



# Super Sector & Supply Chain Analysis

*Analyzing the Demand for Goods and Services in the Region*

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## Impetus

WSB is an employer-driven organization. To lead alongside industry, we must first understand that industry and the dynamics that shape it. WSB embarked on a research project to study the supply and demand of goods and services within all industries in the region. We were interested in identifying where these goods and services are sourced, either locally from inter-market, or externally from other communities and/or countries. This data would then help us understand the buying power and capacity of the market. This information would help us direct resources to the industries that need support, to then increase capacity for those sectors.

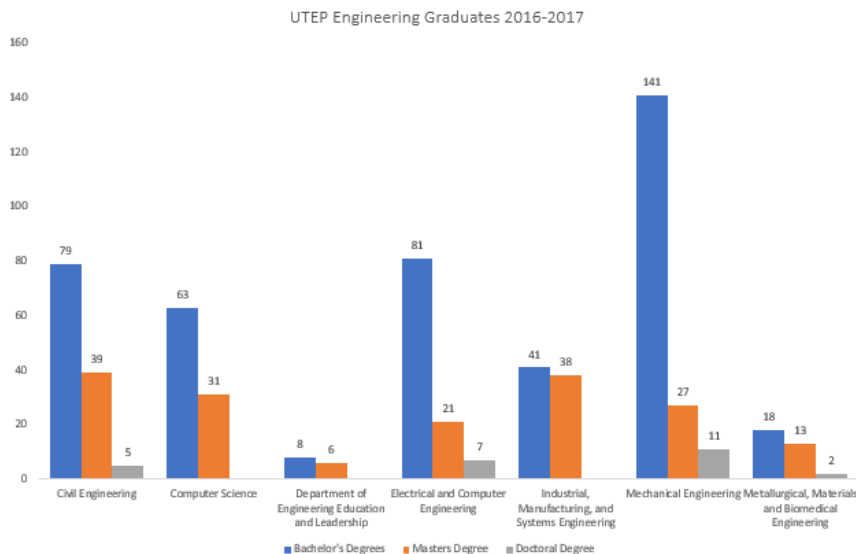
## About the Super Sector Analysis

Aside from identifying the amount of goods and services bought and sold within the region, WSB also identified the goods and services imported to the Borderplex region. The latter of the data was especially important because it highlighted which goods and services are in-demand but not locally available. This has since become our focus so that we may identify ways to increase capacity for local businesses. WSB can ultimately support that through skill enhancement and subsidized employment opportunities.

From this project, we also learned that one of the region's greatest outsourced resource includes engineering services. This allowed us to identify a need and opportunity to better align local university graduates in engineering fields with local businesses moving forward. As shown in the following charts, there is a large supply of engineers in the region and yet businesses generally outsource this service from other cities, resulting in higher costs and a lower number of local opportunities for graduates. Thus, if we can better match local talent with local demand, we will increase outcomes for everyone.

### Figure 1: Engineering Rates Across Various Cities

70% of Engineering Services is Sourced out of El Paso, yet...



**Figure 2: Engineering Rates Across Various Cities**

Title	El Paso	Dallas	Austin	Phoenix	San Antonio
Civil Engineers	\$33.96	\$46.42	\$47.64	\$39.08	\$40.00
Computer Hardware Engineers	\$44.83	\$53.36	\$46.00	\$50.72	\$48.78
Electrical Engineers	\$36.77	\$48.43	\$44.39	\$51.81	\$49.59
Electronics Engineers	\$40.08	\$52.45	\$53.72	\$43.43	\$44.44
Environmental Engineers	\$41.76	\$46.77	\$38.89	\$39.99	\$41.42
Health and Safety Engineers	\$43.23	\$50.85	\$47.89	\$38.31	\$46.13
Industrial Engineers	\$38.11	\$48.47	\$47.00	\$43.70	\$50.16
Mechanical Engineers	\$46.41	\$50.61	\$46.05	\$43.58	\$42.93

lowest
  highest

Overall, this type of information from our supply chain analysis has since allowed us to better align our Business Services Team with companies that might not be aware of the market expansion opportunities available to them. Through our consultative approach, we can advise and guide businesses towards various resources that will help them expand and increase their market share and ultimately increasing their impact to the regional economy.

**Funding Sources**

WSB conducted this analysis in-house among the Chief Operating Officer (at the time), Senior Research Analyst, and Workforce Development Director. WSB has a subscription to JobsEQ economic database.

**Outcomes and Successes**

Staff presented its findings first to the Board of Directors to garner reaction and feedback. The response was positive and supportive because WSB had never conducted this level of analysis on the regional economy before. The feedback we obtained from the Board of Directors allows us to make refinements to the data and presentation. We then used key elements of the data and shared it with key stakeholders including the Borderplex Alliance, Rio Grande Economic Association, City and County of El Paso and Chambers of Commerce.

The supply chain analysis has since become a template that we will update with current data each year and continually keep an eye on our local market dynamic. Furthermore, we can share this template with other workforce boards and/or economic development organizations to help them study their regional economy as well and align their resources accordingly. Additionally, we identified the following priorities moving forward to better align business services strategy:

**For employers:**

- Prioritize outreach to:
  - Most outsourced industries
  - Small & medium sized businesses
- Foster industry sector partnerships
- Offer short-term customized training for hard-to-fill occupations

- Assist with wage analysis

**For employees:**

- Align training funds towards in-demand occupations
- Identify work experience, OJTs, internships

**Program Challenges**

One of the challenges faced with this project included public outreach strategies and communication via the public presentation of this data. The information we discovered through the Supply Chain Analysis project is extensive and technical. At times, the condensed version and language related to the project did not necessarily have the same impact in public settings as we hoped. However, this gave us the opportunity to better explain the data and answer any clarifying questions. The project has since continued to dictate our own strategies moving forward.

**About the Supply Chain Analysis**

As a follow up to the Super Sector Analysis, WSB contracted Gallinar Planning & Development (GPD) to complete a throughout Supply Chain Analysis. This project allowed us to take a deeper dive into the data as well as outcomes for the rural counties of the Borderplex Region. GPD conducted a thorough analysis of the supply chains associated with four leading industries in the El Paso Metropolitan Statistical Area (MSA). The four industries included in that report are: Business Services, Defense & Aerospace, Life Sciences, and Manufacturing. The report provides direction to the Workforce Solutions Borderplex (WSB) for where and how to focus limited resources more efficiently and identifies opportunities for growth within these industries. By evaluating the various supplies and suppliers within El Paso's MSA, the WSB will be able to recognize and more closely focus on those occupations that can offer El Paso employers greater benefit within their supply chains.

**Funding Sources****Outcomes & Successes**

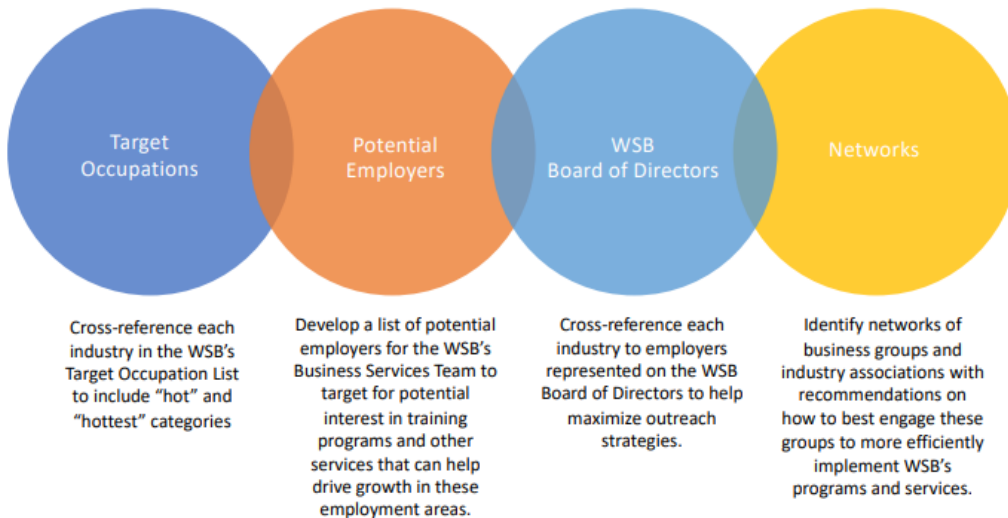
Through the Supply Chain Analysis, GPD provided information to WSB regarding recommended occupations to focus on to increase job opportunities in relevant industries. This strategy ultimately aims to increase wages in the region. The report also provided data relevant to key target occupations to identify potential partners and increase employment opportunities in higher paying occupations.

The report is broken down into three areas: Target Occupations, Potential Employers, and WSB Board of Directors & Business Networks. The first area cross-references the WSB's target occupation list to include "hot" and "hottest" categories with the leading jobs identified in the first report provided by GDP. The second area, Potential Employers, provides much of the data that will be utilized by the WSB to target and provide outreach activities to potential companies. And finally, the third area, identifies various WSB Board Members that can help the WSB staff with outreach and technical assistance in their respective fields, as well as a list of industry and business organizations that the WSB can utilize as resources.

Some of GPD’s findings included the following two graphics which have since informed our workforce development efforts throughout the Borderplex Region, including rural counties:

**Figure 3: Future WSB Focus Areas Based on Supply Chain Analysis**

Utilizing the data in this report, GPD will work with the Business Services Team of the WSB to develop the following metrics:



**Figure 4: Key Occupations From Supply Chain Analysis**

	SOC	OCCUPATION	HOT JOB	INCOME QUARTILE	INDUSTRY QUARTILE	U.S. BUREAU OCCUPATION PROFILES
1	15-1132	Software Developers, Applications	YES	4	4	Computer & Mathematical
2	11-1021	General and Operations Managers	YES	4	4	Management
3	13-2011	Accountants and Auditors	YES	3	3	Business & Financial Operations
19	15-1199	Computer Occupations, All Other	YES	4	1	Computer & Mathematical
21	17-2051	Civil Engineers	YES	4	1	Architecture & Engineering
23	15-1121	Computer Systems Analysts	YES	4	1	Computer & Mathematical
25	15-1142	Network and Computer Systems Administrators	YES	4	1	Computer & Mathematical
26	17-3029	Engineering Technicians, Except Drafters, All Other	YES	4	1	Architecture & Engineering
27	13-2052	Personal Financial Advisors	YES	3	1	Business & Financial Operations
28	49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	YES	3	1	Installation, Maintenance, & Repair
30	11-9141	Property, Real Estate, and Community Association Managers	YES	3	1	Management
34	47-4011	Construction and Building Inspectors	YES	3	1	Construction & Extraction
35	17-3022	Civil Engineering Technicians	YES	3	1	Architecture & Engineering
37	15-1151	Computer User Support Specialists	YES	3	1	Computer & Mathematical

**INCOME QUARTILE**  
4 \$28.08 TO \$100.00  
3 \$16.37 TO \$28.07

**INDUSTRY QUARTILE**  
Business  
Defense & Aerospace  
Life Sciences  
Manufacturing

## About Workforce Solutions Borderplex

Workforce Solutions Borderplex (WSB) is the public workforce system in the six-county Borderplex region that assists employers in finding quality employees, and training individuals with the skills necessary to thrive in the workplace. We administer a broad range of programs and services to effectively address local workforce issues. Workforce Solutions also establishes partnerships with various stakeholders within the region to improve education, employment, and economic development. Our organization aims to provide skilled workers for employers by advancing education, employment, entrepreneurship, and economic development opportunities in support of global competitiveness and regional prosperity. Ultimately, we are interested in empowering the most dynamic workforce to achieve global competitiveness and regional prosperity.