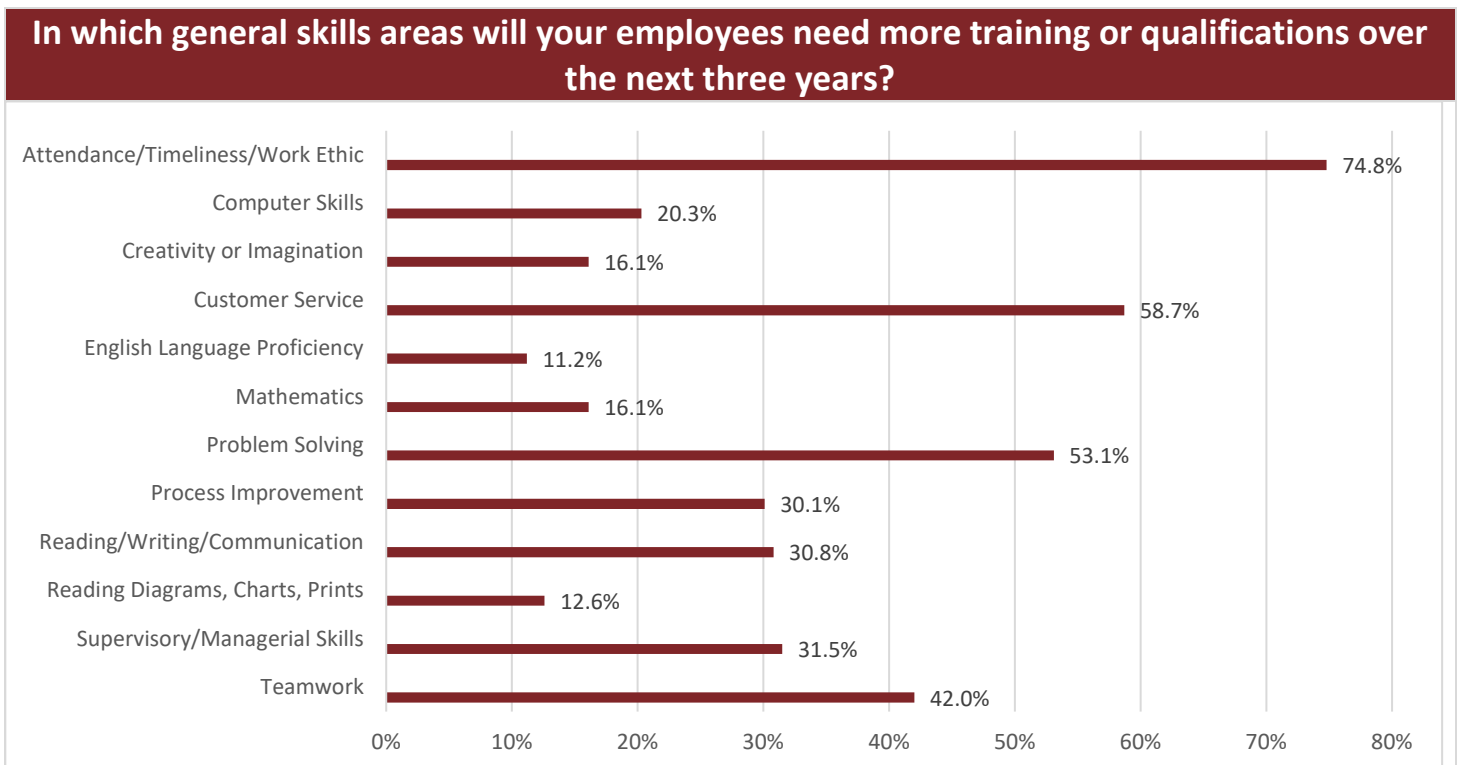
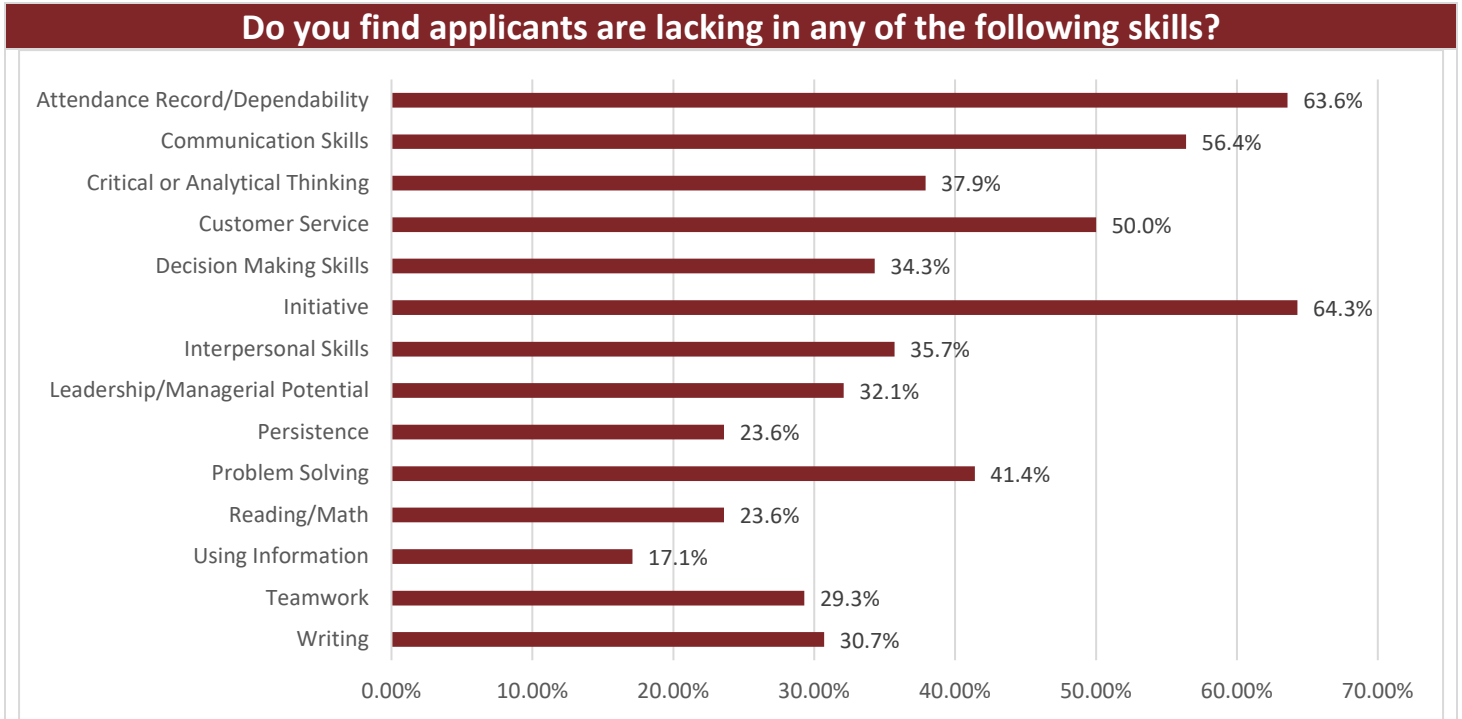


## Spring 2015 South Dakota Employer Survey Results on Soft Skills

In 2015, a survey was sent to South Dakota employers through the South Dakota Retailers Association, the South Dakota Chamber of Commerce, and the South Dakota Department of Labor & Regulation, as part of gaining industry needs for the South Dakota Department of Education, Division of Career & Technical Education. 153 individuals responded, representing various industries across all sixteen career clusters. Two questions in the survey address soft skills.



# South Dakota Industry Leaders' Input: Summer 2019 Report<sup>1</sup>

In 2019, input was collected from South Dakota industries as part of updating the South Dakota Department of Education's Career and Technical Education state plan as part of Perkins V. 208 individuals responded, representing 17 sectors of industry in the state. Read the entire report at <https://doe.sd.gov/cte/documents/NC-IndLdrInpt-Sum19Rpt.pdf>. Two questions and responses from the survey are highlighted as they reaffirm employers' needs for employees with strong soft skills.

## ***All Respondents Who Have Experienced Hiring Difficulties***

**Please rank order the primary reasons why you have experienced hiring difficulties with one being the highest and five being the lowest.**

	1	2	3	4	5
Low number of applicants	62.60%	16.79%	9.92%	3.82%	6.87%
Applicants lack technical or occupational skills	25%	36.29%	18.55%	16.94%	3.23%
Applicants lack soft skills	11.11%	19.05%	43.65%	22.22%	3.97%
Applicants were unwilling to accept offered wages or work conditions	4%	21.60%	21.60%	39.20%	13.60%
Applicants could not pass drug tests or had a criminal record	3.97%	7.94%	5.56%	13.49%	69.05%

## ***Assisting the Needs of Industry***

**How might the state or local education systems assist you in meeting your employment and training needs?**

Dominant response categories:

### ***Improved Soft and Employability Skills***

Example responses include:

- "Teaching basic workplace etiquette."
- "Teach kids accountability, consequences, and responsibility."
- "Time management skills, awareness or when to use a cell phone/headquarters, knowledge of how to connect/converse with customers..."

### ***Improved Communication Opportunities***

Example responses include:

- "Better communication between businesses and the education community."
- "Invite industry leaders into the classroom."
- "Consistent partnerships and communications between post-secondary and secondary schools as well as providers to ensure adequate training is delivered when and where the students are located is vital."

### ***Vocational Work***

Example responses include:

- "Support technical degrees vs. pushing students to universities/4-year degrees."
- "More emphasis on finding a career students enjoy and the different pathways to success in that career, rather than having a narrowed focus on preparing all students for college."
- "More vocational training."

<sup>1</sup> From "South Dakota Industry Leaders Input: Summer 2019 Report" by M. Glodt, 2019. Copyright 2019 by McREL International North Central Comprehensive Center. Reprinted with permission.