






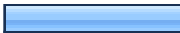




















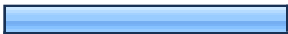





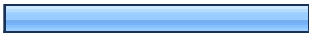





**1. Please indicate which occupational or educational skills your workforce has a need for or which skills you have identified as being in short supply during your recruiting efforts.**

		Response Percent	Response Count
A/C, Heating and Refrigeration		9.8%	100
Blueprint Reading		12.7%	129
Business/Accounting		16.3%	166
Chemical/Biotech		4.7%	48
Civil Engineering/Surveying		1.9%	19
Computer Aided Drafting and Design		10.2%	104
Computer Programming		10.3%	105
<b>Customer Service/Sales</b>		<b>26.7%</b>	<b>271</b>
Electrical/Electronics		19.8%	201
Engineering Technologies		12.8%	130
Environmental/Hazmat		5.5%	56
Fork Lift Operation		13.6%	138
General Maintenance		23.8%	242
Graphic Arts and Imaging		7.4%	75
Health Information & Medical Records		8.2%	83
Integrated Systems Technology		7.3%	74
Lean/Six Sigma/Process Improvement		16.8%	171
Machining		15.5%	157
Mechanical Engineering		12.8%	130

Medical Assisting		4.7%	48
Medical Laboratory Testing		2.8%	28
Nursing		7.5%	76
Office Skills		24.2%	246
Paralegal		2.0%	20
Physical Therapist		2.9%	29
Project Management		14.5%	147
<b>Skilled Trades</b>		<b>26.7%</b>	<b>271</b>
Welding		14.9%	151
		Other (please specify)	232
<b>answered question</b>			<b>1,016</b>
<b>skipped question</b>			<b>136</b>












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

		<b>Response Percent</b>	<b>Response Count</b>
Good Attendance Record		42.2%	454
<b>Communication/Interpersonal Skills</b>		<b>58.9%</b>	<b>634</b>
Critical and Analytical Thinking		46.8%	504
Customer Service		34.4%	370
Following Directions		31.8%	343
Leadership/Managerial		34.4%	370
Problem Solving		45.4%	489
Reading & Using Information		27.0%	291
Teamwork		33.7%	363
Writing		31.9%	344
	Other (please specify)		85
		<b>answered question</b>	<b>1,077</b>
		<b>skipped question</b>	<b>75</b>



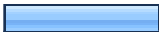

**3. As your business looks toward the future, what type of training will be of most value to your employees as you seek to improve your workforce? Please prioritize them below.**

	<b>Most Valuable</b>	<b>Valuable</b>	<b>Least Valuable</b>	<b>Rating Average</b>	<b>Response Count</b>
Occupational Skills	<b>47.6% (459)</b>	31.9% (308)	20.5% (198)	1.73	965
Educational Skills	17.0% (157)	38.4% (354)	<b>44.5% (410)</b>	2.27	921
Soft Skills/Personal Effectiveness Competencies	<b>48.7% (483)</b>	34.8% (345)	16.4% (163)	1.68	991
<b>answered question</b>					<b>1,134</b>
<b>skipped question</b>					<b>18</b>












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

		Response Percent	Response Count
Local Community College		55.9%	626
JobLink Career Center		18.5%	207
Employment Security Commission		19.5%	218
<b>In House Trainers/On the Job Training</b>		<b>76.0%</b>	<b>851</b>
Seminars		45.2%	506
State Department of Labor		4.6%	52
Self-study/Online Training		34.7%	389
Workforce Development Board		20.2%	226
Private Vendor Training		36.0%	403
North Carolina Department of Commerce		3.4%	38
Four Year Colleges and Universities		24.9%	279
	Other (please specify)		53
		<b>answered question</b>	<b>1,120</b>
		<b>skipped question</b>	<b>32</b>

**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?**

		<b>Response Percent</b>	<b>Response Count</b>
<b>Very Useful</b>		<b>34.3%</b>	<b>389</b>
Useful		33.6%	381
Somewhat Useful		23.1%	262
Not Useful		8.9%	101
		<b>answered question</b>	<b>1,133</b>
		<b>skipped question</b>	<b>19</b>



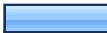


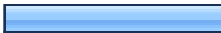
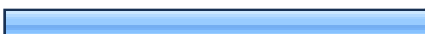

## 6. What methods do you use for recruiting efforts?

		Response Percent	Response Count
Employment Security Commission		45.1%	513
JobLink Career Center		29.6%	337
<b>Word of Mouth</b>		<b>73.1%</b>	<b>831</b>
Local Newspapers		47.5%	540
Educational Institutions		28.6%	325
Social Networking		31.2%	355
Electronic Job Boards		29.2%	332
Job Fairs		27.6%	314
Recruit From Other Companies		16.6%	189
Recruiting Agency/Temporary Employment Services		37.4%	425
Internet Postings		49.5%	563
	Other (please specify)		39
		<b>answered question</b>	<b>1,137</b>
		<b>skipped question</b>	<b>15</b>

**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	Rating Average	Response Count
Lack of relevant work experience	<b>46.3% (429)</b>	30.6% (283)	23.1% (214)	1.77	926
Lack of technical skills	27.3% (231)	<b>46.5% (394)</b>	26.2% (222)	1.99	847
Poor attitude or presentation	27.0% (237)	29.1% (256)	<b>43.9% (386)</b>	2.17	879
Criminal record or not passing drug screening	<b>39.3% (183)</b>	24.7% (115)	36.1% (168)	1.97	466
			Other (please specify)		55
			<b>answered question</b>		<b>1,090</b>
			<b>skipped question</b>		<b>62</b>

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

		Response Percent	Response Count
Conducting a Skills Inventory		11.2%	121
Predicting future skills needs		23.9%	259
Applying/seeking funding to address needs		15.2%	165
Increasing retention efforts		34.3%	371
Using outside private consultants/providers to assist		15.0%	162
Working with the local educational institutions to provide training and recruiting		32.7%	354
<b>Developed in-house skills training/mentoring</b>		<b>63.4%</b>	<b>687</b>
None		17.7%	192
	Other (please specify)		34
		<b>answered question</b>	<b>1,083</b>
		<b>skipped question</b>	<b>69</b>

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

		Response Percent	Response Count
Agricultural, Forestry, Mining or Fishing		2.6%	25
Computer & Data Processing		1.6%	16
Construction		6.1%	60
Education		4.9%	48
Finance, Insurance or Real Estate		4.8%	47
Health and Community Services		12.3%	120
<b>Manufacturing</b>		<b>37.7%</b>	<b>368</b>
Professional Services		10.8%	105
Retail Sales and Services		8.1%	79
Restaurant, Hotel, Entertainment, Auto Repair and other Personal Services		4.8%	47
Transportation, Storage and Utilities		3.1%	30
Wholesale Trade		3.2%	31
	Other (please specify)		174
<b>answered question</b>			<b>976</b>
<b>skipped question</b>			<b>176</b>

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

	<b>Response Count</b>
	1,087
<b>answered question</b>	<b>1,087</b>
<b>skipped question</b>	<b>65</b>

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

	<b>Response Count</b>
	239
<b>answered question</b>	<b>239</b>
<b>skipped question</b>	<b>913</b>