About the TN Education & Workforce Maps

This project was created by Woody Giles at TSW Design, in partnership with TBR—the College System of Tennessee.
What’s included in the TN Education & Workforce Maps?

1. DEMOGRAPHIC DATA 
   (Need & Demand)

2. LABOR MARKET DATA 
   (Jobs & Graduates)
What’s included in the TN Education & Workforce Maps?

- Census-tract level demographic data
  - Need for higher education
  - Demand for higher education

- Regional Data on Jobs in Five High-Demand Industries
  - Job outlook by workforce investment area
  - Location of each institution offering programs in the area

- Locations of all TBR sites (with enrollment of at least 50 FTE)
Part 1: Demographic Data

Need & Demand for Higher Education
Need and Demand for Higher Education

**Need**
- Poverty
- Participation Rate
- Educational Attainment
- Driving time from a campus
- Unemployment

**Demand**
- Population Projections
- Population Density
- K-12 Student Projections
Need for Higher Education

- Are economic conditions likely to be improved by an increase in higher education?
  - Census-level data on:
    - Poverty
    - Unemployment
    - Educational attainment
    - Participation rate
  - Driving time to a campus
Need for Higher Education

- Census tracts are shaded on a spectrum from least critical need (green) to most critical need (red).
- Areas in red generally have higher poverty rates, higher unemployment, lower educational attainment, and lower participation in higher education.
Demand for Higher Education

• Is there a steady stream of current and future students to enroll in postsecondary education?
  • Census-level data on:
    • Population density
    • Population projections
    • K-12 student projections
Demand for Higher Education

- Census tracts are on a spectrum from lowest demand (green) to highest demand (red).
- Areas in red generally have higher populations, projections for growth, and projections for the K-12 sector.
Comparing Need and Demand

• Educational need and demand often do not overlap.
  • Areas with “most critical need” are often more rural census tracts with lower populations and projections; some urban census tracts also see higher critical need.
  • Areas with “highest demand” are often more urban and suburban census tracts with high levels of attainment and participation while having lower unemployment and poverty.
Need and Demand – Rural Counties

Need for Higher Education

Demand for Higher Education
Need and Demand – Urban/Suburban Counties

Need for Higher Education

Demand for Higher Education
Part 2: Labor Market Data

Job Outlook and Graduates by Program
Job Outlook by Program

Healthcare
Information Technology
Manufacturing
Transportation, Distribution, & Logistics
Business
Job Outlook by Program

- Provides data by Workforce Investment Area on projected job outlook in five high-demand industries.
  - Some data is only available at the statewide level.
- Each industry includes detailed data about corresponding higher education program areas.
  - Includes sites of all institutions of higher education in Tennessee offering programs in that area.
Deeper colors represent a more positive job outlook in an area.

Workforce Investment Area data can be viewed by clicking on the map.
• Sites offering corresponding programs are represented by stars.
• More information can be seen by clicking on a star.
Using the Maps

Example Use Case: Job Outlook and Program Offerings for Manufacturing in West Tennessee
How can the TN Education & Workforce Maps be used?

Program Planning
- Adapting existing program offerings
- New program development
- Improving equitable access to programs

Capital Projects
- Expansion
- Adaptation
In West Tennessee, the outlook for the manufacturing industry on the whole is moderate. For example, expected job growth in WIA 13 is 1.0% (compared to 1.3% statewide).
In Operations & Maintenance, WIA 13 has an excellent outlook. For every graduate, there are 50 jobs available. In WIA 13, both TCAT Memphis and Southwest Tennessee offer programs in this area. From this data, these institutions may look to increase enrollment in these programs or expand to other parts of their service area. Institutions from neighboring areas (Dyersburg, TCAT Covington, and TCAT Whiteville) might also look to react to this data at their sites, since graduates may pursue employment in WIA 13.
Fayette County lacks any TBR sites, has a moderate need for higher education, and a moderate demand for higher education. Neighboring areas, such as southwestern Hardeman County, also see a need for higher education.

Using the Tennessee Education & Workforce Maps alongside other data resources, such as enrollment trends, institutions in the regions may find that Fayette County is a good candidate for potential growth, particularly in Operations & Maintenance.
Additional Data & Resources

- TN Department of Education
- Boyd Center – University of Tennessee Knoxville
- TN Department of Labor & Workforce Development – jobs4tn.gov
- TN Higher Education Commission – Academic Program Inventory
- TNECD – Performance Metrics and County Profile Tool
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