

Maine's Key Workforce Shortages

The Maine DOL projects significant labor shortages in several key career areas by 2022 (only 4 years away). These include:

	<u># jobs today</u>	<u># jobs open</u>	<u># jobs 2022</u>	<u>growth #</u>	<u>growth %</u>
Healthcare	53,000	3,210	78,200	25,200	48.6%
Information Technology	42,800	6,703	71,900	29,100	65.3%
Construction Trades	37,400	2,836	51,300	14,100	39.2%
Manufacturing	26,600	2,416	38,900	12,300	42.1%
Transportation/Logs	14,300	1,410	22,000	7,700	51.6%
Total	157,100	16,575	262,300	88,200	50.7%

Maine is OLD! Brain drain. Why stay here?



This is Jasmine. She attended Biddeford HS. She thanked me for speaking with their class about the opportunities Maine has because she wants to stay in here. Sadly, all her friends are leaving because they think there are no opportunities.



SURE WINNER
FOODS

Video is the most effective way to convey complex information.

If people can't SEE it, they can't BE it.

Millenials and Gen Z Research EVERYTHING!

Is Your Website User & Mobile Friendly?

Can potential employee see themselves working there?

Do they know what it is like to work there?

Inquiring minds want to know!

Case Studies: What to DO

[Sure Winner Foods - Indeed](#)

[SWF on Destination Occupation](#)

[SWF Career page](#)

[Enercon Technologies](#)

To Stay Competitive - Take Two Views

IMMEDIATE (Recruiting)

Storytelling through video is the most effective form of engaging your demographic.

You can deploy those stories through social media and digital campaigns.

Videos can be used as part of an employee referral program.

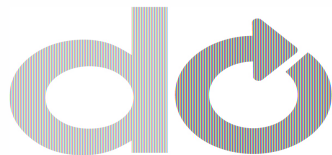
LONG TERM (Workforce Development)

Outreach to high schools, community colleges and university/college students.

Outreach to adult vocational programs.

Engagement with workforce development organizations in Maine.

Identify and attract people to come and/or return to Maine.



**Destinat
Occupat**
Real People. Real Jobs