Foreword

2011 State of the St. Louis Workforce Report
To Business and Community Leaders of the St. Louis Region

St. Louis Community College, along with its partners, Local Workforce Investment Boards, Missouri Career Centers, Southwestern Illinois WorkNet Centers, Go! Network and BounceBack St. Louis professional networks, Missouri Economic Research and Information Center (MERIC), and the St. Louis Business Journal, is pleased to bring you the third State of the St. Louis Workforce Report.

One of three key strategic directions adopted by the College is “Responding to Evolving Workforce Needs”. This direction was established in 2008 in response to static data suggesting that as much as 25 percent of the working age population, had begun college, but had not completed a degree or certificate of value. However, as area businesses and workers were feeling the worst of the shock from a near depression that began in late 2008, it became clear that our role as the region’s largest provider of workforce education was challenged by a lack of timely economic and workforce intelligence. The College commissioned the first workforce study of its kind in 2009. Among the key findings from the first report were that employers still had difficulty finding qualified candidates despite the large pool of applicants. It also found that dislocated workers had substantial financial and family barriers to enrolling in long term training but were most willing to enroll in short term training of between two and eight weeks in length. In response to those findings St. Louis Community College developed and delivered 13 new short term training programs within 15 months. The new programs enrolled 370 individuals in the first two years, with 66 percent finding employment in a depressed labor market.

The second report was developed in the spring of 2010 just as hopes for a recovery were emerging despite significant headwinds in the economy. Among key findings from the 2010 report was the desire of many dislocated workers to start their own businesses, the continued strength of employment demand in healthcare and the shortage of workers with the academic and “soft” skills employers required. In response to these findings St. Louis Community College increased its healthcare offerings in partnership with the region’s largest healthcare providers, began developing new programs for entrepreneurs including an innovative “workforce outsourcing” model to help our students gain real world experience, and in April 2011, became the St. Louis region’s WorkKeys® Solution Provider, assisting employers with finding those applicants with the requisite skills to be immediately successful on the job.

We feel confident that the 2011 report will be as valuable to employers and the workforce development community as previous reports were in providing the timely intelligence needed to respond to these unprecedented challenges. St. Louis Community College pledges to continue to follow our strategic direction and respond to the changing needs of our workforce.

Roderick Nunn
Vice Chancellor
Workforce and Community Development
St. Louis Community College

Myrtle E.B. Dorsey, Ph.D.
Chancellor
St. Louis Community College
The effects of the recession are still being felt. These past few months have seen U.S. markets rise and fall, tepid job growth across the nation, and housing prices continue to nose dive. Be it a company or individual, this recession spared no one and has spurred a critical examination of how we build a stronger economy together. In such challenging times the third annual **State of St. Louis Workforce Report** could not be more relevant. A theme of *Moving Forward*, a proactive effort championed by the St. Louis Community College to better understand how employers, education and training providers, and job seekers can collaborate for accelerated recovery, guided the efforts of this study.

The first section of this report discusses characteristics of the region’s working population. A snapshot of real time vacancies, employment trends, target industries, and education requirements for future jobs in the region is also provided.

Sections two and three report the findings of the two surveys conducted and case study research designed for the State of St. Louis Workforce series.

The Employer Survey of 1,218 companies was designed to collect business opinions about industry conditions, regional labor pools, hiring strategies and talent development. Key findings suggest that companies, while geared for growth, are moving forward cautiously in the short term. Uncertainty about government regulations is a major hindrance to company growth. While the regional labor pool has sufficient numbers and technical skills, employers report having a hard time finding ‘work ready’ applicants with the personal effectiveness competencies necessary to adjust to the rigor of professional environments.

A Dislocated Workers Survey of 408 job seekers was designed to capture the worker profile including; employment history, education, and career goals. It focused on interests, challenges to re-employment, and barriers to pursuing training. This recession, more than any other in recent history, has impacted a wider spectrum of occupations and industries. Workers are less optimistic about gaining employment. Due to a strong attachment to place, workers are less willing to relocate to find new employment and the housing crisis further complicates such moves. Therefore job seekers are requesting assistance from career services to find employment and / or receive affordable training that is necessary to improve job prospects.

Our investigations reveal signs of optimism for the future. Employers must continue to partner with area education and training providers so that developed curricula packages technical expertise with academic competencies to ensure quality of future talent. Job seekers must understand the value employers place on professional fundamentals in addition to the technical skills needed for success at the workplace.
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Methodology

The State of the St. Louis Workforce Report was developed through the analysis of three research components: (i) Employer Survey Telephone Interviews, (ii) Dislocated Worker Survey and (iii) Case Study Interviews.

Employer Survey
This survey was designed to gain a better understanding of the labor market conditions, employment trends, and skill demands of the businesses in the St. Louis Metropolitan Statistical Area. Data for this survey was taken from the Missouri Economic Research and Information Center (MERIC) ReferenceUSAGov employer database; a source that contains up-to-date contact information of over 400 million companies across the nation. Survey population is a total of 112,855 employers in the bi-state region, with 90,918 Missouri companies and 21,937 Illinois companies. These firms were stratified by their NAICS (North American Industry Classification) code across 17 super sector industry classifications. A random sample of 1,218 employers was selected to be interviewed via telephone to complete this survey. A complete list of survey questions can be found in the appendix of this report.

Dislocated Worker Survey
The aim of this survey was to understand the work history, skill level, training needs and re-employment challenges the region’s dislocated workers. An electronic survey was administered through the networks of Missouri Career Centers, Southwestern Illinois WorkNet Centers, St. Louis Community College and the professional networks: Go! Network and BounceBack St. Louis. There were 408 total responses collected and analyzed. A complete list of survey questions can be found in the appendix of this report.

Case Studies
To further supplement and enhance the qualitative results of the Employer Survey case study interviews were conducted with six employers in the region. During in-depth one-on-one conversations employers provided useful insights crucial to this study.

Skill Levels
Low, Middle and High skill occupations are referenced throughout this report. Occupations are classified in these categories on the basis of the education and training typically needed.

Low Skill occupations are those that require only short-term on-the-job training.

Middle Skill occupations are those that include moderate-term and long-term on-the-job training. Work experience in a related occupation, postsecondary vocational awards, and Associate’s degrees. It can include advanced on-the-job training provided by employers, internships, apprenticeships, and awards or degrees typically provided at a technical or community college.

High Skill occupations include jobs that require a Bachelor’s degree or higher and in some cases additional work experience.
**Labor Force Characteristics**

The Labor Force is defined as a resident population composed of individuals over 16 years old who are employed or unemployed but looking for work.

The St. Louis MSA has seen a five-year decline in the crucial residential labor force population cohorts of 16-24 years and 35-44 years needed to feed employment demands. However, the region did see a recent up-tick in the percent of the labor force between the ages of 25 and 34 years.

**Educational Attainment**

Over half (51 percent) of the region’s 25 years old and over population holds a high school (or equivalent) diploma but have no postsecondary degree. Of the remaining population, 41 percent have an Associate degree or higher. The remaining eight percent have yet to earn a high school diploma or equivalent. See chart on the following page.
Target Industry Clusters

In January 2011, the State of Missouri identified seven target industry clusters. Definitions for each cluster are in the Appendix of this report. The seven target industry clusters: Advanced Manufacturing, Energy Solutions, Biosciences, Health Care Science/Services, Information Technology, Financial/Professional Services and Transportation/Logistics reflect current industrial growth and strong employment projections. These clusters maximize regional strengths for the competitive advantage of Missouri.

The St. Louis Metropolitan area hosts 112,853 firms employing 1,266,519 people. Of these firms, over half (57,212) have a four-digit (NAICS) North American Industry Classification System code that is associated with one of the target industry clusters and employ 42 percent of the total area workforce.

Identified cluster occupations, filtered from the 2010-2012 short-term occupation projections for Missouri and the St. Louis WIA respectively, demonstrate the growth potential for each of the seven clusters.

State long-term (2008-2018) projections data for the St. Louis region Workforce Investment Area (WIA), defined as Franklin, Jefferson, St. Charles and St. Louis Counties, and the City of St. Louis, indicates that occupations requiring an Associate, Bachelor’s or Master’s degree will each grow at a rate of nine percent. Occupations that require a Doctoral degree will see the largest growth (15 percent).
Employment Trends

The unemployment rate for the St. Louis MSA is trending downwards with a year over year drop for May 2011 of almost one percentage point.

Traditionally, there is an inverse relationship between unemployment rates and job opening rates. During recessionary times unemployment is high and the number of open jobs declines. Conversely, when the economy peaks unemployment is low and job opening rates rise. As seen in the graph below, during the 2001 recession, the difference between the unemployment rate and job openings rate peaked at 3.8 in mid 2003. It fell to 1.1 in late 2007. During the recent recession the rates began to diverge almost immediately to a high of 8.3 in early 2010. The current gap between unemployment and job openings rates stands at 6.8 (April 2011).

Real Time Jobs

The table below lists real-time (July 2011) vacancies for the St. Louis region. Current openings are arranged by the type of education or training needed.

<table>
<thead>
<tr>
<th>Top Two Hiring Occupations for Each Education Level</th>
<th>Open Jobs Listed</th>
<th>Total Occupations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short-term on-the-job training</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child Care Workers</td>
<td>207</td>
<td>137</td>
</tr>
<tr>
<td>Professional Salespersons</td>
<td>146</td>
<td></td>
</tr>
<tr>
<td>Moderate-term on-the-job training</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer Service Representatives</td>
<td>608</td>
<td>187</td>
</tr>
<tr>
<td>Truck Drivers, Heavy &amp; Tractor-Trailer</td>
<td>465</td>
<td></td>
</tr>
<tr>
<td>Long-term on-the-job training</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Printers</td>
<td>608</td>
<td>187</td>
</tr>
<tr>
<td>Compliance Officers, Except Agriculture, Construction, Health &amp; Safety, &amp; Transportation</td>
<td>465</td>
<td></td>
</tr>
<tr>
<td>Work experience in a related occupation</td>
<td>1,465</td>
<td>44</td>
</tr>
<tr>
<td>Managers</td>
<td>383</td>
<td>348</td>
</tr>
<tr>
<td>First-Line Supervisors/Managers of Retail Sales Workers</td>
<td>348</td>
<td></td>
</tr>
<tr>
<td>Postsecondary vocational award</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Licensed Practical &amp; Licensed Vocational Nurses</td>
<td>138</td>
<td>51</td>
</tr>
<tr>
<td>Automotive Service Technicians &amp; Mechanics</td>
<td>102</td>
<td></td>
</tr>
<tr>
<td>Associate degree</td>
<td>2,356</td>
<td>42</td>
</tr>
<tr>
<td>Registered Nurses</td>
<td>1,113</td>
<td>579</td>
</tr>
<tr>
<td>Computer Specialists</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>2,837</td>
<td>107</td>
</tr>
<tr>
<td>Computer Software Engineers, Applications</td>
<td>248</td>
<td>214</td>
</tr>
<tr>
<td>Network &amp; Computer Systems Administrators</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor's or higher degree, plus work experience</td>
<td>2,009</td>
<td>35</td>
</tr>
<tr>
<td>Sales Managers</td>
<td>500</td>
<td>35</td>
</tr>
<tr>
<td>General &amp; Operations Managers</td>
<td>236</td>
<td></td>
</tr>
<tr>
<td>Master's degree</td>
<td>664</td>
<td>35</td>
</tr>
<tr>
<td>Physical Therapists</td>
<td>272</td>
<td>107</td>
</tr>
<tr>
<td>Occupational Therapists</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doctoral degree</td>
<td>44</td>
<td>9</td>
</tr>
<tr>
<td>Clinical, Counseling &amp; School Psychologists</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>Medical Scientists, Except Epidemiologists</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>First professional degree</td>
<td>178</td>
<td>13</td>
</tr>
<tr>
<td>Pharmacists</td>
<td>72</td>
<td></td>
</tr>
<tr>
<td>Physicians &amp; Surgeons</td>
<td>48</td>
<td></td>
</tr>
</tbody>
</table>

Source: EMSI Complete Employment - 1st Quarter 2011 and MERIC

United States Annual Unemployment Trends


Unemployment Rate vs. Job Openings Rate January 2001–April 2011

In the first year of this annual study (2009), the employer survey focused on immediate impacts of the developing recession on area employers. Last year’s study was conducted during late spring of 2010 and focused on effects of the recession on business operations. This year’s examination looks at adjustments made since then and future plans for growth. To supplement Employer Survey data, qualitative case study interviews were conducted with six area employers of various employment sizes and representing six of the seven target industry clusters.

**Survey Participants by Industry**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Total</th>
<th>% of Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>6</td>
<td>1.01</td>
</tr>
<tr>
<td>Construction</td>
<td>103</td>
<td>1.22</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>29</td>
<td>0.80</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>63</td>
<td>1.44</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>136</td>
<td>1.00</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>16</td>
<td>0.77</td>
</tr>
<tr>
<td>Information</td>
<td>17</td>
<td>0.96</td>
</tr>
<tr>
<td>Financial, Insurance and Real Estate</td>
<td>160</td>
<td>1.33</td>
</tr>
<tr>
<td>Professional Technical Services</td>
<td>146</td>
<td>1.20</td>
</tr>
<tr>
<td>Management of Companies</td>
<td>1</td>
<td>1.20</td>
</tr>
<tr>
<td>Administrative and Waste Services</td>
<td>60</td>
<td>1.40</td>
</tr>
<tr>
<td>Education, Health Care and Social Assistance</td>
<td>270</td>
<td>1.11</td>
</tr>
<tr>
<td>Arts, Entertainment and Recreation</td>
<td>82</td>
<td>1.06</td>
</tr>
<tr>
<td>Other Services</td>
<td>129</td>
<td>1.66</td>
</tr>
<tr>
<td><strong>Total Firms</strong></td>
<td>1,218</td>
<td>112,853</td>
</tr>
</tbody>
</table>

Due to survey size no Mining, Utilities or Public Administration companies were surveyed.

**Surveyed Companies**

A random sample from the 112,853 companies operating in the St. Louis MSA was generated based on a distribution across industries. During May and June of 2011, 1,218 employers were surveyed via telephone.

Shown in the table (at left) is the sample size of firms per industry. These surveyed firms account for roughly one percent (range 0.77 – 1.66) of the total St. Louis MSA firms for that industry.
When asked to compare business performance in terms of revenue and sales to the past, and predictions for the future, companies are thinking positively. Over 40 percent of companies feel business performance has increased from one year ago. This is a somewhat improved outlook as compared to the outlook reported in 2010. When asked to think about future business performance, 54 percent believe revenue and sales will increase in the next year and 74 percent believe they will see increases in the next five years.

Case study participants suggest their growth will come from a variety of changes like customer awareness, increased demand and technology integration. Case study participant, Microgrid Energy, believes the Energy Solutions industry will grow as awareness and understanding of clean energy alternatives increases. Increasing demands for the research, products and services produced by the Biosciences and Health Care Science and Services industries will benefit case study participants bioMérieux, Inc. and SSM Healthcare–St. Louis. Talisen Technologies, Inc., subject of the fourth case study, believes company growth will continue as more businesses look to increase productivity and efficiency through the incorporation of Information Technology solutions into company operations.

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and federal regulations, like healthcare reform, makes it difficult for employers to know what the future holds. Another example of government policies posing challenges comes from the Energy Solutions cluster, which relies heavily on government tax credits to help private purchasers afford the up-front costs associated with transitioning to clean energy. Uncertainty regarding the fate of various tax credits may keep companies cautious in their approach to growth and expansion.

The second most elected challenge is Availability of Qualified Labor (215). Only five percent (62) of those surveyed felt The Economy poses a challenge to continued company growth. This is a small decline from the percent reported in 2010.

Access to Capital ranks third as a challenge to growth among survey participants, which is supported by participant answers when asked, “In the past 12 months, how has your access to credit for business operations changed?” Almost three quarters (870) feel access has Remained About the Same or Decreased.

### Employee Benefits

Medical Insurance is offered by 72 percent of surveyed employers. Just about two-thirds of employers offer retirement savings options like 401K/SEP or Pensions. Approximately 70 percent of those surveyed offer at least some of their workforce financial incentives above a base pay. Nearly 90 percent offer paid vacations and holidays.

Almost three quarters of those surveyed, report that the cost of the benefits they provide has increased; but only three percent believe the fringe benefits package for any new hires will decrease compared to current packages. Over half expect the offered package to be the same as for current employees; and over 80 percent believe their package to be competitive or better than those offered by their competitors.

### Employment Expansion

Employers rely on a variety of sources to inform their decisions regarding employment levels and business expansion. The most popular sources used to forecast employment needs are the St. Louis Business Journal (543 respondents), Industry Trade Journals (422) and the St. Louis Post-Dispatch (395). These and other sources help employers monitor policies and trends likely to impact operations and hiring decisions. When asked, “What barriers, if any, do you face in expanding your employment?” chief among the barriers faced by respondents are Economic Conditions, Government Policies, and a Shortage of Qualified Workers. Conversely, less than 10 percent of employers surveyed (107) feel there is a shortage of training programs to train workers with necessary skills.
Workforce Skills

Employer Survey respondents were asked to categorize their workforce based on three skill levels. A detailed explanation of these skill levels is available in the Methodology Section. Forty percent of firms say that more than half of their workforce is middle skill. When asked, “How do you anticipate your workforce’s middle skills changing over the next five years?” approximately two thirds report the distribution to stay the same.

To examine this trend more carefully the St. Louis WIA short-term projections were filtered by each of the target industry clusters to look at the distribution of projected jobs to be filled in the next two years, based on skill level. The results, shown in the table below, for these cluster industries suggest an increasing demand for high skill workers (15,084 of the 34,052 positions to fill).

St. Louis WIA Projected Employment by Industry Cluster and Skill Level

<table>
<thead>
<tr>
<th>Industry Cluster</th>
<th>Low</th>
<th>Middle</th>
<th>High</th>
<th>Cluster Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Manufacturing</td>
<td>0</td>
<td>718</td>
<td>985</td>
<td>1,703</td>
</tr>
<tr>
<td>Biosciences</td>
<td>187</td>
<td>1,538</td>
<td>802</td>
<td>2,527</td>
</tr>
<tr>
<td>Energy Solutions</td>
<td>1</td>
<td>597</td>
<td>1,246</td>
<td>1,844</td>
</tr>
<tr>
<td>Financial and Professional Services</td>
<td>1,548</td>
<td>3,658</td>
<td>4,788</td>
<td>9,994</td>
</tr>
<tr>
<td>Health Care Science &amp; Services</td>
<td>650</td>
<td>2,913</td>
<td>4,160</td>
<td>7,723</td>
</tr>
<tr>
<td>IT Services</td>
<td>0</td>
<td>113</td>
<td>1,757</td>
<td>1,870</td>
</tr>
<tr>
<td>Transportation &amp; Logistics</td>
<td>5,706</td>
<td>1,339</td>
<td>1,346</td>
<td>8,391</td>
</tr>
<tr>
<td><strong>Total Position by Skill</strong></td>
<td><strong>8,092</strong></td>
<td><strong>10,876</strong></td>
<td><strong>15,084</strong></td>
<td><strong>34,052</strong></td>
</tr>
</tbody>
</table>

Source: MERIC Short term projections 2010–2012

Survey participants were asked two questions regarding finding qualified talent in the St. Louis metropolitan area. When asked, “How much difficulty is there finding qualified job applicants?” two thirds report having at least some difficulty. When asked more specifically about finding applicants with low/middle/high skills the distribution appears more promising. Over half of all respondents rate the St. Louis region as Good or Excellent for finding the applicants they need with low, middle or high skills.
constantly help workers develop the skills necessary to keep up with innovations. This means companies like Microgrid Energy and Talisen Technologies, Inc. need applicants who demonstrate basic technical knowledge along with a willingness to learn in a team environment. bioMérieux, Inc. and regional Advanced Manufacturing employers expressed similar needs for talent willing to start in the lower skill positions and be mentored by experienced workers. To succeed in such a development model, the applicant must have the academic and professional fundamentals along with the willingness to learn company nuances.

Quantitative survey results show employers overall can fill their talent demands from regional labor pools. Additional qualitative findings from high growth industry cluster conversations suggest employers sometimes conduct national searches to fill specific, highly specialized, positions.

**Talent Development**
Survey participants were asked, “What method(s) do you use to help workers address your company’s needs for new or increased skill requirements?” (see results on next page). In addition to internal staff development (On-the-job and In-house Classroom Training), case study participants report partnering with St. Louis Community College to develop curricula to certify staff in new regulation compliance, and/or to help staff qualify for advancement within a company.

The partnership between education and employers is invaluable to talent development and regional growth. Grant-funded program development to meet the demands of new regulations or emerging demand is a key element of this partnership. Employers find that new graduates often have the adequate technical expertise but lack basic personal effectiveness competencies such as work ethic, discipline, critical thinking or interpersonal skills. For instance, students who come out of a clinical rotation program may not be prepared for the rigor of professional hospital environments.

Over one third of employers surveyed report recent applicants lacking a Willingness and Ability to Learn and the Ability to Collaborate as part of a Team. For the emerging and quickly changing industries like Energy Solutions and Information Technology, companies must...
Missouri Economic Research and Information Center

The St. Louis metropolitan region has a 2011 monthly average of 133,485 people looking for work with continuous unemployment claims averaging 22.5 weeks (St. Louis WIA figures only). This represents a 7 percent reduction from the 2010 monthly average of 143,729. To most efficiently serve the interests and needs of this dislocated population, a survey was designed to capture the worker profile, skill level, employment history, career goals and re-employment strategies of job seekers using workforce development services in the St. Louis area. This recession, more than any other in recent history, has impacted the entire labor force spectrum, from low to high skill workers. To better capture all types of job seekers, the dislocated worker survey was administered with the help of Missouri Career Centers, Southwestern Illinois WorkNet Centers, St. Louis Community College and the professional employment networks: Go! Network and BounceBack St. Louis. A total of 408 responses were collected in May and June of 2011.

**Dislocated Worker Survey Respondents by Location**

<table>
<thead>
<tr>
<th>Location</th>
<th>Count</th>
<th>Location</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Missouri Career Center</td>
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<td>Southwestern Illinois WorkNet Center</td>
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<tr>
<td>Arnold</td>
<td>21</td>
<td>Belleville</td>
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<td>Deer Creek</td>
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<td>East Alton</td>
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<td>Florissant</td>
<td>23</td>
<td>East St. Louis</td>
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<tr>
<td>Forest Park</td>
<td>10</td>
<td>Granite City</td>
<td>3</td>
</tr>
<tr>
<td>Jefferson County</td>
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<td></td>
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<tr>
<td>North Dakota</td>
<td>81</td>
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<td></td>
</tr>
<tr>
<td>SLATE</td>
<td>22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SLATE Central/West End (Delmar)</td>
<td>51</td>
<td>Missouri</td>
<td>38</td>
</tr>
<tr>
<td>St. Charles County</td>
<td>20</td>
<td>Illinois</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td>St. Louis Community College</td>
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</table>

**Worker Profile**

Respondents to the Dislocated Worker Survey included 206 participants of the voluntary and open professional employment networks. Forty percent of the professional network participants hold a postsecondary degree compared to only 20 percent of the 202 survey respondents who do not choose to participate in the networks.

St. Louis Community College developed a Lean Six Sigma certificate program for bioMérieux, Inc. when they needed to quickly certify their workforce to keep up with changing regulations.

To keep up with the demands of the emerging energy management market, Talisen Technologies, Inc. partnered with St. Louis Community College to package the knowledge of internal experts to best develop the technical skills of current and new hires.

To meet the increased demand for Patient Care Technicians, SSM Healthcare—St. Louis partnered with the St. Louis Community College to develop a certificate program curriculum.
At present, customers of career centers, St. Louis Community College and professional networks are 53 percent women and 47 percent men. The highest percentage (42) of customers are mid-career professionals aged 45 – 54 years.

The majority (79 percent) of respondents are the primary wage earners for their household. Of the 324 primary wage earners, 64 percent have at least one dependent. Over half (211) of all respondents report having no health insurance; and approximately one quarter are covered either by a COBRA plan or a spouse’s policy.

The job seekers who participated in the Dislocated Worker Survey demonstrate a strong attachment to place, with 60 percent of them stating they are not willing to relocate. Of the 246 respondents not willing to relocate, 75 percent will not commute a distance greater than 30 miles one-way to work. These results reflect the trend of a mid-career professional, age 45-54, settled in residency and family but needing career assistance to be re-skilled and re-employed.

**Education Attainment**

The education attainment of survey respondents reflects the larger percentage of higher educated workers dislocated by this recession, with 59 percent (242) of respondents holding at least an Associate degree and 41 percent (166) having no or only some postsecondary education. Bachelor’s degree holders represent 29 percent (108) of respondents, and constitute the greatest number of participants, based on educational attainment.

**Past Employment**

The surveyed dislocated workers came from all industries and a diversity of occupations. The median pre-layoff annual salary of survey respondents was approximately $37,000. Sixty-three percent of professional network participants earned more than $40,000 a year at their last job, compared to 25 percent of non-participants.

Dislocated workers had tenures, with their last employer of anywhere between a few months to over 25 years, with 74 percent having one to ten year tenures. Dislocated workers from the manufacturing industry had the highest survey participation rate. Of the 88 manufacturing respondents 49 percent had a greater than five-year tenure with their employer. Only Professional Technical Services and Arts, Entertainment and Recreation had higher percentages, (58 and 54 percent) of dislocated workers with greater than five-year tenures. In comparison, 63 survey participants come from Education, Health Care and Social Assistance; but only 30 percent of them had greater than five-year tenures.
More than half of the dislocated workers surveyed have been out of work for more than a year. The current dislocated workers are less optimistic than their counterparts in 2009, with a higher percentage of respondents thinking they will be unemployed for more than three months.

EMPLOYMENT SEPARATION
The survey asked, “What was the reason for separation from your last employer?” Position Abolished was the single most elected option with 133 responses. Shown in the chart (at left), are the reasons for separation elected by the 408 respondents, and presented by industry. Business Closed includes those reporting the Failure of a Self-Operated Business. Insufficient Work includes those who separated from a Seasonal Position.

At the time of their separation, nearly half of all respondents were offered no advanced notice of their separation, no severance package and no referrals to career services. All 408 are now accessing career services through professional networks, Career/Worknet Centers or St. Louis Community College. However, at the time of separation less than one quarter of respondents were offered career counseling or referrals to career services providers.

RE-EMPLOYMENT SERVICES
The most sought after career service was job search assistance, which reflects the mid-career well-educated pool of respondents.

RESPONDENTS INTERESTED IN RE-EMPLOYMENT SERVICES

<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Search</td>
<td>270</td>
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<tr>
<td>Leads on Possible Openings</td>
<td>265</td>
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<tr>
<td>Searching for Job Postings</td>
<td></td>
</tr>
<tr>
<td>Application Preparation</td>
<td></td>
</tr>
<tr>
<td>Interview Skills</td>
<td>167</td>
</tr>
<tr>
<td>Preparing a Resume</td>
<td>140</td>
</tr>
<tr>
<td>Career Counseling</td>
<td></td>
</tr>
<tr>
<td>Job Types and Outlooks</td>
<td>125</td>
</tr>
<tr>
<td>Jobs of Interest</td>
<td>76</td>
</tr>
<tr>
<td>Vocational Rehabilitation</td>
<td>24</td>
</tr>
<tr>
<td>Education and Training</td>
<td></td>
</tr>
<tr>
<td>License or Certification Renewal</td>
<td>63</td>
</tr>
<tr>
<td>Training in High Demand Occupations</td>
<td>2</td>
</tr>
</tbody>
</table>

Only about one quarter of all respondents report being Under-Qualified for a new job based on education. When asked about one’s interest in training or efforts one might be willing to do to increase chances for re-employment, 30 percent expressed interest in Adult Basic Education, Earning a GED or improving their Language Skills. One quarter of all respondents are interested in technical training, including almost two thirds expressing interest in advanced level computer training.

CHALLENGES AND BARRIERS

Much of the dislocated worker survey focused on the future; asking questions like the types of action steps one would consider taking and difficulties they expected to encounter. When asked about the types of challenges one faces when seeking a new job, a majority of respondents reported a lack of jobs, a lack of jobs offering their current wage and benefits, and a barrier of age. Almost equal numbers of respondents report being Over-Qualified by education (28 percent) as those reporting being Under-Qualified (24 percent). Ninety-five people report Lacking Necessary Technical or Computer Skills. Lastly, 36 respondents report having Physical, Mental, or Dependent Care challenges to getting a new job.

When asked what types of barriers one faces in committing to long term training, over 90 percent of all respondents report needing to earn a wage, or not being able to afford a program as a barrier to pursuing long-term education training. Only 20 percent report Lack of Transportation to a Program or Lack of Programs in One’s Area as a barrier.

The graph on the following page displays the barriers faced by the dislocated workers surveyed.
Dislocated workers are not optimistic about job prospects; however, they are willing to change careers and enhance their skills, but cannot afford the cost of training.

**Survey Needs**

Survey participants were asked, “Since being out of work would you be willing to seek employment in your current field and/or seek employment in a new field?” Most respondents (76 percent) are seeking employment in their current occupational field. Of those 312 job seekers, 70 percent express concern about finding a position offering their current wage and benefits. Only about one third of the 312 looking for a job in their current field are willing to complete a degree or short term training to advance in their current occupation.

There were 298 survey respondents who expressed interest in changing career occupations. While only half of them are interested in completing a degree to increase their career options, 73 percent are willing to pursue short-term training and skills development to increase their job options.

This recession affected the full spectrum of workers regardless of industry, occupation or education background. These results reflect a larger number of job seekers already holding higher education degrees, but who need re-training to pursue available opportunities. As recovery continues, the dislocated workers will need a larger catalogue of services to meet their diverse interests and skills.

These results will help education and training providers along with workforce planners design targeted services and trainings for those in need. Dislocated workers are not optimistic about job prospects; however, they are willing to change careers and enhance their skills, but cannot afford the cost of training.

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**Respondents’ Barriers to Committing to Long-Term Training**

- Need to earn wages to support self and family — 311
- Cannot afford to pay for the program — 261
- Lack of training /education program in my area — 46
- Lack of transportation to get to a facility — 36
- Lack of access to child/dependent care — 15
- Unable to meet admission criteria — 14
- Physical Limitation — 8

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**Service Needs**

Target Industry Cluster Descriptions

- **Advanced Manufacturing**
  - Advanced Manufacturing refers to those industries that convert materials into products but are more technology intensive and employ a larger than average number of workers in research and development. It includes those operations that incorporate new technologies, production processes and systems to increase the efficiency and sustainability of the manufacturing process. Included in Advanced Manufacturing are two niches: Aerospace and Defense, and Transportation Equipment.

- **Energy Solutions**
  - Energy Solutions refers to all energy technologies which provide long-term, low-impact, high value energy solutions for residential and commercial use. The cluster includes operations in research and development for five types of non-petroleum-based energy sources: nuclear power, natural gas, wind energy, solar energy, and biomass/biofuels.

- **Biosciences**
  - The Biosciences include diverse industries that fuse chemical and biological sciences to support growth and sustainability in the agriculture and medical fields. Industry activity includes both production and research and development for pharmaceualicals, medical devices, crop and livestock, and chemical manufacturing. Included in Biosciences are three niches: Plant and Agriculture Technology, Companion and Feed Animal Sciences, and Biomedical.

- **Health Care Sciences and Services**
  - The Health Care Sciences and Services encompass the administration and delivery of health care along with health innovations that advance the ease and efficiency of delivering services to patients, while providing the opportunity for these innovations to trigger start-up companies. Included in Health Care Sciences and Services are three niches: Health Care Innovation, Health Sciences, and Health Services.

- **Information Technology**
  - Information Technology refers to a branch of engineering that employs the use of technology, in both software and hardware, to store, transmit and manage data in various formats for use in virtually every industry. Included in Information Technology are three niches: Software, Hardware and Systems Design, Data Centers, and Technology Resource Centers.

- **Financial and Professional Services**
  - Financial and Professional Services refers to the collection of industries that provide money management, financial planning, legal, public relations, insurance, business support and technical consulting. Included in Financial and Professional Services are three niches: Customer Care Centers, Financial Services, and Professional Services.

- **Transportation and Logistics**
  - Transportation and Logistics refers to the engineering and management of a supply chain network to provide goods to consumers and industries in an efficient and timely manner. Included in Transportation and Logistics are three niches: Warehousing, Transportation, and Wholesale Trade.

* Adapted from the State of Missouri Strategic Initiative for Economic Growth and the Target Cluster and Marketing Analysis completed by Market Street Services, Inc. 3/11.
EMPLOYER SURVEY APPENDIX

Business Operations
1. Compared to 12 months ago, how would you describe your current business performance in terms of revenue and sales?
2. How would you rate your company’s financial health/profitability?
3. How would you rate the financial health/profitability of your company’s industry?
4. Please rate your expected business performance in terms of revenue and sales over the next 12 months.
5. What are your expectations for your company’s growth over the next five years?
6. Which, if any, sources of information used by other business executives to forecast employment needs in the St. Louis area do you use?
7. In the past 12 months, has your access to credit for business operations changed?
8. Which one of the following do you see as the greatest challenge to the continued growth of your company?
   a. Inadequate facilities
   b. Access to capital
   c. Availability of qualified labor
   d. Government regulations
   e. Slow research developments
   f. Lack of technological innovations
   g. Lack of local suppliers
   h. Inadequate transportation

Employment
1. Over the next 12 months, how will the current employment levels of your business change?
2. What barriers, if any, do you face in expanding your employment?
   a. Shortage of workers with knowledge or skills
   b. Shortage of available training programs
   c. Economic conditions
   d. Government policies or regulations
   e. Lack of information
   f. Lack of access to transportation to get to work
   g. Lack of access to child care
3. If you were to add employees in the next 12 months, which of the following methods would you be likely to use?
   a. Recalling workers from a lay-off list
   b. Hiring new full time employees
   c. Hiring part time employees
   d. Hiring contract employees
   e. Using a temporary agency
4. How difficult is it to find qualified job applicants?
5. Which, if any, are the shortcomings of recent job applicants?
   a. Poor work ethic
   b. Communication/interpersonal skills
   c. Willingness and ability to learn
   d. Basic math skills
   e. Writing skills
   f. Understanding written and graphical information
   g. Teamwork and collaboration
   h. Critical thinking and problem-solving
   i. General knowledge of business or industry
   j. Technical skills specific to the job
   k. Lack of computer skills

Skills
1. What percentages of your company’s positions require the following skill levels?
   a. Low
   b. Middle
   c. High
2. For each skill level, how do you anticipate your company’s workforce skills changing over the next five years?
3. How would you rate the St. Louis metropolitan area for finding applicants with the skills required for each skill level of your workforce?
4. What methods do you use to help workers address your company’s needs for new or increased skill requirements?
   a. In-house classroom training
   b. On-the-job training
   c. Vendor training
   d. Apprenticeship programs
   e. Community college courses
   f. Vocational training
   g. College degree (Associate or higher)
   h. Hire only workers who are already trained

Benefits
1. What benefits and training opportunities are offered by your company?
2. What financial incentives are offered by your company?
3. In the next 12 months are you going to hire new employees?
4. Will there be a change in the fringe benefits package for the new hires?
5. Has the cost of benefits that you offer employees gone up?
6. Are you offering a competitive compensation and benefits package to your employees compared to your competitors?

Current and Future Employees
1. How many employees does your company currently employ in the St. Louis Metro area?
2. What is the average age of your company’s workforce?
3. How many of your employees do you anticipate will retire in the next year?
4. At what age have employees in your company retired in the past five years?
Dislocated Worker Survey Appendix

Worker Profile
1. Which career center are you at right now?
2. What is your gender?
3. What is your age?
4. Which county do you live in?
5. What is your highest education level completed?
6. Are you the primary wage earner of your household?
7. How many people depend on your income, including yourself?
8. Are you currently covered by health insurance?

Past Employment
9. What was the industry you were employed in?
10. What is the name of your last employer?
11. In what city and county was your last employer located?
12. How long did you work for your last employer?
13. What was your job title?
14. How long has it been since you separated from your last employer?
15. At the time of your separation, what was your hourly wage?

16. What was the reason for your separation?
   a. Plant or company closed down or moved
   b. Insufficient work
   c. Position or shift abolished
   d. Seasonal job completed
   e. Self operated business failed

17. At the time of separation, did your employer provide any of the following?
   a. Advance notice about the dismissal
   b. Option to stay with the company and relocate
   c. Option to do a different job in the same company
   d. Option to stay on with reduced pay/benefits
   e. Severance pay
   f. Career counseling
   g. Information or referral to career services

Job Search Process
18. How long do you anticipate to remain without work?
19. Do you participate in GO! Network and/or BounceBack St. Louis?

20. Which of the following challenges do you think you may face in getting a new job?
   a. The lack of jobs in my field
   b. Finding a job at current wages / benefits
   c. Being under-qualified by education
   d. Being over-qualified by education
   e. A lack of computer skills
   f. Technical skills that are not current
   g. Lack of English language skills
   h. Barrier of age
   i. Difficulty relocating
   j. Mental health conditions
   k. Physical limitations
   l. Lack of child or dependent care

21. Since you have been out of work, which of the following are you willing to do now?
   a. Seek employment in my current field
   b. Seek employment in a new field
   c. Update math, reading or writing skills
   d. Enroll in a course to upgrade skills
   e. Seek training in a new field
   f. Start a business
   g. Retire
   h. Attend school, work part-time
   i. Volunteering at local community organizations

22. Are you willing to relocate?
23. How many miles are you willing to commute one-way to work?

24. Which of the following services would be most helpful in getting the job you want?
   a. Job search skills
   b. Job leads/job placement
   c. Job search tips from experienced workers
   d. Resume writing assistance
   e. Interviewing skills
   f. Career counseling
   g. Testing to determine job interests and skills
   h. Vocational rehabilitation
   i. Relocation assistance
   j. Transportation assistance (while looking for work or in school)
   k. Dependent care assistance (while looking for work or in school)
   l. License /certification renewal
   m. Training in high demand occupations

25. What kind of training are you interested in receiving?
   a. Adult basic education (reading, writing, math)
   b. High school equivalency testing (GED)
   c. English (speaking, reading, writing)
   d. Computer classes
      i. Basic (computer skills, email, internet)
      ii. Intermediate (word processing, spreadsheets)
      iii. Advanced (multimedia, specific software)
   e. Completing a degree
      i. In current field
      ii. Another field
   f. Short term (less than one year)
   g. Long term (one year or more)
   h. Training to update current job skills
      i. Short term (1-6 weeks)
   i. Training in a new job skill
      ii. Short term (2-8 weeks)
   j. Training in how to start a business
      ii. Short term (2-8 weeks)

26. What are some of the barriers preventing you from committing to a long term educational program?
   a. Need to earn wages to support self and family
   b. Cannot afford to pay for the program
   c. Lack of access to child care/dependent care
   d. Lack of transportation to get to a facility
   e. Physical limitations
   f. Unable to meet admission criteria
   g. Lack of a training/education program in my area
Acknowledgements

We would like to thank all entities (businesses and dislocated workers) for their voluntary participation in our surveys. We are especially grateful to our industry partners: bioMérieux, Inc., GSI, Lambert-St. Louis International Airport, Microgrid Energy, SSM Healthcare–St. Louis and Talisen Technologies, Inc. for their time and valuable insight through case study sessions.

Our deepest thanks to the staff of the University of Missouri, School of Journalism, Center for Advanced Social Research for assisting with data collection. Thank you also to the staff of the Missouri Career Centers and Southwestern Illinois WorkNet Centers; and to the organizers of the Go! Network and BounceBack St. Louis professional networks. A special thanks to the staff of St. Louis Community College-Workforce and Community Development.

The 2011 State of St. Louis Workforce report was made possible by the collaborative efforts of the MERIC Workforce Research Group, led by Sonal Haté. Report writing was done by Meredith Hill, principal investigator. Graphic design and layout is courtesy of Frances M. Kemp. Additional data collection and analysis was facilitated by staff interns Matthew O’Rourke and Jacob D. Pickett.

References


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