



CHIPPEWA VALLEY LABOR MARKET

2015 Employer Skills Gap Survey Results



NARROWING THE
SKILLS GAP
A REGIONAL WORKFORCE INITIATIVE

TABLE OF CONTENTS

1 OVERVIEW

2 ABOUT THE SURVEY

2 RESPONDENT DEMOGRAPHICS

3 HARD-TO-FILL POSITIONS

4 RETIREMENT CONCERNS

5 DEGREES HIRED

6 CONCLUSION

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.

ACKNOWLEDGMENTS

The Eau Claire Area Economic Development Corporation (EDC) wishes to thank all who were a part of the Skills Gap Local Labor Market Survey. Thank you to the local Chamber of Commerces in Chippewa, Eau Claire, and Menomonie as well as the Economic Development Corporations of both Chippewa County and Dunn County.

Special thanks to EDC's Critical Talent committee for facilitating this effort, and utilizing the results including in this report to strengthen our labor market in the Chippewa Valley.



Publication of the Eau Claire Area EDC



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

Wisconsin Department of Workforce Development
Scott Hodek, Economist
(715) 836-2997
Scott.Hodek@dwd.wisconsin.gov

ABOUT THE SURVEY

In May of 2015, local employers were emailed requesting participation in the Skills Gap Local Labor Market Survey. 105 unique responses were received, resulting in a response rate representing 13% of current local businesses. 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 – 105 businesses and 151,061 employees. The median number of employees among the responding businesses was 69, though the actual distribution covered employment sizes across the board.



105 BUSINESSES

13% of the employment in survey area



**19,537 EMPLOYEES
REPRESENTED**

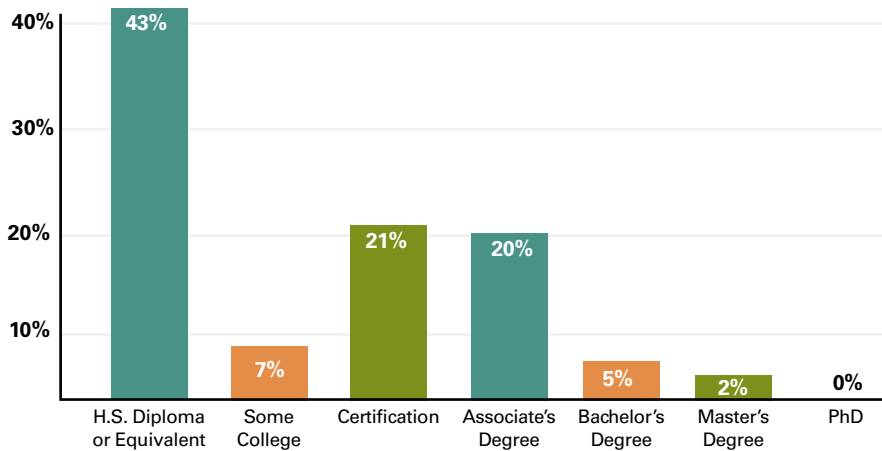


**MEDIAN NUMBER OF
EMPLOYEES WAS 69**

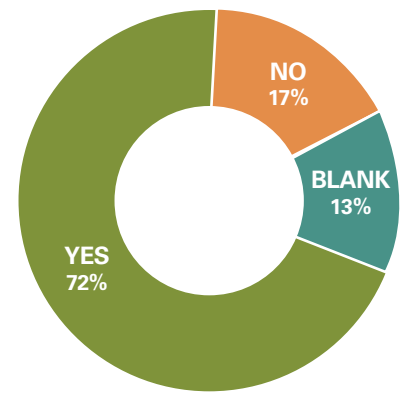
HARD TO FILL POSITIONS

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. Over a third of businesses who responded listed 3 or more hard-to-fill positions. Businesses projected 1,917 openings in the next 12 months in these hard-to-fill positions, with 2,923 openings in the next 2 years. A 35% increase indicates a steep acceleration of openings in hard-to-fill positions.

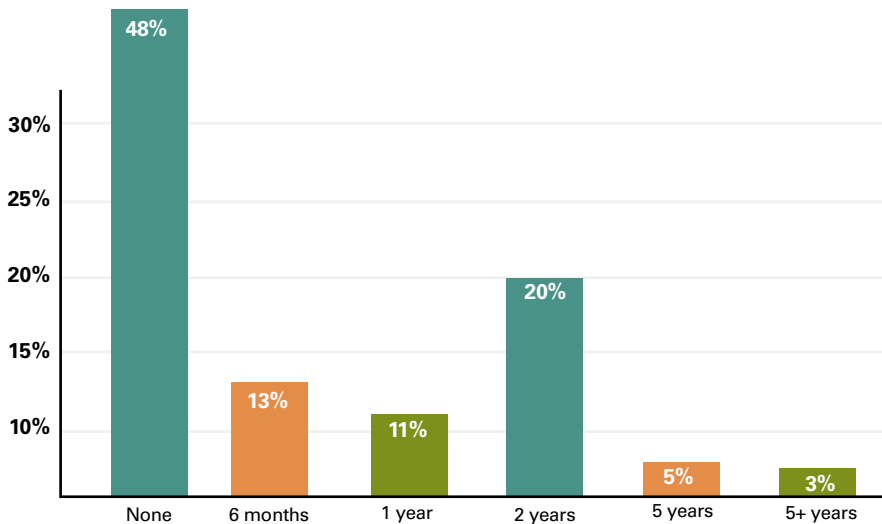
EDUCATION DESIRED IN HARD-TO-FILL POSITIONS



DO YOU HAVE DIFFICULTY FILLING CERTAIN POSITIONS?



EXPERIENCE DESIRED IN HARD-TO-FILL POSITIONS



SUMMARY OF HARD-TO-FILL POSITION OPENINGS

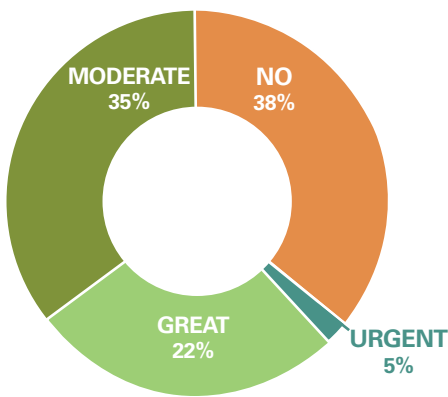
POSITION	2016	2017
CNA	179	350
RN	113	209
Medical Assistant	70	151
Software/IT	36	71
CNC Related	38	69
Driver (CDL)	26	67
Nurse Practitioner	21	46
Engineer	24	45
Maintenance	25	37
Machinist	18	31
Physician Assistant	12	27
Electrician	9	20
Engineering Tech	7	11

RETIREMENT CONCERNS

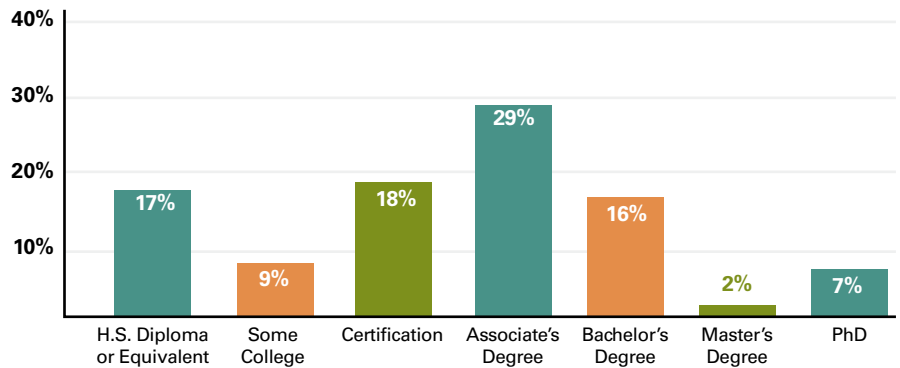
National demographic trends show the upcoming baby boomer retirements will exacerbate the recruitment problem, making

certain positions even harder to hire. 62% of businesses reported that they are concerned with hiring new employees to replace retiring employees - 27% stating that they have either great or urgent concerns. Two years worth of experience will be desired for almost half of the positions that will be open due to retirements.

IS RETIREMENT OF CURRENT EMPLOYEES A CONCERN FOR YOU?



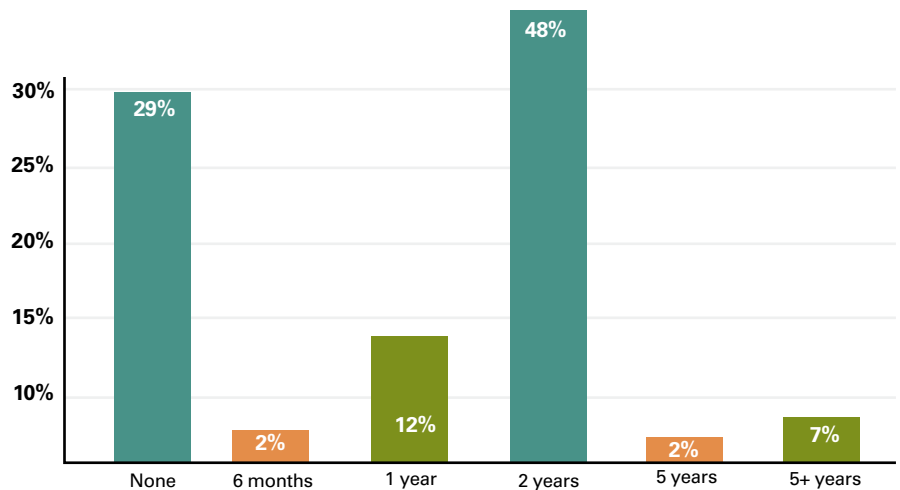
EDUCATION DESIRED IN RETIRING POSITIONS



SUMMARY OF ANTICIPATED RETIREMENTS

OCCUPATION	# RETIRING
CNA	58
Other Production Occupations	54
RN	53
Manager/Executive	30
Construction Equipment Operator	30
Physician	25
Welding	23
Maintenance	20
Engineer	17
Protective Services	17
Medical Assistant	12
Post Secondary Instructor	11

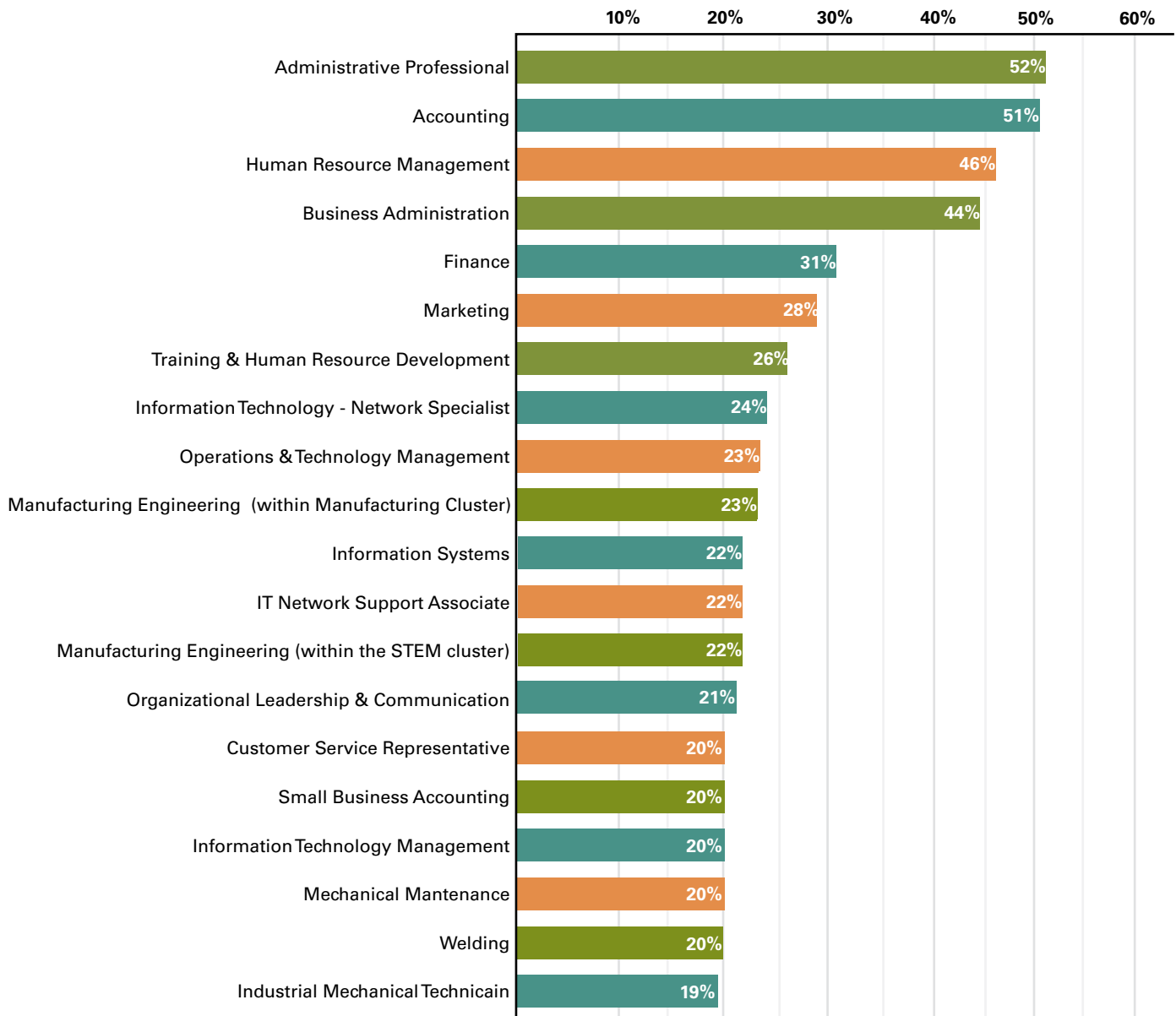
EXPERIENCE DESIRED IN RETIRING POSITIONS



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

Almost 3/4 of businesses who responded indicated that they are having issues filling positions, and almost 2/3 of businesses are concerned about upcoming retirements. This concern could be compounded by the fact that the same positions that employers are already having difficulty hiring are the same positions that will see a rapid increase of retirements. Most positions of concern are in the healthcare or manufacturing clusters, which correlates with our local economy. The good news is that almost half of the hard-to-fill positions require no experience, and our local educational institutions have recently introduced engineering programs to fulfill the needs of our employers and workforce.

HARD TO FILL POSITIONS

- 72% of employers have difficulty filling positions
- 25% of these positions require either an Associates or Bachelor's degree
- 48% of these position require no experience
- 28% of these positions require at least 2 years of experience
- 2,923 openings are projected within the next 2 years
- Top 5 positions with projected openings: Certified Nurse Assistant (CNA), Registered Nurse (RN), Medical Assistant, Software/IT, and CNC Related

RETIREMENT CONCERNS

- 62% of businesses are concerned with upcoming retirements
- 35% of these positions require either an Associates or Bachelor's degree
- 29% of these positions require no experience
- 57% of these positions require at least 2 years experience
- Top 5 occupations anticipating retirements: Certified Nursing Assistant (CNA), other production occupations, Registered Nurse (RN), Manger/Executive, and Construction Equipment Operator

DEGREES HIRED

- Majority of the top 20 degrees hired were business operations related which transcend industry sectors
- The top 5 degrees hired are: Administrative Professional, Accounting, Human Resource Management, Business Administration, and Finance
- Manufacturing Engineering was listed twice because of it's prevalence in two different industry clusters

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

Wisconsin Department of Workforce Development
Scott Hodek, Economist
(715) 836-2997
Scott.Hodek@dwd.wisconsin.gov

