

# Employer Findings

## **Demand Side Strategy: Workforce System suggestions/ideas generated from ECOS employer focus groups:**

- A labor pool for entry level jobs is important - utilize these jobs as opportunities for the harder to place/harder to employ individuals. Work on language barriers for these positions
- Utilize employers to refer people who they cannot hire to programs that could give them the skills to become a more qualified candidate for the job. System-wide strategy: materials need to be developed, employers will refer if given the right tools and if they are not giving an implied message that the individual will be hired if completing the training program.
- Program participants should be careful that their resumes are not identical. STS applicants often have the same resume.
- Ergonomics testing to determine physical strength - which job pool candidates have the strength to apply for certain positions. Applicants consistently fail D&A and strength/physical tests
- Arrange for job applicants to have their food handlers, OLCC, permits when seeking jobs in the food/bev. Industry.
- A regional center to certify forklift operators is needed. Employers would contract this out - most currently do this certification themselves, on-site. Applicants that have a valid drivers license and fork lift certification are more likely to be hired in the distribution/warehouse industry.
- Conduct OSHA training and re-certification locally. Create a center and program to do this. Local employers would contract with the system if the training could be customized to apply to their site-specific training needs.
- ESL/LES: strategy is needed. System-wide, all industries and occupations. This issue is the single, most referred to barrier to qualification for hire as expressed by the employers participating in this research.
- System could conduct periodic (monthly?) job readiness workshops: work ethic, workplace culture, do's and don't, interpersonal skills, anger management, employment basics 101.
- Certified Nursing Assistants and other medical field employees: System approach for the medical field could be developed with these employers to get entry level people into meaningful jobs with career potential. The employers will be eager to help/partner with workforce programs.
- INS and documentation problems: Screen, don't send applicants that can't be hired. Develop a strategy for un-documented persons to get into the workforce.
- The importance of personality, energy, hustle, motivation to do a good job.... how can this be instilled? Can it be taught? If so, who would do it and at what age level? Apathy,

low energy and lack of interest in work/job/co-workers is a consistent problem expressed by employers.

- Class on customer service and handling cash is needed. Most new applicants do not know/recognize different currencies: i.e. Canadian, travelers checks, how to recognize counterfeit, etc. Awareness of how important their behavior is and how it reflects on the customer's impression of the business...Retail basic 101. Food service/hospitality 101. Finance/banking cash system 101.
- Most often heard suggestion: Do not send applicants who do not have the minimum qualifications for the job on the outside chance that they may be hired. Even if they are hired, they will not likely be successful and it just sets the individual up for failure and wastes the employer's time. This is the single reason most employers are reluctant to use our services or have been disappointed with us.
- Conduct a "Survival in Apprenticeship" program - at both CC and HS levels
- Applicants need to pay better attention to their references. Employers do check and must be able to get a hold of someone that can speak to the individual's credentials in order to get the job.
- Certificates for classes that increase an individual's employability...proof of attendance/completion.
- Create programs that work with shift workers schedules. Especially in the medical fields.