



# NCWORKS COMMISSION

FEBRUARY 14, 2018

# Welcome and Opening Remarks

Kevin Trapani  
Chair

NCWorks Commission

NCWORKS  
COMMISSION



Please select which organization you represent:

Local workforce development board

Department of Commerce

Community College

Public Schools

Business

Other



Shawn Brown  
Christopher Gergen  
Sergi Roura  
Ronnie Smith  
Pam Townsend  
Kevin Trapani  
Hope Williams

NCWORKS  
COMMISSION

**Governor  
Roy Cooper**



# Work-Based Learning



**Caroline Sullivan**  
**Executive Director**  
**NC Business Committee of Education**

**NCWORKS**  
**COMMISSION**



NCBCE

# The Two-Sided Problem

Many individuals lack the training and education necessary to obtain middle-class jobs.

In order to meet the state's middle-skills job demands of 2025, NC will need nearly 520,000 more workers with some form of a postsecondary credential or degree.

During the recovery, 8.4 million jobs requiring a bachelors degree have been added to the economy, while only 80,000 jobs requiring a high school degree or less have been added (after losing 5.6 million).

Only 1 out of every 5 high schools (18%) in NC offers AP Computer Science.

40% of companies nationwide report they cannot find the entry level workforce they need

According to a recent Georgetown study, 67% of all available jobs by 2025 will require some post-secondary education.

STEM related jobs are expected to grow at double the rate of non-STEM jobs. These jobs will require education beyond high school.

There are more than 16,000 open information technology jobs in NC with an average annual salary of nearly \$89,000.



**Top needs of NC employers:**

- ✓ Technical skills
- ✓ Credentials
- ✓ Soft skills
- ✓ Experience

↑ **Jobs are requiring an increasing level of education and skills**



**1.44**

trillion in US student loan debt

**11.2%**

US student loan delinquency rate



**60%**

of the jobs today's students will pursue do not yet exist

**8.9%** NC youth unemployment

**3.1%** NC unemployment as a whole

**42%** unemployment for NC youth on autism spectrum



**Work-based learning strengthens the state's talent pipeline by providing North Carolinians with career awareness, career exploration, and real-world career experiences to build employability and technical skills.**

CAREER EXPERIENCE

CAREER EXPLORATION

DRIVE POLICY CAREER AWARENESS

COMMUNICATE



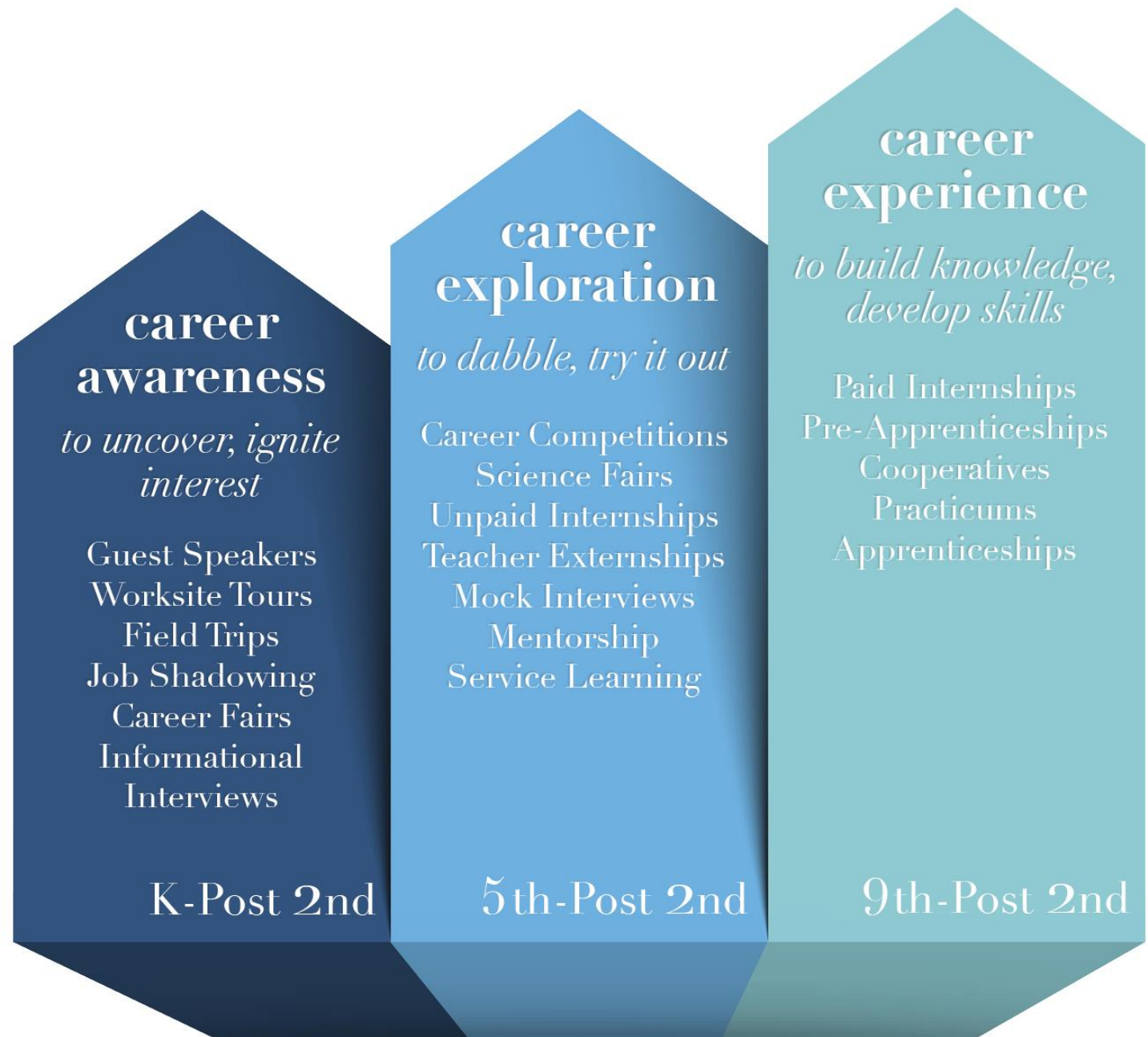
CONVENE STRATEGIZE INVENTORY

**HOW NORTH CAROLINA IS CHANGING THE PERCEPTION OF WORK-BASED LEARNING**

**#NCJOBREADY**

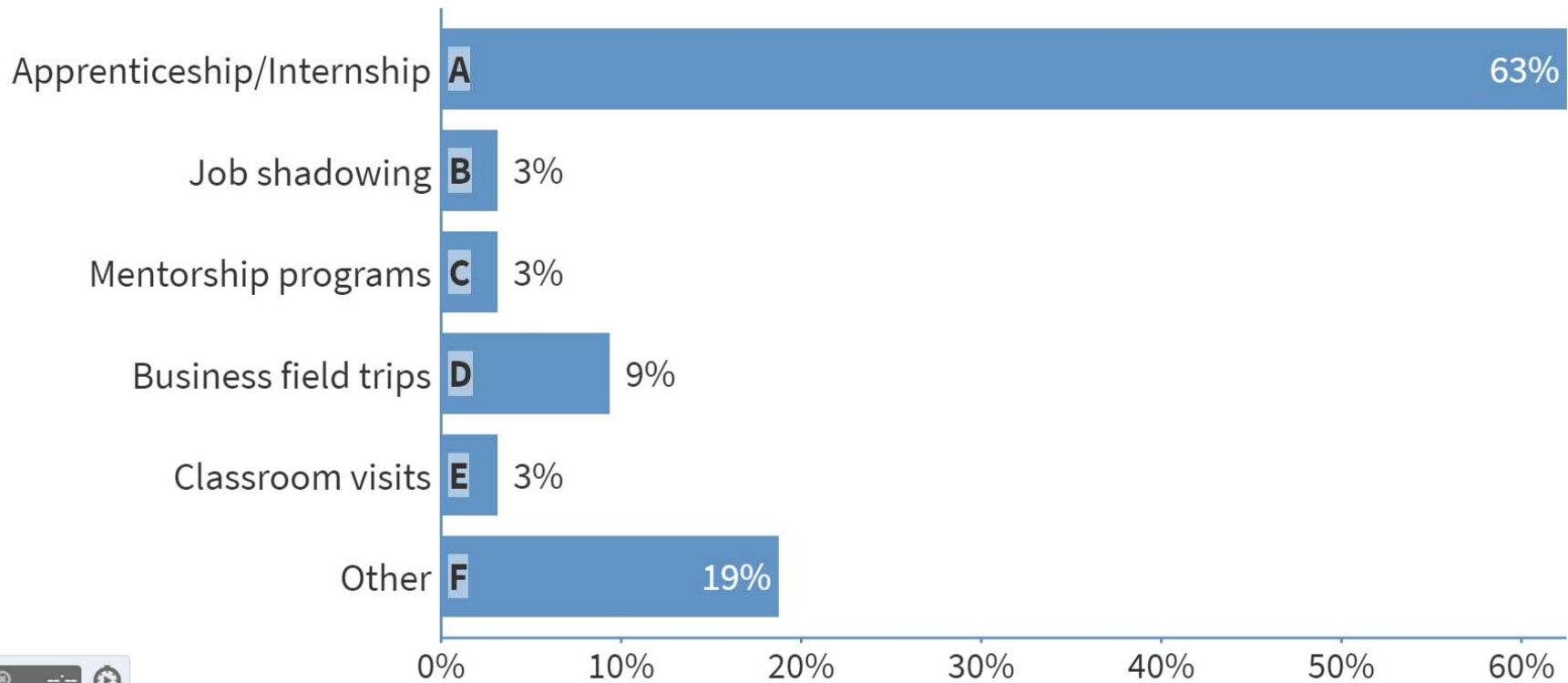
## work-based learning

Work-based learning strengthens the state's talent pipeline by providing North Carolinians with career awareness, career exploration, and real-world career experiences to build employability and technical skills.



**Which of the following work-based learning activities does your organization participate in the most?**

Respond at [PollEv.com/ncworks471](https://www.poll-ev.com/ncworks471) Text **NCWORKS471** to **22333** once to join, then **A, B, C, D, E...**





*Training for today's industries  
and tomorrow's innovations*



**Dr. Gayle Greene**  
**Executive Vice President**



## Brent Harpham

Executive Director

BioNetwork & Life Science Initiatives

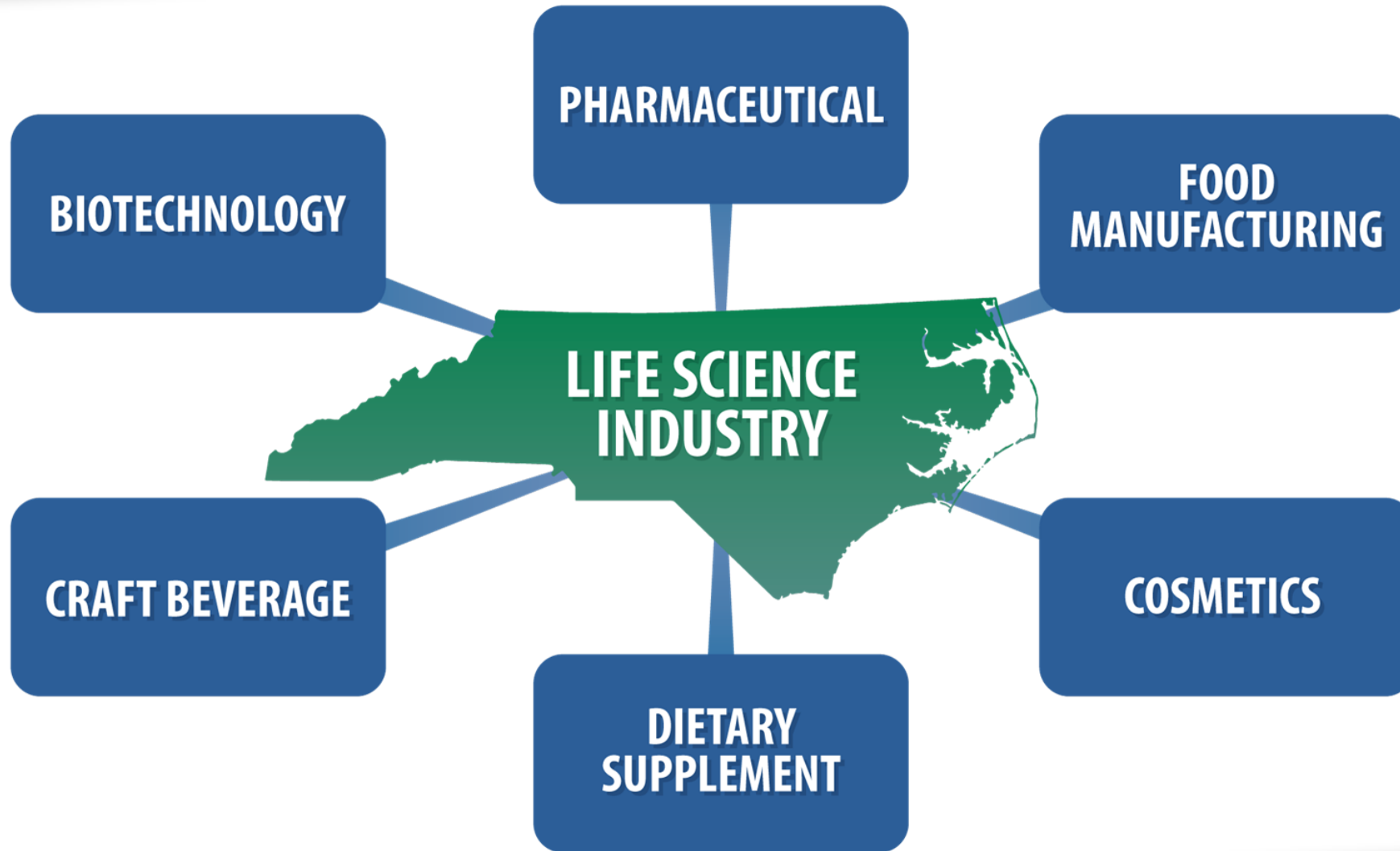


The life science training initiative for the  
*NC Community College System*

# Golden LEAF<sup>®</sup> FOUNDATION







*Hands-on*



*Classroom*



*Video Demonstrations*



*eLearning*

**STEM**  
 PIPELINE DEVELOPMENT



**FINGERPRINT ANALYSIS**

**EVIDENCE**  
 Each of the fingerprints were based on the crime scene. Since a fingerprint is a unique pattern of ridges and valleys, it can be used to identify a person. In this case, the fingerprints were found on the evidence. The fingerprints were analyzed and compared to the fingerprints of the suspects. The fingerprints of the suspect with the blood type analysis were found on the evidence.

**MATERIALS**

- 100 mg of powder
- 100 mg of powder
- 100 mg of powder

**CONFIDENTIAL BLOOD TYPE ANALYSIS**

**EVIDENCE**  
 The blood type analysis was performed on the blood found at the crime scene. The blood type analysis was performed on the blood found at the crime scene. The blood type analysis was performed on the blood found at the crime scene.

**MATERIALS**

- 100 mg of powder
- 100 mg of powder
- 100 mg of powder

**SPATTER ANALYSIS**

**EVIDENCE**  
 The blood spatter analysis was performed on the blood found at the crime scene. The blood spatter analysis was performed on the blood found at the crime scene. The blood spatter analysis was performed on the blood found at the crime scene.

**MATERIALS**

- 100 mg of powder
- 100 mg of powder
- 100 mg of powder

**Suspect ID**

**Suspect EV**

**Suspect FJ**

**Suspect DG**

**Victim**  
 Blood type: American Red Cross Group C  
 ABO

**\*\*SUSPICIOUS\*\***  
 ALWAYS WEAR PERSONAL PROTECTIVE EQUIPMENT (PPE) IN THE LAB!

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**\$160  
Million  
Expansion**



**1,200  
Employees**



**\$80  
Million  
Expansion**



**200  
New  
Positions**

**\$210  
Million  
Expansion**

**GRIFOLS**

**200  
New  
Positions**



**\$2  
Billion  
Expansion**



**700  
New  
Positions**





**Beth Payne**

*Dean of Corporate Services*



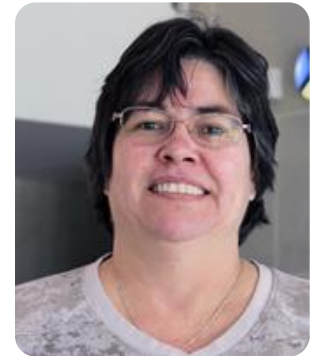
**Christina Payne**

*Quality Systems  
Manager*



**Greg Smith**

*Biomanufacturing Industry Trainer*



**Connie Stiltner**

*Senior Technical Trainer*



## Brent Harpham

Executive Director

BioNetwork & Life Science Initiatives





*Training for today's industries  
and tomorrow's innovations*

# **Committee Updates**

**Governance and System Alignment - Susan Jackson**

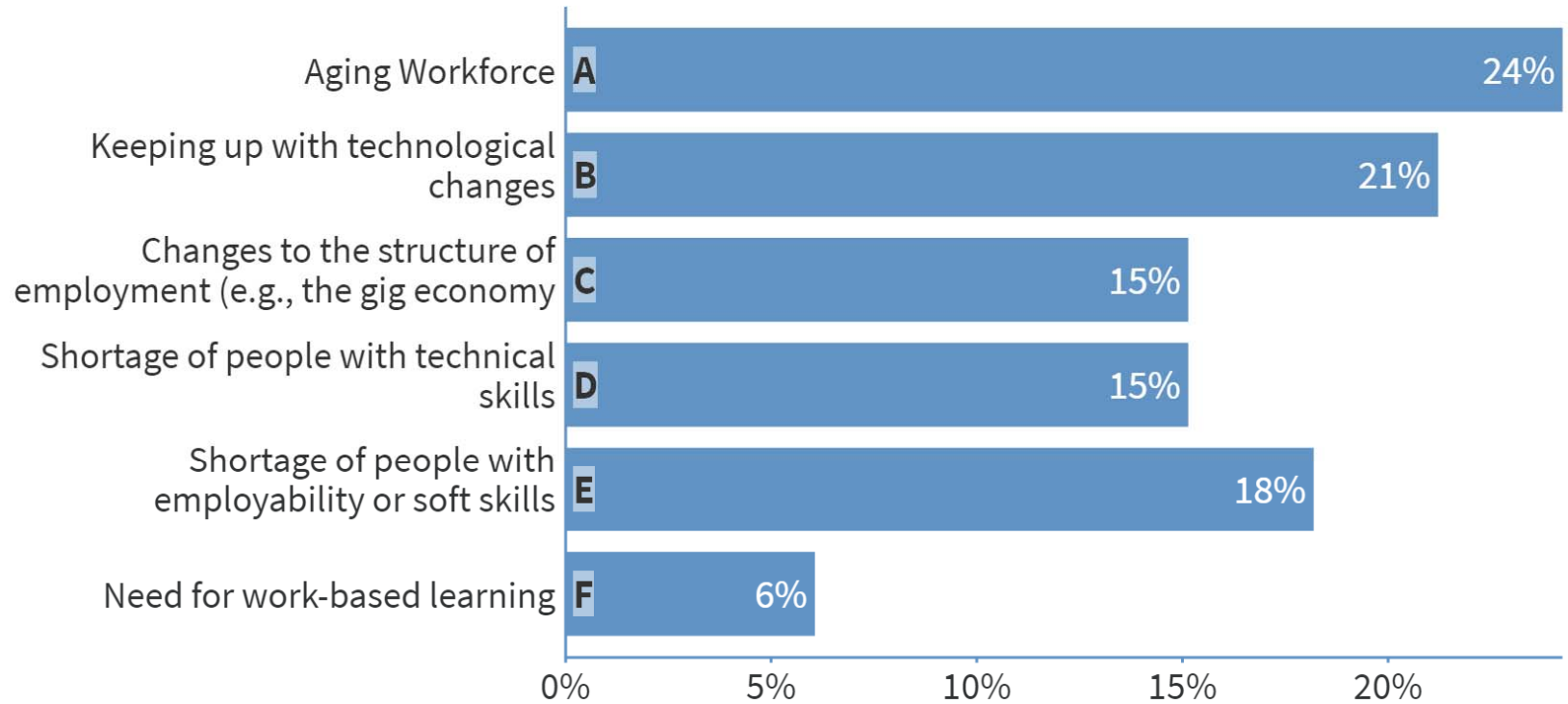
**Business Engagement – Marti Matthews**

**Performance and Accountability – Mel Chernoff**

**Education and Training – Chris Watters**

## What do you consider to be the greatest workforce challenge?

Respond at [PollEv.com/ncworks471](https://www.poll-ev.com/ncworks471) Text **NCWORKS471** to **22333** once to join, then **A, B, C, D, E...**





# 2018 North Carolina Employer Needs Study

NCWorks Commission Meeting  
February 14, 2018

Jeff DeBellis

Labor & Economic Analysis Division

NC Department of Commerce

# About the Survey

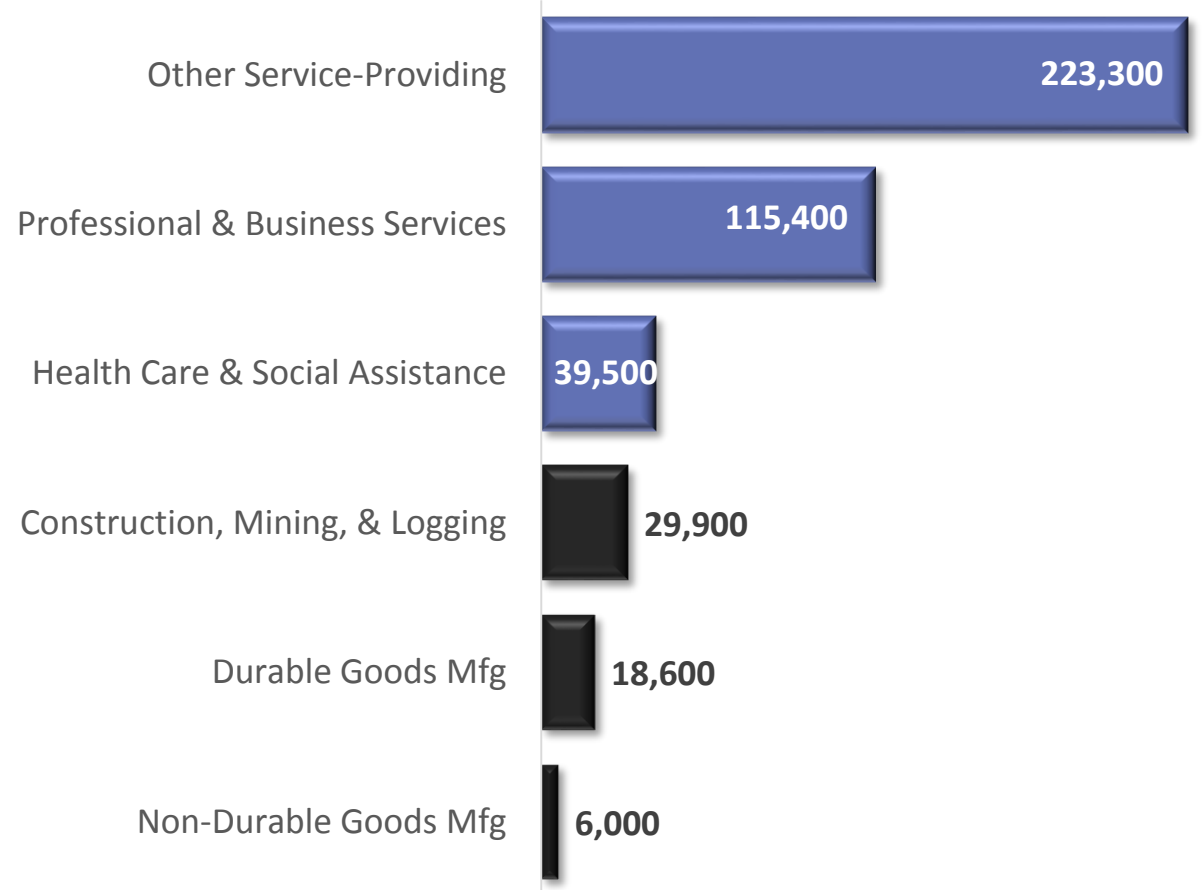
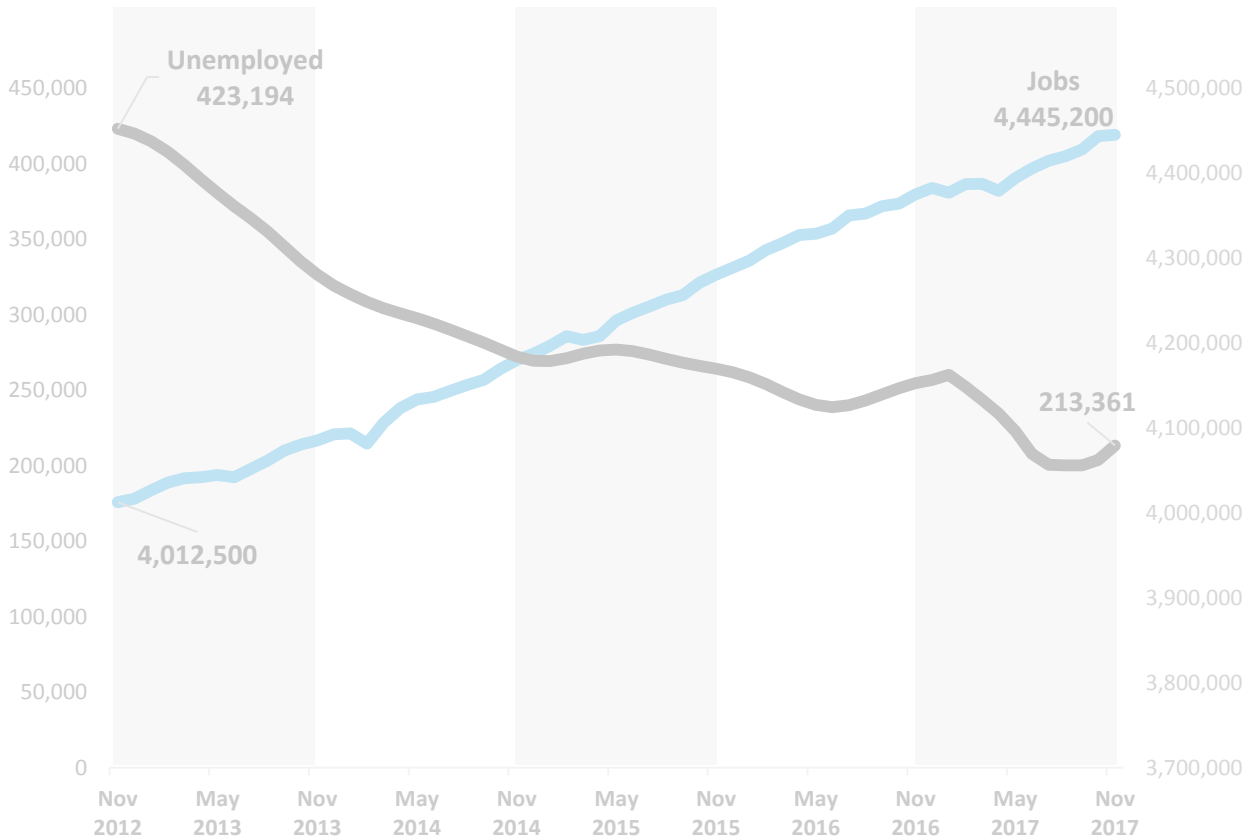
- Sponsored by NC Works Commission
- Phone survey administered by NCSU's Center for Urban Affairs & Community Services
- 3<sup>rd</sup> Biennial Survey since 2014
- Representative sample of **all NC employers with 10+ employees**
- Additional sample of businesses in **Manufacturing & STEM** (*in-process*)
- Nearly **2,000** completed surveys (Oct-Nov, 2017), responses from all 100 counties
- New in 2018
  - Geographic analysis
  - Examination by position seniority
  - Adjusted questions on training needs / behavior

# Needs In Context

*How has NC's Economy Changed in 5 Years?*

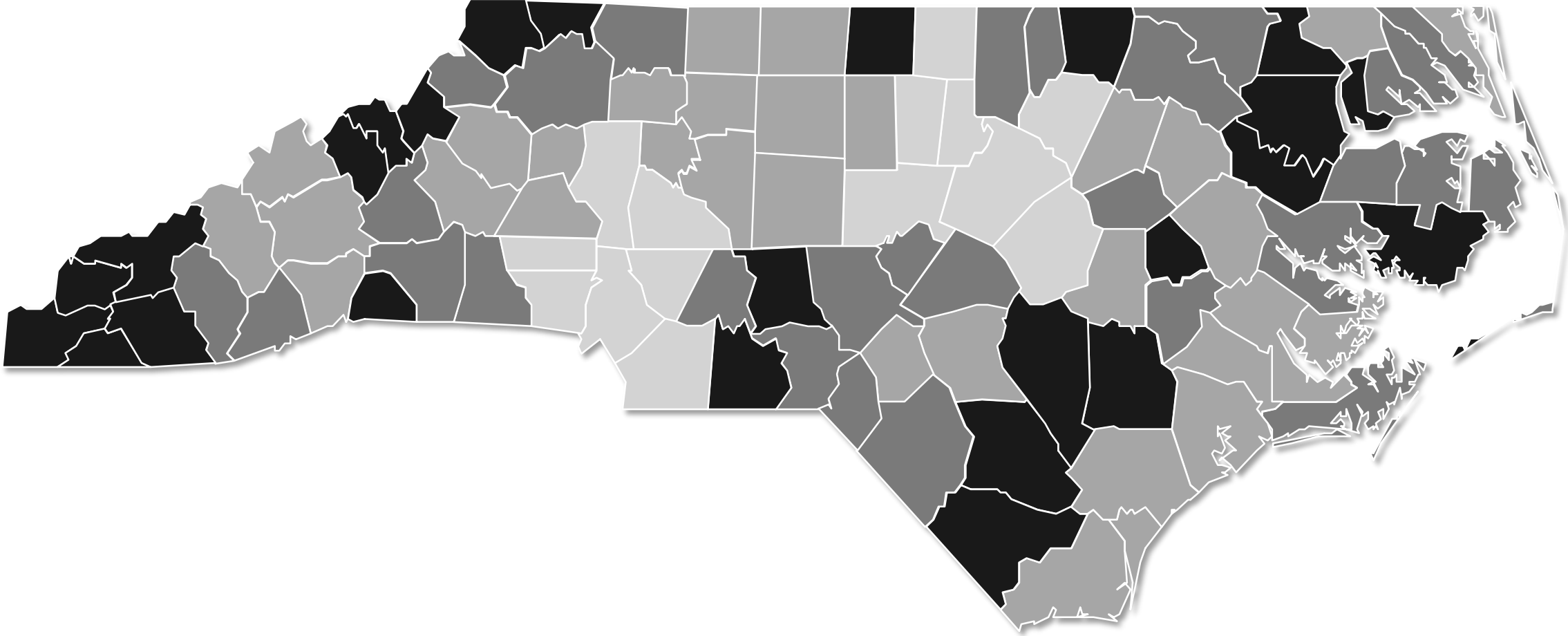
**400,000 more Jobs, 200,000 fewer Unemployed**  
Nov 2012 – Nov 2017

**375,000+ Service Jobs, 55,000 Goods Producing Jobs**  
Nov 2012 – Nov 2017

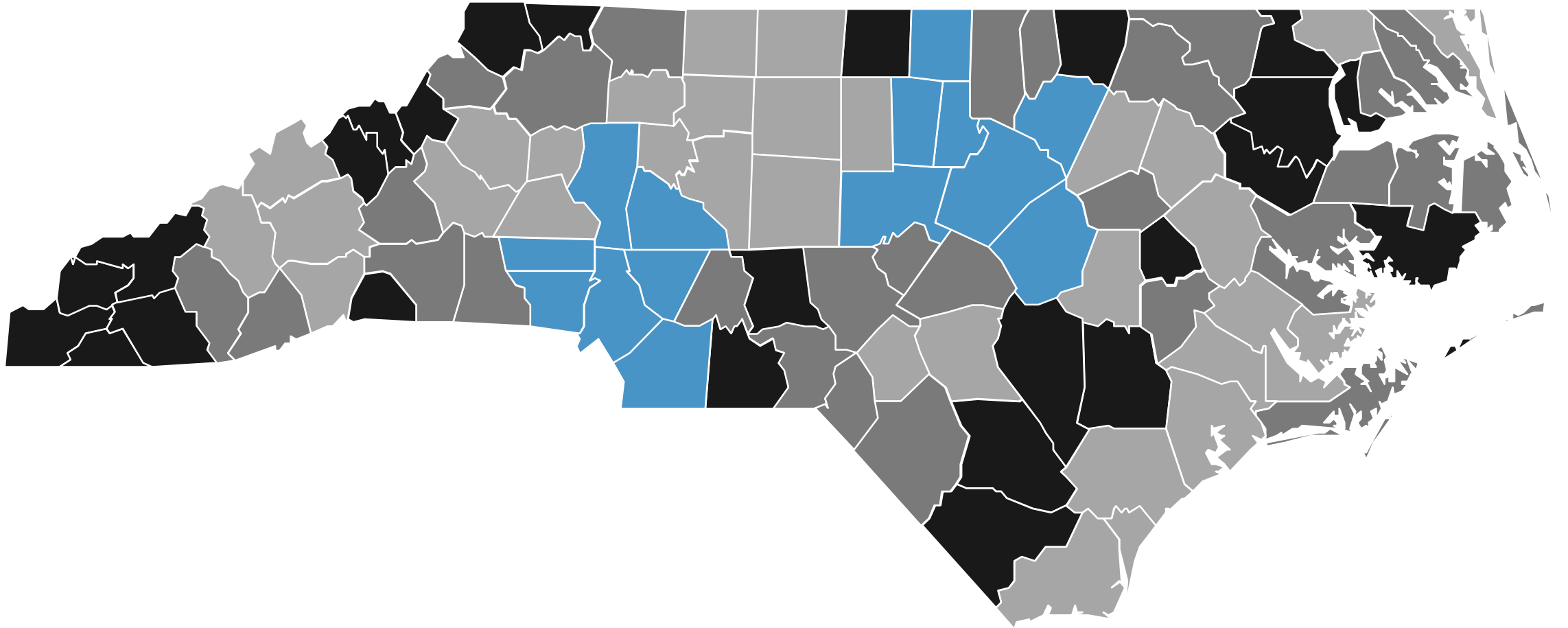


Sources: NC Commerce, LEAD, LAUS (unemployed) & CES (jobs)

# Statewide Total & 4 Regional Views

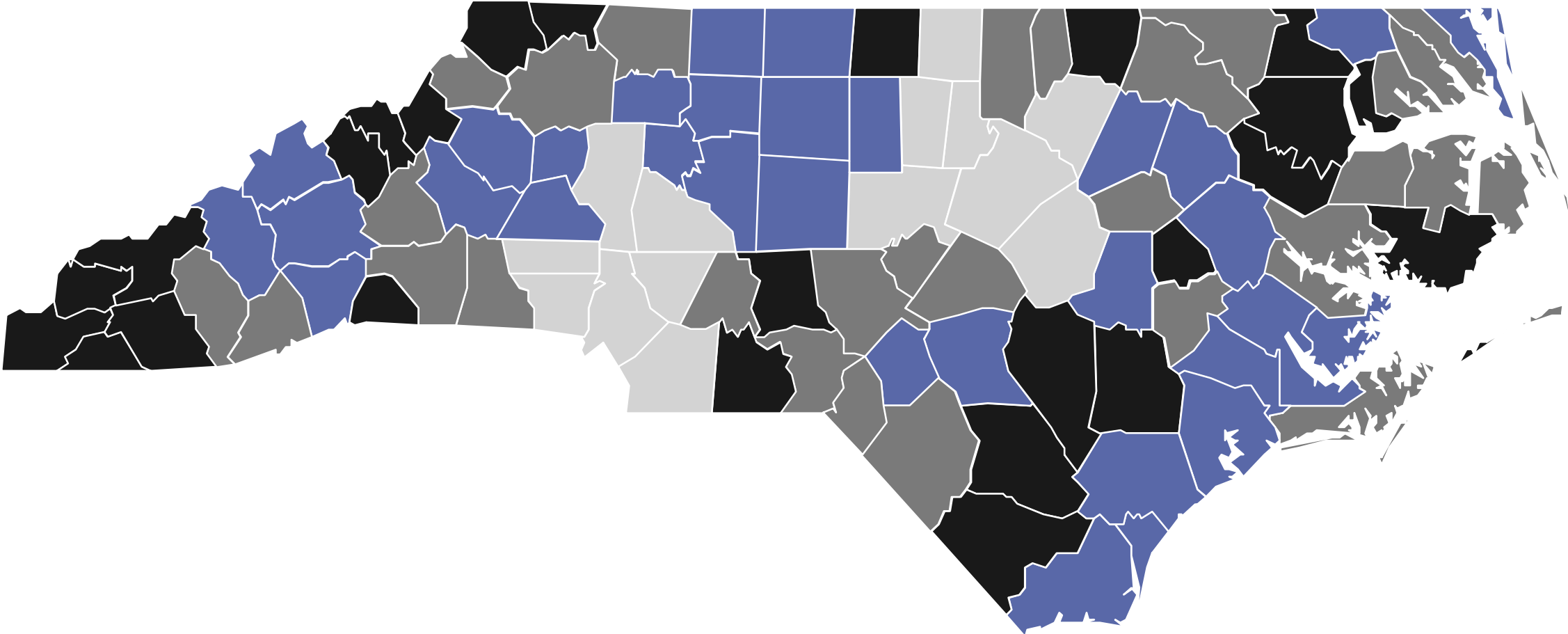


# Largest Metro Areas (Charlotte & Triangle)

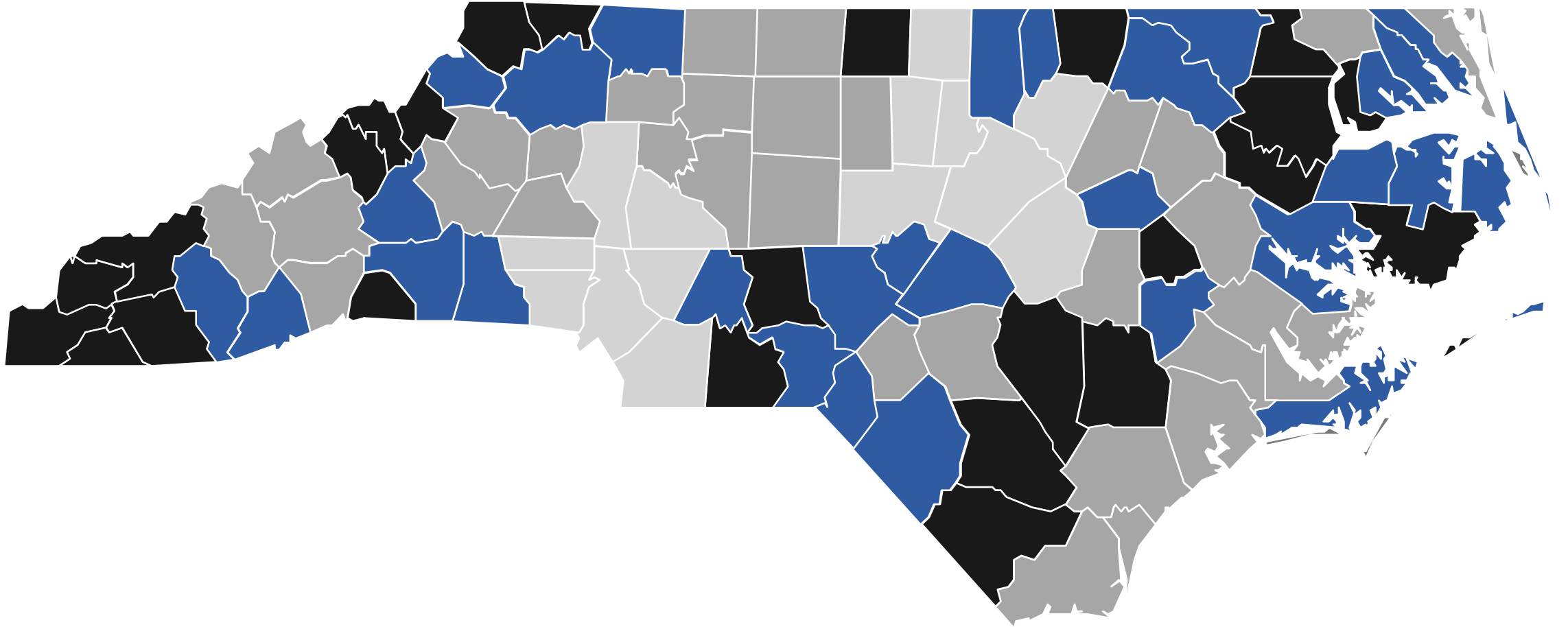




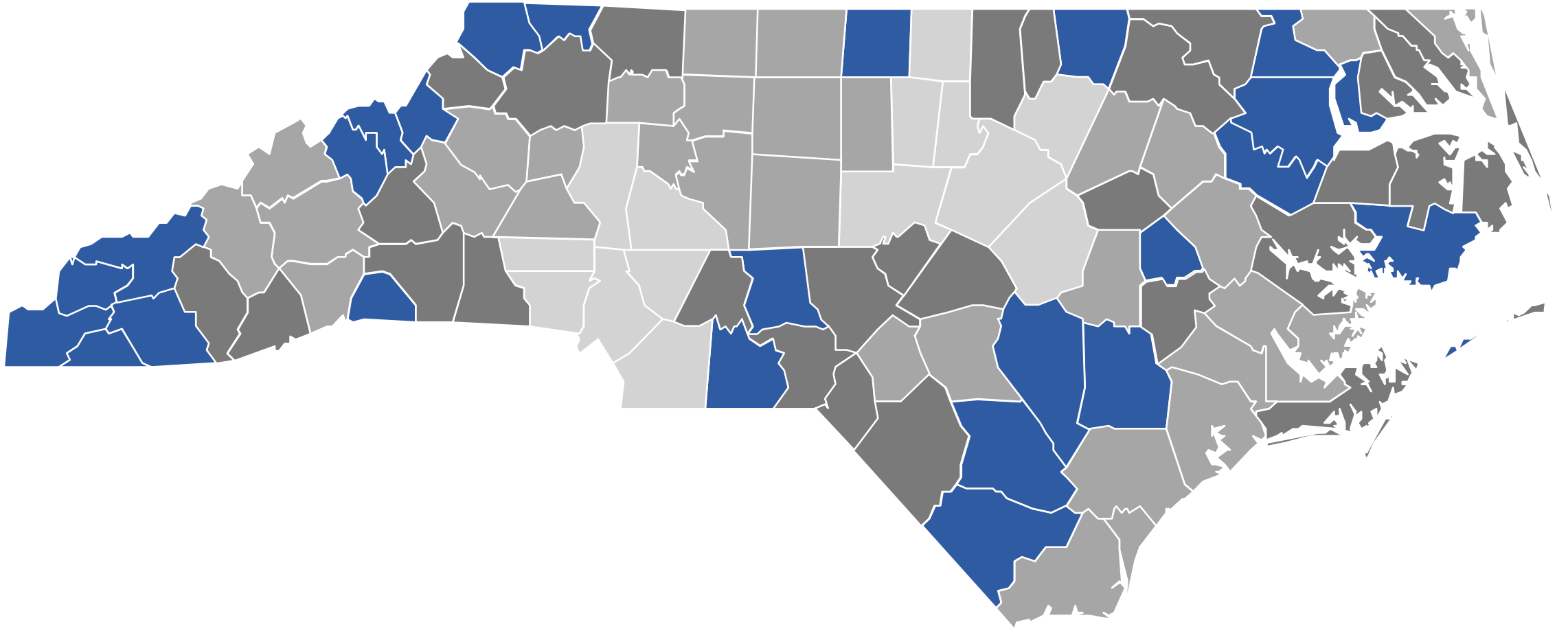
# Small & Mid-Size Metros (all other MSA counties)



# Micropolitan Counties (small cities/large towns)

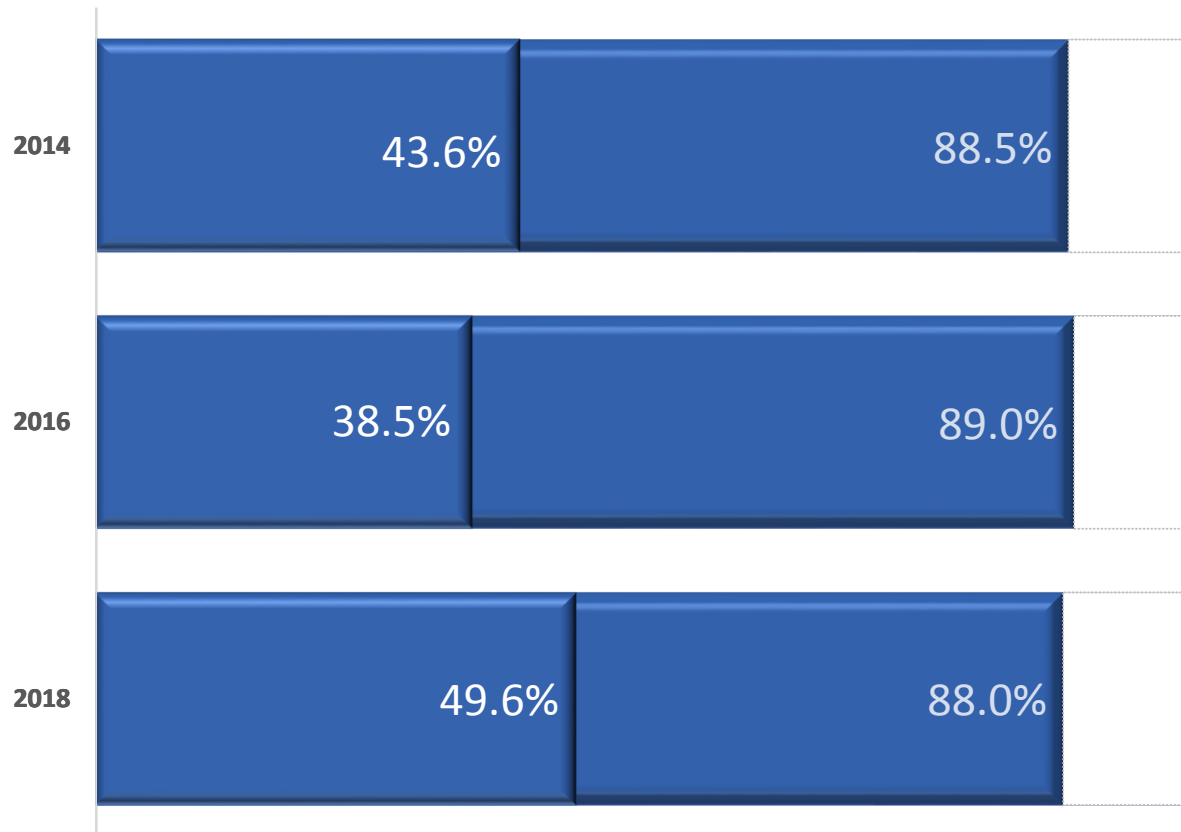


# Non-Metro, Rural Counties



# Employers with Hiring Difficulties

All Employers



Percent of Employers Attempting to Hire  
In past 12 months

**More Difficulty** in 2018 Study

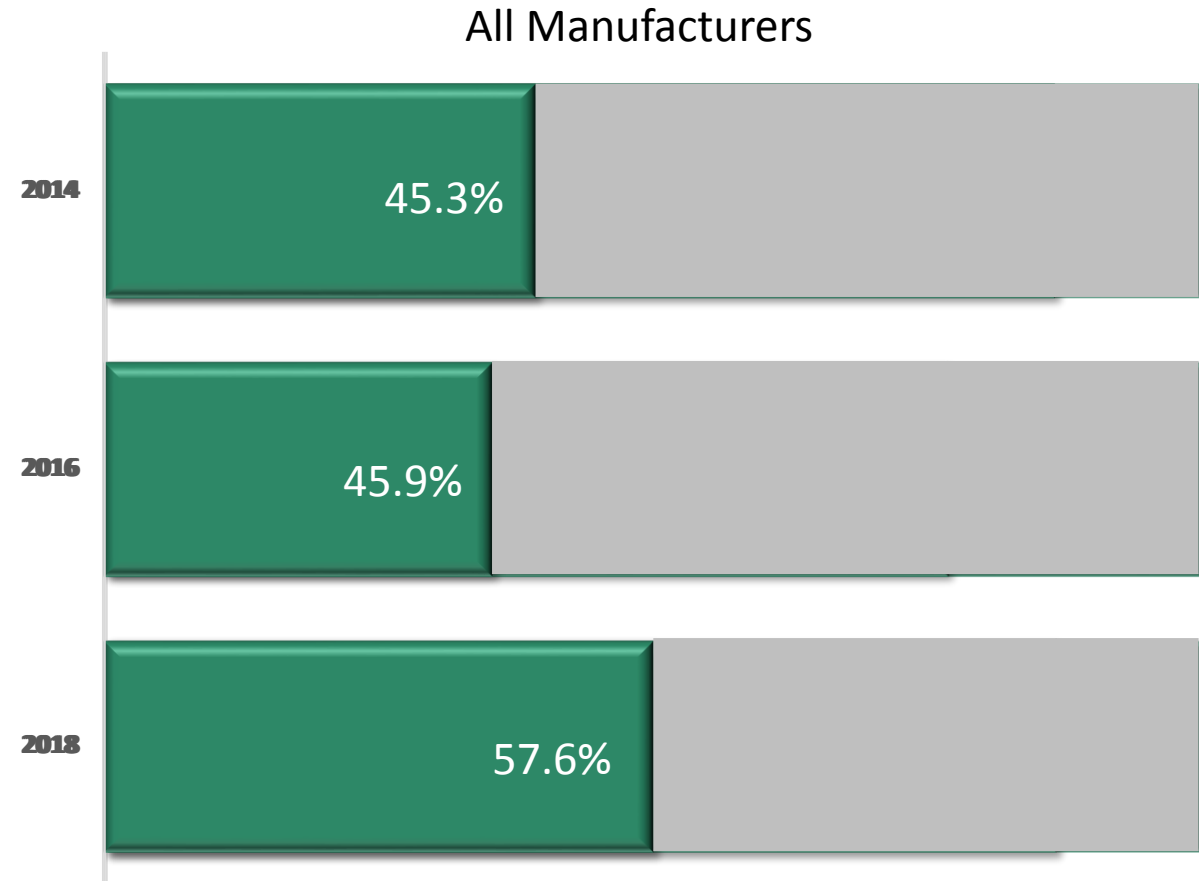
**Half** of NC Employers *Who Attempted to Hire*  
had Some Difficulty

# Manufacturers with Hiring Difficulties

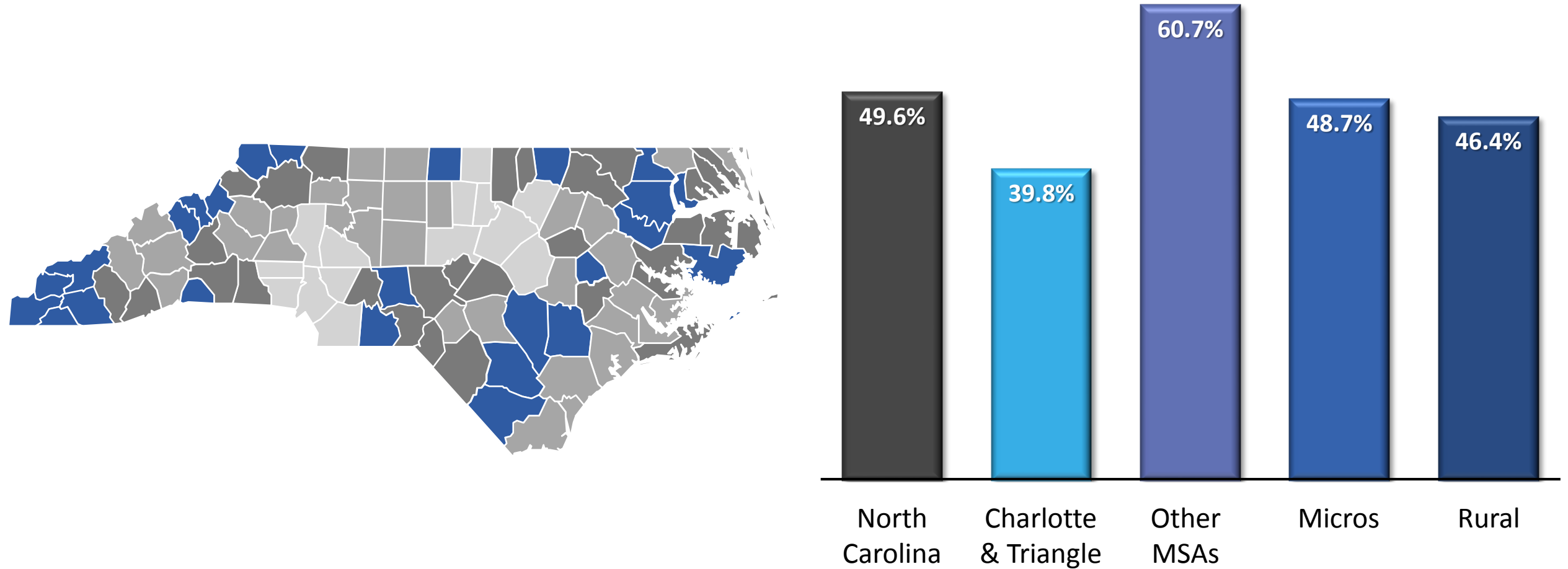
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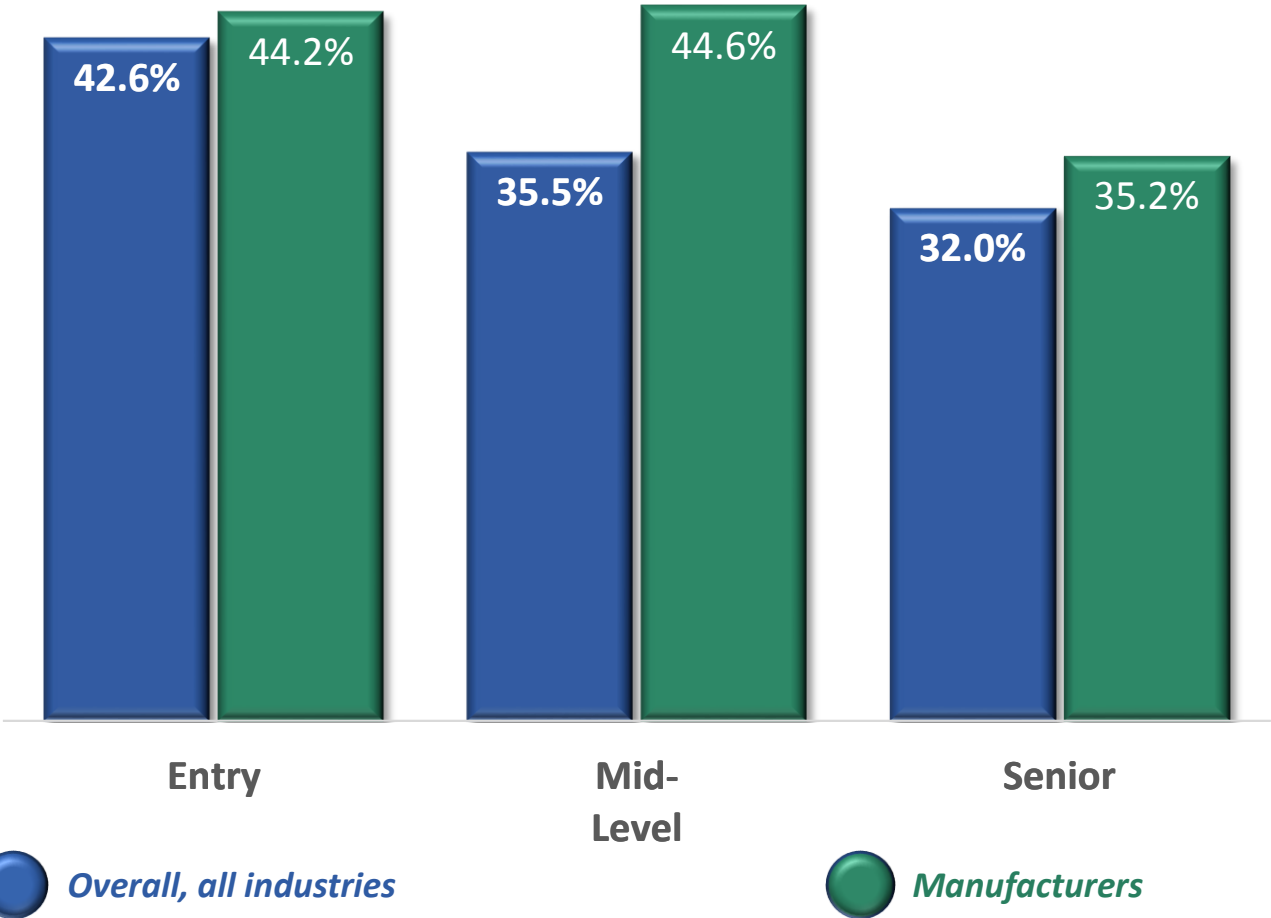
**Over Half** of NC Manufacturers *Who Attempted to Hire*  
had Some Difficulty



# Employer Difficulty by Region



# Difficulty by Position Level



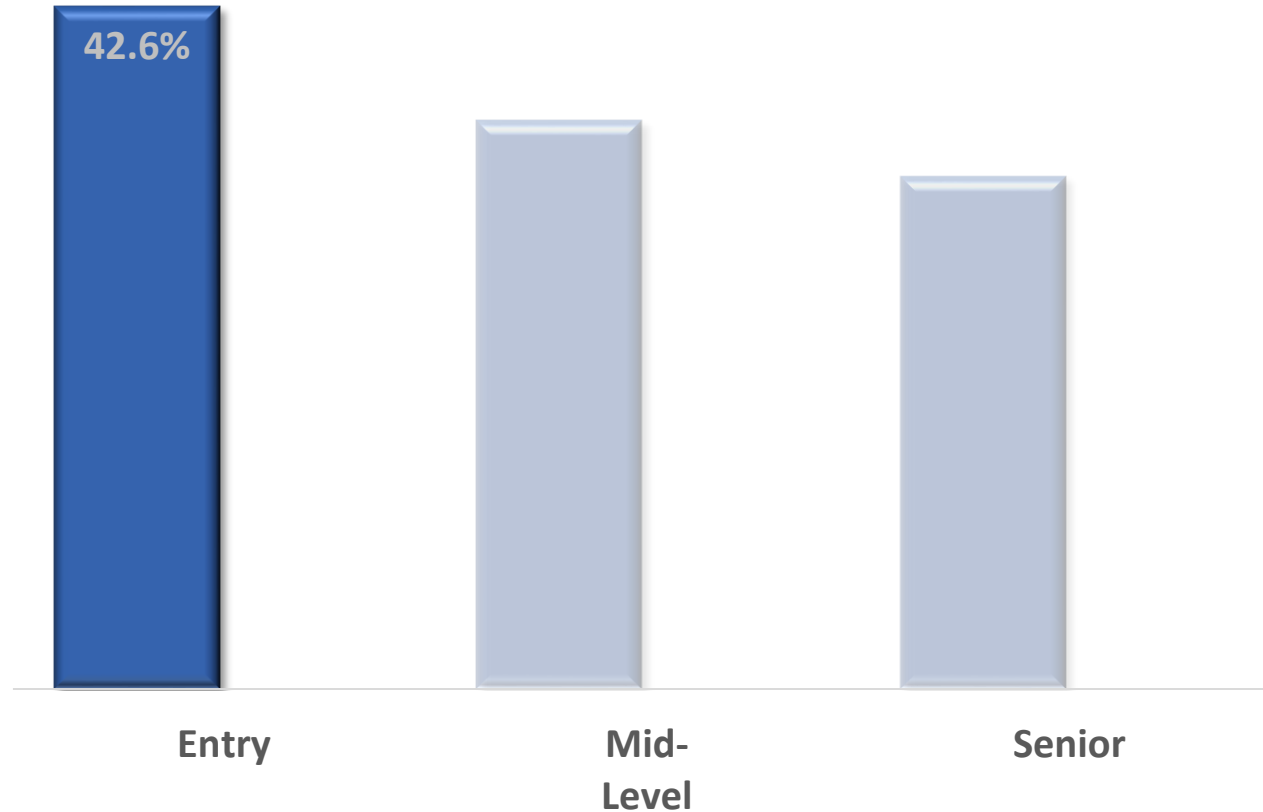
Entry-Level Positions = 1 year experience or less


Mid-Level = 2-4 years of experience

Senior = 5 years or more experience

# Difficulty by Position Level

## Specifics



 Overall, all industries

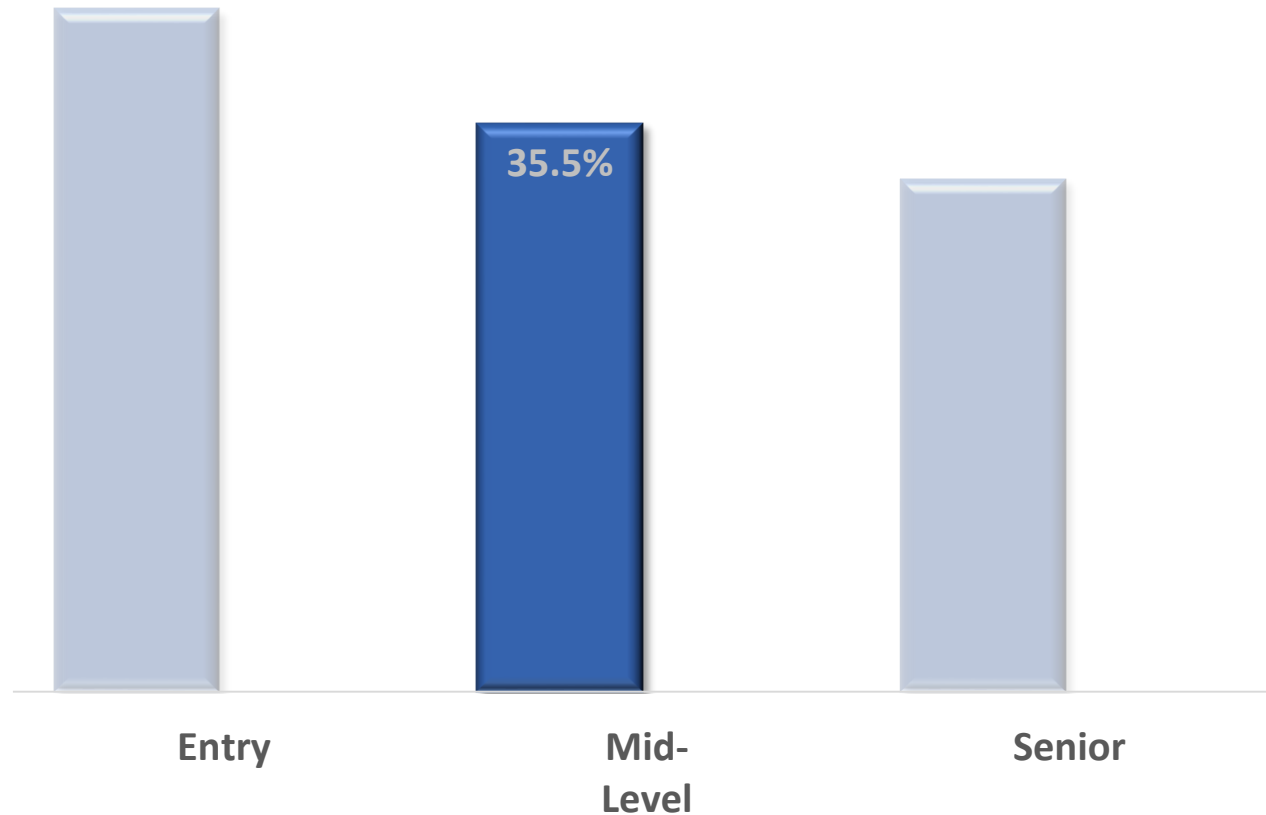
### Entry-Level Positions

- **75% 'Employability'/Personal Skills**  
(work ethic, professionalism, reliability, motivation, etc.)
- **59% Low Number of Applicants**  
cited by only 34% of employers for *overall difficulties* in 2014 study
- **52% Soft Skills**  
(communication, teamwork, critical thinking, creativity, etc.)
- **45% Technical/Occupational Skills**
- **45% Work Experience**
- **Criminal Record (29%) & Failed Drug Test (28%)**  
mentioned > 2-times as frequently as other position levels
- **Commuting Distance** cited at all three levels between 26%-33%



# Difficulty by Position Level

## Specifics



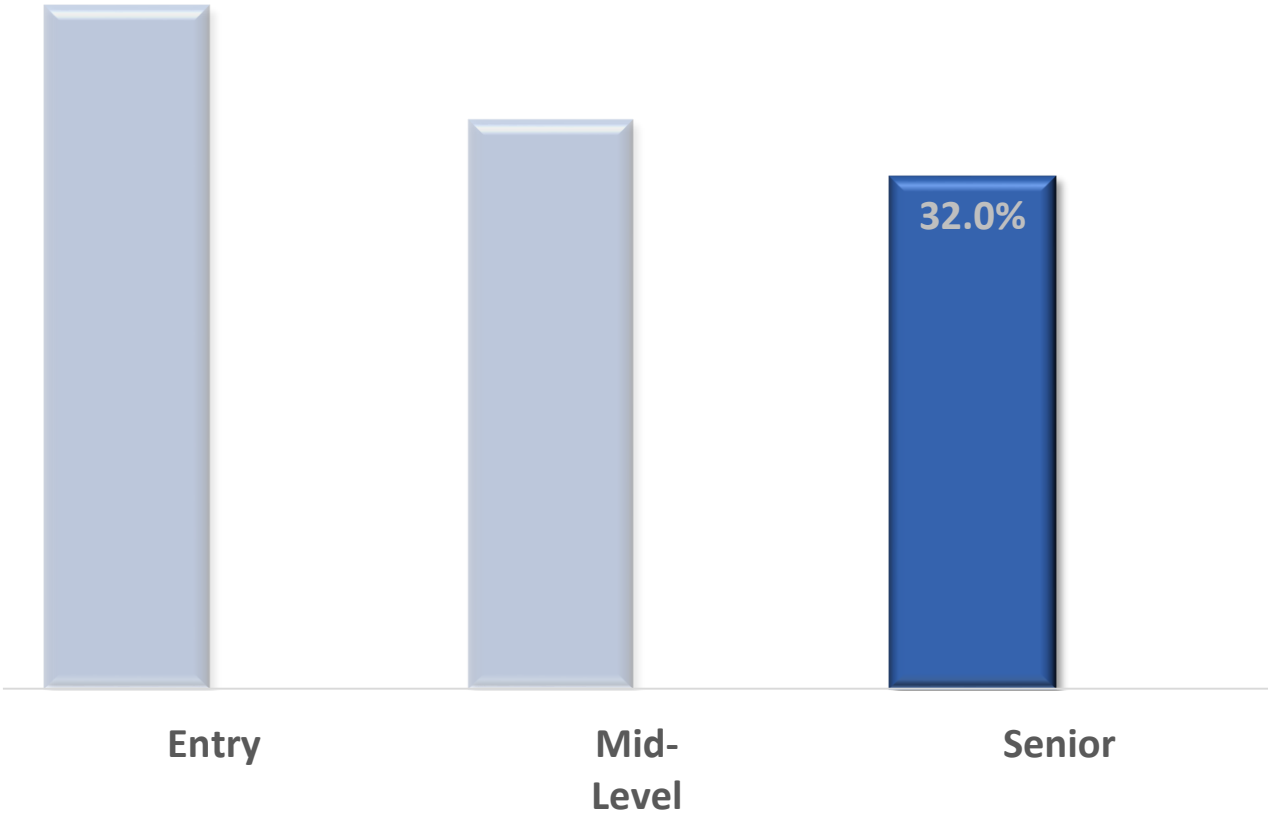
 Overall, all industries

### Mid-Level Positions

- 67% **Technical/Occupational Skills**
- 63% **Work Experience**
- 58% **Low Number of Applicants**
- 57% **'Employability'/Personal Skills**  
(work ethic, professionalism, reliability, motivation, etc.)
- 56% **Education Level/Certification**
- 48% **Soft Skills**  
(communication, teamwork, critical thinking, creativity, etc.)

# Difficulty by Position Level

# Specifics



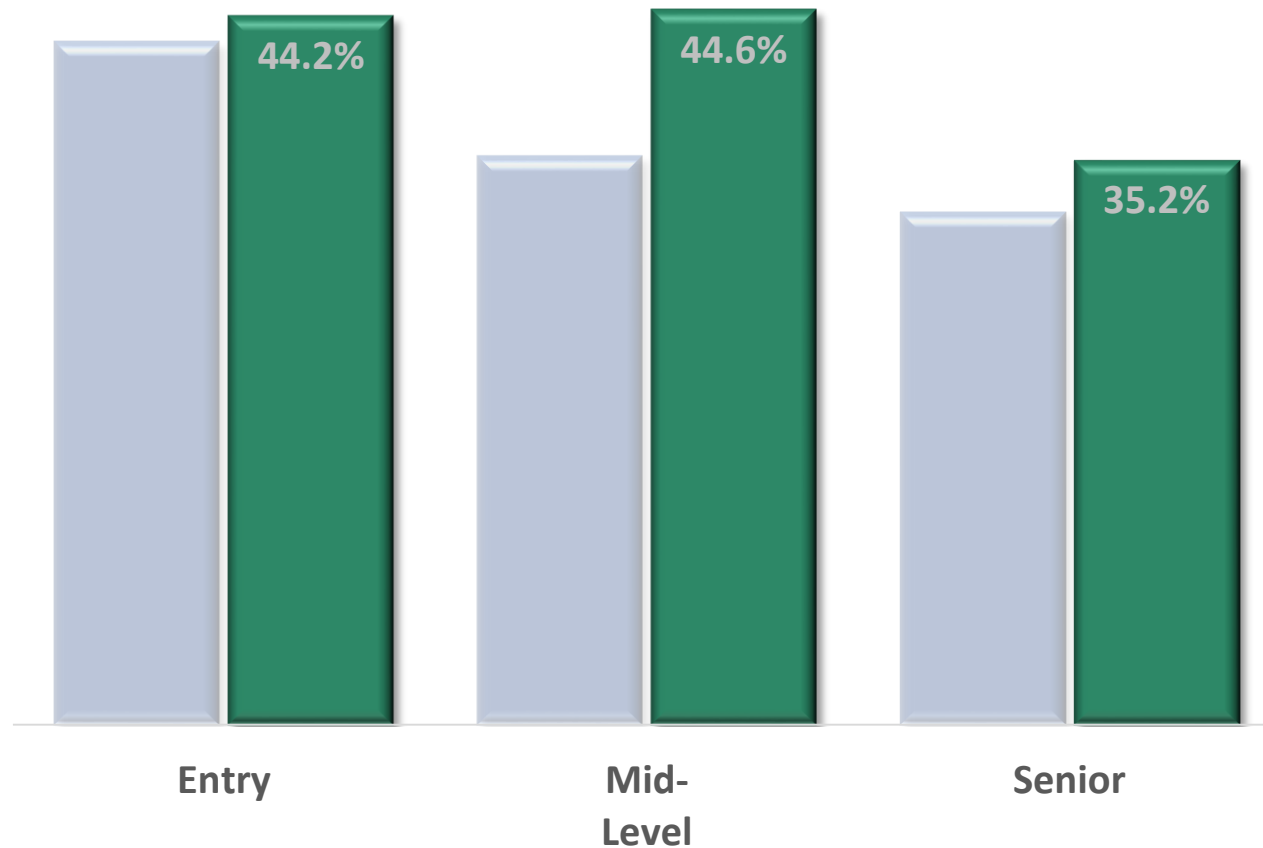
 Overall, all industries

## Senior-Level Positions

- 61% **Work Experience**
- 59% **Low Number of Applicants**
- 56% **Education Level/Certification**
- 49% **'Employability'/Personal Skills**  
(work ethic, professionalism, reliability, motivation, etc.)
- 45% **Technical/Occupational Skills**
- 40% **Soft Skills**  
(communication, teamwork, critical thinking, creativity, etc.)
- 40% **Low Pay/Compensation**  
*mentioned for 34% & 37% of difficult to fill Entry & Mid-Level Positions*

# Difficulty by Position Level

## Specifics



Overall, all industries

Manufacturers

### Key Differences with Employers Overall

- **'Employability' / Personal Skills lower** problem for Senior Positions (~30%)
- **Greater** issues at Senior Level with **Education / Certification & Technical / Occupational Skills**
- **2/3<sup>rd</sup>s** say **Low # of Applicants** for Mid- & Senior Positions
- **Higher** issues with **Drug Testing** at Entry (35%) & Mid-Levels (24%)
- **Fewer Soft Skills** problems among Entry (43%) & Mid-Levels (36%)

# Employers' Greatest Workforce Challenge

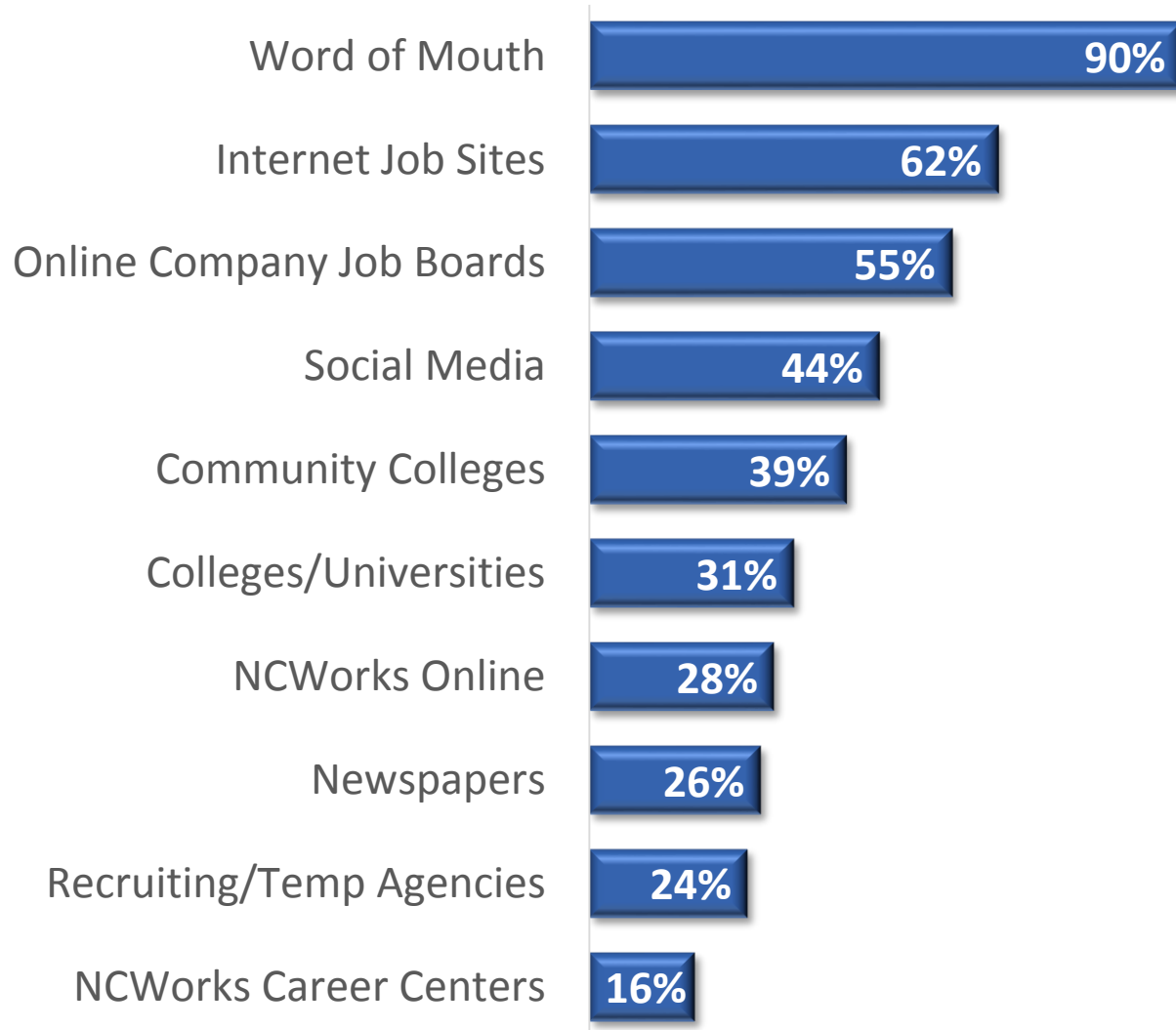
## Overall, all industries:

- **Finding Job Candidates – 40%**
- **Turnover – 40%**
- Staff Development/Training – 11%
- Hiring – 7%
- Promotion & Advancement – 3%

## Manufacturers:

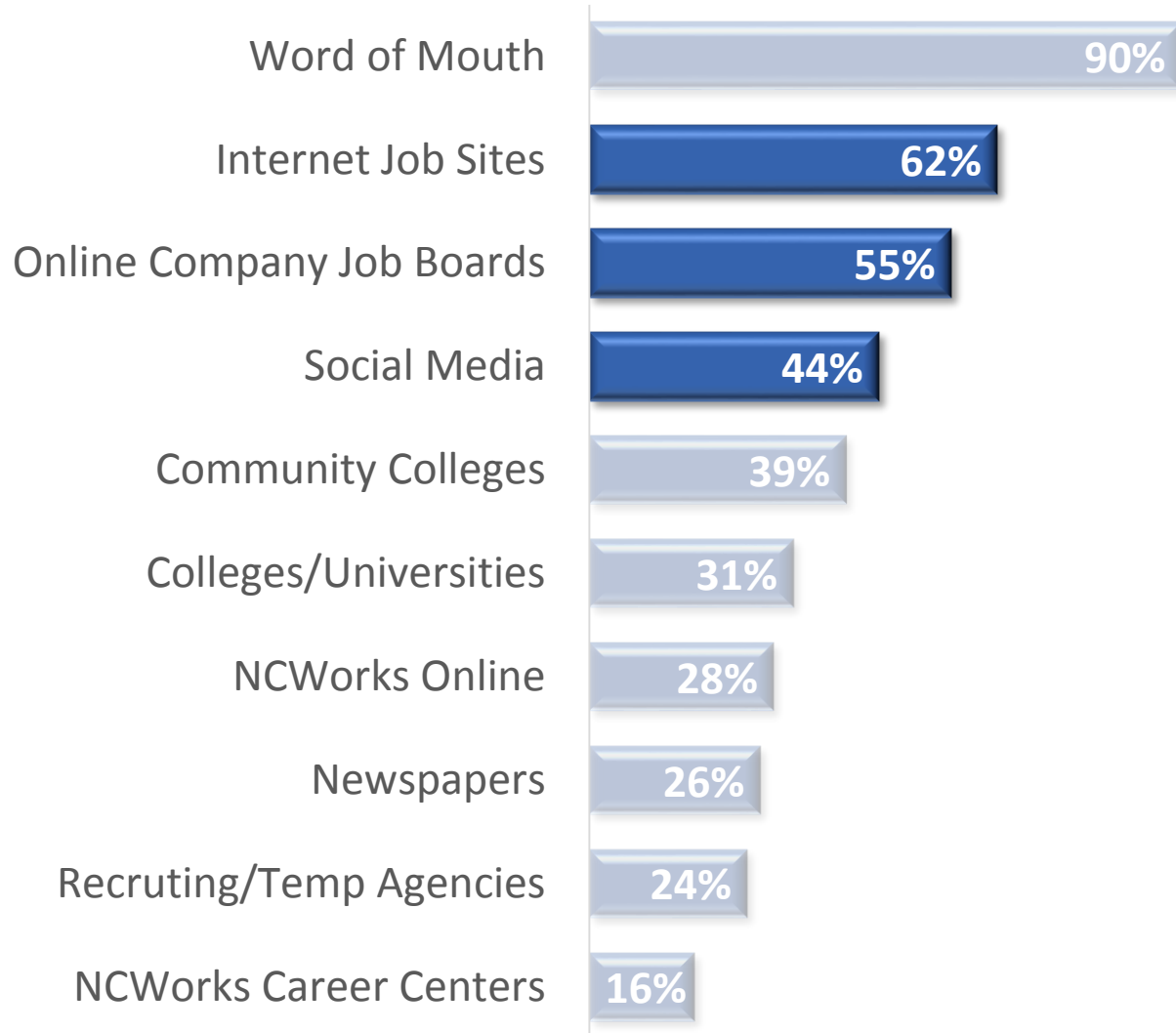
- **Finding Job Candidates – 60%**
- **Turnover – 22%**
- Staff Development/Training – 10%
- Hiring – 6%
- Promotion & Advancement – 2%

# Sources of Recruitment



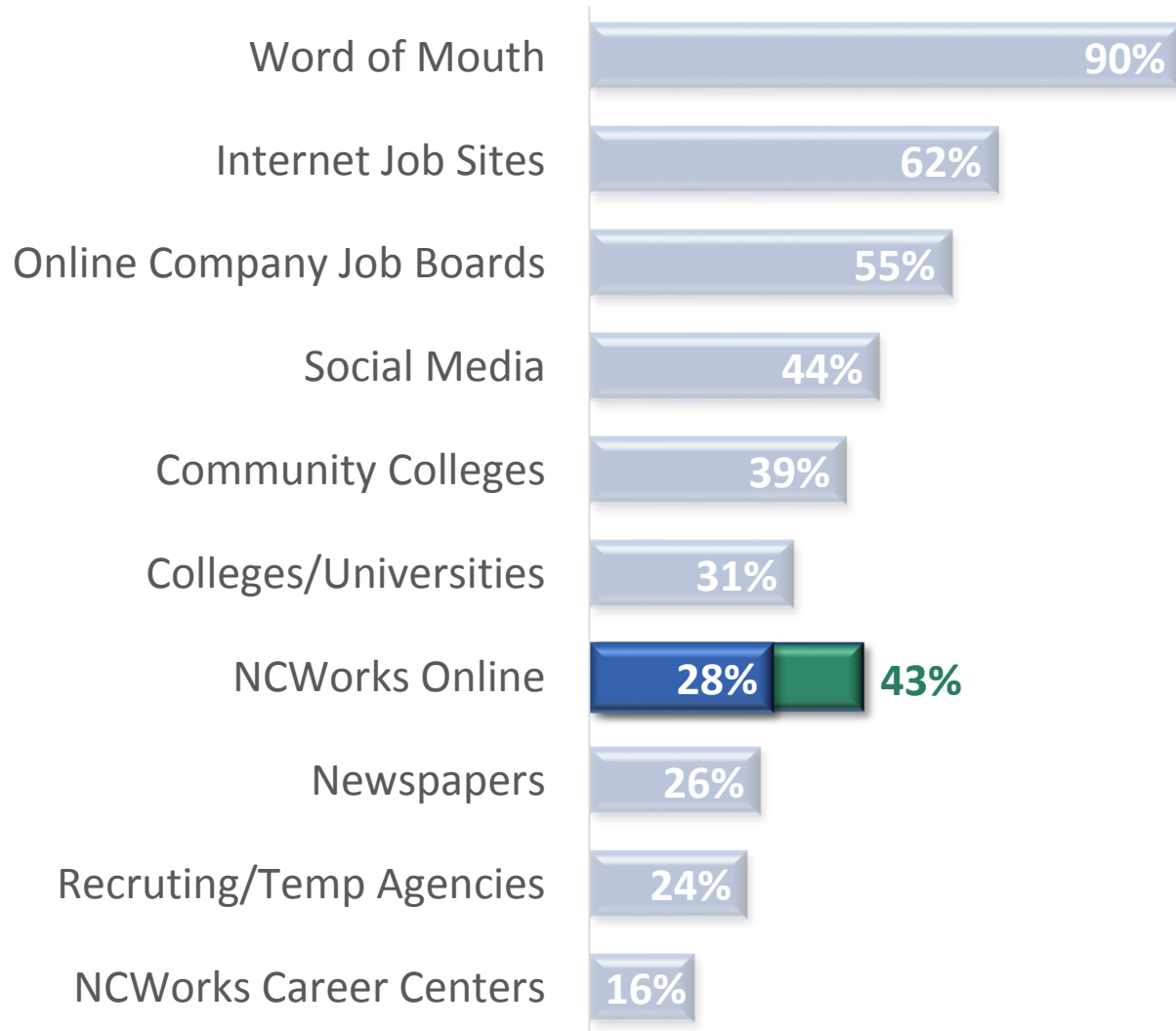
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# Sources of Recruitment



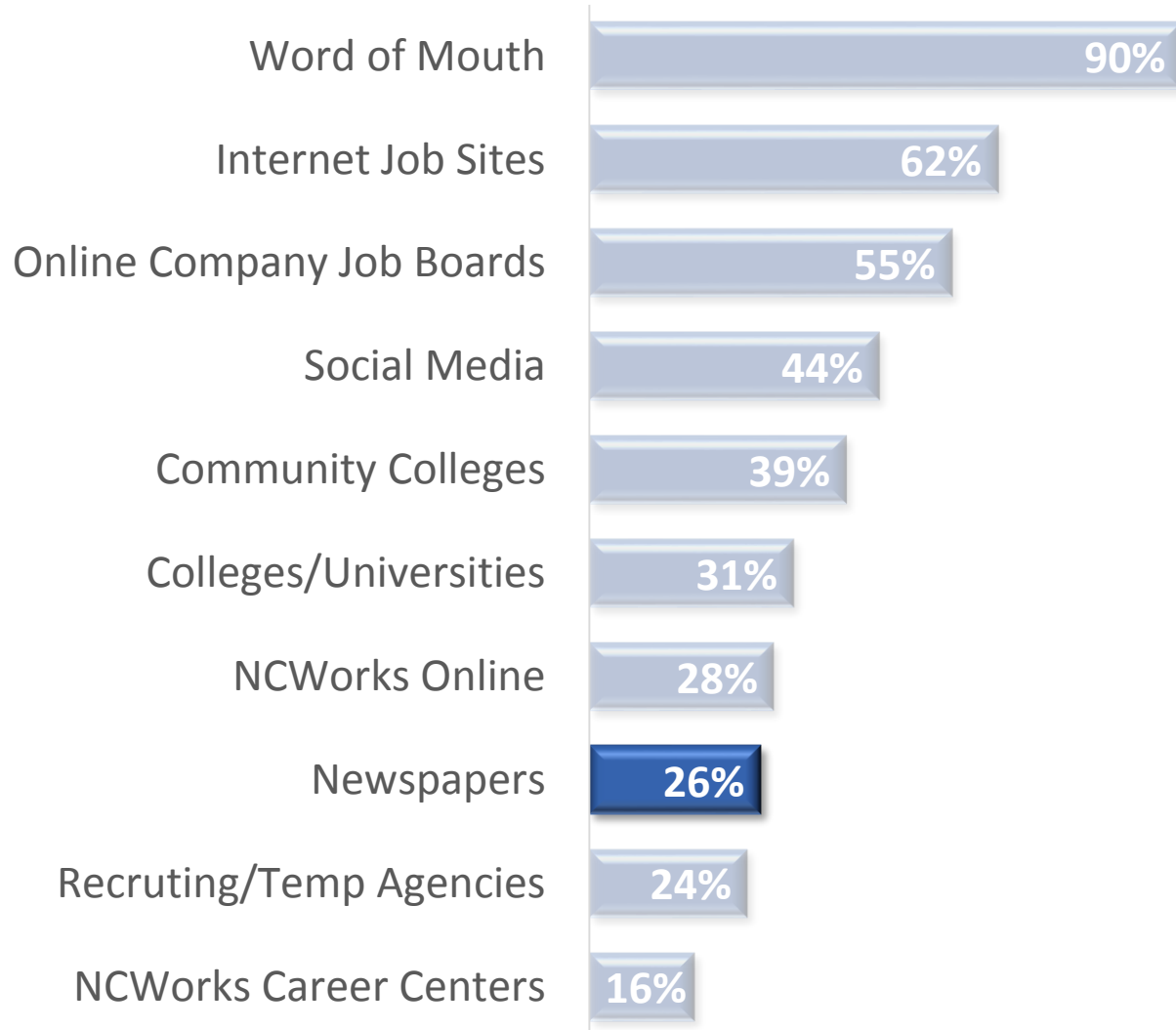
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- Greater use of NCWorks Online in Rural areas (38%), Lower use in Charlotte/Triangle (20%)
- Higher for **Manufacturers**

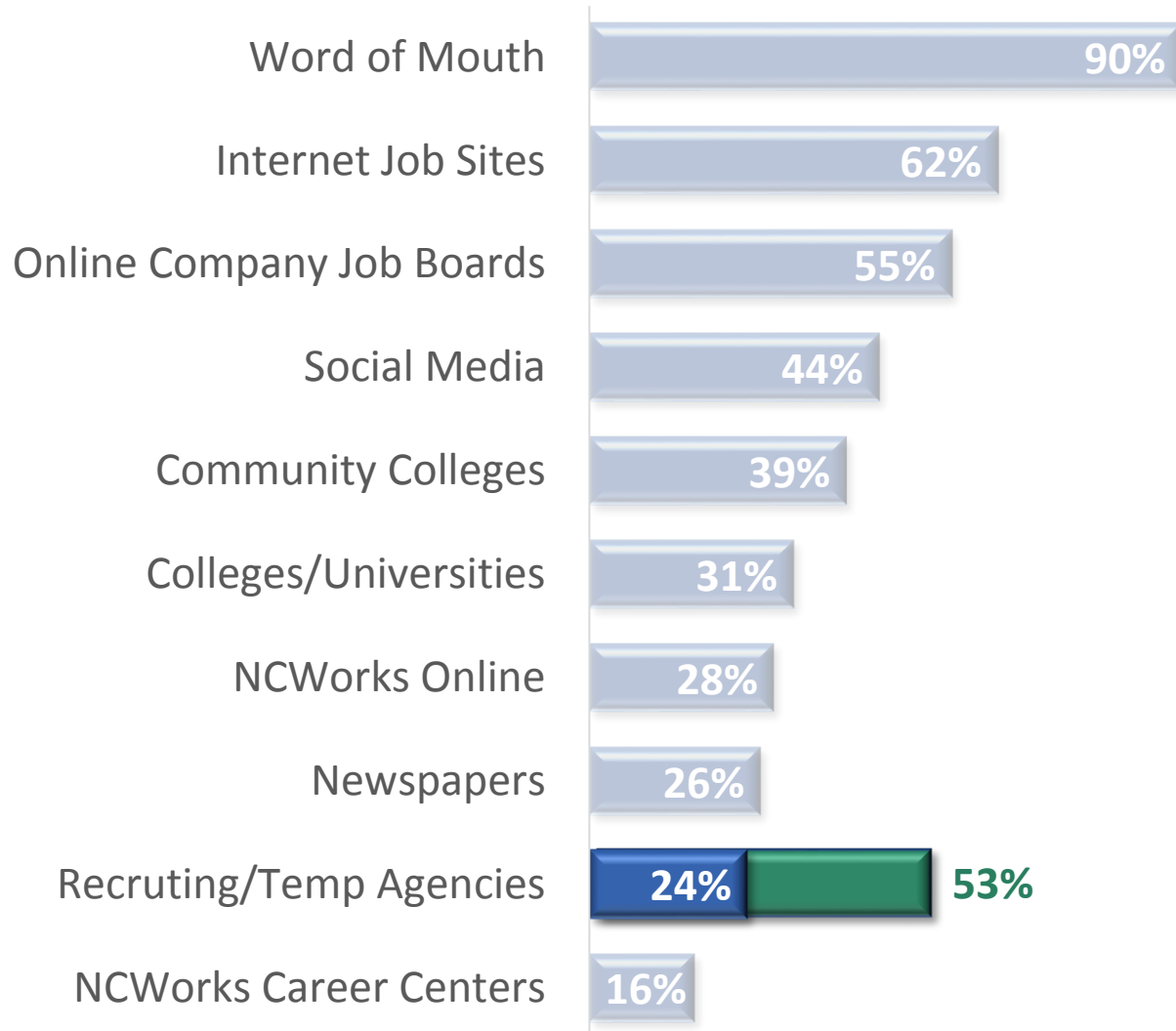
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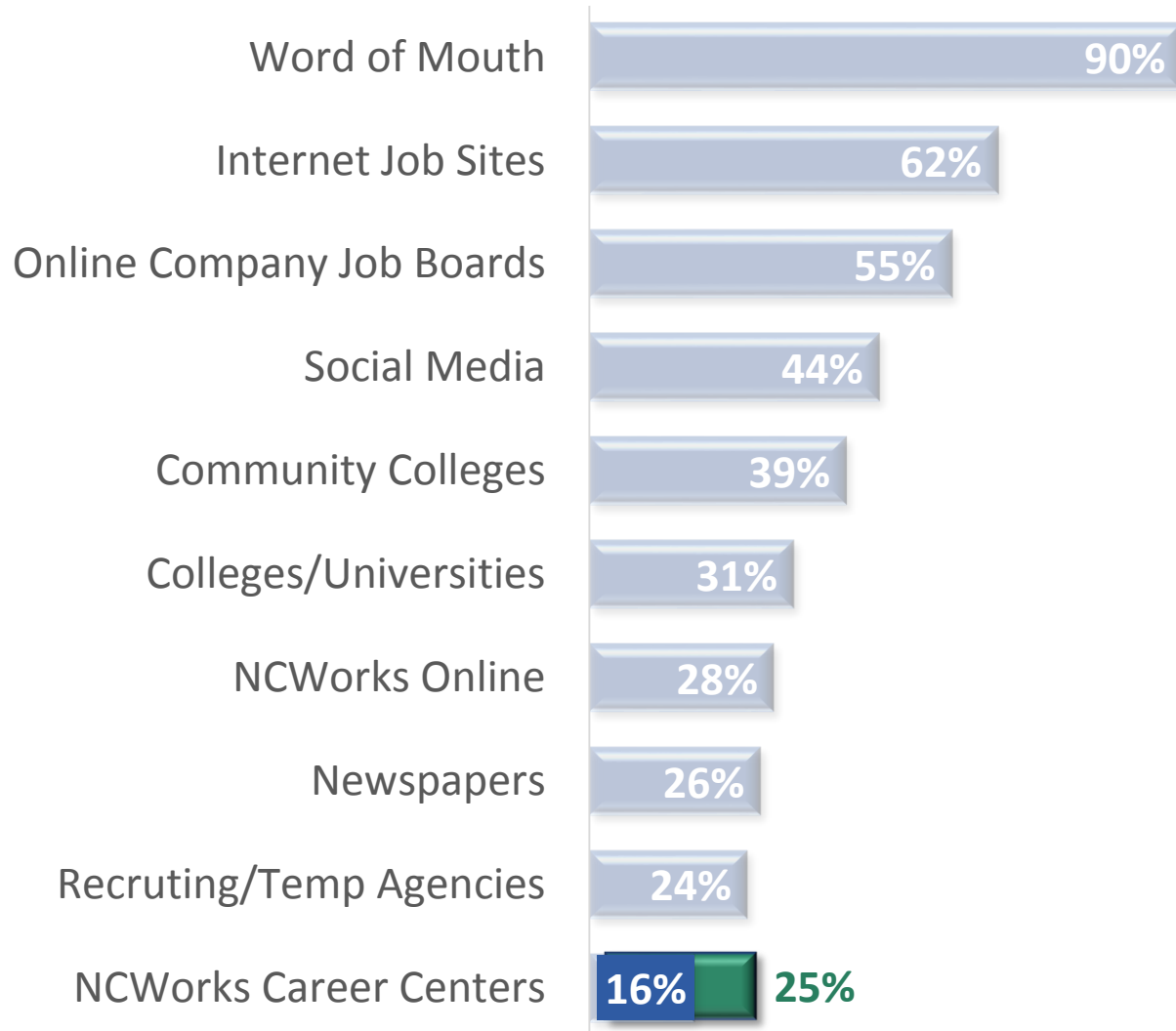


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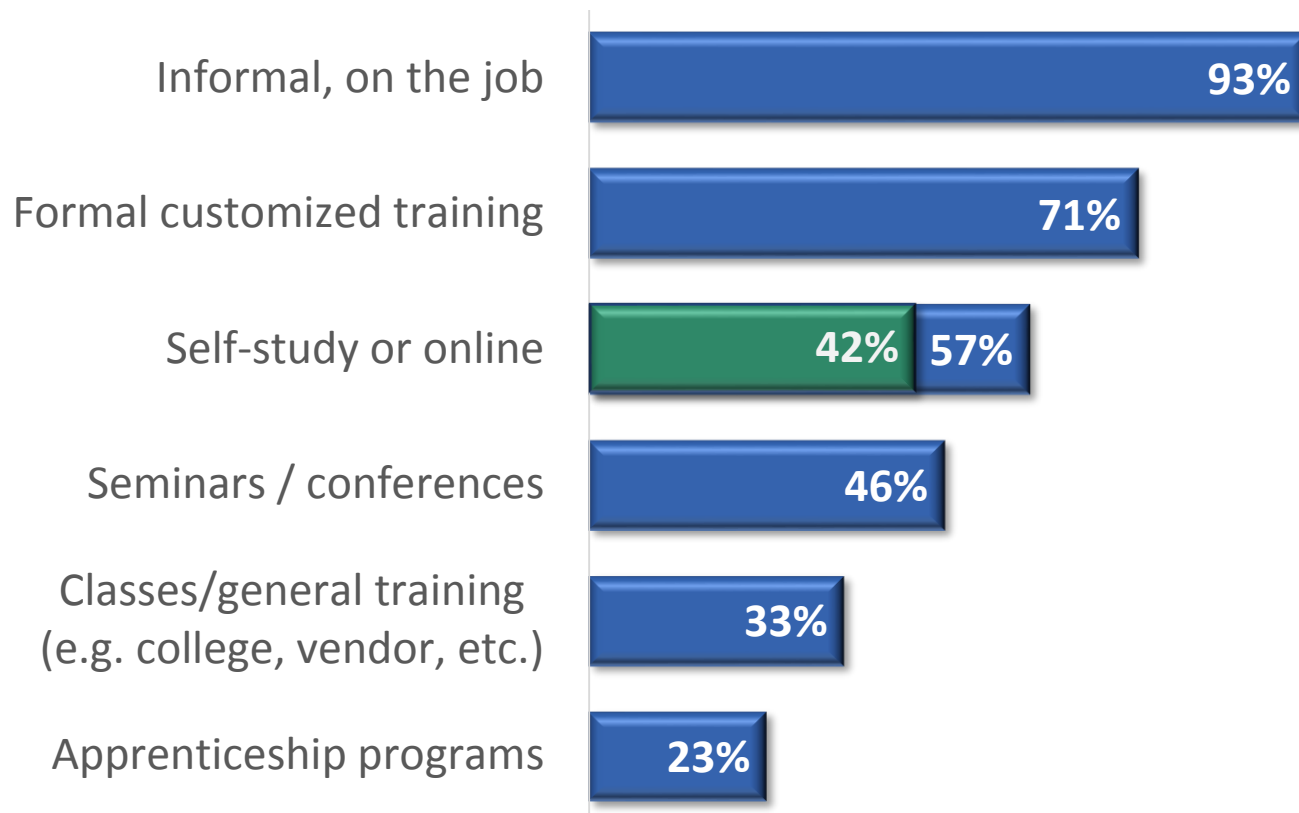
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- Higher use of Newspapers in Rural areas (42%), Lower use in Charlotte/Triangle (15%)
- Agencies used more in Charlotte/Triangle (27%), Less in Rural (12%)
- Lower Career Center use in Charlotte/Triangle (10%), More in Micropolitans (24%) & Rural (23%)
- Higher among **Manufacturers**

# Employers' Responses to Challenges

- Majority increase **Trainings** (60%), revise **Pay Scales & Benefits** (51% of all, 59% of manufacturers)



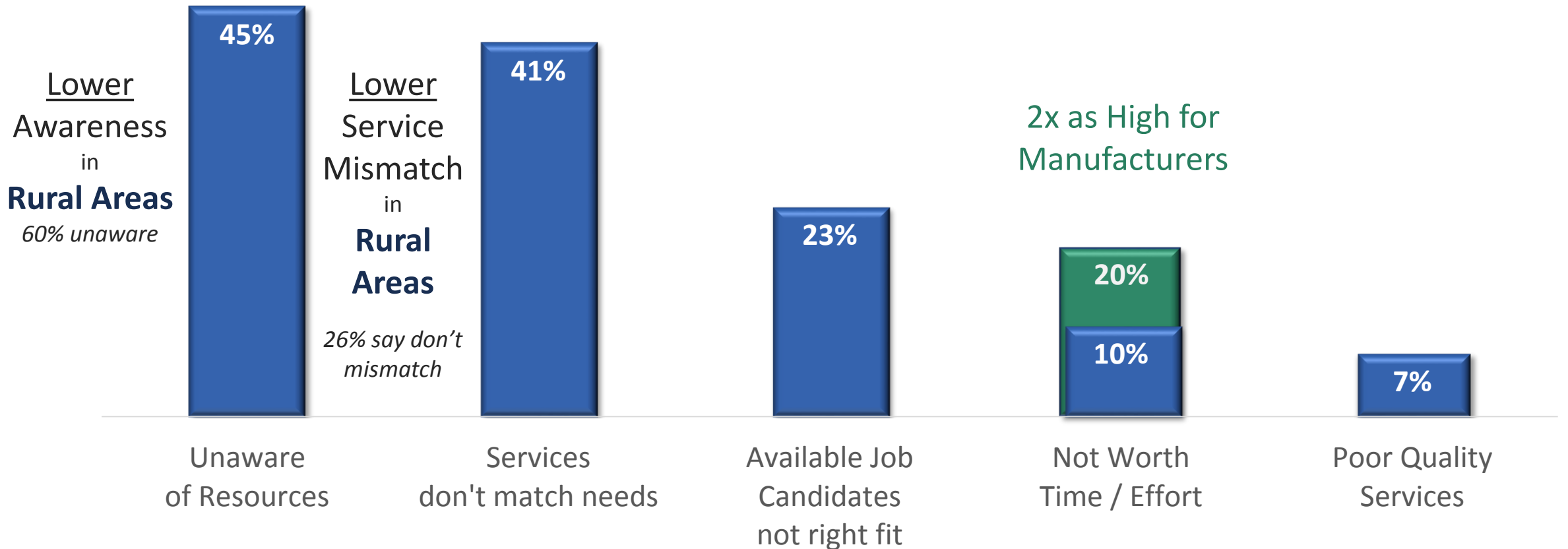
- Median 20 total hours per year
- 40% use private trainers/vendors
- 19% use NC Community Colleges
  - 25% of **Manufacturers**
- 11% use Universities
- 6% use NCWorks Career Centers

# Employers' Responses to Challenges

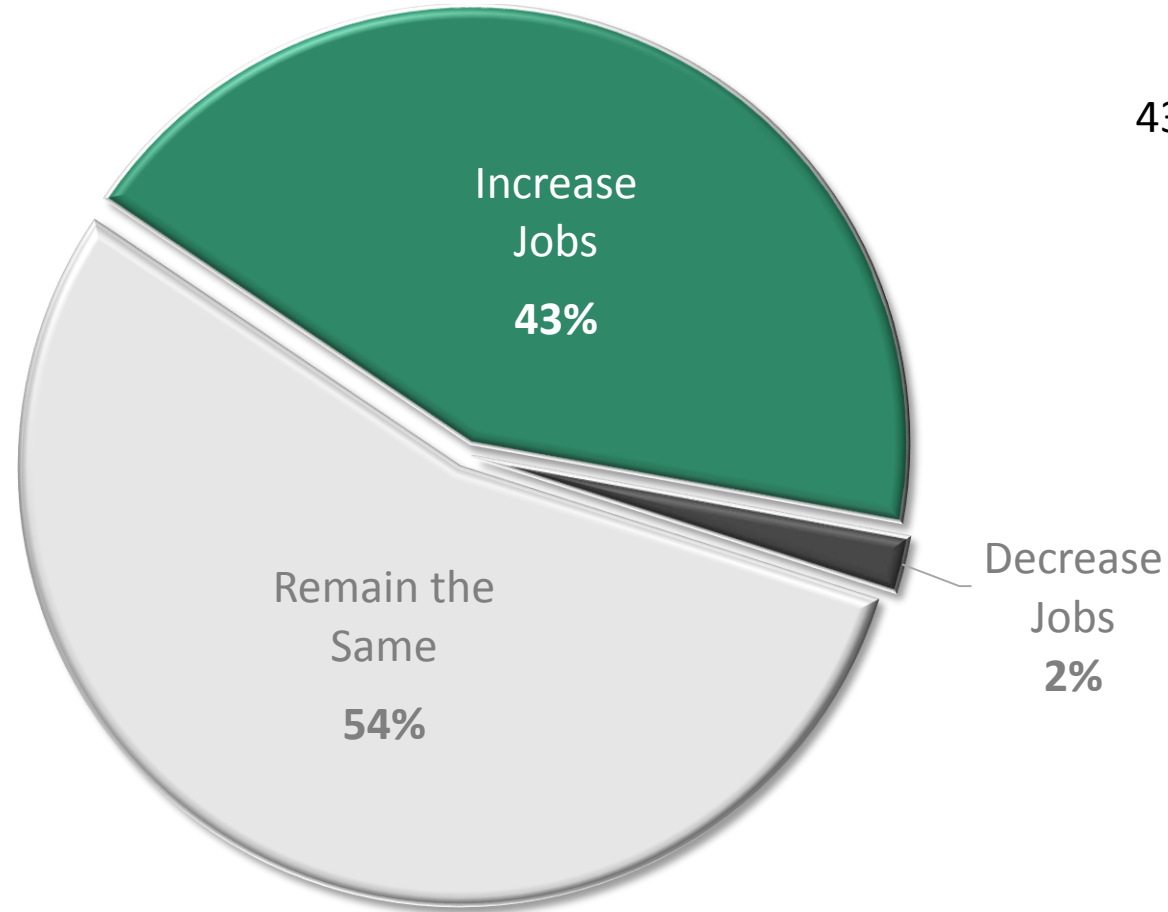
- Majority increase Trainings (60%), revise Pay Scales & Benefits (51% all, 59% manufacturers)
- ½ of Manufacturers use **Temp Services** vs ¼ of all employers
- 28% automate functions  
39% of Manufacturers
- **A few turn down business** as result of challenges (11%)
- 28% use workforce system resources (NCWorks, NCCCS, WDBs ,etc.)  
41% of Manufacturers

# Why Employers Don't Use NC's Workforce System Resources

Career Centers, Workforce Boards, NCWorks Online



# Employment Outlook for 2018



43% expect to Add Jobs at their site

- Only **24%** of **Rural** establishments expect to Add
- **74%** expect to *Remain the Same* in Rural

Similar percentages among  
Manufacturers & All Industries

# Takeaways

- More employers claimed difficulty than 2016 study
  - Higher for Manufacturers
  - Tight labor market & structural economic changes are likely at least partially to blame
- Some limit to job growth (outsourcing & automation substitution)
  - A few forego business opportunities due to hiring difficulties
- Employers bullish on adding jobs in 2018
  - Less so in Rural areas
- Hiring Difficulties highest in mid-size Metro Areas (not Charlotte & Triangle)
- Difference in reasons for difficulty vary by position seniority
  - Employability/Personal Issues high – particularly for Entry-level positions
  - Lack of Relevant Experience high for Mid- & Senior Positions
- Employers expanding use of Internet resources for finding talent
- Opportunities exist for Workforce System to better market & match services

# Questions?

Jeff DeBellis

[jeff.debellis@nccommerce.com](mailto:jeff.debellis@nccommerce.com)



# Public Comments

- Sign in at podium
- Limit time to 2 minutes
- Comments are relevant to workforce issues
- Additional comments may be sent to the commission at:

[ncworkscommission@nccommerce.com](mailto:ncworkscommission@nccommerce.com)



## Next Steps

Kevin Trapani, Chair  
NCWorks Commission