A Report to the Region

At St. Louis Community College we believe that workforce development is core to our mission of expanding minds and changing lives. Having access to robust workforce intelligence helps ensure that we fulfill our mission by offering programs of value in the labor market. It is with this belief and a commitment to evidence-based decision making that we submit the results of the fourth annual State of St. Louis Workforce Report. We would like to express our gratitude to the employers, colleges, students and research partners who assisted with this year’s report, with special acknowledgement to the Missouri Economic Research and Information Center (MERIC).

Over the last four years, the results of this research study have played a role in new initiatives such as developing short-term accelerated training programs, establishing a WorkKeys® Solutions Center, as well as continuing to improve our focus on work-based learning and entrepreneurship. In addition to a survey of over 1,200 employers, this year’s report includes a survey and focus group interviews of 2012 graduates of local colleges, as well as more in-depth employer case studies. We believe these new sources of data will provide new insights into what makes a successful student and employee and, ultimately, a thriving economy. It is our privilege to present the 2012 State of St. Louis Workforce Report.

Download the full report at STLCC.edu/STLworkforce

Employer Outlook

Economy improving… employers still cautious.

Barriers to Expanding Employment

Although economic conditions and government regulations remain the top barriers to expansion fewer employers surveyed in 2012 cited economic conditions (52.2%) as compared to 2011 (65%). Employers citing governmental regulations decreased from 45% in 2011 to 36% in 2012.

As compared to the past 12 months, slightly more employers are planning to increase their employment levels, while significantly fewer are planning to decrease them. Most employers remain cautious and plan to maintain their current employment levels.
**Education Pays**

“It’s the skills that pay the bills.”

50% of working age adults have a high school diploma but no degree.

12% Associate degree job growth rate - highest growth rate by educational level.

Only 22% of employers responded that they had any openings for individuals with less than a high school degree while 47% had openings for positions requiring a Bachelor’s degree.

**Level of Education Required for Job Positions**

- Doctoral Degree, 8%
- Master’s Degree, 17%
- Bachelor’s Degree, 47%
- Associate Degree, 33%
- Post-secondary Credentials, 28%
- High School/GED, 64%
- Less than High School, 22%

**Missouri Employment Rates and Earnings by Education**

Those with a bachelor’s degree earn nearly three times the median wage of those with less than high school. Those with less than high school are unemployed at nearly five times the rate of those with bachelor’s degrees.

**Unemployment Rates**

- Bachelor’s Degree or Higher: 3.6%
- Some College or Associate Degree: 8.3%
- High School Graduate or GED: 11.2%
- Less than High School Graduate: 17.9%

**Median Earnings**

- Bachelor’s Degree or Higher: $48,524
- Some College or Associate Degree: $30,542
- High School Graduate or GED: $25,051
- Less than High School Graduate: $17,712

**Finding Skilled Workers**

As employers attempt to fill their talent pipeline they are faced with the choice of either finding skilled workers or helping new hires acquire the skills needed.

**Methods of Skill Acquisition**

On the job training (96.3%) and in-house classroom training (68.9%) remain the most utilized methods of skill acquisition. Community college coursework was cited by many employers as an effective means of helping train their workforce.

**Addressing Company Skill Shortages**

Over 76% of employers responding indicated that they had to hire less experienced workers and train them. Nearly 24% hired from outside the region to find the workforce they need.

- Forced to hire less experienced workers and then train them: 76%
- Offer increased wages due to shortage of experience workers: 34%
- Hire from outside the St. Louis region: 23%
- Hire contractors: 20%
- Hire from outside the United States: 12%
- Other: 5%
Graduates Entering the Workforce

2012 Graduates Ready, Set, ... Go?

Challenges to Entering the Workforce

Graduates recognized challenges to entering the workforce. Over 47% cited starting pay as a challenge while less than 17% cited interpersonal skills.

70% of graduates indicated they would choose the same program again.

What works...Some strategies that help students succeed in training and in the workforce:

- Learning communities
- Contextualized basic skills
- Applied and work-based learning
- On-line and hybrid instruction
- Credit for prior learning

Graduates Feel Prepared for the Workforce

87% of the 2012 graduates surveyed felt prepared for the workforce in technical skills while 92% felt prepared in the soft skills. Employer feedback, as reported by these same graduates, closely tracked these results.

- Strongly Prepared
- Somewhat Prepared
- Neutral
- Somewhat Unprepared
- Strongly Unprepared

87% Industry Technical Skills
92% Soft Skills
79% Interviewing Skills
75% Industry Networking

Industry Insights Seminar Series

As an extension of the State of the St. Louis Workforce Report, St. Louis Community College invites you to gain further insight into specific industries in our area. These Insight Seminars will examine what it takes to make these industries thrive in our local economy.

Join us as we take a closer look at the facts presented by industry experts and see how these industries are impacting the local job market and economy.

Fee: $49 per session, breakfast included.

For more information or to register for these events call 314-984-7777.

Insights into the Healthcare Industry • October 3, 2012 8:30 a.m. – noon
This seminar will be led by Mary C. Becker, Senior Vice President of Strategic Initiatives and Communications of the Missouri Hospital Association.
BUSN 795 Section C01 | Corporate College

Insights into the Manufacturing Industry • October 9, 2012 8:30 a.m. – noon
The seminar will be led by Jennifer McNelly, the President of The Manufacturing Institute, the non-profit affiliate of the National Association of Manufacturers.
BUSN 795 Section 501 | Florissant Valley

Insights into Biotechnology • November 5, 2012 8:30 a.m. – noon
The seminar will be led by Kelly Gillespie, Executive Director, Missouri Biotechnology Association.
BUSN 795 Section 502 | BRDG Park

Insights into Information Technology • November 15, 2012 8:30 a.m. – noon
The seminar will be led by Jim Brusnas, Director of the Information Technology Entrepreneur Network.
BUSN 795 Section C02 | Corporate College

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For source references, please download the full report.

Find out more!
STLCC.edu/STLworkforce