

2012 Skills Survey of North Carolina Employers

In an effort to attract and retain a skilled workforce, your local Workforce Development Board's Business Services Representative is identifying skill shortages and recruiting difficulties that may exist in your county. Please take a few minutes to answer the questions below. The responses will help us provide the targeted services and programs your business needs to be successful. All answers will be aggregated to prepare a final report so no individual responses will be disclosed.

1. Please indicate which occupational or educational skills your workforce has a need for or which skills you have identified as being in short supply during your recruiting efforts.

- | | |
|---|---|
| <input type="checkbox"/> A/C, Heating and Refrigeration | <input type="checkbox"/> Health Information & Medical Records |
| <input type="checkbox"/> Blueprint Reading | <input type="checkbox"/> Integrated Systems Technology |
| <input type="checkbox"/> Business/Accounting | <input type="checkbox"/> Lean/Six Sigma/Process Improvement |
| <input type="checkbox"/> Chemical/Biotech | <input type="checkbox"/> Machining |
| <input type="checkbox"/> Civil Engineering/Surveying | <input type="checkbox"/> Mechanical Engineering |
| <input type="checkbox"/> Computer Aided Drafting and Design | <input type="checkbox"/> Medical Assisting |
| <input type="checkbox"/> Computer Programming | <input type="checkbox"/> Medical Laboratory Testing |
| <input type="checkbox"/> Customer Service/Sales | <input type="checkbox"/> Nursing |
| <input type="checkbox"/> Electrical/Electronics | <input type="checkbox"/> Office Skills |
| <input type="checkbox"/> Engineering Technologies | <input type="checkbox"/> Paralegal |
| <input type="checkbox"/> Environmental/Hazmat | <input type="checkbox"/> Physical Therapist |
| <input type="checkbox"/> Fork Lift Operation | <input type="checkbox"/> Project Management |
| <input type="checkbox"/> General Maintenance | <input type="checkbox"/> Skilled Trades |
| <input type="checkbox"/> Graphic Arts and Imaging | <input type="checkbox"/> Welding |

Other (please specify)

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2. Please indicate any gaps in workplace "Soft Skills" you have identified during your recruiting efforts.

- Good Attendance Record
- Communication/Interpersonal Skills
- Critical and Analytical Thinking
- Customer Service
- Following Directions
- Leadership/Managerial
- Problem Solving
- Reading & Using Information
- Teamwork
- Writing

Other (please specify)

3. As your business looks toward the future, what type of training will be of most value to your employees as you seek to improve your workforce? Please prioritize them below.

	Most Valuable	Valuable	Least Valuable
Occupational Skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soft Skills/Personal Effectiveness Competencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational Skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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4. What training resources have you used to meet the skill needs of your workforce?

- Employment Security Commission
- Seminars
- State Department of Labor
- In House Trainers/On the Job Training
- Local Community College
- Private Vendor Training
- Four Year Colleges and Universities
- Workforce Development Board
- Self-study/Online Training
- JobLink Career Center
- North Carolina Department of Commerce

Other (please specify)

5. How useful would a standardized work readiness skills training and certification credential that demonstrates a worker's aptitude and employability skills be to your recruiting efforts?

- Very Useful
- Useful
- Somewhat Useful
- Not Useful

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6. What methods do you use for recruiting efforts?

- Educational Institutions
- Recruit From Other Companies
- Social Networking
- Recruiting Agency/Temporary Employment Services
- Word of Mouth
- Local Newspapers
- Job Fairs
- Employment Security Commission
- Electronic Job Boards
- JobLink Career Center
- Internet Postings

Other (please specify)

7. Indicate the primary reasons rejected applicants are not qualified for the positions posted. Indicate your top three reasons.

	First Choice	Second Choice	Third Choice
Lack of relevant work experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of technical skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor attitude or presentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Criminal record or not passing drug screening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

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8. What measure (s) is your business your business taking now to address skill needs?

- Conducting a Skills Inventory
- Applying/seeking funding to address needs
- Using outside private consultants/providers to assist
- Increasing retention efforts
- Developed in-house skills training/mentoring
- None
- Working with the local educational institutions to provide training and recruiting
- Predicting future skills needs

Other (please specify)

9. Please check the category that best describes the business you operate.

- Agricultural, Forestry, Mining or Fishing
- Computer & Data Processing
- Construction
- Education
- Finance, Insurance or Real Estate
- Health and Community Services
- Manufacturing
- Professional Services
- Retail Sales and Services
- Restaurant, Hotel, Entertainment, Auto Repair and other Personal Services
- Transportation, Storage and Utilities
- Wholesale Trade

Other (please specify)

10. Please indicate the name of the North Carolina county your business is located in.

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11. Please add any additional comments you may have concerning identified skill gaps in your workforce or recruiting challenges your organization has encountered.

Thank you for participating in this important project. The findings from this survey will be available from the Business Services Representative who contacted you concerning participation in this survey.