



W O R K F O R C E  
N E E D S A S S E S S M E N T  
E X E C U T I V E S U M M A R Y

RELEASED

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15



REGIONAL ANALYSIS

MONONA AND WOODBURY COUNTIES

# WORKFORCE NEEDS ASSESSMENT: REGIONAL ANALYSIS

The Workforce Needs Assessment Survey is conducted annually by Iowa Workforce Development. Employers provide information regarding both their current level of employment and their current and expected job vacancies. Starting in July 2014, 1,540 employers in the region were contacted. By the close of the survey, 365 completed surveys were received by IWD for a response rate of 23.7%. This regional analysis includes aggregate data for Monona and Woodbury counties.

## CURRENT VACANCIES BY OCCUPATIONAL CATEGORY

	Percent of Total Vacancies	Average Vacancies per Day
Transportation & Material Moving	16.4%	254
Office & Administrative Support	12.4%	192
Food Preparation & Serving Related	11.5%	178
Sales & Related	11.5%	178
Healthcare Practitioner & Technical	8.0%	124
Production	8.0%	123
Installation, Maintenance & Repair	5.1%	79
Construction & Extraction	4.7%	73
Healthcare Support	3.6%	56
Management	3.4%	53
Building & Grounds Cleaning & Maintenance	3.0%	46
Business & Financial Operations	2.2%	35
Computer & Mathematical Science	1.8%	28
Architecture & Engineering	1.6%	25
Community & Social Services	1.6%	24
Arts, Design, Entertainment, Sports & Related	1.3%	20
Personal Care & Service	1.2%	18
Protective Service	1.1%	16
Education, Training & Library	0.7%	10
Life, Physical & Social Science	0.5%	7
Farming, Fishing & Forestry	0.4%	5
Legal	0.0%	1
Military Specific	0.0%	0
<b>Total</b>	<b>100%</b>	<b>1,545</b>

Iowa Workforce Development's job bank

## OVERALL VACANCY DATA

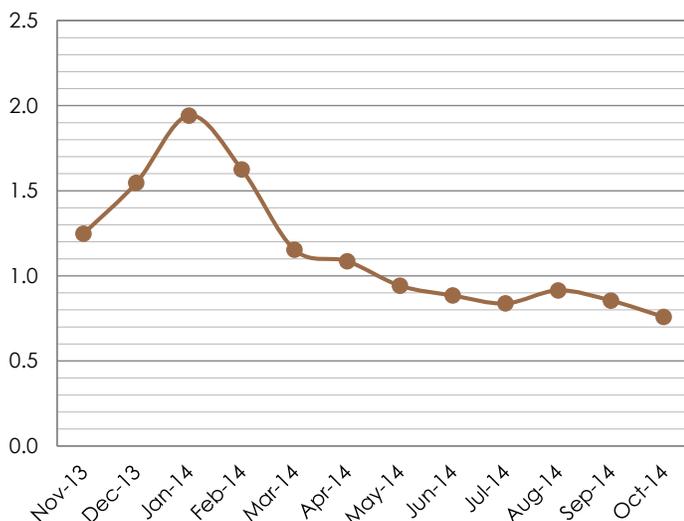
- 29.3% of respondents within the region reported current or anticipated job vacancies
- 14,542 estimated vacancies reported per Iowa Workforce Development's job bank (November 2013 - October 2014)
- Healthcare & social services (30.3%); wholesale & retail trade (21.3%); accommodation & food services (11.9%); and construction (11.2%) industries reported the highest volume of current vacancies
- 16.4% of current vacancies are within the transportation & material moving occupational category followed by 12.4% within the office & administrative support occupational category
- Large employers (100+ employees) accounted for 6.1% of survey responses and 31.5% of the total job vacancies in the region

## WORKFORCE DEMAND

### UNEMPLOYED PER JOB VACANCY

(approximately 1.1 unemployed persons for every job available)

- 2,608 Estimated Average Monthly Job Vacancies<sup>1</sup>
- 2,798 Estimated Unemployed Persons<sup>2</sup> Per Month



<sup>1</sup>Iowa Workforce Development Job Bank

<sup>2</sup>Bureau of Labor Statistics, Local Area Unemployment Statistics

## VACANCY RATE BY INDUSTRY

	Regional Employment	Vacancy Rate
Healthcare & Social Services	7,215	4.9%
Construction	3,231	4.1%
Accommodation & Food Services	4,660	3.0%
Finance, Insurance & Real Estate	1,591	2.6%
Personal Services	1,802	2.6%
Transportation & Warehousing	1,520	2.5%
Wholesale & Retail Trade	9,947	2.5%
Professional & Technical Services	1,040	2.0%
Administrative & Waste Services	3,301	1.9%
Manufacturing	5,380	0.9%
Educational Services	4,463	0.6%
Public Administration	2,139	0.6%
Agriculture & Mining	277	0.0%
Arts, Entertainment & Recreation	1,154	0.0%
Information	552	0.0%
Management	459	0.0%
Utilities	371	0.0%

Annual 2014 total regional employment data from IWD  
Totals may vary due to rounding methods

## PERCENTAGE OF EMPLOYERS THAT PERCEIVE A LACK OF SKILLS AMONG APPLICANTS

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Applicants fulfill all necessary requirements for the job	10.5%	18.1%	43.8%	18.1%	9.5%
Applicants possess the basic skills required for the job	3.8%	19.0%	36.2%	28.6%	12.4%
Applicants possess the soft skills required for the job	7.6%	22.9%	42.8%	18.1%	8.6%
Applicants possess the occupational skills required for the job	8.6%	21.9%	42.8%	16.2%	10.5%
Applicants are often disqualified due to controlled substance testing	39.0%	14.3%	32.4%	8.6%	5.7%
Applicants are often disqualified for failure to pass a background check	27.6%	24.8%	26.6%	12.4%	8.6%



**22.8%**  
**BASIC SKILLS**

(Includes: literacy, numeracy, basic computer skills and organization)



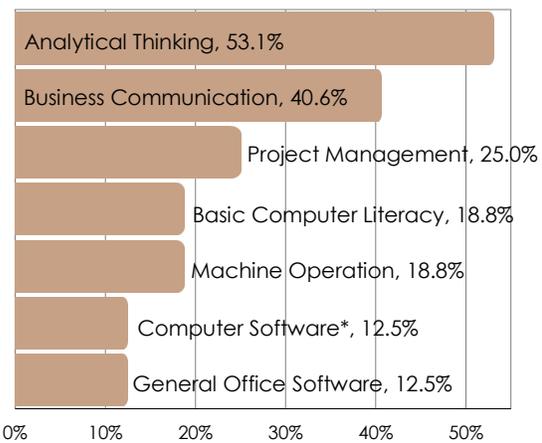
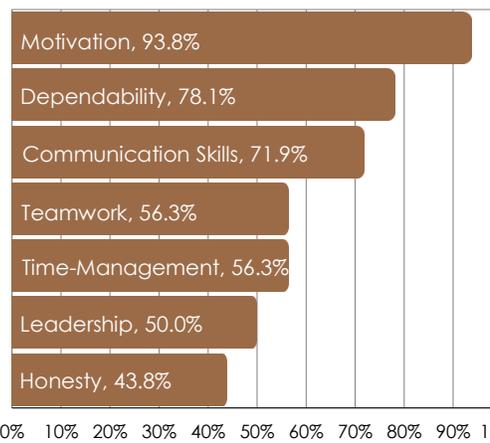
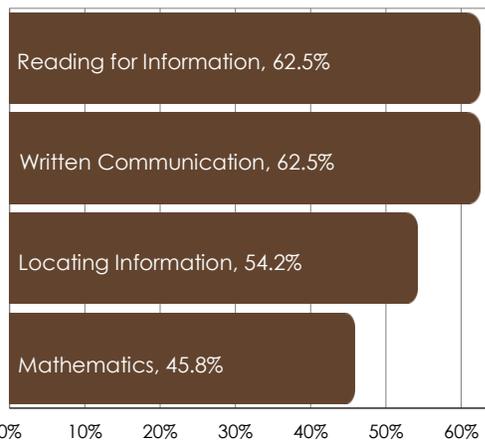
**30.5%**  
**SOFT SKILLS**

(Includes: timeliness, responsibility, teamwork, integrity and self-esteem)



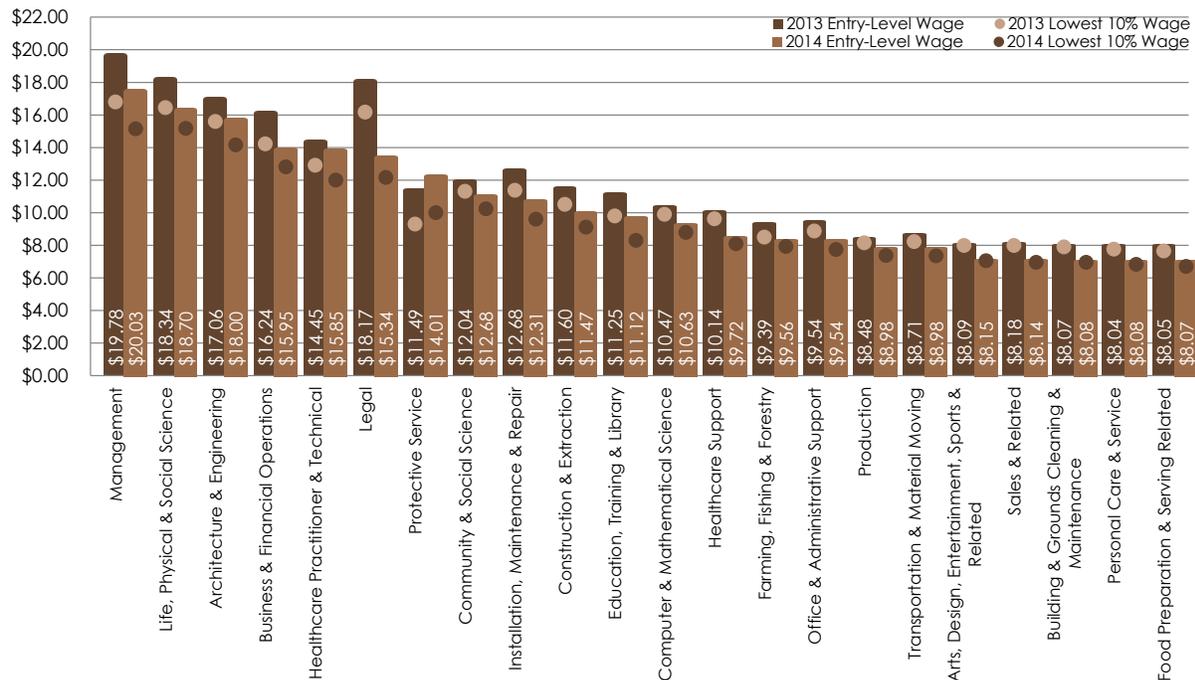
**30.5%**  
**HARD SKILLS**

(Includes: analytical skills, physical ability, knowledge and experience)



\*Job specific

## HOURLY WAGES BY OCCUPATIONAL CATEGORY



Iowa Wage Survey estimates

## FUTURE WORKFORCE PLANS

### MAINTAIN

- 70.1% of employers plan to maintain their workforce

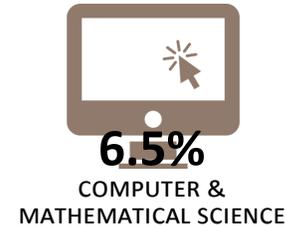
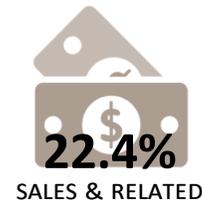
### EXPAND

- 27.1% of employers plan to expand their workforce
  - 83.3% plan on expanding within 12 months
  - 16.7% plan on expanding in one to two years
  - Top reasons for payroll expansion include: to meet current market demands; increase share of existing market; and to enter into new markets

### REDUCE

- 2.8% of employers plan to reduce their workforce

## TOP OCCUPATIONAL CATEGORIES BY PLANNED PAYROLL EXPANSION

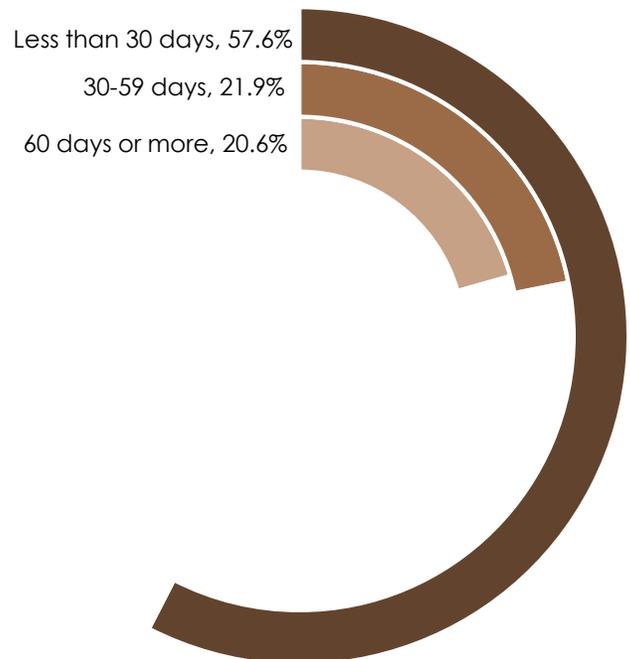


## PLANNED PAYROLL EXPANSION BY INDUSTRY

Industry	Percent of Each Industry	Percent of Total Expansions
Wholesale & Retail Trade	8.5%	24.1%
Construction	18.2%	20.8%
Healthcare & Social Services	12.0%	20.8%
Administrative & Waste Services	14.3%	6.9%
Finance, Insurance & Real Estate	8.3%	6.9%
Personal Services	7.7%	6.9%
Educational Services	11.1%	3.4%
Manufacturing	4.2%	3.4%
Professional & Technical Services	3.6%	3.4%
Transportation & Warehousing	7.1%	3.4%
Accommodation & Food Services	*	*
Agriculture & Mining	*	*
Arts, Entertainment & Recreation	*	*
Information	*	*
Management	*	*
Public Administration	*	*
Utilities	*	*

\*Insufficient data reported

## RECRUITMENT PERIOD FOR JOB OPENINGS



## RETIREMENTS

- 3,002 employees in the region are currently over the age of 64
  - Representing 6.1% of the total regional workforce
- 51.7% are male and 48.3% are female
- Of those retiring in the next five years, 30.9% are within the healthcare & social services industry; followed by 21.4% within the educational services industry and 10.5% within the wholesale & retail industry

## ESTIMATE OF NEWLY ELIGIBLE TO RETIRE

