

Why Bridging the Talent Gap?

How YOU Benefit from the Employer Survey

The Greenville Chamber is partnering with Bridging the Talent Gap (BTTG) to survey local business and industry with the goal of understanding current and future job and educational needs.

The Greenville Chamber, in-conjunction with our strategic partners, is conducting the **2021 BTTG Employer Survey** to identify skills shortages and education needs in the Upstate of South Carolina and potential ways to address them.

Overview

- Human resource directors, CEO/President, or those responsible for talent development will be asked to complete a 15-minute survey to understand the hiring environment, talent needs and current talent development focus in Greenville.
- Employers can choose to administer an employee survey to assess the needs and interests of their employees and will receive individualized information.
- Interactive dashboards with data that can be benchmarked to national responses will be made available.
- The survey will be open from July 20th through September 1st.

Data drives action. It gives employers and employees a voice and helps Greenville ensure we develop lasting solutions for increasing educational attainment, meeting talent needs, and making sure our area has a skilled and educated workforce. It also provides opportunities to increase economic mobility, equity, and prosperity for all Greenville citizens.

Economic Development and Workforce Partners

- The employer survey engages industry partners and employers, giving them the opportunity to communicate their talent needs
- The data dashboard equips industry partners, employers, and other important stakeholders with the facts necessary to act on talent supply chain needs
- The survey campaign brings awareness to education and talent development efforts and can attract organizations to the table who are ready to act to reach the area's talent goals
- The data provided will strengthen partnerships with local higher education institutions, community colleges, and other learning providers and ensure those partnerships prioritize the needs of your constituents

Employers

- Allows your organization to communicate your talent needs and learn how other organizations are addressing their needs
- Data dashboard reflects talent gap information about the local employer ecosystem
- Custom reports compare your company to the national ecosystem of employers and other businesses of your size and industry sector
- Partnerships with learning providers such as workforce development centers, higher education institutions, and technical and community colleges are discovered or enhanced

For CEOs, Managers and Human Resource Professionals

- Allows you to communicate your organization's talent needs and learn how other organizations are addressing their needs
- Data dashboard empowers HR professionals to work with other local, regional, and state leaders to solve talent gap issues
- Custom reports help you identify and solve your business' unique talent gap needs

For Employees

Administering the employee survey:

- Allows employees to communicate their training needs and understand opportunities for professional growth, helping achieve greater upward mobility
- Provides employers information to design tailored training and development benefits, enhancing loyalty and retention

Education Partners

- Empowers you with information about talent shortages that are critical in the greater Greenville area
- Provides the tools you need to build or expand relationships with employers – to include incumbent workers interested in additional education
- Generates opportunities for higher education and workforce development partners to work together on mutual goals

Bridging the Talent Gap provides tools for you. The dashboard, which aligns with national data, can be used to understand what is happening within your industry and across industries with talent development. Check out an example of the tools by viewing the sample dashboard here: <https://bridgingthetalentgap.org/>

Next Steps

- Complete the [Greenville Employer Survey - Bridging the Talent Gap](#)
- Download the outreach [toolkit](#) and help get the word out
- Visit our [website](#) for more information, timeline, resources, and data link

Contact Cheryl Garrison at cgarrison@greenvillechamber.org with any questions, or to schedule a presentation