Research Overview

Survey Background

2014 STEM

2015 General Business

2016 Health Care, Manufacturing, & Transportation and Logistics

2017 General Business

2018 Health Care, Finance, & Technology

2018 St. Louis Survey Map
**Why These Target Sectors?**

**Large St. Louis Employers**
- Health Care: 165,000
- Technology: 140,000
- Financial: 70,000

**Long-Term Job Growth**
Growing faster than overall jobs, especially Health Care

**Higher-Skill Issues**
- Good Pay & Economic Benefits
- Tight Labor Supply Issues

**STL Metro**
- 14% 21.2K Jobs
- 8% 10.2K Jobs
- 4% 2.7K Jobs

**Finance**  
**Technology**  
**Health Care**

2008Q1 to 2017Q1, Quarterly Workforce Indicators, U.S. Census

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**STATE OF THE ST. LOUIS WORKFORCE 2018**

*Investing in the future of the St. Louis workforce*

**Today’s Economy**
Recent Labor Trends and Employment Barriers

**Finding the Right People**
What jobs and skills are in-demand

**Job Applicants & Skilling Up**
Applicant shortcomings & company measures

**College Response**
How STLCC is using this data
National Job Openings Rate Surpasses Unemployment Rate


Midwest Job Openings Outpacing Hires


Midwest Job Openings vs. Job Hires

Seasonally adjusted figures, 3-Month Moving Average

Midwest states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin. All JOLTS survey

Gap grows since 2016
St. Louis Economy

Large, Diverse Economy
22nd Largest Metro Economy ($160B GDP), slightly smaller than Charlotte
Adantages: Cost of Living + Higher Education + Central Location
Largest Job Sectors: Health Care, Wholesale/Retail, Leisure/Hospitality

Tight Labor Market
Unemployment Rate: 3.4%
Very Slow Population Growth
Aging Workforce

Past Year St. Louis Employment Levels
Target Sectors have More Job Movement in Positive & Negative directions
Future St. Louis Employment Plans

More Dynamic: Greater Percent Plan on Increasing and Decreasing Employment

Potential Barriers to Expanding Employment

4th Year Top Concern: Shortage of Knowledge/Skill Workers

- Shortage of Workers with Knowledge or Skills: 41% (2018 Target Sectors), 52% (2017 All Businesses)
- Economic Conditions: 22% (2018 Target Sectors), 27% (2017 All Businesses)
- Government Policies or Regulations: 19% (2018 Target Sectors), 21% (2017 All Businesses)
- Shortage of Available Training Programs: 18% (2018 Target Sectors), 12% (2017 All Businesses)
- Lack of Transportation Access: 17% (2018 Target Sectors), 23% (2017 All Businesses)
- Lack of Information: 13% (2018 Target Sectors), 12% (2017 All Businesses)
- Lack of Childcare Access: 12% (2018 Target Sectors), 13% (2017 All Businesses)

Do Certification/Licensing reduce top concern but boost Available Training response?
Importance of Barriers to Expanding Employment

Technology
- Shortage of Available Training Programs: 4.01
- Government Policies or Regulations: 3.92
- Shortage of Workers with Knowledge or Skills: 3.75
- Economic Conditions: 3.45

Finance
- Government Policies or Regulations: 3.84
- Shortage of Workers with Knowledge or Skills: 3.69
- Economic Conditions: 3.52
- Shortage of Available Training Programs: 3.40

Health Care
- Government Policies or Regulations: 3.93
- Shortage of Workers with Knowledge or Skills: 3.77
- Shortage of Available Training Programs: 3.62
- Economic Conditions: 3.59

Today’s Economy Summary

Continuing tight labor market & slow population growth an economic concern

**Shortage of Skill Workers:** 4th Year as Top Barrier

Good Outlook: 48% of Targets plan expansion vs. 42% in 2017 but more volatile

Technology
- 50% Plan to Expand
- 11% Plan to Contract

Finance
- 39% Plan to Expand
- 13% Plan to Contract

Health Care
- 54% Plan to Expand
- 11% Plan to Contract
Staff Employment by General Functional Areas

Targets More Concentrated in Analytical Fields

<table>
<thead>
<tr>
<th>Functional Area</th>
<th>2017 All Businesses</th>
<th>2018 Target Sectors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting/Finance</td>
<td>41%</td>
<td>52%</td>
</tr>
<tr>
<td>Customer Service</td>
<td>48%</td>
<td>69%</td>
</tr>
<tr>
<td>Business Management</td>
<td>49%</td>
<td>45%</td>
</tr>
<tr>
<td>Information Technology</td>
<td>20%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Targets More Concentrated in Analytical Fields
St. Louis Top Jobs Ads in Functional Areas

**Technology**
- Software Developers
- Computer System Analyst
- Computer User Support

**Finance & Business Management**
- Accountants
- General Managers
- Management Analyst
- Accounting Clerks

**Health Care**
- Medical Service Managers
- Registered Nurses
- Nursing Assistants
- Personal Care Aides

**Top Certificates**
- IT Infrastructure Library (ITIL) Cert.
- CompTIA Security+
- Certified Information Systems Security
- Series 7 Financial Securities
- Insurance License
- Certified Public Accountant (CPA)
- Registered Nurse
- Advanced Cardiac Life Support First Aid
- CPR AED

45 Percent of Firms Experiencing Skilled Applicant Shortage

versus 31% of 2017 Businesses

Are You Experiencing a Shortage of Skilled Applicants?

- **Technology**: 61%
- **Finance**: 38%
- **Health Care**: 35%

2017 All Businesses: 31%
Skill Shortages are in **Higher Skilled Jobs** for Targeted Sectors

Skill Levels Required to Address Skill Shortage

- 2017 All Businesses:
  - High Skill: 14%
  - Middle Skill: 46%
  - Low Skill: 39%

- 2018 Target Sectors:
  - High Skill: 49%
  - Middle Skill: 19%
  - Low Skill: 32%

...But Skill Level Shortages Differ Greatly by Targeted Sectors

- Technology: Low Skill 73%, Middle Skill 20%, High Skill 7%
- Finance: Low Skill 10%, Middle Skill 68%, High Skill 33%
- Health Care: Low Skill 29%, Middle Skill 38%, High Skill 33%
Technology Effective Rate Shortages in Functional Areas

- Technology
  - 37% Web Development
  - 30% Cybersecurity
  - 29% Accounting Finance
  - 21% Information Technology
  - 21% Software Development
  - 19% Customer Service
  - 14% Business Management

Finance Effective Rate Shortages in Functional Areas

- Finance
  - 32% Customer Service
  - 19% Commercial and Residential Lending
  - 16% Business Management
  - 15% Information Technology
  - 12% Financial Advisement
  - 8% Accounting Finance
Health Care Effective Rate Shortages in Functional Areas

Finding the Right People Summary

Target Sectors more analytical but share common business functions Communication, Teamwork, and Customer Service are top skills Jobs require more Certifications and Licensing in Target Sectors
Shortcomings of Job Applicants

- Ranking shifts some
- Less Shortcomings Overall
- Specific Skill Differences

Does the Higher Skilled Nature or Certification/Licensing of jobs give firms more confidence in skills?
Methods to Address Need for New or Increased Skills

<table>
<thead>
<tr>
<th>Method</th>
<th>2017 All Businesses</th>
<th>2018 Target Sectors</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-the-job Training</td>
<td>90%</td>
<td>74%</td>
</tr>
<tr>
<td>In-house Classroom Training</td>
<td>56%</td>
<td>69%</td>
</tr>
<tr>
<td>Flexible Schedule for Continuing Education</td>
<td>62%</td>
<td>67%</td>
</tr>
<tr>
<td>Online Courses</td>
<td>38%</td>
<td>43%</td>
</tr>
<tr>
<td>Vendor Training</td>
<td>42%</td>
<td>42%</td>
</tr>
<tr>
<td>Tuition Reimbursement</td>
<td>30%</td>
<td>32%</td>
</tr>
<tr>
<td>Apprenticeship Programs</td>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td>Community College Customized Training</td>
<td>21%</td>
<td>24%</td>
</tr>
<tr>
<td>Vocational Training</td>
<td>19%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Health Care 57%

Measures Taken to Address Applicant Skill Shortages

Interesting distinctions for Target Sectors

<table>
<thead>
<tr>
<th>Last Year’s All Business Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>81%</td>
</tr>
<tr>
<td>40%</td>
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<tr>
<td>20%</td>
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<tr>
<td>19%</td>
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<tr>
<td>4%</td>
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<tr>
<td>20%</td>
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</tbody>
</table>

- Forced to hire less experienced workers and then train them: 33% (Technology), 74% (Finance), 47% (Health Care)
- Offering increased wages due to shortage of experienced workers: 32% (Technology), 41% (Finance), 38% (Health Care)
- Hiring contractors: 27% (Technology), 15% (Finance), 47% (Health Care)
- Hiring from outside the St. Louis region: 35% (Technology), 38% (Finance), 38% (Health Care)
- Hiring from outside the United States: 3% (Technology), 5% (Finance), 7% (Health Care)
- Invest in automation: 15% (Technology), 17% (Finance), 15% (Health Care)

42% of Technology companies take no action
Entry-Level Opportunities Exist in all Target Sectors

Percent of Employers with Short-Term Training Jobs

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology</td>
<td>70%</td>
</tr>
<tr>
<td>Finance</td>
<td>77%</td>
</tr>
<tr>
<td>Health Care</td>
<td>84%</td>
</tr>
<tr>
<td>2017 All Businesses</td>
<td>70%</td>
</tr>
</tbody>
</table>

Entry-Level Jobs

- Sales Representatives
- Customer Service Reps
- Admin. Assistants
- Office Clerks
- Personal Care Aides

Job Applicants & Skilling Up

Same soft skill but less hard skill shortcomings: certifications/license impact?
Less overall shortcomings reported: higher skilled applicants?
On-the-job training still top for addressing skills but lower level overall
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How STLCC is using this data

Biotech program at BRDG Park
LaunchCode class at Corporate College

Women in Aerospace Manufacturing
#WomenBuildAero

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STLCC.edu/Boeing
Opening Fall 2019

Center for Nursing and Health Sciences

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Download the full report
stlcc.edu/STLworkforce