Cleveland Employer Community Survey Update

January 2019

Supported by a grant from the
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?

- 76 full + partial completions
- Employer Size
  - 45% small employers (1 – 200 employees)
  - 26% medium-sized employers (201 – 1,000 employees)
  - 29% large employers (more than 1,000 employees)
- Most represented industries
  - Manufacturing (30%)
  - Arts, Entertainment, and Recreation (15%)
  - Professional, Scientific, and Technical Services (15%)
  - Education services (11%)
  - Finance and insurance (11%)
Reasons for hiring difficulty

- Competition from other employers: 57%
- Qualified candidates are not within our pay range: 54%
- Low number of applicants: 52%
- Lack of the right skills for the job: 52%
Across all skill types, education attainment is a solid predictor of more skilled labor pools.

### Skill Needs Landscape

#### Percent of labor pool possessing skills identified as applicable by employers

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Baseline (HS) (%)</th>
<th>Education Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four-year degree</td>
<td>52</td>
<td>15% Gain</td>
</tr>
<tr>
<td>Two-year degree</td>
<td></td>
<td>8% Gain</td>
</tr>
<tr>
<td>High school diploma</td>
<td></td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Skill</th>
<th>4-YR Degree</th>
<th>HS Diploma</th>
<th>4-YR Degree</th>
<th>HS Diploma</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teamwork/Collaboration</td>
<td>55%</td>
<td>75%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problem Solving</td>
<td>53%</td>
<td>77%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diversity</td>
<td>51%</td>
<td>52%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IT Application</td>
<td>49%</td>
<td>78%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leadership</td>
<td>21%</td>
<td>63%</td>
<td></td>
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</table>
The profile of future education needs for Cleveland is changing.

Anticipated increased need for graduates over the next 5 years:

- High School Diploma: 25%
- Industry/Professional Association Credential: 40%
- Post-secondary Certificate: 27%
- Technical College Diploma/Certificate: 38%
- Associate's Degree: 31%
- Bachelor's Degree: 40%
- Advanced Degree: 19%
Partnering with education institutions is the most scalable and affordable way to make progress but relatively few employers take advantage.

Only 27% of employers currently partner with local post-secondary institutions.

97% of those not partnering either definitely or possibly might consider partnering.

97% of those not partnering either definitely or possibly might consider partnering.
Cleveland Employee Community Survey Update

January 2019
Survey Respondent Profile

• 264 participants
• 51% younger than 35
• 40% female
• 13% speak more than one language
• 89% identify as White; 5% identify as Hispanic/Latino
## 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>192 (71%)</td>
</tr>
<tr>
<td>Certificate or technical credential</td>
<td>26 (10%)</td>
</tr>
<tr>
<td>Associate's degree</td>
<td>41 (15%)</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>148 (55%)</td>
</tr>
<tr>
<td>Advanced degree (Masters, MD, PhD, etc.)</td>
<td>50 (11%)</td>
</tr>
</tbody>
</table>
What motivates those employees currently working on their education?

- To advance or change my career: 76%
- Personal reasons: 73%
- My family/friends/community are supportive: 71%
- To provide a good example for my family: 54%
But there are challenges lurking along the way

Currently Working On Credentials

- Financing education costs: 60%
- Keeping up with family responsibilities: 37%
- Keeping up with work responsibilities: 30%
- Keeping up with or performing satisfactorily in my coursework: 29%
What will motivate employees to take action on their plans?

- Improved financial ability: 58%
- More time to devote to my education: 48%
- More information on careers and professional opportunities related to my education goals: 34%
- More information the benefits of completing my education goals: 33%
What motivated you to stop your plans for education?

- I don’t need more education for my career goals: 37%
- The credential I selected is not needed for my educational goals: 34%
- More education would not result in a better job/more pay with my employer: 18%
- Financial barriers: 15%
What education support is offered by your employer?

- College coursework support: Employee % 24%, Employer % 66%
- Non-college coursework support: Employee % 20%, Employer % 77%
- On-the-job training/learning: Employee % 38%, Employer % 94%
- Non-financial education support: Employee % 32%, Employer % 75%
- None of the above: Employee % 10%, Employer %
- I don’t know of any support my employer provides for education, learning, or training: Employee % 36%
Would you reconsider your decision?

45% expressed willingness to reconsider their plans . . .

. . . 27% of these respondents said they would welcome suggestions or guidance to achieve their goals.
What education friendly work place efforts are considered helpful by employees for pursuing their education?

- Flexible work schedules to fit learning schedules: 41%
- Financial aid for books and course materials/fees: 38%
- Allow me to work from home: 36%
- Promote a more education friendly work environment: 36%
- Create work schedules that fit class schedules across the semester: 33%
- Advice on education goals to advance my career goals: 26%
- Offer information/services that make education more affordable: 23%
- Publicly recognize significant education achievement: 21%
- Mentoring with other workers successful in education: 21%
- On-site classes: 18%
Additional Slides
Adults 25 years and older
High school diploma or some, college, no degree

Cuyahoga County = 438,266
Summit County = 191,559
Ohio = 4,261,222

US Census Bureau, American Factfinder, Educational Attainment 2013-2017 American Community Survey 5-Year Estimates
Why don’t employees take advantage of workplace education benefits?

- Employees are too busy or otherwise committed to pursue learning or education: Employee 65%, Employer 72%
- Lack of knowledge about our employer’s education support program: Employee 48%, Employer 46%
- Lack of promotion by management: Employee 31%, Employer 36%
- There are no incentives or benefits for employees to pursue learning or education: Employee 19%, Employer 33%
- Lack of interest in our employer’s education program: Employee 13%, Employer 21%
- There are few or no options for learning or education in our area: Employee 7%, Employer 8%
How can employers support an Education Friendly workplace?

| Allow flexible work schedules to accommodate employees' classes | 67% |
| Create work schedules that accommodate class schedules for the entire semester | 44% |
| Make office computers/technology available to employees for studying and school work after scheduled work hours | 44% |
| Publicly recognize employees who have graduated or achieved significant educational milestones | 42% |
| Advise employees on which degrees will benefit their career | 42% |