

# Workforce Focus: EmployerOne Survey Results

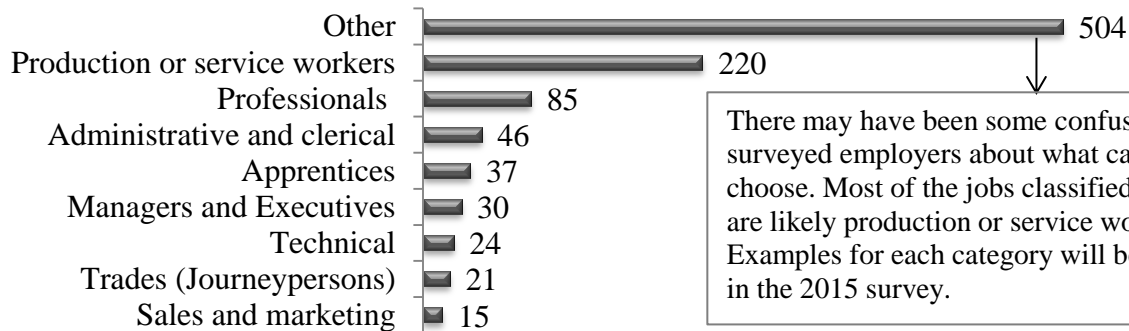
Prepared by:  
Catherine Gordon, Ph.D.  
Research Associate  
519.332.0000 ext. 124  
catherine.gordon@slwdb.org

In collaboration with community partners, SLWDB launched an annual EmployerOne Survey in January, 2014. There were 54 completed and 15 partially completed surveys; all data are used in this report. Employer participants make up just less than 2% of all businesses with employees and less than 1% of all businesses. The information presented is not representative of all employers in the community. Insights on the demand-side of the local workforce are gained but can be more valuable in 2015 with a higher number of participants. For more information, please contact Catherine.

### Recent Hires

- Of the 69 employers, 88% hired a total of 982 positions in the past 12 months
  - only 87 of these positions were filled by new graduates

#### Job category of new hires



There may have been some confusion among surveyed employers about what category to choose. Most of the jobs classified as "other" are likely production or service workers. Examples for each category will be provided in the 2015 survey.

Further specification was asked about the occupations (up to 3) for which employers hired the most employees over the last 12 months; specifically, job titles and the number of hires per job. In order to make sense of this information, the job titles were coded using minor group occupational labels.

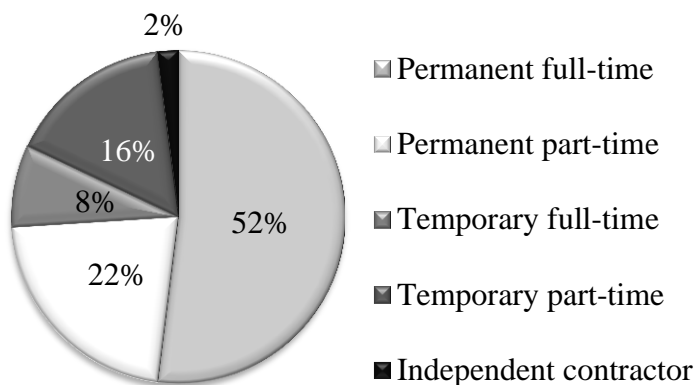
Minor group label (3-digit 2011 National Occupational Code)	Total Hired
Machine operators and related workers in chemical, plastic and rubber processing	234
Athletes, coaches, referees and related occupations <i>(most are camp &amp; swim instructors)</i>	85
Paraprofessional occupations in legal, social, community and education services <i>(most are child day-care services)</i>	59
Occupations in food and beverage service	44
Civil, mechanical, electrical and chemical engineers	35
Central control and process operations in processing and manufacturing	31
Home care providers and educational support occupations <i>(most are personal support workers [PSW])</i>	27
Retail salespersons	27
Trades helpers and labourers	26
Chefs and cooks	24
Agriculture and horticulture workers	24

Captures  
82% of  
the most  
filled  
jobs

Below is another way to show information about the positions for which employers hired the most employees in 2013. The positions are grouped by skill type (i.e., manufacturing) and shown with job titles used by local employers.

<b>Manufacturing</b> <ul style="list-style-type: none"> <li>• production worker</li> <li>• process operator</li> <li>• operation technician</li> </ul>	<b>Sales &amp; service</b> <ul style="list-style-type: none"> <li>• servers</li> <li>• cooks</li> <li>• kitchen assistants</li> </ul>	<b>Education, law, social, community, &amp; government services</b> <ul style="list-style-type: none"> <li>• personal support worker</li> <li>• early childhood educator</li> </ul>
<b>Art, culture, recreation &amp; sport</b> <ul style="list-style-type: none"> <li>• camp and swim instructor</li> </ul>	<b>Natural &amp; applied sciences</b> <ul style="list-style-type: none"> <li>• chemical engineer</li> <li>• mechanical technologist</li> </ul>	<b>Trades, transport &amp; equipment operators</b> <ul style="list-style-type: none"> <li>• construction labour</li> <li>• pipefitter</li> <li>• forklift &amp; delivery drivers</li> </ul>
<b>Natural resources &amp; agriculture production</b> <ul style="list-style-type: none"> <li>• horticultural production workers</li> </ul>	<b>Business, finance &amp; administrative</b> <ul style="list-style-type: none"> <li>• administrative</li> <li>• accounting</li> <li>• insurance</li> </ul>	<b>Health</b> <ul style="list-style-type: none"> <li>• nurses (RN, RPN)</li> </ul>
		<b>Management</b> <ul style="list-style-type: none"> <li>• manufacturing</li> <li>• health &amp; safety advisor</li> </ul>

**Employment status breakdown of all 982 hires**



Some participating employers had a difficult time filling the following positions:

- construction management
- cooks, kitchen help
- dietician
- director positions
- electrical engineer
- installer
- mechanical inspectors
- planning & scheduling
- research scientists
- trade worker

**Top recruitment methods**

- informal networks, word of mouth, referrals
- online job boards/postings
- government employment centres or websites
- company's own internet site

- o Sarnia Lambton was the primary location targeted for recruitment.
- o Few used a paid recruitment agency or a free employment service agency.

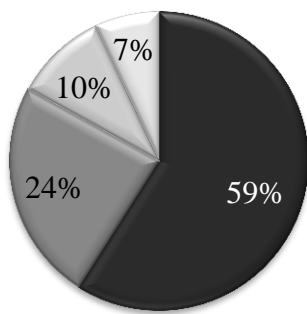
**Minimal educational attainment for new hires by occupational category**

	High school diploma or equivalent	Trade certificate	College diploma	Undergraduate degree or higher
Managers & executives	10	3	15	21
Technical	1	1	4	22
Sales & marketing	3	3	18	4
Administrative & clerical	5	18	2	0
Apprentices	11	8	5	1
Professionals	13	1	9	4
Trades	16	1	20	0
Other	17	6	8	1
Production or service workers	3	1	4	3
Total	79	42	85	56

**Please use CAUTION** when reading this table. Each occupational category has a low number. The table is shown to showcase the kind of information gathered by the survey.

**Separations**

- Of the 69 surveyed employers, 3 out of 4 experienced a separation in 2013



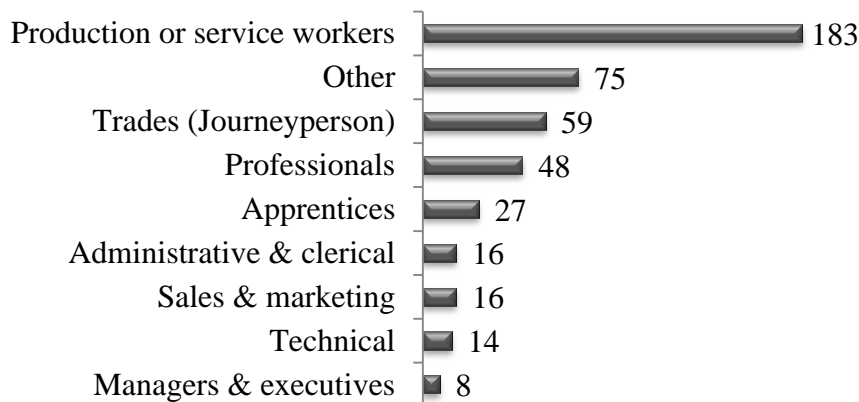
- Quits
- Other
- Retirement
- Temporary Layoffs

- The 69 surveyed employers reported a total of 903 separations in 2013
  - most were employees who quit
  - 1 out of 14 of these separations was a temporary layoff

**Anticipated Hires**

- Of 63 employers, 70% plan to hire a total of 446 people in 2014
  - 59% of these positions will be full-time, 34% part-time and 7% independent contractor
    - 42% of anticipated part-time positions are production or service workers
  - in each job category, the anticipated hires are most likely to be full-time

**Job categories of anticipated hires**



#1 reason why job openings:

- expansion

## Skills, training, and education needs

- Of 61 employers, about 3 out of 5 considered the availability of qualified workers in Sarnia Lambton to be excellent or good

### Skills in greatest demand

- work ethic (hardworking, dedication)
- soft skills (communication, interpersonal)
- self-motivated (can work independently)
- team player
- customer service
- language skills (written, oral)
- computer

### *Specific skills mentioned:*

- appliance technician
- bookkeeping
- cooking
- finance and accounting
- lab/quality supervisor
- multi-trade construction worker, welding
- nursing (RN, RPN)
- oil & gas, pipe fitting product knowledge
- knowledge of plants (i.e., perennials)

### Training needs

- |                   |  |
|-------------------|--|
| Specific programs | <ul style="list-style-type: none"> <li>• Health &amp; safety (through IEC)</li> <li>• Aquatics NLS</li> <li>• Food handlers certificate</li> <li>• Accredited financial counsellor</li> <li>• Certified personal finance</li> <li>• Quality insolvency counsellor</li> </ul> |
|-------------------|--|

- |                            |   |
|----------------------------|---|
| Specific computer programs | <ul style="list-style-type: none"> <li>• Primavera (project management)</li> <li>• SAP</li> </ul> |
|----------------------------|---|

- |                            |   |
|----------------------------|---|
| Specific caring techniques | <ul style="list-style-type: none"> <li>• gentle persuasion approach</li> <li>• pieces</li> <li>• brain gym</li> </ul> |
|----------------------------|---|

### Education needs

- Post-secondary education (88%)
  - College most preferred post-secondary

### *Specific post-secondary programs or types mentioned:*

- Accounting certificate
- Bachelor of commerce
- Bookkeeping
- Child & youth worker diploma
- Cooks
- Chemical Production & Power Engineering Technology (CPET)
- Culinary management
- Environment-related degree
- Environment technical diploma
- Funeral service program
- Bachelor of Health Science
- Masters of Health Science
- Horticultural landscape design, installer
- Personnel Support Worker (PSW)
- Registered Nurse (RN)
- Registered Practical Nurse (RPN)
- Red Seal Cook

### Top competencies current & future employees need to possess

- self-motivated (ability to work with little supervision)
- work ethic, dedication, dependability
- technical
- communication (oral & written)

Captures 60% of all responses (3 out of 5)

## Training for employees

- Of 56 employers, about 4 out of 5 provide or support ongoing training education for employees

### Top 3 training needs

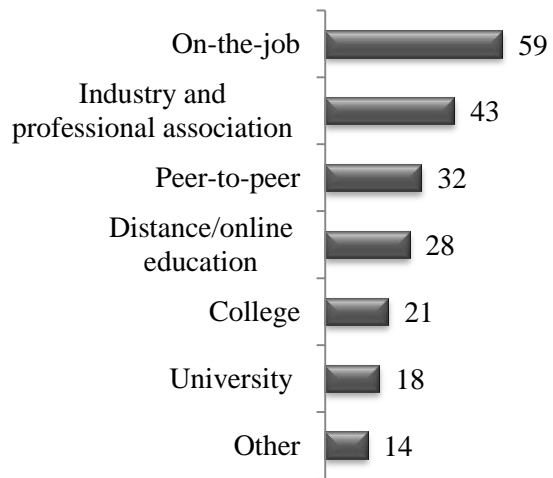
*(below are the needs with multiple mentions)*

- safety
- job specific training at company
- computer skills
- continued upgrades
- customer service
- IT, computer system
- sales training

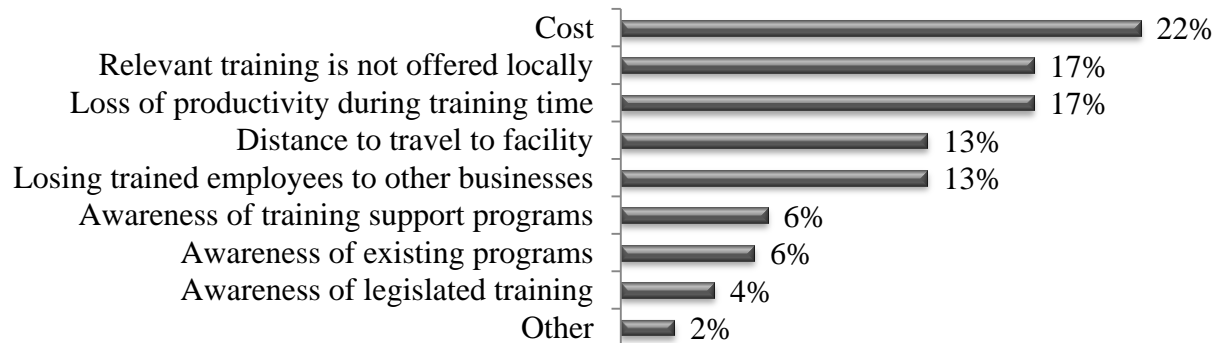
### How support?

- 49% fund fully or partially
- 30% offer flexibility in work schedule
- 19% supply information on career advancement

Common sources of training or education varied.



### Greatest barriers to provide or support training and education



### Student training

- Workplace-relevant training was provided to 85 students (high school, college, university)
  - 73% were post-secondary students
  - types of training, which include mentoring, paid or unpaid co-op/internship, were used about equally regardless of where the student went to school

### Owner succession plan in place? (54 employers answered)

