



regionsmart

The 2016 Regional Strategy Summit
Powered by the Mid-South Mayors' Council

**Disruptive Demographics: Implications
for Workforce Development and Regional
Competitiveness**



James H. Johnson, Jr.
Frank Hawkins Kenan Institute of Private Enterprise
Kenan-Flagler Business School
University of North Carolina at Chapel Hill

April 2016

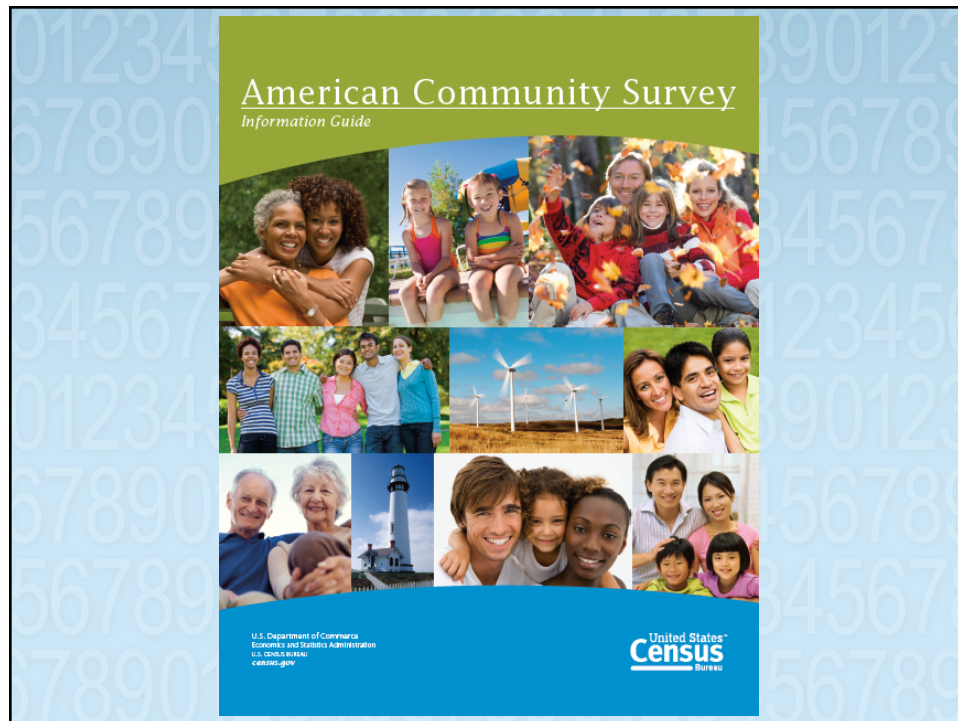
OVERVIEW

- Demographic Trends
- Challenges & Opportunities
- Discussion

what CENSUS 2010 will REVEAL



April 2016



6 DISRUPTIVE TRENDS

- The South Rises – Again
- The Browning of America
- Marrying Out is “In”
- The Silver Tsunami is About to Hit
- The End of Men?
- Cooling Water from Grandma’s Well...
and Grandpa’s Too!

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People on the Move
The South Rises—Again!



SOUTH'S SHARE OF U.S. NET POPULATION GROWTH, SELECTED YEARS, 1910-2010

| Years | U.S. Absolute Population Change | South's Absolute Population Change | South's Share of Change |
|-----------|---------------------------------------|---|----------------------------|
| 1910-1930 | 30,974,129 | 8,468,303 | 27% |
| 1930-1950 | 28,123,138 | 9,339,455 | 33% |
| 1950-1970 | 51,886,128 | 15,598,279 | 30% |
| 1970-1990 | 45,497,947 | 22,650,563 | 50% |
| 1990-2010 | 60,035,665 | 29,104,814 | 49% |

U.S. POPULATION CHANGE BY REGION, 2000-2010

| Region | 2010 Population | Absolute Population Change, 2000-2010 | Percent Population Change, 2000-2010 |
|--------------|--------------------|--|---|
| U.S. | 309,050,816 | 26,884,972 | 9.5% |
| Northeast | 55,417,311 | 1,753,978 | 3.3% |
| Midwest | 66,972,887 | 2,480,998 | 3.0% |
| South | 114,555,744 | 14,318,924 | 14.3% |
| West | 72,256,183 | 8,774,852 | 13.8% |
| Delta Region | 1,505,151 | 116,965 | 8.4% |

SHARES OF NET POPULATION GROWTH BY REGION, 2000- 2010

| Region | Absolute Population Change | Percent of Total |
|---------------|-------------------------------|------------------|
| UNITED STATES | 26,884,972 | 100.0 |
| NORTHEAST | 1,753,978 | 6.0 |
| MIDWEST | 2,480,998 | 9.0 |
| SOUTH | 14,318,924 | 53.0 |
| WEST | 8,774,852 | 32.0 |

NET MIGRATION TRENDS, 2000-2008

| | Northeast | Midwest | South | West |
|--------------|-----------|---------|--------|------|
| Total | -1,032 | -2,008 | +2,287 | +46 |
| Black | -346 | -71 | +376 | +41 |
| Hispanic | -292 | -109 | +520 | -117 |
| Elderly | -115 | +42 | +97 | -27 |
| Foreign born | -147 | -3 | +145 | +3 |

= Net Import
 = Net Export

STATE SHARE OF SOUTH'S NET GROWTH, 2000-2010

| Region/State | Absolute Change | State's Share |
|-----------------------|-----------------|---------------|
| The South | 14,318,924 | 100.0% |
| Texas | 4,293,741 | 30.0% |
| Florida | 2,818,932 | 19.7% |
| Georgia | 1,501,200 | 10.5% |
| North Carolina | 1,486,170 | 10.4% |
| Other Southern States | 4,218,881 | 29.4% |

GROSS AND NET MIGRATION FOR THE SOUTH, 2004-2010

The Region

| Years | Domestic | | | Foreign | | |
|-----------|-----------|-----------|---------|---------|---------|---------|
| | In | Out | Net | In | Out | Net |
| 2004-2007 | 4,125,096 | 3,470,431 | 654,665 | 268,619 | 132,382 | 136,237 |
| 2007-2010 | 3,874,414 | 3,477,899 | 396,525 | 232,501 | 132,201 | 100,300 |

Florida

| Years | Domestic | | | Foreign | | |
|-----------|----------|---------|---------|---------|--------|--------|
| | In | Out | Net | In | Out | Net |
| 2004-2007 | 812,053 | 630,051 | 182,002 | 41,745 | 24,108 | 17,637 |
| 2007-2010 | 654,931 | 668,087 | -13,156 | 33,095 | 32,094 | 1,001 |

U.S. POPULATION CHANGE BY REGION, 2010-2015

| Region | 2015 Population | Absolute Population Change, 2010-2015 | Percent Population Change, 2010-2015 |
|--------------|--------------------|--|---|
| U.S. | 321,418,820 | 12,071,957 | 3.9% |
| Northeast | 56,283,891 | 896,717 | 1.6% |
| Midwest | 67,907,403 | 929,898 | 1.4% |
| South | 121,182,847 | 6,319,989 | 5.5% |
| West | 76,044,679 | 3,925,353 | 5.4% |
| Delta Region | 1,525,915 | 22,764 | 1.5% |

SHARES OF NET POPULATION GROWTH BY REGION, 2010-2015

| Region | Absolute Population Change | Percent of Total |
|---------------|-------------------------------|------------------|
| UNITED STATES | 12,071,957 | 100.0 |
| NORTHEAST | 896,717 | 7.4 |
| MIDWEST | 929,898 | 7.7 |
| SOUTH | 6,319,989 | 52.3 |
| WEST | 3,925,353 | 32.5 |

STATE SHARES OF SOUTH'S NET GROWTH, 2010-2015

| Region/State | Absolute Change | State's Share |
|-----------------------|-----------------|---------------|
| The South | 6,319,989 | 100.0% |
| Texas | 2,244,751 | 35.5% |
| Florida | 1,421,382 | 22.5% |
| Georgia | 501,406 | 7.9% |
| North Carolina | 483,823 | 7.7% |
| Virginia | 357,206 | 5.7% |
| Other Southern States | 1,311,421 | 20.7% |

Balance of Population Change Equation

- **Population Change = In-Flows – Out-Flows**

where

In-flows = [Births + In-Migrants]

&

Out-Flows = [Deaths + Out-Migrants]

Typology of Communities

| Demographic Experience | Drivers |
|------------------------|--|
| Balanced Growth | Births exceed deaths and in-migration exceeds out-migration. |
| Natural Growth | Out-migration exceeds in-migration but this population loss is offset by an excess of births over deaths. |
| Migration Magnets | Deaths exceed births but population loss is averted because in-migration exceeds out-migration. |
| Dying | Deaths exceed births and out-migration exceeds in-migration, resulting in population loss. |
| Biologically Declining | In-migration exceeds out-migration but his net migration is not substantial enough to offset an excess of deaths over births |
| Emptying Out | Births exceed deaths but out-migration exceeds in-migration, resulting in net population loss |

Types of Communities in the Delta Region, 2010-2015

| Type of Community | Number |
|------------------------|--------|
| Balanced Growth | 3 |
| Natural Growth | 2 |
| Migration Magnet | 0 |
| Emptying Out | 7 |
| Dying | 0 |
| Biologically Declining | 0 |

Estimated Change Delta Region, 2010-2015

| Area | Total Population Change | Natural Change | Net Migration |
|--------------|-------------------------|----------------|---------------|
| Delta Region | 22,764 | 44,603 | -21,459 |
| | | | |
| | | | |
| | | | |
| | | | |

Net Migration Delta Region, 2010-2015

| Area | Total Net Migration | International Net Migration | Domestic Net Migration |
|--------------|---------------------|-----------------------------|------------------------|
| Delta Region | -21,459 | 10,602 | -32,061 |
| | | | |
| | | | |
| | | | |
| | | | |

Balanced Growth Counties, 2010-2014

| County | Total Population Change | Natural Change | Net Migration |
|-----------|-------------------------|----------------|---------------|
| DeSoto | 12,059 | 4,500 | 7,350 |
| Craighead | 7,911 | 2,840 | 4,923 |
| Fayette | 752 | 332 | 286 |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

Natural Growth Counties, 2010-2015

| County | Total Population Change | Natural Change | Net Migration |
|--------|-------------------------|----------------|---------------|
| Tipton | 789 | 1,117 | -419 |
| Shelby | 10,429 | 31,862 | -20,671 |
| | | | |
| | | | |
| | | | |
| | | | |

Emptying Out Counties, 2010-2015

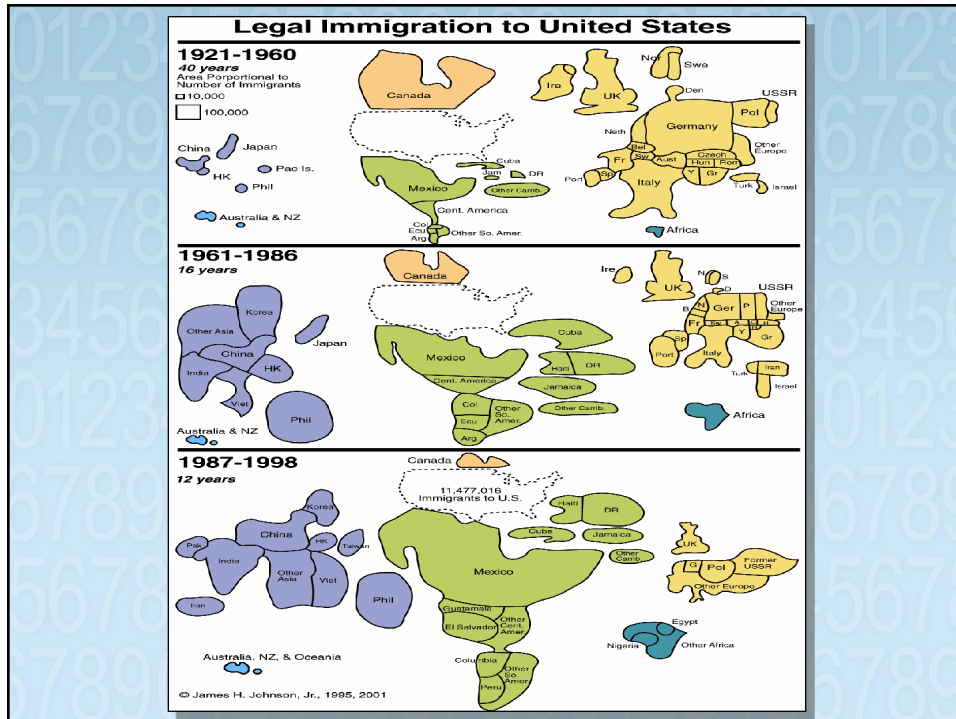
| County | Total Population Change | Natural Change | Net Migration |
|-------------|-------------------------|----------------|---------------|
| Tunica | -435 | 520 | -962 |
| Cross | -582 | 60 | -618 |
| Tate | -586 | 253 | -817 |
| Marshall | -1,223 | 178 | -1,431 |
| St. Francis | -1,669 | 443 | -2,059 |
| Crittenden | -1,939 | 1,716 | -3,616 |
| Mississippi | -2,742 | 782 | -3,425 |
| Tunica | -435 | 520 | -962 |
| Cross | -582 | 60 | -618 |

Two ‘colorful’ demographic processes are drivers of change

Browning & Graying of America

The “Browning” of America

Immigration-driven population change



The Numbers

Legal Immigrants

| Year | Annual Flow |
|-----------|-------------|
| 1920-1961 | 206,000 |
| 1961-1992 | 561,000 |
| 1993-1998 | 800,654 |
| 1999-2004 | 879,400 |
| 2005-2008 | 1,137,000 |
| 2009-2012 | 1,067,000 |

Refugees, Parolees, Asylees

| Year | Annual Flow |
|-----------|-------------|
| 1961-1993 | 65,000 |
| 1994-1998 | 107,000 |
| 1999-2004 | 85,500 |
| 2005-2008 | 75,000 |
| 2009-2012 | 92,500 |

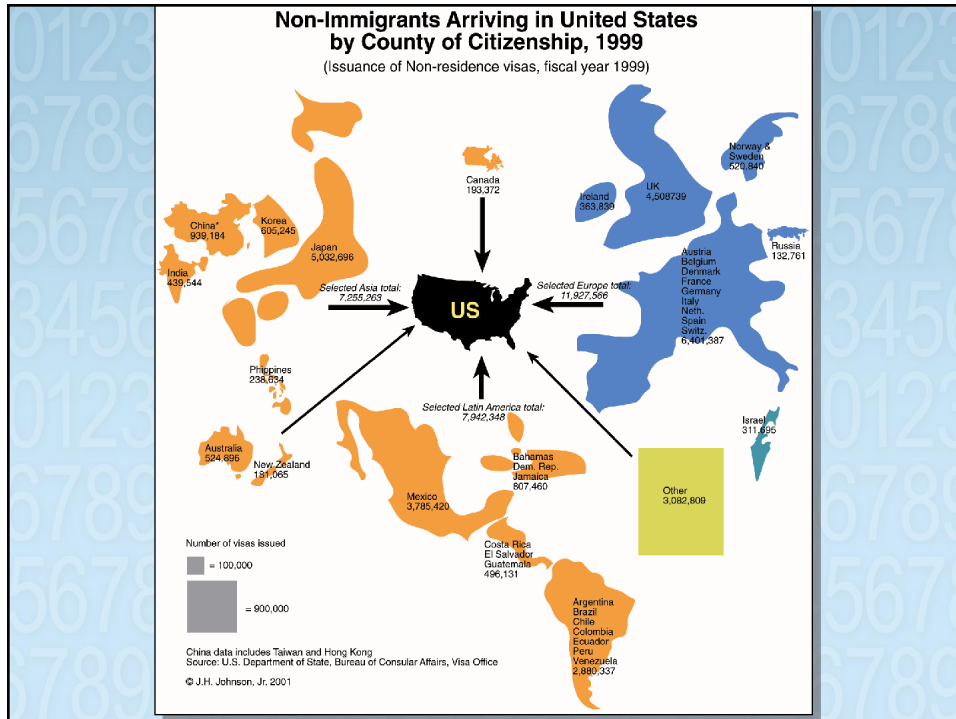
The Numbers Cont'd

• Illegal Immigrants

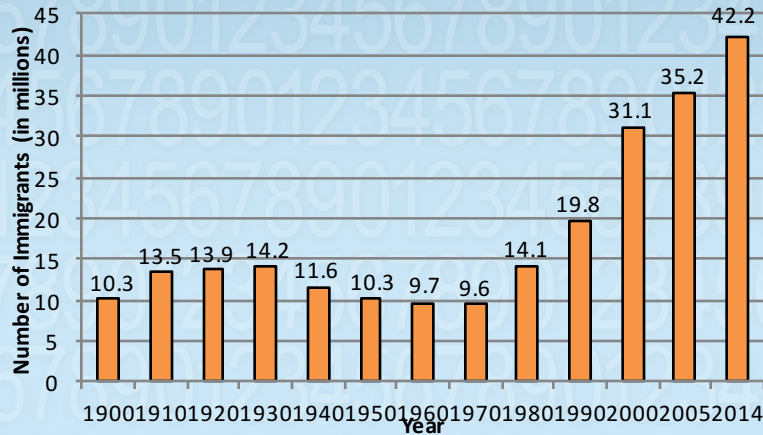
- 300,000 to 400,000 annually over the past two decades
- Three million granted amnesty in 1986
- 2.7 million illegal immigrants remained after 1986 reforms
- October 1996: INS estimated there were 5 million illegal immigrants in U.S.
- Since August 2005: Estimates of illegal population have ranged between 7 million and 15 million
- Today: An estimated 11.5 million unauthorized immigrants reside in U.S.

NON-IMMIGRANTS ADMITTED TO UNITED STATES, SELECTED YEARS, 1981-2011

| Year | All Classes | Exchange Visitors | Academic & Vocational Students |
|------|-------------|-------------------|--------------------------------|
| 1981 | 11,756,903 | 108,023 (1%) | 271,861 (2%) |
| 1985 | 9,539,880 | 141,213 (1%) | 285,496 (3%) |
| 1990 | 17,574,055 | 214,644 (1%) | 355,207 (2%) |
| 1995 | 22,640,540 | 241,364 (1%) | 395,480 (2%) |
| 2000 | 33,690,082 | 351,743 (1%) | 699,953 (2%) |
| 2001 | 32,824,088 | 389,435 (1%) | 741,921 (2%) |
| 2002 | 27,907,139 | 370,176 (1%) | 687,506 (2%) |
| 2008 | 39,381,928 | 506,138 (1%) | 917,373 (2%) |
| 2011 | 53,082,286 | 526,931 (1%) | 1,702,730 (3%) |



U.S. Immigrant Population, 1900-2014



U.S. Foreign Born Population by Race/Ethnicity, 2014

| Race/Ethnicity | Foreign Population | Share of Total (%) |
|---------------------------|--------------------|--------------------|
| Total | 42,235,749 | 100.0 |
| Hispanic | 19,300,947 | 45.7 |
| White Alone, not Hispanic | 7,655,008 | 18.1 |
| Black Alone, not Hispanic | 3,377,733 | 8.0 |
| Asian Alone, not Hispanic | 11,036,059 | 26.1 |
| Other Alone, not Hispanic | 866,002 | 2.1 |

U.S. POPULATION CHANGE BY RACE & ETHNICITY, 2000-2010

| Race | 2010 Population | Absolute Change 2000 – 2010 | Percentage Change 2000 - 2010 |
|-----------------|-----------------|--------------------------------|-------------------------------------|
| Total | 308,745,538 | 27,323,632 | 9.7% |
| Non-Hispanic | 258,267,944 | 12,151,856 | 4.9% |
| White | 196,817,552 | 2,264,778 | 1.2% |
| Black | 37,685,848 | 3,738,011 | 11.0% |
| AI/AN | 2,247,098 | 178,215 | 8.6% |
| Asian | 14,465,124 | 4,341,955 | 42.9% |
| NH/PI | 481,576 | 128,067 | 36.2% |
| 2 or More Races | 5,966,481 | 1,364,335 | 29.6% |
| Hispanic | 50,477,594 | 15,171,776 | 43.0% |

NON-WHITE AND HISPANIC SHARES OF POPULATION GROWTH, 2000-2010

| Area | Absolute Population Change | Non-White Share | Hispanic Share |
|----------------|----------------------------------|--------------------|-------------------|
| US | 27,323,632 | 91.7 | 55.5 |
| South | 14,318,924 | 79.6 | 46.4 |
| Texas | 4,293,741 | 89.2 | 65.0 |
| Florida | 2,818,932 | 84.9 | 54.7 |
| Georgia | 1,501,206 | 81.0 | 27.9 |
| North Carolina | 1,486,170 | 61.2 | 28.3 |

MEDIAN AGE OF U.S. POPULATION BY RACE, HISPANIC ORIGIN & GENDER, 2009

| Race | Total | Male | Female |
|---------------------|-------|------|--------|
| United States | 36.8 | 35.4 | 38.2 |
| White Alone | 38.3 | 37.0 | 39.6 |
| White, Non-Hispanic | 41.2 | 39.9 | 42.6 |
| Black Alone | 31.3 | 29.4 | 33.3 |
| AI/AN Alone | 29.5 | 29.0 | 30.2 |
| Asian Alone | 33.6 | 32.6 | 34.6 |
| NH/PI Alone | 29.9 | 29.5 | 30.3 |
| Two or More Races | 19.7 | 18.9 | 20.5 |
| Hispanic | 27.4 | 27.4 | 27.5 |

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RELATIVE DISTRIBUTION OF U.S. BIRTHS BY RACE / ETHNICITY

| Race/Ethnicity | 1990 | 2008 | 2011 |
|----------------|------|------|-------|
| White | 66% | 50% | 49.6% |
| Blacks | 17% | 16% | 15.0% |
| Hispanics | 15% | 26% | 26.0% |
| Other | 2% | 8% | 9.4% |

Source: Johnson and Lichter (2010); Tavernise (2011).

RELATIVE DISTRIBUTION OF U.S. POPULATION BY RACE / ETHNICITY

| Race/Ethnicity | 2005 | 2050 |
|----------------|-------|------|
| White | 67% | 47% |
| Blacks | 12.8% | 13% |
| Hispanics | 14% | 29% |
| Asian | 5% | 9% |

Source: Pew Research Center, 2008 *projected.

DELTA REGION COMMUNITIES POPULATION CHANGE BY RACE & ETHNICITY, 2000-2010

| Race | 2010 Population | Absolute Change 2000 - 2010 | Percentage Change 2000 - 2010 |
|-----------------|--------------------|--------------------------------|-------------------------------------|
| Total | 1,505,151 | 116,965 | 8.4% |
| Non-Hispanic | 1,432,369 | 77,104 | 5.7% |
| White | 738,631 | -19,801 | -2.6% |
| Black | 645,485 | 80,931 | 14.3% |
| AI/AN | 3,309 | 549 | 19.9% |
| Asian | 25,811 | 9,137 | 54.8% |
| NH/PI | 456 | 88 | 23.9% |
| Some other race | 1,504 | 327 | 27.8% |
| 2 or More Races | 17,173 | 5,873 | 52.0% |
| Hispanic | 72,782 | 39,861 | 121.1% |

Female Median Age, 2010-2014

| | White | Black | Latino |
|-------------|-------|-------|--------|
| Shelby | 42.8 | 31.5 | 25.1 |
| Fayette | 46.5 | 37.5 | 23.2 |
| Tipton | 39.2 | 32.3 | 23.2 |
| Craighead | 37.6 | 22.2 | 22.9 |
| Crittenden | 42.1 | 29.3 | 25.6 |
| Cross | 42.1 | 38.0 | NA |
| Mississippi | 41.4 | 28.1 | 21.6 |
| St. Francis | 45.1 | 33.3 | 33.9 |
| DeSoto | 39.5 | 31.9 | 25.2 |
| Marshall | 46.3 | 34.4 | 26.6 |
| Tate | 40.6 | 30.2 | 30.5 |
| Tunica | 48.0 | 29.0 | 24.7 |

The “Graying” of America

The Silver Tsunami is about to hit

Key Drivers

- Changes in Longevity
- Declining Fertility
- Aging of Boomer Cohort

U.S. LIFE EXPECTANCY AT BIRTH

| YEAR | AGE |
|-------------|--------------|
| 1900 | 47.3 |
| 1930 | 59.7 |
| 1960 | 69.7 |
| 1997 | 76.5 |
| 2007 | 77.9 |
| 2010 | 78.3 |
| 2030 | 101.0 |

Centenarians in the U.S.

| Year | Number |
|------|---------|
| 1950 | 2,300 |
| 2010 | 79,000 |
| 2050 | 601,000 |

COMPLETED FERTILITY FOR WOMEN 40 - 44 YEARS OLD

| Year | Percent Childless | Avg. Number of Children | Percent Higher Order Births* |
|------|-------------------|-------------------------|------------------------------|
| 2006 | 20 | 1.9 | 28 |
| 1976 | 10 | 3.1 | 59 |

*Three or more Children

TOTAL FERTILITY RATES FOR U.S. WOMEN BY RACE/ETHNICITY, 2012

| Race/Ethnicity | Total Fertility Rate |
|--------------------|----------------------|
| All Races | 1.88 |
| Hispanic | 2.18 |
| Non-Hispanic White | 1.76 |
| Blacks | 1.90 |
| Asian | 1.77 |
| Native American | 1.35 |

U.S. POPULATION CHANGE BY AGE, 2000-2010

| Age | 2010 | Absolute Change 2000 - 2010 | Percentage Change 2000 - 2010 |
|-------|-------------|-----------------------------------|-------------------------------------|
| <25 | 104,853,555 | 5,416,289 | 5.4% |
| 25-44 | 82,134,554 | -2,905,697 | -3.4% |
| 45-64 | 81,489,445 | 19,536,809 | 31.5% |
| 65+ | 40,267,984 | 5,276,231 | 15.1% |
| TOTAL | 308,745,538 | 27,323,632 | 9.7% |

U.S. POPULATION TURNING 50, 55, 62, AND 65 YEARS OF AGE, (2007-2015)

| | Age 50 | Age 55 | Age 62 | Age 65 |
|-----------------------|--------|--------|--------|--------|
| Average Number/Day | 12,344 | 11,541 | 9,221 | 8,032 |
| Average Number/Minute | 8.6 | 8.0 | 6.4 | 5.6 |

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Absolute and Percent Population Change by Age, 2000-2010

| Age | United States | Delta Region |
|----------|-----------------------|--------------------|
| All Ages | 27,323,632 (9.7%) | 116,965 (8.4%) |
| <25 | 5,416,292 (5.4%) | 20,302 (3.9%) |
| 25-44 | -2,905,697 (-3.4%) | -14,355 (-3.4%) |
| 45-64 | 19,536,809 (31.5%) | 91,410 (30.9%) |
| 65+ | 5,276,231 (15.1%) | 19,608 (13.7%) |

The Multigenerational Workforce

Multi-Generational Diversity

| Generation | Birth Years | Current Ages | Est. Workforce Participation in 2013* |
|---|-------------|--------------|---------------------------------------|
| Veterans Traditionalists WWII Generation Silent Generation | 1922-1945 | 70-93 | 5% (7M) |
| Baby Boomers "Boomers" | 1946-1964 | 51-69 | 38% (60M) |
| Generation X Baby Busters | 1965-1980 | 35-50 | 32% (51M) |
| Generation Y Millennials | 1981-2000 | 15-34 | 25% (40M) |

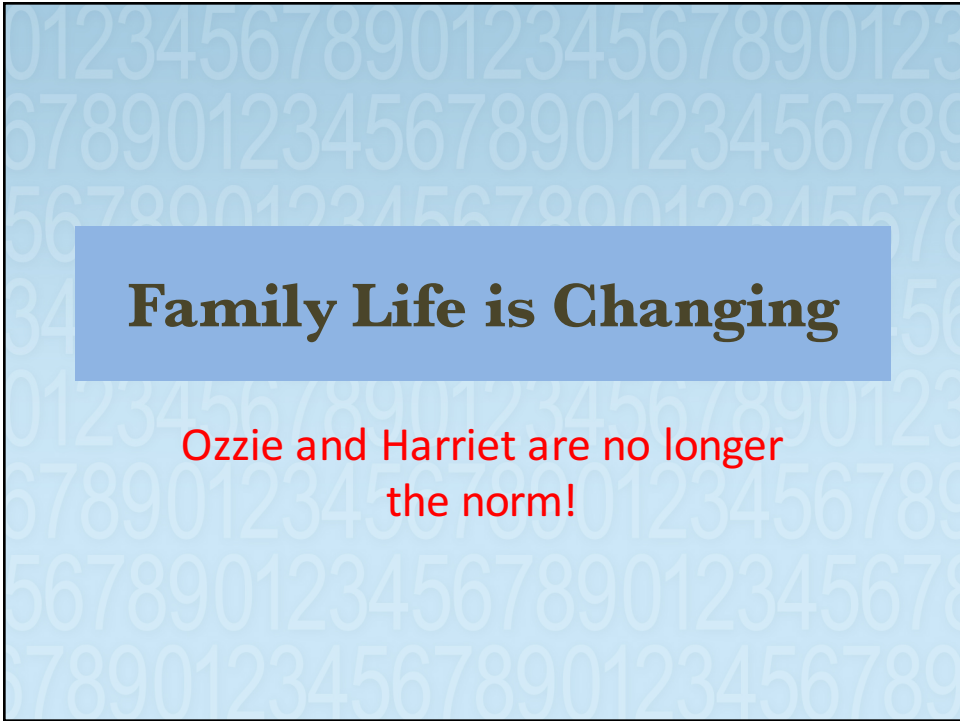
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*Source: AARP—Leading a Multi-Generational Workforce, 2007

Succession Planning & Accommodations for Elder Care

Organizational Game Changers!

Signs of Global Aging

- Japan sells more adult diapers than baby diapers.
- Vancouver outlaws use of door knobs in all new construction, including private homes.
- China grappling with the 4-2-1 problem.
- Census Benchmark for White Americans: More Deaths than Births (Roberts, 2013).



Family Life is Changing

Ozzie and Harriet are no longer
the norm!



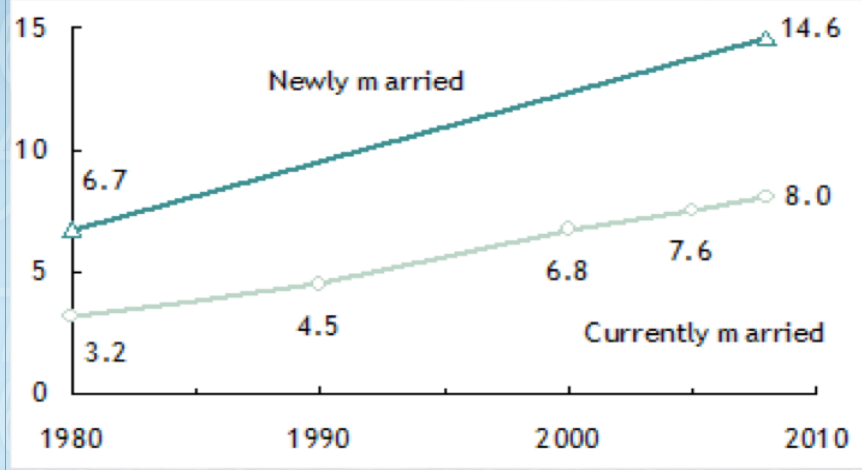
Marrying Out

is “In”

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INTERMARRIAGE TREND, 1980-2008

% Married Someone of a Different Race/Ethnicity

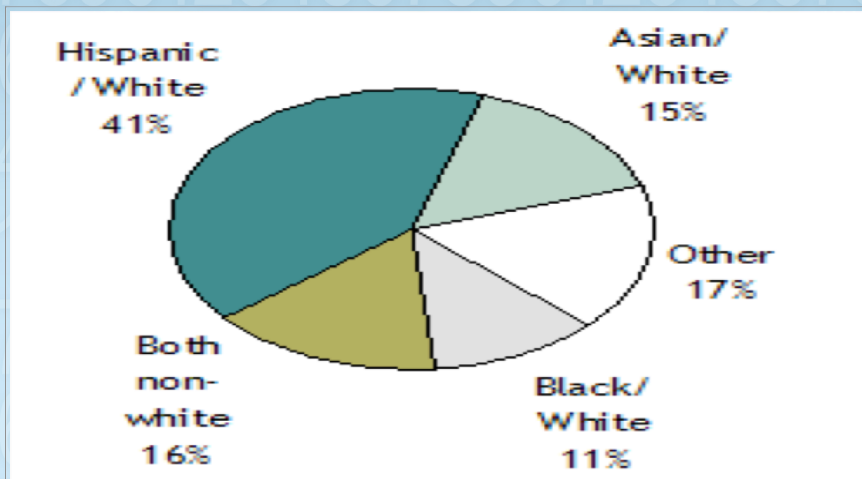


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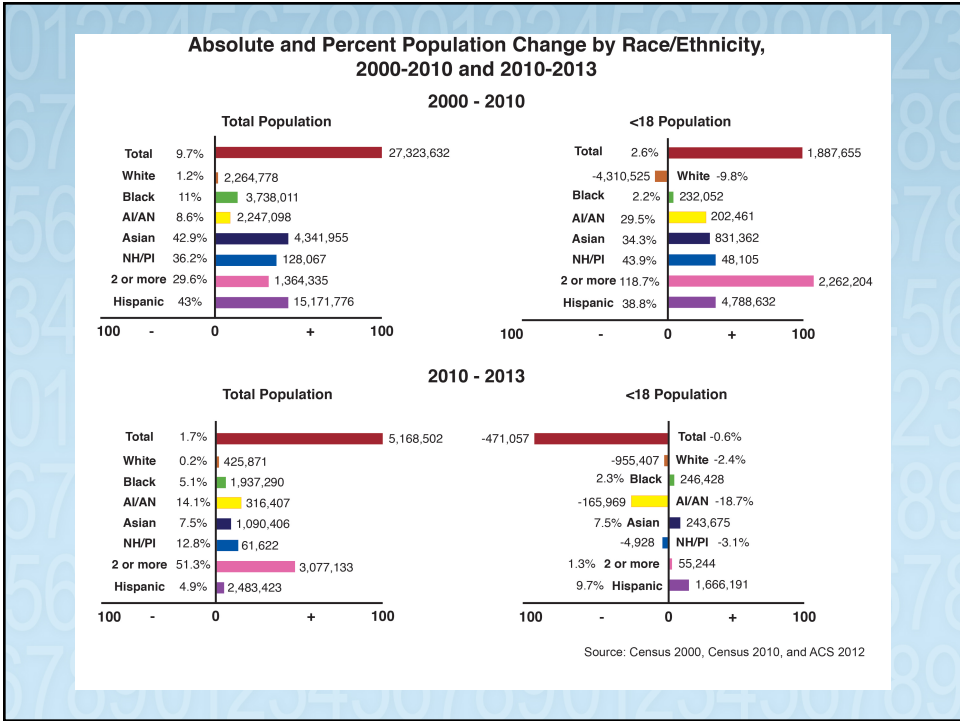
INTERMARRIAGE TYPES

Newly Married Couples in 2008



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**Living Arrangements
are more diverse ...
And Interesting!**

COOLING WATERS FROM GRANDMA'S WELL

And Grandpa's Too!

Children Living in Non-Grandparent and Grandparent Households, 2001-2010

| Household Type | Absolute Number 2010 | Absolute Change 2001-2010 | Percent Change 2001-2010 |
|----------------------|-------------------------|------------------------------|-----------------------------|
| All | 74,718 | 2,712 | 3.8 |
| No Grandparents | 67,209 | 917 | 1.4 |
| Both Grandparents | 2,610 | 771 | 41.9 |
| Grandmother Only | 1,922 | 164 | 9.3 |
| Grandfather Only | 318 | 71 | 28.7 |

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Children Living in Non-Grandparent and Grandparent-Headed Households by Presence of Parents, 2010

| Household Type | All Children (in thousands) | Living with Both Parents | Living with Mother Only | Living with Father Only | Living with Neither parent |
|--------------------------|-----------------------------|--------------------------|-------------------------|-------------------------|----------------------------|
| All | 74,718 | 69.3% | 23.1% | 3.4% | 4.0% |
| No Grandparents | 67,209 | 73.4% | 21.2% | 3.3% | 2.1% |
| Both Grandparents | 2,610 | 18.1% | 40.6% | 5.2% | 36.1% |
| Grandmother Only | 1,922 | 13.8% | 48.4% | 4.5% | 33.2% |
| Grandfather Only | 318 | 26.4% | 45.9% | 4.4% | 23.6% |

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Couple Households with Children, 2009

| Type of Couple | Number of Households with Children | Percent Own Children | Percent Unrelated Children |
|------------------------|------------------------------------|----------------------|----------------------------|
| Married—opposite sex | 23,453,504 | 99.6 | 0.4 |
| Unmarried—opposite sex | 2,493,838 | 86.9 | 13.1 |
| Same Sex | 104,949 | 90.2 | 9.8 |

Same Sex Couple Households with Children, 2009

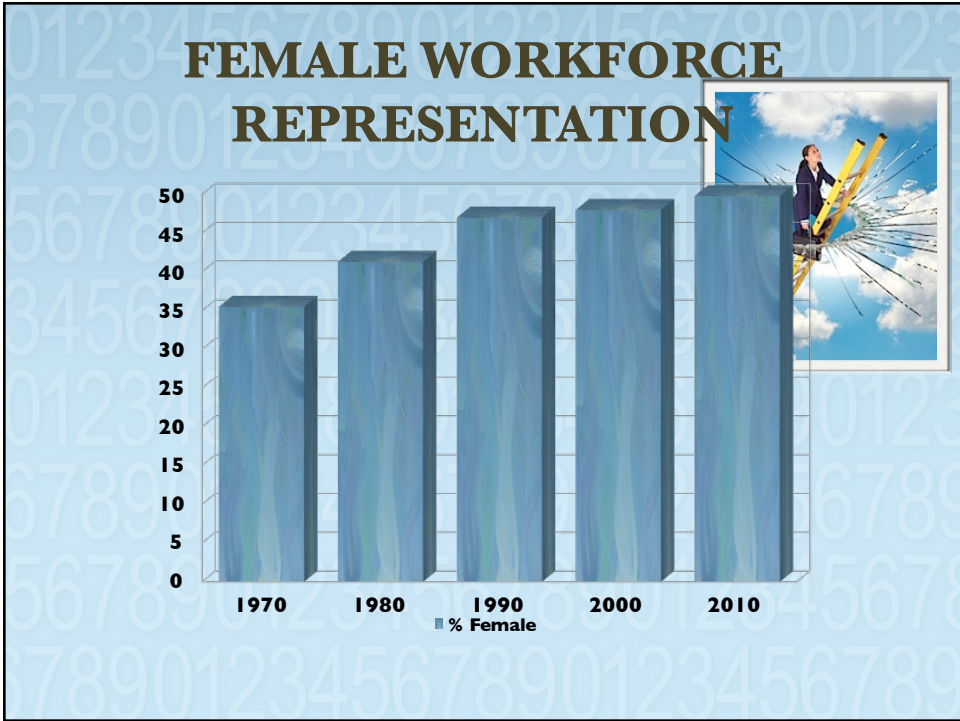
| Type of Couple | Number of Households with Children | Percent Own Children | Percent Unrelated Children |
|-------------------------|------------------------------------|----------------------|----------------------------|
| Same Sex | 104,949 | 90.2 | 9.8 |
| Unmarried Male-Male | 33,010 | 94.5 | 5.5 |
| Unmarried Female-Female | 71,936 | 88.3 | 11.7 |



Workforce Planning and Development Challenges

- The End of Men?
- The Triple Whammy of Geographic Disadvantage
- Education necessary, but not sufficient





JOBS LOST/GAINED BY GENDER DURING 2007 (Q4) – 2009 (Q3) RECESSION

| Industry | Women | Men |
|---------------|-------------------|-------------------|
| Construction | -106,000 | -1,300,000 |
| Manufacturing | -106,000 | -1,900,000 |
| Healthcare | +451,800 | +118,100 |
| Government | +176,000 | +12,000 |
| Total | -1,700,000 | -4,700,000 |

THE PLIGHT OF MEN

- Today, three times as many men of working age do not work at all compared to 1969.
- Selective male withdrawal from labor market—rising non-employment due largely to skills mismatches, disabilities & incarceration.
- The percentage of prime-aged men receiving disability insurance doubled between 1970 (2.4%) and 2009 (4.8%).
- Since 1969 median wage of the American male has declined by almost \$13,000 after accounting for inflation.
- After peaking in 1977, male college completion rates have barely changed over the past 35 years.

COLLEGE CLASS OF 2010

| DEGREE | MALE | FEMALE | DIFFERENCE |
|--------------|-----------|-----------|------------|
| Associate's | 293,000 | 486,000 | 193,000 |
| Bachelor's | 702,000 | 946,000 | 244,000 |
| Master's | 257,000 | 391,000 | 134,000 |
| Professional | 46,800 | 46,400 | -400 |
| Doctor's | 31,500 | 32,900 | 1,400 |
| TOTAL | 1,330,300 | 1,902,300 | 572,000 |

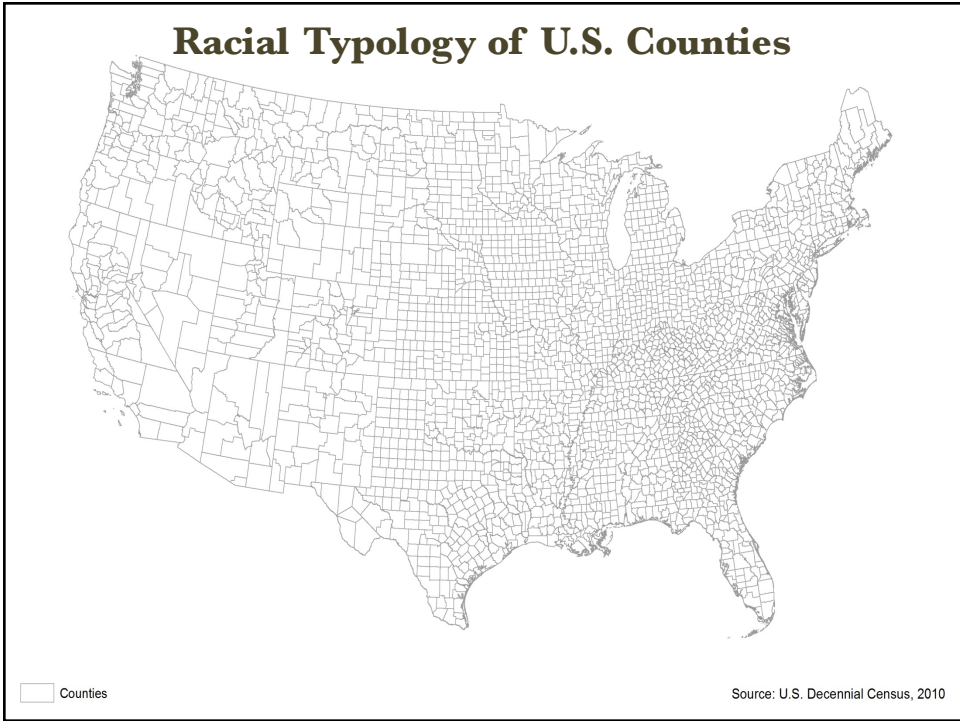
ENROLLMENT IN 2 YEAR COLLEGES, 2009

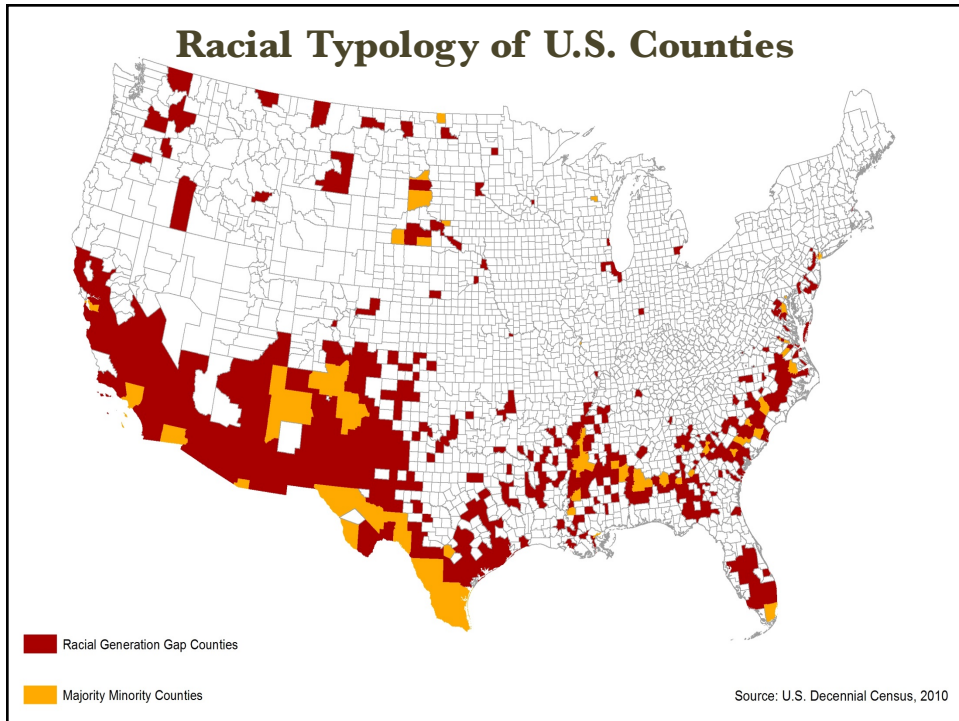
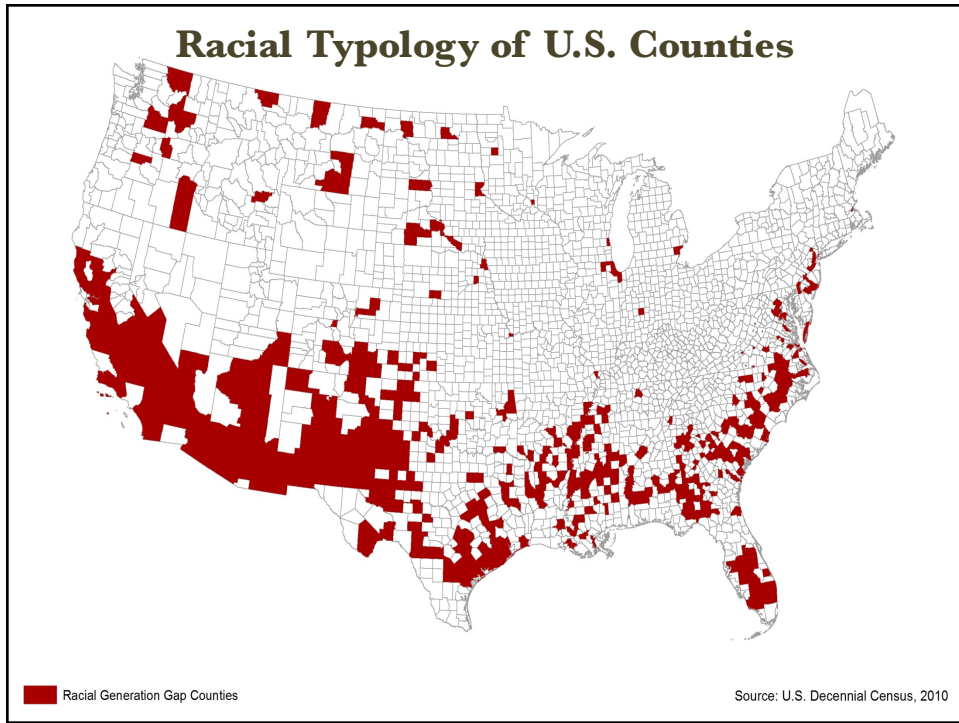
| Area | Total Enrollment | Full Time Enrollment (%) | Male Enrollment (%) | Black Enrollment (%) |
|-------------------|------------------|--------------------------|---------------------|----------------------|
| U.S. | 20,966,826 | 63 | 43 | 13 |
| Southeast Region | 4,731,356 | 65 | 41 | 23 |
| North Carolina | 574,135 | 64 | 41 | 24 |
| NC- 2 Yr Colleges | 253,383 | 43 | 40 | 25 |

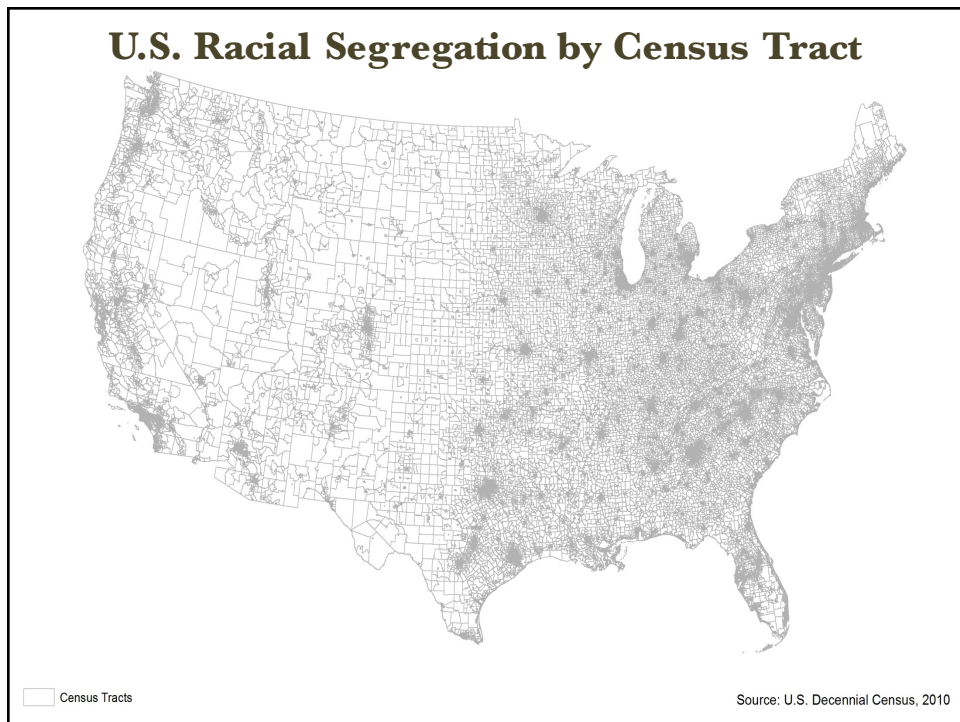
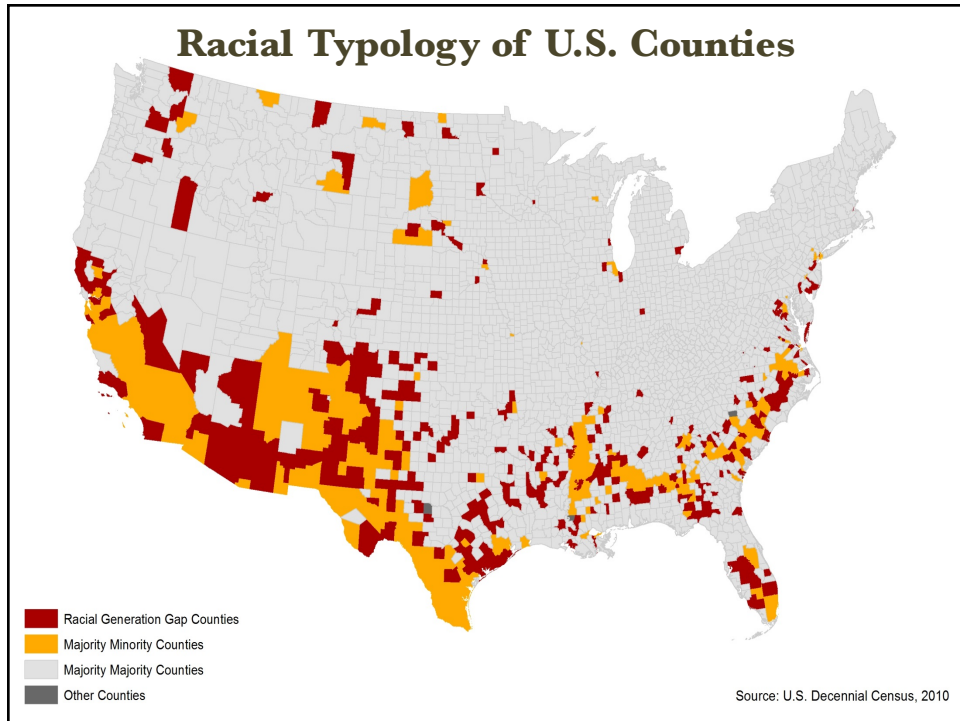
UNC SYSTEM STUDENT ENROLLMENT BY GENDER AND TYPE OF INSTITUTION, 2010

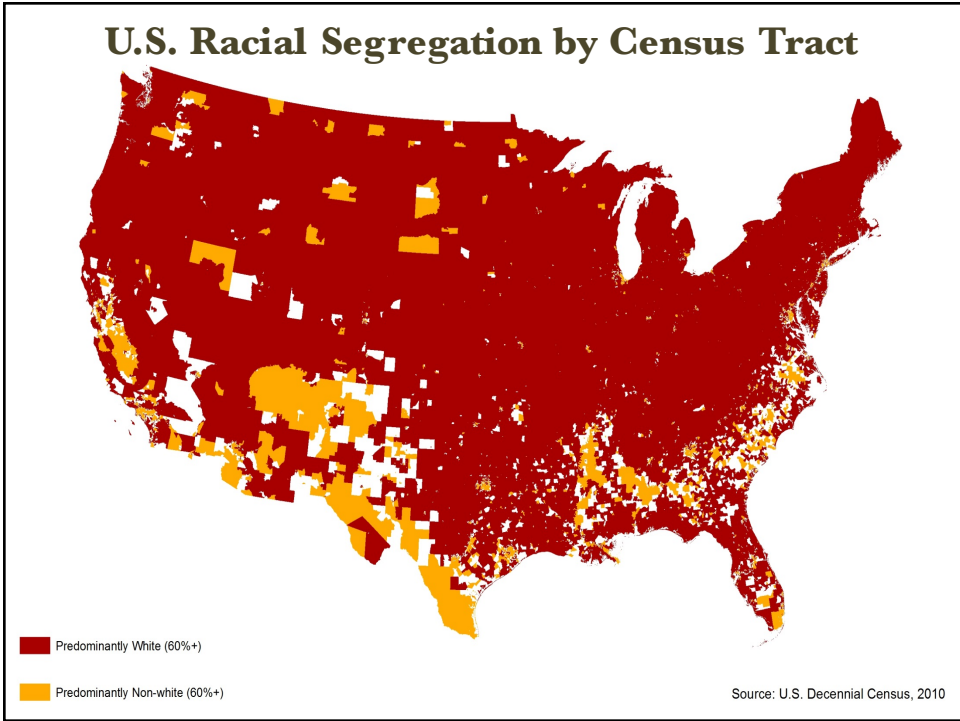
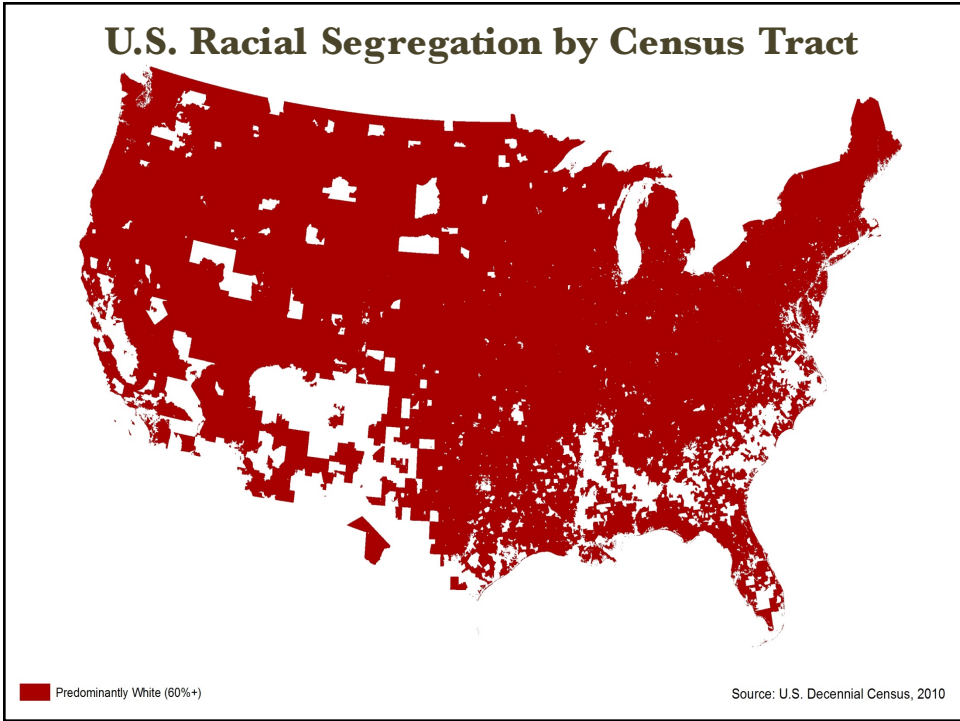
| Type of Institution | Total Enrollment | Male Enrollment | Percent Male |
|---------------------|------------------|-----------------|--------------|
| UNC System | 175,281 | 76,953 | 44 |
| Majority Serving | 139,250 | 63,403 | 46 |
| Minority Serving | 36,031 | 13,550 | 38 |
| HBU's | 29,865 | 11,191 | 37 |

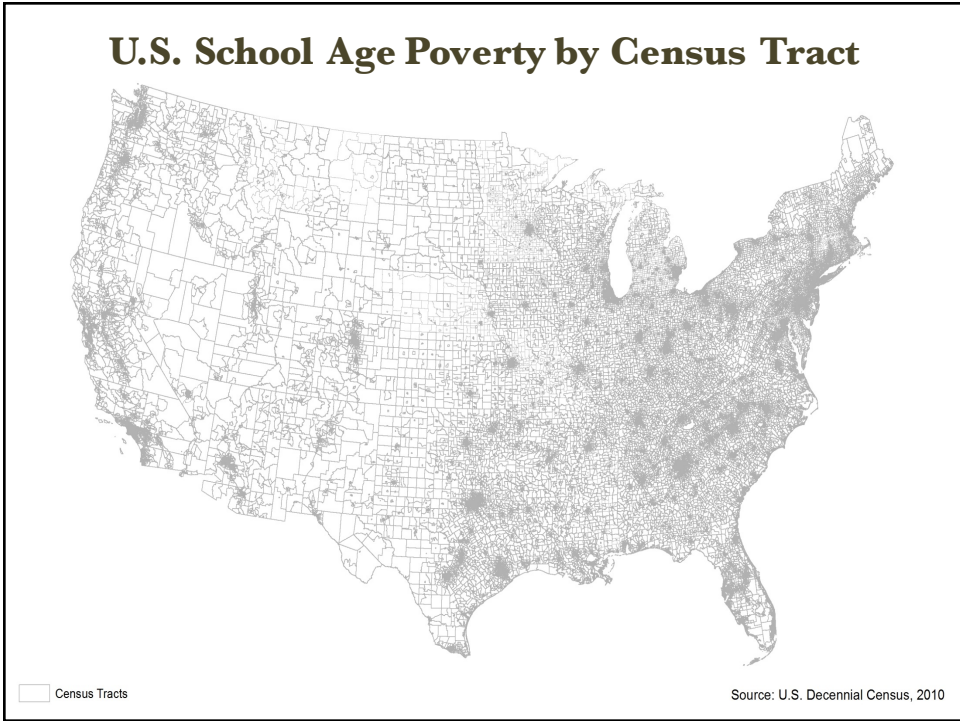
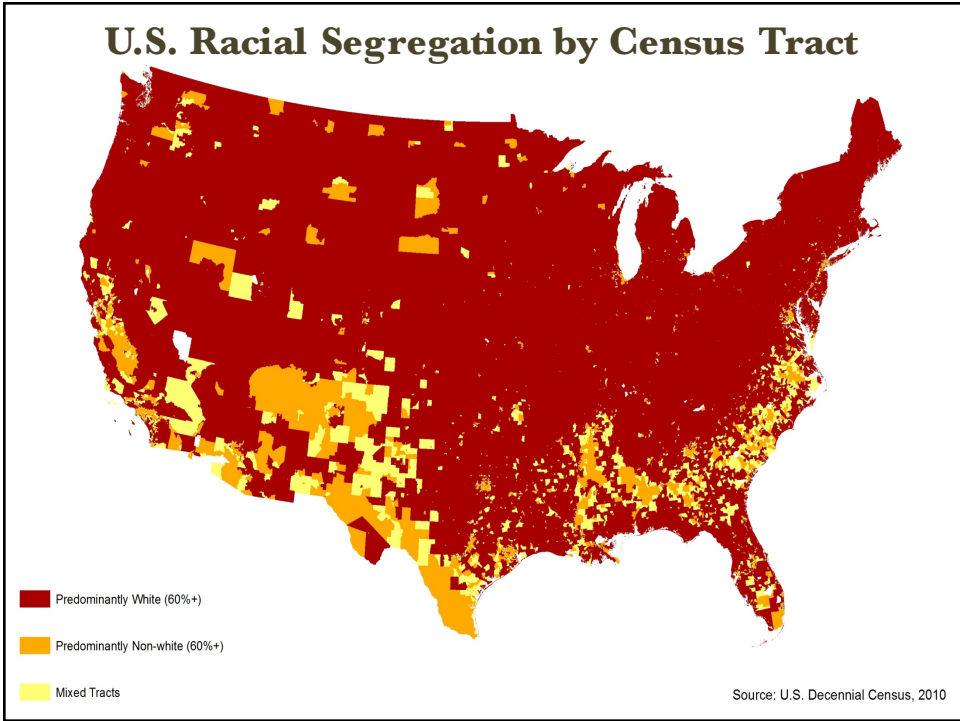
**The Triple Whammy of
Geographical Disadvantage**
The Human Capital Challenge

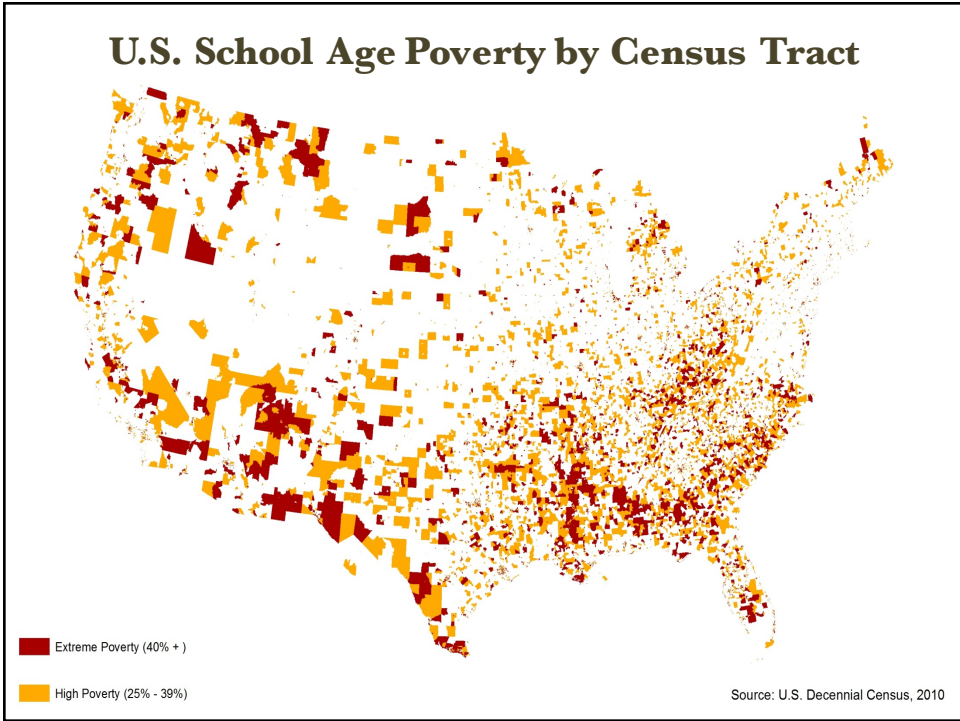
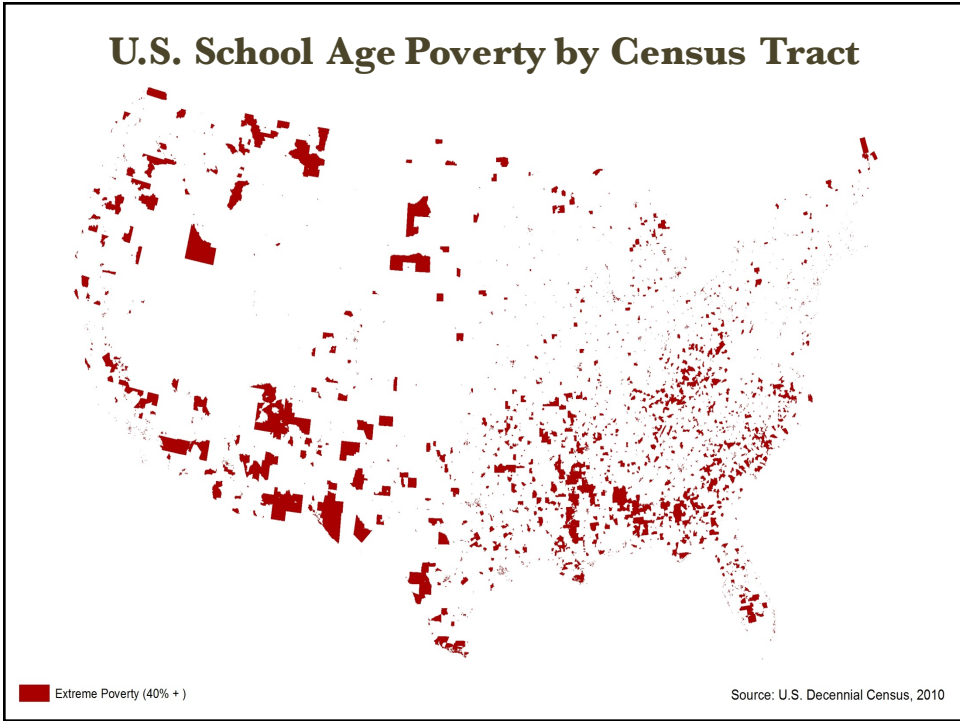


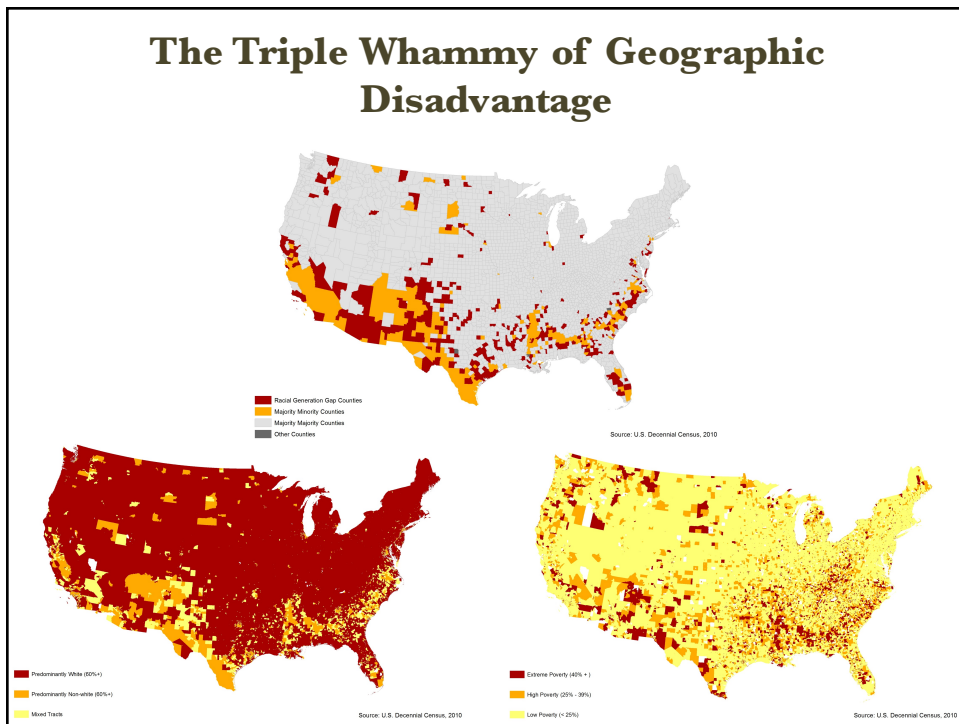
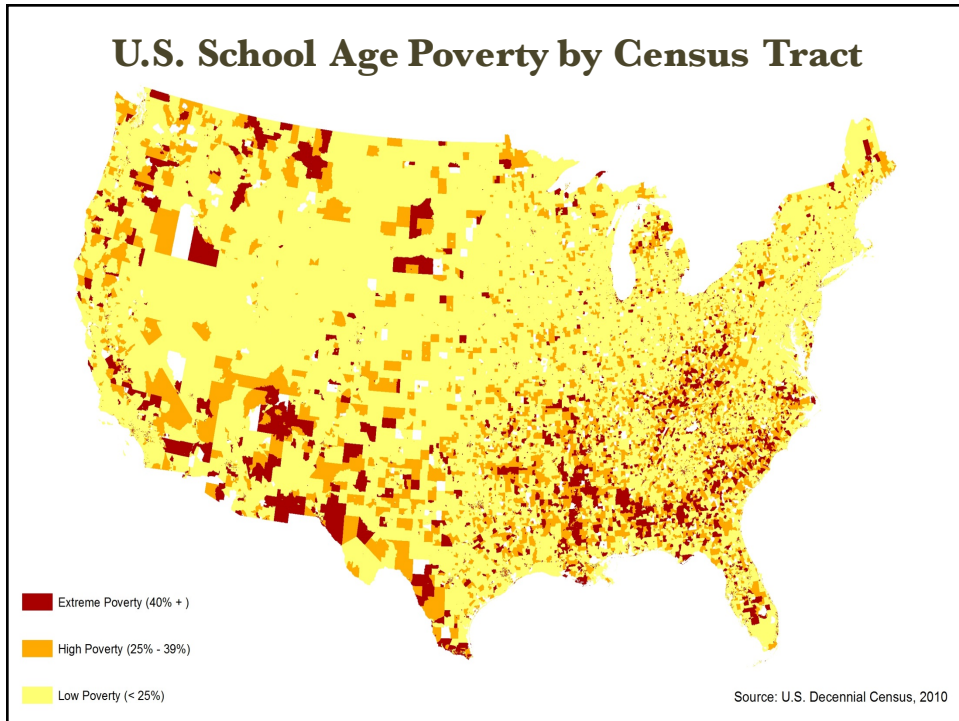






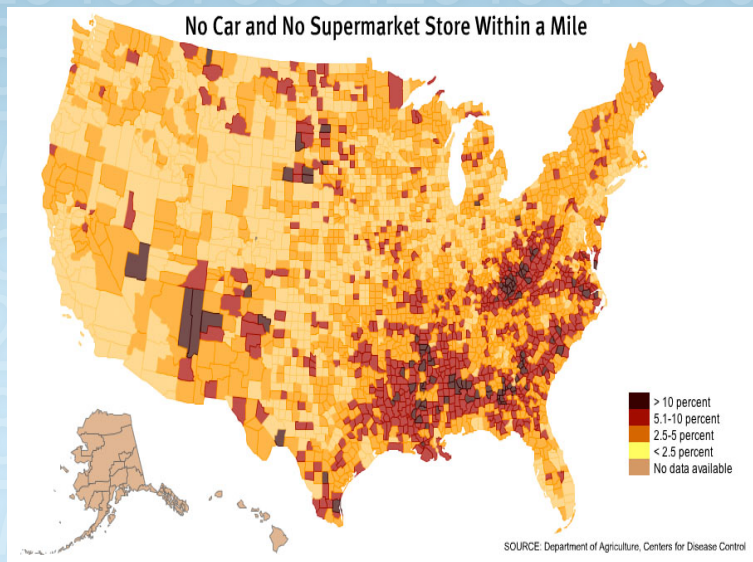


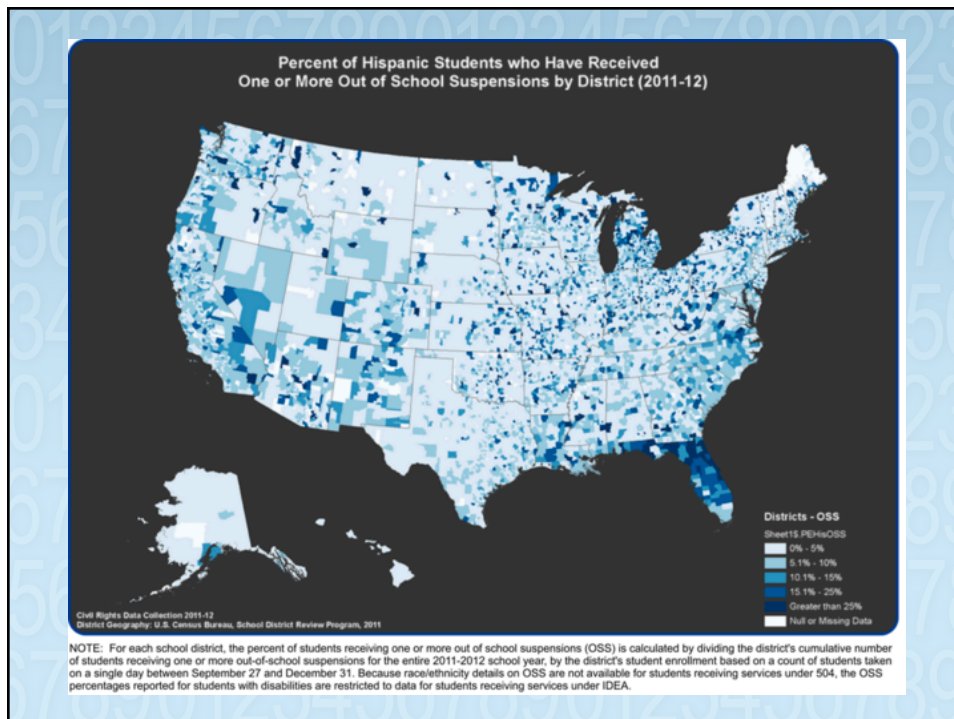
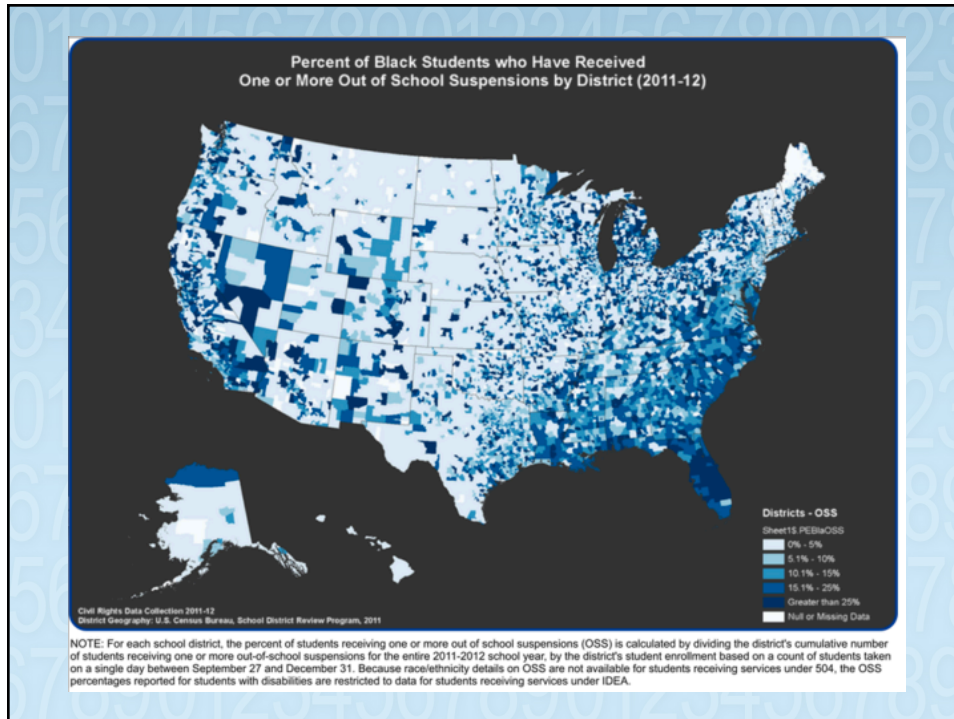




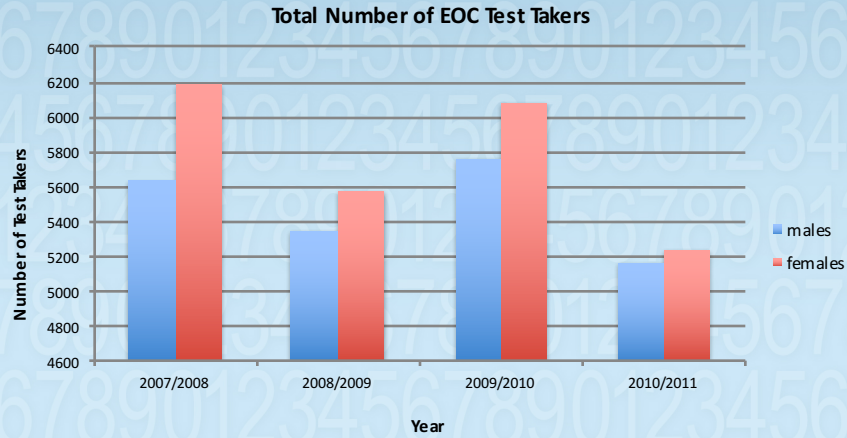
Summary Indicators of Exposure

| Level of Vulnerability | Number of Youth | Percent Non-White |
|------------------------|-----------------|-------------------|
| Triple Whammy | 9.8 million | 93 |
| Double Whammy | 12.2 million | 81 |
| Single Whammy | 20.0 million | 39 |
| No Whammy | 32.1 million | 24 |



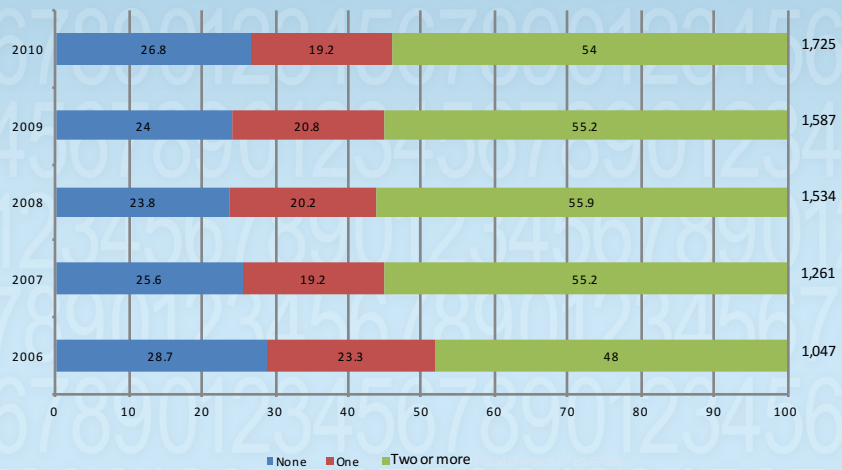


Male-Female Presence Disparity



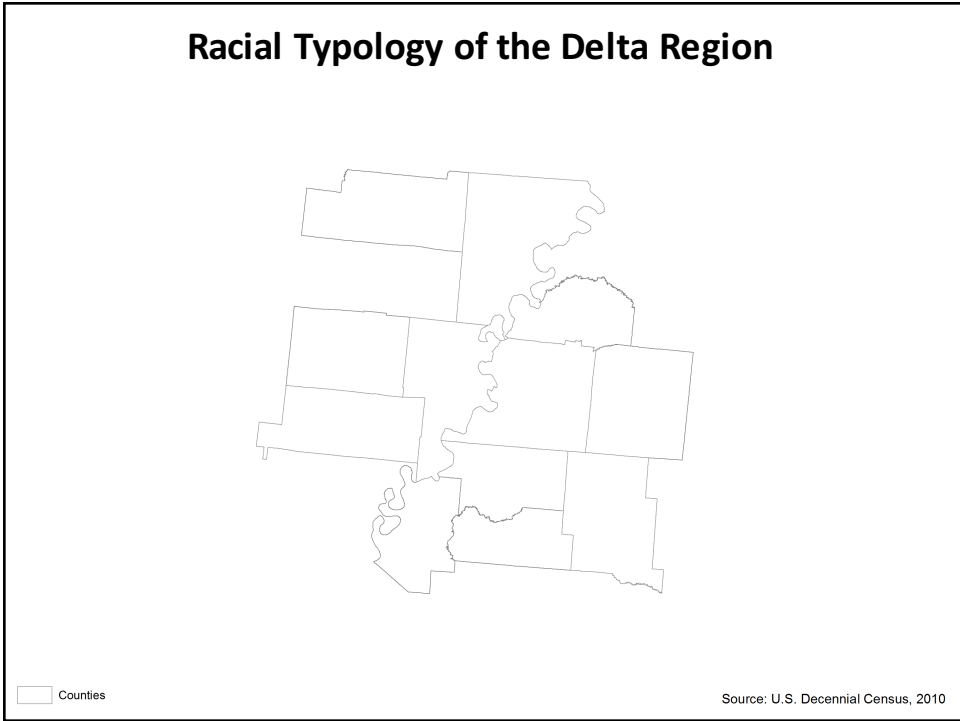
Graph shows total number of male and female students tested of 6 LEAs (Bertie, Bladen, Duplin, Halifax, Northampton, and Pamlico)

Percent of High School Graduates Requiring Remedial Course Work

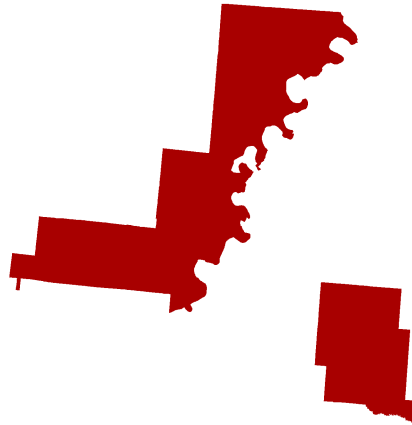


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The Delta Region Triple Whammy



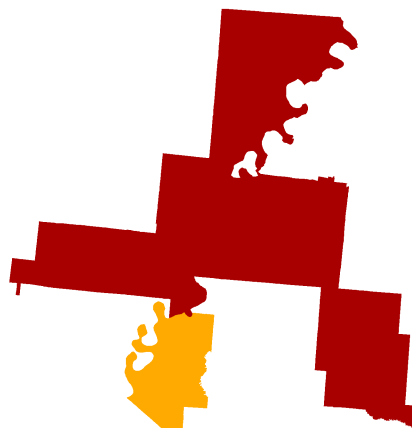
Racial Typology of the Delta Region



■ Racial Generation Gap Counties

Source: U.S. Decennial Census, 2010

Racial Typology of the Delta Region

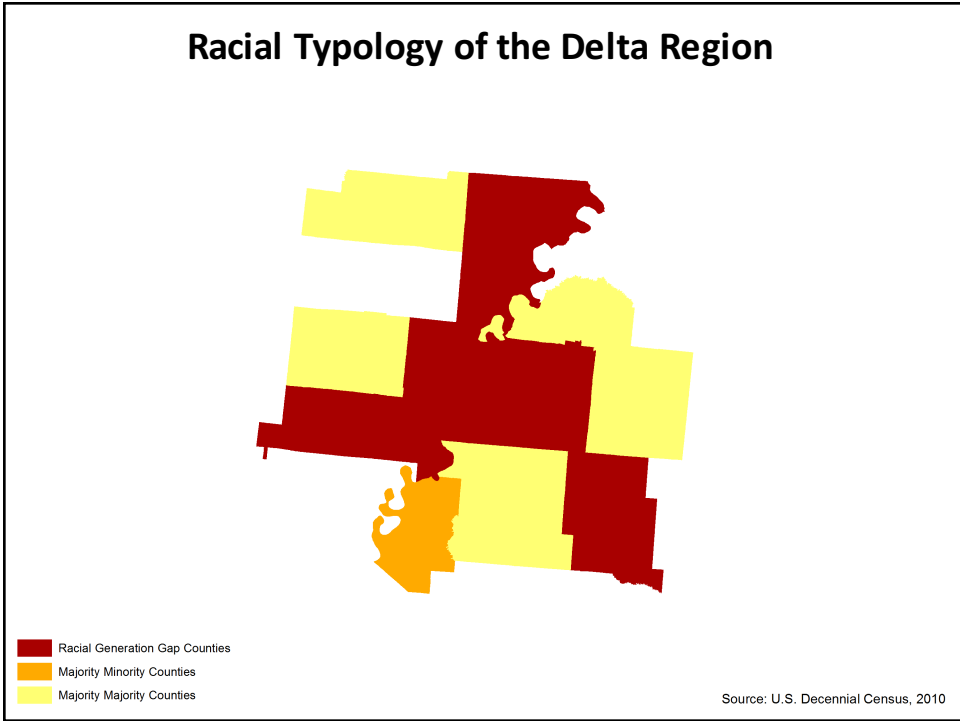


■ Racial Generation Gap Counties

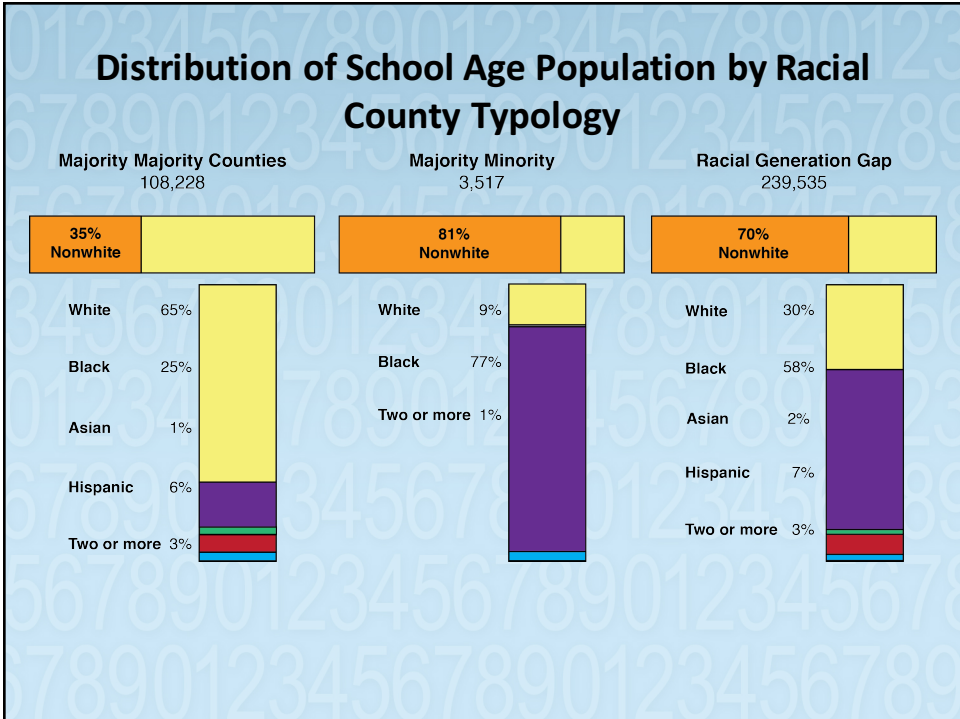
■ Majority Minority Counties

Source: U.S. Decennial Census, 2010

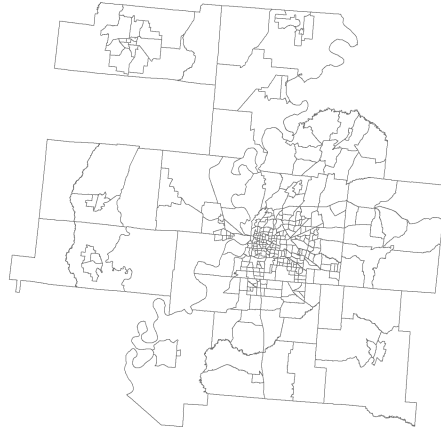
Racial Typology of the Delta Region



Distribution of School Age Population by Racial County Typology



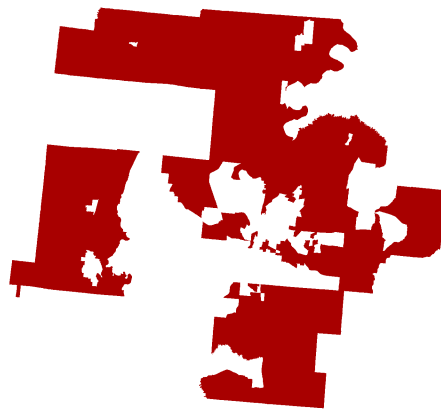
The Delta Region Segregation by Census Tract



□ Census Tracts

Source: U.S. Decennial Census, 2010

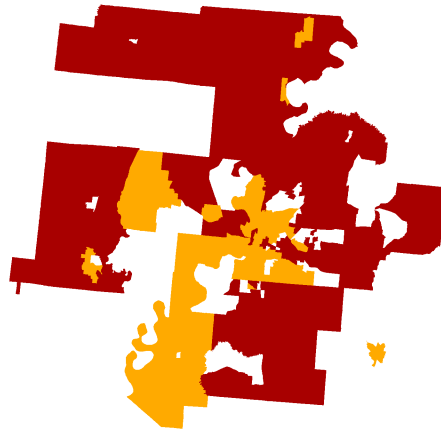
The Delta Region Segregation by Census Tract



■ Predominantly White (60% +)

Source: U.S. Decennial Census, 2010

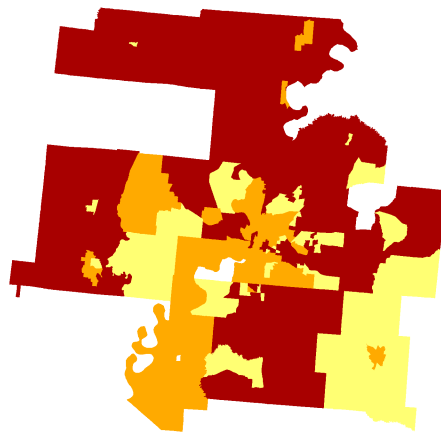
The Delta Region Segregation by Census Tract



■ Predominantly White (60% +)
■ Predominantly Non-White (60% +)

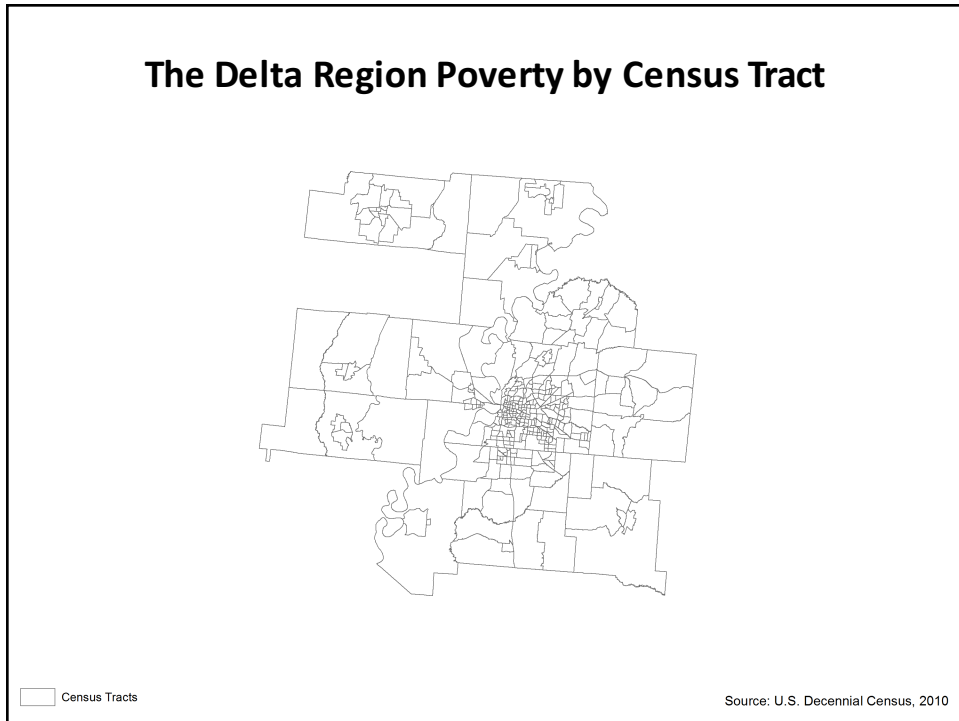
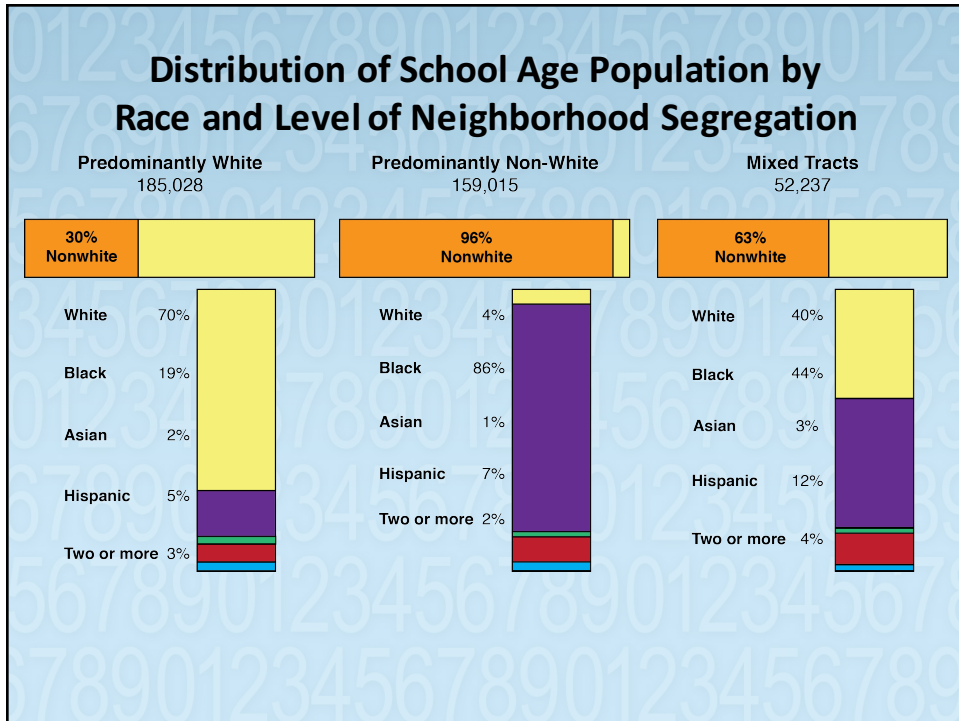
Source: U.S. Decennial Census, 2010

The Delta Region Segregation by Census Tract

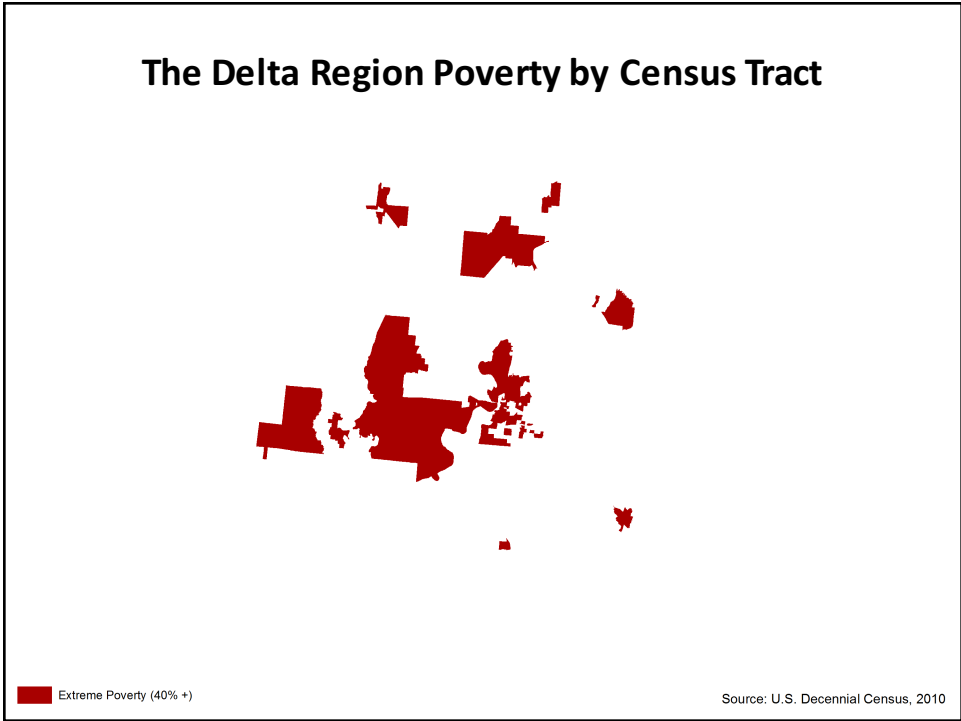


■ Predominantly White (60% +)
■ Predominantly Non-White (60% +)
■ Mixed Tracts

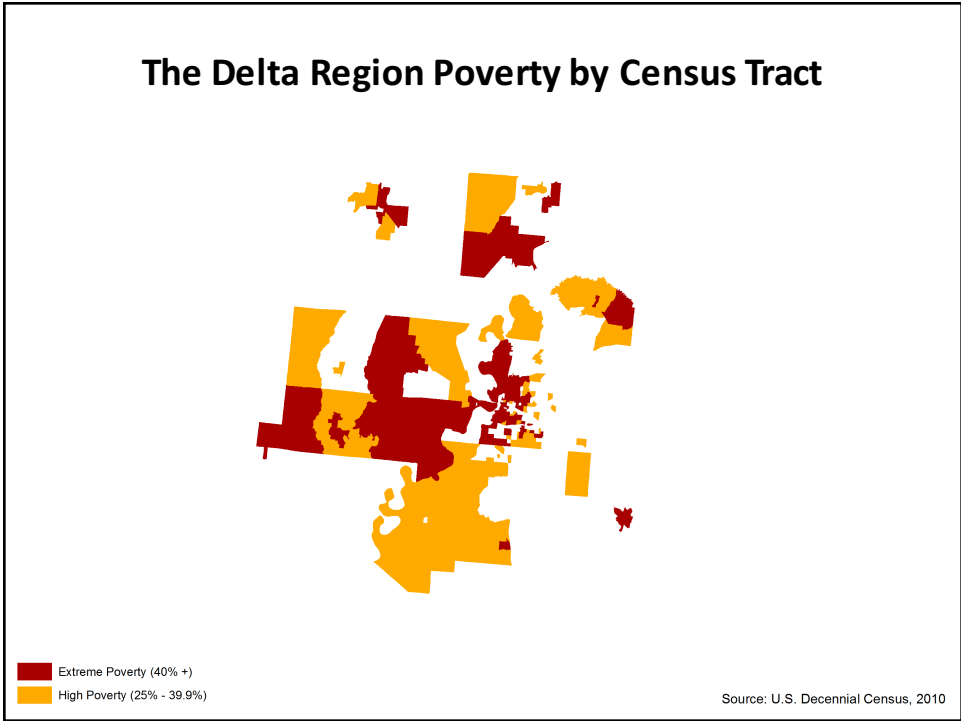
Source: U.S. Decennial Census, 2010



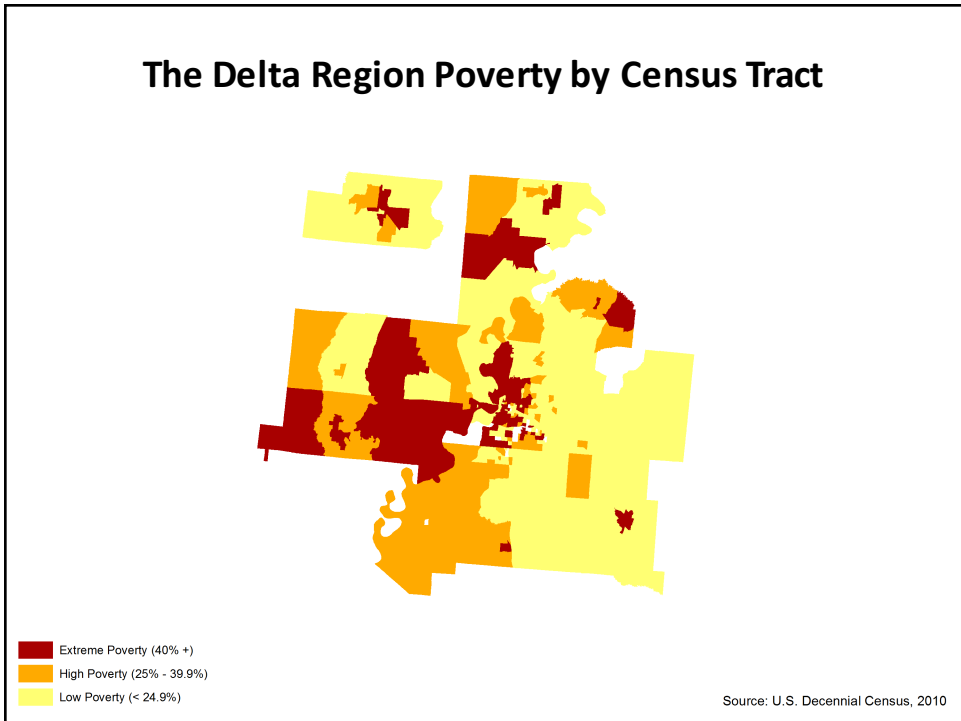
The Delta Region Poverty by Census Tract



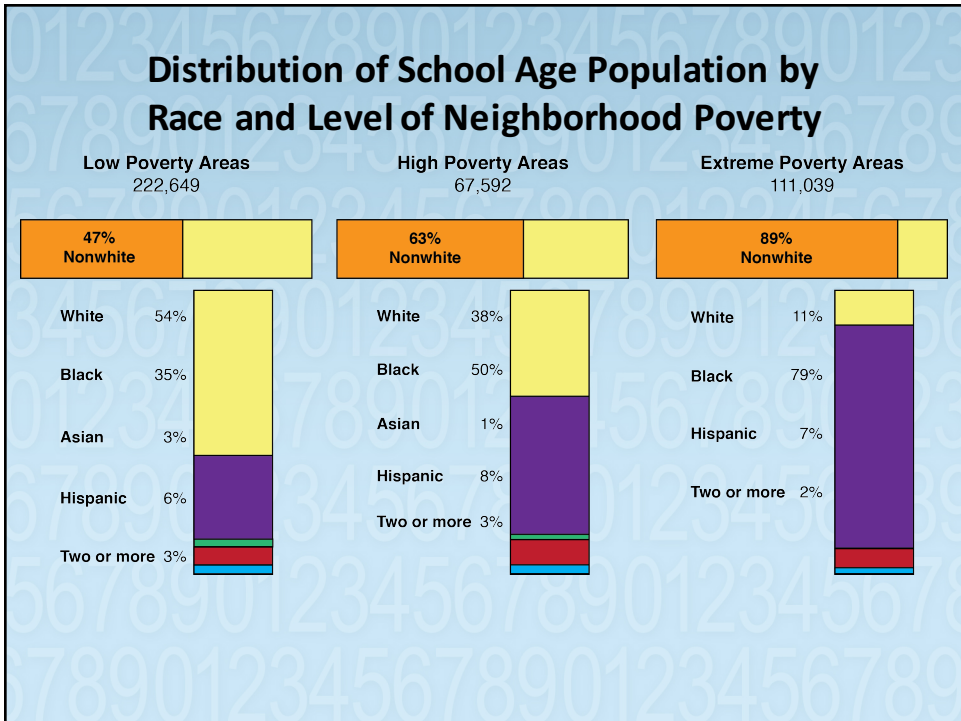
The Delta Region Poverty by Census Tract



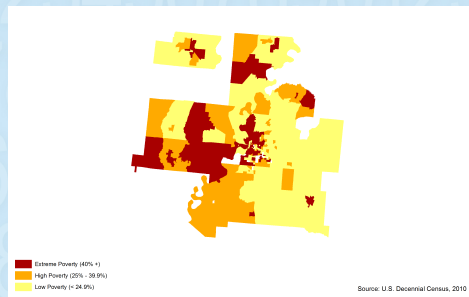
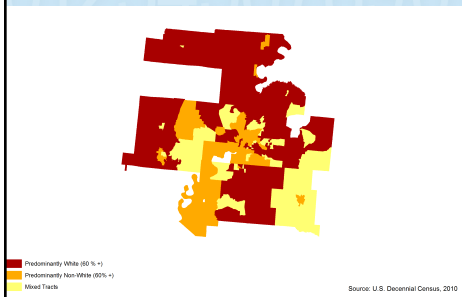
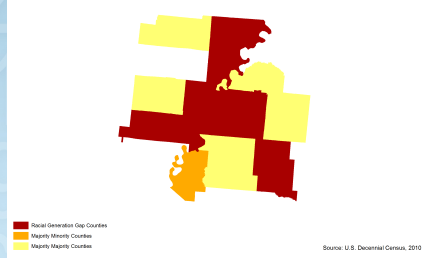
The Delta Region Poverty by Census Tract



Distribution of School Age Population by Race and Level of Neighborhood Poverty



The Triple Whammy of Geographic Disadvantage Delta Region



**BACHELOR'S DEGREE HOLDERS
(UNDER AGE 25) WHO WERE
JOBLESS OR UNDEREMPLOYED**

| Year | Percent |
|------|---------|
| 2000 | 41.0 |
| 2011 | 53.6 |

**CHANGE IN INCIDENCE OF
POVERTY BY EDUCATIONAL
ATTAINMENT IN NC, 2005-2007,
2008-2010**

| Educational Attainment | 2005-2007 | 2008-2010 | Percent Change |
|--------------------------------|-----------|-----------|----------------|
| Less than High School | 253,304 | 276,757 | 9.3% |
| High School Graduate | 216,667 | 234,371 | 8.2% |
| Some College, Associate Degree | 136,185 | 186,834 | 37.2% |
| Bachelor's degree or higher | 49,082 | 57,919 | 18.0% |

Source: American Community Survey

THE COMPETITIVE TOOL KIT

- Analytical Reasoning
- Entrepreneurial Acumen
- Contextual Intelligence
- Soft Skills/Cultural Elasticity
- Agility and Flexibility

Implications for Workforce Planning and Development

- Manage the transition from the “graying” to the “browning” of America.
- Embrace immigrants.
- Address the “wayward sons” problem in U.S. education and labor markets.
- Become more actively involved in K-12 education as a form of enlightened self-interest .
- Establish stronger ties with K-20 education to ensure that students graduate with the requisite skills to add value and enhance your competitiveness in an ever-changing global marketplace.
- Invest in business development & job creation potential of the elder care economy, diverse ethnic markets, & nascent freelance economy.

Think about Urban Design for Our Aging Population



Urban Design Principles

- Visitability of institutional settings
- Senior playgrounds & fitness parks
- Universally accessible transport systems
- Complete street ordinances
- Extended walk times at pedestrian crosswalks
- Senior friendly street signage

OPPORTUNITIES

- Cater products & labeling to emerging groups
- Design & package products with equality in mind

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LABELING & PACKAGING

- Easy to Read
- Easy to Understand
- Easy to Carry
- Easy to Enjoy
- Safer to Use

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DEFINITION OF EASY TO CARRY: CURRENT VS. FUTURE

| Current Population | Future Grey Population |
|--|-------------------------------|
| Bulky and Heavy | Minimal Unit Size and Weight |
| Big-sized cart, shopping cart, car trunk | Compact car, Rolling carriage |
| Price Sensitive | Weight Sensitive |
| Aesthetics Is More Important | Function Is More Important |
| Mostly carry with one hand | Handle with both hands |

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THE END



