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Workforce Locator™

www.workforcelocator.org

Take the work out of finding your workforce

McFrank & Williams

McFrank & Williams is an innovative recruitment marketing/advertising agency, who differentiates themselves from other recruitment advertising agencies by a unique approach and proprietary solutions. Their proprietary intelligence tools are based on a business engagement driven model that can be tailored towards a desired outcome.

Recruitment Solutions & Tools

WorkforceLocator™

WorkforceLocator ™ was designed with the end user in mind. This patented (U.S. Patent No. 9,047,585) resource is comprehensive, fast and simple to use. Its impact to your strategic human resources and workforce planning initiatives is nearly automatic.

At McFrank & Williams, we deploy recruitment marketing solutions and strategies to help companies locate and attract the most suitable, right-fit applicants based on the client's needs, competitive, cultural, economic and geographic landscape, where **WorkforceLocator™** plays a central role.

WorkforceLocator™

WorkforceLocator ™ provides the crucial data that reveals exactly which markets will yield the best return on your recruitment investment.

Discover your Distinctions

with our proprietary technologies

The future of the recruitment process

2015

WorkforceLocator™

Data Mining to .....

WorkforceLocator ™ is a repository for government and non-government databases, updated quarterly, that yield a wealth of recruiting information for subscribers.

.....Pinpoint the Talent

The locations that will provide the highest potential for a successful recruit.

Discover Advantages

with our proprietary technologies

The future of the recruitment process

2015

Cities with the greatest number of employees by job title from specific industries or industry in general.

The standard of living and cost of living in the area in which the best candidates reside, giving businesses seeking personnel a guide for establishing salaries.

WorkforceLocator™

Location of unemployed professionals in specific career categories and also indicates the aggregate size of the entire group

The locations that will provide the highest potential for success.

Rethink. Recruitment.

Workforce Locator ™

our proprietary technology

2015

*Defining your **search** parameters*

Workforce **Locator™** *displays results of the factors you select as they relate to the various Metropolitan Areas (MSAs) for which data has been reported*

Step one: Select **Occupation.**

Search for a occupation and refine even futher with sub categories (SOC).

For Example:

SOC 17 *Architecture and Engineering*

Sub Category:
SOC 17-2071 *Electrical Engineers*

Step Two: Select **Industry**

Search the Industries wich employ **ONLY** Electrical Engineers

For Example:

NAICS 48-49 Transportation, Warehousing, Postal Service, Couriers

Sub Category:
NAICS 486 Pipeline Transportation

Step Three: Select **Factors**

Further refine tyour results by selecting factors as they relate to the various Metropolitan Areas (MSAs) including:

- Occupational Factors
- Minority Classifications EEO-1
- Industry Facftors
- General Factors
- Density Factors

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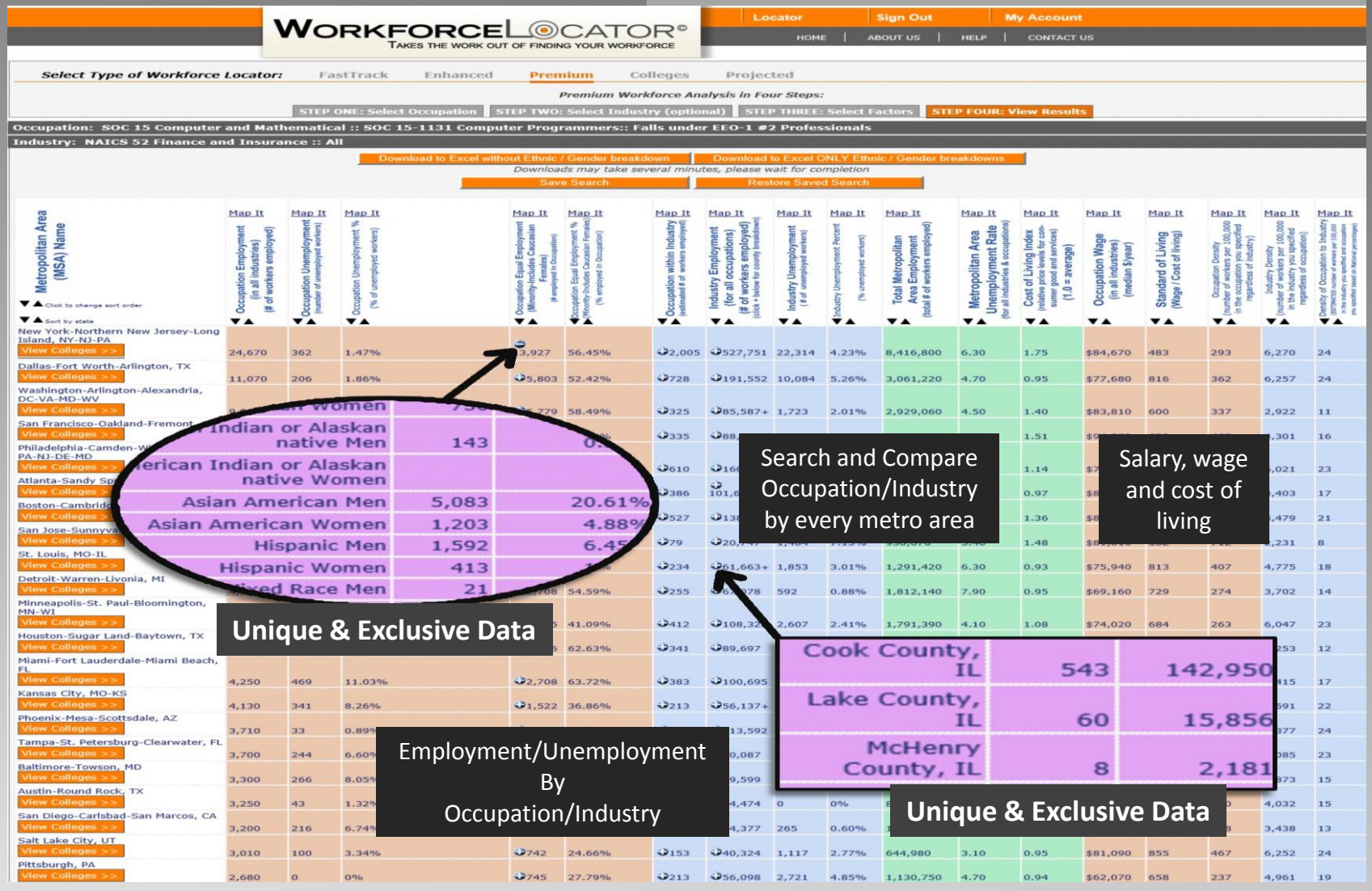
*Search results at a glance – **Nationwide***

2015

Occupation: SOC 17 Architecture and Engineering ::
SOC 17-2071 Electrical engineers:: Falls under EEO-1 #2 Professionals
Industry: NAICS 48-49 Transportation, Warehousing, Postal Service, Couriers :: All



Search and Compare Occupation/Industry by every metro area

Salary, wage and cost of living

Unique & Exclusive Data

Employment/Unemployment By Occupation/Industry

Unique & Exclusive Data

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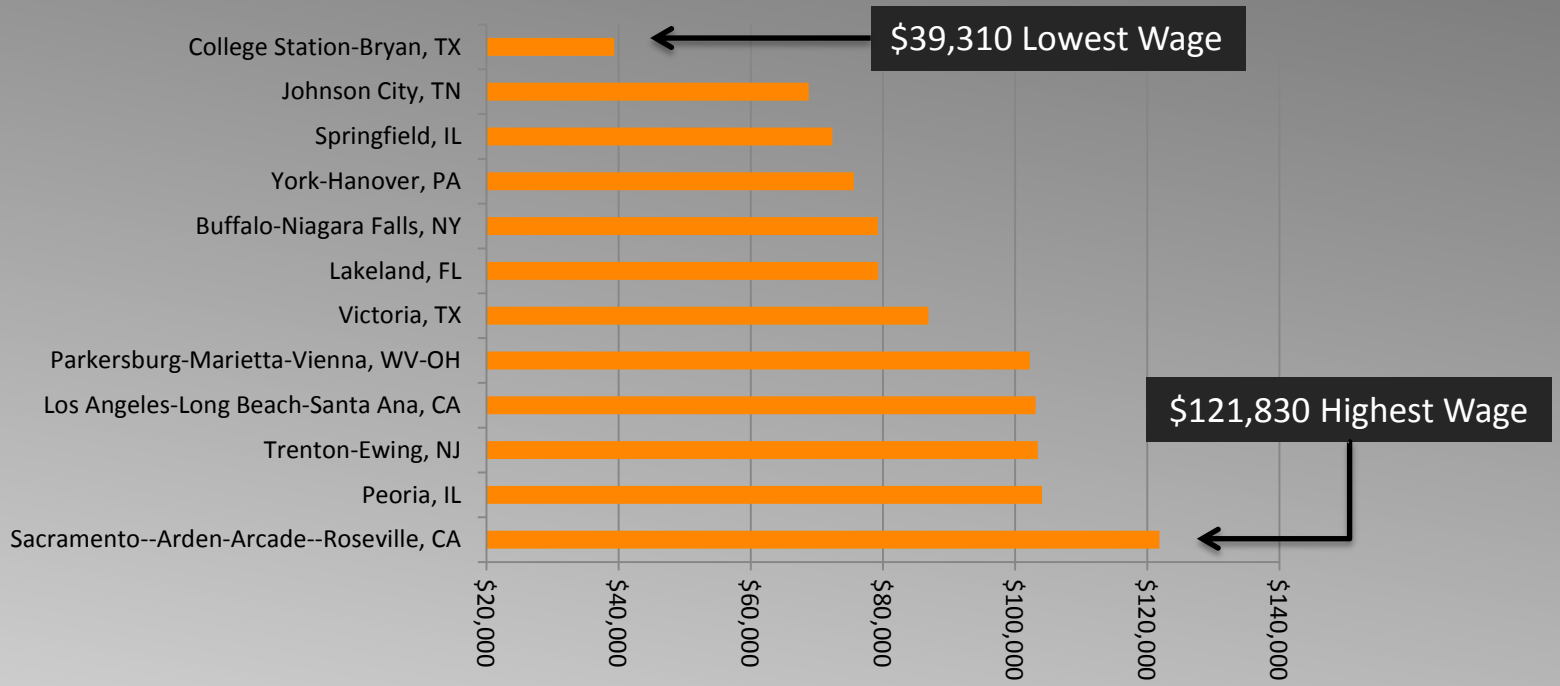
*Search results at a glance – **Nationwide***

2015

Occupation Wage (in all industries, median $/year)



Occupation:	SOC 17 Architecture and Engineering :: SOC 17-2071 Electrical engineers:: Falls under EEO-1 #2 Professionals
Industry:	NAICS 48-49 Transportation, Warehousing, Postal Service, Couriers :: All

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*Factor comparisons **State** to **State***

2015

Occupation Unemployment *(# of unemployed workers)*

1,942 State of California

139 New York State

Industry Unemployment *(# of unemployed workers)*

26,288 State of California

37,021 New York State

Occupation Unemployment %

11% State of California

2% New York State

Industry Unemployment %

8% State of California

13% New York State

Occupation: SOC 17 Architecture and Engineering :: SOC 17-2071 Electrical engineers:: Falls under EEO-1 #2 Professionals
Industry: NAICS 48-49 Transportation, Warehousing, Postal Service, Couriers :: All

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*Factor comparisons **County** to **County***

2015

36.7% **Oxnard-Thousand Oaks-Ventura, CA.**

154 Unemployed Workers

13.03% **San Diego-Carlsbad-San Marcos, CA**

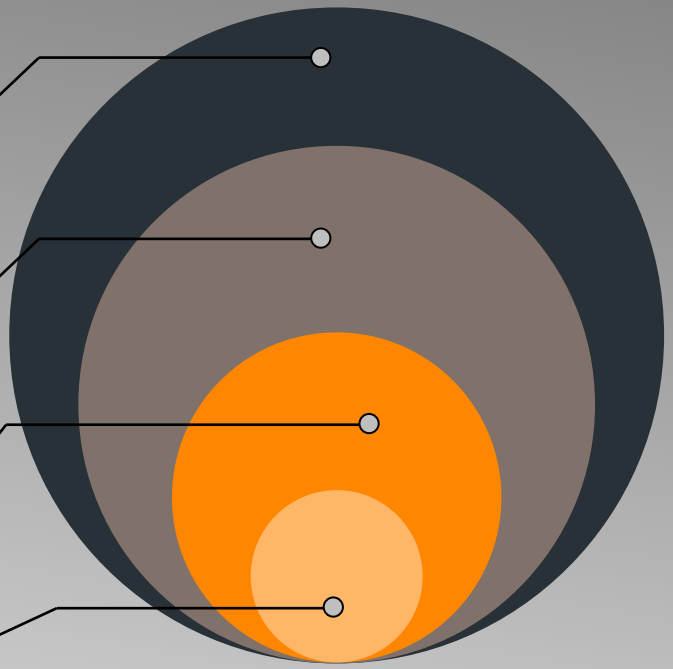
311 Unemployed Workers

12% **San Jose-Sunnyvale-Santa Clara, CA**

830 Unemployed Workers

6.29% **Los Angeles-Long Beach-Santa Ana, CA**

479 Unemployed Workers



Occupation Unemployment %

Break out Data by Metropolitan Area in any State and/ or County

Occupation: SOC 17 Architecture and Engineering :: SOC 17-2071 Electrical engineers:: Falls under EEO-1 #2 Professionals
Industry: NAICS 48-49 Transportation, Warehousing, Postal Service, Couriers :: All

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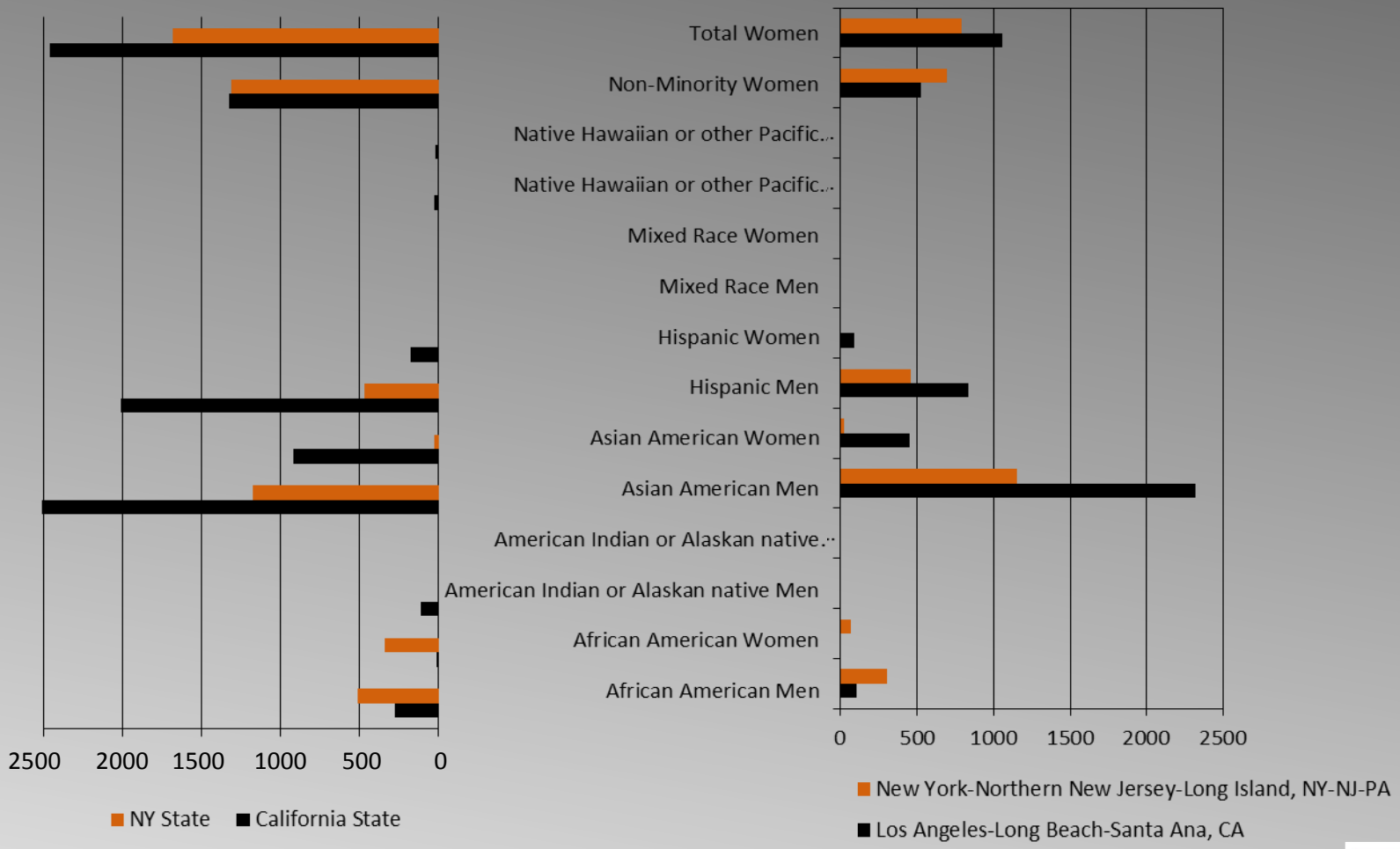
*Ethnicity comparisons **State** to **State** vs. **City** to **City***

2015



Occupation: SOC 17 Architecture and Engineering :: SOC 17-2071 Electrical engineers:: Falls under EEO-1 #2 Professionals
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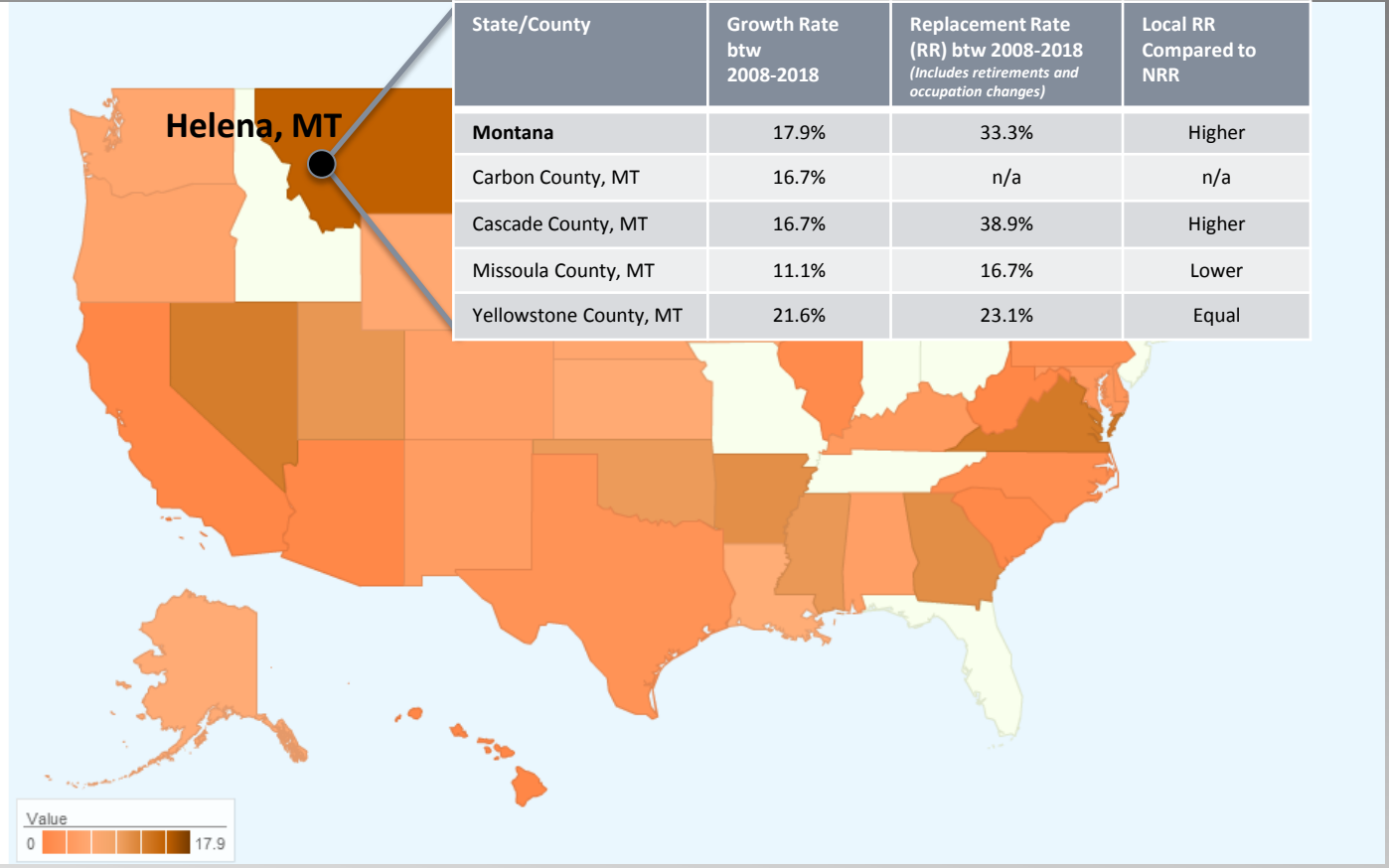
*Projected **Occupation** Analysis*

2015

Growth Rate (Heat Map) between 2008 – 2018 for Electrical Engineers State by state

Rate in which employment numbers are expected to change over the 10 years between 2008 and 2018 in the selected occupation in the selected location.



State/County	Growth Rate btw 2008-2018	Replacement Rate (RR) btw 2008-2018 *(Includes retirements and occupation changes)*	Local RR Compared to NRR
Montana	17.9%	33.3%	Higher
Carbon County, MT	16.7%	n/a	n/a
Cascade County, MT	16.7%	38.9%	Higher
Missoula County, MT	11.1%	16.7%	Lower
Yellowstone County, MT	21.6%	23.1%	Equal

Occupation: SOC 17 Architecture and Engineering :: SOC 17-2071 Electrical engineers:: Falls under EEO-1 #2 Professionals

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*The **future** of **College** Recruitment*

2015

CIP 14 **ENGINEERING** :: CIP 14.10 **Electrical**, Electronics and Communications Engineering
Grand Total: Minority and Non-Minority

Metropolitan Area (MSA) Name ▼▲ Click arrows to change column sort order ▼▲ Sort by state	College Name ▼▲ Click arrows to change column sort order	Total Graduates for the selected criteria ▼▲ Click arrows to change column sort order	GRAND TOTAL GRADUTAES from institution ▼▲ Click arrows to change column sort order	Bachelors ▼▲ Click arrows to change column sort order	Total Minorities ▼▲ Click arrows to change column sort order
San Francisco-Oakland-Fremont, CA	University of California-Berkeley (SAT 730, ACT 32)	311	11785	311	255
Austin-Round Rock, TX	The University of Texas at Austin (SAT 675, ACT 31)	235	13932		145
Champaign-Urbana, IL	University of Illinois at Urbana-Champaign (SAT 705, ACT 32)	228	12519		152
Atlanta-Sandy Springs-Marietta, GA	Georgia Institute of Technology-Main Campus (SAT 710, ACT 31)	198	5182		111
Los Angeles-Long Beach-Santa Ana, CA	University of California-Los Angeles (SAT 705, ACT 31)	171	11922		140
Columbus, OH	Ohio State University-Main Campus (SAT 665, ACT 30)	169	16319		63
Lafayette, IN	Purdue University-Main Campus (SAT 635, ACT 29)	167	10392	167	108
Seattle-Tacoma-Bellevue, WA	University of Washington-Seattle Campus (SAT 660, ACT 29)	160	13123	160	101
State College, PA	Pennsylvania State University-Main Campus (SAT 650, ACT 29)	157	13042	157	63
Raleigh-Cary, NC	North Carolina State University at Raleigh (SAT 630, ACT 27)	145	8468	145	45
Pittsburgh, PA	Carnegie Mellon University (SAT 750, ACT 34)	145	4099	145	111
New York-Northern New Jersey-Long Island, NY-NJ-PA	Rutgers University-New Brunswick (SAT 650)	144	9241	144	84
Los Angeles-Long Beach-Santa Ana, CA	California State Polytechnic University-Pomona (SAT 570, ACT 24)	143	4417	143	109
Dallas-Fort Worth-Arlington, TX	The University of Texas at Dallas (SAT 685, ACT 30)	134	4975	134	81
Washington-Arlington-Alexandria, DC-VA-MD-WV	University of Maryland-College Park (SAT 690)	130	10637	130	76
San Luis Obispo-Paso Robles, CA	California Polytechnic State University-San Luis Obispo (SAT 645, ACT 28)	127	4109	127	73
Minneapolis-St. Paul-Bloomington, MN-WI	University of Minnesota-Twin Cities (SAT 690, ACT 29)	124			57
Ann Arbor, MI	University of Michigan-Ann Arbor (SAT 715, ACT 32)	121			76
Gainesville, FL	University of Florida (SAT 690, ACT 30)	113			55
Orlando-Kissimmee, FL	University of Central Florida (SAT 635, ACT 27)	109			53
College Station-Bryan, TX	Texas A & M University (SAT 650, ACT 29)	107			56
San Diego-Carlsbad-San Marcos, CA	University of California-San Diego (SAT 680, ACT 30)	107			79
Auburn-Opelika	Auburn University Main Campus (SAT 635, ACT 29)	100	6096	100	35
Phoenix-Mesa-Scottsdale, AZ	Arizona State University (SAT 600, ACT 26)	99	18967	99	44
Corvallis, OR	Oregon State University (SAT 595, ACT 26)	97	5375	97	36
San Juan-Caguas-Guaynabo, PR	Universidad Politecnica de Puerto Rico (nd)	94	743	94	94
Miami-Fort Lauderdale-Miami Beach, FL	Florida International University (SAT 595, ACT 25)	92	11315	92	85
	Worcester Polytechnic Institute (nd)	91	1483	91	41
dford, VA	Virginia Polytechnic Institute and State University (SAT 650)	90	8231	90	38
	University at Buffalo (SAT 630, ACT 27)	89	8112	89	41
	Rochester Institute of Technology (SAT 650, ACT 29)	88	3678	88	30
	University of Puerto Rico-Mayaguez (SAT 662)	85	1999	85	

Number of graduates by major and degree earned

Ability to break down by ethnicity and gender of graduates by metro area

College names with links with the metro area, SAT and ACT scores

* Indicates Institution did not report value for this major, degree or minority
Ranking based on mean 75th percentile SAT and/or ACT scores (whichever are available), "nd" means school did not report SAT or ACT scores.

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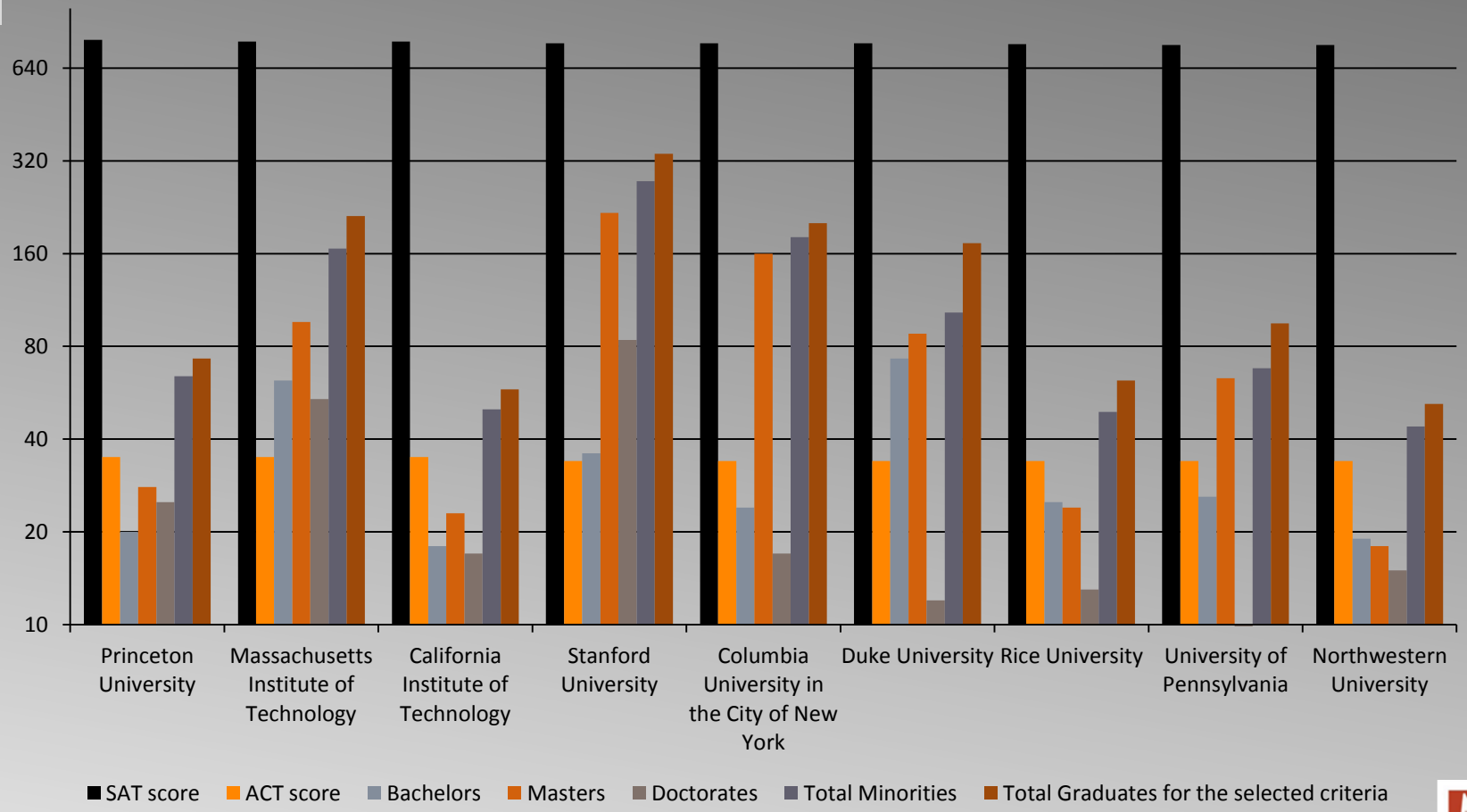
The future of College Recruitment

2015



Redefining the Recruitment Process

The future of recruitment

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Fortune 1000 companies utilizing this breakthrough technology find it indispensable for maintaining a competitive edge

WorkforceLocator™

Discover how to pinpoint your ideal workforce

Contact us today to start your difinitive talent search!

Thank you.

Let's Connect

The future of recruitment

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