

## **A Labor Market Planning Document for Employers: Changing Demographics of the Milwaukee Metro Area Labor Force**

A planning project of the University of Wisconsin-Milwaukee Employment and Training Institute, Milwaukee  
Department of City Development, and Milwaukee Economic Development Corporation, August 2003

This report was prepared for employers, public policymakers, and educators to identify demographic trends that will affect the availability of labor for Milwaukee area companies in the next decade. Labor force changes are examined for the Milwaukee metropolitan area, utilizing detailed 2000 U.S. Census data and changes in hiring patterns (including occupational status by gender and race/ethnicity) based on reports filed by public and private employers with the U.S. Equal Opportunities Employment Commission.

### **Findings**

1. The research suggests that the labor shortages and skills gaps that have persisted in the late 1990's will be compounded by a relatively flat labor force in the future for the four-county Milwaukee metro area.
2. The future strength of the Milwaukee area labor force lies in large part with its minority populations. Metro Milwaukee has the youngest African American population among the 100 largest metro areas in the U.S. Its Asian population is 4<sup>th</sup> youngest and its Latino population is 9<sup>th</sup> youngest. By contrast, metro Milwaukee's white population is older than most metro areas. The white population entering the labor force has declined, while baby boomers are retiring.
3. While the City of Milwaukee experienced a 6 percent decline in population in the 1990s, the number of full-time year-round workers remained at about 168,000. Even with population growth in the suburban counties, the density of the workforce living in the City of Milwaukee is 10 to 15 times higher than that in the WOW (Waukesha, Ozaukee, and Washington) counties, where labor shortages are most acute.
4. Companies locating in the City of Milwaukee have greater access to the full range of Milwaukee area workers, including those dependent on mass transit. While 93 percent of suburban/exurban workers drive or car pool to work, only 63 percent of workers living in the city's targeted "Renewal Community" drive or car pool to jobs with 23 percent using public transportation and 11 percent walking to work.
5. Many private companies are taking advantage of the minority work force. Among larger private companies, 65 percent of net new hires between 1992 and 2000 were filled with minorities.
6. Manufacturing firms have led the way in employing minorities in the outlying counties of the metro area. The manufacturing sector accounted for 88 percent of minority employment in larger companies in Ozaukee County, 56 percent of minority employment in Washington County, and 44 percent of minority employment in Waukesha County.
7. Job location and transportation mismatches are most acute for semi-skilled and lesser skilled occupations. Almost half (48 percent) of service workers live in the City of Milwaukee, as do 46 percent of transportation and material moving workers and 41 percent of production workers. Many of these workers are heavily dependent upon public transportation and less likely to commute to outlying areas for jobs. These occupations continue to show labor shortages in the outlying counties.
8. The most successful employment of minorities was seen in Milwaukee County government (where 38 percent of full-time employees were minorities), Milwaukee Public Schools (31 percent of employees were minorities), and the City of Milwaukee (30 percent of employees were minorities). However, minorities comprised less than 3 percent of government employees in suburban municipalities and the WOW counties and less than 3 percent of suburban school staff in the metro area.

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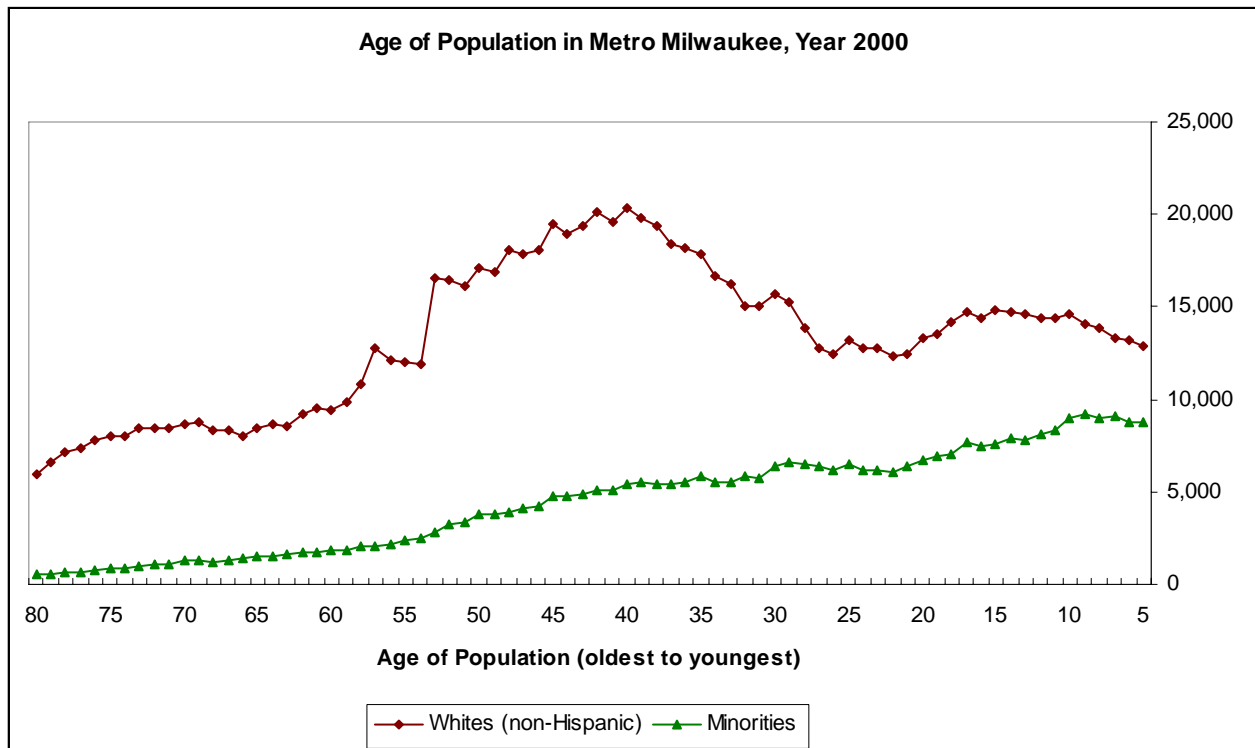
## I. Demographic Trends

- The Milwaukee metro area labor force is expected to remain flat, as an aging white population is offset by a very young and growing minority population. In fact, the Milwaukee metro area has the youngest black population among the 100 largest metro areas in the U.S. The Hispanic, Asian, and Native American populations are also much younger than most other metro areas. The white population is much older, however, and ranks 61<sup>st</sup> in age (youngest to oldest) among metro areas.

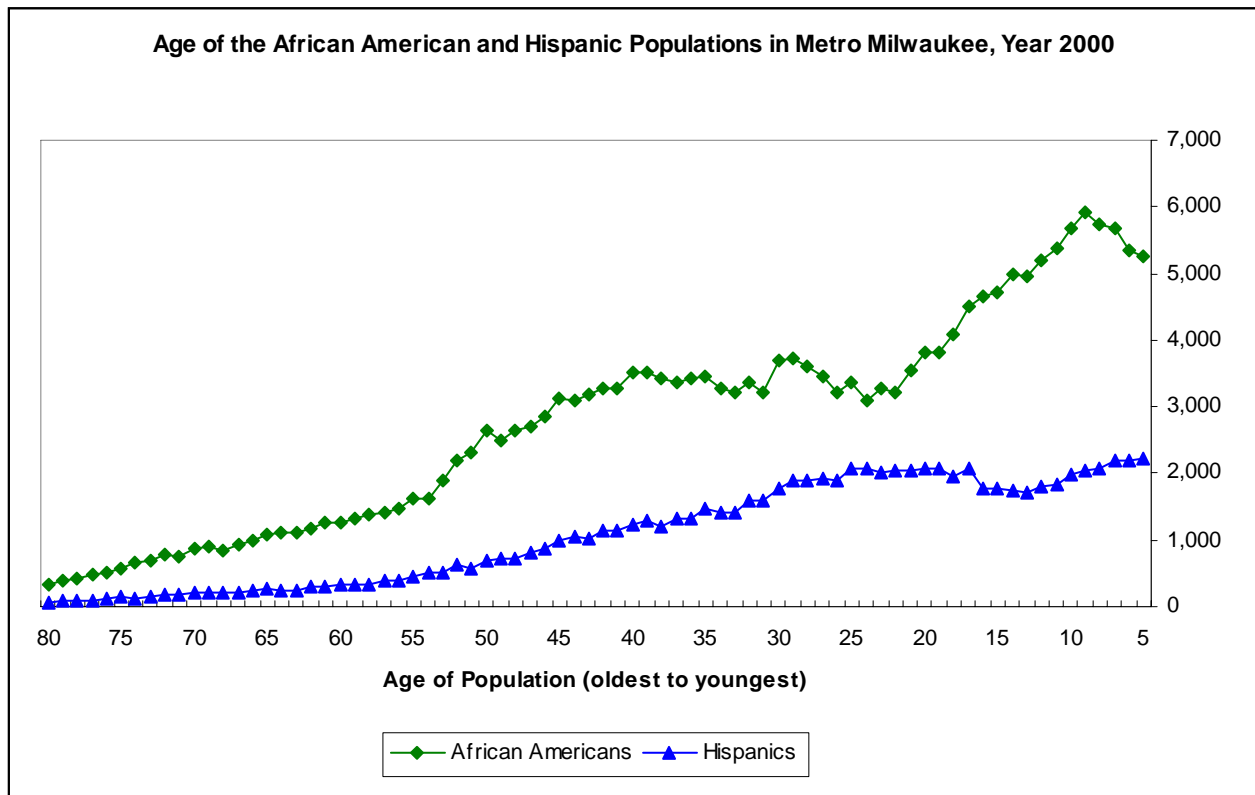
**Metro Milwaukee Area's Ranking for Age of Racial/Ethnic Population**  
(among the 100 largest MSA's in U.S.)

<u>Racial/Ethnic Group</u>	<u>Ranking</u>
African American	1 <sup>st</sup> youngest
Asian	4 <sup>th</sup> youngest
Hispanic	9 <sup>th</sup> youngest
Native American	17 <sup>th</sup> youngest
White, non-Hispanic	61 <sup>st</sup> youngest

- The white population entering the labor force has declined while the white population leaving the labor force is projected to increase dramatically as the post-World War II baby boomers approach retirement age. The white population “baby boom echo” of youth in their teens is much smaller than the adult population now in the labor force.
- Overall declines in the white labor force population are in sharp contrast to the changes in the minority population, which is very young and growing in Milwaukee. When compared to the white population, minorities make up 20 percent of 45-year-olds in the metro area, 30 percent of 32-year-olds, and 40 percent of 10-year-olds.



- The numbers of African American youth who will of labor force age in the next decade show sharp increases. The Hispanic population also shows a youthful population that exceeds the adult population.



- According to analysis of census data by the Milwaukee Department of City Development, the growth in the Hispanic and Asian populations are due to in-migration, while African American growth reflects growth of the population already in Milwaukee in 1990.<sup>1</sup>

## II. Workforce Density

The City of Milwaukee and UWM Employment and Training Institute gained national attention with a purchasing power model, which demonstrates the competitive advantage of dense central city neighborhoods for retail trade.<sup>2</sup> These same densely populated neighborhoods show competitive advantages to employers with labor shortages, particularly in less skilled occupations and in neighborhoods heavily dependent on public transportation.

- The City of Milwaukee experienced a large population decline in the 1990s, but the number of full-time, year-round workers remained at about 168,000. Although the City of Milwaukee saw a 5 percent decline in total population in the 1990s, the number of city residents employed full-time, year-round remained nearly constant.

**Workforce vs. Population Changes in the 1990s**

<b>City of Milwaukee</b>	<b>1990</b>	<b>2000</b>	<b>% Change</b>
Total Population	628,088	596,956	-6.2%
Workers Employed Full-Time, Year-Round	168,445	167,965	-0.3%
Workers Employed Less than Full-Time, Year-Round	149,664	142,443	-4.8%

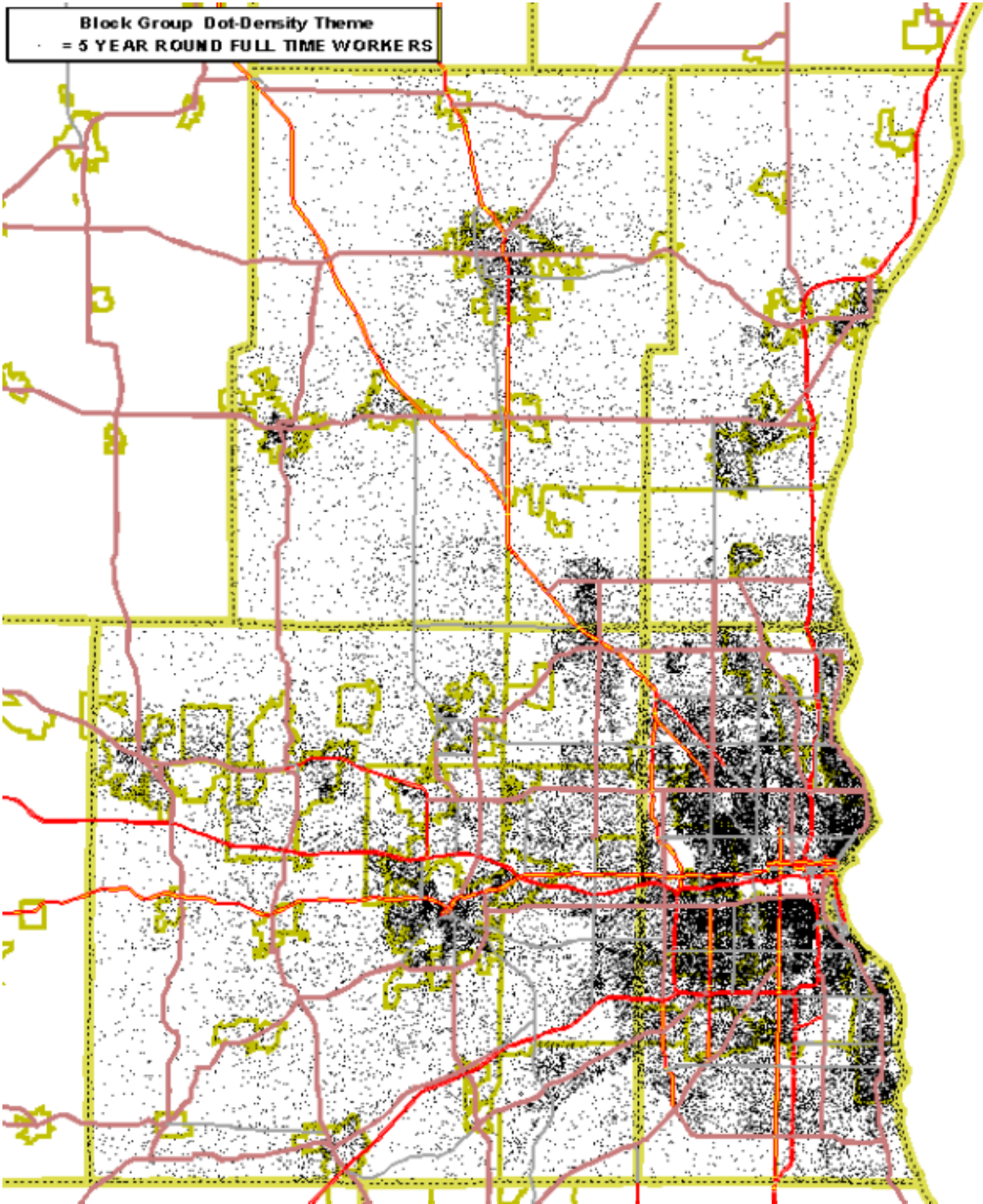
- In addition to the pool of 167,965 full-time, year-round workers, the city has a second pool of 142,443 workers employed at some time during year but not full-time, year-round. A portion of this population may be made up of individuals who would prefer to work full-time.
- The highest concentrations of full-time, year-round workers in the four-county Milwaukee metro area are noted in the City of Milwaukee and nearby suburbs: on the city’s northside, near southside (city and suburbs), and eastside (city and suburbs). See the dot-density map below.
- In spite of their higher population growth during the 1990’s, the WOW (Waukesha, Ozaukee and Washington) counties still have much lower concentrations of year-round, full-time workers. The density of the work force living in the City of Milwaukee is 10-15 times higher than that in the WOW (Waukesha, Ozaukee and Washington) counties, where labor shortages are most acute.

**Workforce Density: 2000 Census**

	<b>Full-Time, Year-Round Workers Per Square Mile</b>	<b>Total Workforce Per Square Mile*</b>
City of Milwaukee	1,750	3,233
Milwaukee County Suburbs	857	1,379
Ozaukee County	127	210
Washington County	105	165
Waukesha County	240	387

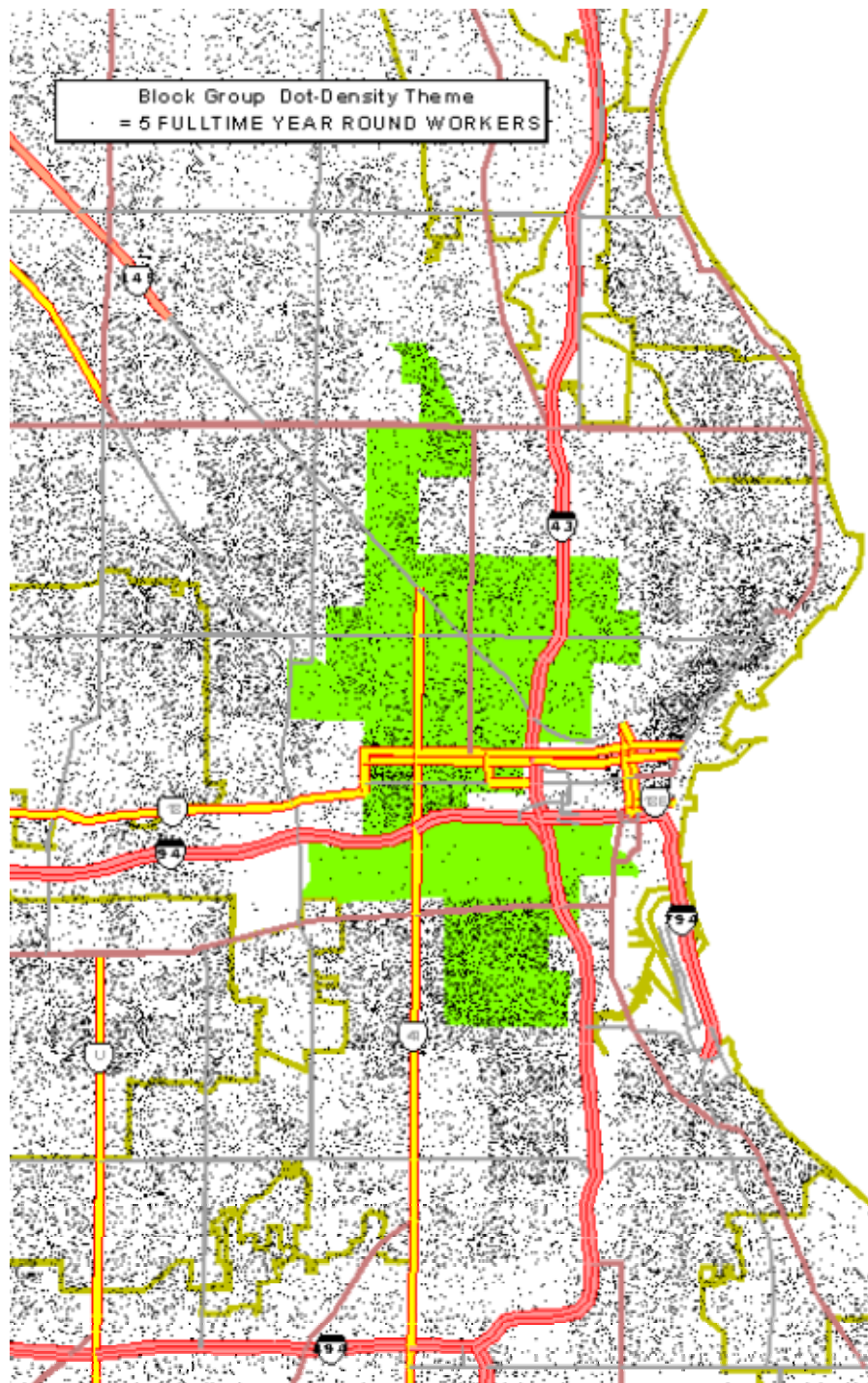
\*Includes persons who worked at some time during the year.

Map 1: Density of Full-Time, Year-Round Workers in the Milwaukee Metro Area



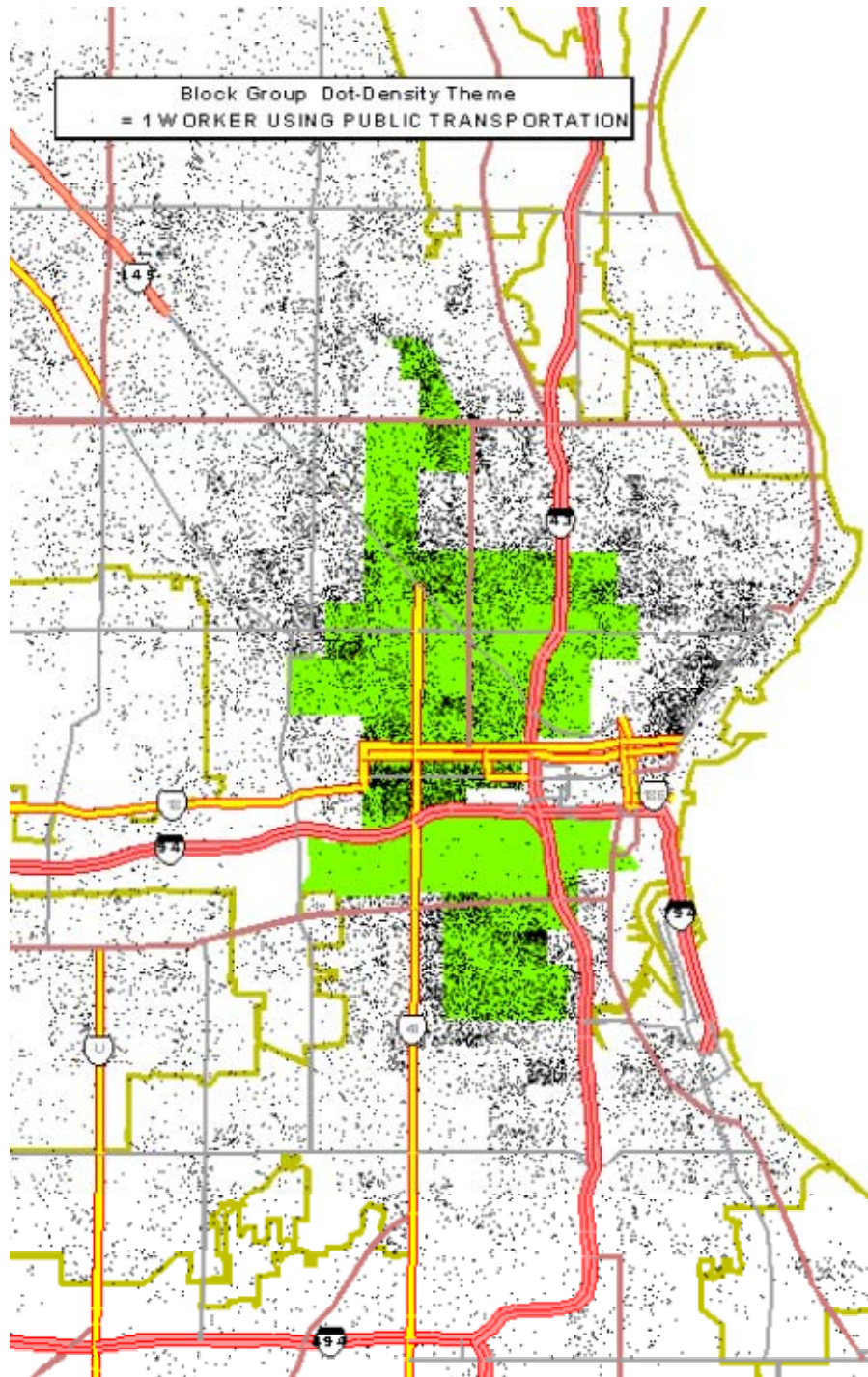
*Employers with work sites in the City of Milwaukee Renewal Community (including the Menomonee Valley) have access to a large concentration of workers living nearby. In the 1.5 square mile RC neighborhoods just south of the Valley, there are 5,520 full-time, year-round workers. In the 7 square mile RC neighborhoods north of the Valley, there are 11,911 full-time, year-round workers. Companies in the Renewal Community who tap into this large, diverse, and experienced labor pool are eligible for a variety of federal tax deductions and credits.*

**Map 2: Density of Full-Time, Year-Round Workers in the Renewal Community**



Work sites in the City of Milwaukee have greater access to the full range of Milwaukee area workers, including those dependent on mass transit. While 93 percent of suburban/exurban workers drive or car pool to work, only 63 percent of workers living in the Renewal Community drive or car pool to jobs with 23 percent using public transportation and 11 percent walking to work.

**Map 3: Renewal Community Workers Using Public Transportation**

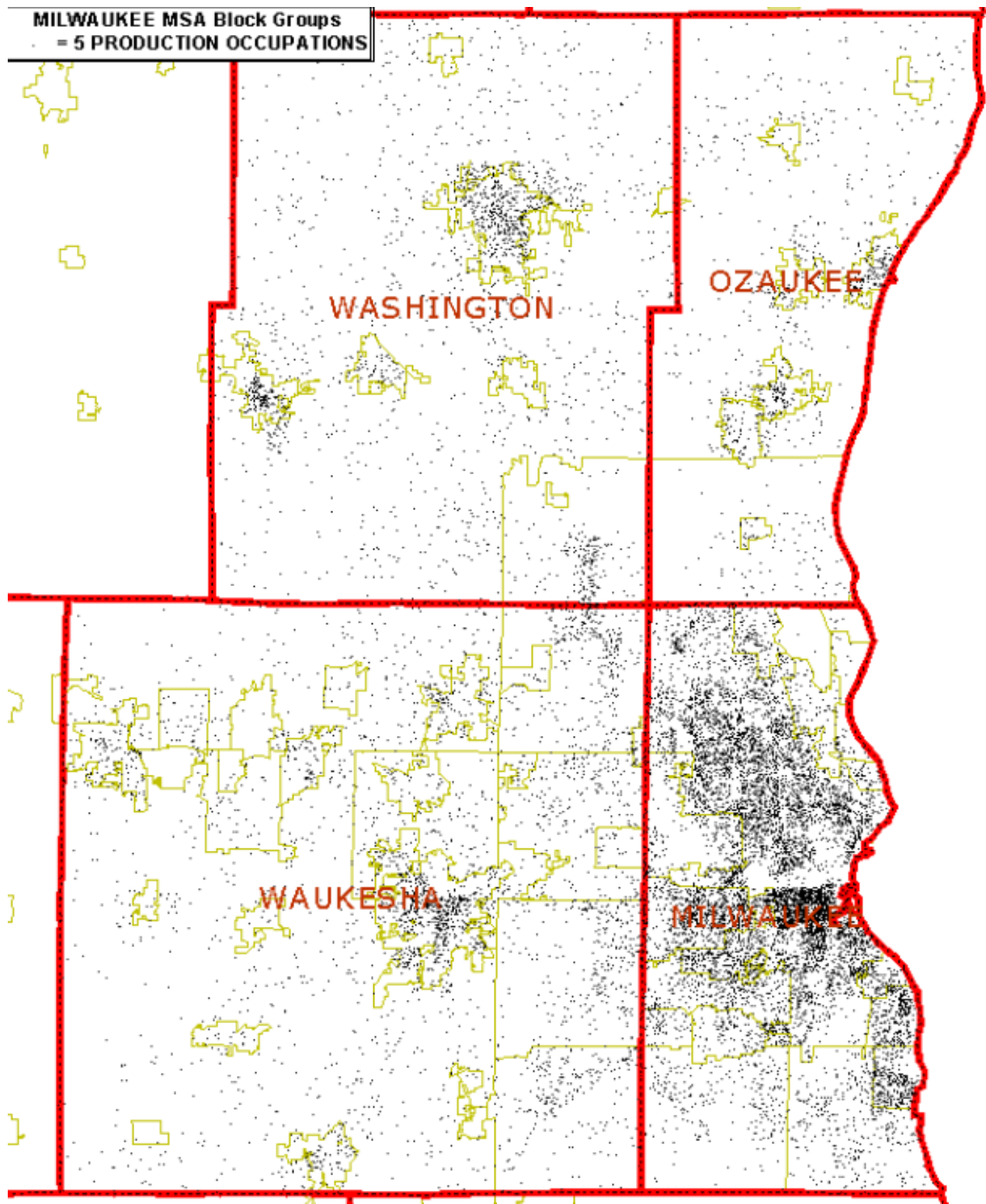


*Job location and transportation mismatches are most acute for semi-skilled and lesser skilled occupations. Almost half (48 percent) of service workers live in the City of Milwaukee, as do 41 percent of production workers and 36 percent of administrative support workers. These workers are heavily dependent upon public transportation and least likely to commute to outlying areas for jobs. The City of Milwaukee and the Renewal Community have a strong pool of production, transportation, and material moving workers – areas showing labor shortages in the outlying counties.*

**OCCUPATIONS OF EMPLOYED WORKERS BY PLACE OF RESIDENCE: 2000 CENSUS<sup>3</sup>**

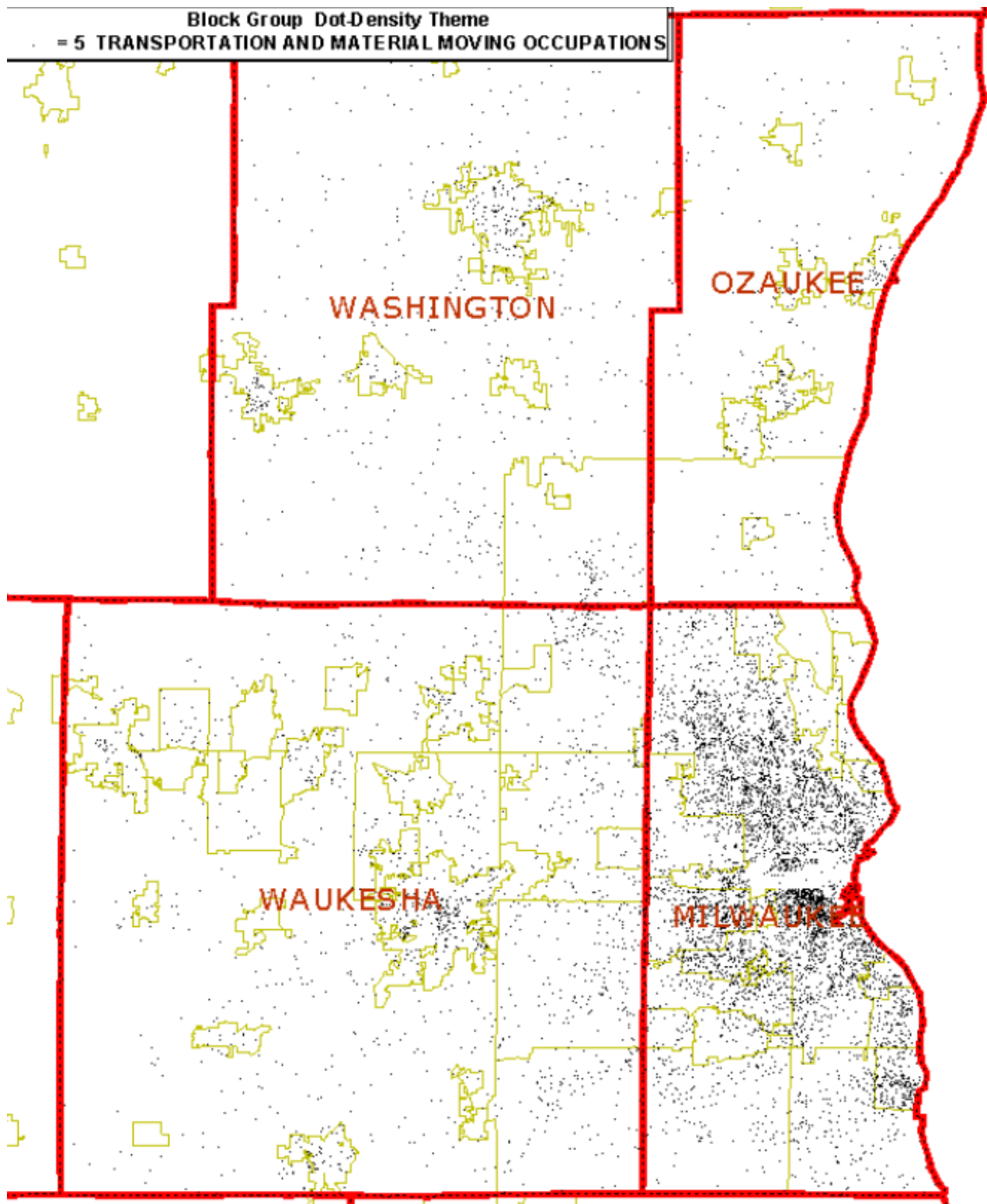
<b>Employed Civilian Population 16 Years and Over</b>	<b>Renewal Community</b>	<b>%</b>	<b>City of Milwaukee</b>	<b>%</b>	<b>MSA minus City</b>	<b>%</b>
Total	32,387	100.0%	256,244	100.0%	484,814	100.0%
Production, transportation, and material moving occupations:	9,221	28.5%	53,944	21.1%	71,909	14.8%
Production occupations	5,735	17.7%	34,496	13.5%	49,348	10.2%
Transportation and material moving occupations:	3,486	10.8%	19,448	7.6%	22,561	4.7%
Supervisors, transportation and material moving workers	17	0.1%	471	0.2%	900	0.2%
Aircraft and traffic control occupations	19	0.1%	78	0.0%	498	0.1%
Motor vehicle operators	1,066	3.3%	8,280	3.2%	10,619	2.2%
Rail, water and other transportation occupations	49	0.2%	604	0.2%	939	0.2%
Material moving workers	2,335	7.2%	10,015	3.9%	9,605	2.0%
Service occupations:	8,208	25.3%	47,570	18.6%	51,554	10.6%
Healthcare support occupations	1,386	4.3%	8,269	3.2%	7,892	1.6%
Protective service occupations:	621	1.9%	6,949	2.7%	5,599	1.2%
Fire fighting, prevention, +law enforcement, incl. superv.	147	0.5%	4,058	1.6%	3,450	0.7%
Other protective service workers, including supervisors	474	1.5%	2,891	1.1%	2,149	0.4%
Food preparation and serving related occupations	2,901	9.0%	15,534	6.1%	18,082	3.7%
Building and grounds cleaning +maintenance occupations	2,163	6.7%	9,836	3.8%	9,650	2.0%
Personal care and service occupations	1,137	3.5%	6,982	2.7%	10,331	2.1%
Sales and office occupations:	7,399	22.8%	67,047	26.2%	135,055	27.9%
Sales and related occupations	2,551	7.9%	22,807	8.9%	57,543	11.9%
Office and administrative support occupations	4,848	15.0%	44,240	17.3%	77,512	16.0%
Management, professional, and related occupations:	5,654	17.5%	71,684	28.0%	188,086	38.8%
Management, business, +financial operations occupations:	1,791	5.5%	24,323	9.5%	78,628	16.2%
Management occupations	1,256	3.9%	14,651	5.7%	52,846	10.9%
Business and financial operations occupations:	535	1.7%	9,672	3.8%	25,782	5.3%
Business operations specialists	282	0.9%	5,150	2.0%	12,597	2.6%
Financial specialists	253	0.8%	4,522	1.8%	13,185	2.7%
Professional and related occupations:	3,863	11.9%	47,361	18.5%	109,458	22.6%
Computer and mathematical occupations	302	0.9%	5,211	2.0%	14,579	3.0%
Architecture and engineering occupations	221	0.7%	3,764	1.5%	14,071	2.9%
Life, physical and social services occupations	128	0.4%	1,810	0.7%	4,289	0.9%
Community and social services occupations	589	1.8%	5,076	2.0%	6,234	1.3%
Legal occupations	60	0.2%	1,903	0.7%	5,274	1.1%
Education, training, and library occupations	1,393	4.3%	15,126	5.9%	26,409	5.4%
Arts, design, entertainm't, sports+media occupations	427	1.3%	4,537	1.8%	9,217	1.9%
Healthcare practitioners and technical occupations:	743	2.3%	9,934	3.9%	29,385	6.1%
Health diagnosing, treating practitioners, technical	372	1.1%	6,088	2.4%	21,999	4.5%
Health technologists and technicians	371	1.1%	3,846	1.5%	7,386	1.5%
Construction, extraction, and maintenance occupations:	1,737	5.4%	15,500	6.0%	37,240	7.7%
Construction and extraction occupations:	1,031	3.2%	8,368	3.3%	19,541	4.0%
Supervisors, construction and extraction workers	77	0.2%	615	0.2%	2,106	0.4%
Construction trades workers	954	2.9%	7,732	3.0%	17,325	3.6%
Extraction workers	0	0.0%	21	0.0%	110	0.0%
Installation, maintenance, and repair occupations	706	2.2%	7,132	2.8%	17,699	3.7%
Farming, fishing, and forestry occupations	168	0.5%	499	0.2%	970	0.2%

**Map 4: Production Workers in the Milwaukee Metro Area, 2000 Census**



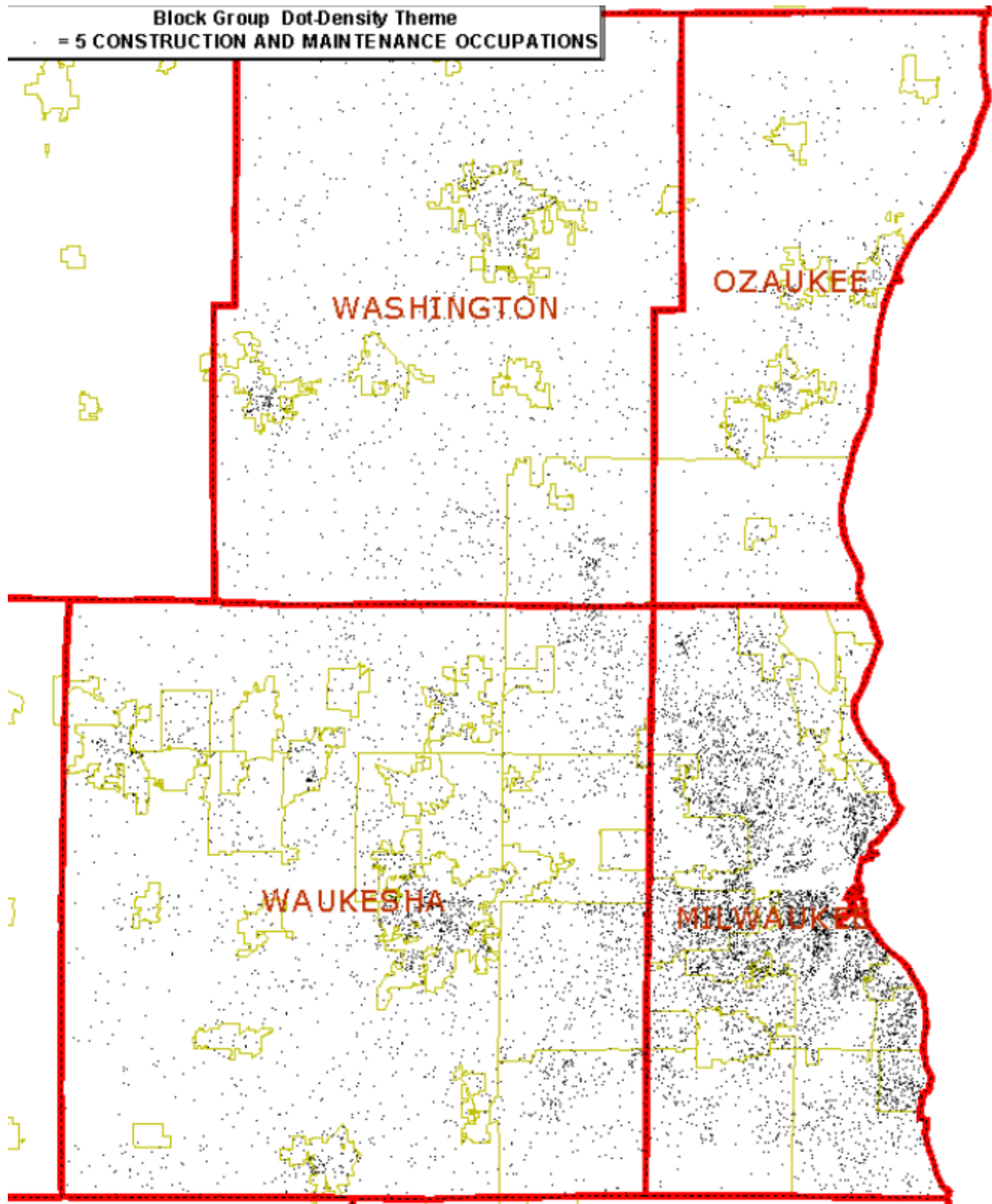
*Production workers are heavily concentrated in the City of Milwaukee, where 41 percent reside.*

**Map 5: Transportation and Material Moving Workers in the Milwaukee Metro Area,  
2000 Census**



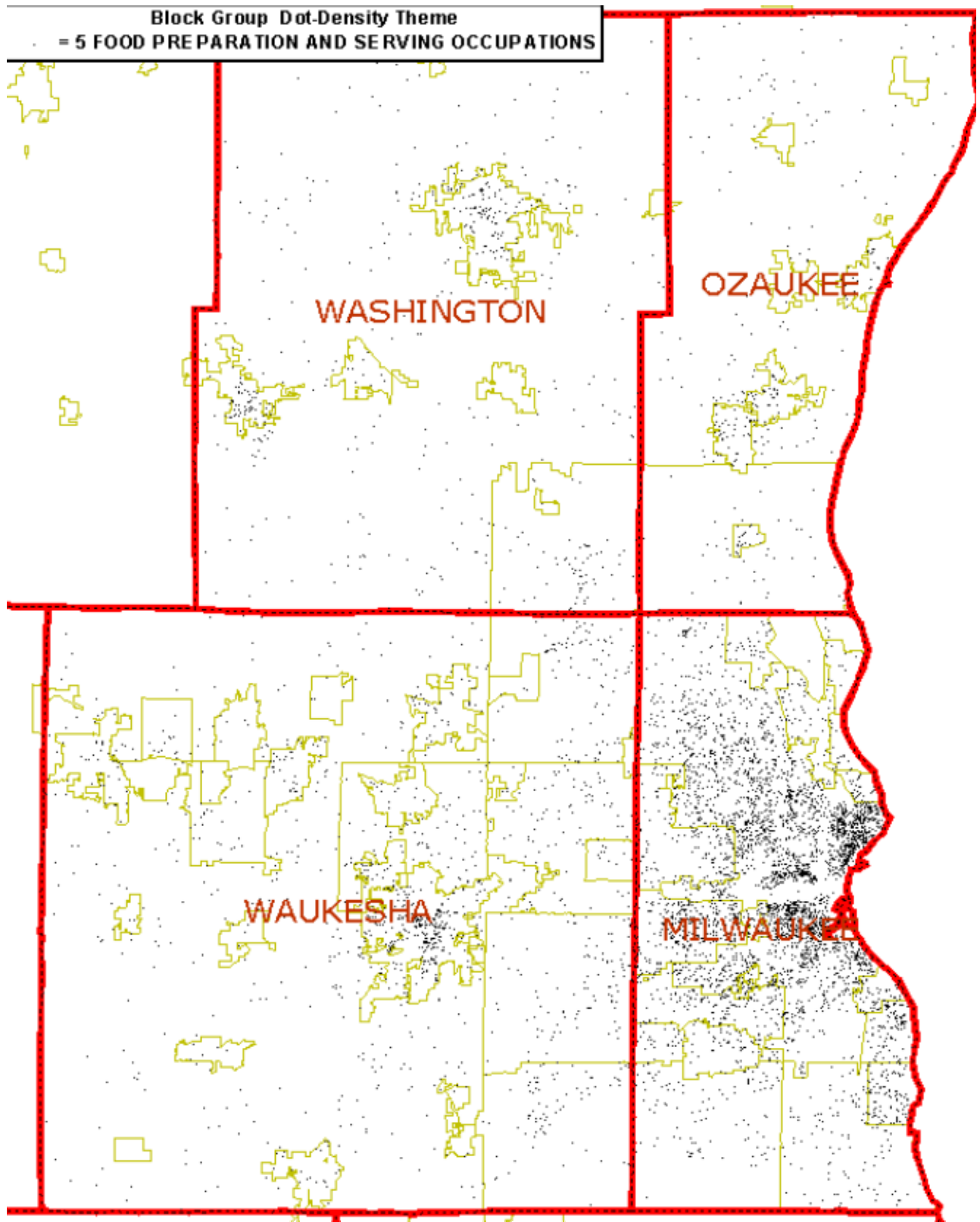
*Almost half (46 percent) of all transportation and material moving workers in the metro area live in the City of Milwaukee.*

**Map 6: Construction and Maintenance Workers in the Milwaukee Metro Area, 2000 Census**



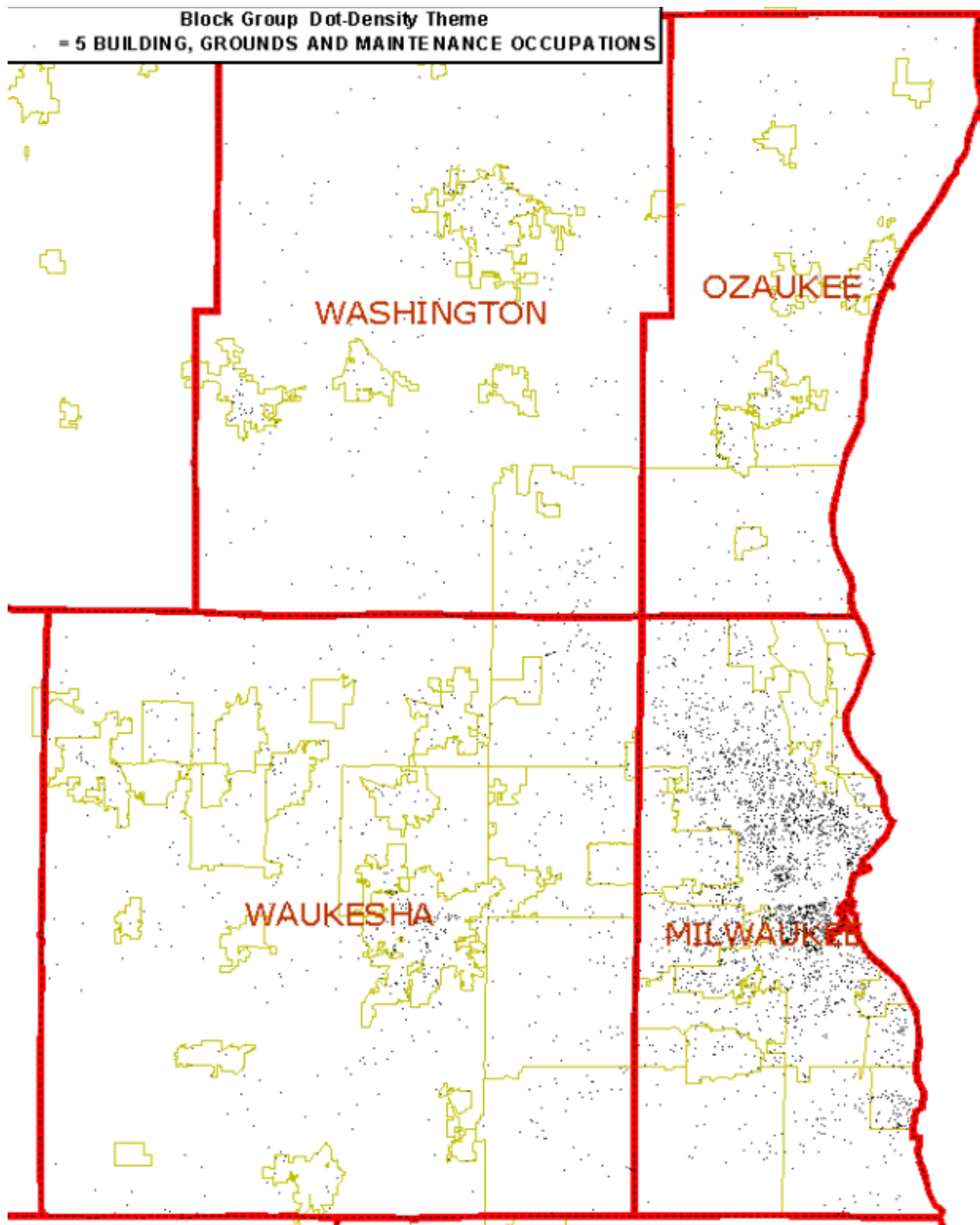
*Construction, maintenance and repair workers are spread throughout the metro area. About a third (30 percent) live in the City of Milwaukee.*

**Map 7: Food Preparation and Service Workers in the Milwaukee Metro Area, 2000 Census**



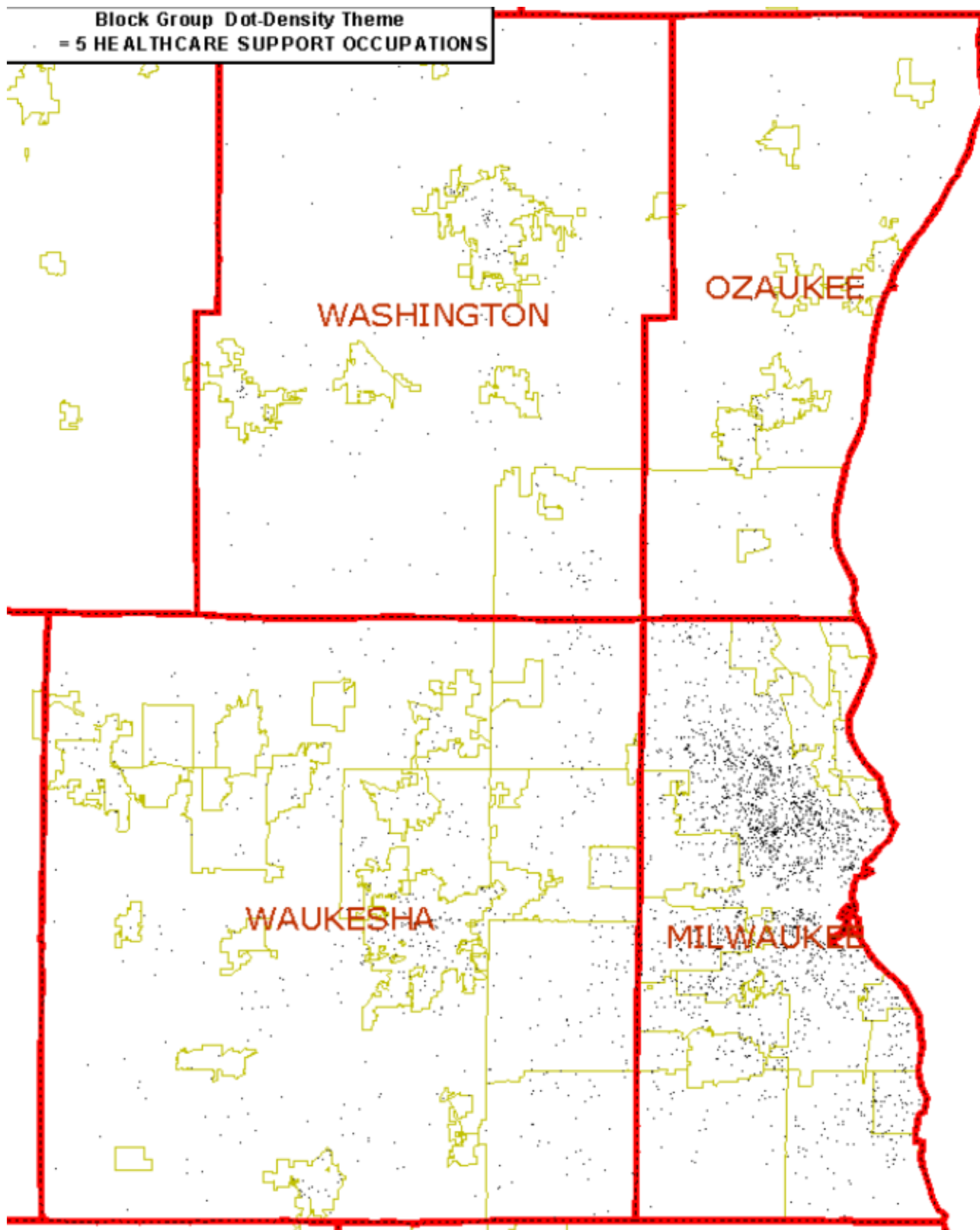
*Nearly half (46 percent) of workers employed in food preparation and food service jobs are city residents.*

**Map 8: Building and Grounds Cleaning and Maintenance Workers in the Milwaukee Metro Area, 2000 Census**



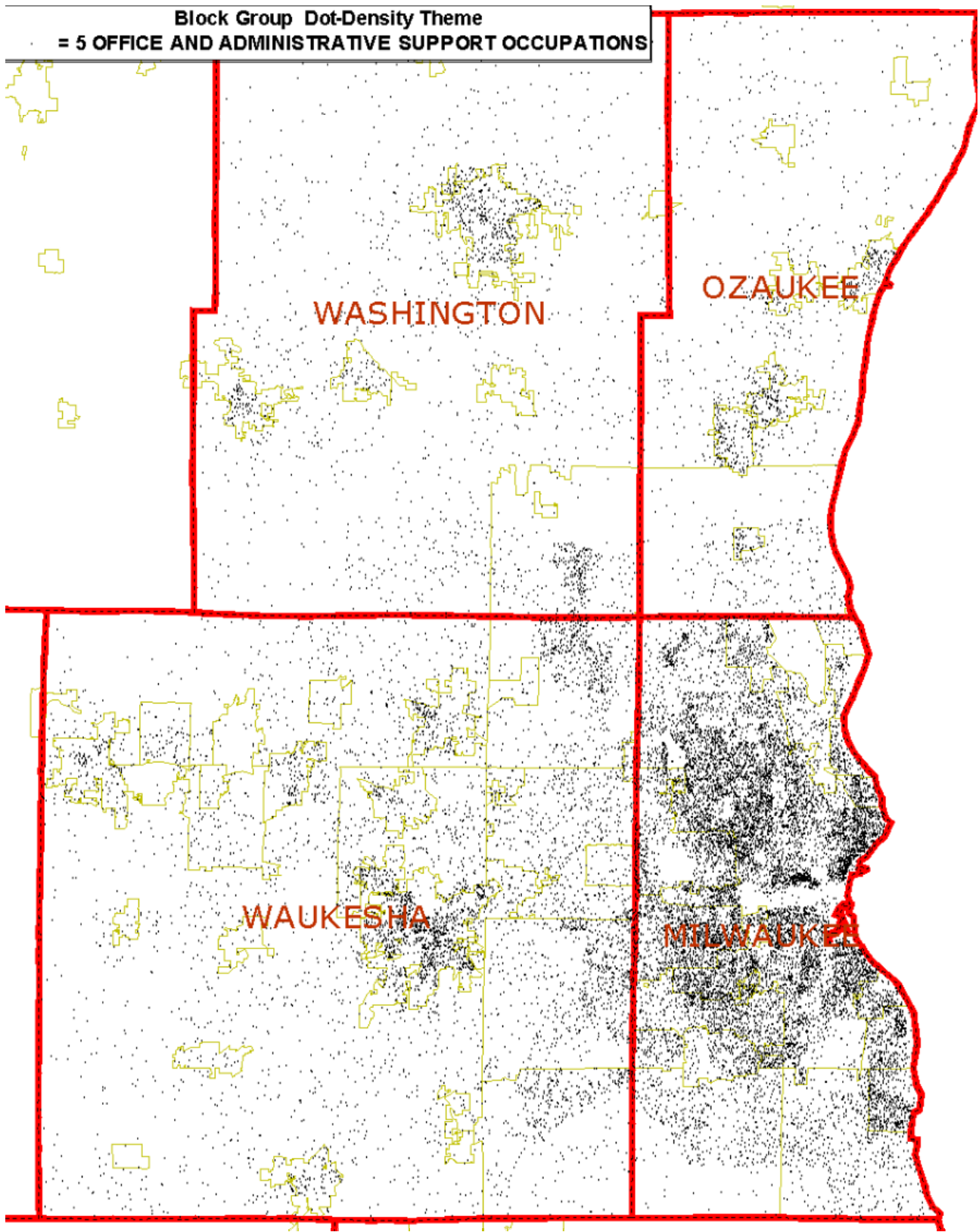
*Half (50.5 percent) of building and ground cleaning and maintenance workers live in the City of Milwaukee.*

**Map 9: Healthcare Support Service Workers in the Milwaukee Metro Area, 2000 Census**



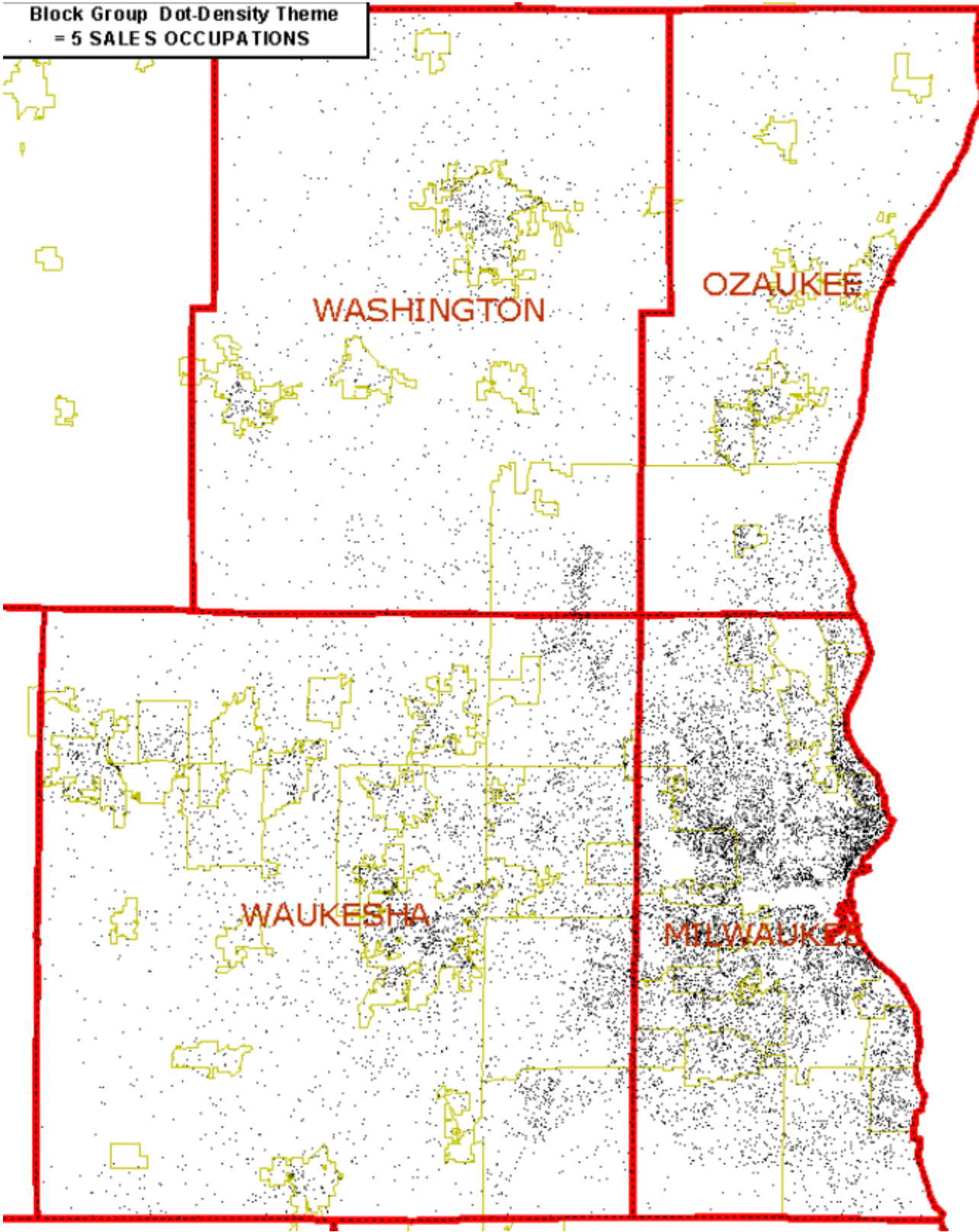
*Half (51 percent) of all healthcare support workers (e.g. nurses aides, health assistants, orderlies) live in the City of Milwaukee.*

**Map 10: Office and Administrative Support Workers in the Milwaukee Metro Area,  
2000 Census**



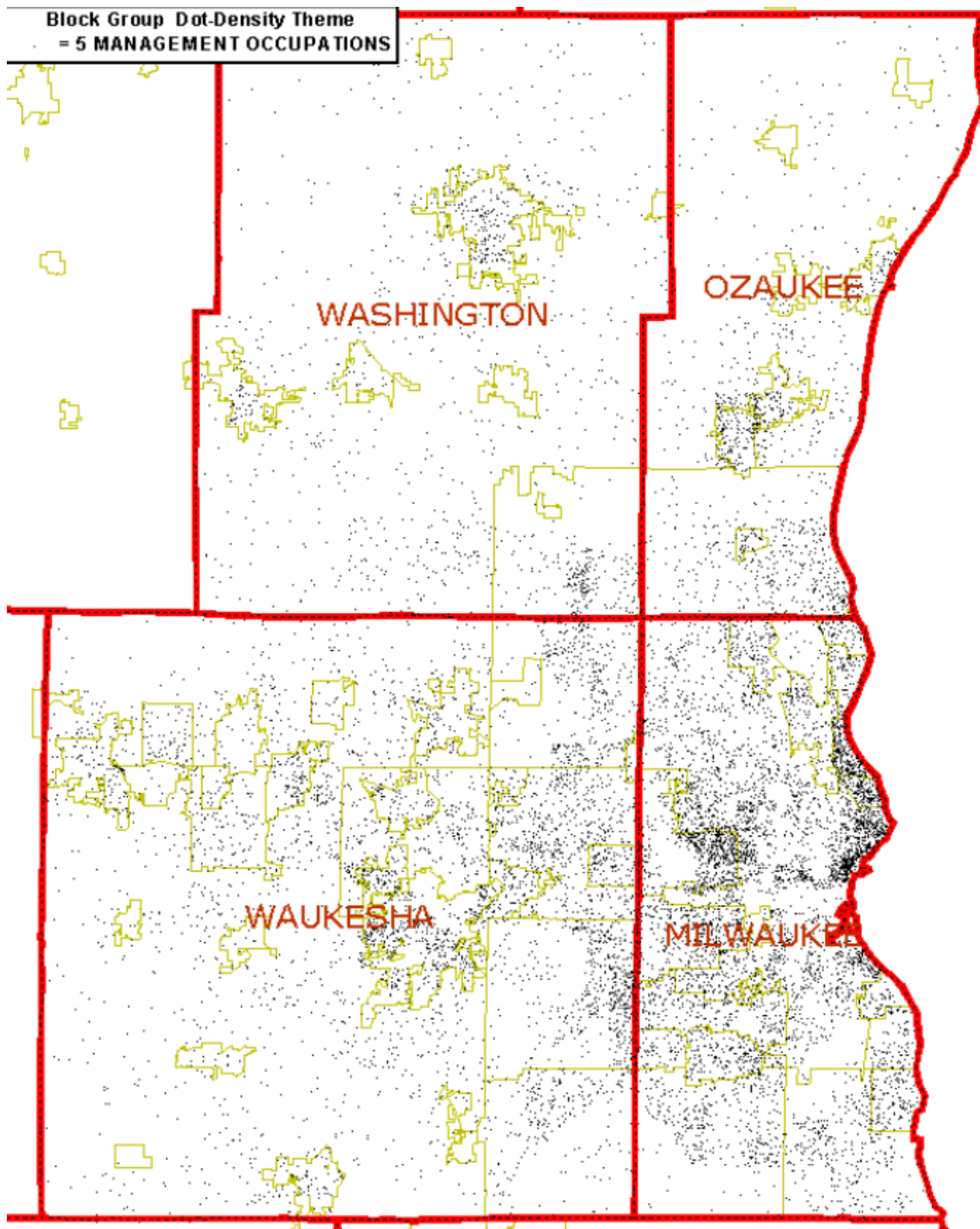
*Office and administrative support workers are living throughout the metro area, with 36 percent in the City of Milwaukee.*

Map 11: Sales Workers in the Milwaukee Metro Area: 2000 Census



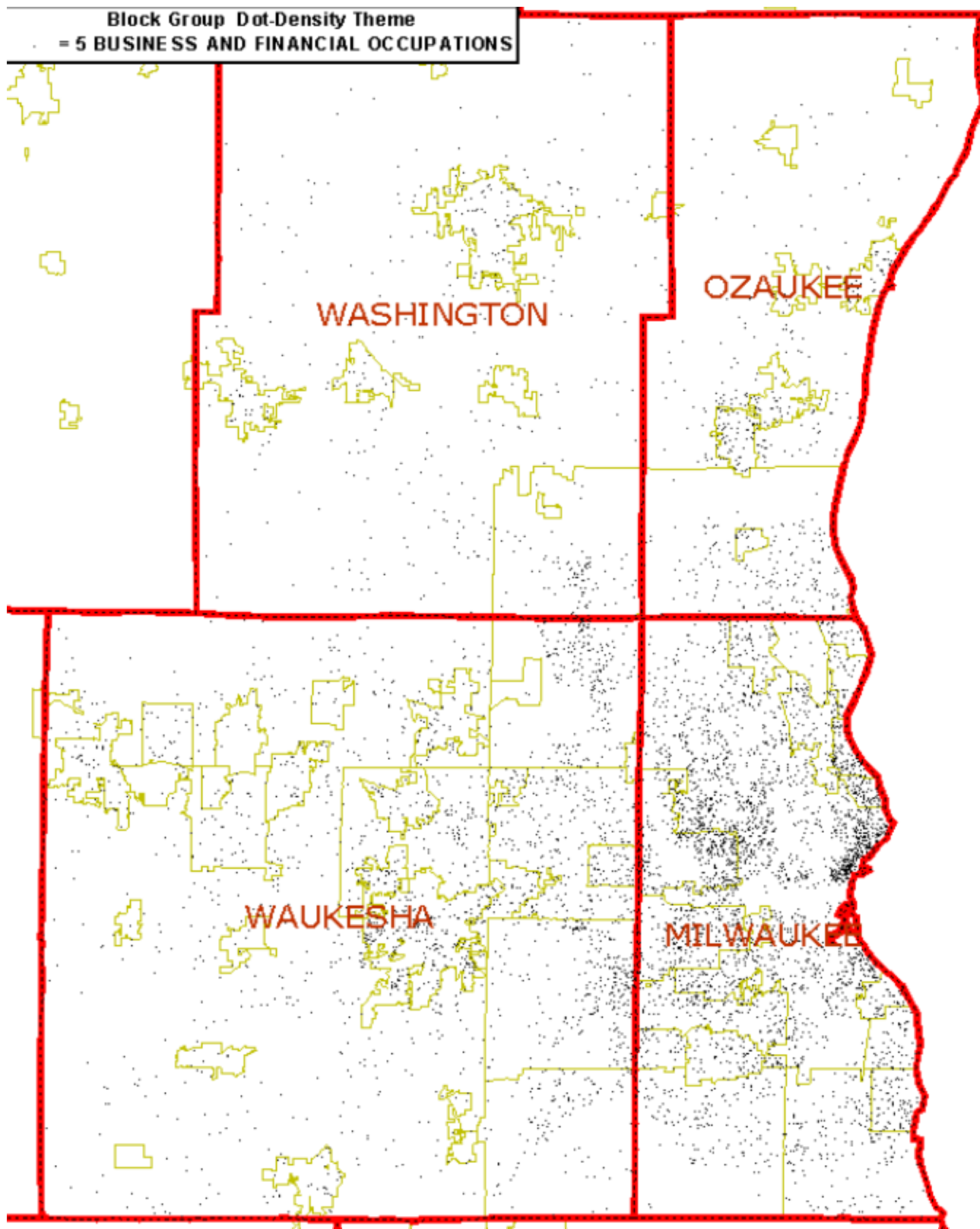
*Sales workers tend to reside throughout the metro area, with 28 percent living in the City of Milwaukee.*

**Map 12: Management Workers in the Milwaukee Metro Area, 2000 Census**



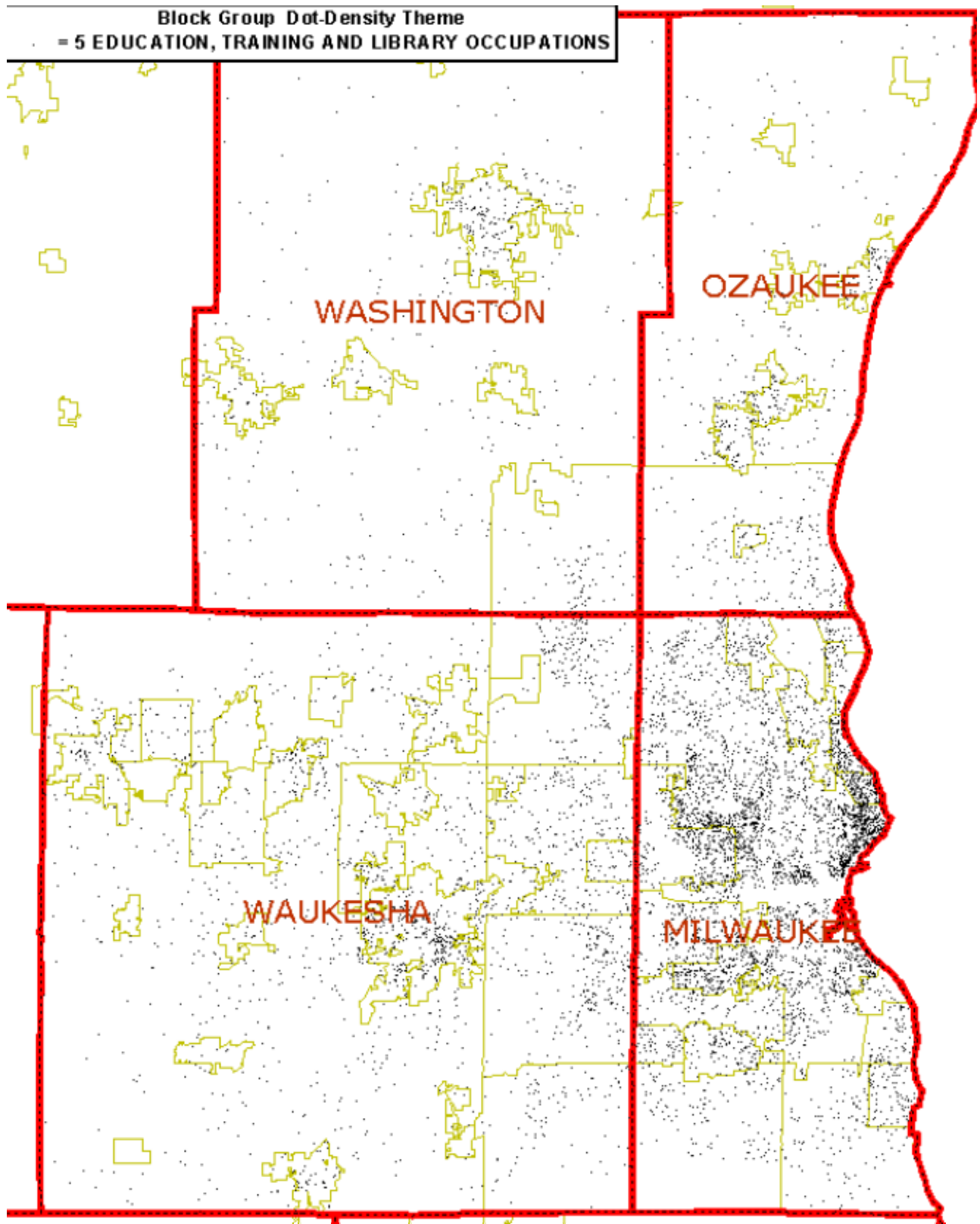
*About a fifth (22 percent) of persons employed in management positions live in the City of Milwaukee, with heaviest concentrations on the east side.*

**Map 13: Business and Financial Operations Workers in the Milwaukee Metro Area,  
2000 Census**



*The City of Milwaukee has about 14,650 workers employed in business and financial operations, about a fourth of the metro work force in this field.*

**Map 14: Education, Training and Library Workers in the Milwaukee Metro Area, 2000 Census**



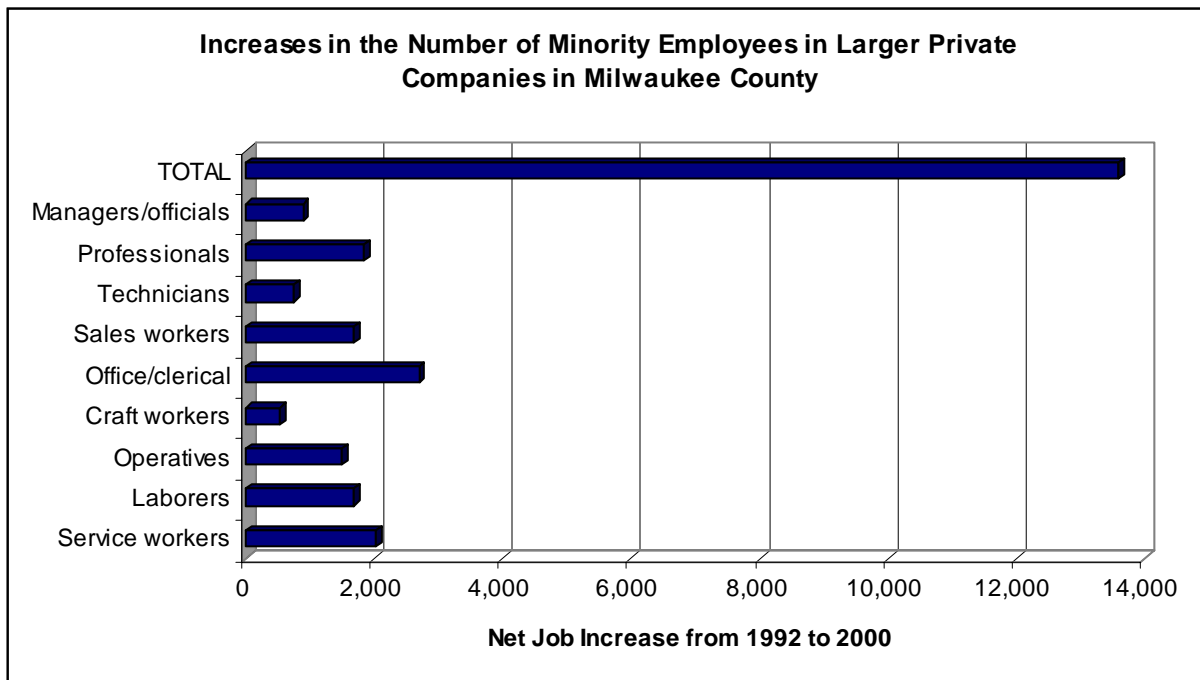
*About 15,130 city residents worked in education, library and training occupations in 2000, comprising over a third (36 percent) of the metro labor force in these fields.*



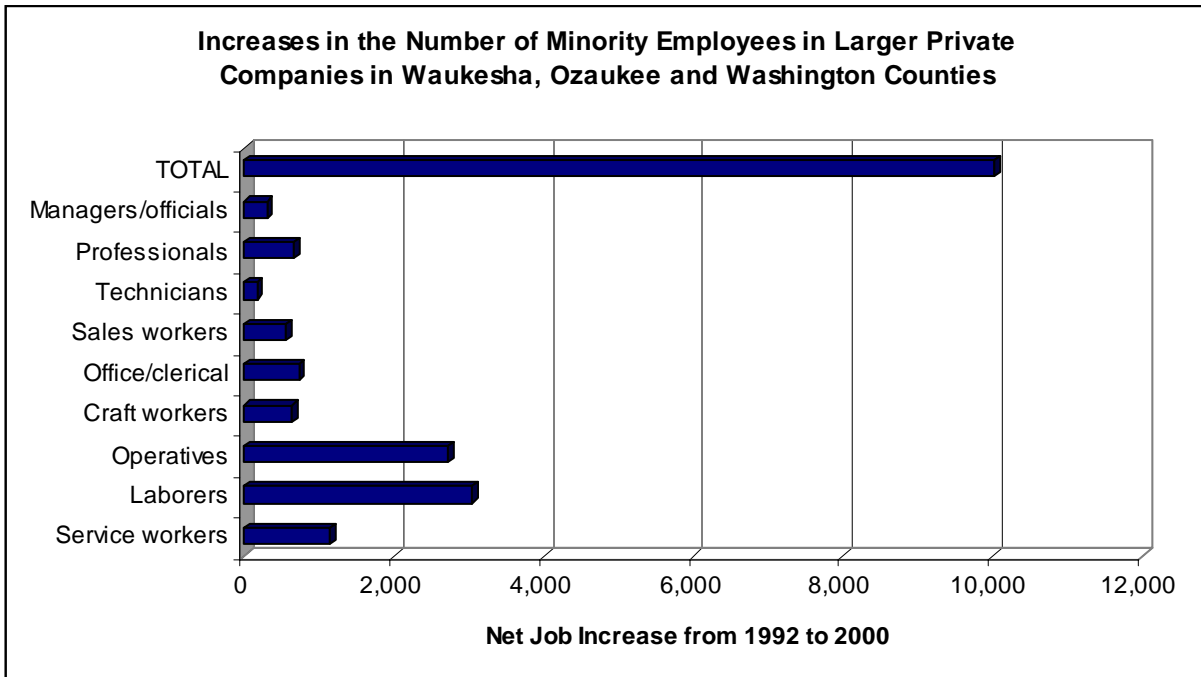
### III. Increases in Minority Employment in Private Industry

Private companies with over 100 employees (or if having federal contracts or in financial institutions, with at least 50 employees) are required to file EEO-1 reports to the U.S. Equal Rights Commission on their labor force by occupation, gender and race/ethnicity. These reports were analyzed for Milwaukee area companies to determine changes in minority employment and occupational shifts. Variations are significant by gender and by racial/ethnic groups (i.e., African American, Hispanic, Asian, and Native American). **Note: Net job growth is a result of company expansions (offset by reductions in some occupational areas) as well as increasing numbers of Milwaukee area companies with 100 or more workers. Net increases are over estimated when previously existing companies move into the size range requiring EEO-1 reporting.**

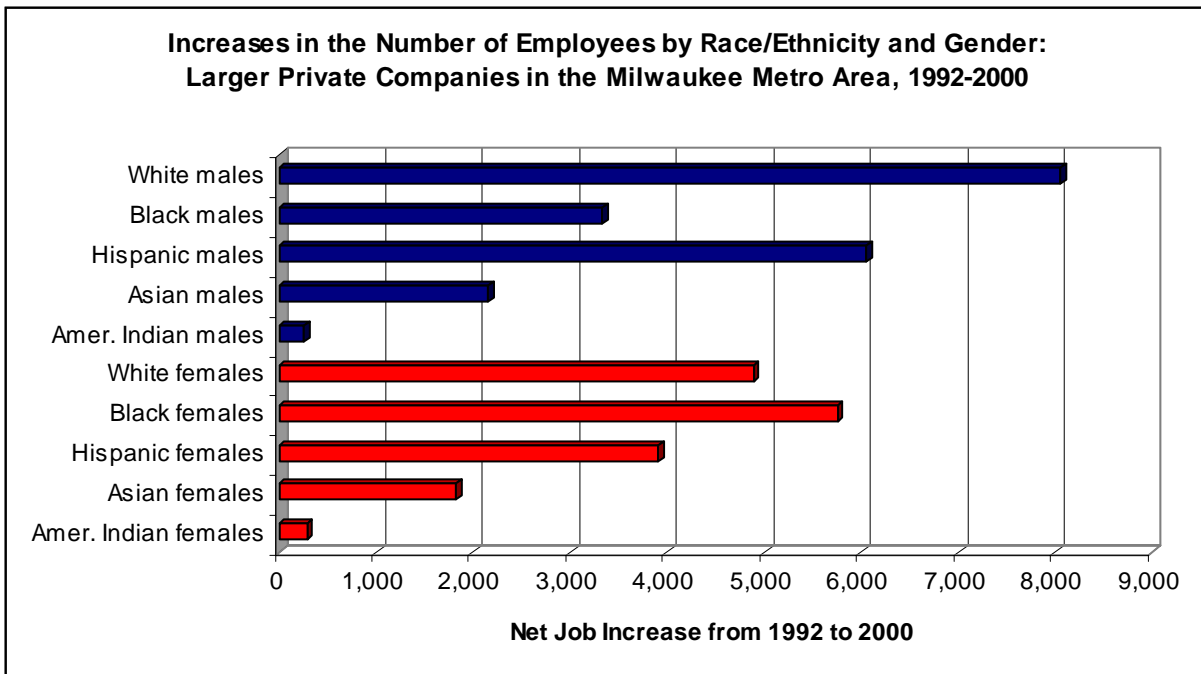
- Many private companies, led by manufacturing firms, are increasingly taking advantage of the minority work force. Analysis of EEO-1 reports filed by larger private employers show that the numbers of minority employees in larger Milwaukee area companies have increased from 34,855 in 1985, to 45,665 in 1992, and up to 69,280 in 2000. The percentage of minorities in these companies has increased as well, from 13 percent in 1985, to 15 percent in 1992, and up to 20 percent in 2000.
- In Milwaukee County the greatest employment gains for minorities were seen for office/clerical staff, service workers, laborers and professionals.



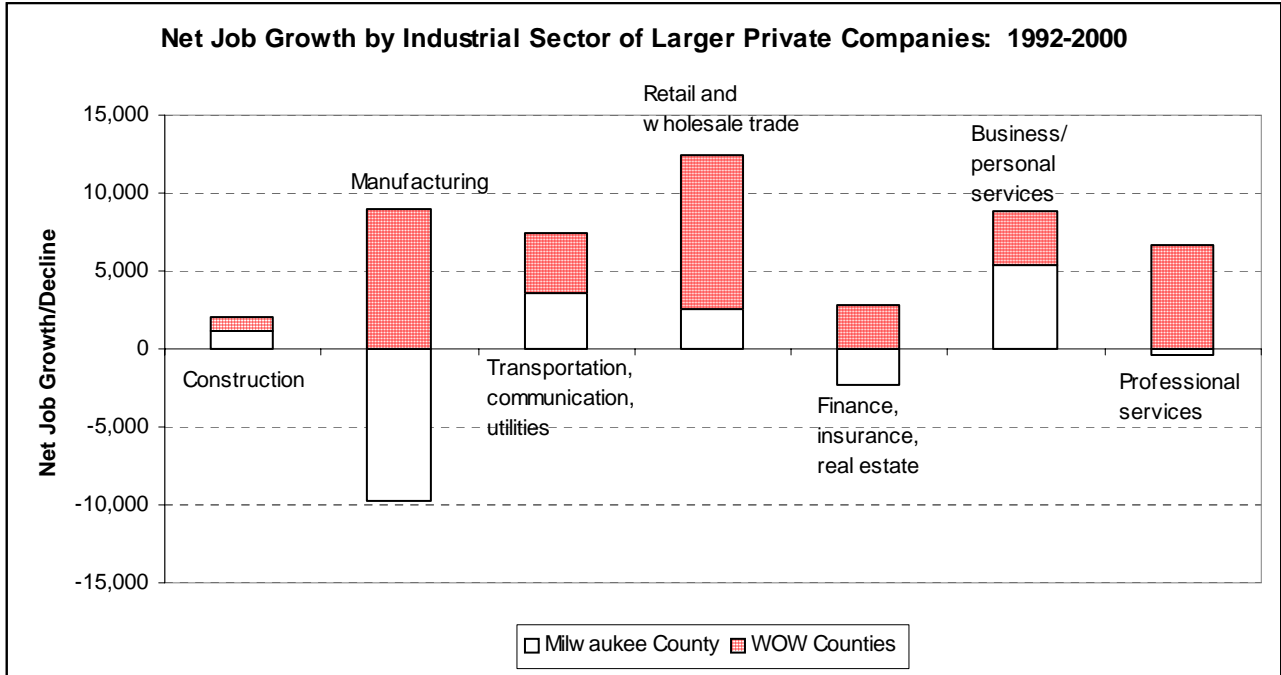
- Manufacturing firms have led the way in employing minorities in the outlying counties of the metro area. The manufacturing sector accounted for 88 percent of minority employment in larger firms in Ozaukee County, 56 percent of minority employment in Washington County, and 44 percent of minority employment in Waukesha County. The largest numbers of minorities are employed as operatives, laborers and service workers in the WOW counties.



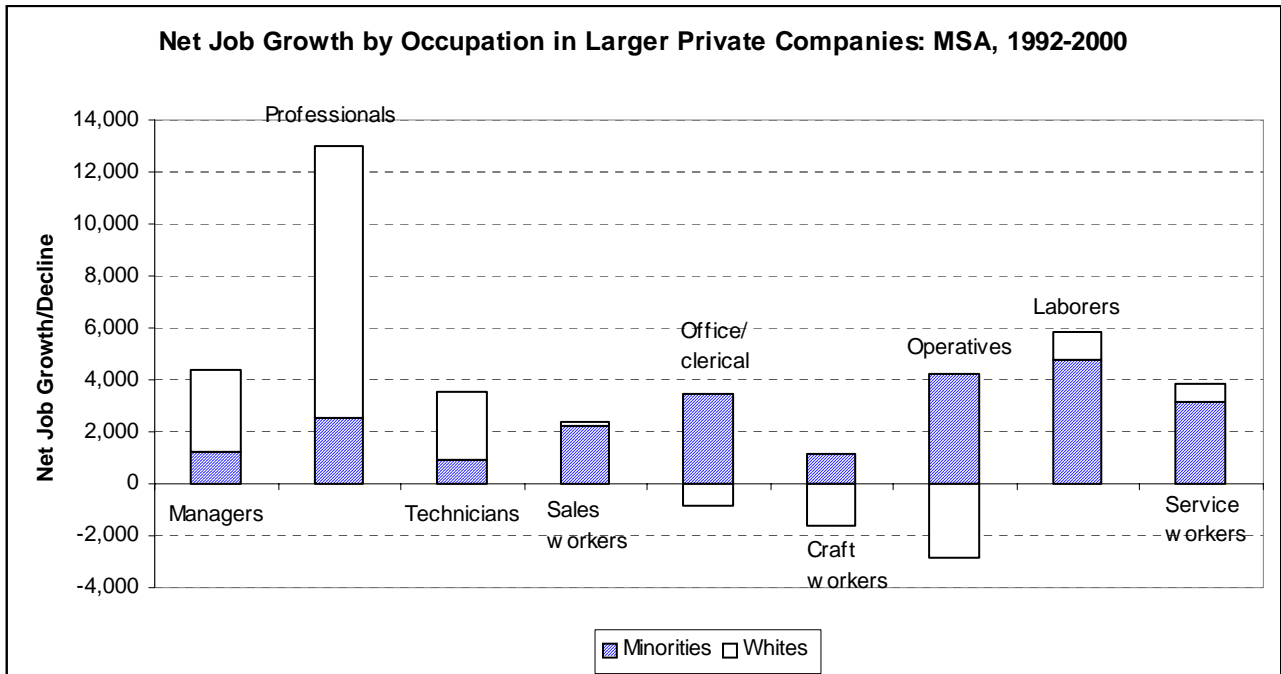
- Among males, minority men obtained 60 percent of the net new jobs in larger companies in the Milwaukee metro area. Latino males gained almost twice as many net new jobs as African American males.
- Among females, minority women obtained 71 percent of the net new jobs in larger companies in the metro area. African American women had greater job gains than white women or Latino women.



- Spatial mismatches between the available labor force and job site locations have been exacerbated by the growth of employment in Waukesha, Ozaukee, and Washington counties, away from the major population center of Milwaukee. Among the larger private companies filing EEO-1 reports, nearly all (99 percent) of the net job growth occurred in the WOW counties. Milwaukee County companies showed growth in business and personal services; the transportation, communication and utilities sector; retail and wholesale trade; and construction. These increases were offset, however, by declines in manufacturing and in the financial, insurance and real estate sector.



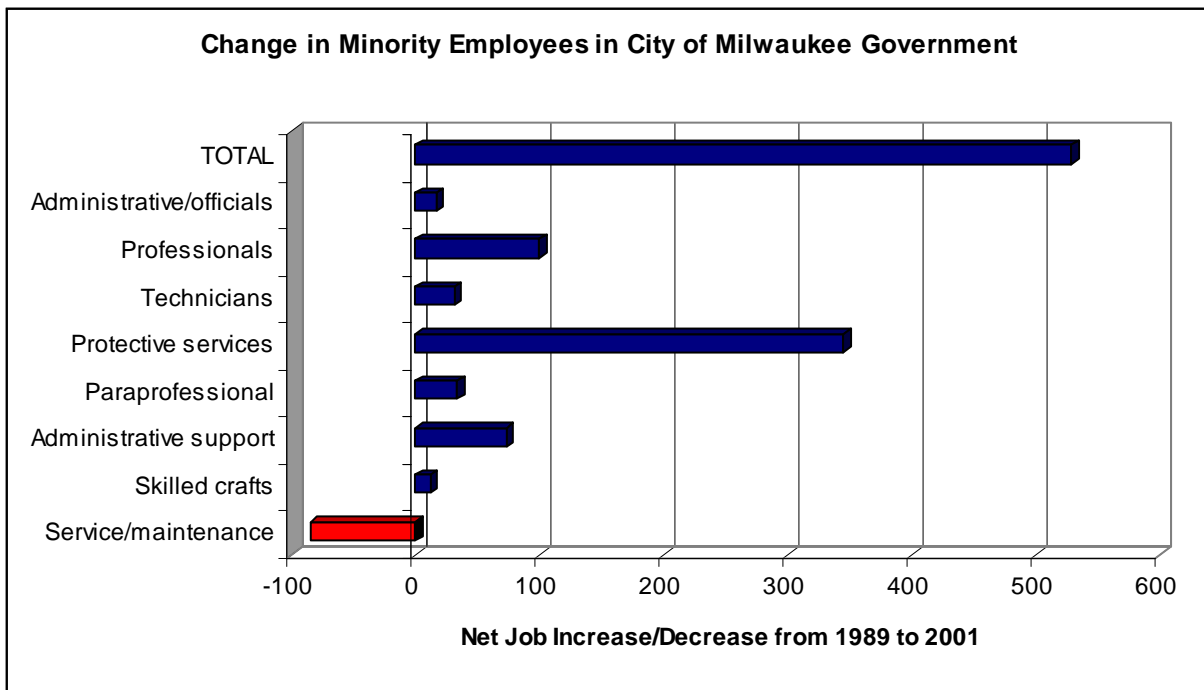
- The larger companies showed their greatest growth in jobs in professional occupations.



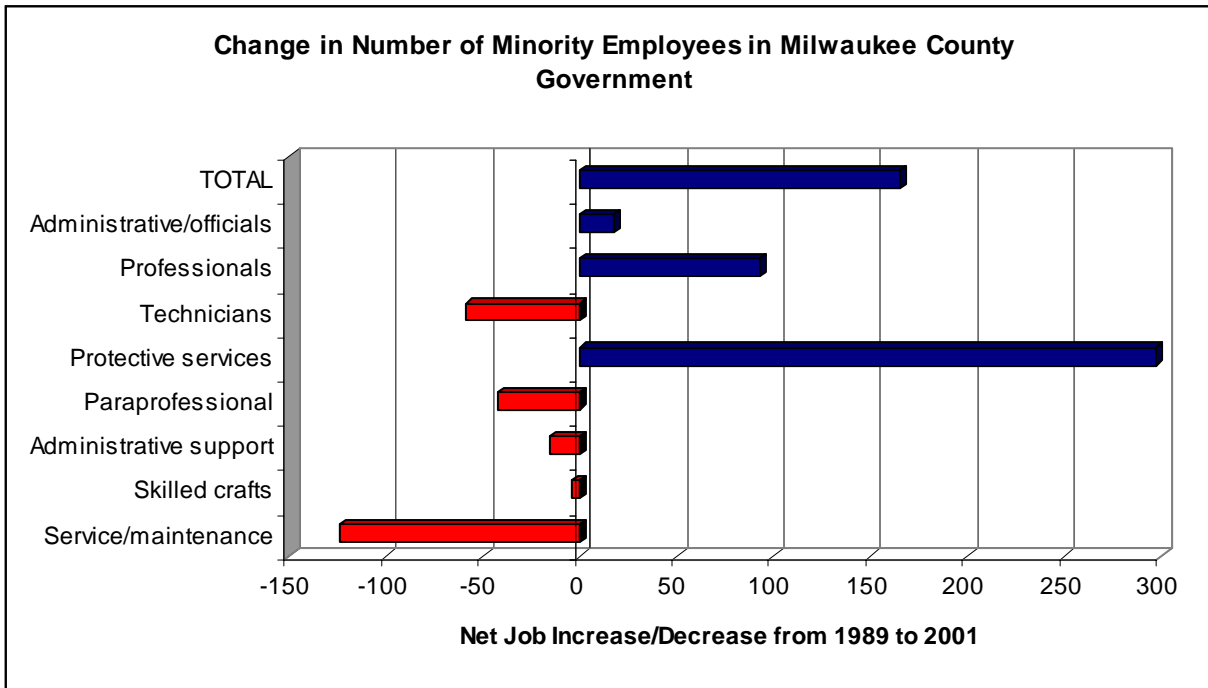
#### IV. Expansion of Minority Employment in Local Governments and Educational Institutions

Reports filed with the U.S. Equal Rights Commission on labor force by occupation, gender, and race/ethnicity were also reviewed for local governments (EEO-4), public schools (EEO-5), and institutions of higher education (EEO-6). Milwaukee governments have shown the notable progress in recruiting and retaining minorities at various occupational levels. Despite declines in the total number of employees working for the City of Milwaukee and for Milwaukee County, these governments, along with the Milwaukee Public Schools, employed the highest percentages of minority workers.

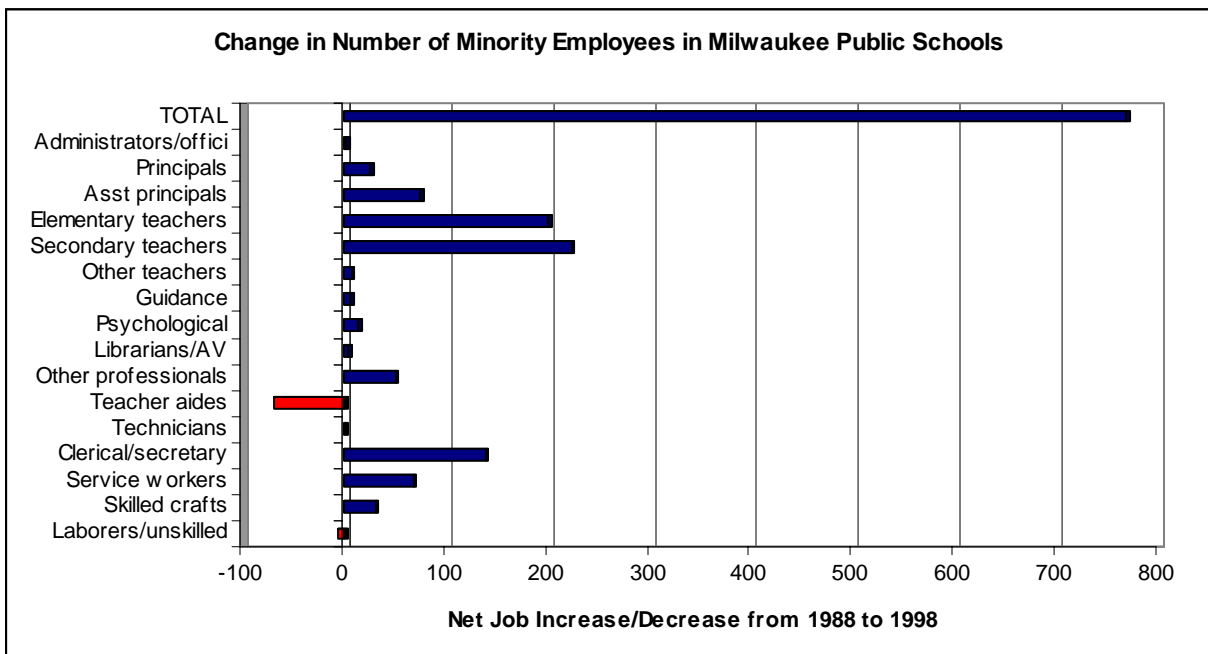
- According to recent EEO reports, minorities comprised 38 percent of full-time county government employees and 31 percent of full-time City of Milwaukee government workers, with increases greatest in protective service occupations. Minorities made up 31 percent of full-time employees at MPS and 18 percent of full-time employment in higher education (including Milwaukee Area Technical College, UWM, and private universities).
- The number of minorities employed by the City of Milwaukee increased 30 percent from 1989 to 2001, a period in which total city employment decreased by 5 percent. Increases were greatest in protective service occupations, according to EEO-4 reports filed for 1989 to 2001.



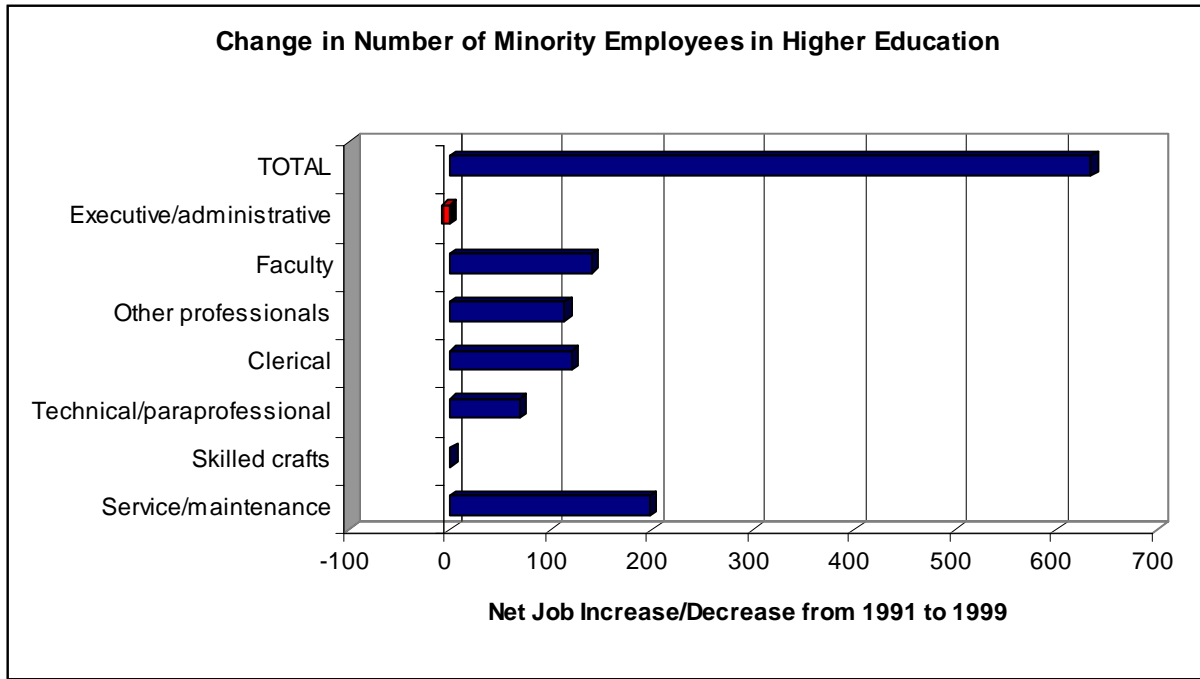
- The number of minority county workers also increased while total employment with Milwaukee County declined, according to EEO-4 reports filed for 1989 to 2001. The number of minority county workers increased 7 percent from 1989 to 2001, while total county employment decreased by 19 percent. The only significant increase in workers was in protective service occupations and here minorities showed a 184 percent increase.



- The Milwaukee Public Schools showed strong increases in minority employment at nearly all levels except for teachers aides, where the total number of aides decreased by 43 percent from 1988 to 1998. Greatest increases of minority staff were at the professional level for elementary and secondary teachers, according to EEO-5 reports filed for 1988 to 1998.



- Institutions of higher education in the Milwaukee area, including the University of Wisconsin-Milwaukee, Milwaukee Area Technical College, Waukesha County Technical College, the Medical College of Wisconsin, and eight private colleges and universities, showed a 15 increase in total full-time employees from 1991 to 1999 and a 49 percent increase in minority employees. Minority faculty showed a net increase in the 1990s even though the total number of faculty declined. Executive/administrative positions showed fewer minorities, however.



- The Milwaukee labor market is expected to experience considerable challenges during the 2000s as older workers (including many professionals) retire and new employees are recruited for key management positions. An estimated 9,010 minorities are employed as professionals in the metro area. Minority professionals are heavily concentrated in government, health and social service sectors, and employed primarily in the helping professions of teaching, social work and health.
- The number of minority professionals employed by the larger private firms in the metro area total 5,203, of which 80 percent are in Milwaukee County firms and 39 percent are employed in health and social service sectors. Another 3,807 minority professionals are employed by city and county government, MPS, and institutions of higher education.

## V. Benchmarks for Assessing Minority Employment

Educational preparation of Milwaukee area youth will be essential if the next generation is to be prepared to move into professional, managerial, and technical positions that will need workers. The tables below offer benchmark data on the current employment of minorities (including African Americans, Hispanics, Asians, and Native Americans) by occupational groupings. As noted, employment patterns differ for males and females and among the various ethnic and racial groups by occupations and individual employers.

- Larger Milwaukee County companies employ nearly twice as high a percentage of minorities than companies in Waukesha, Ozaukee, and Washington counties. Both groups show high proportions of minorities in the lower-paying occupations than in managerial and professional work.

### Employment of Minorities in Larger Private Companies in 2000<sup>4</sup>

Occupational Groupings	% Minority by Occupational Grouping:	
	Milwaukee County Companies	Waukesha, Ozaukee and Washington County Companies
Managers/officials	9%	5%
Professionals	10%	6%
Technicians	16%	5%
Sales workers	22%	7%
Office/clerical	26%	8%
Craft workers	16%	10%
Operatives	36%	20%
Laborers	43%	31%
Service Workers	48%	20%
<b>TOTAL WORKERS</b>	<b>24%</b>	<b>13%</b>

- The City of Milwaukee and Milwaukee County governments show stronger records of minority employment, at all occupational levels, than private firms.

### Employment of Minorities in City and County Government in 2001

Occupational Groupings	% Minority by Occupational Grouping:	
	City of Milwaukee Govt.	Milwaukee County Govt.
Administrative/officials	20%	20%
Professionals	25%	28%
Technicians	26%	32%
Protective services	32%	37%
Paraprofessionals	40%	72%
Administrative support	38%	43%
Skilled crafts	23%	18%
Service/maintenance	39%	38%
<b>TOTAL FULL-TIME WORKERS</b>	<b>31%</b>	<b>38%</b>

- About a third (31 percent) of Milwaukee Public Schools employees are minorities and minorities comprise a majority of school principals and assistant principals. Other public school districts in the four-county metro area, however, show only 2 percent of their staff as minorities with almost no minorities represented among administrative personnel.

**Percent Minorities in Milwaukee Public Schools and Other School Districts of the Metro Area, 1998**

<b>Occupational Groupings</b>	<b>Milwaukee Public Schools</b>	<b>Occupational Groupings</b>	<b>All Other Public School Districts in 4-County Area</b>
Administrators/officials	31%	Administrators/officials	2%
Principals	56%	Principals	3%
Assistant principals	60%	Assistant principals	6%
Elementary teachers	23%	Elementary teachers	2%
Secondary teachers	29%	Secondary teachers	1%
Other teachers	24%	Other teachers	2%
Guidance	36%	Guidance	3%
Psychological	16%	Psychological	1%
Librarians/AV	11%	Librarians/AV	1%
Consultants	43%	Consultants	3%
Other professionals	37%	Other professionals	3%
Teachers aides	82%	Teachers aides	4%
Technicians	19%	Technicians	2%
Clerk/secretarial	42%	Clerk/secretarial	5%
Service workers	53%	Service workers	5%
Skilled craft	29%	Skilled craft	3%
Laborers/unskilled	26%	Laborers/unskilled	4%
<b>TOTAL FULL-TIME WORKERS</b>	<b>31%</b>	<b>TOTAL FULL-TIME WORKERS</b>	<b>2%</b>

- Area universities and colleges reported less than a fifth of their employees as minorities in 1999.

**Percent Minorities in Higher Education in the Milwaukee Area, 1999**

<b>Occupational Groupings</b>	<b>Institutions of Higher Education</b>
Executive/administrative	11%
Faculty	16%
Other professionals	14%
Clerical	19%
Technical/paraprofessional	17%
Skilled crafts	11%
Service/maintenance	43%
<b>TOTAL FULL-TIME WORKERS</b>	<b>18%</b>

- In the suburban/exurban portions of the metro area, larger private companies are currently showing higher rates of employing minorities than are public institutions. The data available on employment of public employees in the four-county Milwaukee metro area showed that less than 3 percent of municipal and county employees in governments (other than the City of Milwaukee and Milwaukee County government) were minorities and only 2 percent of public school staff (outside of MPS) were minorities.

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<sup>1</sup> Mary Stott, **Urban Atlas** (Milwaukee Department of City Development, February 2003).

<sup>2</sup> John Pawasarat and Lois M. Quinn, **Exposing Urban Legends: The Real Purchasing Power of Central City Neighborhoods** (Washington, D.C.: The Brookings Institution, June 2001), online at [www.brook.edu/dybdocroot/es/urban/pawasaratexsum.htm](http://www.brook.edu/dybdocroot/es/urban/pawasaratexsum.htm). Purchasing power profiles for 44 commercial districts in the City of Milwaukee and all 34 residential zipcode areas of Milwaukee County are posted on the City of Milwaukee website at [www.mkedcd.org/PurchasingPower](http://www.mkedcd.org/PurchasingPower).

<sup>3</sup> For listings of specific job titles included in each occupational category, see the U.S. Census Bureau website at [www.census.gov/hhes/www/ioindex](http://www.census.gov/hhes/www/ioindex).

<sup>4</sup> Private employers with more than 100 employees are required to file EEO-1 Employee Information Reports annually. Companies with at least 50 employees and who have a government contract of \$50,000 or more or serve as a depository of government funds are also required to file. In Milwaukee County the number of companies filing EEO-1 reports totaled 851 in 1992 and 897 in 2000. In the WOW (Waukesha, Ozaukee, and Washington) counties, reporting companies increased from 438 in 1992 to 630 in 2000. Net increases in employment will be overstated when previously existing firms move into the size range (i.e., over 100 employees) requiring EEO-1 reporting.

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