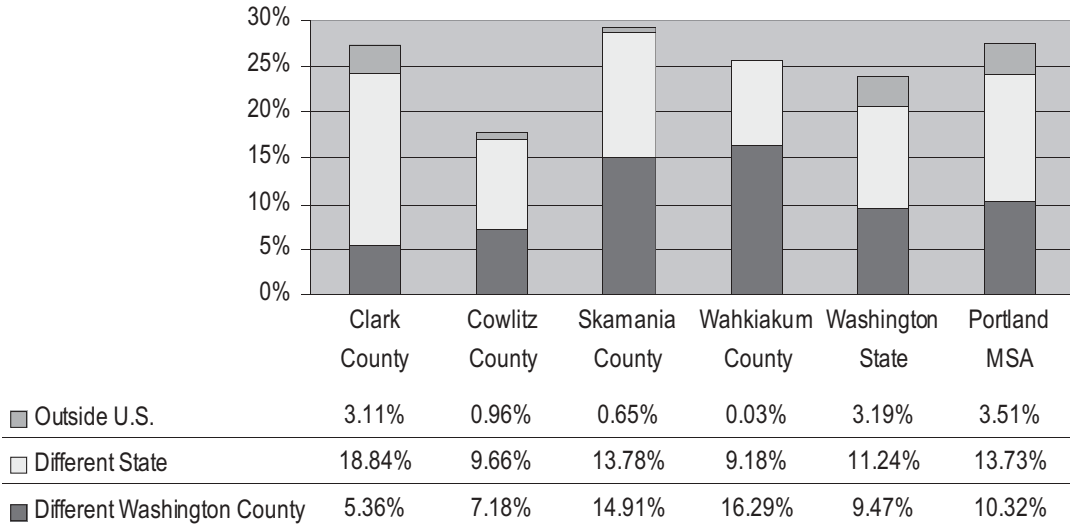
Source: Censusscope, Census 2000 analyzed by the Social Science Data Analysis Network

Population Growth from 1990-2000



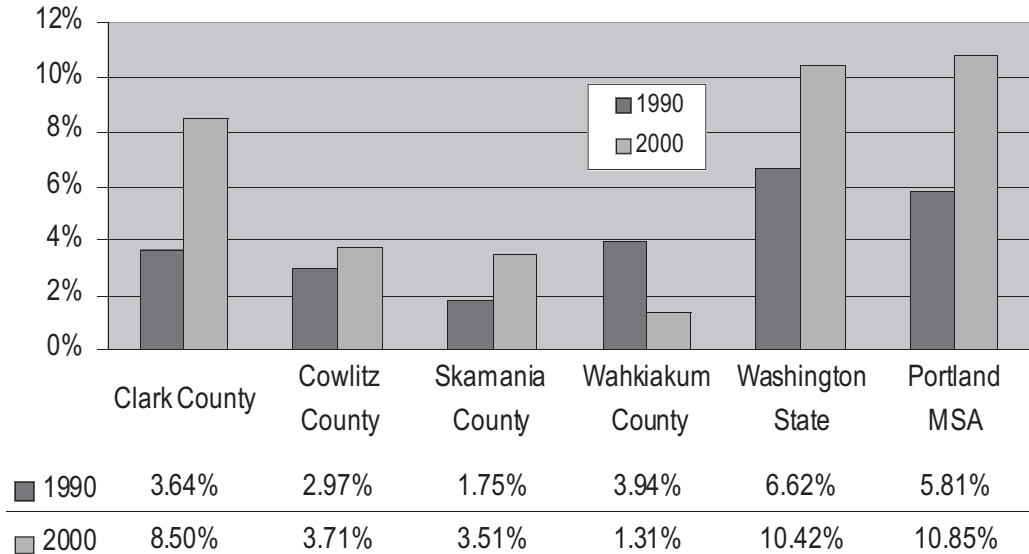
Source: Censusscope, Census 2000 analyzed by the Social Science Data Analysis Network

Migration & Immigration: Residence 5 Years Prior to 2000 Census



Source: Censusscope, Census 2000 analyzed by the Social Science Data Analysis Network

Total Foreign Born Population, 1990-2000



Source: Censusscope, Census 2000 analyzed by the Social Science Data Analysis Network

APPENDIX Summary of Data

Key Points: Ethnicity & Language

The number of minority residents in Clark County increased from 16,500 in 1990 to over 46,000 in 2000, Cowlitz County's minority population increased from 4381 to 9377, Skamania County's increased from 420 to over 950 and Wahkiakum County's minority population increased from 142 to 278 during the same time period.

- Hispanics are the largest minority population in all regions representing over 4% of the population in Clark, Cowlitz ... Skamania Counties, 2.56% in Wahkiakum County and 7.4% in the Portland area.
- Asians are the second largest group in Clark County (3.2% of the population), while American Indians are the second largest minority group in Skamania County (2.1% of the population), Cowlitz County (1.38%) and Wahkiakum County (1.57%).

12% of Clark County homes, 6% of Cowlitz County homes, 5% of Skamania County homes and 4% of Wahkiakum County homes speak a language other than English. (Approximately 14% of households in Portland and Washington State speak a language other than English)

- In Clark County this represents a 100% increase from 1990 of non-English speaking households.
- The most common non-English language spoken in Cowlitz, Skamania and Wahkiakum Counties is clearly Spanish at a rate almost 3 times higher than any other non-English language.
- Clark County's most commonly spoken non-English languages are "other Indo-European" having more than doubled, increasing from 1.97% in 1990 to 4.76% in 2000.

Population by Race, 2000

	Clark	Cowlitz	Skamania	Wahkiakum	WA State	Portland MSA
White	86.65%	89.91%	90.38%	92.73%	78.93%	81.58%
Total Hispanics	4.71%	4.55%	4.03%	2.56%	7.49%	7.43%
Asian	3.18%	1.29%	0.54%	0.47%	5.42%	4.55%
Black	1.63%	0.48%	0.30%	0.24%	3.13%	2.59%
American Indian and Eskimo	0.75%	1.38%	2.08%	1.57%	1.45%	0.75%
Hawaiian and Pacific Islander	0.35%	0.12%	0.05%	0.08%	0.39%	0.28%
Other	0.14%	0.07%	0.70%	0.00%	0.20%	0.14%
Two or More Races	2.60%	2.20%	1.92%	2.35%	2.98%	2.68%

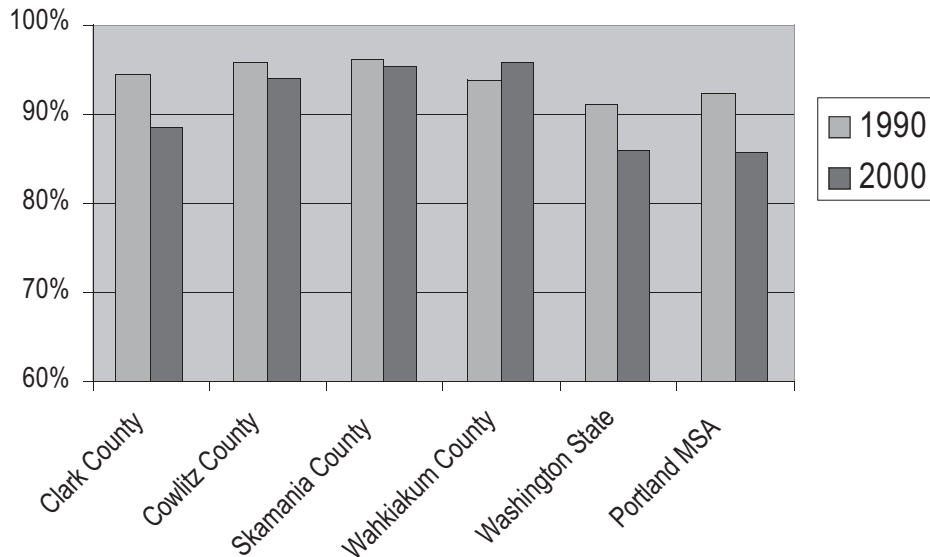
Source: Censusscope, Census 2000 analyzed by the Social Science Data Analysis Network

Language Spoken at Home, 2000

	Clark	Cowlitz	Skamania	Wahkiakum	WA State	Portland MSA
Only English	88.52%	94.00%	95.07%	95.66%	85.99%	85.62%
Spanish	3.57%	3.50%	3.18%	2.77%	5.84%	6.23%
Other Indo-European	4.76%	1.08%	0.91%	1.05%	3.21%	3.88%
Asian Language	2.69%	1.24%	0.50%	0.00%	4.41%	3.74%
Other	0.47%	0.18%	0.35%	0.53%	0.54%	0.53%

Source: Censusscope, Census 2000 analyzed by the Social Science Data Analysis Network

Percent of Homes Where Only English is Spoken



Source: Censusscope, Census 2000 analyzed by the Social Science Data Analysis Network

Key Points: Income and the Labor Force

The percent of population participating in the workforce in Clark and Skamania County is at or above average, whereas residents of all four counties have lower than average per capita incomes as compared to the Portland MSA and Washington State as a whole. The percent of population participating in the workforce in Cowlitz and Wahkiakum County is below the U.S. and Washington State average. Average wages of jobs within the four counties are also significantly lower than Washington State, indicating that residents are commuting outside their region for better paying jobs.

Per capita income is comprised of earnings (wages), passive income (dividends, interest, rents, etc.) and transfer payments (social security, federal assistance, etc.). When looking at components of personal income, Clark and Skamania Counties more closely resemble Washington State and the Portland region in percent of income as earnings (approximately 70%). Wahkiakum County looks the most different from the other counties, Washington State and Portland, with only 52% of personal income coming from earnings; 25% of personal income comes from dividends/interest/rent compared to an average of 18% for the rest of the region, Washington State and Portland. Cowlitz and Wahkiakum Counties have nearly twice the percent of income as transfer payments compared to Washington State and Portland.

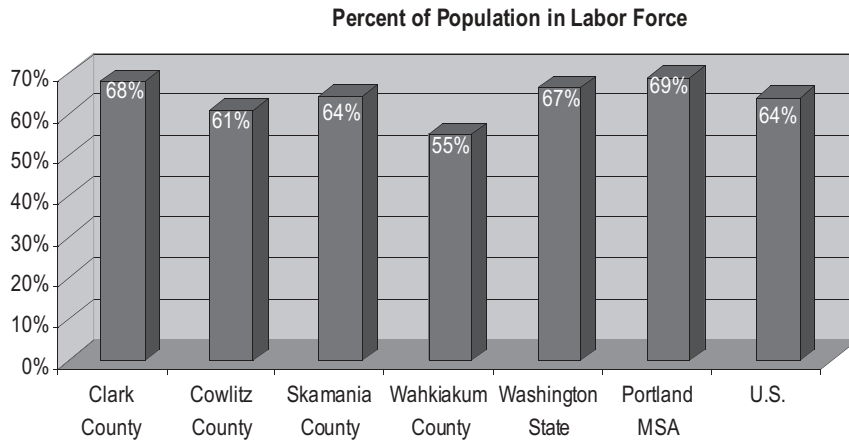
- Clark County per capita income is \$21,448/year—equivalent to the U.S. average, yet 8% lower than the Portland region. Cowlitz, Skamania and Wahkiakum Counties all have per capita incomes lower than Clark County, with Skamania County the lowest at \$18,000 per year—approximately 16.6% lower than the US average and 23% lower than Portland's average.
- Average wage of a Clark County job in 2001 was \$ 33,475. This was 7% lower than the Portland average of \$35,890. The average wage in Cowlitz, Skamania and Wahkiakum Counties is lower than the average wage in Clark County with Skamania County the lowest at \$ 24,914.
- As compared to the broader labor market (Portland Region and Washington), far fewer workers living in the four county region are employed in professional, technical and management positions, and more are employed in lower paying occupations including services, construction and production jobs.

APPENDIX Summary of Data

Unemployment has increased across the country as well as in Southwest Washington. Of the four counties, Clark County experienced the greatest increase in unemployment (9.3% in February 2003, up 3.4% from 2000). Skamania County has experienced very little change in unemployment and Wahkiakum County's unemployment rate actually decreased, yet still resembles the U.S. average. Clark, Cowlitz and Skamania Counties all have higher unemployment rates than the U.S., Washington State and Portland MSA.

There are 9,245 families and 45,374 individuals (10% of the population) living in poverty in Southwest Washington. The percent of population living in poverty in Cowlitz and Skamania Counties is above the U.S. average, and Clark and Wahkiakum Counties are below the U.S. average. The percent of population living in poverty in the four county area is lower than the U.S. average, approximately equivalent to the Washington State average and higher than the Portland MSA.

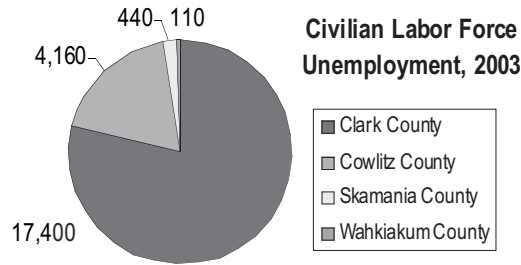
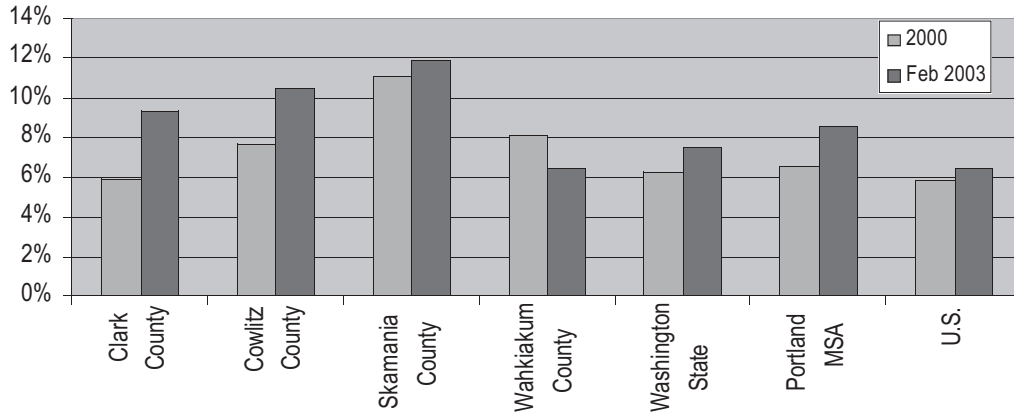
Source: U.S. Census Bureau, American FactFinder, Quick Tables, Profile of Selected Economic Characteristics, 2000



Source: U.S. Census Bureau, American FactFinder, Quick Tables, Profile of Selected Economic Characteristics, 2000

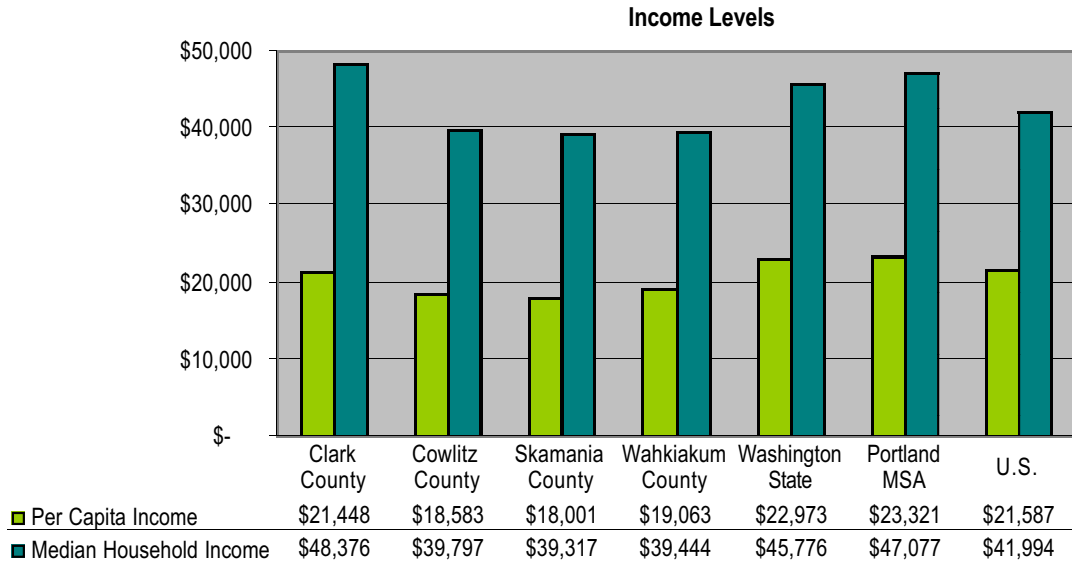
APPENDIX
Summary of Data

Percent of Civilian Labor Force Unemployed

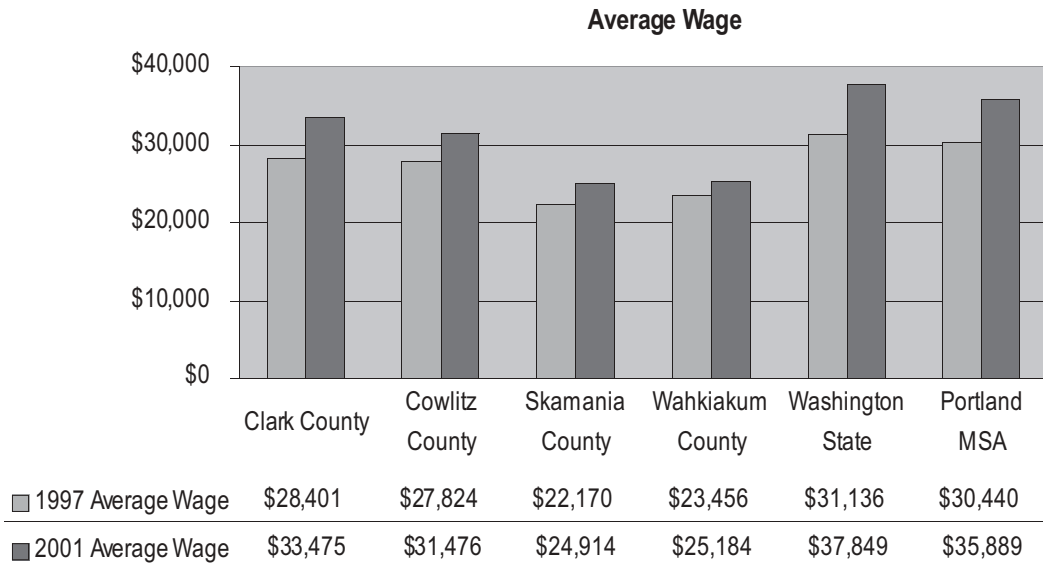


Source: U.S. Census Bureau, American FactFinder, Quick Tables, Profile of Selected Economic Characteristics, 2000; Washington State Employment Security, 2003; Oregon Employment Department, 2003; U.S. Census Bureau, American FactFinder, Quick Tables, 2000

APPENDIX
Summary of Data

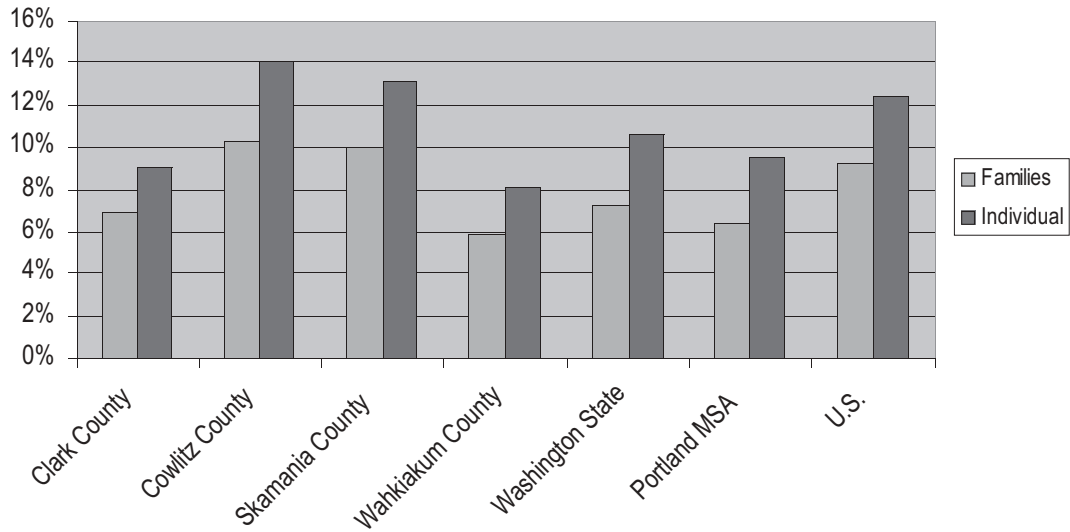


Source: U.S. Census Bureau, American FactFinder, Quick Tables, 2000



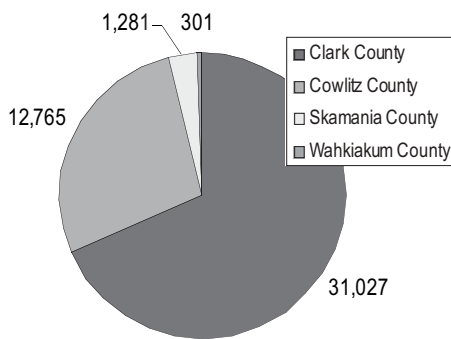
Source: Bureau of Economic Analysis, 2000

Percent of Population Living in Poverty, 2000



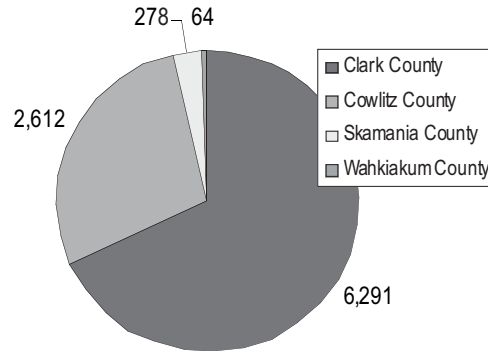
Source: U.S. Census Bureau, American FactFinder, Quick Tables, Profile of Selected Economic Characteristics, 2000

Individuals Living in Poverty, 2000



Source: U.S. Census Bureau, American FactFinder, Quick Tables, Profile of Selected Economic Characteristics, 2000

Families Living in Poverty, 2000



Source: U.S. Census Bureau, American FactFinder, Quick Tables, Profile of Selected Economic Characteristics, 2000

Components of Total Personal Income, 1999-2000

	Per Capita Personal Income	Earnings	Dividends, Interest, Rent	Transfer Payments
Clark County	\$ 29,085	71.2%	17.4%	11.4%
Cowlitz County	\$ 23,454	63.0%	17.7%	19.3%
Skamania County	\$ 22,822	69.0%	16.7%	14.3%
Wahkiakum County	\$ 21,804	52.5%	25.7%	21.9%
Washington State	\$ 31,230	70.3%	18.0%	11.8%
Portland MSA	\$ 31,620	70.9%	19.0%	10.1%

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Bearfacts, 1999-2000

Note: Per capita personal income from Bureau of Economic Analysis and per capita income from U.S. Census are calculated differently. Per capita personal income includes all types of income as listed.

Occupational Mix of the Labor Force, 2000

OCCUPATION	Clark	Cowlitz	Skamania	Wahkiakum	WA State	Portland MSA
Mgmt, Professional, and Related	30.9%	23.6%	28.2%	29.5%	35.6%	35.2%
Service	13.6%	17.6%	18.8%	15.2%	14.9%	13.6%
Sales and Office	27.3%	23.5%	20.0%	22.1%	25.9%	27.3%
Farming, Fishing, Forestry	0.5%	1.9%	1.8%	8.3%	1.6%	0.7%
Constr, Extraction, Maintenance	11.0%	12.4%	12.9%	10.8%	9.4%	8.8%
Production, Trnsprt, Material Moving	16.6%	21.1%	18.3%	14.2%	12.7%	14.3%

Source: U.S. Census Bureau, American FactFinder, quick Tables, 2000

Section Two **Educational Data**

Key Points: Educational Attainment and School Trends

Compared to Washington State and Portland MSA, all four counties have a smaller percent of their working population with a bachelor's degree or higher. This is increasingly important to attracting employers with family wage jobs.

- Twenty-two percent of Clark County residents over 25 years of age have a bachelors degree or higher. This is almost 10% lower than the U.S. average (where 24.4 % of the population has a bachelor's degree or higher) and 20% lower than Washington State (28% of the population with bachelor's degree or higher).
- In Cowlitz County only 13.3% of the population over 25 years of age has a bachelor's degree or higher. This educational attainment is half the U.S., state and region's.
- In Skamania County 17% of the population over 25 years of age has a bachelor's degree or higher. This educational attainment is 30% lower than the U.S. average and 40% lower than the Portland and Washington job market.
- In Wahkiakum County only 14.8% of the population over 25 years of age has a bachelor's degree or higher. This educational attainment is 39% lower than the U.S. average and almost half the rate of the Portland and Washington job market.

Not only is diversity increasing, so are the number of languages spoken at schools. Vancouver School District has the greatest percent of both minority and bilingual students. Over 3,600 (16%) of Vancouver School District students live in a home where a non-English language is spoken; there are 32 different languages spoken by students in the district and 3,347 students receive special education services. These trends have a direct impact on the type of workforce services that will be needed in the not-too-distant future.

In the 2001-02 school year, Clark County had 67,878 students, Cowlitz County had 17,779, Skamania County had 1,320 and Wahkiakum County had 514.

Over the past four years, school enrollment in Clark County increased by 5,663 students or 8.3%; Camas and Evergreen school districts have experienced the fastest growth rates (6% and 4% per year).

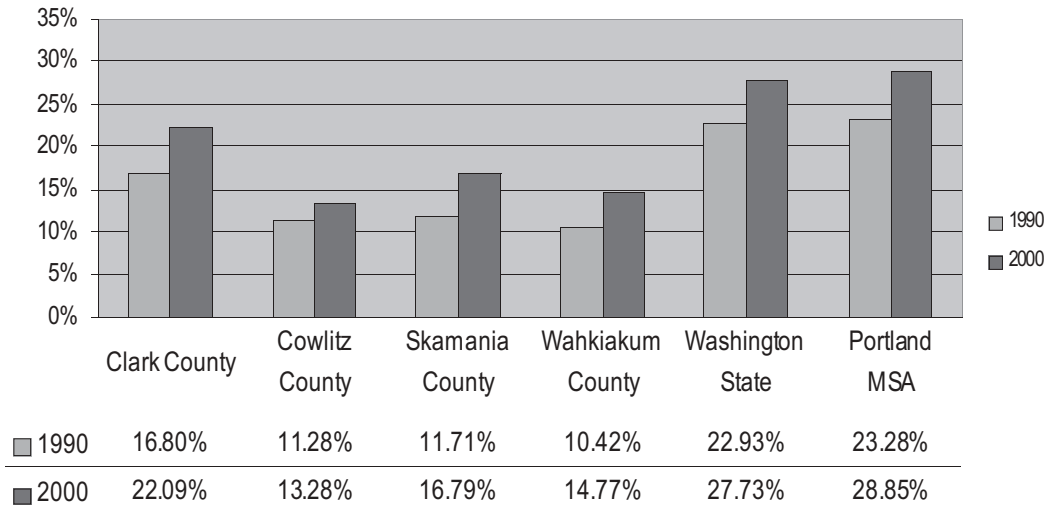
Enrollment in Cowlitz County increased by 65 students or .4%; Woodland School District experienced the fastest growth rate (2.3% per year), Toutle School District experienced the greatest decrease in enrollment (108 students, -4% per year).

Skamania County school enrollment decreased by 127 students. Only Mount Pleasant School District showed an increase in students.

Wahkiakum County School District enrollment decreased by 57 students, an 11% decrease.

14.4% of students enrolled in Clark County are minorities. Since the minority population in all of Clark County is 13% this indicates a continued trend toward a more diverse population. Likewise, 12.2% of students enrolled in Skamania County and 13.5% of students enrolled in Cowlitz County are minorities, while the minority population in Skamania and Cowlitz Counties is 10%.

Percent of Population Over 25 with a Bachelor's Degree or Higher



Source: Censusscope, Census 2000 analyzed by the Social Science Data Analysis Network

Percent of 25-34 year olds with a bachelor's or higher

Clark County	21.0%
Cowlitz County	12.5%
Skamania County	19.3%
Wahkiakum County	13.5%
Washington State	28.9%
Portland MSA	31.0%

Percent of 18-24 year olds enrolled in college

Clark County	20.7%
Cowlitz County	20.8%
Skamania County	22.2%
Wahkiakum County	23.8%
Washington State	30.9%
Portland MSA	26.8%

Percent of 16-19 years old not in school or without a high school diploma

Clark County	11.1%
Cowlitz County	10.2%
Skamania County	7.7%
Wahkiakum County	8.4%
Washington State	8.7%
Portland MSA	11.0%

Source: U.S. Census Bureau, American FactFinder, 2000

APPENDIX
Summary of Data

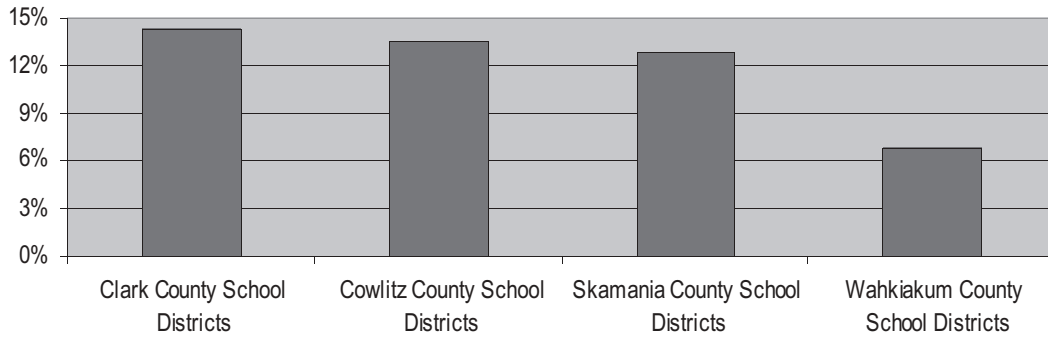


Public School Enrollment

COUNTY SUMMARY	1997-1998	2001-2002	Percent Change
Clark County	62,215	67,878	8.3%
Cowlitz County	17,714	17,779	0.4%
Skamania County	1,447	1,320	- 9.6%
Wahkiakum County	571	514	-11.1%

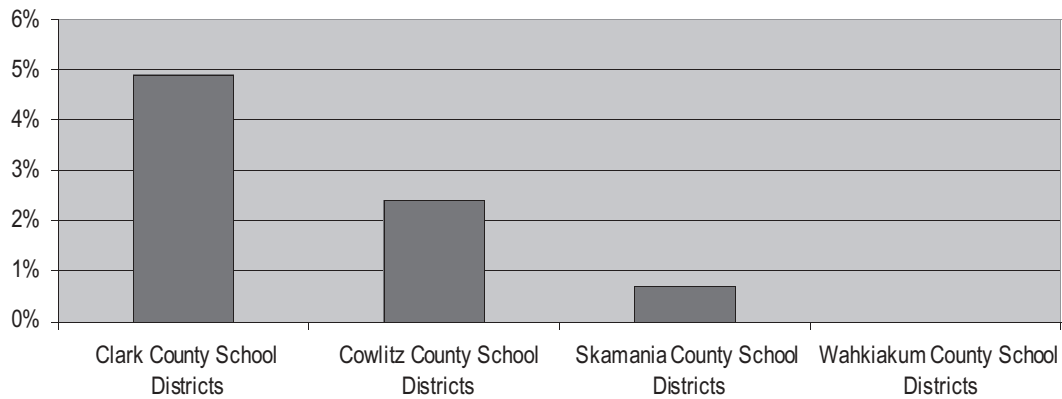
Source: Washington State Office of Superintendent of Public Instruction, Education Profile, 2002; School Enrollment Summary, Washington State School Districts, School Year 1997-1998

**Minority Students as Percentage of Total
 2001- 2002 Enrollment**



Source: Washington State Office of Superintendent of Public Instruction, Education Profile, 2002

Bilingual Students as Percentage of Total 2001-2002 Enrollment



Source: Washington State Office of Superintendent of Public Instruction, Education Profile, 2002

Section Three
Job and Industry Data

Industry Clusters and Jobs

Southwest Washington is a net exporter of workers, meaning there are more people in the labor force than available jobs. In Clark County for example, there are 174,500 people in the labor force and only 114,000 jobs available in the county.

Southwest Washington has a higher than average concentration of manufacturing employment with 20% of all jobs in manufacturing. This compares with 14.5% nationally.

Industries with Significant Employment or High Concentrations of Employment

Four county area largest private sector industry clusters (2000):

Manufacturing	26,157 jobs
Retail	20,054 jobs
Health Care	17,978 jobs
Accommodation/Food Services	12,633 jobs
Construction	11,543 jobs

Job Growth

Four county area fastest growing industries (annual growth rate, 1998-2000):

Health Care	5.54%
Real Estate	5.37%
Arts, Entertainment, Recreation	5.20%
Retail Trade	4.15%
Professional, Scientific, Technical Services	3.13%

Job Growth by County

Clark County

Health Care	7.5%
Arts, Entertainment, Recreation	7.1%
Real Estate	6.6%
Retail Trade	5.3%

Cowlitz County

Educational Services	8.1%
Information	7.2%
Forestry, Fishing, Agriculture	5.5%

Skamania County

Accommodation, Food Services	19.5%
Information	10.3%
Manufacturing	3.4%

Wahkiakum County

Finance & Insurance	11.2%
Health Care	2.2%

Health care jobs in the four county region grew by 5.5% per year from 1998-2000. During this time period, the four county region had a net gain of 2752 jobs with an average wage ranging from \$15,000-\$30,000. Nearly all of the health care job growth in the four county region came from Clark County.

- Clark County health care jobs grew by 7.5% per year from 1998 to 2000—the fastest growing industry in Clark County. During this time period health care added 2753 jobs with an average wage of \$29,973/year.
- Cowlitz County added 68 health care jobs, Wahkiakum County added 7 and Skamania County lost 76.

APPENDIX

Summary of Data



Professional, scientific & technical services jobs grew by 499 jobs, an annual growth rate of 3.13% and an annual average wage ranging from \$17,900-\$41,000. Clark County jobs grew by 178, Cowlitz County by 66, Skamania County by approximately 190-205 and Wahkiakum County by approximately 0-15.

Most of the job growth between 1998 and 2000 occurred in low paying industries:

- Retail trade grew by 4.2% each year, adding 2,346 jobs with an average annual wage ranging from \$12,700 to \$21,270.
- Clark and Cowlitz County contributed to the job growth adding 2,169 (5.7% annual growth) and 250 jobs (1.7% annual growth) respectively, while Skamania County lost 68 retail jobs and Wahkiakum County lost 5.
- Real estate grew by 5.37% each year, with a net gain of 431 jobs that paid an average annual wage ranging from \$18,900 to \$24,000.
- Clark and Cowlitz County contributed to the job growth adding 444 (6.6% annual growth) and 30 jobs respectively, while Wahkiakum County lost 43 real estate jobs and Skamania County experienced no change in number of jobs.
- Entertainment and recreation grew by 5.2% each year, with a net gain of 274 jobs that paid an average annual wage ranging from \$13,600 to \$25,000. Clark County was the only one of the four counties to experience job growth in this industry, accounting for all of the new jobs added (306 jobs, 5.2% annual growth).
- Skamania and Wahkiakum County experienced no change in number of jobs and Cowlitz County lost 34 jobs.
- Although the number of jobs is low and has not experienced any growth, Skamania County has the highest average annual wage in the entertainment and recreation industry at \$25,000.
- Accommodation and food services grew by 1.68% per year, adding 622 jobs that paid an average annual wage ranging from \$9,000 to \$11,000. This was Skamania County's fastest growing industry from 1998-2000.
- Clark and Skamania County contributed to the job growth adding 854 (6.6% annual growth) and 62 (19.5% annual growth) jobs respectively, while Wahkiakum County experienced no change in number of jobs and Cowlitz County lost a total of 292 jobs.
- Educational Services grew by 4.65% each year, adding 159 jobs that paid an average annual wage ranging from \$12,400 to \$23,200. This was Cowlitz County's fastest growing industry from 1998-2000 at 8.1% annual growth rate, outpacing even Clark County in the number of jobs added.
- Clark and Cowlitz County contributed to the job growth adding 76 (3.3% annual growth) and 83 jobs respectively, while Wahkiakum and Skamania County experienced no change in number of jobs.

By contrast, many traded sector industries lost employment from 1998 to 2000, consistent with employment trends in the Portland region.

- Manufacturing lost 2,057 jobs between 1998 and 2000, reducing the total from 28,214 jobs to 26,157 jobs. These jobs pay an average range of \$25,000 to \$42,000 per year.
- Information services lost 558 jobs (-4.46%) between 1998 and 2000, reducing the total employment to 3,895 jobs. These jobs pay an average range of \$20,400 to \$52,200. Clark County lost the greatest percent of information jobs (-6.2% or 672 jobs), which accounts for the majority of the job loss in this industry in the four county region. On the other hand, information services is the second fastest growing industry in both Skamania (10.3%) and Cowlitz (7.2%) Counties, having added 114 jobs.
- Finance and insurance lost 761 jobs reducing their employment to 4,017 jobs that paid an average range \$21,100 of \$38,200. Although the region as a whole lost employment, this is Wahkiakum County's fastest growing industry at 11.2% annual growth, but due to its small size, added only 4 jobs to the region.
- Construction had 11,543 jobs in 2000, a reduction of 507 jobs. These jobs paid an average range of \$20,500 to \$38,600.

Source for Job Growth data: U.S. Census Bureau, County Business Patterns, 2000

APPENDIX Summary of Data



Industry Summary, 2000

	Number of Employees	Total Establishments	Average Annual Wage	Number of Employees Annual Growth Rate 1998-2000
Clark County	97,919	8,036	\$30,446	1.6%
Cowlitz County	32,514	2,335	\$30,972	-0.1%
Skamania County	226	164	\$21,318	2.1%
Wahkiakum County	550	97	\$24,864	-0.2%
Washington State	2,267,485	164,018	\$38,698	2.0%
Portland MSA	866,032	56,566	\$36,685	1.2%

Source: U.S. Census Bureau, County Business Patterns, 2000

INDUSTRY DATA

Number of Private Sector Jobs by Industry (In Order of Industry Code), 2000

INDUSTRY CODE	INDUSTRY CODE DESCR	CLARK CNTY EMPLOYEES	COWLITZ CNTY EMPLOYEES	SKAMANIA CNTY EMPLOYEES	WAHAKIAKUM CNTY EMPLOYEES	4-CNTY ANNUAL GRWTH RATE 1998-2000
	TOTAL	97,919	32,514	1,226	550	1.20%
11	Forestry/fishing/hunting, agriculture support	142	1,287	20	167	5.14%
21	Mining	248	175	0-19	NA	-9.74%
22	Utilities	66	20-99	NA	NA	1.47%
23	Construction	8,456	2,969	99	19	-1.43%
31	Manufacturing	17,949	7,869	287	52	-2.52%
42	Wholesale trade	4,153	1,175	6	NA	0.23%
44	Retail trade	14,847	5,032	108	67	4.15%
48	Trnsprtn and warehousing	2,245	1,219	53	9	2.46%
51	Information	3,266	564	15	20-99	-4.46%
52	Finance & insurance	3,147	812	44	14	-5.78%
53	Real estate/rental/leasing	2,457	421	0-19	0-19	5.37%
54	Professional, scientific, technical services	3,738	879	250-499	15	3.13%
56	Admin, support, waste mgt, remediation services	5,326	988	0-19	0-19	1.89%
61	Educational services	814	386	0-19	0-19	4.65%
62	Health care, social assistance	13,630	4,190	20-99	108	5.54%
71	Arts, entertainment, recreation	1,600	274	12	0-19	5.20%
72	Accommodation, food services	9,663	2,780	140	20-99	1.68%
81	Other (excpt public admin)	4,432	1,278	31	13	1.88%
95	Auxs.(exc corporate, subsidiary & regional mgt)	316	0-19	NA	NA	-8.52%
99	Unclassified establishments	203	20-99	4	NA	31.80%

Source: Census Bureau, County Business Patterns, 2000

APPENDIX
Summary of Data



INDUSTRY DATA

Average Annual Wage, 2000

INDSTRY CODE	INDSTRY CODE DESCR	CLARK COUNTY	COWLITZ COUNTY	SKAMANIA COUNTY	WAHKIAKUM COUNTY	WASHINGTON STATE	PORTLAND MSA
	TOTAL	\$30,446	\$30,972	\$21,318	\$24,864	\$38,698	\$36,685
11	Forestry/fishing/hunting, agriculture support	\$41,993	\$31,946	\$35,200	\$39,868	\$32,649	\$34,993
21	Mining	\$35,496	\$45,709	NA	NA	\$45,115	NA
22	Utilities	\$47,424	NA	NA	NA	\$58,560	NA
23	Construction	\$20,556	\$22,684	\$39,735			\$40,818
31	Manufacturing	\$41,265	\$47,938	\$34,498	\$25,250	\$43,683	\$45,661
42	Wholesale trade	\$44,948	\$42,101	\$45,667	NA	\$43,249	\$45,829
44	Retail trade	\$21,270	\$19,386	\$12,685	\$17,343	\$22,912	\$22,787
48	Trnsprt and warehousing	\$32,030	\$27,920	\$29,774	\$15,111	\$36,759	\$32,384
51	Information	\$52,253	\$30,168	\$20,400	NA	\$157,190	\$54,645
52	Finance & insurance	\$38,270	\$31,213	\$21,136	\$21,143	\$47,969	\$47,620
53	Real estate/rental/leasing	\$24,015	\$18,945	NA	NA	\$27,028	\$26,525
54	Professional, scientific, technical services	\$41,222	\$30,629	NA	\$17,867	\$52,117	\$52,044
55	Mgmt of companies, entrp.	\$67,513	\$40,851	NA	NA	\$86,512	\$67,273
56	Admin, support, waste mgt, remediation services	\$19,418	\$19,988	NA	NA	\$25,978	\$24,009
61	Educational services	\$23,237	\$12,427	NA	NA	\$19,238	NA
62	Health care, social assistance	\$29,973	\$28,329	NA	\$15,009	\$31,407	\$32,423
71	Arts, entertainment, recreation	\$15,749	\$13,675	\$25,000	NA	\$22,745	NA
72	Accommodation, food services	\$11,052	\$11,680	\$9,036	NA	\$13,036	\$12,792
81	Other (excpt public admin)	\$18,877	\$16,009	\$12,065	\$5,000	\$21,424	\$21,915
95	Auxs.(exc corporate, subsidiary & regional mgt)	\$58,348	NA	NA	NA	\$42,144	NA
99	Unclassified establishments	\$19,665	NA	\$23,500	NA	\$27,853	NA

Source: Census Bureau, County Business Patterns, 2000