Employer Survey

Preliminary results from a statewide employer survey on hiring and retention of workers in less-skilled jobs

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Why do an employer survey?

• Promote cross-sector engagement in workforce development in Minnesota
Survey Design

• Partnered with Greater Twin Cities United Way & DEED to develop and promote the survey
• Sampled 4,000 employers statewide in six industries
Survey Design

- Sent letters & emails
- Asked employers to complete a 15-min online survey
- Open from August 7th to September 15th, 2017
Survey Respondents

• By design, most employers are from manufacturing (29%), retail trade (21%) and health services (26%) industries.

• More than half are from outside the Twin Cities metro region

• Most are small employers

• Few are owned by women (14%), minorities (5%), or first-generation immigrants (1%)
What we learned
Demand for Workers is High

• 80% hired less-skilled worker in past two years
• How difficult is it for employer to:

<table>
<thead>
<tr>
<th>Difficulty</th>
<th>Find qualified applicants</th>
<th>Retain qualified applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very difficult</td>
<td>35.2%</td>
<td>18.2%</td>
</tr>
<tr>
<td>Somewhat difficult</td>
<td>35.9%</td>
<td>50.3%</td>
</tr>
<tr>
<td>Not too difficult</td>
<td>25.4%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Not difficult at all</td>
<td>3.5%</td>
<td>7.0%</td>
</tr>
</tbody>
</table>
Applicant Hiring Tests are Somewhat Common

- 4 in 10 employers **do not** require any tests.
- Of those that do, the most common types are drug and job-related tests.
- If an applicant has a criminal record:
  - 30% of employers would be willing to hire the applicant
  - 20% of employers would not
  - 50% of employers would consider the crime/job
Credentials & Skills are Important

How important is it for workers to have the following?

<table>
<thead>
<tr>
<th>Credential</th>
<th>Extremely (%)</th>
<th>Somewhat (%)</th>
<th>Not very (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school diploma or GED</td>
<td>44.1%</td>
<td>42.7%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Work experience</td>
<td>26.6%</td>
<td>51.7%</td>
<td>21.7%</td>
</tr>
<tr>
<td>Previous training</td>
<td>15.4%</td>
<td>51.0%</td>
<td>33.6%</td>
</tr>
<tr>
<td>Skill certification</td>
<td>9.2%</td>
<td>34.0%</td>
<td>56.7%</td>
</tr>
<tr>
<td>English language proficiency</td>
<td>51.7%</td>
<td>44.8%</td>
<td>3.5%</td>
</tr>
</tbody>
</table>
Engagement around Worker Placement is Limited

How did you identify the last worker hired?

- Other
- Reference from other employee
- Help wanted sign
- Ad or internet posting
- Personal network
- Commercial temporary
- Community-based org
- Minnesota employment service

[Bar chart showing percentages]
Few Employers have Diversity-Related Practices

- Participate in hiring events in min. community
- Advertise the position in 2+ languages
- Advertise at community/cultural centers
- Encourage minorities to apply in application
- Use blind application screening processes

Small Business: 0%
Medium/Large Business: 30%
All: 0%

- Advertise at community/cultural centers: 15% Small Business, 20% Medium/Large Business, 10% All
- Encourage minorities to apply in application: 10% Small Business, 30% Medium/Large Business, 15% All
Employees are frequently Ineligible for Benefits/Supports

Benefits Offered by Employer

- Pension or 401K
- Employee assistance plan
- Education assistance
- Transportation assistance
- Child care assistance
- Any type of paid leave
- Health insurance

% of employees with the benefit:
- Benefit Offered to Last Worker Hired
- Benefit Offered at Organization
Employees are frequently Ineligible for Benefits/Supports

Training and Supports Offered by Employer

- feedback
- conflict resolution
- counsel
- mentor
- informal training
- formal training

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Few Employers have Diversity-Related Practices
These findings suggest that:

- There is considerable room to strengthen employer partnerships in Minnesota
- Small employers may benefit from access to information or opportunities to engage in diversity-related hiring practices
- Workers hired into lower-skilled jobs often do not receive benefits and supports that are critical to employee retention
Please answer the following:

- How can workforce service providers help job seekers access and receive retention-related benefits and supports?
- How can employers help job seekers access and receive retention-related benefits and supports?
- How can the policy field help job seekers access and receive retention-related benefits and supports?
Discussion
Contact Information

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