

Asset Map Dataset Examples

The following examples were extracted from an asset map completed as part of the Southeast Arkansas Growth Initiative (SGI), an initiative focused on economic development planning and organization of the region's leadership.

Industry Analysis – Analysis of industry characteristics is one of the many cornerstones of an asset map. The types of questions that should be addressed within the industry analysis of an asset map include:

- Are industries projected to grow?
- Which industries may have a comparative or competitive advantage within the region?
- Which industries add significant value to the region?
- Are there geographic pockets of concentration or growth within the region?

Similar analysis should also be completed for occupations. The following provides a reference for analysis of Professional & Technical Service industries in the Southeastern Arkansas region.

PROFESSIONAL & TECHNICAL SERVICES INDUSTRY HIGHLIGHTS

- Every county in the region is anticipated to experience growth in professional and technical services. This signifies that the region is moving toward a more knowledge-based economy. There are many promising opportunities for bachelor's and master's degree holders with large, growing companies in the region.
- The professional and technical industry sector offers the greatest opportunity for entrepreneurial and small business growth. This sector has the lowest jobs-per-establishment ratio within the region at roughly eight workers per establishment. By implication, there are many opportunities for new job creation and business expansion.

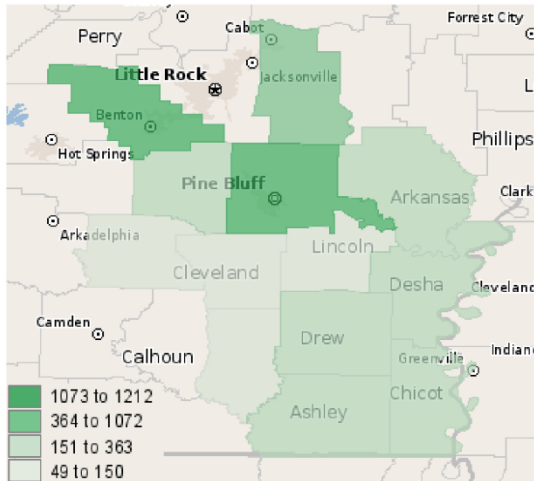
DETAILED PROFESSIONAL & TECHNICAL SERVICES INDUSTRY BREAKDOWN

NAICS Code	Title	2010 Jobs	2015 Jobs	5-Year Growth	% Growth	2010 LQ	Current EPW
541990	All other professional and technical services	1,020	885	(135)	(13%)	0.64	\$34,527
541110	Offices of lawyers	725	883	158	22%	0.34	\$45,585
541219	Other accounting services	485	523	38	8%	0.58	\$20,864
541710	Physical, engineering and biological research	484	592	108	22%	0.52	\$61,483
541330	Engineering services	452	462	10	2%	0.29	\$62,125
541213	Tax preparation services	388	446	58	15%	1.07	\$15,454
541940	Veterinary services	365	418	53	15%	0.74	\$31,331
541614	Process and logistics consulting services	311	388	77	25%	1.12	\$41,224
541613	Marketing consulting services	306	447	141	46%	0.64	\$29,689
541611	Administrative management consulting services	300	353	53	18%	0.26	\$38,925
541620	Environmental consulting services	290	332	42	14%	1.19	\$46,057
541211	Offices of certified public accountants	286	281	(5)	(2%)	0.40	\$50,852
541512	Computer systems design services	283	333	50	18%	0.21	\$53,669
541380	Testing laboratories	251	282	31	12%	1.11	\$52,573
541921	Photography studios, portrait	224	238	14	6%	0.73	\$18,511
541690	Other technical consulting services	214	307	93	43%	0.45	\$41,545
541511	Custom computer programming services	165	200	35	21%	0.13	\$52,874
541430	Graphic design services	159	192	33	21%	0.49	\$34,431
541930	Translation and interpretation services	139	165	26	19%	1.17	\$19,256
541850	Display advertising	130	149	19	15%	1.61	\$36,660
541320	Landscape architectural services	114	122	8	7%	0.91	\$33,117
541191	Title abstract and settlement offices	113	151	38	34%	1.04	\$36,228
541310	Architectural services	98	110	12	12%	0.25	\$75,454
541370	Other surveying and mapping services	94	96	2	2%	0.97	\$33,583
541910	Marketing research and public opinion polling	91	99	8	9%	0.42	\$19,464
541810	Advertising agencies	86	111	25	29%	0.22	\$36,478
541410	Interior design services	52	64	12	23%	0.27	\$15,411
541513	Computer facilities management services	52	56	4	8%	0.48	\$58,343
541890	Other services related to advertising	48	52	4	8%	0.32	\$29,440
541519	Other computer related services	45	52	7	16%	0.21	\$39,573
541340	Drafting services	41	40	(1)	(2%)	0.63	\$16,514
541350	Building inspection services	37	50	13	35%	0.64	\$27,037

PROFESSIONAL & TECHNICAL SERVICES

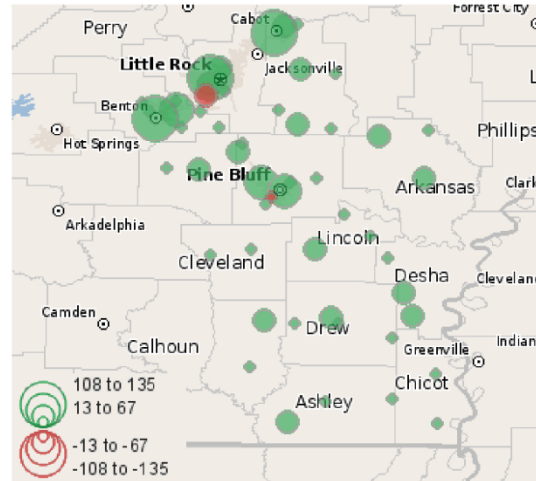
The professional, scientific, & technical services sector comprises establishments that require a high degree of expertise and training. Activities performed by workers in this sector include, but are not limited to, the following: legal representation; accounting services; architectural, engineering, and design services; computer services; advertising services; and other professional, scientific, and technical services.

EMPLOYMENT



County	2010 Jobs	2010 LQ
Jefferson	1,212	0.42
Saline	1,138	0.53
Lonoke	868	0.55
Arkansas	288	0.30
Ashley	247	0.34
Drew	192	0.30
Grant	188	0.40
Desha	156	0.35
Chicot	151	0.41
Bradley	99	0.27
Dallas	74	0.24
Lincoln	70	0.21
Cleveland	49	0.32
Southern Pulaski	3,235	0.45
Southeast Arkansas	7,967	0.43
State of Arkansas	64,984	0.58

GROWTH

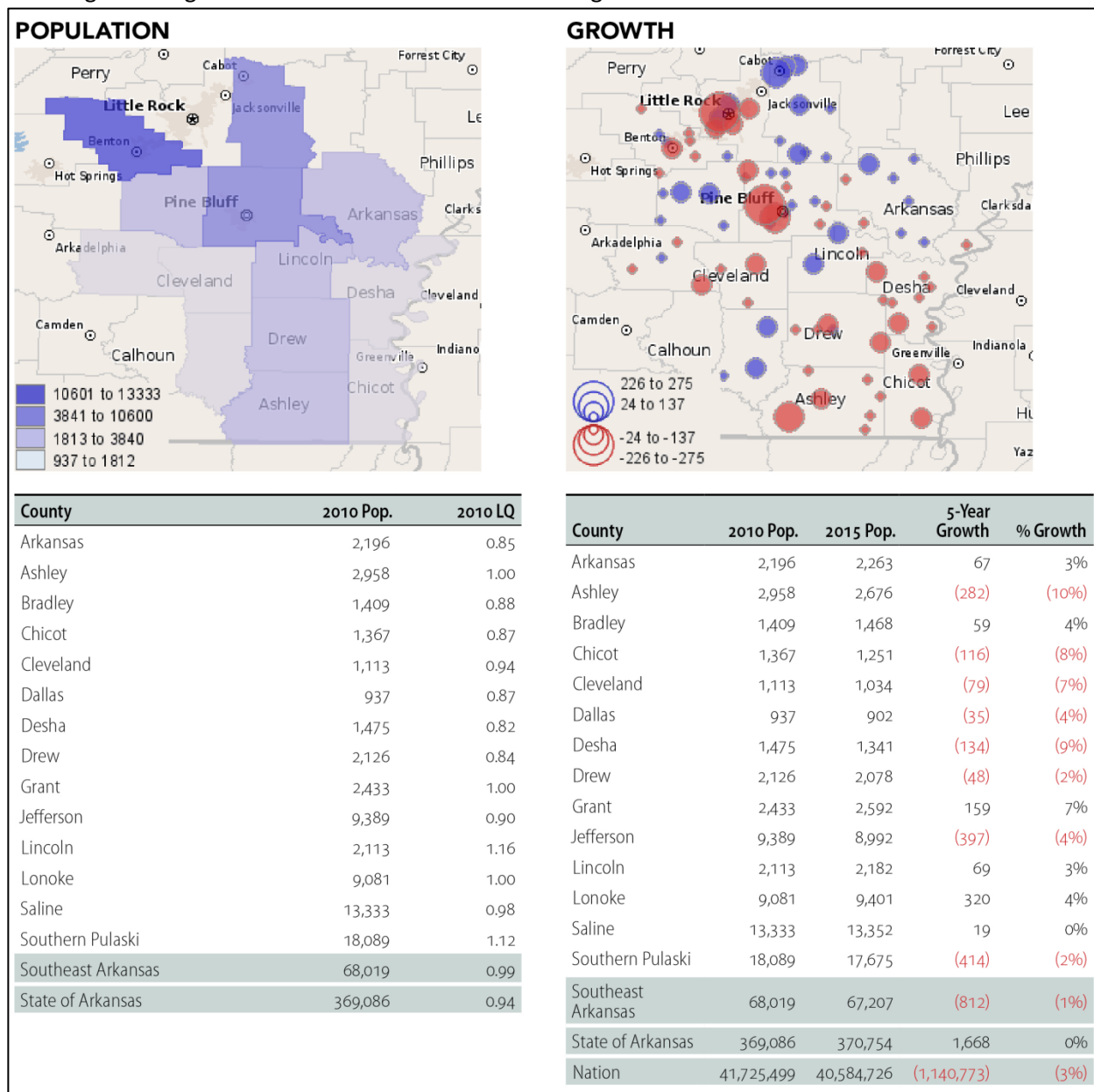


County	2010 Jobs	2015 Jobs	5-Year Growth	% Growth
Saline	1,138	1,408	270	24%
Lonoke	868	1,082	214	25%
Jefferson	1,212	1,389	177	15%
Southern Pulaski	3,235	3,342	107	3%
Arkansas	288	339	51	18%
Desha	156	200	44	28%
Ashley	247	288	41	17%
Grant	188	215	27	14%
Drew	192	216	24	13%
Bradley	99	119	20	20%
Chicot	151	170	19	13%
Lincoln	70	86	16	23%
Cleveland	49	61	12	24%
Dallas	74	75	1	1%
Southeast Arkansas	7,967	8,990	1,023	13%
State of Arkansas	64,984	75,119	10,135	16%
Nation	12,551,699	14,325,563	1,773,864	14%

Demographic Analysis -- Many different approaches can be used to analyze a region's population. Critical analysis components should at least include:

- Population by gender, ethnicity and age group;
- Projected population change; and
- Education attainment.

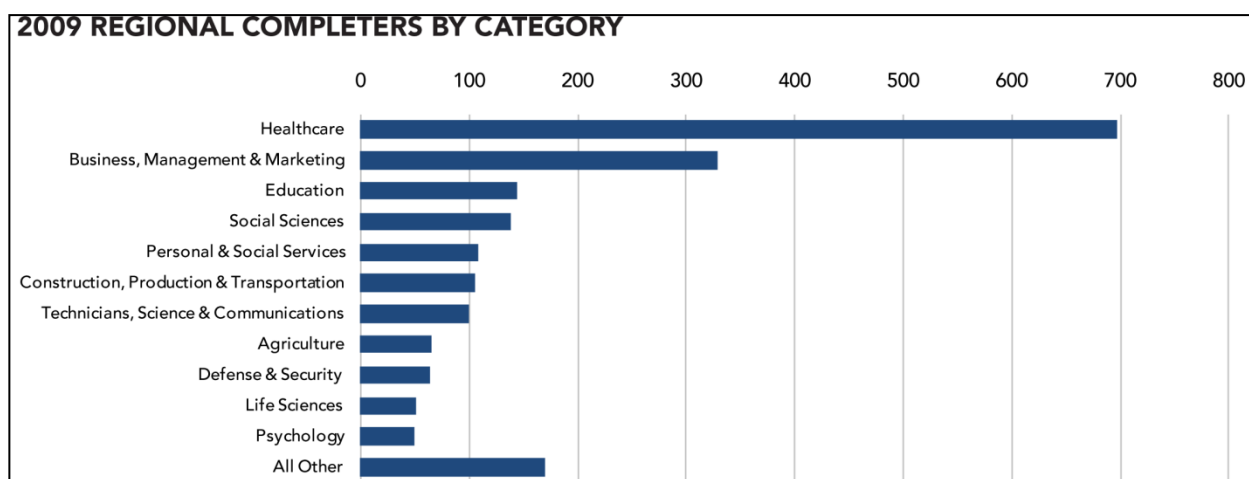
Other components can also include population earnings and earnings by age group, gender and/or education attainment. The following figure provides a depiction of the population and projected population change of a “mid-career” population group. From the analysis, the region identified an alarming declining trend of mid-career workers in the region.



Education Analysis -- Also critical to an asset map is measuring the current output of education and talent within the region and answering some key questions, such as:

- Are there specific focuses of education programs within the area?
- What institutions are contributing toward the region's skilled workforce base?
- Does the region have adequate availability of differing degree types across programs (Associates, Bachelors, Masters/PhDs, etc.)?

The following excerpt from Southeast Arkansas' asset map states: "Southeast Arkansas appears to be producing an adequate number of two-year and four-year college graduates in fields such as healthcare; business, management, and marketing; education; and social sciences. Conversely, there could be a future shortfall in professions such as engineering and communications. In addition, despite relatively low demand, the region is not producing enough graduates in computer and information systems..."



Environment Analysis -- A common component of an asset map also focuses on quality of place and quality of life. To this end, analyses of environmental factors are helpful in describing the region's environmental and socioeconomic health. Components to include in this analysis can range from air/water quality indices to cost of living indices and recreational amenities. The following is a summary of a region's environmental factors.

ENVIRONMENTAL HEALTH FACTORS

Environmental health is important in several respects. Areas with strong environmental health are safer for their residents, have more long-term sustainability, and are generally nicer places to live. In this series of tables and charts, we have displayed the air quality, water quality, and superfund site presence in terms of indices developed by the EPA.¹² In each case, higher values are better than lower values. The counties in the table below are ranked according to overall environmental health, with the most healthy counties appearing at the top of the list.

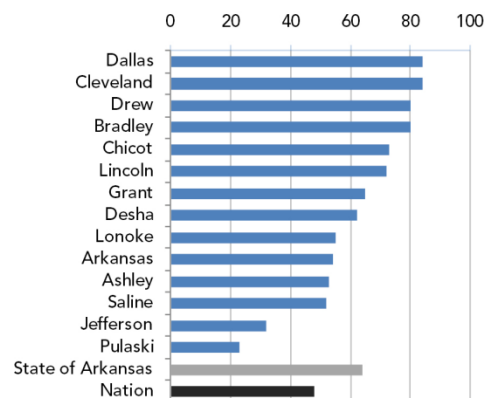
REGIONAL ENVIRONMENTAL HEALTH

Southeast Arkansas generally has excellent environmental health compared to the national average, with the exception of Jefferson County, which scores low on two of the three metrics. Regarding air quality, Jefferson and Pulaski have alarmingly poor scores, but the remaining counties score very well. In terms of water quality, Drew, Bradley, and Chicot Counties appear to have some reason for concern. The only county with a very high concentration of superfund sites is Jefferson.

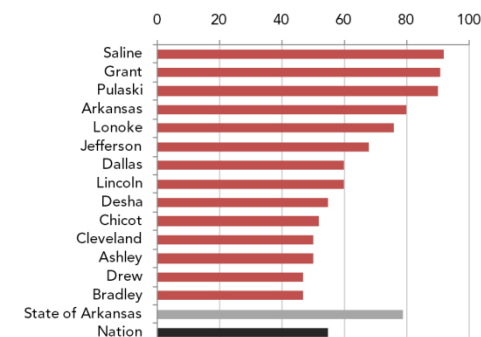
ENVIRONMENTAL FACTORS

County	Air Quality Index	Water Quality Index	Superfund Site Index
Grant	65	91	100
Dallas	84	60	99
Drew	80	47	100
Arkansas	54	80	99
Cleveland	84	50	99
Lincoln	72	60	99
Jefferson	32	68	100
Chicot	73	52	98
Saline	52	92	98
Ashley	53	50	100
Bradley	80	47	99
Lonoke	55	76	97
Desha	62	55	98
Pulaski	23	90	17
State of Arkansas	64	79	91
Nation	48	55	71

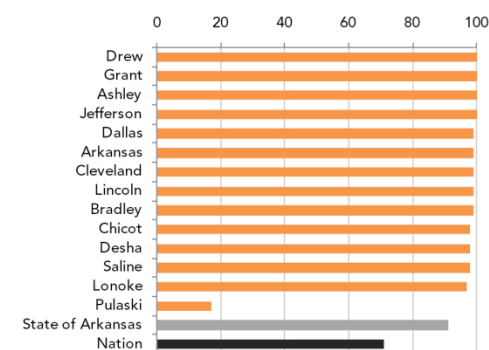
AIR QUALITY INDEX



WATER QUALITY INDEX



SUPERFUND SITE INDEX



¹² Environmental Protection Agency, accessed via Sperling's Best Places, <http://www.bestplaces.net/>

