

Attachment F

PRELIMINARY EXPANDING INDUSTRY REPORT

January 2002

In an effort to develop new training programs for the large number of dislocated workers in the region, the Workforce Development Staff is in the process of conducting a labor market survey of our 15 county area.

The community sectors surveyed to date include: area Chamber of Commerce leaders, Georgia Department of Labor career centers, vocational colleges, and city/county government leaders. The manufacturing industry was also surveyed. As a result the respondents have provided information and insight into new/expanding industries and new positions in existing businesses in the region. Additionally, hiring difficulties employers face with today's labor market were addressed.

A total of 70 surveys were sent to the city and county governments, Georgia Department of Labor career centers, vocational schools and area Chamber of Commerce leaders with a return of 13 surveys. We sent a total of 853 surveys to the manufacturing industry requesting information on 807 companies. The number of respondents from the manufacturing survey was 27. This is approximately a 4% response rate to date. Below is a sampling of the results.

Skill Deficiencies

Jobs are becoming more demanding and complex. Workers must have the capability to learn new and sometimes technical skills. Employers also need workers that are problem solvers and possess skills and attitudes that can be relied upon. Skills are grouped into three categories:

Basic Skills: These include the ability to read and understand; communicate verbally and in writing; perform basic math computations; listen and respond to verbal messages; and learn new skills.

Social skills: These include proper appearance, attendance and attitude; the ability to work in group settings; and personal qualities such as responsibility, self-esteem, and integrity/honesty.

Job-Specific Skills: These include the technical knowledge needed to operate equipment and follow processes/procedures; the ability to manage, organize and motivate workers; and the ability to harness computer technology and software applications.

SURVEY RESULTS AS OF JAN-02

***Percentage of respondents reporting new employee skill deficiencies.**

Industry	Basic Skills	Social Skills	Job-specific Skills
Manufacturing	48%	33%	63%
Service (Public Svc- Police, fire, city empl.)	40%	0%	60%

Future Job Openings

Respondents were asked specific information about future job openings. This will provide insight into areas where training is most likely needed to effectively fulfill growing labor market needs.

*Future NW Ga. job openings in the manufacturing industry as reported by respondents

General Categories:	
Technical/computer/highly skilled	38%
Entry level/general laborer	56%
Management	25%
Customer Service/Office Worker	9%
Job Specific:	
Sales/Marketing	16%
Trucking Driving/delivery	6%
welders	25%
machine operators	28%
drill/mill operators	3%
steel work	3%
fabricators	6%
maintenance general and electrical	16%
mechanics	3%
Superba/Dyeline	9%

Recruiting

The survey requested the most frequently used methods of recruitment in an effort to gain knowledge about the channels through which a prospective employee must go through to learn of job postings. And, additionally, to learn the extent of which recruiters and temporary agencies are used.

*Recruiting/hiring methods

Newspaper, TV, trade journals	19%
Job Fairs	3%
Department of Labor	28%
Word of mouth, employee referral bonus	19%
Recruiters, employment agencies, temporary agencies	19%
Pre-employment testing, screening protocols	9%

*Please note the survey process is not complete and percentages may change.

Expanding Industry Report - Part 2 July 2002

As stated in the Preliminary Expanding Industry Report distributed at the January 2002 WIB meeting, the Workforce Development staff have been surveying organizations in Region 1. Our goal is to determine if there are any gaps in the workforce training currently offered and to establish new training programs where needed. The preliminary report provided the survey responses of area manufacturing employers and local agencies such as chambers of commerce, the DOL offices, DTAE colleges and local city and county governments. The most recent phase of the survey was sent out to the healthcare community and the daycare through 12th grade education providers.

Approximately 1,000 organizations were surveyed in this phase. The response rate was 7.5%. The responses have given us a clear picture of some of the most important needs. They supplied us with a list of skill deficiencies in these two categories and a list of anticipated job openings.

Skill Deficiencies

As described in the Preliminary Industry Report, skill deficiencies can be categorized into three groups: basic skills, social skills, and job-specific skills.

Basic Skills: These include the ability to read and understand; communicate verbally and in writing; perform basic math computations; listen and respond to verbal messages; and learn new skills.

Social Skills: These include proper appearance, attendance and attitude; the ability to work in group settings; and personal qualities such as responsibility, self-esteem, and integrity/honesty.

Job-Specific Skills: These include the technical knowledge needed to operate equipment and follow processes/procedures; the ability to manage, organize and motivate workers; and the ability to harness computer technology and software applications.

Healthcare and Education Providers Survey Results

**Percentage of respondents reporting new employee skill deficiencies.*

Industry	Basic Skills	Social Skills	Job-specific Skills
Healthcare Organizations	21%	1%	33%
Education Providers	15%	8%	15%

Future Job Openings in Healthcare

The number one anticipated opening in the medical field was nursing: RN s, LPN s, and CNA s. Eighty-two percent of the medical offices responding specified nursing positions as future job opening. Below is a sampling of the responses when asked what future job openings are foreseen in the next three years.

Medical Offices/Hospitals

	Total Respondents	Number that anticipate future job openings in the field specified in column 1.	% of Total
Nurses - RN s, LPN s, CNA s	38	31	82%
Medical Office Assistant, Physician s Assistants	38	7	18%
Support Personnel: clinical/health svc techs, dietitians, pharmacists, speech pathologists, respiratory therapist, x-ray techs, medical supplies/ equipment	43	13	30%

Dental/Orthodontic Offices

Dental Assistants	10	6	60%
Dental Hygienist	10	3	30%
Orthodontic Assistant/Lab Tech	10	2	20%

Mental Health/Addiction Treatment Centers

Counselors	4	2	
Social Workers	4	1	
Woman s/Children s Advocates	4	1	
TANF Family Violence Assessor	4	1	

Misc. Medical

Emergency Personnel - EMT s, E-911 staff, paramedics, transport drivers	3	2	
Chiropractic Techs	3	2	
Personal Trainers	3	1	
Massage Therapist	3	1	

General Office Staff for all of the above categories

Receptionist/Clerical	62	21	34%
Accounting/Insurance	62	4	6%
Network Operators/Data Entry	62	3	5%

Job Openings in the field of Education Daycare - 12th Grade

Teachers	13	10	77%
Para-professionals/CDA (daycare assistant)	13	4	31%
CDL Bus Drivers/Food Service/Clerical/House Parent	13	3	23%
Principal/Assistant Principal	13	1	8%
Clerical	13	2	15%

Survey results also showed that thirteen respondents were willing to consider customized training for their employees. In addition, as many as twenty organizations were willing to consider participating in a youth mentoring program. Many of those surveyed agreed to future contact via e-mail surveys so that industry changes can be updated easily.