
Wichita Industry Research Exchange

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Background

- **Case for further inquiry**
 - Human resource professionals
 - Manufacturing companies across Kansas
- **Engagement of WSU faculty**
 - Summer research grant
- **Future for WIRE**
 - Births and deaths of companies by industry within Kansas
 - Entrepreneurial activity
 - Environment to encourage more entrepreneurial activity

Labor Shortages

- “Utilization of Older Manpower” – 1951
 - Harvard Business Review
- Factors proposed to solve the expected labor shortage
 - Fertility, immigration, longevity of life, and pension/pay
- Factors not considered
 - Productivity due to technology

Survey

- **Representation/conclusions of data**
 - This was a population survey (members of WMA).
 - This does not necessarily represent all manufacturing companies within the Wichita metro area.
- **Potential for errors**
 - Self selection bias was highly likely because we introduced the survey as addressing the aging workforce.

Importance of the following issues

		Very	Extremely
Extremely	• Retaining skilled employees	17%	83%
Extremely	• Transfer of knowledge	50%	50%
Very	• Programs to improve performance	54%	38%
Very	• Recruiting skilled employees	62%	31%
Very	• Training/retraining	62%	31%
Very	• Introducing new technology	64%	29%
Somewhat	• Retaining employees age 55+	57%	7%
Somewhat	• Addressing aging workforce	38%	8%

Employees age 55+

Very Extremely

Very Good

- Commitment to quality work

29%

71%

Good

- Multiple projects

50%

36%

Good

- Get along with co-workers

57%

29%

Good

- Train new employees

64%

21%

Good

- Flexible about doing different tasks

50%

7%

Fair

- Learning new technology

40%

7%

Fair

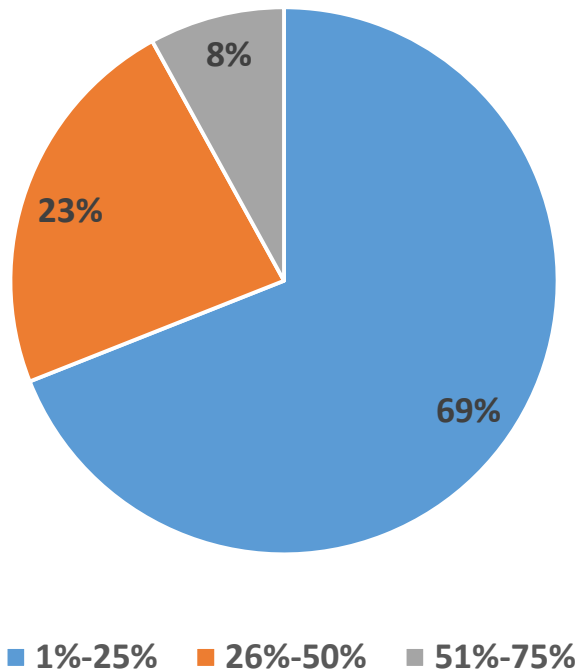
- Participating in training programs

20%

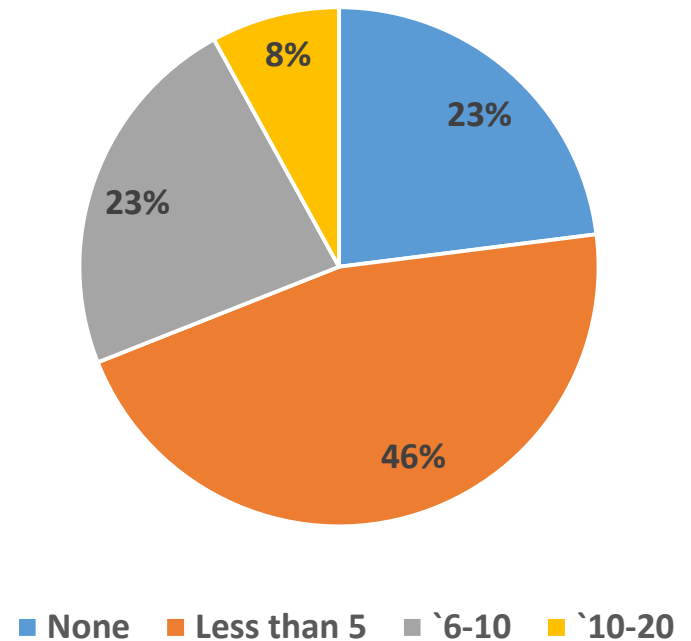
7%

Overall Workforce

% of Workforce 55 or Older



of People Retired Last Year



Potential issues due to an aging workforce

- **Soft skills**

- critical thinking
- strategic thinking
- communication

- **Hard skills**

- welding
- electrician
- metal workers

Level of concern of a potential shortage

Extremely Concerned

Average Concern

No Concern

Executive level

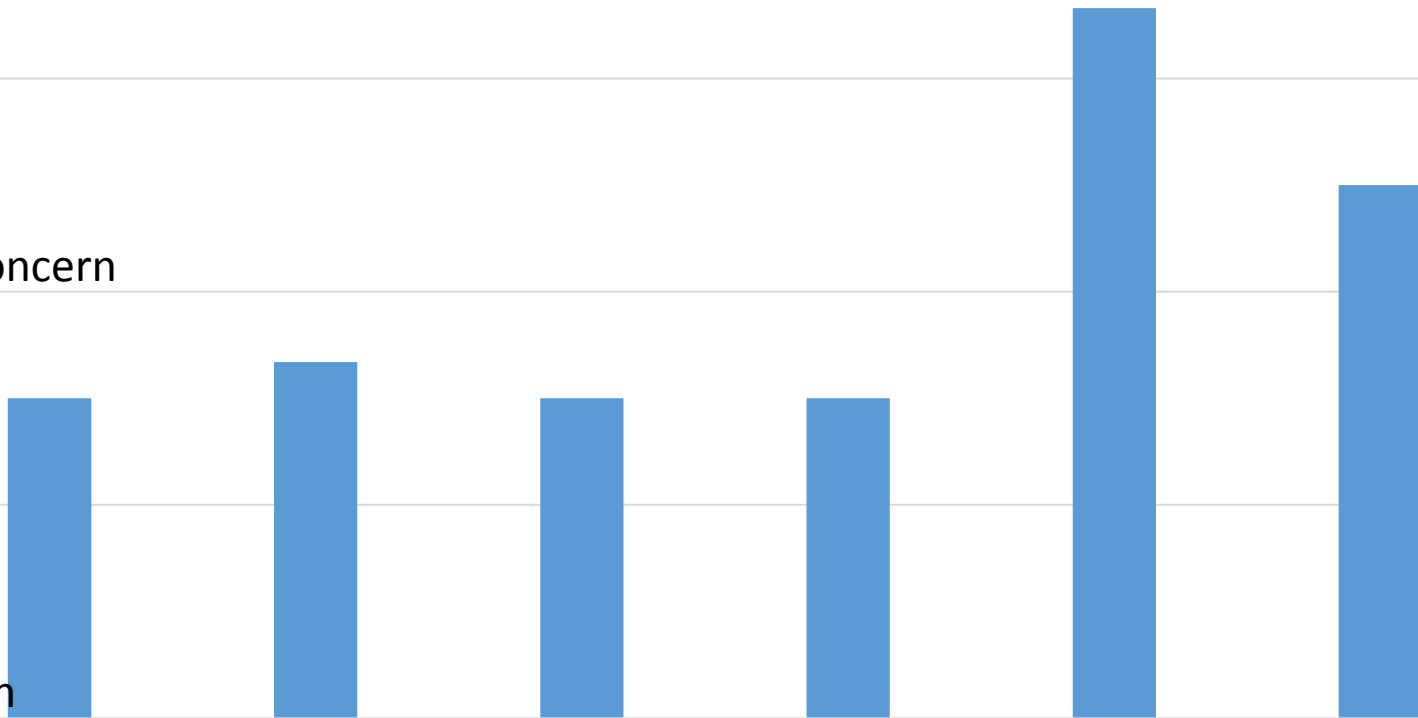
Senior
management

Middle
management

Supervisors

Skilled trades

Production
employees



Potential labor shortage

- **Early 2000's**

- National aging workforce
- Full employment

- **Factors considered**

- Economic migration, immigration, transportation, pay, non-earned income, and technology

- **Factors not considered**

- The Great Recession

Accelerated Business Research



- Economic and Demographic Profiles



- Market Trends and Industry Performance



- Consumer Behavior



- Business Market Analysis



- Competitive Landscape Analysis



- Company Information

CEDBR

DATA

WSU's Center for Economic Development and Business Research is a responsive, reliable source of local, state and national demographic and economic data.

ACCELERATED BUSINESS RESEARCH

CEDBR provides customized market research: competitive landscape, market trends, and consumer demographics.

Research.CEDBR.org

CEDBR E-CONNECTION

CEDBR publishes e-connection, a monthly e-mail newsletter, providing ongoing reports on business and the economy, as well as timely delivery of special reports.

Newsletter.CEDBR.org



KANSAS INFORMATION DATABASE

The Kansas Information Database (KID) is a set of data containing economically pertinent news articles and information on the state of Kansas and the Midwest region.



FORECASTS

CEDBR provides employment and retail sales forecasts, as well as population projections.

Outlook.cedbr.org

