

Building New Economic Development Information Tools in a Web 2.0 World

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University of Missouri

Office of Social and Economic Data Analysis

September 2008



Goal

To build meaningful and interactive tools for economic development decision making



Development Links

- OSEDA.MISSOURI.EDU
- apps.oseda.missouri.edu/meric/industry.py
- Future Link: ***“MissouriIntelligence.org”***



Features

- Important Content
 - Industry, Workforce, Demographics ...
 - ***Leveraging data by dynamic aggregations***
- Highly Interactive
- Collaborative Development
 - Inviting comments and participation

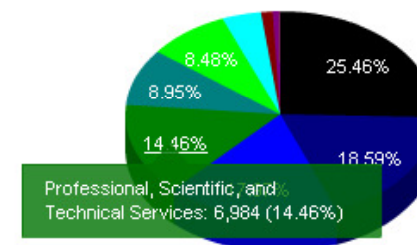
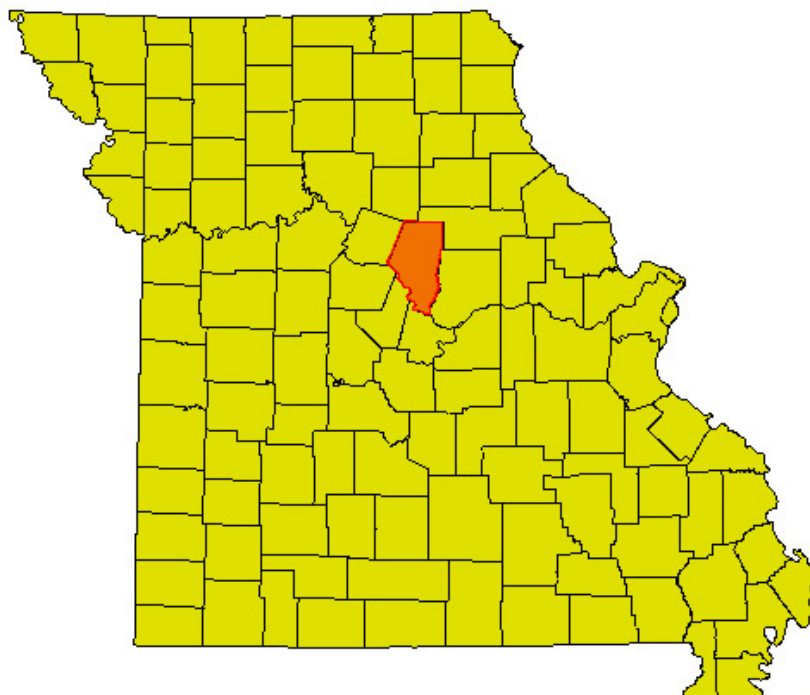


Features

- “Smart” Graphics and “Smart” Narratives
- Smooth Media Transitions
- Other Possible Elements:
 - Video
 - Wikis
 - Blogs
 - Communications

Feedback

Please select one or more counties:

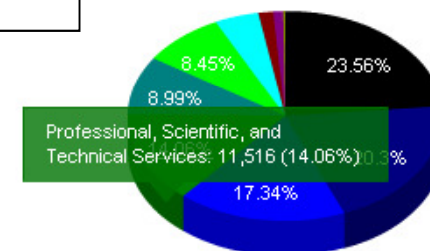
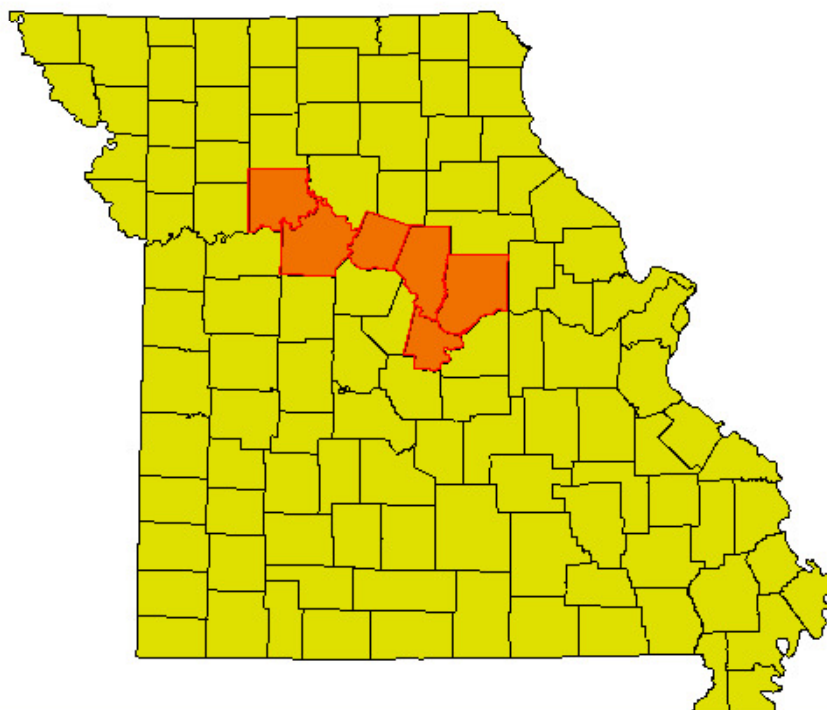


Title	Employed
Trade, Transportation, and Utilities	12,298
Arts, Entertainment, and Recreation	8,982
Educational Services	8,682
Professional, Scientific, and Technical Services	6,984
Finance and Insurance	4,324
Construction	4,095
Other Services (except Public Administration)	1,986

Feedback

Please select one or more counties:

Dynamic Regions and Aggregation from underlying detailed databases



Title	Employe
Trade, Transportation, and Utilities	19,30
Educational Services	16,63
Arts, Entertainment, and Recreation	14,20
Professional, Scientific, and Technical Services	11,51
Construction	7,36
Finance and Insurance	6,92
Other Services (except Public Administration)	3,72

Manufacturing
Agriculture, Forestry, Fishing and Hunting

Selected Areas: Boone, Callaway, Howard, Saline, Carroll and Cole

Top Industries:

- Food Services and Drinking Places
- Educational Services
- Administrative and Support Services
- Specialty Trade Contractors
- Ambulatory Health Care Services

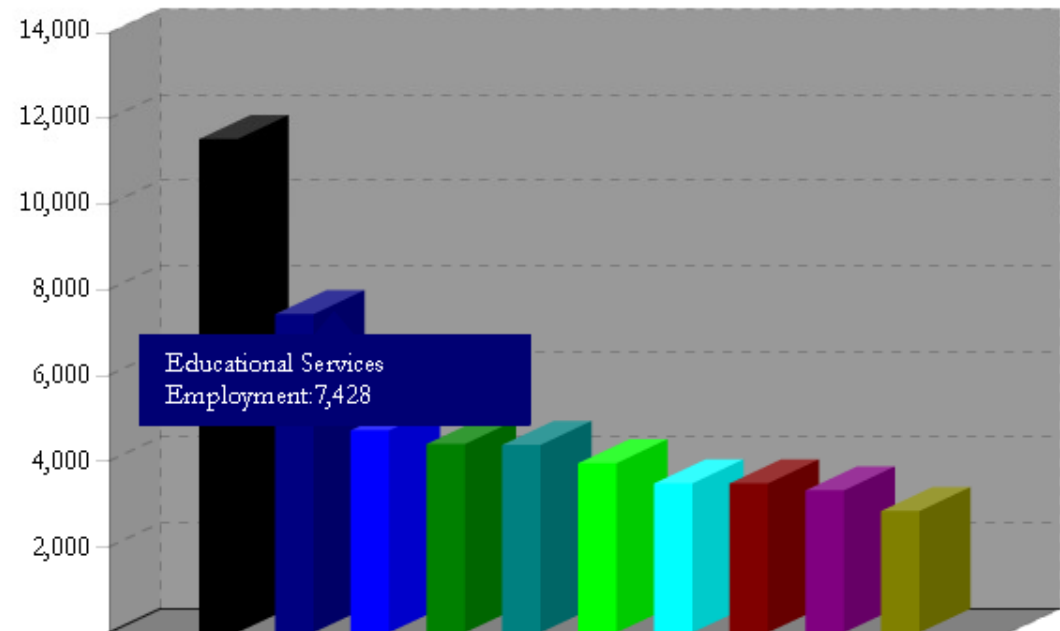
Top Growth (5 Yr):

- Transit and Ground Passenger Transportation
- Nonstore Retailers
- Telecommunications
- Support Activities for Agriculture and Forestry
- Support Activities for Transportation

Top Concentration:

- Administration of Human Resource Programs
- Management of Companies and Enterprises
- Gasoline Stations
- Administration of Economic Programs
- Sporting Goods, Hobby, Book, and Music Stores

Top Industries (2007)



[2003](#) [2004](#) [2005](#) [2006](#) [2007](#)

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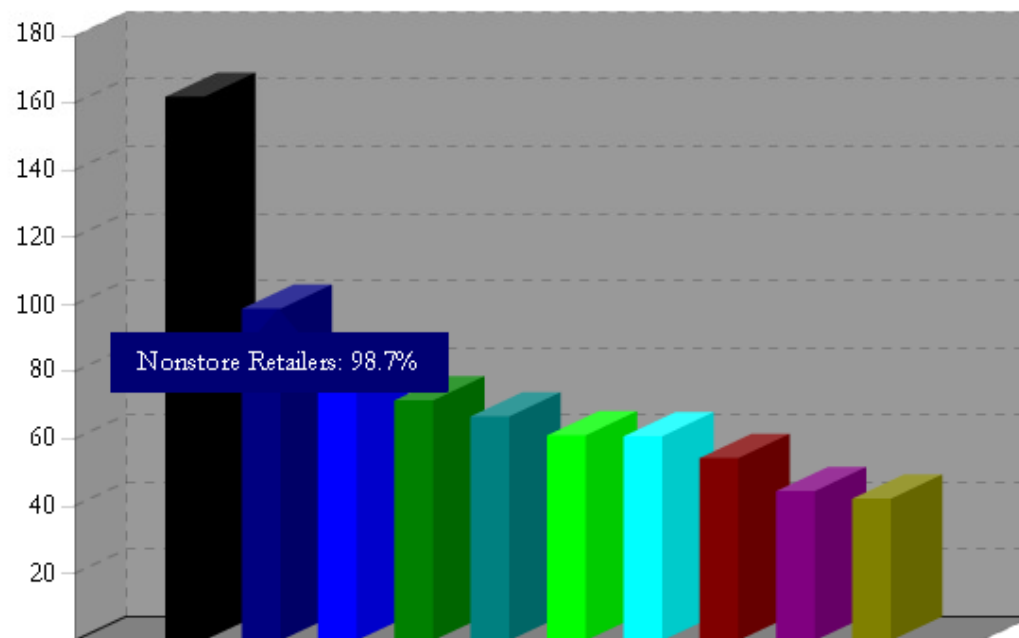
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Top Growth since 2003 (2007)



[2003](#) [2004](#) [2005](#) [2006](#) [2007](#)

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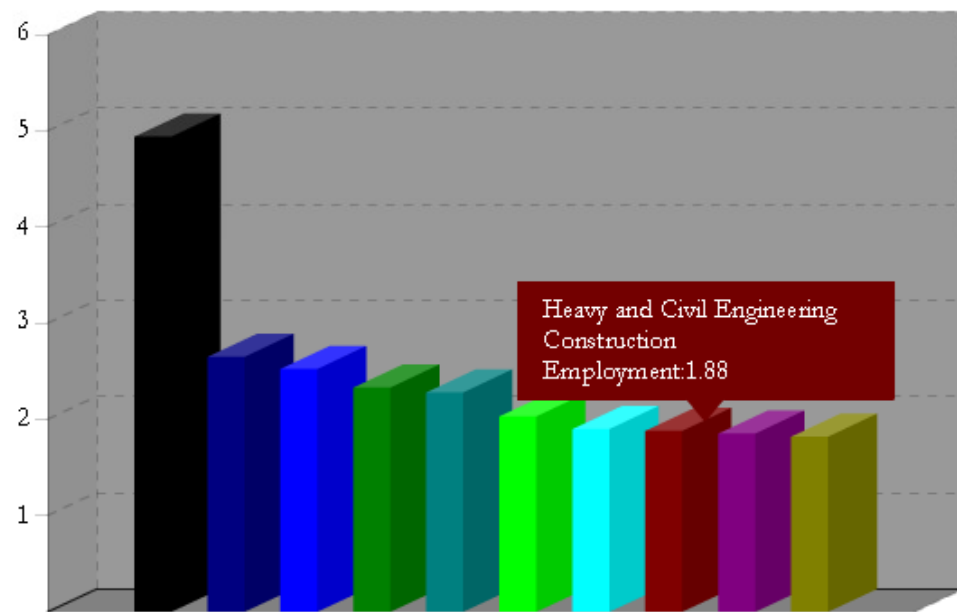
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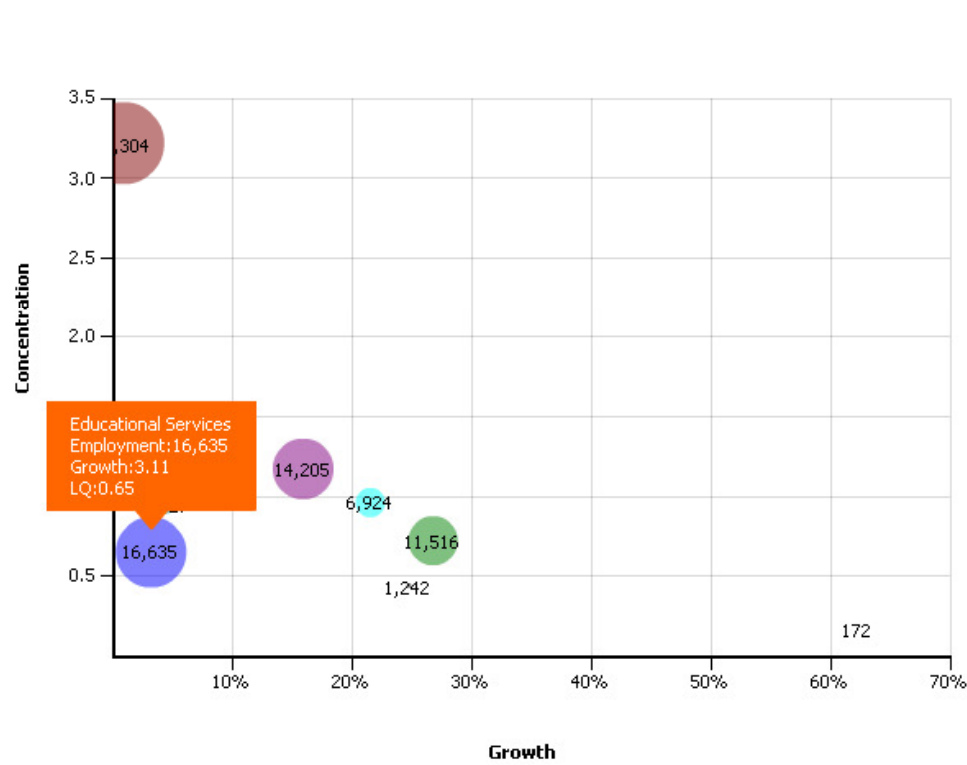
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Top Concentration (2007)



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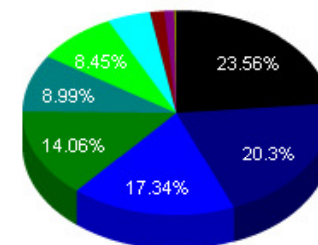
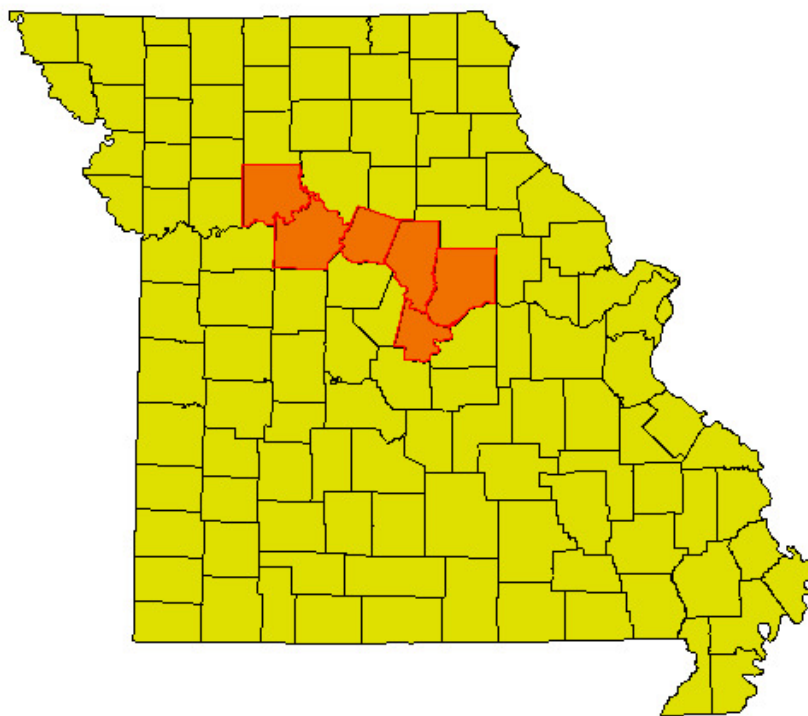
Dynamic Graphical Summaries: Employment Growth Concentration (LQ)



- Industry
- Occupation
- MO Career Explore

Feedback

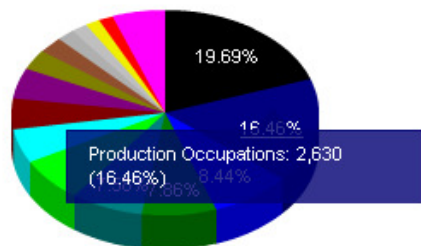
Please select one or more counties:



Title	Employed
Trade, Transportation, and Utilities	19,304
Educational Services	16,635
Arts, Entertainment, and Recreation	14,205
Professional, Scientific, and Technical Services	11,516
Construction	7,365
Finance and Insurance	6,924
Other Services (except Public Administration)	3,727
Information	1,242

Feedback

**Workforce - Industry
 Registered Job Seekers**



Occupational Sector	Total
Office and Administrative Support Occupations	3,145
Production Occupations	2,630
Transportation and Material Moving Occupations	1,348
Sales and Related Occupations	1,256
Food Preparation and Serving Related Occupations	1,211

Drill-down tables
Dynamic text

Occupational Sector	Total
Office and Administrative Support Occupations	3,145
Production Occupations	2,630
Transportation and Material Moving Occupations	1,348
Sales and Related Occupations	1,256
Food Preparation and Serving Related Occupations	1,211
Construction and Extraction Occupations	1,118
Building & Grounds Cleaning & Maintenance Occup.	854
Management Occupations	782
Healthcare Support Occupations	770
Installation, Maintenance, and Repair Occupations	502

Showing 1 to 10 of 23 entries

Workforce Summary

Boone, Callaway, Howard, Saline, Carroll and Cole counties have a population of 312,000 in 2007 and are expected to grow by 2 percent by 2010. Total Population growth in Missouri during the same period is expected to be 1 percent. An estimated 60 percent of adults 25 years of age or older have at least a highschool degree. 30 percent of adults 25 years of age or older have at least a Bachelors degree.

Sources: U.S. Census Bureau of Urban Statistics. Missouri State Demographer

Labor Availability

Current Job Seekers		Industry
Job Title	Job Seekers	
Accountants and Auditors	62	Accommodation
Actors	3	Agriculture & Forestry Support Activity
		Air Transportation
		Ambulatory Health Care Services

Drill-down tables
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Labor Availability

seekers

Industry

Labor Availability

Current Job Seekers

Job Title	Job Seekers
Accountants and Auditors	62
Administrative Services Managers	146
Advertising Sales Agents	19
Appraisers and Assessors of Real Estate	5
Automotive Service Technicians and Mechanics	70
Bill and Account Collectors	38
Billing and Posting Clerks and Machine Operators	59
Bookkeeping, Accounting, and Auditing Clerks	98
Brokerage Clerks	1
Business Operations Specialists, All Other	31

Showing 1 to 10 of 98 entries



Degree Completions

Training Program	Degree	Most Recent Completers
0000520408	Associate's Degree	15
0000520408	Postsec. Awards/Cert./Diplomas; 1-2 yrs.	9
0000520408	Postsec. Awards/Cert./Diplomas; < 1 yr.	6

[Amusement, Gambling & Recreation Ind](#)

[Animal Production](#)

[Apparel Manufacturing](#)

[Beverage & Tobacco Product Manufacturing](#)

[Broadcasting \(except Internet\)](#)

[Building Material & Garden Supply Stores](#)

[Chemical Manufacturing](#)

[Clothing and Clothing Accessories Stores](#)

[Computer and Electronic Product Mfg](#)

[Construction of Buildings](#)

[Couriers and Messengers](#)

[Credit Intermediation & Related Activity](#)

[Crop Production](#)

[Electrical Equipment and Appliances](#)

[Electronic Markets and Agents/Brokers](#)

[Electronics and Appliance Stores](#)

[Fabricated Metal Product Manufacturing](#)

[Financial Investment & Related Activity](#)

[Food and Beverage Stores](#)

[Food Manufacturing](#)

[Food Services and Drinking Places](#)

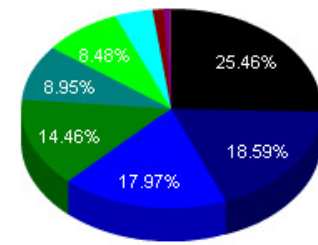
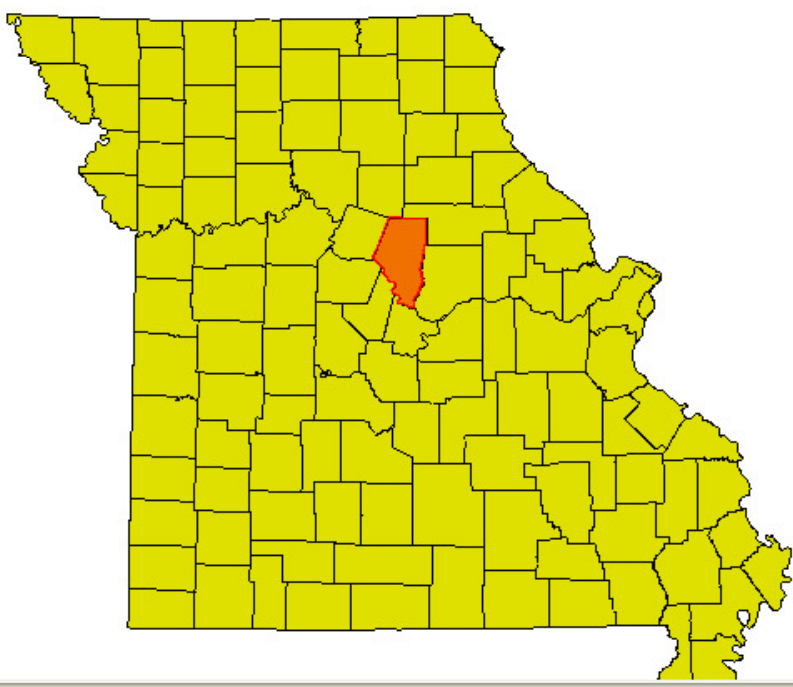
[Forestry and Logging](#)

[Funds, Trusts & Other Financial Vehicles](#)

[Furniture and Home Furnishings Stores](#)

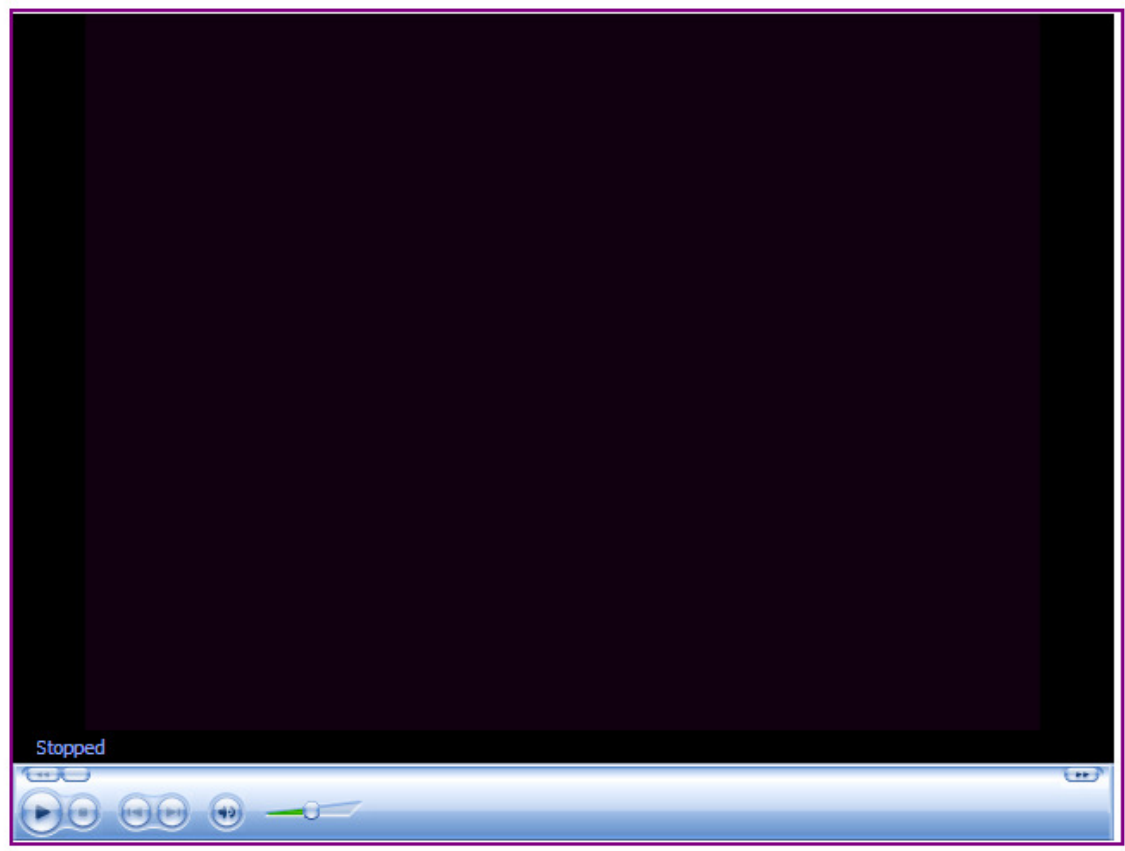
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Featured Videos



Videos

Building Green (18:56)
Two of the worlds greenest buildings are in Missouri.



Development Goals

- Prototype now
- Version 1.0 -- January 2009
- Continuous Development....
- Inviting critique and collaboration

Contact OSEDA or MERIC

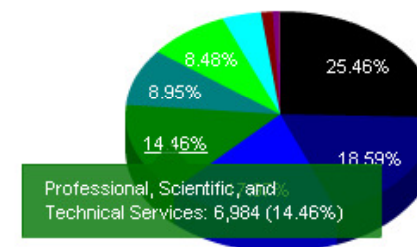
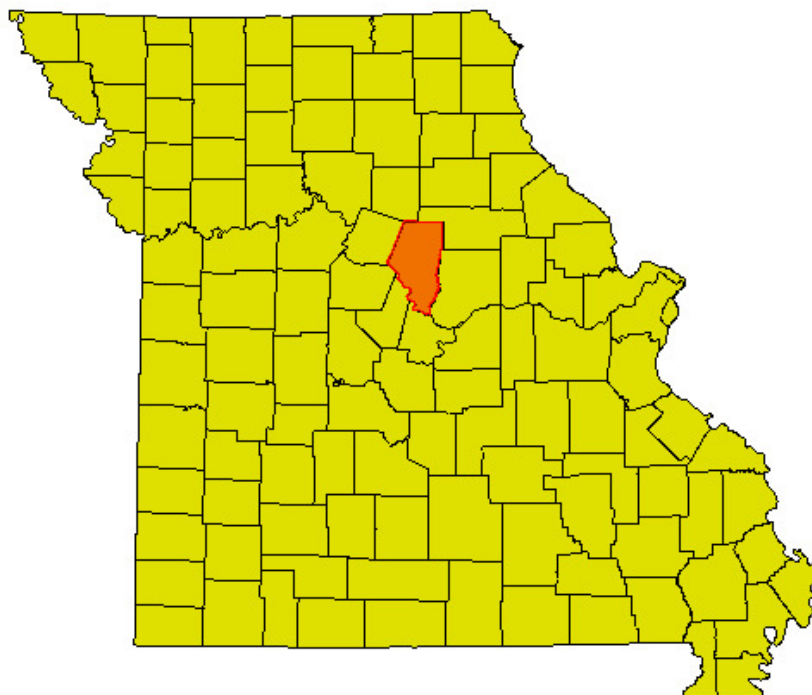


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