South Dakota Industry Leaders' Input: Summer 2019 Report

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Report Summary

The South Dakota Department of Education (SD DOE) is updating their Career and Technical Education (CTE) state plan and requested input from SD industry leaders to inform their planning. From May to July 2019, the SD DOE's CTE department collected response data from South Dakota industry stakeholders on sixteen survey questions regarding current hiring difficulties and relationships with school districts. There were 208 responses from individuals representing 17 sectors of industry from 47 different counties across the state of South Dakota. The data responses were collected using Survey Monkey and SD DOE was assisted in the promotion of response collection by the SD Retailers Association, SD Department of Labor, and the Chamber of Commerce. From the data collected, an analysis of the responses was conducted to identify the dominant trends. Those trends are highlighted in this report by each corresponding question.

Response Demographics

Industry demographics are presented in two groups: all respondents and respondents whose businesses employ less than 10 people. This respondent grouping will be followed throughout this report as businesses with less than 10 employees comprised 52% of all survey respondents and this demographic is representative of the vast small business culture found in South Dakota.

The responses provide insight into the view of industry in South Dakota. In viewing tables and graphs within this report "All" is comprised of the total 208 respondents to the survey, and "Employ 1-9" is comprised of the 109 respondents from business who employ 1-9 individuals.

Question #1. What industry sector do you represent (please select one)?					
Industry Sector	**Percentage of Respondents**		**Industry Sector**	**Percentage of Respondents**	
	All	**Employ 1-9**		**All**	**Employ 1-9**
Accommodation & Food Service	10.1%	5.5%	Administrative & Waste Services	0%	0%
Agriculture, Forestry, Fishing & Hunting	2.4%	1.83%	Arts, Entertainment, & Recreation	2.88%	2.75%
Construction	7.21%	5.5%	Educational Services	2.4%	0.92%
Finance & Insurance	4.33%	3.67%	Health Care & Social Assistance	5.77%	4.59%
Information	0.48%	0.92%	Management of Companies & Enterprises	0.48%	0.92%
Manufacturing	6.73%	6.42%	Mining	0%	0%
Professional, Scientific & Technical Services	7.21%	7.34%	Public Administration	2.88%	3.67%
Real Estate, Rental & Leasing	0.96%	0.92%	Retail Trade	27.88%	31.19%
Transportation, Warehousing, Utilities	0.48%	0.92%	Wholesale Trade	2.88%	3.67%
Other Services (Except Public Administration)	14.9%	19.27%			

Question #2. My business employs:	
Business Size	**Percentage of Respondents***
<10 Individuals	52.40%
10-49 Individuals	27.88%
50-249 Individuals	12.98%
250-999 Individuals	2.88%
1000+ Individuals	3.85%

*Percentage is based on 208 total respondents.

Question #3. Which county in South Dakota is your business located?								
County	**Percentage of Respondents**		**County**	**Percentage of Respondents**		**County**	**Percentage of Respondents**	
	All	**Employ 1-9**		**All**	**Employ 1-9**		**All**	**Employ 1-9**
Multiple Locations	1.92%	-	Aurora	-	-	Beadle	1.92%	3.67%
Bennett	0.48%	0.92%	BonHomme	0.92%	0.92%	Brookings	2.40%	0.92%
Brown	4.33%	4.59%	Brule	0.48%	0.92%	Buffalo	-	-
Butte	0.96%	0.92%	Campbell	-	-	Charles Mix	1.92%	1.83%
Clark	-	-	Clay	0.92%	0.92%	Codington	5.77%	5.5%
Corson	-	-	Custer	0.96%	1.83%	Davison	4.81%	4.59%
Day	0.48%	0.92%	Deuel	0.48%	-	Dewey	0.48%	0.92%
Douglas	-	-	Edmunds	0.48%	-	Fall River	0.48%	0.92%
Faulk	0.48%	-	Grant	2.4%	4.59%	Gregory	1.92%	2.75%
Haakon	-	-	Hamlin	-	-	Hand	0.92%	-
Hanson	-	-	Harding	-	-	Hughes	8.65%	10.09%
Hutchinson	1.44%	0.92%	Hyde	-	-	Jackson	0.48%	-
Jerauld	0.96%	0.92%	Jones	-	-	Kingsbury	0.48%	-
Lake	1.44%	0.92%	Lawrence	2.40%	0.92%	Lincoln	2.88%	3.67%
Lyman	0.96%	0.92%	Marshall	0.48%	-	McCook	-	-
McPherson	0.48%	0.92%	Meade	1.44%	2.74%	Mellette	-	-
Miner	1.44%	2.75%	Minnehaha	18.27%	12.84%	Moody	-	-
Oglala Lakota	-	-	Pennington	10.1%	10.09%	Perkins	-	-
Potter	0.96%	1.83%	Roberts	1.92%	1.83%	Sanborn	0.48%	0.92%
Spink	-	-	Stanley	1.44%	2.75%	Sully	0.48%	0.92%
Todd	0.48%	-	Tripp	2.4%	4.59%	Turner	-	-
Union	0.48%	-	Walworth	0.96%	0.92%	Yankton	2.4%	0.92%
Ziebach	-	-						

Hiring Difficulties

With a low unemployment rate in South Dakota, understanding the hiring difficulties can provide insights on how to meet the needs of local employers. The following data sets represent the hiring difficulties of the industry respondents.

Question #4. Have you experienced hiring difficulties in the last 12 months?		
	All	**Employ 1-9**
Yes	71.71%	63.30%
No	28.29%	36.70%

All Respondents Who Have Experienced Hiring Difficulties

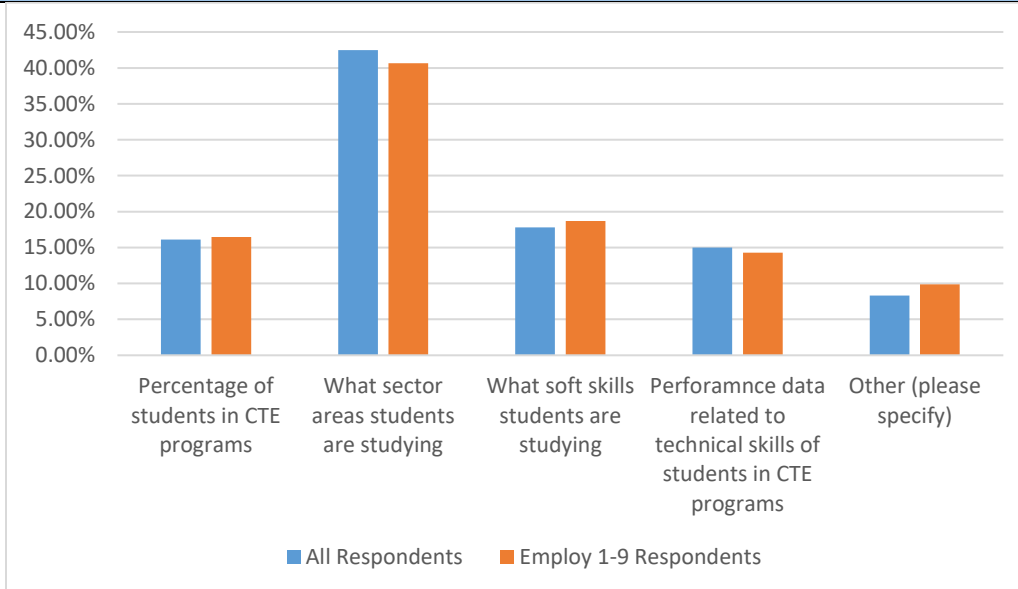| Question #5. Please rank order the primary reasons why you have experienced hiring difficulties with one being the highest and five being the lowest.	**1**	**2**	**3**	**4**	**5**
Low number of applicants	62.60%	16.79%	9.92%	3.82%	6.87%
Applicants lack technical or occupational skills	25%	36.29%	18.55%	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%

Employ 1-9 Individuals Respondents Who Have Experienced Hiring Difficulties

Question #5. 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	62.07%	20.69%	12.07%	1.72%	3.45%
Applicants lack technical or occupational skills	29.09%	40%	10.91%	16.36%	3.64%
Applicants lack soft skills	10.34%	15.52%	48.28%	25.86%	0%
Applicants were unwilling to accept offered wages or work conditions	3.77%	20.75%	22.64%	37.74%	15.09%
Applicants could not pass drug tests or had a criminal record	3.51%	3.51%	5.26%	14.04%	73.68%

Relationships between Industry and K-12 District CTE Programs

Meeting the needs of the local industries and employers begins with relationships. The following questions present a view of those relationships and how they might be strengthened.

Question #6 . What are you most interested in knowing about the career and technical education (CTE) programs offered in your region?

Bar chart legend: ■ All Respondents ■ Employ 1-9 Respondents

Categories: Percentage of students in CTE programs; What sector areas students are studying; What soft skills students are studying; Performnce data related to technical skills of students in CTE programs; Other (please specify)

Other (Please Specify): From "all" responses
- o Dominant response categories:
  - ▪ Workers having "soft skills"
    - Example responses included: "Teaching kids to stick with something, not quit right away;" "I look for reliable, responsible self-starting employees."
  - ▪ Questions regarding program offerings
    - Example responses included: Questions regarding the offerings of horticulture and landscape, floral design, and nursing.

Question #7. Are you in communication with K-12 school districts in your region about your employment needs?

	All	**Employ 1-9**
Yes	36.67%	27.78%
No	63.33%	72.22%

Question #8. How do you communicate with the K-12 district in your region?
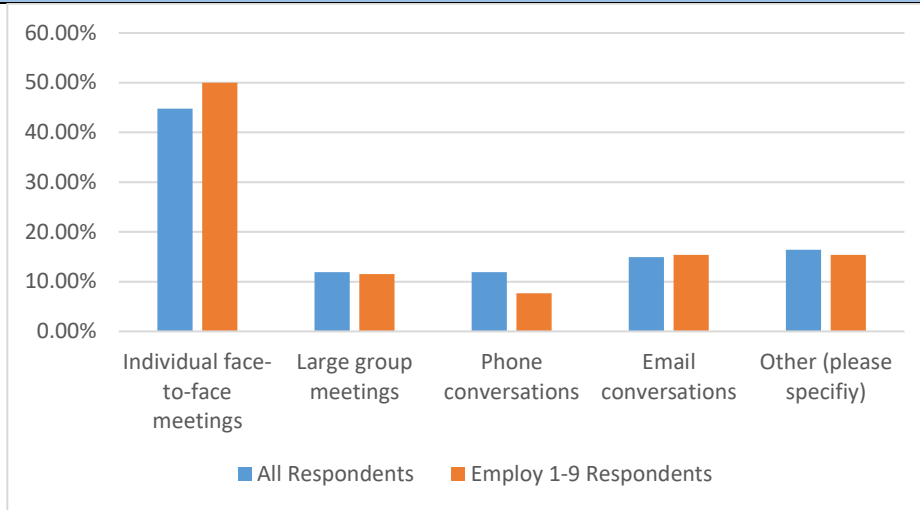
Other (Please Specify): From "all" responses
- o   Dominant response categories: Job listings
    - ▪   Example responses included: Job fairs and postings.

Data represents only respondents who indicate they are in communication with districts in their region.

Question #9. How often do you communicate with the K-12 school districts in your region?

Other (Please Specify): From "all" responses
- o   Dominant response categories: As needed.
    - ▪   Example response: "When I need help."

Data represents only respondents who indicate they are in communication with districts in their region.

Question #10. How would you prefer K-12 school districts in your region reach out to you regarding your employment needs (please rank order all that apply with one being the highest and four being the lowest).

All Respondents	1	2	3	4	N/A
Individual Face-to-Face Meetings	32.63%	6.32%	18.95%	17.89%	24.21%
Large Group Meetings	10.31%	18.56%	17.53%	28.87%	24.74%
Phone Conversations	10.53%	38.95%	23.16%	7.37%	20%
Email Conversations	35.92%	16.50%	15.53%	9.71%	22.33%

Data represents only respondents who answered they are **not** in communication with the district question.

Employ 1-9 Individual Respondents	1	2	3	4	N/A
Individual Face-to-Face Meetings	35.19%	7.41%	16.67%	14.81%	25.93%
Large Group Meetings	9.09%	27.27%	14.55%	25.45%	23.64%
Phone Conversations	11.11%	35.19%	25.93%	7.41%	20.37%
Email Conversations	35.09%	10.53%	17.54%	10.53%	26.32%

Data represents only respondents who answered they are **not** in communication with the district question.

Question #11. How often should those communications occur to be effective?

Other (Please Specify): From "all" responses
  o Dominant response categories:
    ▪ No communication
      • Responses examples included: "Never;" "Not something I am interested in."
    ▪ Older in age or higher education
      • Responses examples included: "For insurance reasons, we may hire 23 or older;" "Need higher level than K-12 grades."

Data represents only respondents who answered they are **not** in communication with the district question.

Hosting of High School Students

Establishing learning experiences for students within local industries builds on the classroom experiences of CTE. The following questions provides insights about the current state of those opportunities and the challenges associated with work-based learning.

Questions #12. Do you currently host high school students in your place of work in any manner?		
	All	**Employ 1-9**
Yes	46.55%	29.55%
No	53.45%	70.45%

Question #13. What types of opportunities do you provide for high school students in your place of work?
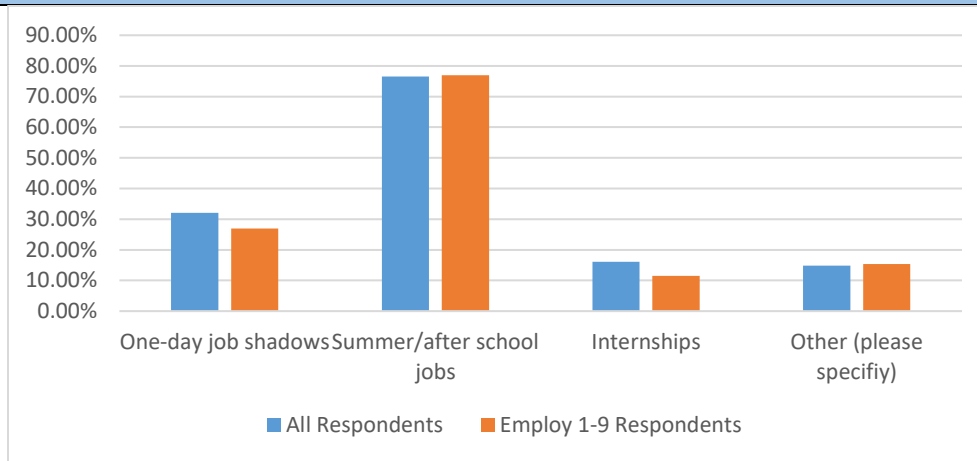
Other (Please Specify): From "all" responses
- o Dominant response categories:
  - ▪ The primary responses fell into categories presented in the question: Job shadowing, internships, work study, and part-time employment.
  - ▪ Volunteer opportunities was also given as another method of hosting students.

Data represents only respondents who indicated they **do** host high school students in their place of work.

Question #14. What barriers do you face in having high school students in your workplace?		
	All	**Employ 1-9**
None	25.27%	28.33%
I am not interested in providing work-based learning.	7.69%	8.33%
Legal rules around what work students under age 18 can perform.	35.16%	28.33%
I am not certain how to connect with students to get them into my workplace.	7.69%	10%
The school district is not interested in partnering to have students in my workplace.	3.30%	3.33%
Other (please specify)	20.88%	21.67%

Other (Please Specify): From "all" responses
- Dominant response categories:
    - Scheduling availability
        - Example responses included: "Limited availability for scheduling;" "Business hours conflict with school hours."
    - Confidentiality
        - Example response included: "Client confidentiality rules."
    - Availability of post-secondary applicants
        - Example responses included: "We have plenty of applicants who are post-secondary;" "We have internships for college…"

Data represents only respondents who indicated they **do not** host high school students in their place of work.

Question #15. Do you believe the education high school students are receiving is sufficient to equip them with the skills they need to succeed in your or another workplace?
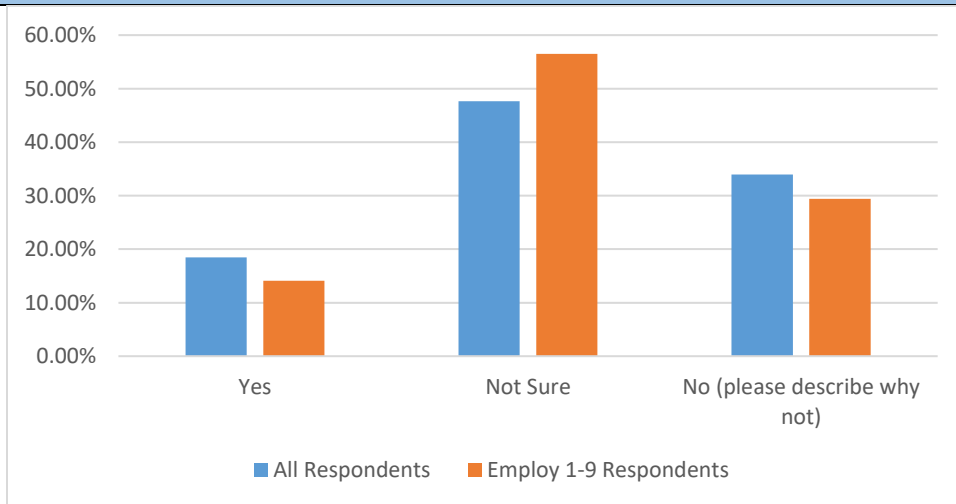
No (please describe why not): From "all" responses
- Dominant response categories:
    - Lack of employability and soft skills
        - Example responses included:
            - "These students usually need one on one communication skills, business etiquette, and they need to be taught how to work through a process without being directed to each and every step."
            - "They do not have the soft skills or understanding of what it takes to obtain and retain a job."
    - Lack of basic math skills
        - Example responses included:
            - "Students now days cannot make change without a calculator or cash register telling them."
            - "Most are deficient in math skills."

Assisting the Needs of Industry

The final question offered industry stakeholders an opportunity to provide their input about how the SD DOE and school districts might better help industries meet their employment and training needs. Dominant themes to this open-ended question included improved employability (soft) skills, improved communication opportunities and vocational work.

Question #16. 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 included:
        ▪ "Teaching basic workplace etiquette."
        ▪ "Teach kids accountability, consequences, and responsibility."
        ▪ "Time management skills, awareness of when to use a cell phone/headphones, knowledge of how to connect/converse with customers…"
• Improved communication opportunities
    ○ Example responses included:
        ▪ "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 included:
        ▪ "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."

Summary

The data collected for this report may be used to inform the direction of South Dakota's Department of Career and Technical Education as it moves forward with changes within the state and in the Perkins V plan. The relatively low response rate of this data collection process may provide a limited view of the employers' view across South Dakota.