

We Got More Educated, We Are Better Off... Right?

An Exploration of Factors Influencing the Conversion of Bachelor's Degree Attainment into a Better Labor Market

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Main Points

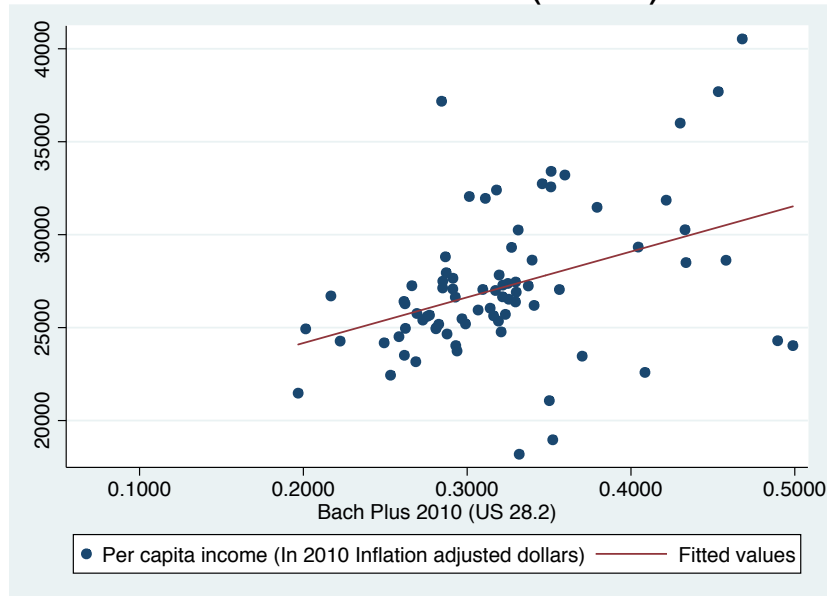
- Increased educational attainment is key for national economic competitiveness and individual life opportunity, evidence is less clear at the regional level.
- Change in educational attainment is uneven across regions.
- Increasing BA attainment does not improve the labor market *per se*. Talent attraction and retention programs must be leavened to address middle skills and low skills job opportunities as well.



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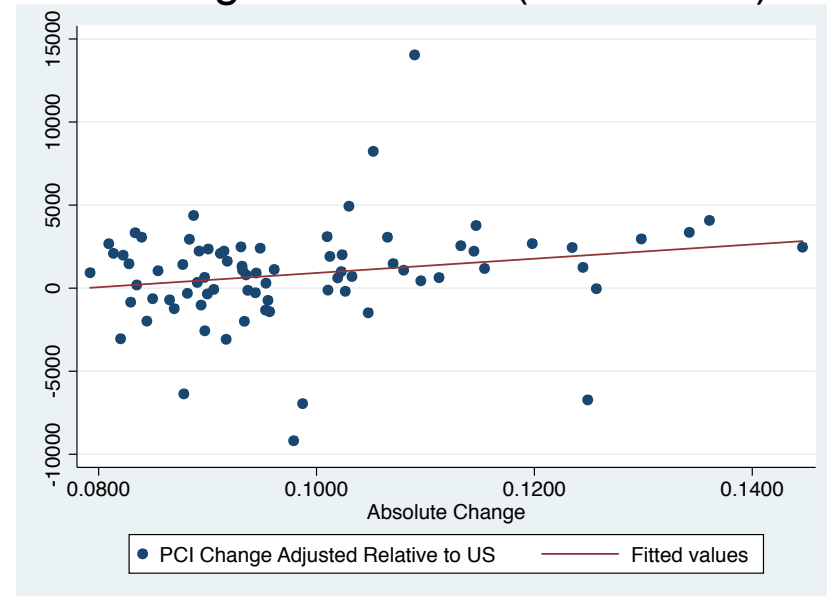
Relationship between Educational Attainment and Income

Point in Time (2010)



$R^2 = .395$

Change Over Time (1990-2010)



$R^2 = .201$



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Unanswered Questions

Under what conditions does increased degree attainment lead to positive outcomes across the regional labor market –

- Increases in per capita income
- Increases in labor force participation
- Decreases in poverty
- Decreases in unemployment



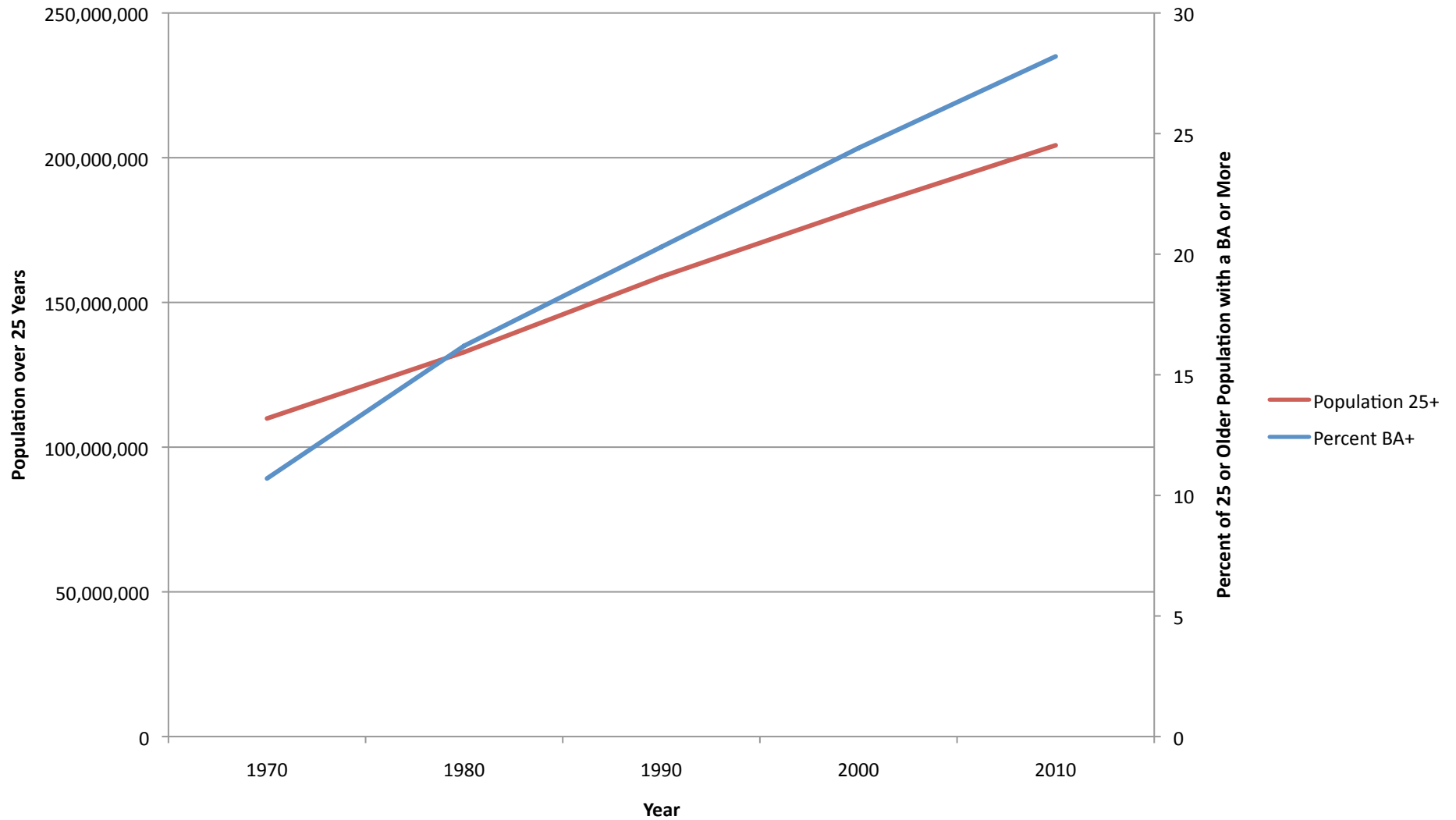
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Trends and Change in BA Attainment between 1990-2010



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Change in Working Population with a BA or Higher



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Leaders and Laggards (1990-2010)

Leading Metro Areas

San Jose, CA (14.46%)
Manchester, NH (13.61%)
Fort Collins, CO (13.42%)
Charleston, SC (12.98%)
Charlotte, NC (12.57%)
San Francisco Bay, CA (12.49%)
Columbia, MO (12.45%)
Boston, MA (12.35%)
Johnson City, TN (11.98%)
Bloomington, IL (11.46%)
Lawrence, KS (11.45%)
Dubuque, IA (11.32%)

Lagging Metro Areas

Iowa City, IA (1.58%)
Yuma, AZ (1.44%)
Victoria, TX (1.40%)
Beaumont, TX (1.27%)
Salinas, CA (1.24%)
Terre Haute, IN (1.22%)
Lebanon, PA (1.06%)
Monroe, LA (0.80%)
Oxford, AL (0.57%)
Bangor, ME (0.37%)
Merced, CA (0.33%)
Abilene, TX (0.16%)



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Leaders, Laggards, and the Left Out

- National bachelor's degree attainment increased from 20.3% in 1990 to 28.2% in 2010 (7.9% increase)
- 78 “Leader Regions” grew faster than national average
 - 15 Sunbelt, “New Economy” Regions
 - 25 “University Driven” Regions
 - 28 Post-industrial regions
 - 10 “Other”
- 195 Metros lagged in bachelors degree attainment
- 10 Metros experienced negative change in attainment



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Summary

- The United States has begun a successful transition to the 21st century economy and produced large numbers of BA holding workers
- Regional growth appears to be only partially a function of national growth
- “Leader” regions come in many different forms



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We got smarter, we are doing better... Right?

Outcome Measures:

Of the 78 Leader Regions, did they:

- Increase their relative per capita income?
- Increase relative labor force participation?
- Decrease relative unemployment?
- Decrease relative poverty?



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Results Are Mixed

Four of Four Positive Outcomes	Three of Four Positive Outcomes	Two of Four Positive Outcomes	One of Four Positive Outcomes	No Positive Outcomes
21 metros	13 metros	17 metros	15 metros	12 metros

	Pittsburgh, PA MSA	Asheville, NC MSA
Change in BA	+ 10.24%	+ 10.26%
Relative per capita income Change	+ \$2008	- \$190
Relative Labor Force Participation	+ 5.1%	- 2.0%
Relative Unemployment	- 2.7%	+ 2.6%
Relative Poverty	- 2.3%	+ 2.7%

**Percent Changes are Absolute Change in Rate



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Cluster – Discriminant Analysis

- What type of success (or challenge) do these regions have in common?
 - For example, there is a group of successful income increasing regions
- What are the ties that bind the regions together and drive success?
 - For example what role does residential segregation play?



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