Corpus Christi Employer Community Survey Update

August 2019

This project is made possible with support from the Trellis Foundation
Bridging The Talent Gap Locations as of August 2019

The Graduate! Network Sites as of August 2019

More than 2,600 Employer Survey participants to date (since mid 2016)

More than 2,800 Employee Survey participants to date (since August 2018)
Across all skill types, education attainment is a solid predictor of more skilled labor pools.

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

- **Leadership**: 30% (HS Diploma) vs. 53% (4-YR Degree)
- **Problem Solving**: 41% (HS Diploma) vs. 67% (4-YR Degree)
- **Diversity**: 49% (HS Diploma) vs. 55% (4-YR Degree)
- **Teamwork/Collaboration**: 55% (HS Diploma) vs. 70% (4-YR Degree)
- **IT Application**: 62% (HS Diploma) vs. 68% (4-YR Degree)
The profile of future education needs for Corpus Christi is changing.

Anticipated increased need for graduates over the next 5 years:

- High School Diploma: 44%
- Industry/Professional Association Credential: 49%
- Post-secondary Certificate: 31%
- Technical College Diploma/Certificate: 33%
- Associate's Degree: 35%
- Bachelor's Degree: 42%
- Advanced Degree: 20%
Partnering with education institutions is the most scalable and affordable way to make progress but relatively few employers take advantage.

Only 21% of employers currently partner with local post-secondary institutions.

But . . .

79% either definitely or possibly might consider partnering.
Corpus Christi Employee Community Survey Update

August 2019
What education support is offered by your employer?

- College coursework support: Employee 34%, Employer 46%
- Non-college coursework support: Employee 18%, Employer 51%
- On-the-job training/learning: Employee 33%, Employer 80%
- Non-financial education support: Employee 27%, Employer 60%
- None of the above: Employee 7%, Employer 13%
- I don’t know of any support my employer provides for education, learning, or training: Employee 30%
Would you reconsider your decision?

45% expressed willingness to reconsider their plans...

... 25% of these respondents said they would welcome suggestions or guidance to achieve their goals.
Additional Slides
Who participated?

- 103 participants
- Employer Size
  - 63% Self-employed – 49 employees
  - 14% 50 – 499 employees
  - 23% 500 or more employees
- Most represented industries
  - Construction (30%)
  - Manufacturing (17%)
  - Professional, Scientific, and Technical Services (16%)
What will motivate employees to take action on their plans?

- Improved financial ability: 66%
- More time to devote to my education: 54%
- More information on how to get financial aid, sign up for coursework, etc.: 36%
- More information on careers/professional opportunities related to my education goals: 30%
- Enhanced adult-friendly learning programs: 30%
Reasons for hiring difficulty

- Lack of the right skills for the job: 46%
- Qualified candidates are not within our pay range: 46%
- Lack of the right work experience: 44%
- Low numbers of applicants: 42%
- Competition from other employers: 38%
Survey Respondent Profile Across Sites

- 758 participants
- 30% younger than 40
- 66% female
- 47% speak more than one language
- 38% identify as White, 50% identify as Hispanic/Latino; 5% identify as Black/African American
What motivates those employees currently working on their education?

- To advance or change my career: 84%
- Personal reasons: 84%
- To provide a good example for my family: 72%
- My family/friends/community are supportive: 60%
### Education status: Credential Completions and Plans

<table>
<thead>
<tr>
<th>Credential</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school or equivalent</td>
<td>77%</td>
</tr>
<tr>
<td>Certificate or technical credential</td>
<td>32%</td>
</tr>
<tr>
<td>Associate's degree</td>
<td>37%</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>51%</td>
</tr>
<tr>
<td>Advanced degree (Masters, MD, PhD, etc.)</td>
<td>29%</td>
</tr>
</tbody>
</table>

- 8% currently working on one or more credentials
- 27% plan to work on one or more credential in the future
But there are challenges lurking along the way

Currently Working On Credentials

Financing education costs: 85%
Keeping up with family responsibilities: 70%
Keeping up with work responsibilities: 56%
Keeping up with or performing satisfactorily in my coursework: 54%

Keeping up with or performing satisfactorily in my coursework
What motivated you to stop your plans for education?

- More education would not result in a better job/more pay with my employer: 30%
- Financial barriers: 27%
- The credential I selected is not needed for my education goals: 26%
- I don't need more education for my career goals: 24%
What education friendly work place efforts are considered helpful by employees for pursuing their education?

- Financial aid for books and course materials/fees: 67%
- Create work schedules that fit class schedules across the semester: 42%
- Flexible work schedules to fit learning schedules: 40%
- Offer information/services that make education more affordable: 37%
- On-site classes: 36%
- Promote a more education-friendly work environment: 32%
- Allow me to work from home: 31%
- Advice on education goals to advance my career goals: 31%
- Allow employees to have breaks for study while a work: 30%
- Publicly recognize significant education achievement: 27%
- Invite learning providers to work to talk about education: 24%
- Mentoring with other workers successful in education: 21%
- Networking/j or studygroup opportunities with other students: 13%
- Child-care assistance: 13%