

NCWORKS COMMISSION

November 13, 2024
Quarterly Business Meeting

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If you experience any technical difficulties, or would like to ask a question, please use the Q & A feature to report issues to “All Panelists” and we will assist you.

Meeting Instructions

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Welcome

**NCWORKS
COMMISSION**

**Dr. Garrett Hinshaw
President
Catawba Valley Community College**



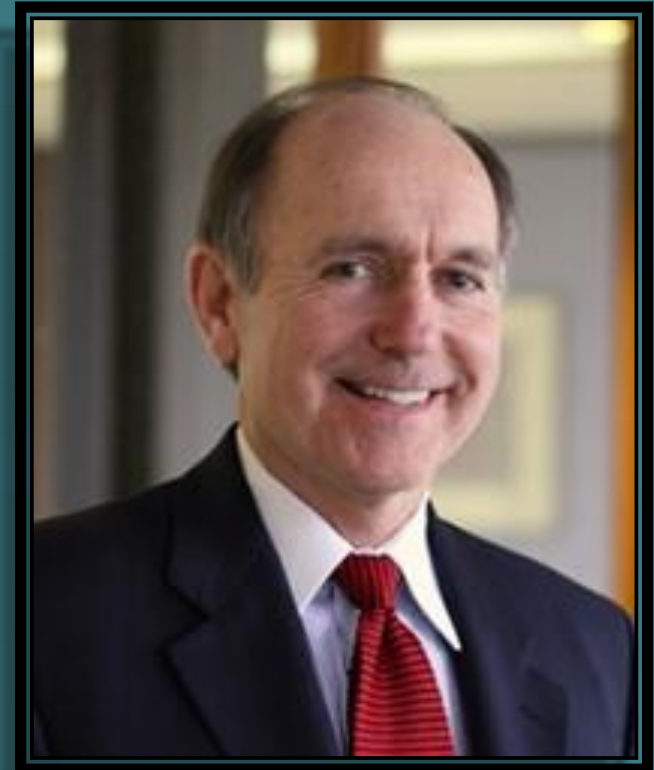
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Workforce Updates

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Tom Rabon, Chair NCWorks Commission



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Employer Needs Survey Report

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Joshua Levy
Senior Policy Analyst
Labor and Economic Analysis Division
(LEAD)



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2024 North Carolina Employer Needs Survey

Key Findings and Implications

Joshua Levy

Senior Policy Analyst

NC Department of Commerce, LEAD

2024 Employer Needs Survey Released

- Full Report available at
 - <https://analytics.nccommerce.com/Employer-Needs-Survey/PDF/>
- Interactive Dashboard available at
 - <https://analytics.nccommerce.com/Employer-Needs-Survey/>



About the Survey

- Conducted every two years since 2014
 - First assessment of NC's hiring landscape post-COVID-19
- Led by LEAD, supported by NCWorks Commission
 - Phone surveys conducted by NCSU's CUACS
- 5 "industry" samples:
 - **All employers**
 - **Manufacturing**
 - **Healthcare**
 - **Construction**
 - **"STEM"**
- Additional 2nd Overall survey with experimental questions

20 | EMPLOYER NEEDS
22 | SURVEY

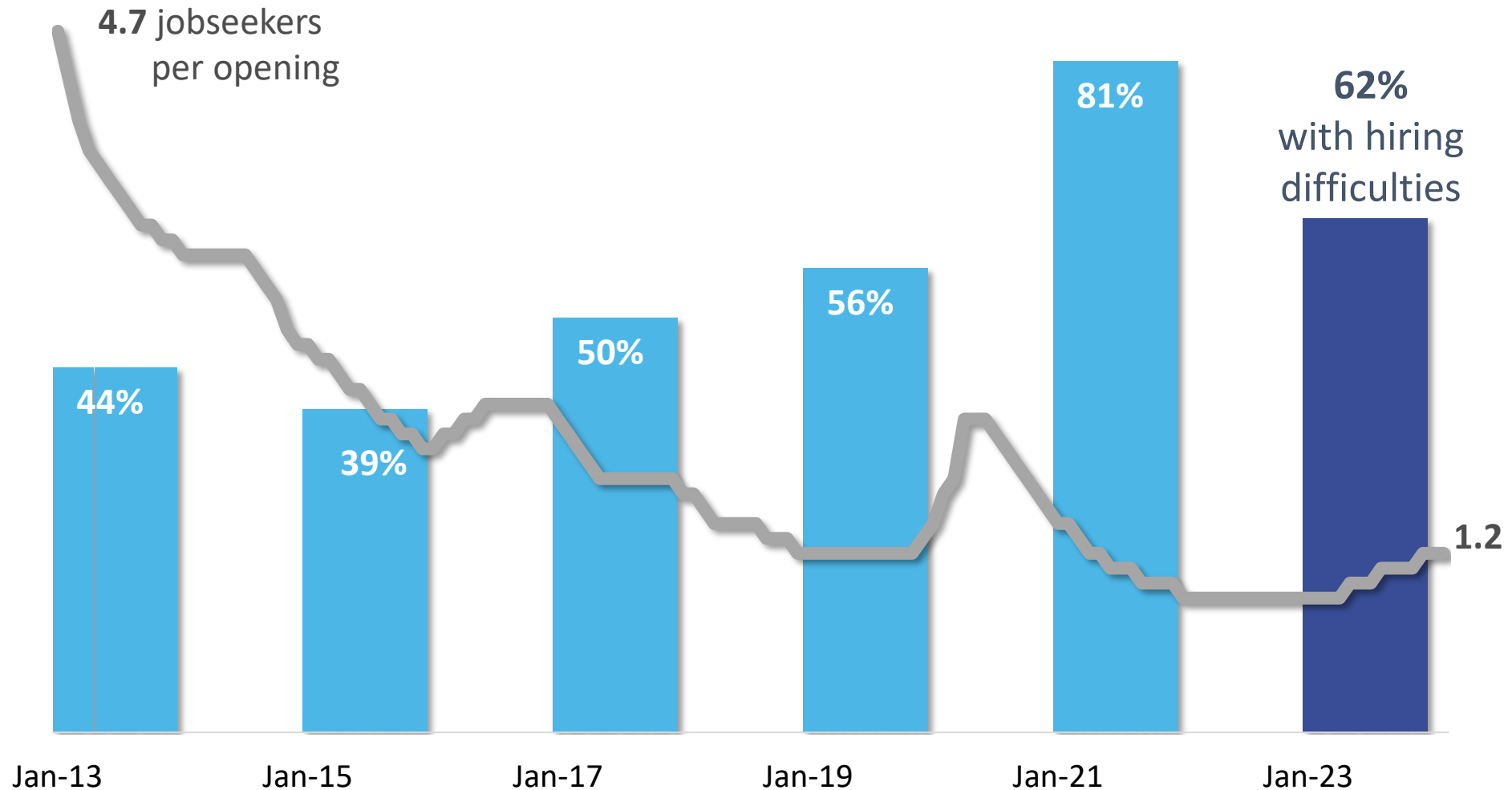


Key Findings

- Hiring difficulties eased from 2021
 - Now similar to pre-pandemic levels
- "Employability" issues dominate reasons for hiring difficulties
- Barriers to employment important to consider
- Opportunities to grow work-based learning
- Most employers optimistic about future business conditions



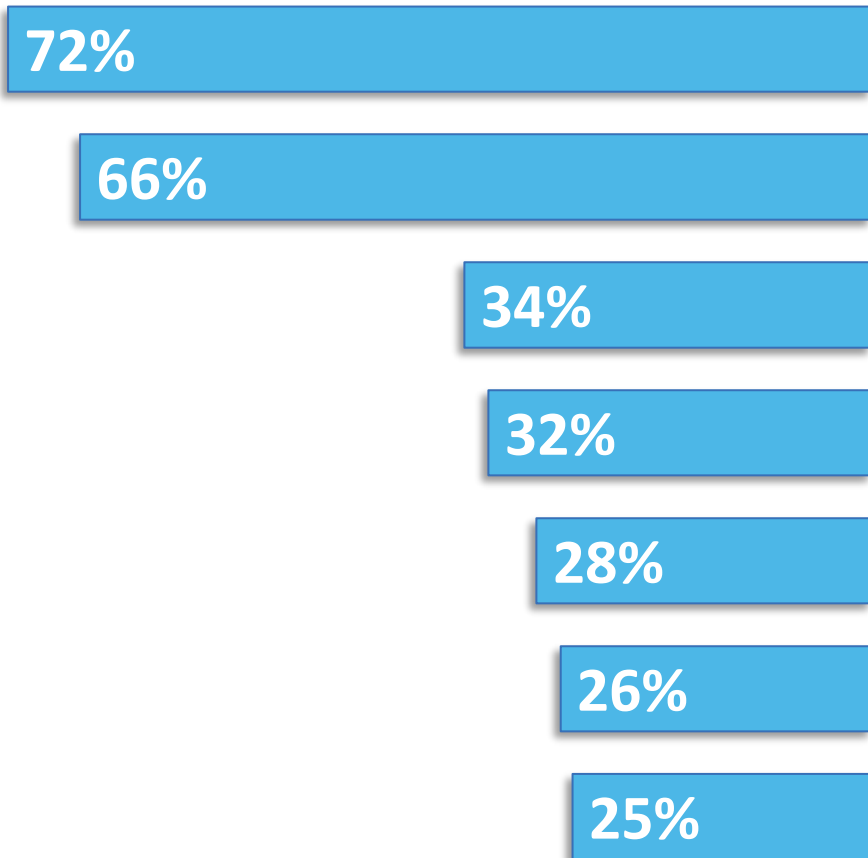
10 Years Reporting Hiring Difficulties



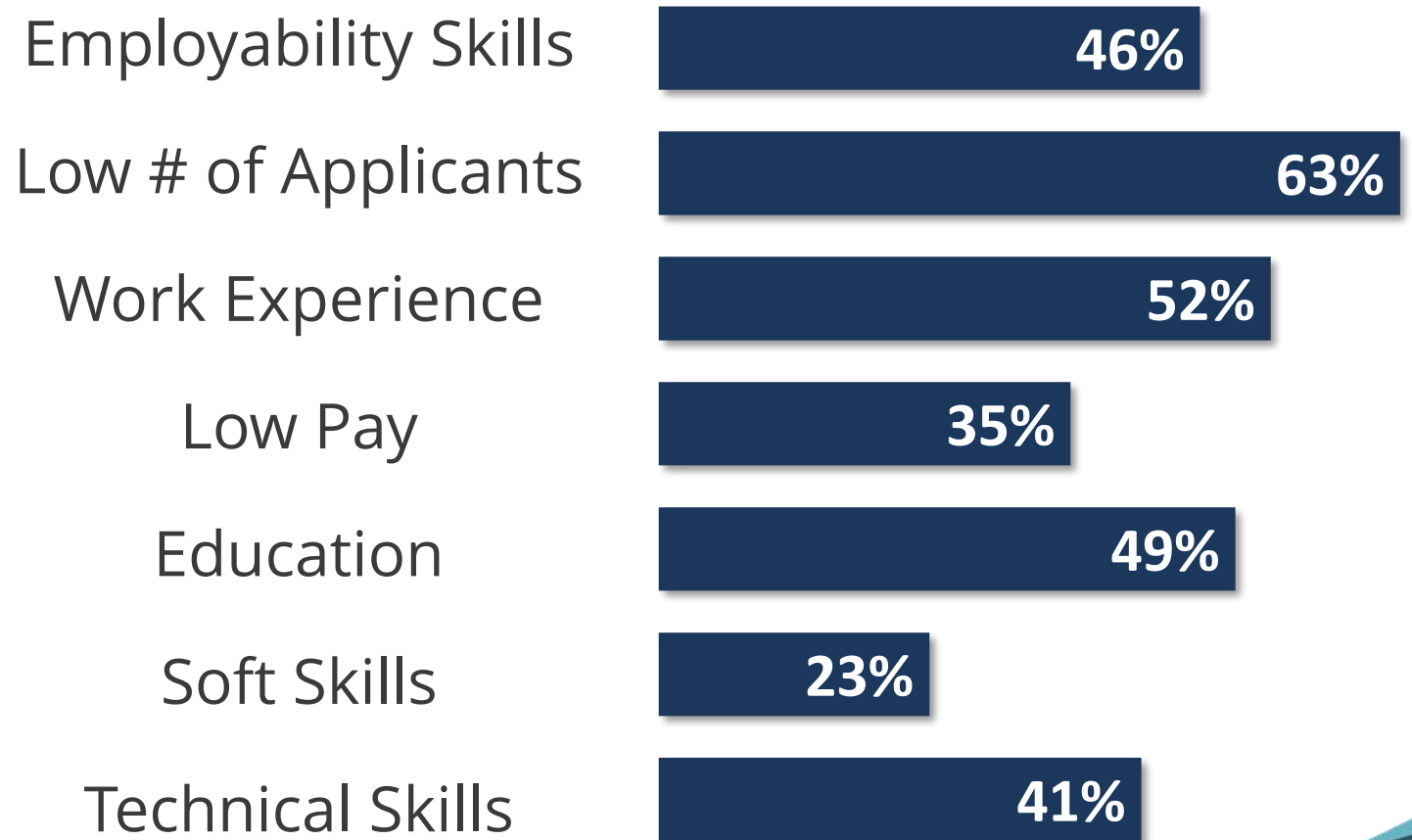
Skill Gaps Exist, But Overshadowed

Causes of Hiring Difficulties

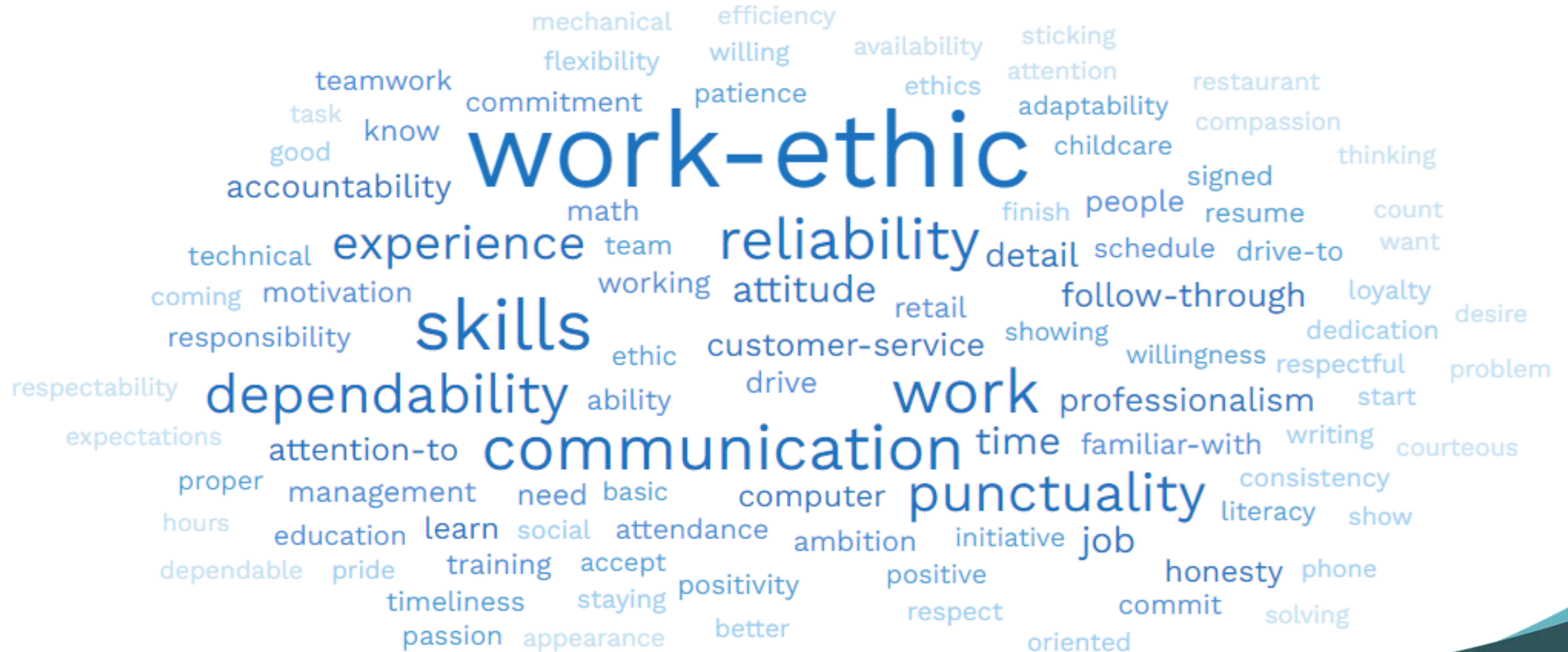
Entry-Level Positions



Experienced Positions

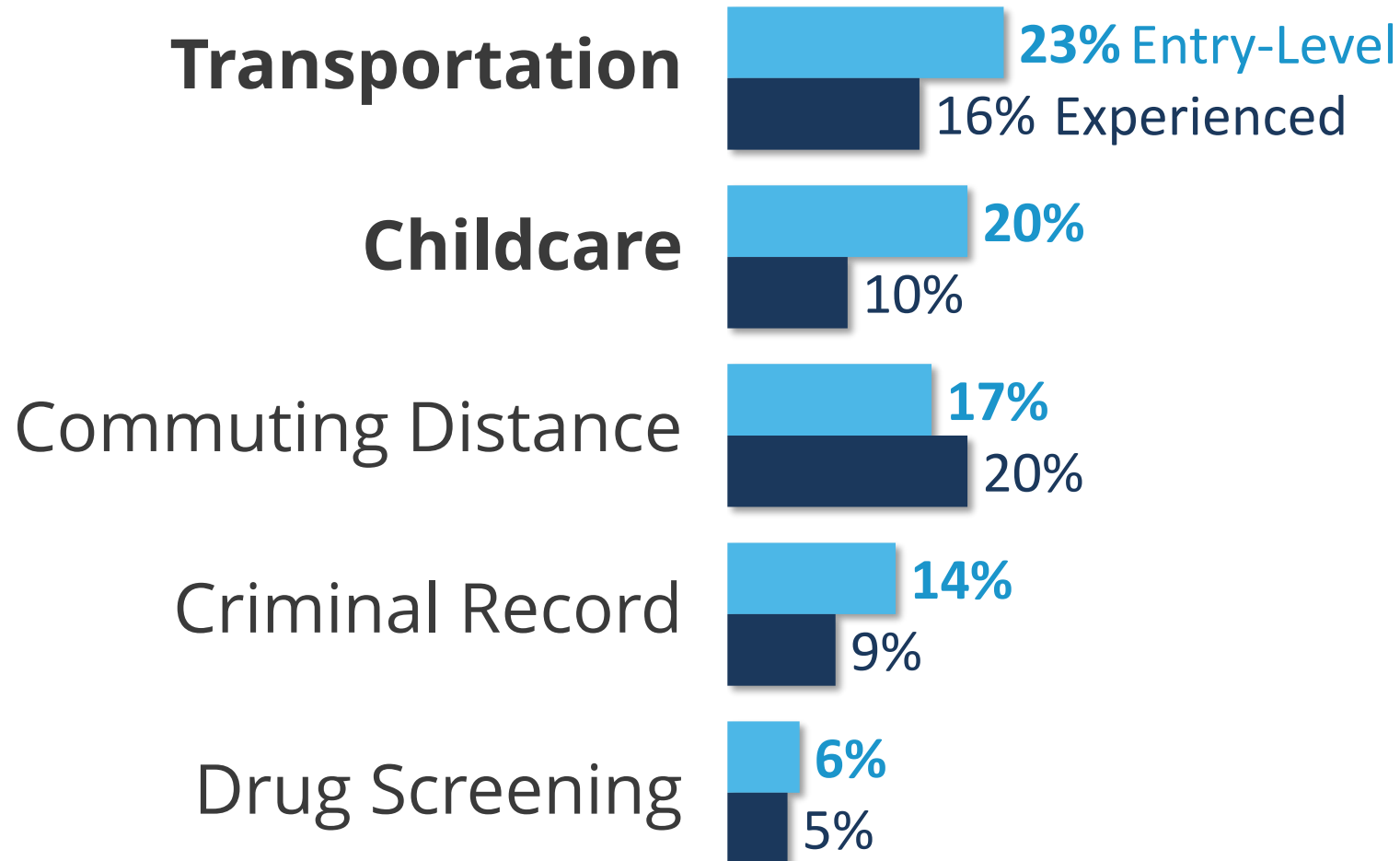


Missing Workforce Qualities of young workers under 30

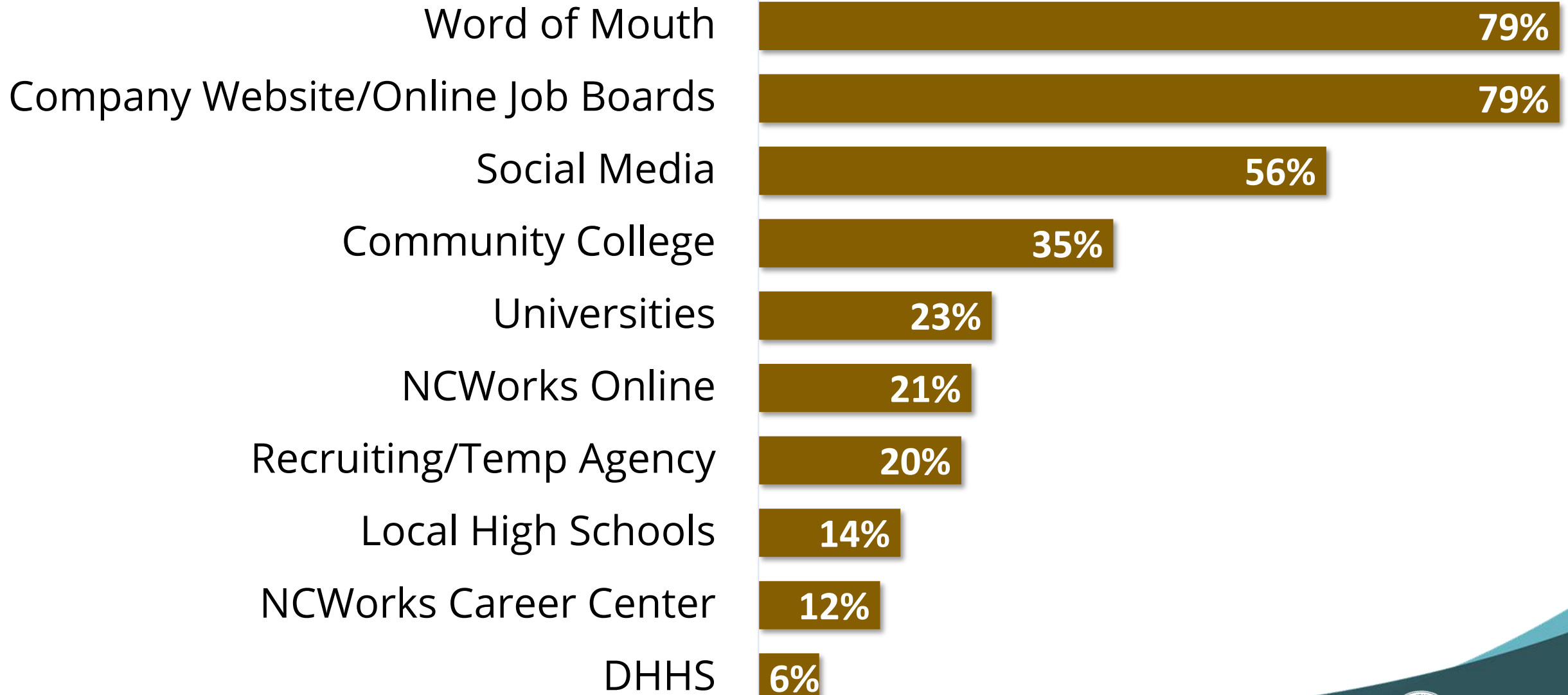


Barriers to Applying, Nearly as Great

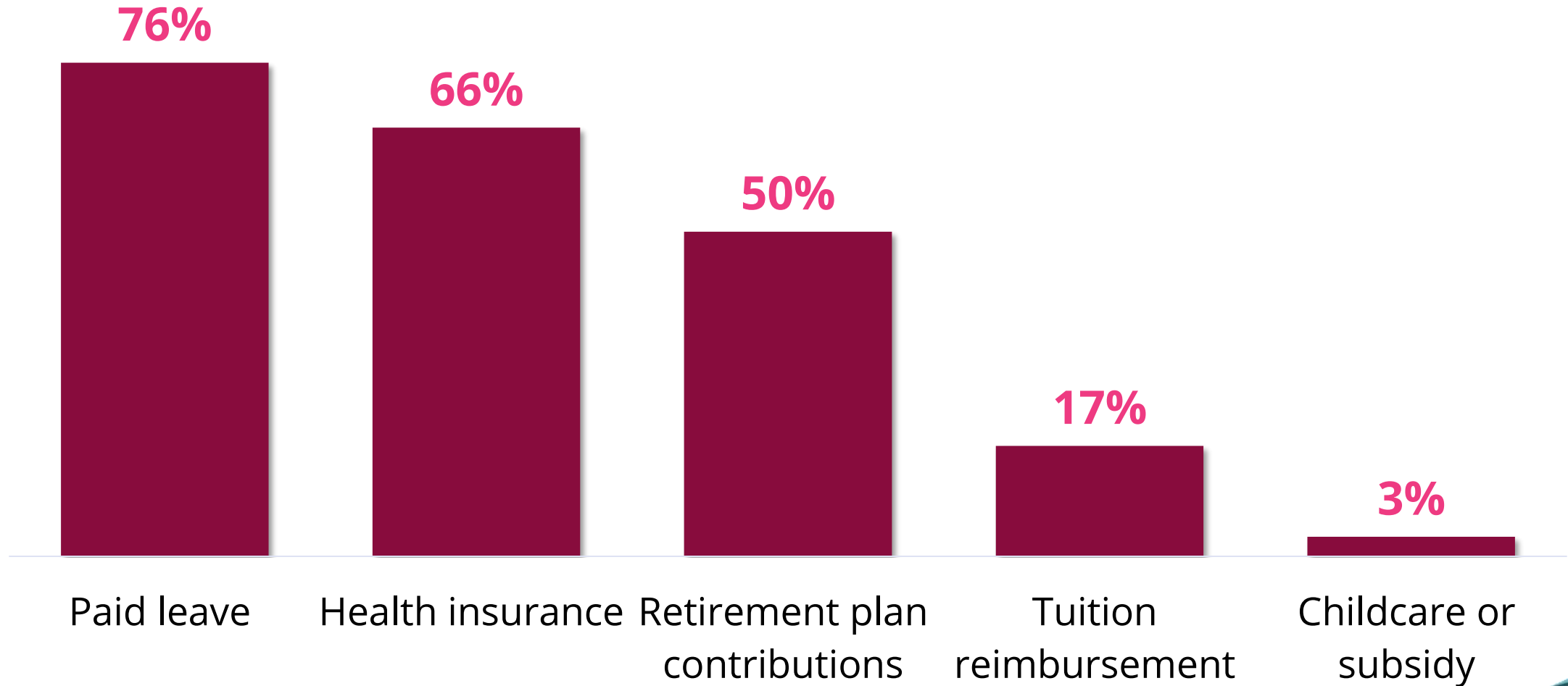
Issues causing hiring difficulties



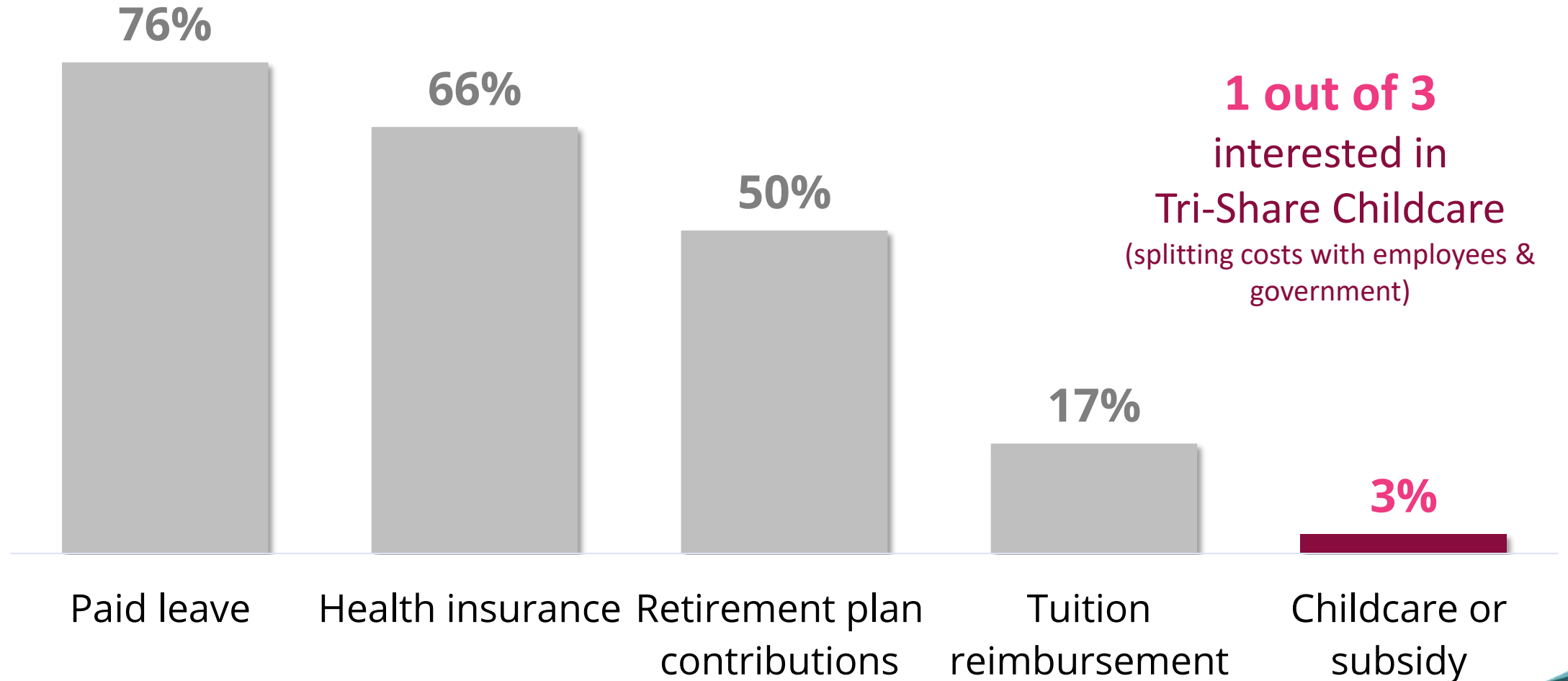
Top Recruitment Methods



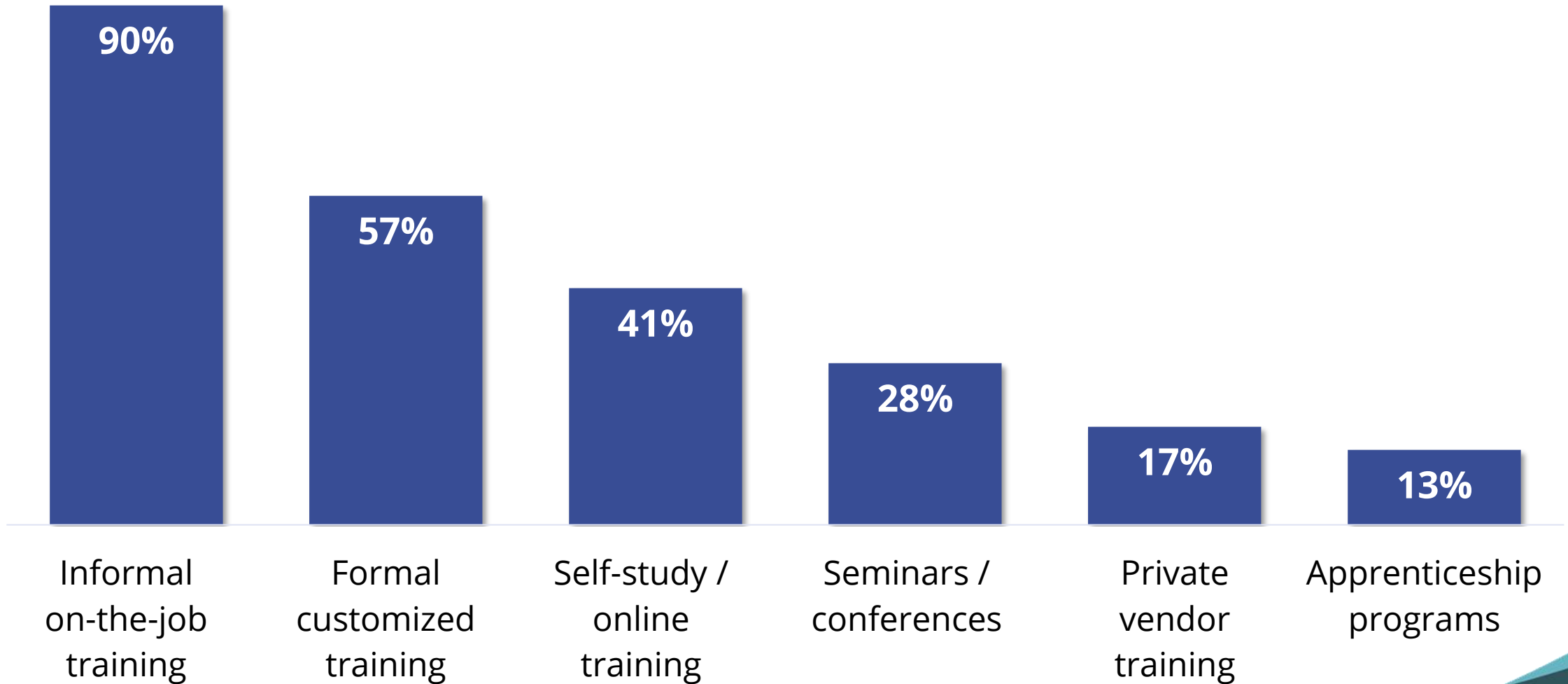
Employee Benefits Offered



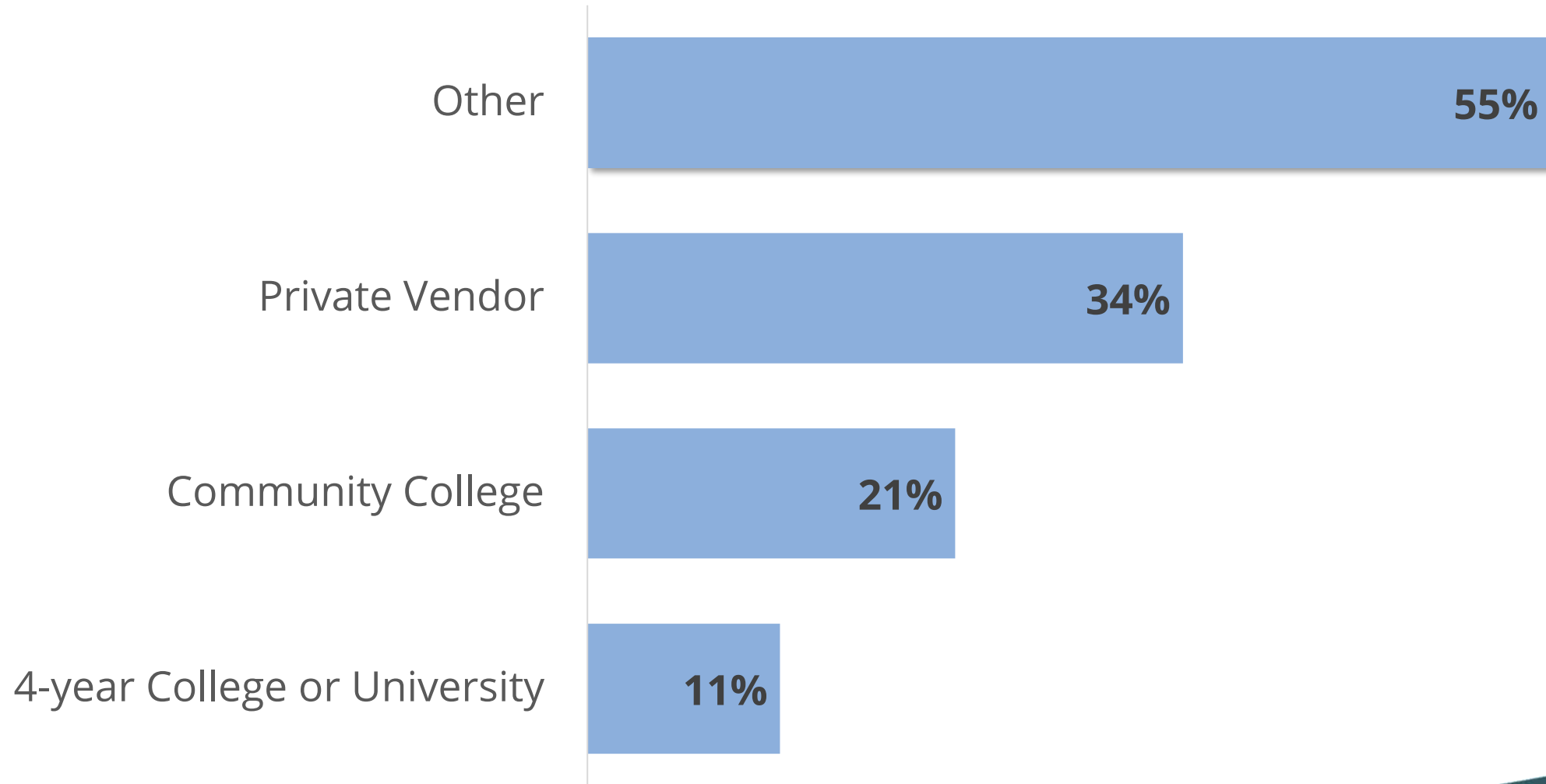
Employee Benefits Offered



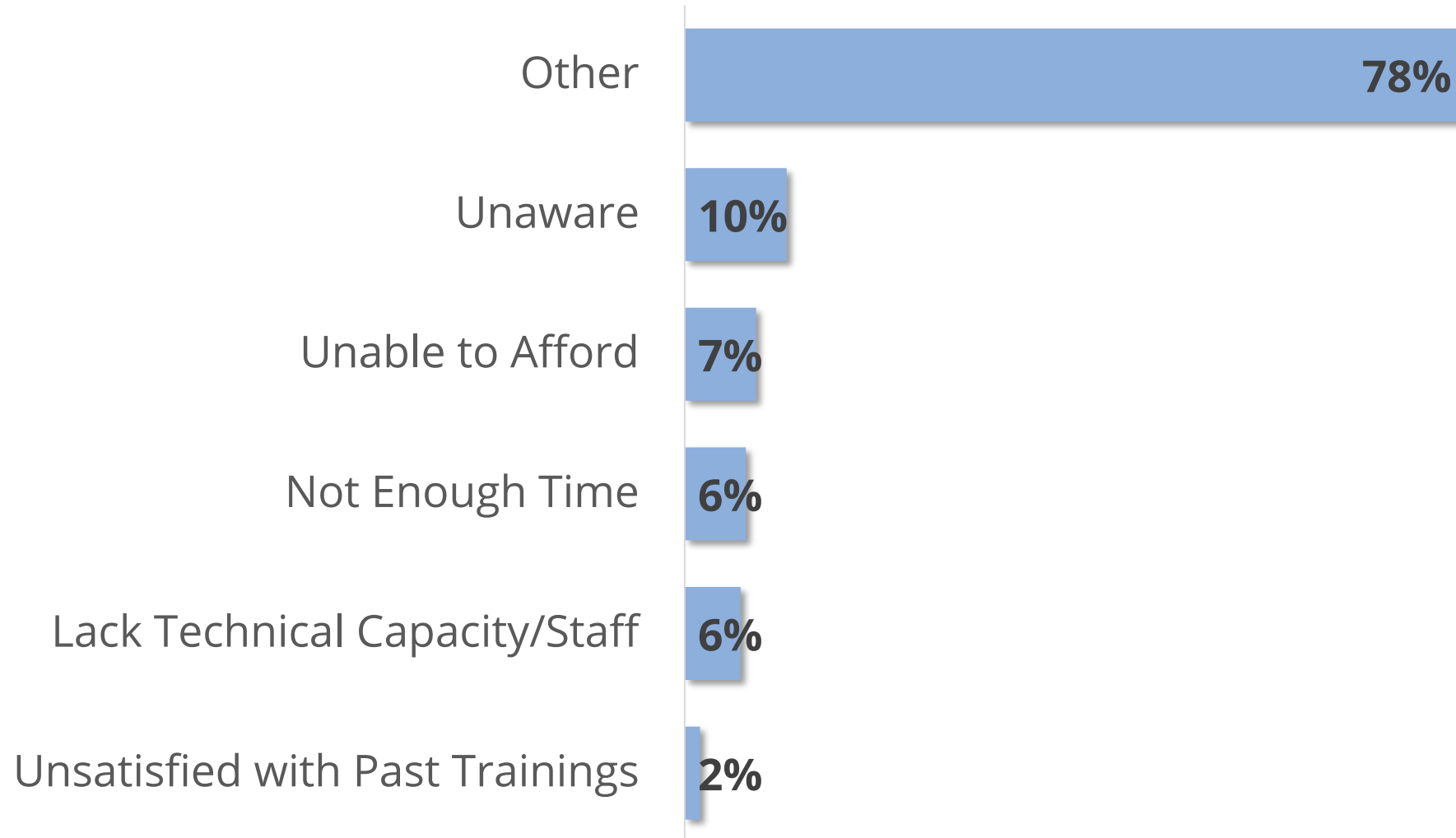
Types of Training Offered



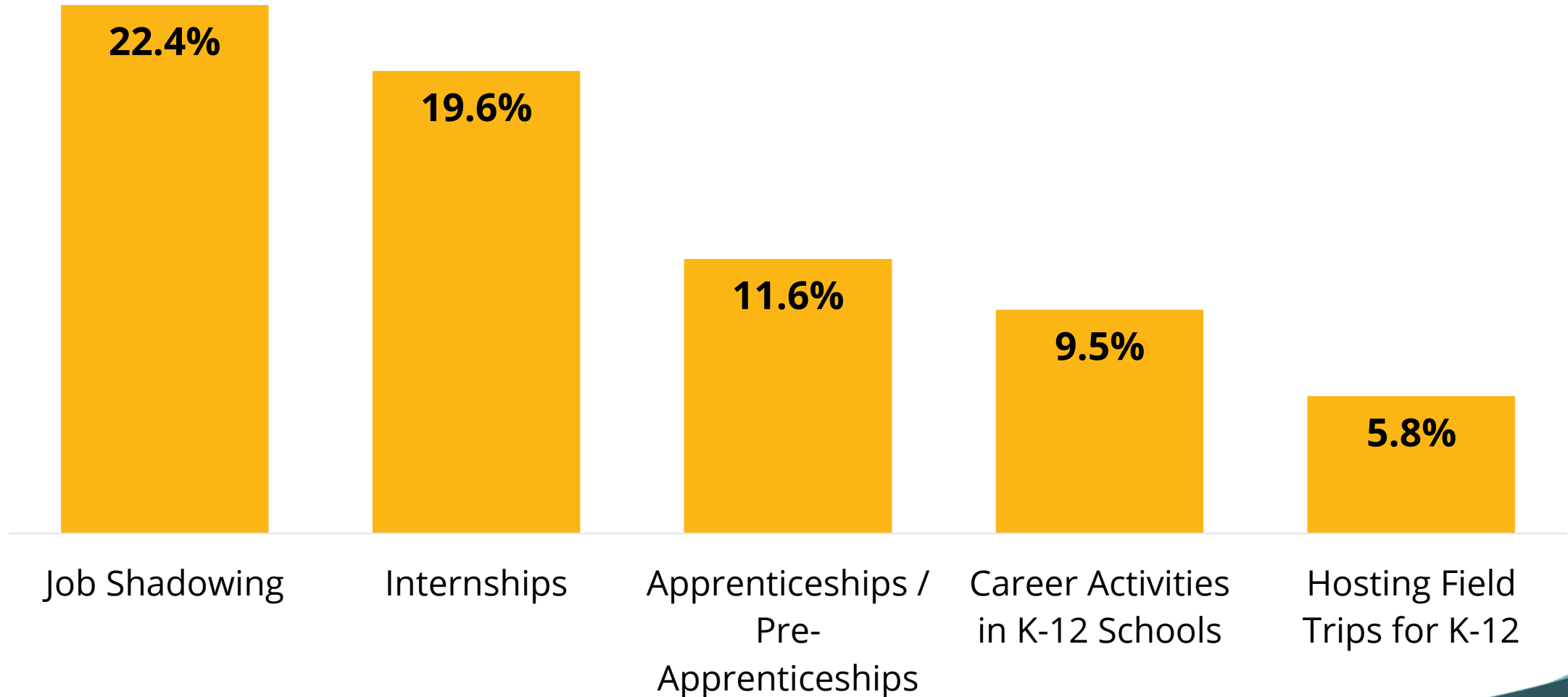
Who provides formal training?



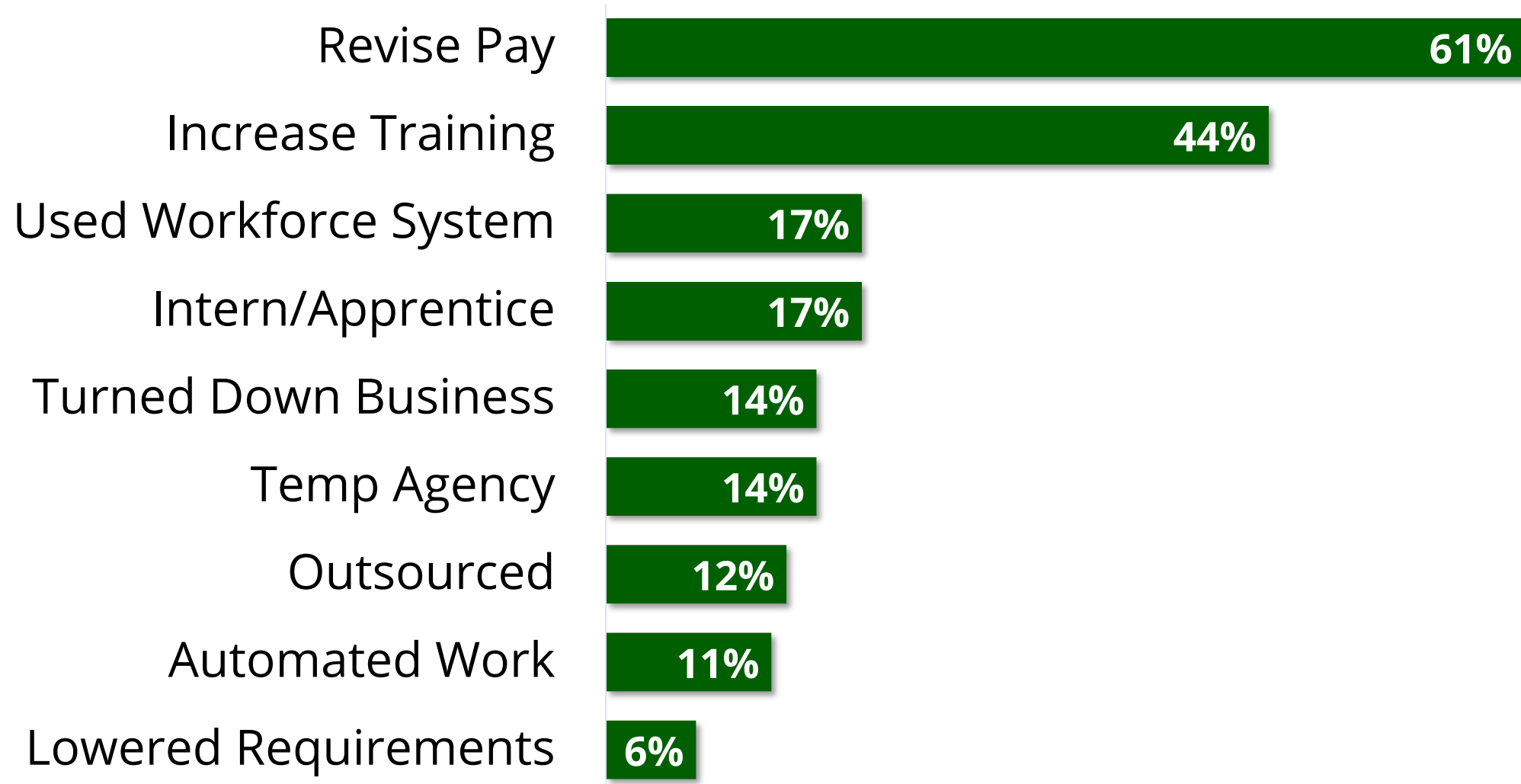
Why no formal training?



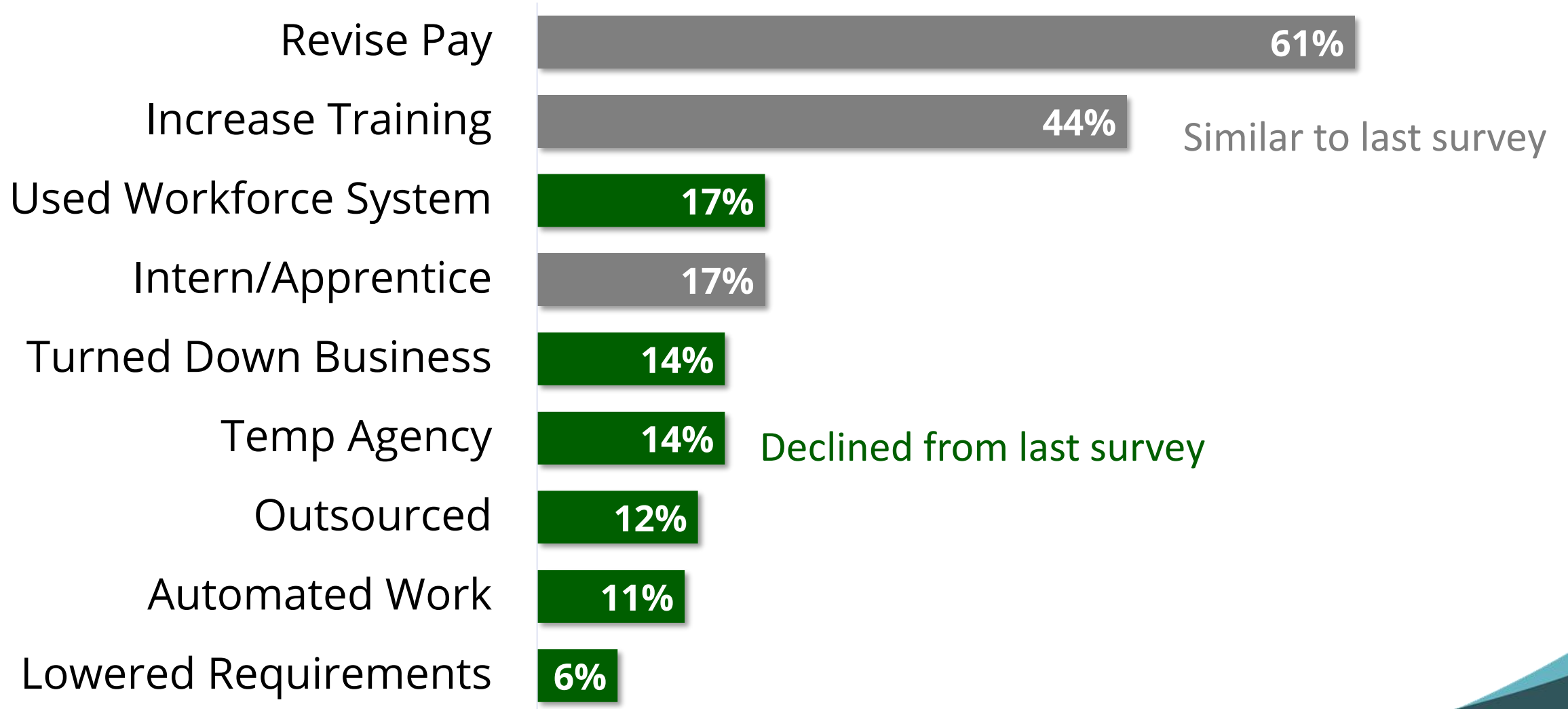
Overall, 37% Offer Work-Based Learning



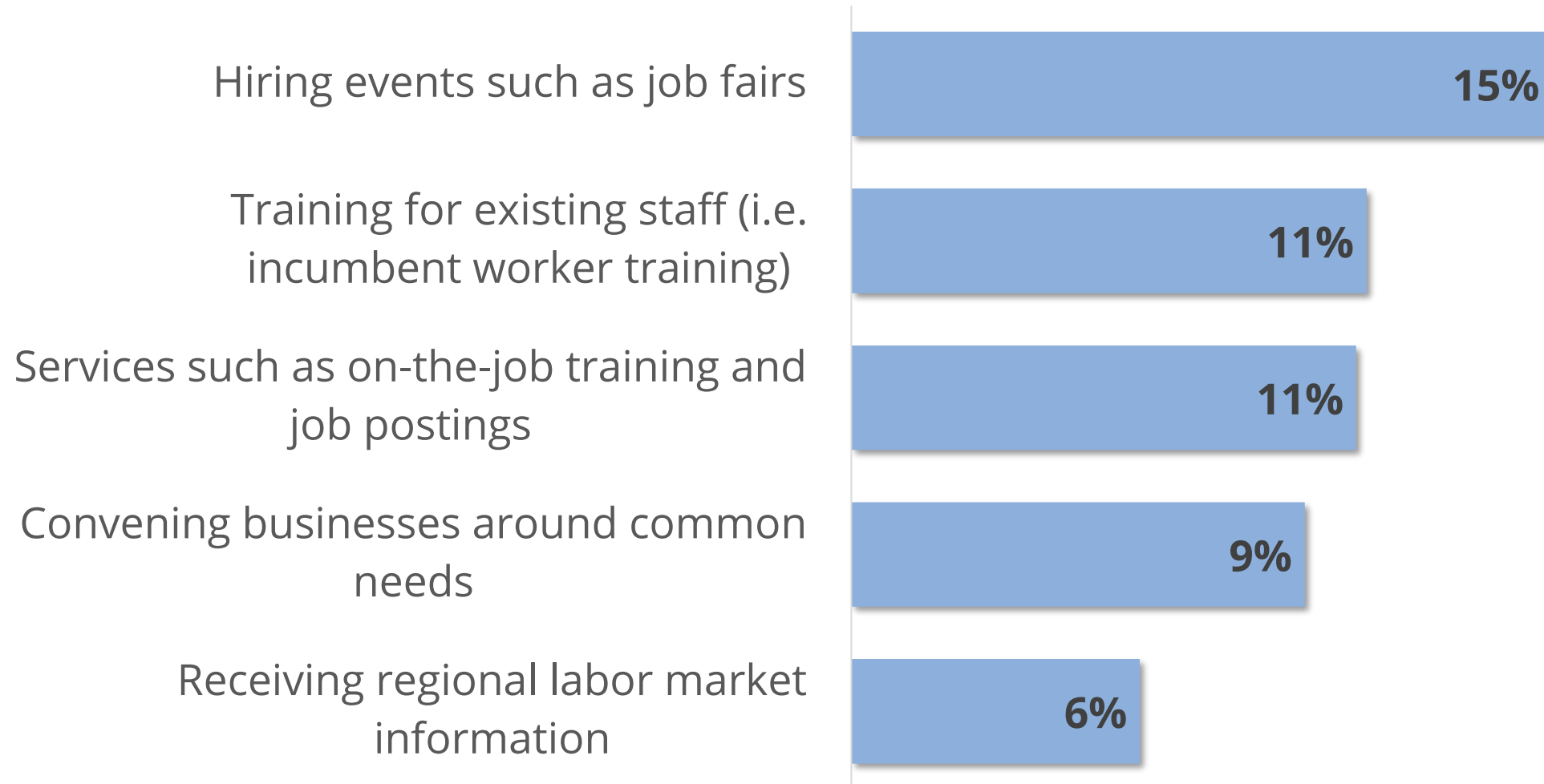
Responses to Workforce Challenges



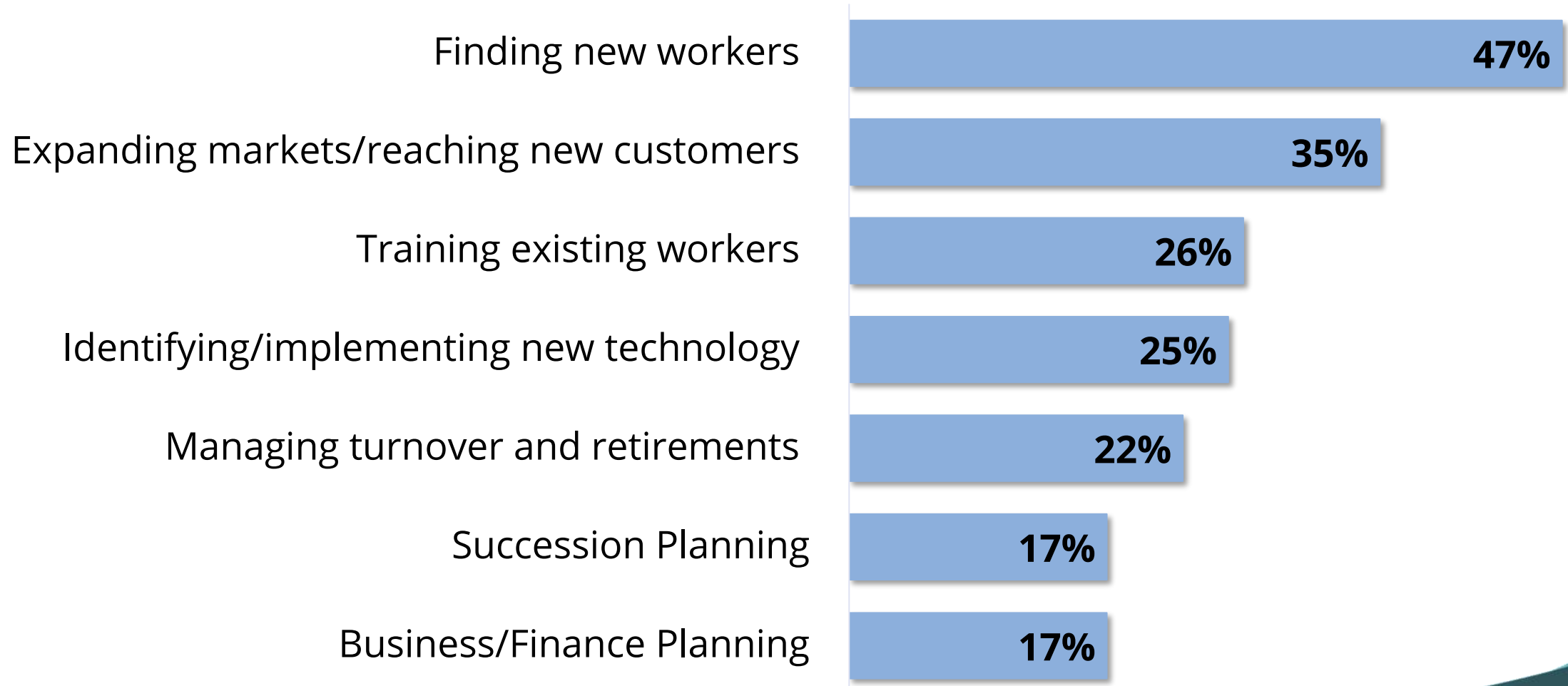
Responses to Workforce Challenges



Employers' Use of WDB Services



How can Workforce System Better Help Employers?



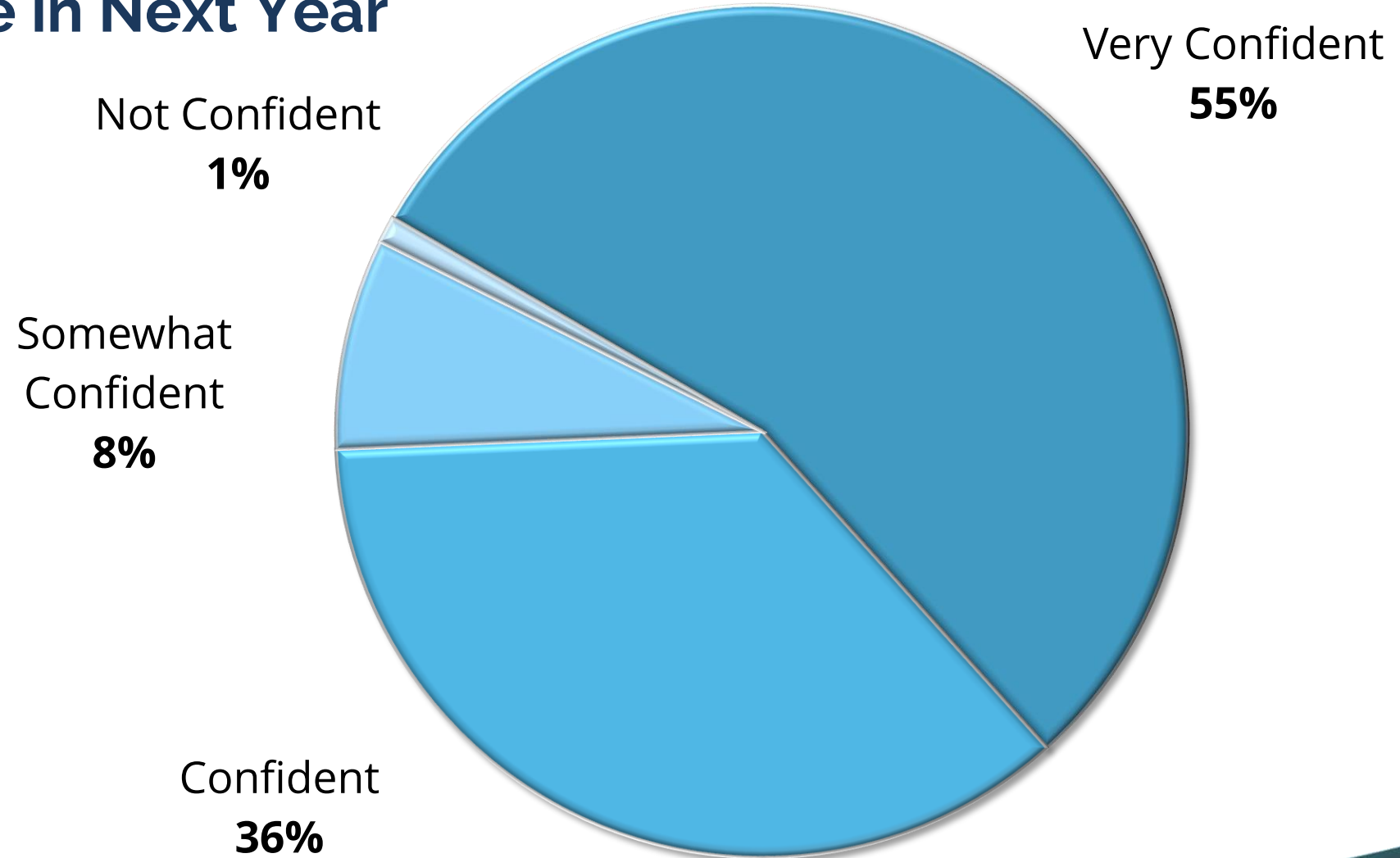
Awareness, Use, and Satisfaction with NCWorks system

- Nearly half (46%) of employers said they were familiar with the NCWorks system, including NCWorks Online and NCWorks Career Centers
- Of those employers who were familiar, 59% said they had used any services from NCWorks (8% were unsure)
- Those who had used any services were asked to rank satisfaction on a 4-point scale
 - 23% were “very satisfied”
 - 59% were “mostly satisfied”
 - 11% were “mostly unsatisfied”
 - 7% were “unsatisfied”
- Those who did **not** use any services were asked why not
 - 24% didn’t think the services were relevant to their business
 - 17% said they were unaware of these services
 - 6% did not have enough time to seek out these services
 - Many comments that services were not applicable or they did not need services

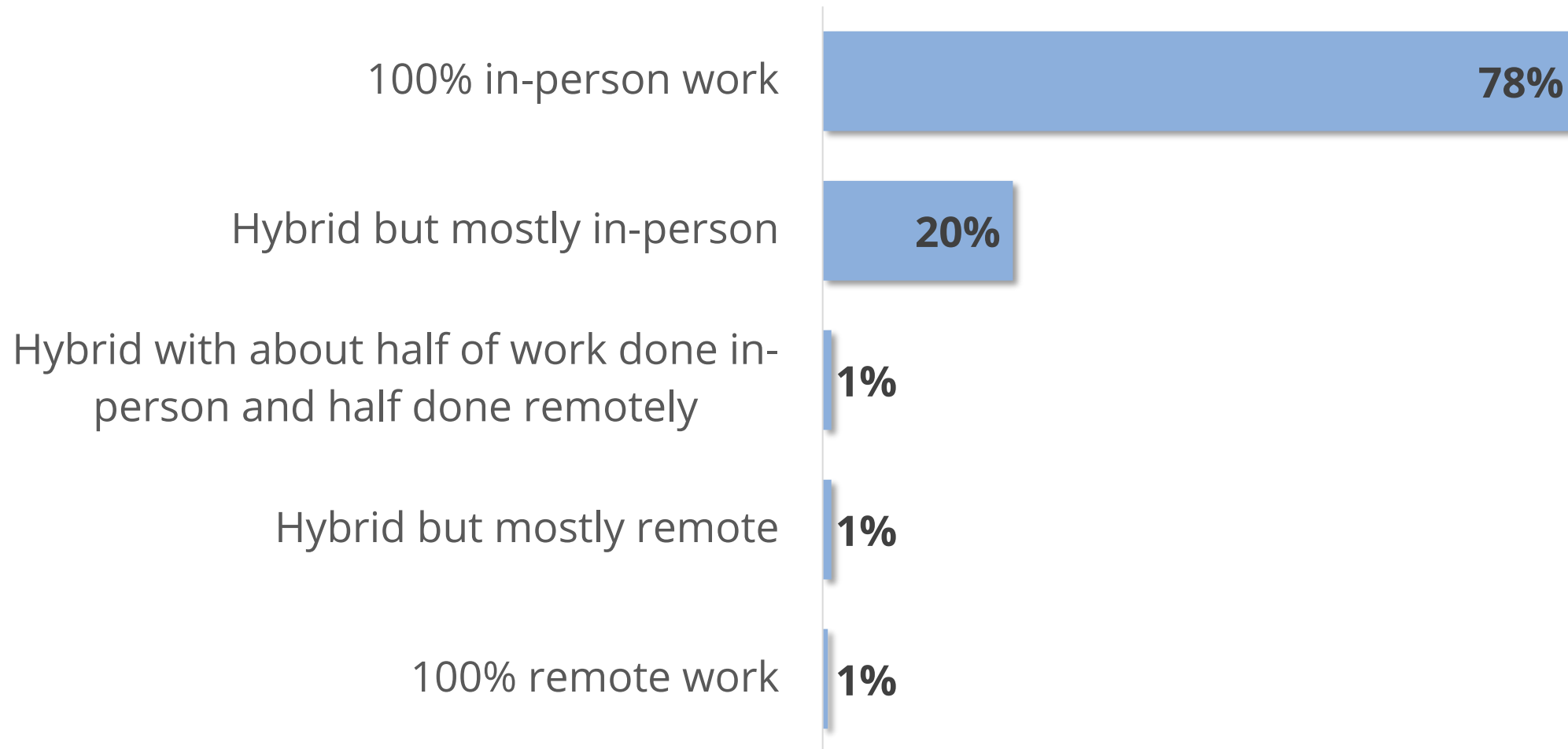


Future Business Outlook

Confidence in Next Year



How much Remote Work is happening?



Efforts to Recruit among select groups

Young Applicants (aged 16 to 24)

78%

Veterans

52%

Individuals with Disabilities

41%

Individuals with Criminal Records

30%

Remote Workers

18%



Diversity is very important to employers

- Employers asked to rank importance of diversity on a 10-point scale; average was 8.5
- Over half (52%) ranked diversity as “extremely important” (10 out of 10)
- 26% ranked diversity as an “8” or “9” out of 10
- Only 5% of employers ranked diversity as less than a “5”



AI & Automation Projected to Impact Jobs & Skills

- Of all employers **21% expect to increase use** of AI/Automation in next year
 - **37% of employers experiencing hiring difficulties**
- Roughly half expect AI/Automation to *increase* demand for **Administrative/Clerical & Production/Operations** workers over next 2 yrs
 - Only one-third expect increase in **Professional/Creative/Technical** or **Sales/Customer Assistance** staff
- **80%+** expect **Communications & Problem-Solving** skills to be Very or Extremely Important due to AI/Automation over next 2 years
 - **40%+** expect **Data Analysis/Interpretation & Technical Operational/Programming** skills to be of low or no importance due to AI/Automation



Opportunities to Support Employers

- Expand efforts to engage underutilized talent pools
- Comprehensively address challenges around "Employability"
- Prioritize addressing barriers to employment
- Facilitate employer-driven talent development initiatives
- Prepare employers and workforce for automation/new tech.
- Continue to strengthen industry-specific partnerships



Thank you!



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LEAD

@LeadNC

Analytics.NCcommerce.com

Joshua Levy

Joshua.levy@commerce.nc.gov



NC DEPARTMENT
of COMMERCE
LABOR & ECONOMIC
ANALYSIS

Employer Forums Report

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John Metcalf
President
Workforce Systems Associates



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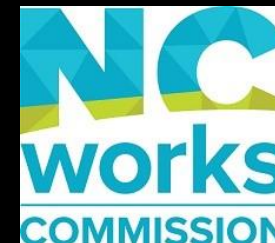
NCWorks Commission Meeting November 13, 2024

NCWORKS' EMPLOYER FORUMS FINDINGS 2024

John P Metcalf
Workforce Systems Associates



NORTH CAROLINA
DEPARTMENT of
COMMERCE



THE WORK

Conducted 24 forums across 20
workforce areas

Had conversations with 194 employers

Employers were engaging, vocal and
passionate

Came away with, “we have very smart
employers”

SCOPE OF WORK

Through a consistent set of questions, determined

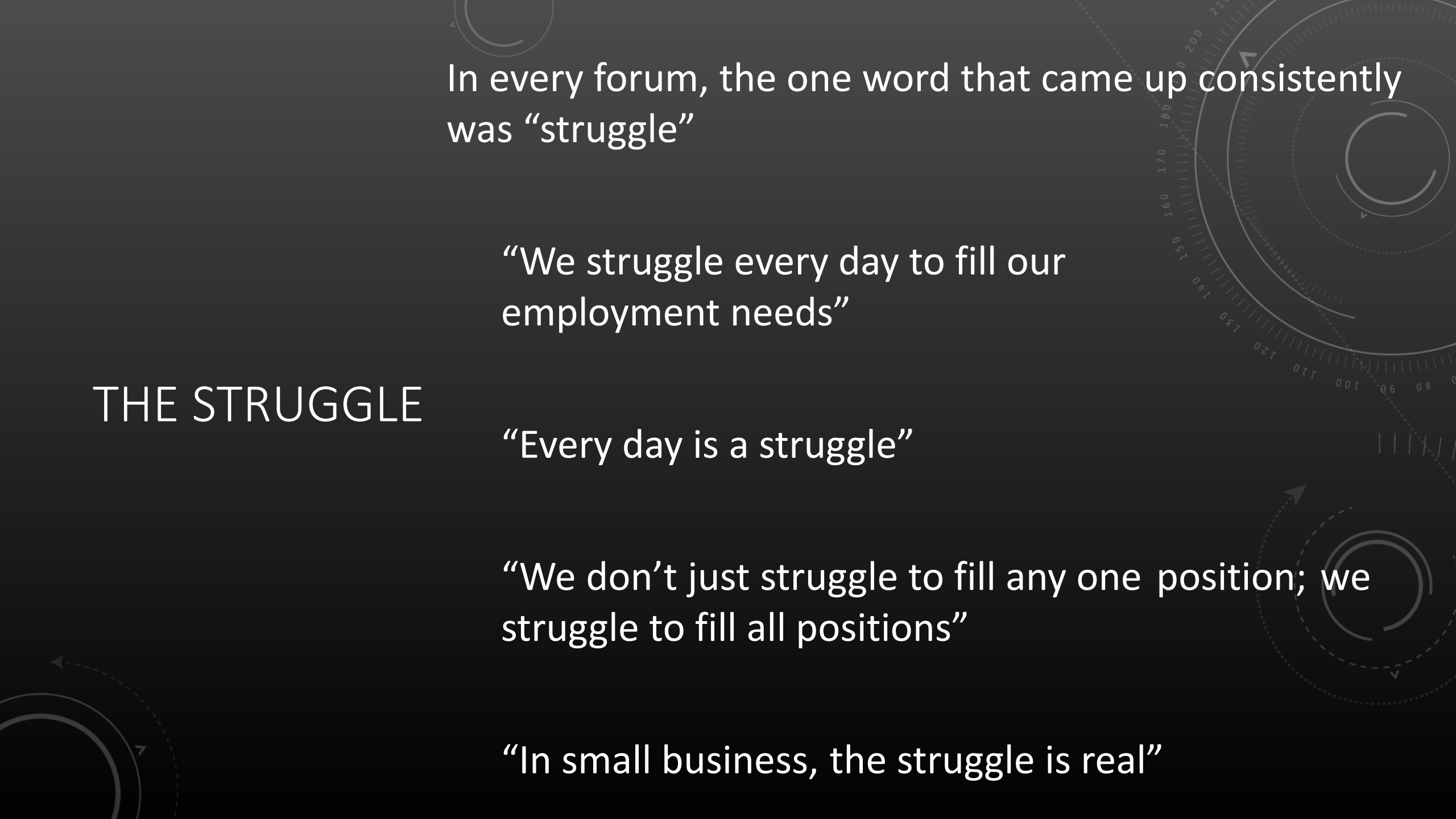
Employers' barriers to attracting and retaining talent

The skills most in demand

How they find talent

And their interaction with the NCWorks Career Centers



The background features several faint, overlapping circular patterns. One prominent pattern on the right side is a large circle with concentric inner circles and radial tick marks, resembling a gauge or a scale, with numbers ranging from 80 to 210. Other smaller circular motifs are scattered across the dark background.

In every forum, the one word that came up consistently was “struggle”

“We struggle every day to fill our employment needs”

THE STRUGGLE

“Every day is a struggle”

“We don’t just struggle to fill any one position; we struggle to fill all positions”

“In small business, the struggle is real”

5 HOT TOPICS

Trades and maintenance technicians

NCWorks Commission can impact this and position NC to excel
Impacts every sector

Childcare/transportation/housing

Lack of childcare availability and high costs are a barrier to expanding the available labor force
Transportation and housing are two essential ingredients to providing for a stable and growing labor force

Young workers (disconnect from work)

Hiring practices are re-adjusting to the need to approach this cohort differently

5 HOT TOPICS

Durable/soft skills

The skillset that impacts retention more than any other

NCWorks' brand/offering awareness

Is the brand the best kept secret and is the brand underutilized?

NCWORKS COMMISSION

The NCWorks Commission can approach most of the employer challenges, however, some will need the help of the NC legislature, and others will require innovative approaches to solutions by the community at large

Create a call to action

The one thing we all can do is become an **ADVOCATE**

THANK YOU

Questions and Comments



Employer Leadership – Jeff Frederick

Local Innovation – Cynthia Speight

Governance and System Alignment – Chris Egan

Committee Updates

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Skills and Educational Attainment – Sherry Carpenter

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**New N.C.
Career Pathway**

**NCWORKS
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NCWorks Certified Career Pathway Advanced Manufacturing



Cape Fear Workforce Development Board

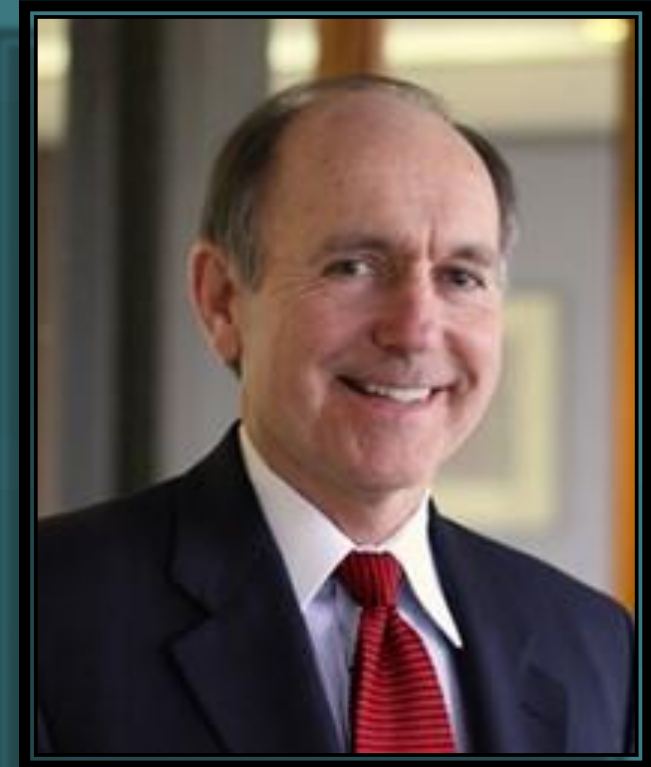
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Closing Remarks

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Tom Rabon, Chair NCWorks Commission



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2025

- **February 12, 2025 – McKimmon Center
(Raleigh, NC)**
- **May 14, 2025 – McKimmon Center
(Raleigh, NC)**
- **August 13, 2025 – McKimmon Center
(Raleigh, NC)**
- **November 12, 2025 – TBD**

For Your Leadership & Service,

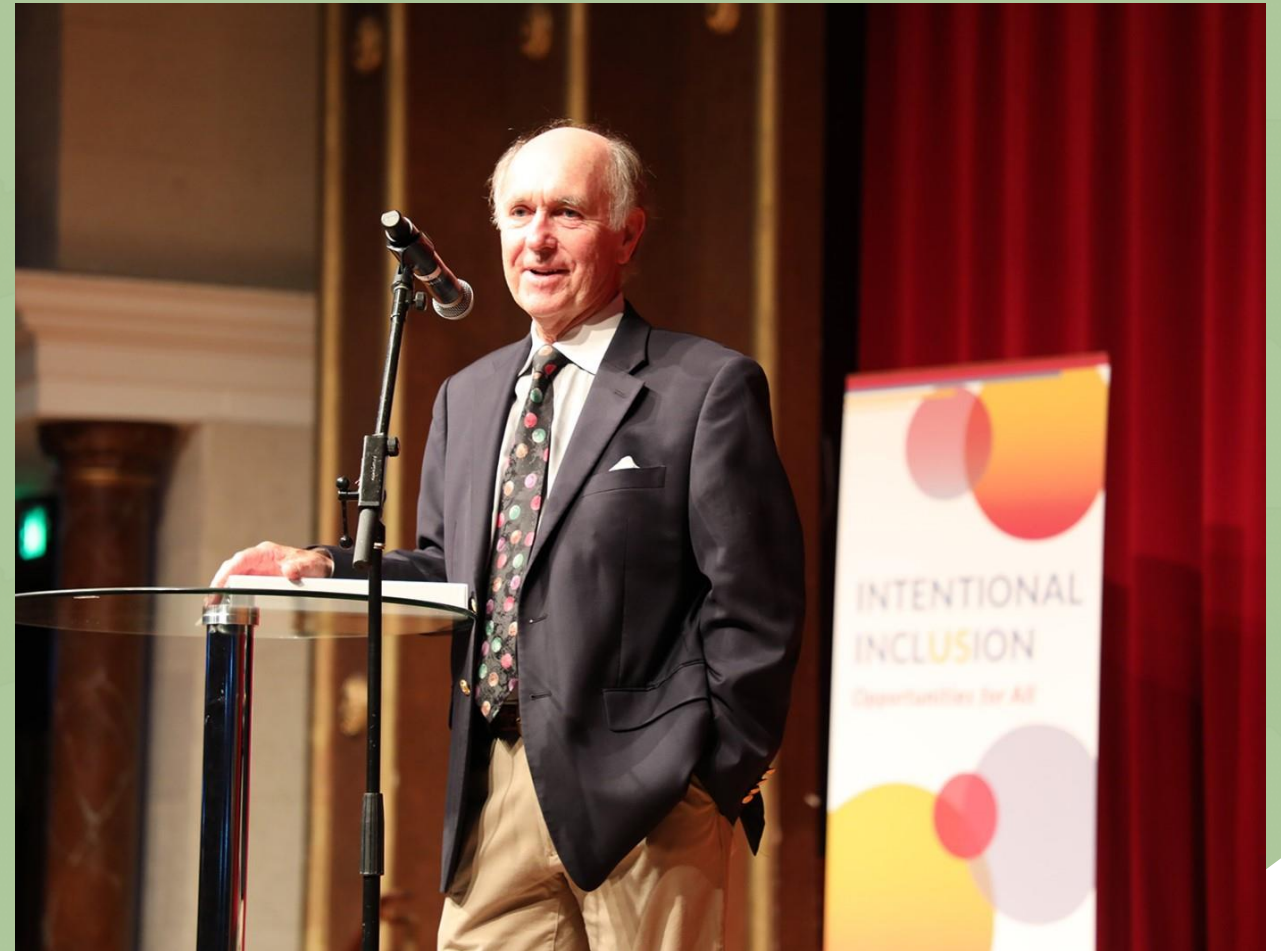


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Thank you, Chair Rabon!



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