

McLean County Employer Needs Survey

Page 1

This survey was created on behalf of the BN Advantage. The BN Advantage is a collaborative regional economic development strategy that unites the vision of business, government and community to diversify and strengthen the Bloomington-Normal Metro Region's economy. It is the framework to help elevate and advance the community's economic competitiveness and growth. One key focus area of the BN Advantage is to champion the region's educational and training institutions, resources and programs that will enable the Bloomington-Normal's existing and future employers to cultivate, retain and attract the talent that they need.

To that end, this survey is designed to capture baseline data on the current state of the region's workforce, identify projected workforce needs, and determine gaps in employability skills. Information gleaned from the survey will be used by the Workforce Development Task Force of the BN Advantage to create strategies that enable the attraction and retention of high-quality workforce talent.

The BN Advantage also set out to identify economic sectors – and industries within those sectors – that have the highest potential for business retention, recruitment and startup activity. The survey is designed around these targeted clusters.

McLean County Employer Needs Survey

Page 2

Employment Demographics

1. Please provide the following employment demographics.

Name of employer:

Contact name:

Contact role:

Contact
email:

Employee
total head
count in
McLean
County:

Employee
FTE count
in McLean
County:

Number of
FT
employees
in McLean
County:

Number of
PT
employees
in McLean
County:

Number of
seasonal
employees
in McLean
County:

Location
of
corporate
office:

Number of
years of
operation
in McLean
County:

2. Please identify the industry cluster for your organization.

- Agribusiness
- Finance and Insurance
- Food Processing
- Healthcare
- Information Technology
- Transportation and Logistics
- Other, please specify

McLean County Employer Needs Survey

Page 3

Employer Needs

Complete this section by identifying critical roles within your organization, and indicating the current and projected recruitment goal for the role, as well as the difficulty to recruit.

Jobs that are common across multiple industries are identified as 'general.' Respondents selecting 'Other' as their industry cluster will answer the questions in the 'general' category. For those selecting a specific industry cluster, 'general' job questions will follow after those for your specific industry cluster.

We ask that you only provide information for positions that are prevalent within your organization. You may respond with information for as many or as few positions listed below that you deem critical to your organization.

Miscellaneous Agricultural Workers

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Mixing and Blending Machine Setters, Operators

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Packaging and Filling Machine Operators and Tenders

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Separating, Filtering, Clarifying, Precipitating Machine Operators

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Slaughterers and Meat Packers

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Team Assemblers

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Only those who select 'Healthcare' in response to item 2 are directed to page 7.

McLean County Employer Needs Survey

Employer Needs

8 Healthcare:

12 Information and Communication Technology:

	Current Number of People Occupying These Roles	New Positions Added in 2016	Replacement Positions Filled in 2016	Projected number of additional new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role
Database Administrators	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Information Security Analysts	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Network and Computer Systems Administrators	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Software Developers, Applications	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Software Developers, Systems Software	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Only those who select 'Transportation and Logistics' in response to item 2 are directed to page 9.

14 Transportation and Logistics:

	Current Number of People Occupying These Roles	New Positions Added in 2016	Replacement Positions Filled in 2016	Projected number of additional new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role
First-Line Supervisors of Transportation and Material-Moving Machines	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Flight Attendant	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Reservation and Transportation Ticket Agents and Travel Clerks	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Transportation, Storage, and Distribution Managers	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Every respondent will be directed to page 10.

McLean County Employer Needs Survey

Sales
Representative
s, Wholesale
and
Manufacturing,
Technical and
Scientific
Products

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Secretaries and
Administrative
Assistants,
Except Legal,
Medical

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Shipping,
Receiving, and
Traffic Clerks

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Stock Clerks
and Order
Fillers

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Telemarketers

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

McLean County Employer Needs Survey

Page 11

Employer Needs

20. For roles where recruitment or retention has been a challenge, what have been the most regularly cited reasons that candidates or incumbents leave the community?

	1 Rarely cited	2	3 Sometimes cited	4	5 Often cited
Professional opportunity otherwise not available locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relocation for family or other interpersonal reasons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A better quality of place (aesthetics, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Achievement of a better fit (culture, diversity, inclusiveness, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational or professional development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connections to a broader professional network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of access to transportation and logistics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A preferred geographic location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Cost of living

Higher salary

Preferred
benefits

McLean County Employer Needs Survey

Page 12

Skills and Preparation

21. Does your organization have a growing demand for employees with bilingual language skills?

- Yes
- No

Only those who select 'Yes' in response to item 21 are directed to page 13.

McLean County Employer Needs Survey

Page 13

Skills and Preparation

22. Which language(s)?



McLean County Employer Needs Survey

Page 14

Skills and Preparation

Please indicate extent to which each skill listed below is **important** for success in your organization and how **well** the "typical new hire" to your organization performs on this skill.

23 Integrity:

	How important is this skill in your work environment?	How well do new hires to your organization perform on this skill?
Treats others with honesty, fairness, and respect	<input type="text"/>	<input type="text"/>
Demonstrates respect for company time and property	<input type="text"/>	<input type="text"/>
Is present and engaged in the workplace, demonstrates appropriate use of technology in the workplace	<input type="text"/>	<input type="text"/>
Accepts responsibility for one's decisions and actions	<input type="text"/>	<input type="text"/>

24 Respect:

	How important is this skill in your work environment?	How well do new hires to your organization perform on this skill?
Works effectively with those who have diverse backgrounds, beliefs, and cultures	<input type="text"/>	<input type="text"/>
Exhibits respect for authority	<input type="text"/>	<input type="text"/>

25 Perseverance:

	How important is this skill in your work environment?	How well do new hires to your organization perform on this skill?
Stays on task when provided strategies for overcoming barriers	<input type="text"/>	<input type="text"/>

McLean County Employer Needs Survey

Skills and Preparation

Please indicate extent to which each skill listed below is **important** for success in your organization and how **well** the "typical new hire" to your organization performs on this skill.

26 Positive attitude:

**How important is this skill
in your work environment?**

**How well do new hires
to your organization
perform on this skill?**

Cooperates in a pleasant and politely manner with clients, coworkers, and supervisors

Exhibits flexibility and adaptability. Takes direction and correction willingly

27 Dependability:

**How important is this skill
in your work environment?**

**How well do new hires
to your organization
perform on this skill?**

Shows up to work on time and ready to work

Fulfills obligations, completes assignments, and meets deadlines

Behaves consistently, predictably, and reliably

Demonstrates minimum absenteeism, and communicates about absences with his/her supervisor

Demonstrates desire to works toward organizational goals

28 Professionalism:

**How important is this skill
in your work environment?**

**How well do new hires
to your organization
perform on this skill?**

Maintains a professional
demeanor at work

Demonstrates self-
control by maintaining
composure and keeping
emotions in check,
even in difficult
situations

Exhibits professional
appearance by dressing
appropriately for the
work and maintaining
personal hygiene

McLean County Employer Needs Survey

Page 16

Skills and Preparation

Please indicate extent to which each skill listed below is **important** for success in your organization and how **well** the "typical new hire" to your organization performs on this skill.

29 Communication:

**How important is this skill
in your work environment?**

**How well do new hires
to your organization
perform on this skill?**

Listens to and considers
other's viewpoints

Follows directions

Is open to corrections

Maintains open lines of communication up and down the pipeline

Effectively explains a process or problem verbally or in writing

Ability to speak clearly and be understood

30 Teamwork:

How important is this skill in your work environment?

How well do new hires to your organization perform on this skill?

Demonstrates the ability to work effectively with others

Uses appropriate strategies and solutions in dealing with conflicts/differences to maintain a smooth workflow

31 Critical thinking:

	How important is this skill in your work environment?	How well do new hires to your organization perform on this skill?
Demonstrates sound decision making	<input type="text"/>	<input type="text"/>
Exhibits problem solving skills	<input type="text"/>	<input type="text"/>

McLean County Employer Needs Survey

Page 17

Skills and Preparation

32. Please list any other essential skill areas not captured by this model that you would consider important or where a gap exists.

McLean County Employer Needs Survey

Page 18

BN Advantage is working with the community school districts to implement a new program called Inspire. The Inspire platform brings together education and industry to help students and job seekers achieve their goals and address communities' workforce development needs. Inspire provides powerful tools for students and job seekers to connect with community business leaders. Tools include:

- Company Profiles – local employers can create and maintain profiles to describe their business, highlight their unique attributes, and communicate their areas of need to future employees.
- Career Discussion Boards – allows students to ask questions, view biographies to learn about backgrounds and preparation, view video of local occupations in action.
- Communication Tools – powerful communication tools enable companies to send targeted messages about career development opportunities to those students and job seekers who most need the information.

This program helps to connect community employers with local students, to help develop interest in career paths that exist within the community, and increases the likelihood that students are either retained or return to the community to grow their career.

33 Please take a few moments to tell us ways in which you would like to be involved with helping retain talent within our community by rating your level of interest with the following components of the BN Advantage program.

	Not interested	Slightly interested	Moderately interested	Very interested	Not applicable
Develop an online profile to let students know about your organization and the types of careers available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Participate in curriculum development relative to jobs for which we hire

Through the online platform (e.g. chat technology), connect experts within our organization with students in the community

Allow for job shadowing of our employees by students in the community

Participate in career fair hosted specifically to showcase McLean County employers

Offer internships (paid or unpaid) to students in the community

Host a career day within your organization for area students



34 Please provide any general comments, suggestions, or information that has not been addressed in this survey.