

# Dane County Strengths and Weaknesses in Attracting Labor and Employers

**Gary Green**

**University of Wisconsin-  
Madison/Extension**

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# Strengths of the Dane County Economy

- Large, stable employers—state government, university, regional health care providers.
  - Social, cultural and natural amenities making it attractive place to live.
  - Proximity to Chicago, Minneapolis and Milwaukee.
  - Excellent public education systems.
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# Obstacles for Attracting and Retaining Workers

- ❑ Affordable Housing
  - ❑ Transportation
  - ❑ Wages
  - ❑ Opportunities for Mobility
  - ❑ Diversity and Class
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# Obstacles for Attracting and Retaining Employers

- Availability of labor
  - Availability of capital
  - Transportation
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## Largest Industrial Sectors in Dane County (2002)

- Government 22% workforce
  - Information, professional and business services 18%
  - Trade (wholesale and retail) 14%
  - Education and health services 9%
  - Manufacturing 9%
  - Financial activities 8%
  - Leisure and hospitality 8%
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# Largest Companies in Dane County (>2500 workers)

- UW Hospital and Clinics
  - American Family
  - Meriter Health Services
  - Wisconsin Physicians Service Insurance
  - UW Medical Foundation
  - Dean Health System
  - CUNA Mutual Group
  - Oscar Mayer Foods
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# Dane County Labor Market Study

- 1000 RANDOMLY SELECTED HOUSEHOLDS--PHONE SURVEY
  - 205 STRATIFIED RANDOM SAMPLE OF EMPLOYERS (>10 WORKERS)--MAIL SURVEY
  - FACE-TO-FACE INTERVIEWS WITH A SUBSET OF EMPLOYERS
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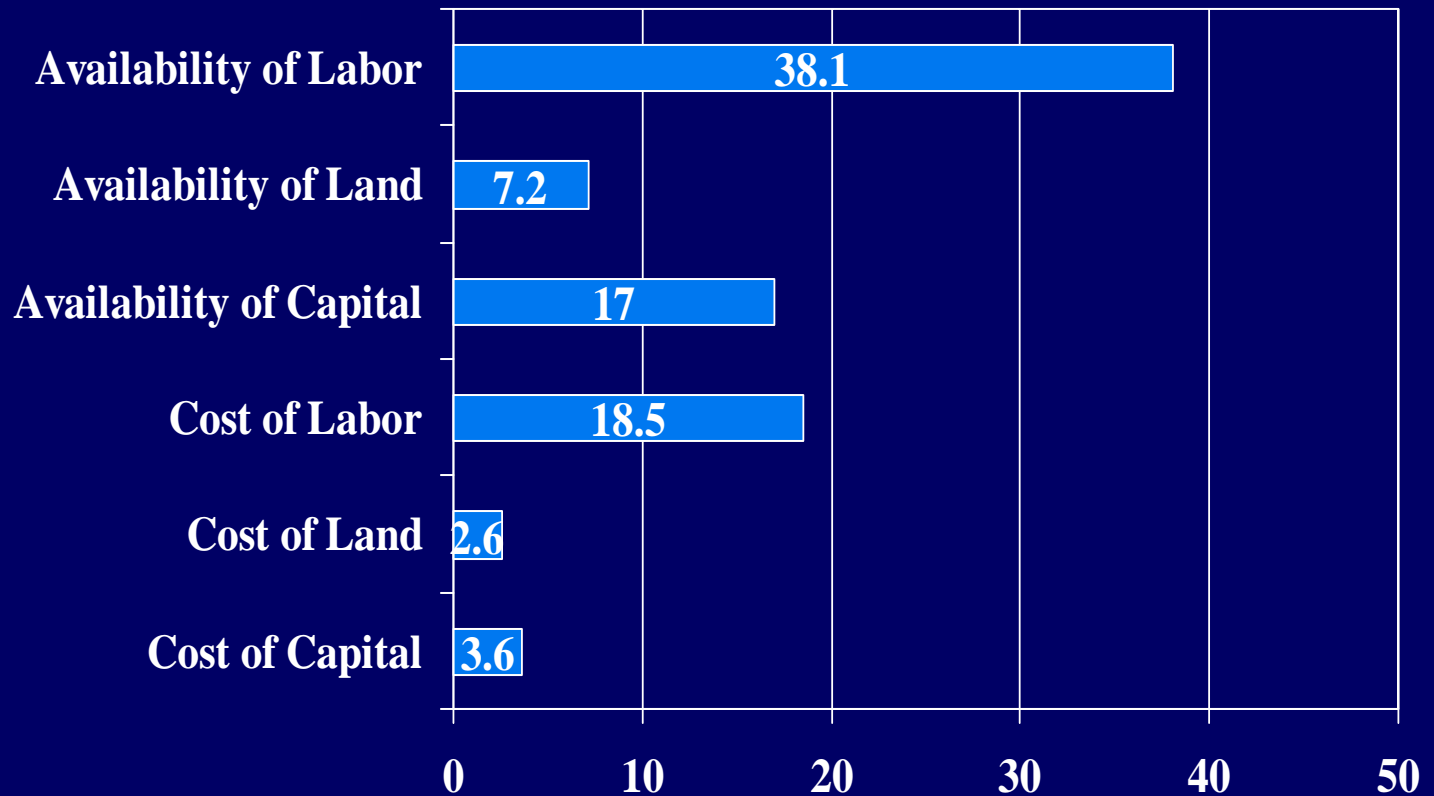
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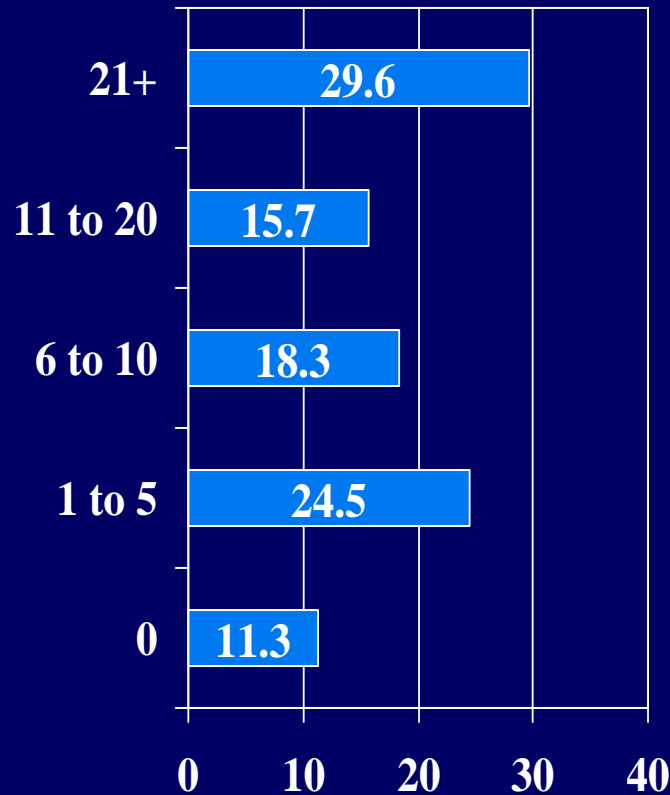
# Major Findings:

- ❑ Most employers are facing difficulty hiring and it has limited their ability to expand.
  - ❑ Most employers are responding to the problem by increasing wages.
  - ❑ Employers provide job-related training, but few provide broad sets of skills.
  - ❑ Most workers leave jobs because of lack of opportunities.
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# Factors Limiting the Ability of Dane County Employers to Expand

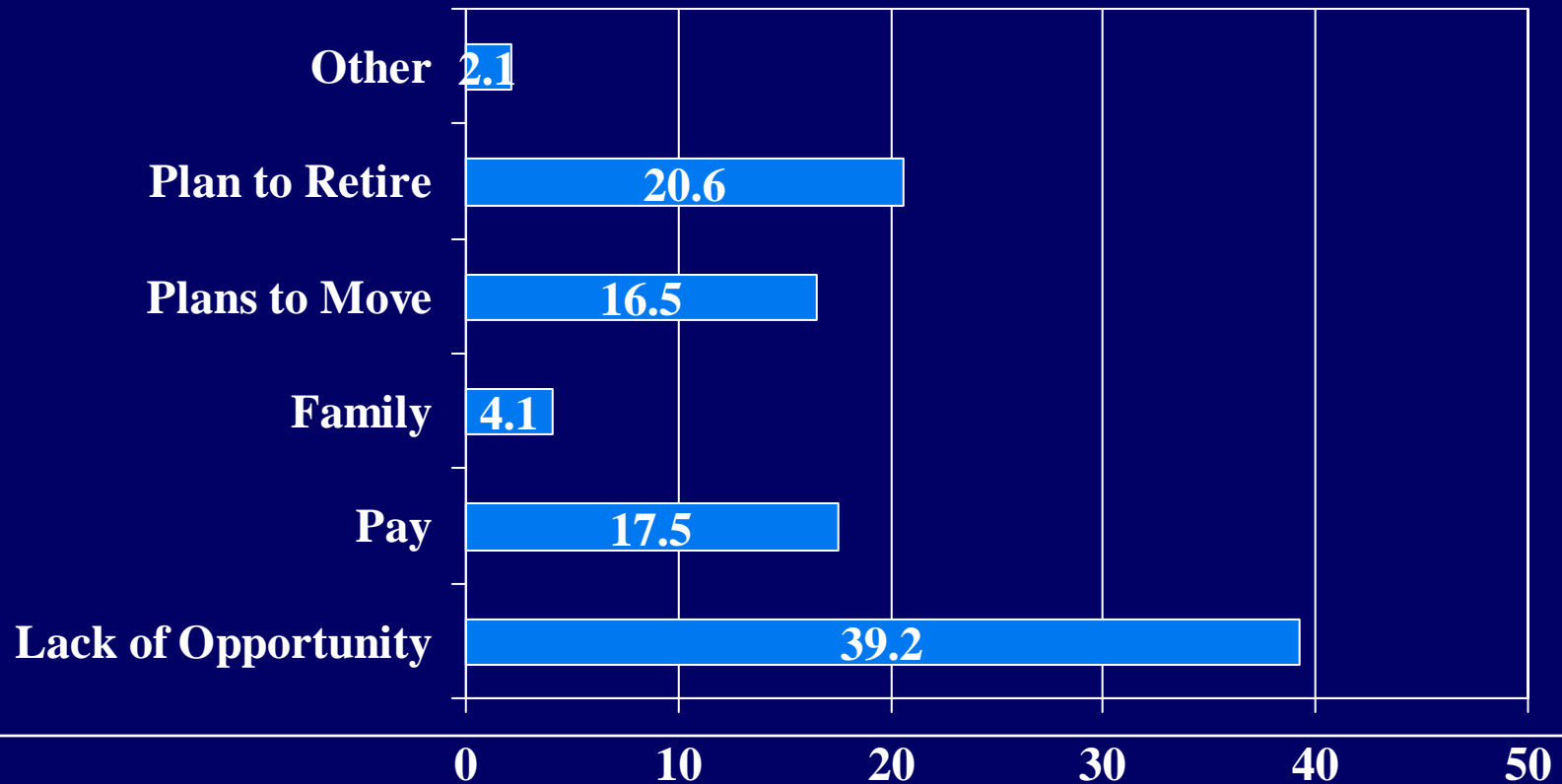


# Turnover Rate



- 38.6% of employers report that turnover is a problem for their establishment.
- Average turnover rate is 21% (median=10).

# Reasons Workers Will Leave Employer Within Next Two Years





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# Conclusions

- Dane County benefits from a relatively stable economy, but has had a difficult time recruiting employers requiring a professional/technical workforce.
  - Dane County has had some success with startups, but financial capital frequently cited as an obstacle.
  - Significant percentage of workers in Dane County are drawn from adjacent counties. Transportation is critical.
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# Implications

- ❑ Need to plan regionally, beyond Dane County.
  - ❑ Focus on business creation and expansion/retention rather than recruitment.
  - ❑ Improve opportunities for mobility (e.g., career ladders program).
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