

The EmployerOne Survey was conducted for the second time in Sarnia Lambton in January 2015. 96 businesses and organizations either fully or partially completed the survey. Their participation provides valuable insight into the Sarnia Lambton labour market. We thank them for their participation. This report summarizes the survey results. The next EmployerOne Survey will take place in January 2016. To participate, contact Shauna Carr, Executive Director, at [shauna.carr@slwdb.org](mailto:shauna.carr@slwdb.org) or (519) 332-0000.

## Highlights:

### Projected Hires for 2015

- Service jobs are projected to have the most available positions
- Most projected hires will be full-time, but service jobs are more likely to be part-time

### Hiring Practices

- The top new hires in 2014 were service, sales & marketing, and professional jobs
- #1 recruitment method: personal contacts

### Hiring Challenges

- Participating businesses have split opinions about the availability of qualified workers in Sarnia Lambton: 53% consider it excellent/good & 48% consider it fair/good

### Skills, Training & Educational Requirements

- Essential skills and technical skills specific to a job are both important
- Postsecondary education is required and preferred by most

### Workplace Training

- Typical sources of training: on-the-job, industry/professional association, peer-to-peer
- Cost, loss of productivity during training time, and lack of relevant training are the top 3 barriers to providing training to employees

### Recommendations

- Increase awareness of the long-term benefits of higher education
- Encourage businesses to recruit beyond their personal contacts

Thank you to all of our partners and supporters who promoted the EmployerOne Survey.

This *Employment Ontario* project is funded by the Ontario Government.

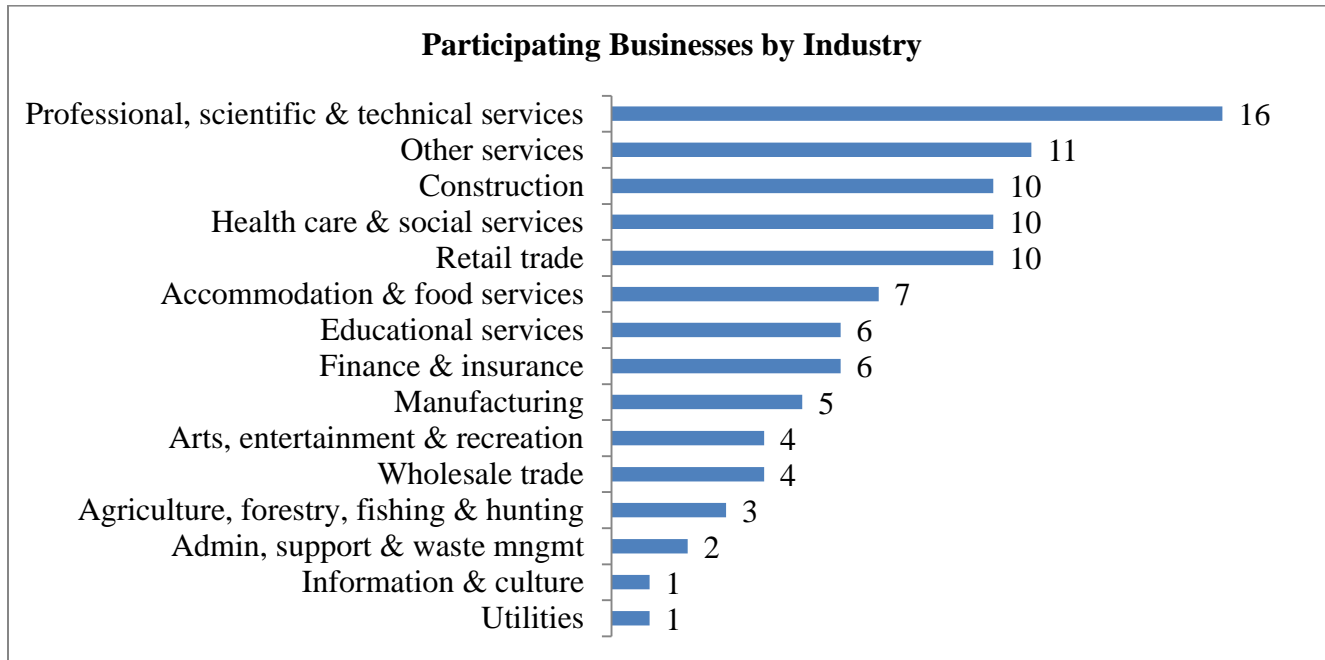
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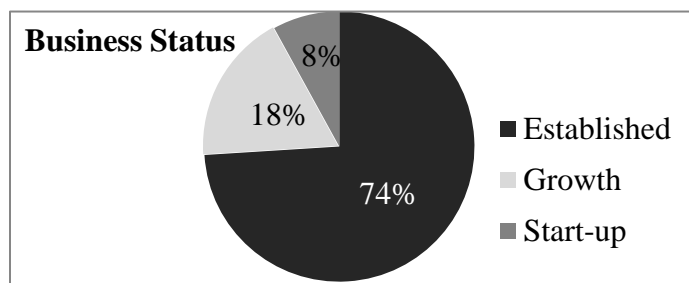
Please give us your feedback on this report by answering a 4 question survey. [CLICK HERE](#) for survey.

## Profile of Participating Businesses & their Employees

There were 96 participating businesses in the 2015 EmployerOne Survey. 80 fully completed the survey and 16 partially completed the survey.

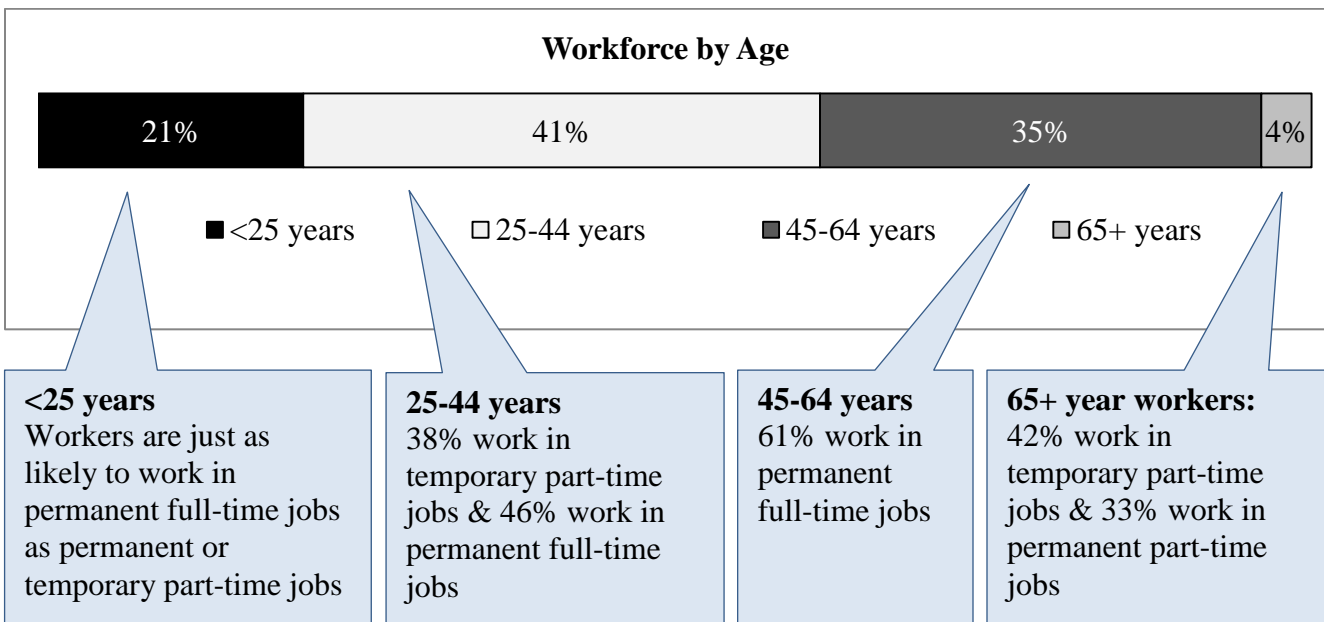
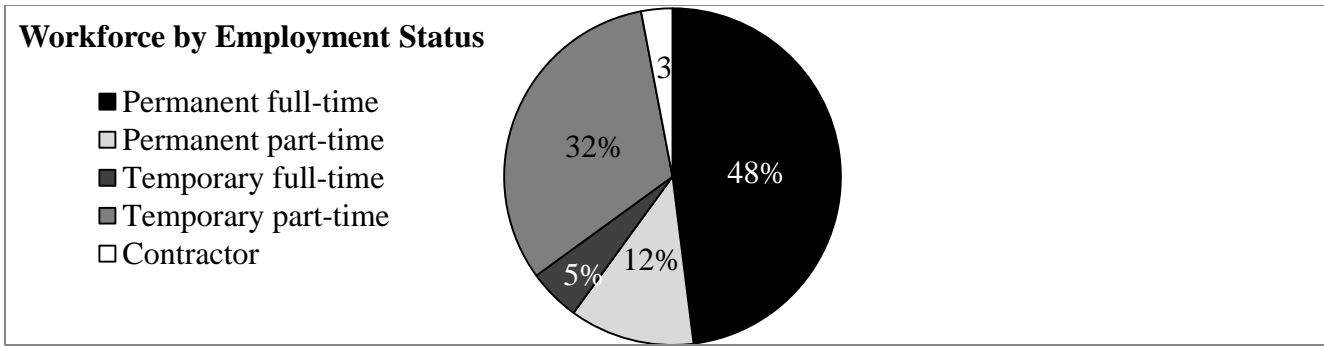


Most local industries were represented in the survey, with some exceptions. There were few participating businesses in agriculture, real estate, and transportation/warehousing. In this report, there is no analysis by industry because the number of participating businesses is too low and therefore doing so would produce misleading results.



- ◆ # of employees varied from 0 to 640
- ◆ 9 out of 10 participating businesses had less than 100 employees.

Last year's survey had 69 participating businesses, of whom 54 completed the survey and 15 partially completed the survey.

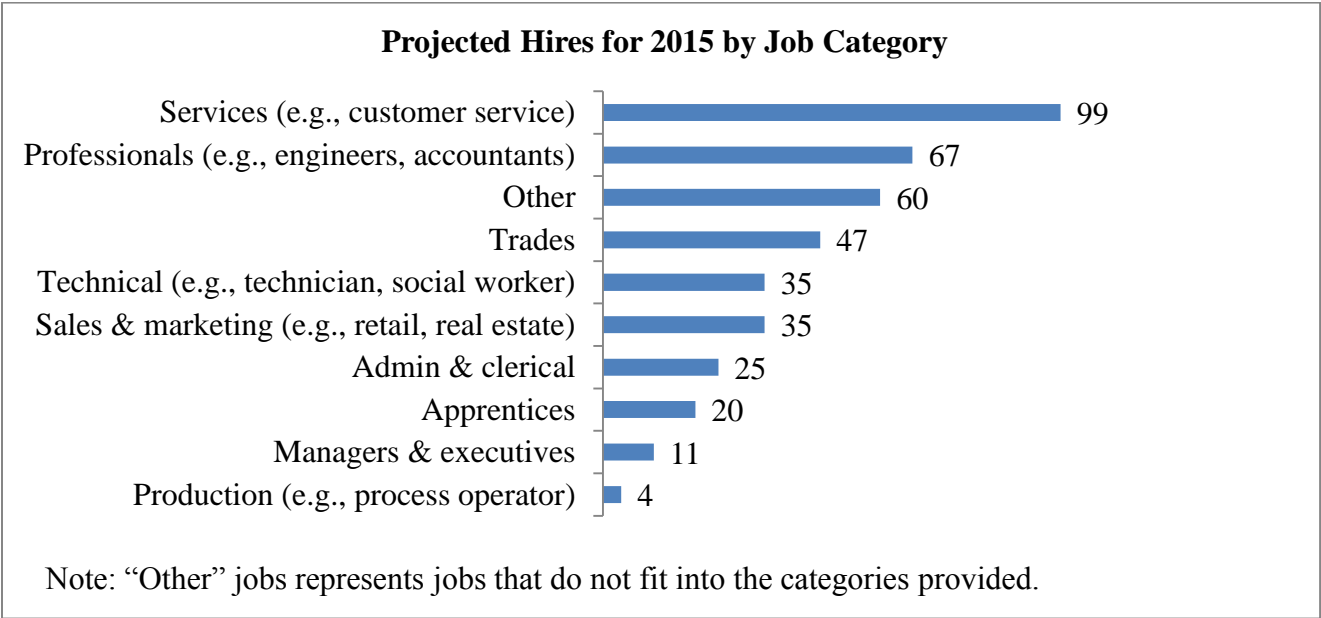


The information presented in this report is not representative of all businesses and organizations in Sarnia Lambton.

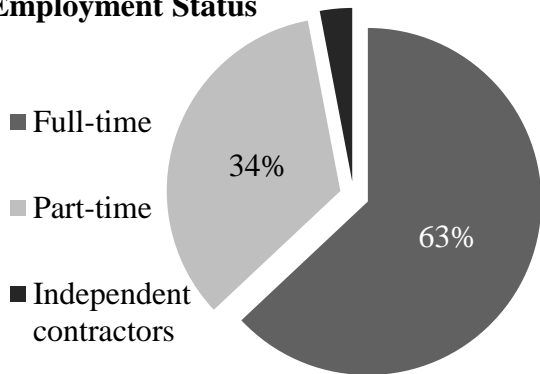
The report shares the experiences of 96 participating businesses.

# Projected Hires for 2015

Participating businesses plan to hire a total of 403 people in 2015. Service jobs are the highest anticipated. The number of positions by job category are shown in the graph below.



### Employment Status



- ◆ Overall, most projected hires will be full-time
- ◆ Projected service and sales & marketing jobs will most likely be part-time

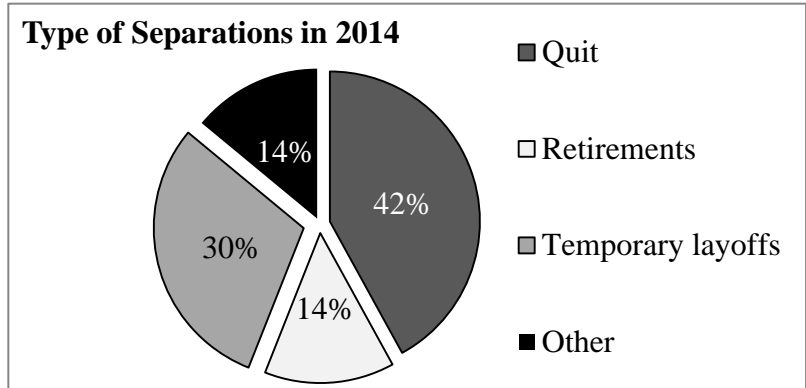
**Business expansion is the #1 reason for projected hires**

Last year's EmployerOne Survey reported a total of 446 people to be hired in 2014. The breakdown across job categories is similar to 2015 results. Expansion was also the top reason.

# Hiring Practices

## Separations with Employees in 2014

About 3 out of 5 participating businesses experienced at least one separation from an employee in 2014. Together, these businesses experienced a total of 375 separations. Quits were the most typical reason, followed by temporary layoffs. Quits were also the top reason why employees left in 2013.



Employees who quit in 2014 were often working in service or sales & marketing jobs. Retirements were mostly from employees in manager & executive or professional positions. Employees who were temporarily laid off were most likely to be in trades or service positions.

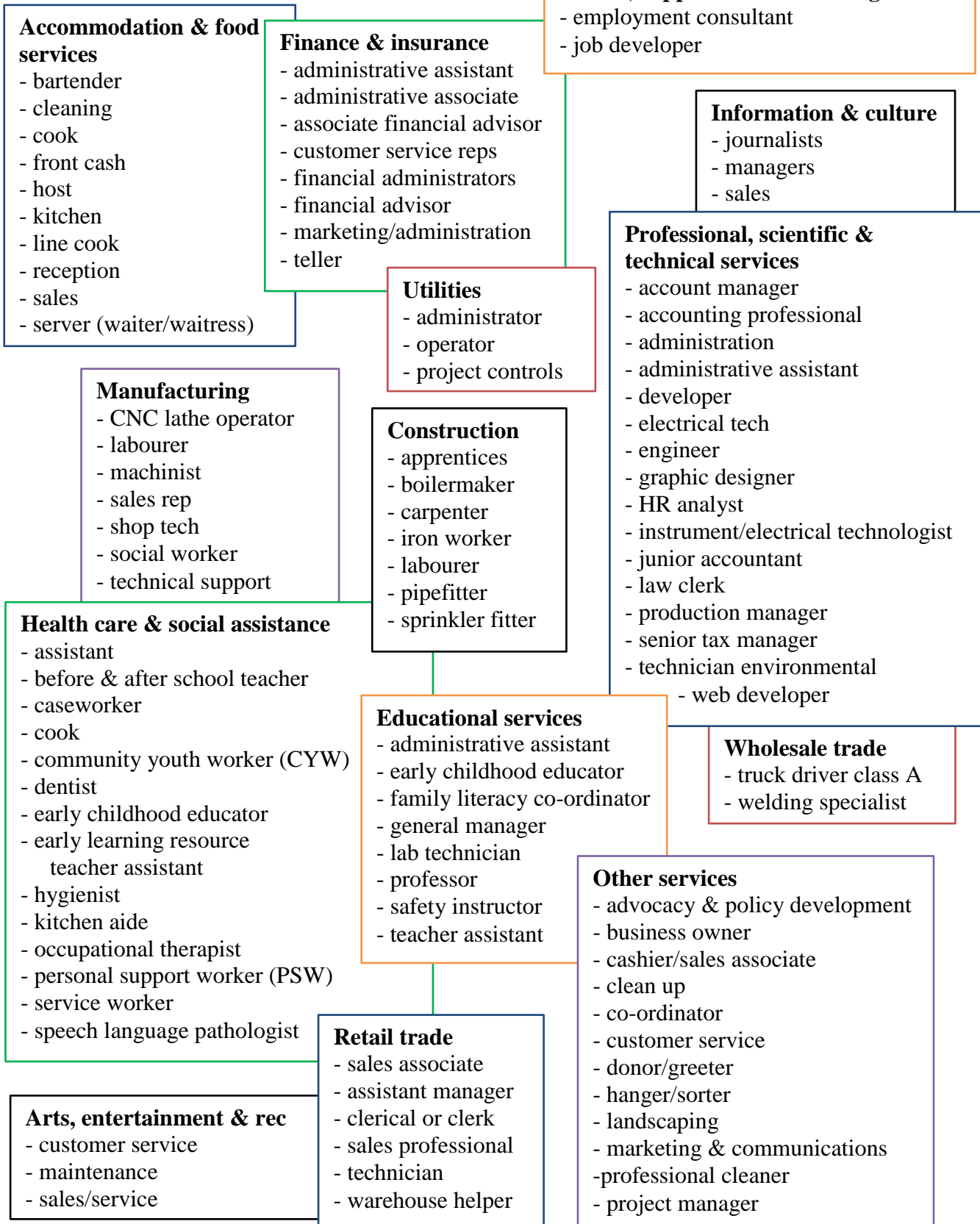
## 2014 Hires

71% of participating businesses hired within the past year. Together, these businesses hired 578 people. The job categories of these hires are shown in the graph below.

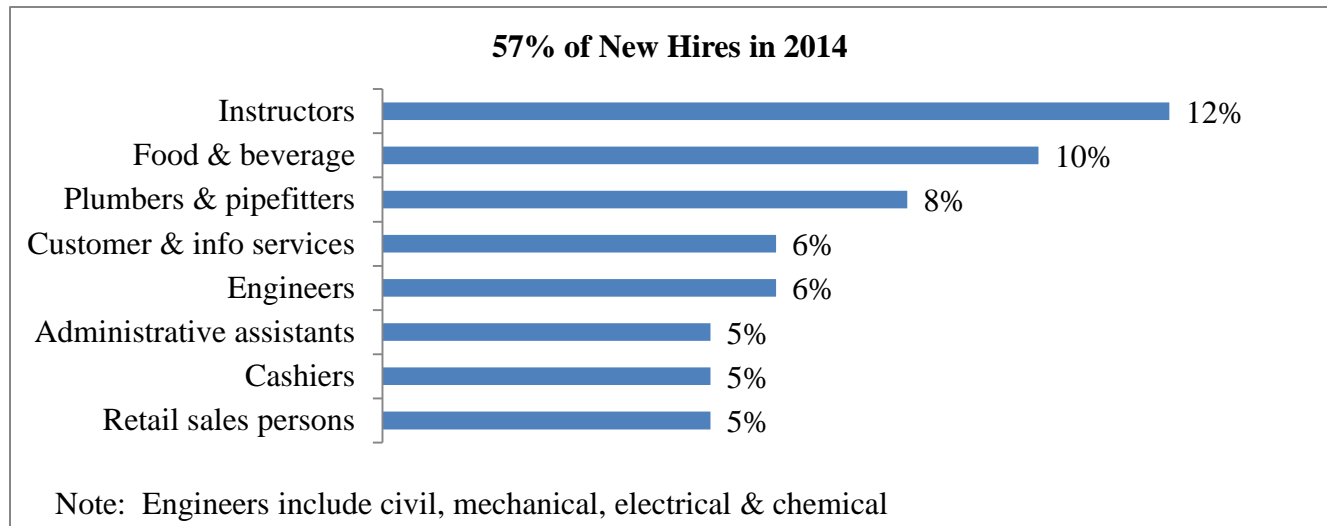


Businesses provided us with the **job titles** they used for jobs hired in the last year. These titles are sorted by the industry of the business on the next page.

**Job Titles Sorted by Industry**



The job titles businesses provided were grouped together based by job category. About half of these categories are shown in the graph below.



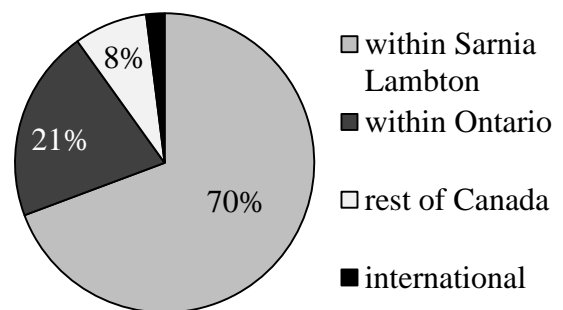
Professional and service jobs continue to be needed in Sarnia Lambton. These types of jobs were identified as positions filled in 2013 and 2014. Specifically, jobs in **engineering, food & beverage, and retail sales.**

Service and professional jobs are the top projected jobs for 2015, according to participating businesses.

### Recruitment Methods

- Top 4 recruitment methods:**
1. personal contacts
  2. online job boards
  3. unsolicited resumes
  4. company's own website

### Geographic Location Recruited from



Recruiting primarily in the local area and hiring through personal contacts can limit the pool of potential job candidates who are qualified.

- ◆ Few surveyed businesses used a free employment service agency or paid recruitment agency

## Hiring Challenges

◆ 39% of participating businesses who hired last year had a difficult time filling the following positions:

- carpenters (experienced)
- construction managers
- customer service
- dentists
- developers
- early childhood educators (some positions still unfilled)
- engineers\* & engineering managers
- financial advisors\*, planners\*, & managers
- HVAC technicians (heating, ventilation, air condition)
- industrial millwrights (experienced)
- machinists (journey person) (experienced)
- mechanic
- small business advisors
- senior accountants
- service technicians
- web developers

\* indicates reported most often

**Top 2 reasons for difficulties:**

1. applicants not meeting education qualifications
2. applicants not meeting skills

There are a couple of jobs that have been difficult to fill over the past couple of years:

- ◆ early childhood educators
- ◆ engineers

### Rating of Availability of Qualified Workers in Sarnia Lambton



Excellent
  Good
  Fair
  Poor

◆ Surveyed businesses have split opinions about the availability of local qualified workers: 53% consider it excellent or good, 48% consider it fair or poor

◆ **Confidence of local skills has declined** somewhat from last year. In 2014, only 7% of participating businesses thought the availability of qualified workers was poor compared to 18% in 2015.



# Skills, Training & Educational Requirements

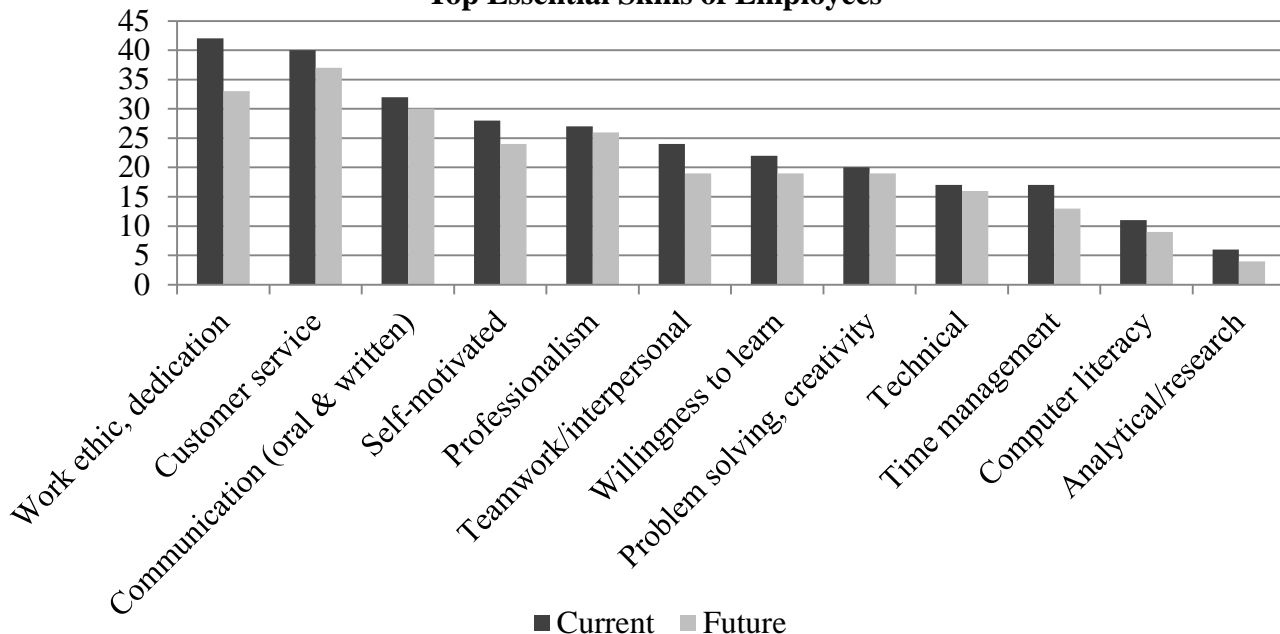
## Job Skills in Greatest Demand, according to participating businesses

- artistic skills for cake decorator jobs
- carpentry skills for construction jobs
- digital operational effectiveness for computer/information system jobs
- digital photography skills for photography jobs
- emotional first aid for social service related jobs
- framing skills for residential construction jobs
- marketing skills
- mechanical aptitude for technical wholesale trade jobs
- Microsoft (MS) Office skills (Word, Excel)\*, computer literacy\*
- motor skills for automotive jobs
- OHIP billing & office management for health care administration jobs
- sales/customer service skills\*
- understanding assessments for social service related jobs

\* indicates reported most often

Some skills reported are very specific to jobs in a particular field, suggesting technical skills are very important.

**Top Essential Skills of Employees**



- ◆ Essential skills should not be overlooked as important qualities for employees to possess
- ◆ Employees who are dedicated to their job/employer, have customer service skills, and are effective communicators are favourable candidates, according to participating businesses

### Training Certification in Greatest Demand, according to participating businesses

*In alphabetical order:*

- 310S Automotive service technician license (automotive)
- Accessibility for Ontarians with Disability Act (AODA)
- Automotive mechanical training
- Basic machining measurement
- Chartered Professional Accountant (CPA) designation or working towards it (accountant)
- Chartered Financial Planning (CFP) designation (finance)
- Chemical handling
- College of nurses' license (registered nurses, registered practical nurse, & nurse practitioner)
- Critical incident stress management (CISM) training (social service related job)
- Danger assessment (social service related job)
- Diesel mechanic & automotive mechanical training (agriculture)
- First Aid
- Food handler certification (restaurant)
- Forklift (wholesale trade jobs)
- Funeral director license (funeral home)
- Information Technology (IT) (computer /information systems jobs)
- Instrumentation (technical wholesale trade sales job)
- Life insurance license (finance & insurance)
- Mobile technology
- Mutual funds license (finance & insurance)
- National organization for victim assistance (NOVA) training (social service related job)
- Prevention & management of aggressive behaviour (social service related job)
- Photovoltaic (PV) & thermal energy
- Sales techniques (any sales job)
- Smart serve certification (restaurant)
- Travel industry council of Ontario (TICO) courses (accommodation)
- Woodworking (manufacturing)
- Workplace Hazardous Materials Information System (WHMIS) or health & safety

Health & safety related training was reported the most often for both survey years.

Job seekers could show their seriousness about health & safety by getting First Aid certifications.

Chartered Financial Planning (CFP) designation & food handler certification were also reported as needed training certifications in last year's survey.

### Education in Greatest Demand, according to participating businesses

Businesses were asked to list the educational level required and the preferred field of study for current and future employees. **Postsecondary education was listed the most often.** The required fields of study noted are shown in the boxes below.

College	University	College or University	
<ul style="list-style-type: none"> <li>- automotive mechanics</li> <li>- career practitioner</li> <li>- funeral service</li> <li>- human resource management</li> <li>- power engineering</li> </ul>	<ul style="list-style-type: none"> <li>- education</li> <li>- engineering</li> </ul>	<ul style="list-style-type: none"> <li>- accounting</li> <li>- administration</li> <li>- business or commerce*</li> <li>- communications</li> <li>- criminology</li> <li>- early childhood education</li> <li>- finance*</li> <li>- marketing</li> <li>- nursing</li> <li>- psychology</li> <li>- public administration</li> <li>- social work</li> </ul>	<p>* indicates reported most often</p>

### Educational Requirements of New Hires in 2014 by Job Category

Job Category	Typical requirement
<i>Managers &amp; executives, professionals</i>	<ul style="list-style-type: none"> <li>- an undergraduate degree or higher</li> <li>- sometimes a college diploma</li> </ul>
<i>Technical</i>	<ul style="list-style-type: none"> <li>- a college diploma or undergraduate degree or higher</li> <li>- these jobs usually require graduation from specialized programs. For example, early childhood education or paralegal</li> </ul>
<i>Trades</i>	<ul style="list-style-type: none"> <li>- trade certificates</li> <li>- sometimes a high school or college diploma</li> </ul>
<i>Apprentice</i>	<ul style="list-style-type: none"> <li>- high school diploma</li> </ul>
<i>Sales &amp; marketing, administrative &amp; clerical</i>	<ul style="list-style-type: none"> <li>- high school or college diploma</li> <li>- typically, jobs with greater responsibility &amp; pay will require a college diploma compared to jobs with lower responsibility &amp; pay</li> </ul>
<i>Production, service</i>	<ul style="list-style-type: none"> <li>- high school education</li> <li>- other sources of labour information point to trades certification or a college diploma, depending on the particular job</li> </ul>

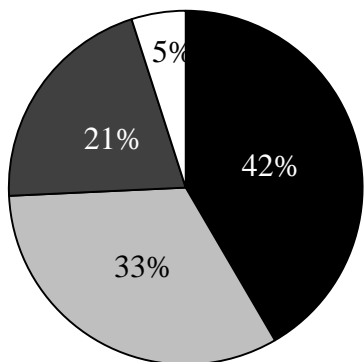
# Workplace Training

- ◆ 39% of businesses participate in Workplace Wellness Programs. Workplace Wellness Programs are put in place by employers to promote employees’ overall physical and mental health
  - for more on these programs, visit [www.lambtonhealth.on.ca](http://www.lambtonhealth.on.ca) and click on ‘health info’
- ◆ 73% of participating businesses provide or support training or education for employees

### Top Training Needs Sorted by Job Title

Job title	Training Needs
<i>management</i>	<ul style="list-style-type: none"> <li>- advertising</li> <li>- computer related, social media</li> <li>- conflict resolution</li> <li>- financial</li> <li>- leadership</li> <li>- supervisory/management skills</li> <li>- technical related to job field</li> </ul>
<i>financial planners &amp; advisors, accountants</i>	<ul style="list-style-type: none"> <li>- certificate to be a financial planner</li> <li>- life license qualification program</li> <li>- other training to meet annual certified professional accountant requirements</li> <li>- regulations about accounting &amp; taxes</li> <li>- sales</li> </ul>
<i>early childhood educators, teachers</i>	<ul style="list-style-type: none"> <li>- behaviour &amp; guidance training</li> </ul>
<i>sales</i>	<ul style="list-style-type: none"> <li>- technical training on the product being sold</li> <li>- training related to other activities at the workplace (e.g., food handling, forklift safety)</li> </ul>

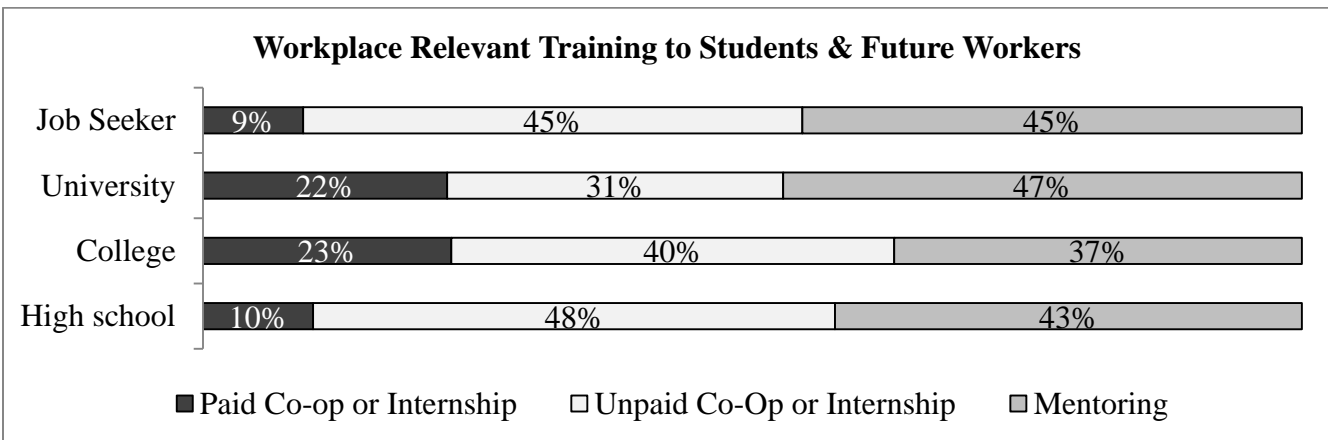
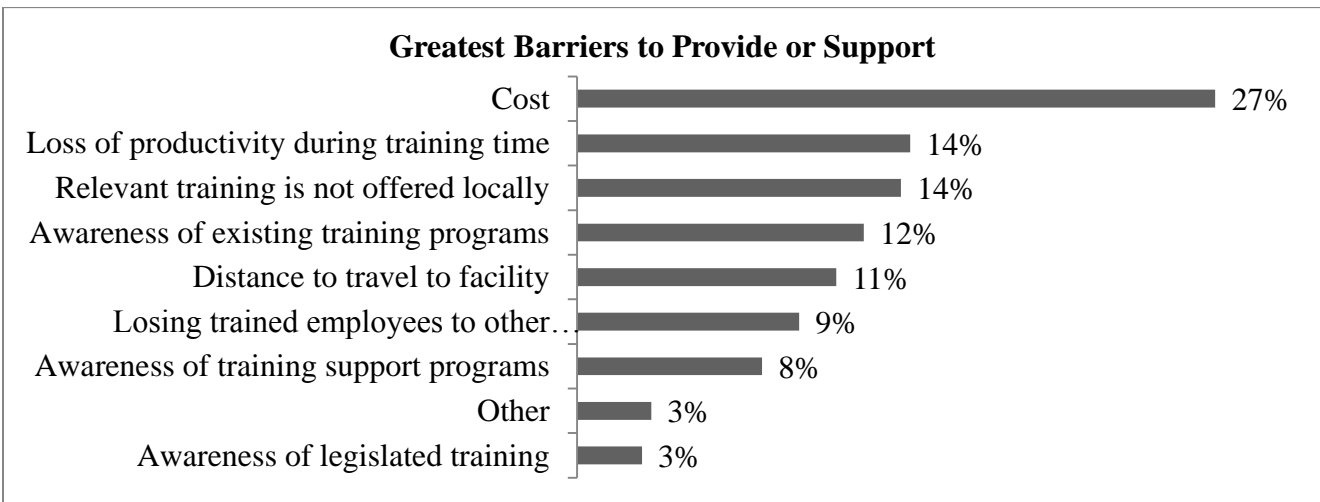
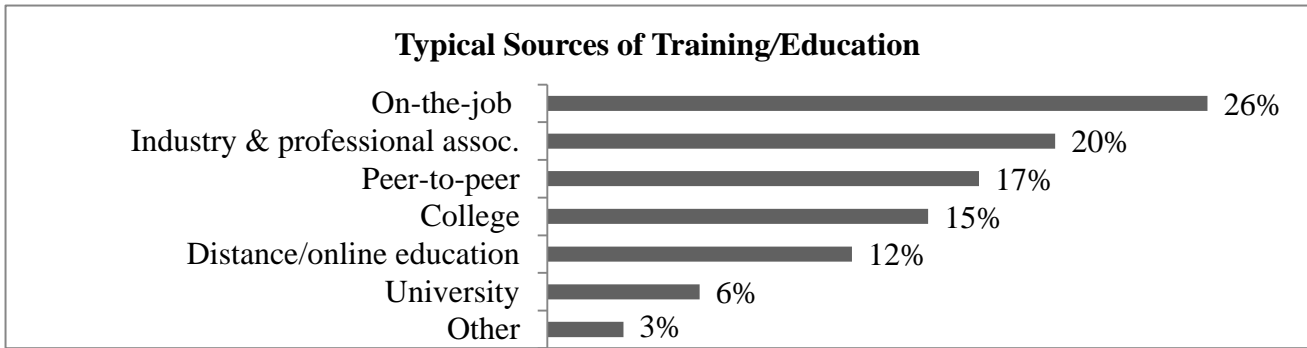
### How Businesses Support Training/Education



- Fund it (full or partial)
- ▣ Provide flexibility in work schedule
- Supply info on career advancement
- Other

Training was provided the most to employees who didn't have postsecondary education

Employees with a trades certificate were the least likely to receive training



The most typical form of workplace training for **high school students** is unpaid co-op/ internship. The same is true for **college students**. Mentoring was most common for **university students** compared to other workplace training. **Job seekers** are likely to receive either unpaid co-op/internship or mentoring. Paid co-op/internship was the least typical form of workplace training for any of the groups.

## Recommendations

Findings	Action
Top jobs reported for recent and projected hires were service jobs. Turnover appears to be high in this area: with employers reporting separations most likely due to quits.	Partner businesses and employment service providers to increase awareness of government incentives available to help with wages and training.
Recruitment methods used had a limited reach to qualified candidates.	<p><b><i>For businesses and organizations offering services to businesses:</i></b> Encourage businesses to expand target area to reach a greater number of qualified candidates. Recruiting candidates outside of Sarnia Lambton and beyond personal contacts would help grow the local workforce size.</p> <p><b><i>For job seekers:</i></b> Attend networking events put on by various organizations. Join a recreational club.</p>
<p>Split opinion of available qualified workers.</p> <p>Other SLWDB reports have documented the low education of the Sarnia Lambton population. Most jobs with good chances of employment require trades/college/university training or education. Sarnia Lambton needs more people with postsecondary education in diverse fields.</p>	<p>Partner SLWDB, local district school boards, the college, and other educational institutions and organizations to increase awareness of the long-term benefits of higher education.</p> <p>SLWDB to share EmployerOne Survey results and other local Labour Market Information (LMI) with the public.</p>

*Thank you to all partners and supporters of the EmployerOne Survey:*

Better Business Bureau of Western Ontario  
 Conseil Scolaire Catholique Providence  
 Integral HR Solutions  
 Lambton College  
 Ontario Co-Op Association  
 Ontario Ministry of Agriculture, Food, & Rural Affairs  
 Sarnia Lambton Business Development Corporation  
 Sarnia Lambton Economic Partnership  
 St. Clair Catholic District School Board  
 Tourism Sarnia Lambton

Canadian Manufacturers & Exporters  
 Goodwill Industries  
 Industrial Educational Cooperative  
 Lambton Kent District School Board  
 Organization for Literacy in Lambton  
 Sara Mann & research team at the University of Guelph  
 Sarnia Lambton Chamber of Commerce  
  
 Sarnia Lambton Industrial Alliance  
 The WorkPlace Group