



# LOCAL LABOR MARKET SURVEY RESULTS

FALL 2014



**NARROWING** THE  
**SKILLS GAP**  
A REGIONAL WORKFORCE INITIATIVE

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## OVERVIEW

Understanding the local labor market is a vital component in formulating a strategy for addressing local skills gaps. Relevant data is available in abundance at the national and state level, but regional information was needed to understand the unique needs of businesses in the Chippewa Valley Region. The Local Labor Market Survey was created to obtain this information in order to address this demand and measure future success.



For more information, including a full report of the survey findings, please contact:

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# ABOUT THE SURVEY

In May of 2014, 300 employers were emailed requesting participation in the Skills Gap Local Labor Market Survey. 66 unique responses were received, resulting in a response rate of 22%. Based on estimation of the sample population, we are very confident that the following results are applicable to the Chippewa Valley Region.

Manufacturing, Education, Healthcare, and certain sub-sectors within Trade, Transportation and Utilities (largely pharmacies and transportation companies) were more likely to respond to the survey when compared to industry sectors with mainly low skill positions such as Leisure and Hospitality, and Retail Trade. This likely reflects self-interest of businesses who are concerned with recruiting difficulties as a motivating factor for completing the survey.



# RESPONDENT DEMOGRAPHICS

The results of this survey represent 13% of employment in the survey area – 66 businesses and 20,008 employees. The median number of employees among the responding businesses was 101, though the actual distribution covered employment sizes across the board.



**66 BUSINESSES**

13% of the employment in survey area



**20,008 EMPLOYEES  
REPRESENTED**

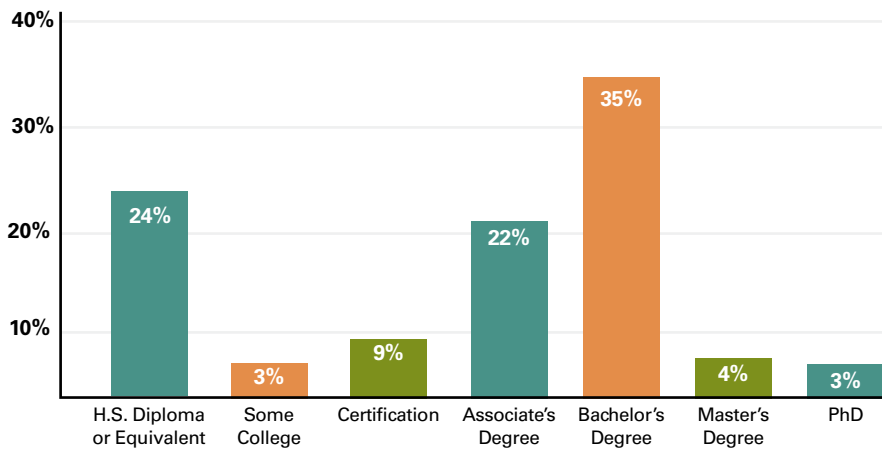


**MEDIAN NUMBER OF  
EMPLOYEES WAS 101**

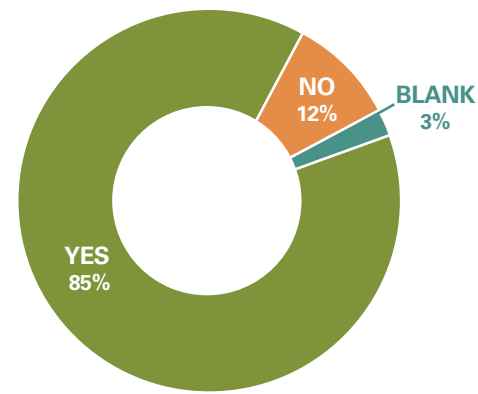
# HARD TO FILL POSITIONS

Businesses were given the ability to designate up to five occupations they have difficulty hiring in western Wisconsin, as well as experience and education desired in each. Almost half of the businesses listed 3 or more hard-to-fill positions. Businesses projected 644 openings in the next 12 months in these hard-to-fill positions, with 1,037 openings in the next 2 years.

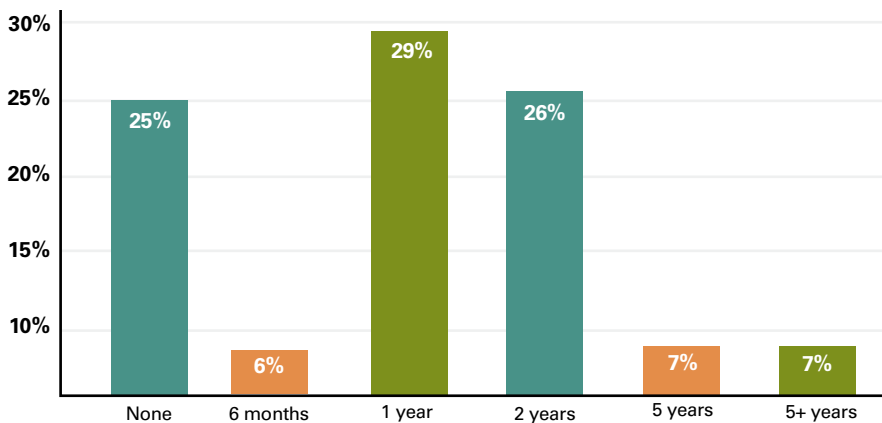
## EDUCATION DESIRED IN HARD-TO-FILL POSITIONS



## DO YOU HAVE DIFFICULTY FILLING CERTAIN POSITIONS?



## EXPERIENCE DESIRED IN HARD-TO-FILL POSITIONS



## SUMMARY OF HARD-TO-FILL POSITION OPENINGS

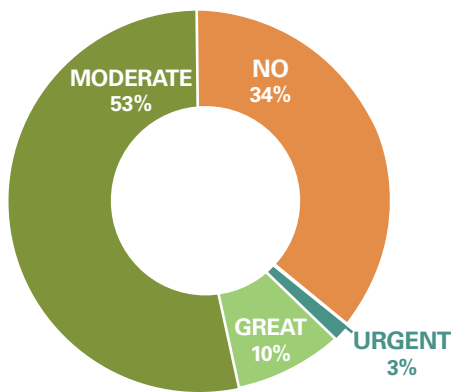
POSITION	2015	2016
RN	79	95
Welding	51	84
CNC Related	45	63
Software/IT	43	80
CNA	35	60
Driver (CDL)	30	64
Physician Assistant	27	39
Maintenance	24	41
Machinist	21	35
Physician*	20	20
Engineer*	14	24
Engineering Tech	13	21
Physical Therapist	8	22
Accountant	6	1
Electrician	4	9

\* Degree program not locally available

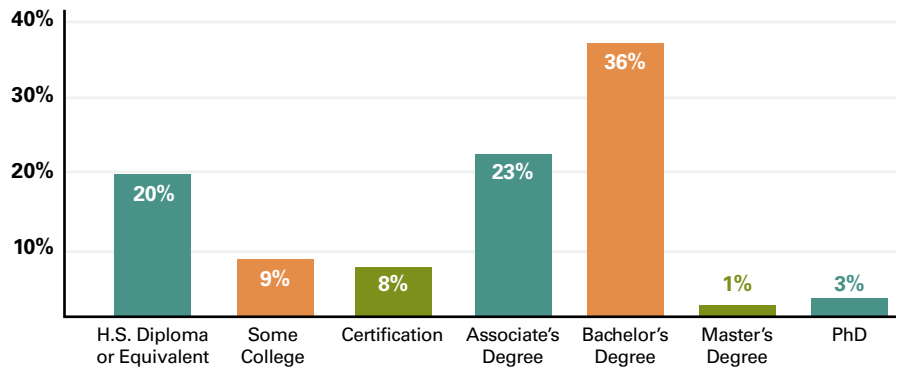
# RETIREMENT CONCERNS

National demographic trends show the upcoming baby boomer retirements will exacerbate the recruitment problem, making certain positions even harder to hire, as well as introducing new positions of concern to the mix. 66% of businesses reported that they are concerned with hiring new employees to replace retiring employees - 13% stating that they have either great or urgent concerns. Over two-thirds of businesses (65%) listed Manger/Executive as a position needing to be filled.

## IS RETIREMENT OF CURRENT EMPLOYEES A CONCERN FOR YOU?



## EDUCATION DESIRED IN RETIRING POSITIONS

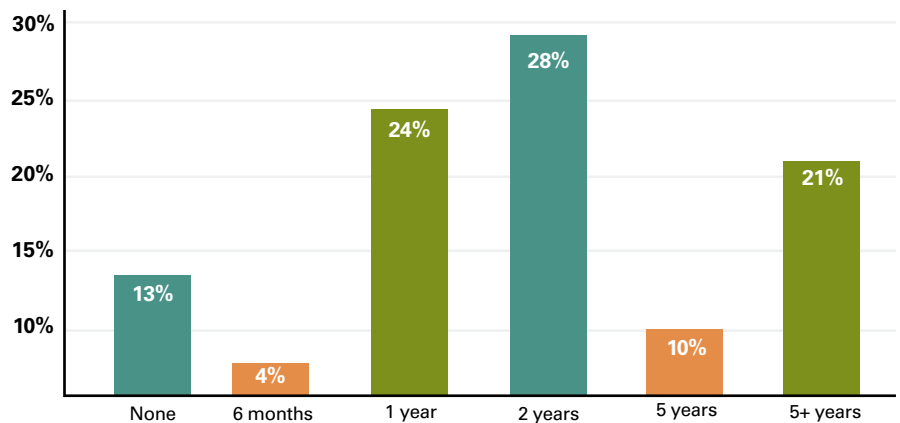


## SUMMARY OF ANTICIPATED RETIREMENTS

OCCUPATION	# RETIRING
RN	176
Physician*	110
CNC Related	61
Manager/Executive	50
Machinist	17
Maintenance	15
LPN	11
Engineer	10
Accountant	7
Medical Assistant	6
Welder	5
Driver (CDL)	3
Engineering Tech	3
CNA	3
Electrician	3
Software/IT	2

\* Degree program not locally available

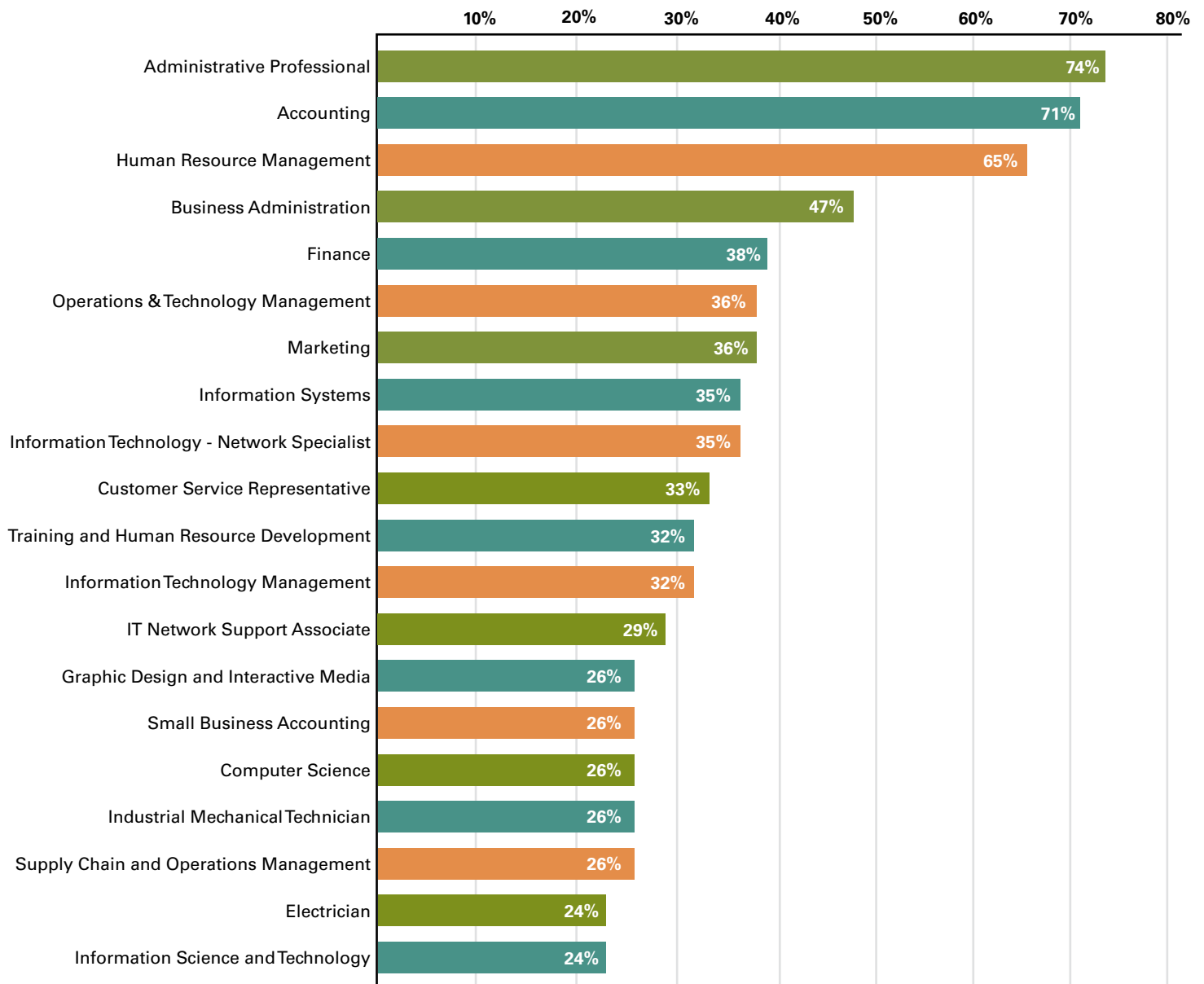
## EXPERIENCE DESIRED IN RETIRING POSITIONS



# DEGREES HIRED

Employers were asked to list the degrees and/or certifications they hire. This does not reflect how many individuals are hired from each degree/certification, but the percentage listed below gives us an accurate snapshot of how many businesses hire a particular degree. Not surprisingly, the majority of the top 20 were business operations related degrees/certifications, occupations like administrative professional, accountant, HR, etc., which transcend industry sectors.

TOP 20 DEGREES BY PERCENT OF BUSINESSES HIRING



# CONCLUSIONS

The results of this survey confirm that local employers are having difficulties filling certain positions. Additionally, the upcoming retirements of the baby boomers are a concern for many businesses. Two occupations stood out in the survey as being hard to fill and having openings being generated from retirements: Physicians and Engineers. Degrees for these programs are not offered locally, creating a unique challenge for businesses who are looking to recruit.

## HARD TO FILL POSITIONS

- 85% of employers have difficulty filling positions
- 57% of these positions require either an Associate's or Bachelor's degree
- 25% of these position require no experience
- 55% of these positions require 1-2 years of experience
- 1,037 openings are projected within the next 2 years
- Top 5 positions with projected openings: Registered Nurse, Welding, CNC Related, Software/IT, and Certified Nurse Assistant (CNA)

## RETIREMENT CONCERNS

- 66% of businesses are concerned with upcoming retirements
- 59% of these positions require either an Associate's or Bachelor's degree
- 52% of these positions require 1-2 years of experience
- 21% of these positions require more than 5 years experience
- Top 5 occupations anticipating retirements: Registered Nurse (RN), Physician, CNC related, Manager/Executive, and Machinist

## DEGREES HIRED

- Majority of the top 20 degrees hired were business operations related which transcend industry sectors
- Top 5 degrees hired: Administrative Professional, Accounting, Human Resource Management, Business Administration, and Finance

For more information, including a full report of the survey findings, please contact:

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