BRIDGING THE TALENT GAP
STL Employer Community Survey Update

March 2019

This project is made possible with support from Walmart.
Bridging The Talent Gap
Locations as of December 2018

The Graduate! Network Sites as of December 2018

More than 2,300 Employer Survey participants to date (since mid 2016)

More than 950 Employee Survey participants to date (since August 2018)
Who participated?

• 289 logged in to work on the survey. 198 fully completed surveys.
• Employer Size
  • 55% small employers (1 – 200 employees)
  • 24% medium-sized employers (201 – 1,000 employees)
  • 21% large employers (more than 1,000 employees)
• Most represented industries
  • Professional, Scientific, and Technical Services (22%)
  • Educational Services (11%)
  • Health Care and Social Assistance (10%)
  • Manufacturing (9%)
  • Finance and insurance (9%)
Across all skill types, education attainment is a solid predictor of more skilled labor pools.

Percent of labor pool possessing skills identified as applicable by employers

- **Baseline (HS) (49%)**
- **Four-year degree**
  - Education Premium: 23% Gain
- **Two-year degree**
  - Education Premium: 11% Gain
- **High school diploma**

Applied Skills: Percent of respondents saying labor pool possesses skill: High school diploma holders versus four-year degree holders:

- **Diversity**
  - 4-YR Degree: 64%
  - HS Diploma: 72%
- **Teamwork/Collaboration**
  - 4-YR Degree: 60%
  - HS Diploma: 86%
- **Problem Solving**
  - 4-YR Degree: 48%
  - HS Diploma: 86%
- **IT Application**
  - 4-YR Degree: 37%
  - HS Diploma: 79%
- **Leadership**
  - 4-YR Degree: 19%
  - HS Diploma: 71%
Reasons for hiring difficulty

- Competition from other employers: 53%
- Low number of applicants: 53%
- Lack of the right skills for the job: 48%
- Qualified candidates are not within our pay range: 48%
- Lack of the right work experience: 46%
The profile of future education needs for St Louis is changing.

Anticipated increased need for graduates over the next 5 years:

- High School Diploma: 21%
- Industry/Professional Association Credential: 31%
- Post-secondary Certificate: 27%
- Technical College Diploma/Certificate: 25%
- Associate's Degree: 20%
- Bachelor's Degree: 42%
- Advanced Degree: 30%
Partnering with education institutions is the most scalable and affordable way to make progress but relatively few employers take advantage.

Only 13% of employers currently partner with local post-secondary institutions.

But . . .

80% either definitely or possibly might consider partnering.
Aggregated Employee Community Survey Update

January 2019
Survey Respondent Profile Across Sites

• 618 participants
• 39% younger than 35
• 62% female
• 23% speak more than one language
• 66% identify as White; 24% identify as Hispanic/Latino; 6% Black/African American
## Education Status

### Education status: Credential Completions

<table>
<thead>
<tr>
<th>Credential</th>
<th>Completed N(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school or equivalent</td>
<td>484 (75%)</td>
</tr>
<tr>
<td>Certificate or technical credential</td>
<td>120 (19%)</td>
</tr>
<tr>
<td>Associate's degree</td>
<td>162 (25%)</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>362 (56%)</td>
</tr>
<tr>
<td>Advanced degree (Masters, MD, PhD, etc.)</td>
<td>152 (24%)</td>
</tr>
</tbody>
</table>
What motivates those employees currently working on their education?

- To advance or change my career: 80%
- Personal reasons: 73%
- My family/friends/community are supportive: 69%
- To provide a good example for my family: 54%
But there are challenges lurking along the way

Currently Working On Credentials

- Financing education costs: 70%
- Keeping up with family responsibilities: 51%
- Keeping up with work responsibilities: 41%
- Keeping up with or performing satisfactorily in my coursework: 33%
What will motivate employees to take action on their plans?

- Improved financial ability: 64%
- More time to devote to my education: 56%
- More information on how to get financial aid, sign up for coursework, etc.: 35%
- More support from my employer: 33%
- More information on careers and professional opportunities related to my education goals: 31%
What motivated you to stop your plans for education?

- I don't need more education for my career goals: 35%
- The credential I selected is not needed for my educational goals: 33%
- Financial barriers: 21%
- More education would not result in a better job/more pay with my employer: 21%
Would you reconsider your decision?

47% expressed willingness to reconsider their plans . . .

. . . 35% of these respondents said they would welcome suggestions or guidance to achieve their goals.
What education support is offered by your employer?

- College coursework support: Employee 31% | Employer 56%
- Non-college coursework support: Employee 25% | Employer 57%
- On-the-job training/learning: Employee 41% | Employer 79%
- Non-financial education support: Employee 37% | Employer 58%
- None of the above: Employee 10% | Employer 8%
- I don’t know of any support my employer provides for education, learning, or training: Employee 26%
What do education friendly work place efforts do employees seek to pursue their education?

- Flexible work schedules to fit learning schedules: 49%
- Financial aid for books and course materials/fees: 45%
- Allow me to work from home: 41%
- Create work schedules that fit class schedules across the semester: 39%
- Promote a more education friendly work environment: 29%
- Offer information/services that make education more affordable: 28%
- Advice on education goals to advance my career goals: 28%
- Allow employees to have breaks for study while at work: 24%
- Publicly recognize significant education achievement: 23%
- On-site classes: 22%
BRIDGING THE TALENT GAP

Initiatives of the St. Louis Regional Chamber
THE CHAMBER’S ROLE IN BRIDGING THE TALENT GAP

• Convening and Collaborating

• Policy Advocacy

• Targeted Programs and Initiatives
St. Louis is headed to the Top Ten

1. Current Student
2. College Graduate
3. Working Adult
4. Unemployed Adult
5. Veteran
COLLABORATIVE INITIATIVES

• Higher Education and Workforce Partnerships

• St. Louis Graduates
  • Improving postsecondary equity
  • Talent Hubs

• Ready by 21
  • Regional Youth Employment Coalition (RYEC)
POLICY ADVOCACY

• Missouri Fast Track

• Expanded Access to Workforce Act of 2019

• Missouri One Start

• Fresh Start Act of 2019

• Access Missouri
Gateway to Degrees is an initiative of the St. Louis Regional Chamber aimed at increasing adult degree attainment in the St. Louis region.

Through collaboration and partnerships with St. Louis businesses and higher education institutions, Gateway to Degrees connects adults with the support and resources that will get them back to and through college.

www.gatewaytodegrees.com
PROGRAMS AND INITIATIVES UNDERWAY

• Early Childhood Education Task Force

• St. Louis Regional Finish Line Fund

• Bridging the Talent Gap

• Project 250