

Communications Toolkit: Employer Survey

This communication toolkit has been developed by the Greenville Chamber to support partners in promoting Bridging the Talent Gap and encourage employers in their network to complete the Employer Survey.

Communications Toolkit Content:

- Overview & Benefits
- Sample Email or Newsletter Draft
- Sample Social Media Posts

Background Information for Partners- Overview

The Greenville Chamber is partnering with Bridging the Talent Gap and local area partners to survey local business and industry with the goal of understanding current and future job and educational needs. Survey results will be used to develop industry-driven and data-informed solutions that address the skills gaps.

All stakeholders will be able to access interactive dashboards with area survey data that can be benchmarked to national responses. The data gives employers and employees a voice and helps Greenville ensure we develop lasting solutions for increasing educational attainment, meeting talent needs, and ensuring the Upstate of South Carolina has a skilled and educated workforce.

The employer survey is open from July 20th – September 1st. We are asking employers across the greater Greenville area to complete the 15-minute survey regarding their talent needs and current talent development focus. The survey is typically completed by human resource directors, CEO/ President, or those responsible for hiring and retaining talent. Multiple people within the same organization can complete the survey.

What does the survey cover?

This nationally-normed survey asks employers to provide their perspectives on:

- The hiring environment for their organization
- Needed skills and perceived skill gaps for employees at different education levels
- Resources employers offer to help employees obtain the skills needed to advance in their careers

Why should you complete this survey and encourage others?

- It will help Greenville employers understand the hiring environment in the Upstate for different industries.
- It will help us understand and respond to the skills gaps that are identified by industry professionals so that we can help Greenville's businesses have access to the employees they need.
- It will help us understand the resources that are currently available to workers to progress in their careers and allows us to work collectively with workforce and higher education professionals to maximize the impact of the resources.
- Greenville is making significant investments in increasing educational attainment and workforce development. This survey is an opportunity to ensure that those investments are guided and aligned with industry needs.

Employer Communication - Sample Email or Newsletter Draft

To ensure Greenville has a skilled and educated workforce, it is crucial that the voice and needs of employers guide the development of lasting solutions for increasing educational attainment and addressing current skill shortages and future needs.

Due to the importance of building talent development solutions that are industry-driven and data-informed, the Greenville Chamber, Bridging the Talent Gap and local area partners are leading efforts to distribute the Employer Survey. The survey is designed to understand the skill gaps Greenville area businesses face and identify industry-driven and data-informed solutions to help close those gaps.

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When survey results become available in late fall of 2021, employers will be able to access interactive dashboards with data that reflects talent gap information in the local employer ecosystem, as well as custom reports to compare your business to others across the nation. This data will help you communicate your organization's talent needs and identify talent development solutions.

The Greenville Chamber and its partners will use the data and insights gathered through the survey to develop effective, targeted talent development solutions and work with employers to implement practices and programs to strengthen their business.

Take the [Employer Survey](#) today!

Social Media Draft Posts

- Addressing skills shortages in Greenville starts with understanding employers' workforce needs. Take the Bridging the Talent Gap Employer Survey to inform solutions for closing talent gaps:
[Greenville Employer Survey - Bridging the Talent Gap](#)
- To meet Greenville talent needs, it is critical to understand the skill gaps businesses face. Fill out the Bridging the Talent Gap Employer Survey to help develop lasting solutions to ensure our state has a skilled workforce:
[Greenville Employer Survey - Bridging the Talent Gap](#)
- Communicating your organization's talent needs & identifying solutions is critical to business success. The Bridging the Talent Gap Employer Survey & resulting data will help your business identify and address skill shortages w/ help from Greenville Chamber:
[Greenville Employer Survey - Bridging the Talent Gap](#)