



STATE OF THE REGION: HUMAN CAPITAL REPORT

#HumanCapitalRegion

Chuck Bean
COG Executive Director

COG Board of Directors
February 8, 2017

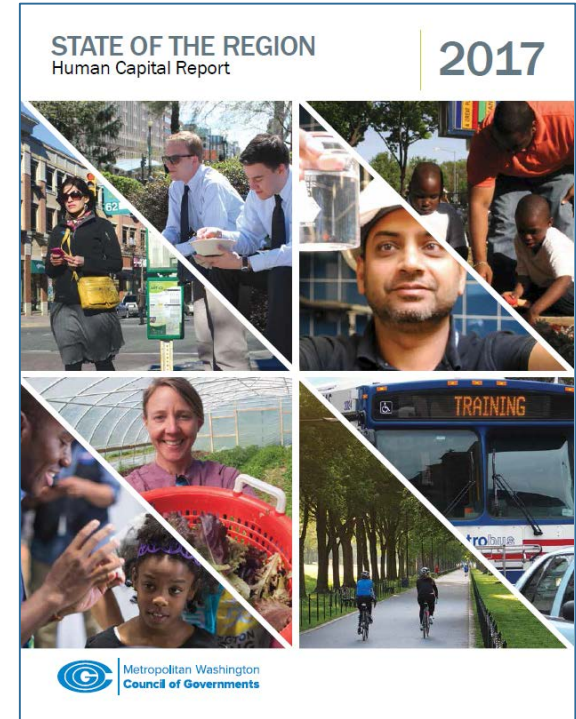
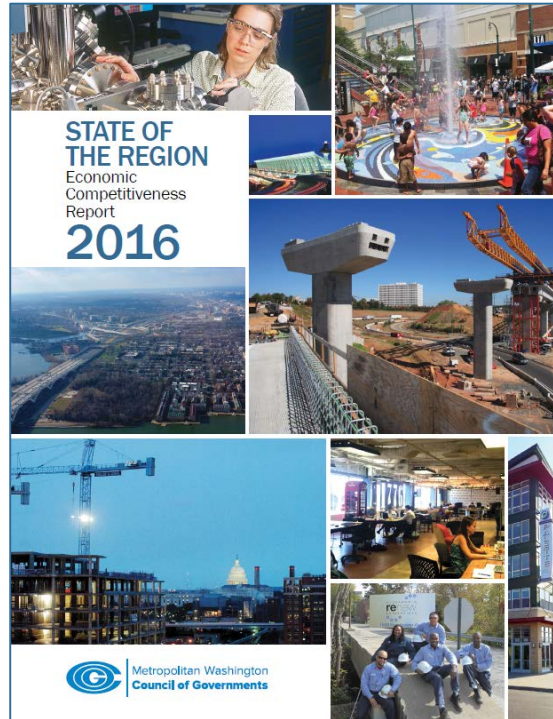
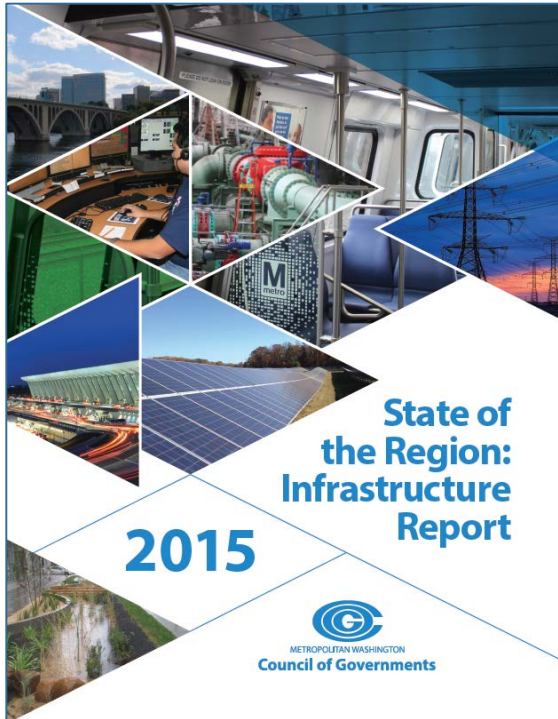
Kaiser Permanente Interns (Center Total Health/[Flickr](#))



Metropolitan Washington
Council of Governments

Agenda Item #11

Physical Capital, Human Capital



Why Human Capital?

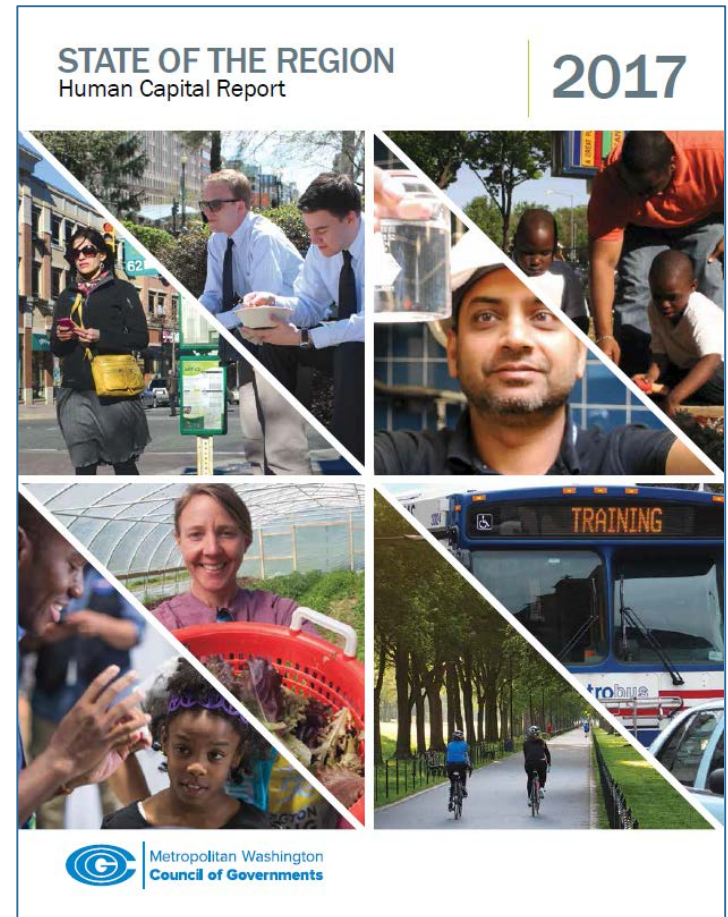
- Drives region's knowledge economy
- Key to diversifying economy
- Residents and their collective knowledge, skills, and abilities

Science and Engineering Festival (NASA HQ/[Flickr](#))



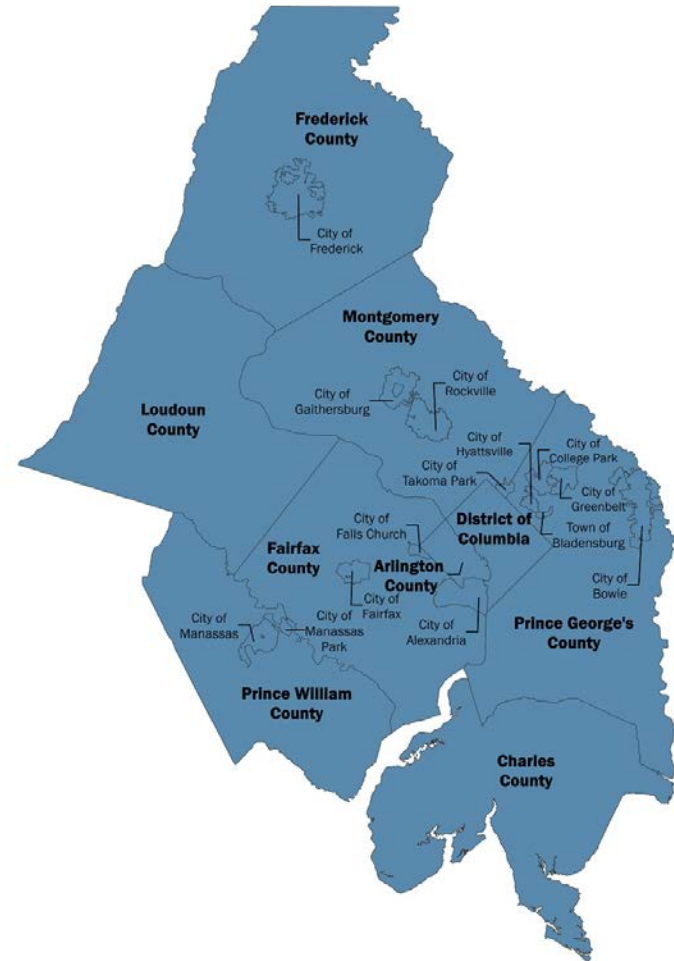
2017 State of the Region: Human Capital Report

- Analyzes demographics, growth forecasts
- Economic lens: job trends, and weighs challenges in economic growth
- Highlights region's workforce boards
- Offers recommendations for maximizing existing talent and attracting new talent



Human Capital: Who We Are

- Population: 5.4 million
- Region growing by 1.7% each year
 - Outer Suburbs by 2.4%
 - Central Jurisdictions by 2.2%
- COG forecasts 1.5 million more people between 2015 and 2045
 - Fastest percent % *rate* of growth in outer jurisdictions
 - D.C., Fairfax, Montgomery will see largest growth





Diversity

- 57% White, 28% Black or African American, 11% Asian, Hawaiian, or Pacific Islander, 1% American Indian
- 23% (1.3 million) of local population is foreign-born
- 28.7% speak languages other than English in the home
- 42% of immigrant population holds a bachelor's degree or higher

Howard University (Ted Eytan/[Flickr](#))

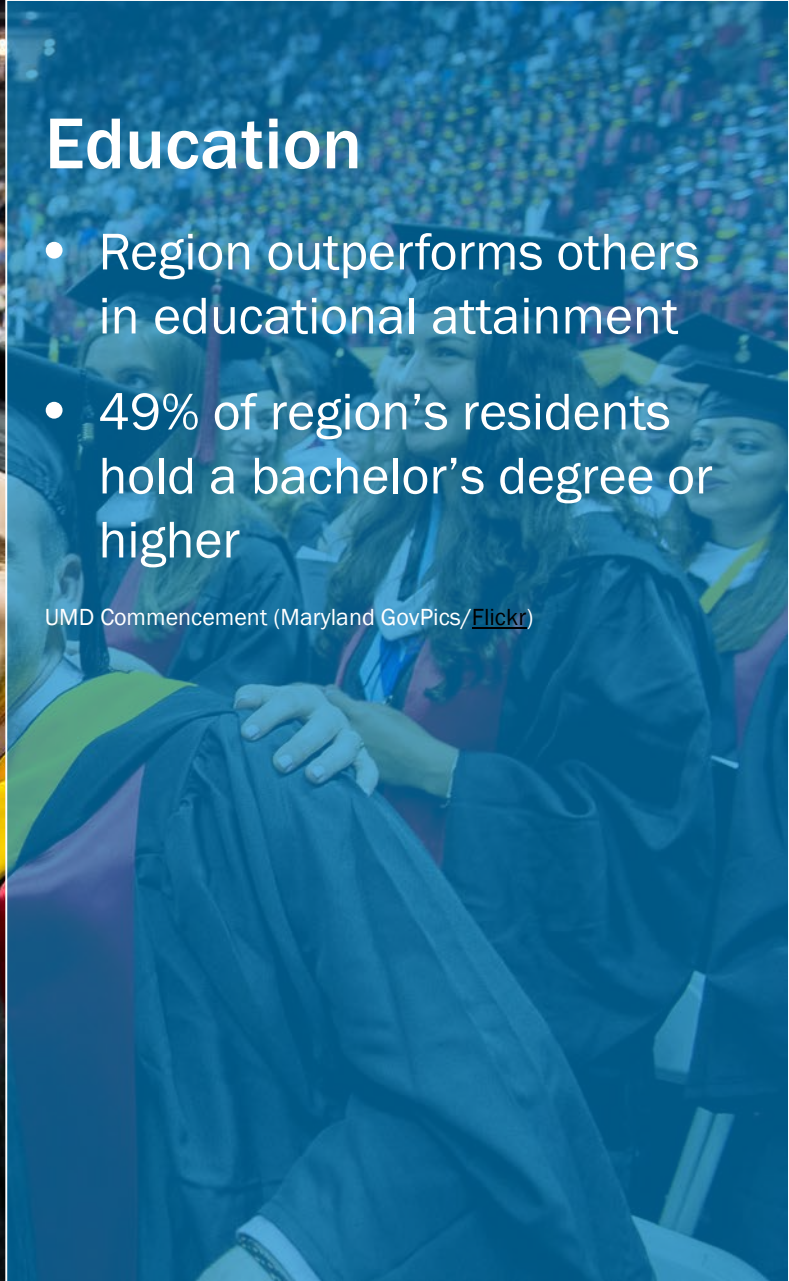




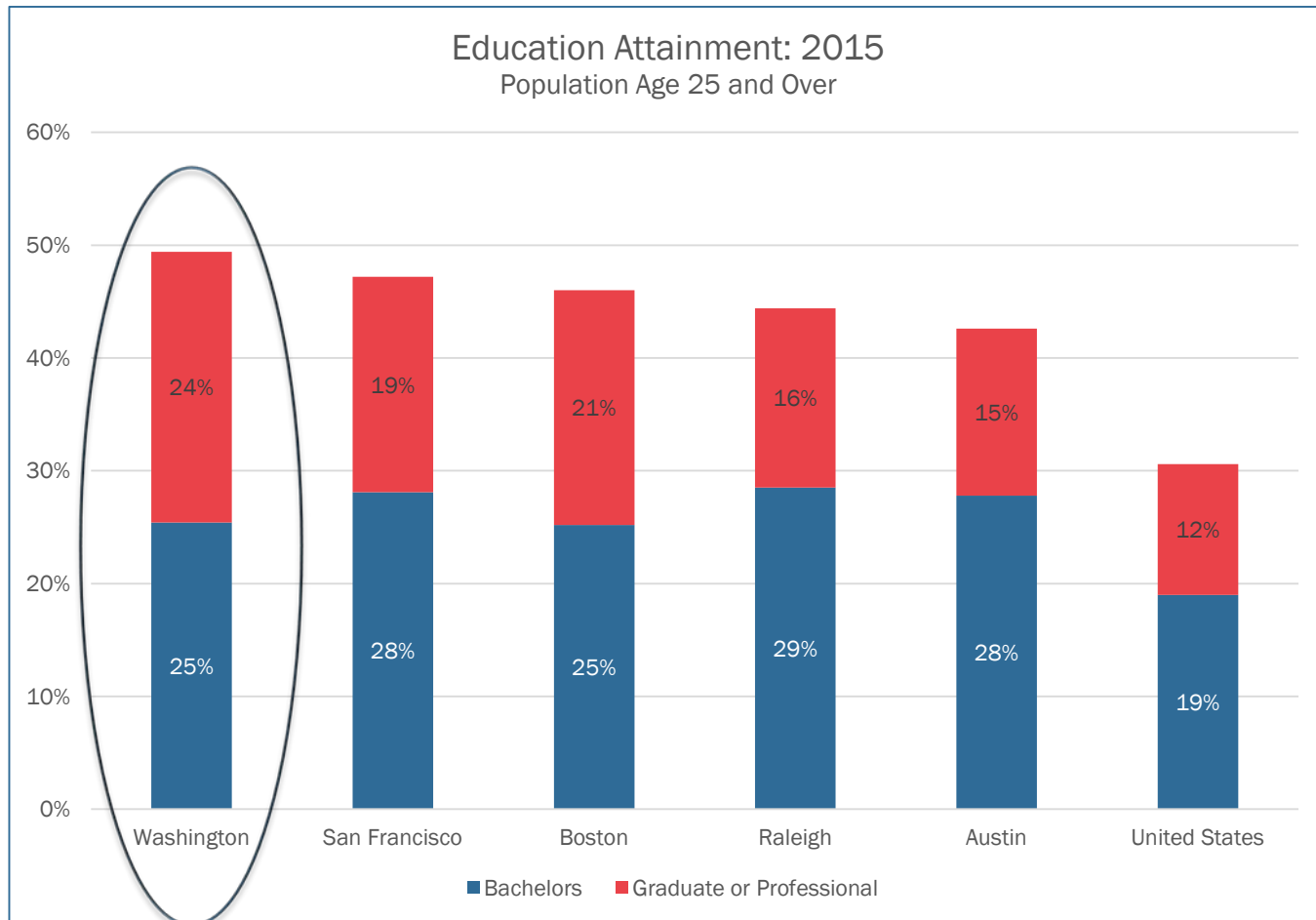
Education

- Region outperforms others in educational attainment
- 49% of region's residents hold a bachelor's degree or higher

UMD Commencement (Maryland GovPics/[Flickr](#))



Educational Attainment: We “own” it



Jobs

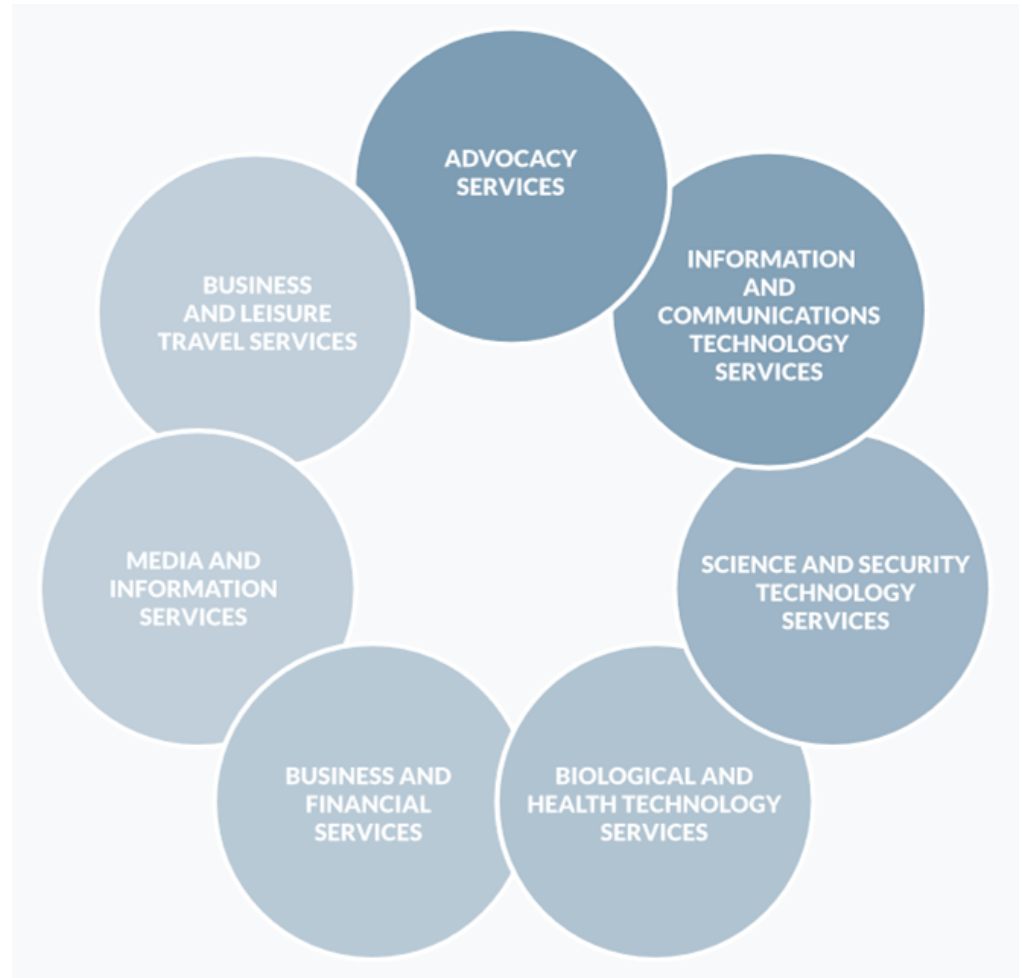
- Currently, 3.2 million jobs
- COG forecasts 1.1 million jobs added to the region between 2015 and 2045
- Federal:
 - During Eisenhower Era, a third of workforce was federal
 - 11% of the region's jobs (364,400) are within the federal government.



Blue Plains (Chesapeake Bay Program/[Flickr](#))

Jobs

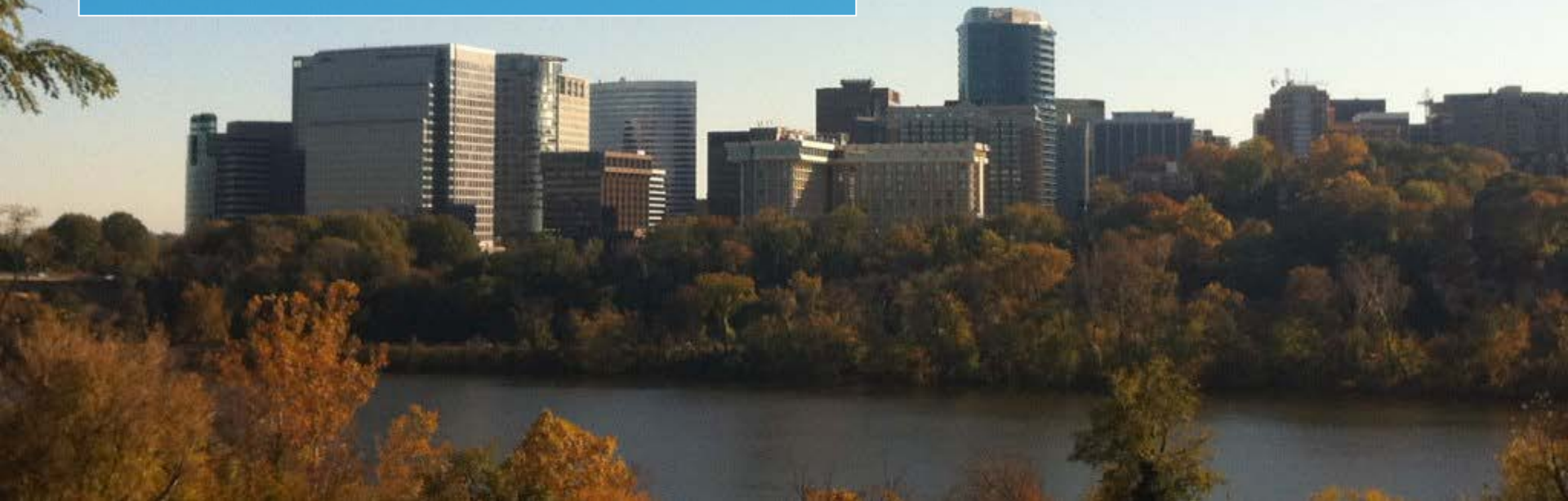
- The Pivot
- Opportunity on 7 key economic clusters



“The area offers appealing benefits for our current employees as well as a great talent pool for the future.”

- Nestlé USA CEO Paul Grimwood on moving HQ to Rosslyn
- February 1, 2017

Rosslyn (Jeremy Riel/[Flickr](#))



Maximizing Our Human Capital: Increasing Coordination

- Strengthen collaboration between area leaders, Workforce Investment Boards (WIBs), Workforce Investment Councils (WICs), and colleges & universities
- Align education services with needs of business community



Chamber Business Expo (Frederick County Workforce Services)



Maximizing Our Human Capital: Training to Diversify the Economy

- Continue to invest in the creation of quality places (Activity Centers) to attract high caliber talent
- Optimizing talent through attraction, retaining, training



Anthony Bowen Elementary School (Elvert Barnes/[Flickr](#))



Has been 'Federal Capital Region,' will be '*Human Capital Region*'

- Prosperity attributed to Knowledge Economy = Key to “The Pivot”
- Workers used to follow companies, now firms follow talent (and talent follows quality places)



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