



2016 Employer Workforce Survey Results

Data submitted: June 2016

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Summary

The Brookings Economic Development Corporation (BEDC) recently sent out an Employer Workforce Survey to better understand Brookings' workforce demand. The survey results will help guide BEDC in developing retention and recruitment strategies.

The survey was sent out in June to 363 companies with 94 participating. Those 94 companies represent a total workforce of 13,383, or 73% of the Brookings area workforce of 18,400. A wide variety of industries completed the survey with the majority being Retail/Food Service (30%), Professional Services (14%) and Manufacturing (12%).

Demand and retention

Businesses were asked what positions are their greatest hiring needs over the next 3 years. The most in-demand occupations include managers, sales, maintenance, technicians and part-time positions in the customer service area.

The most common occupations held by employees who can retire over the next 3 years include: managers, executive management, operators, maintenance, technicians, administrative and sales.

Businesses were asked how they are retaining employees, and 77 percent said increasing wages while 72 percent said they were improving company culture. Fifty-eight percent said they were providing education and training opportunities to employees. Many businesses selected all three (increasing wages, improving company culture and providing education and training opportunities) as ways to retain employees. To dig a little deeper, businesses were asked what part of their company culture they thought was most effective in retaining employees. The most common response was providing flexibility in hours or work schedule. Many businesses also reported having good communication, a positive atmosphere and treating employees like family as being key to retaining employees.

The business environment in Brookings remains strong with 93 percent of the companies reporting that they did not anticipate any layoffs in the next 12 months. The remaining 8 percent cited seasonal employment for the main reason of layoffs.

Recruitment

To better understand where companies are posting job openings, they were asked to list all of the mediums used when posting jobs. The consistent entity was the Department of Labor in all categories.

The top three mediums used to post job openings include:

- Professional positions: Department of Labor (48%), Indeed.com (41%) and the Brookings Register (35%).
- Skilled trade positions: Department of Labor (58%), Brookings Register (42%) and the Town & Country Shopper (35%).
- General labor positions: Department of Labor (60%), Brookings Register (42%), Town & Country Shopper (35%).
- Intern positions: SDSU/job fairs (40%), Department of Labor (29%), Collegian (20%).
- Student positions: SDSU (31%), Department of Labor (29%) and the Brookings Register, Town & Country Shopper and word of mouth (each 18%).

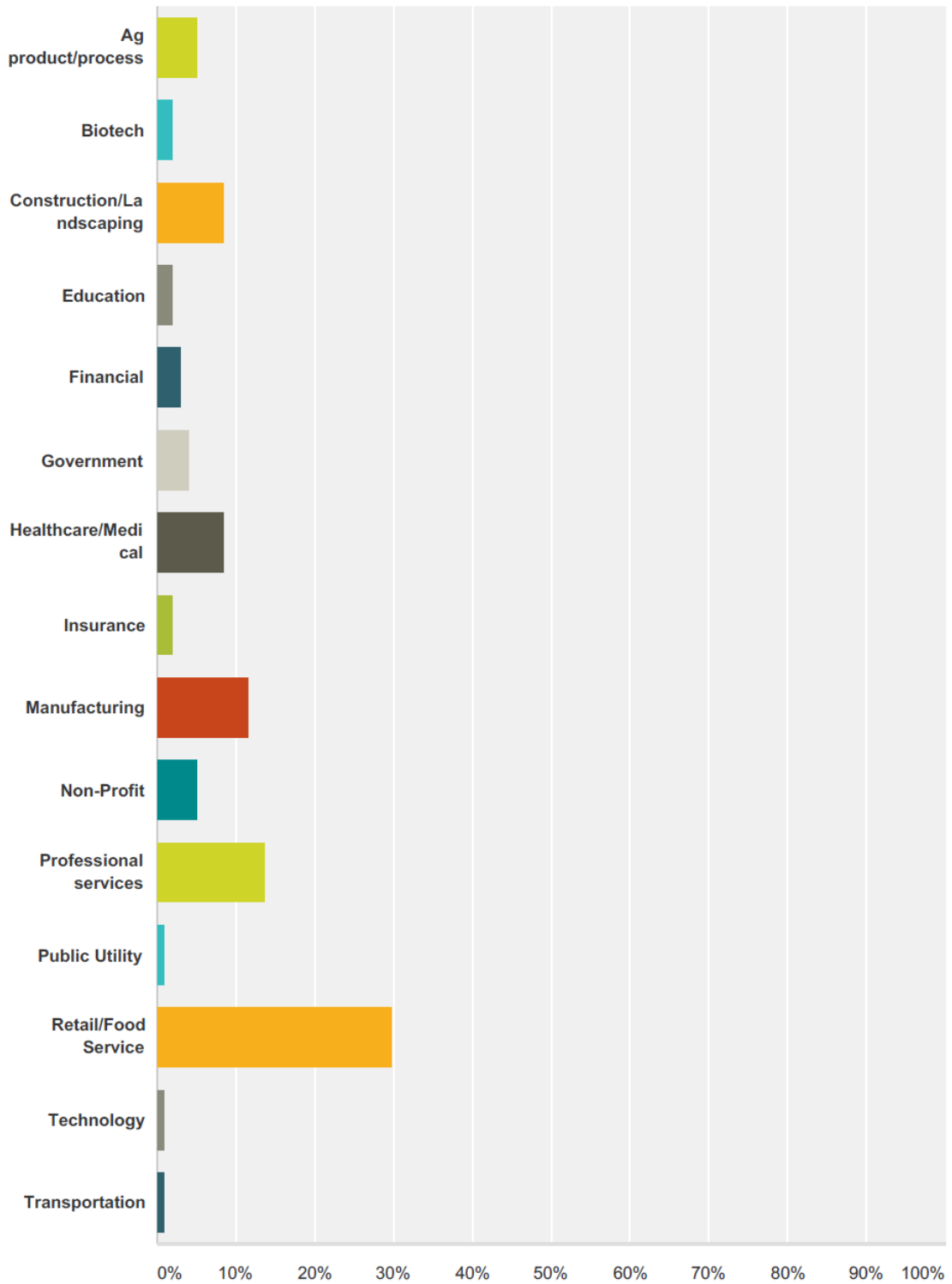
Seventy percent of responding companies said they recruit entry-level positions from universities, while 49 percent recruit from tech schools.

The top three activities that companies are conducting at educational institutions to attract entry-level employees include: attending job fairs (60%), providing internships (55%), and posting job openings on school websites (50%). Others reported contacting professors or teachers directly.

The BEDC also wants to hear from employees. They will be conducting an employee survey in the next few months to better understand what keeps people working and living in Brookings and what they want from their employers – be it more training, higher pay, better benefits, more flexibility, etc.

Industries

A wide variety of industries completed the survey with the majority being Retail/Food Service (30%), Professional Services (14%) and Manufacturing (12%).



Hiring Needs

The positions of greatest need over the next 3 years:



Layoffs

Ninety-three percent of the companies reported they did not anticipate any layoffs in the next 12 months. The remaining 8 percent cited seasonal employment for the reason of layoffs.

Company Culture

Company culture aspect that respondents think is most effective in retaining employees



Mediums used to list job openings

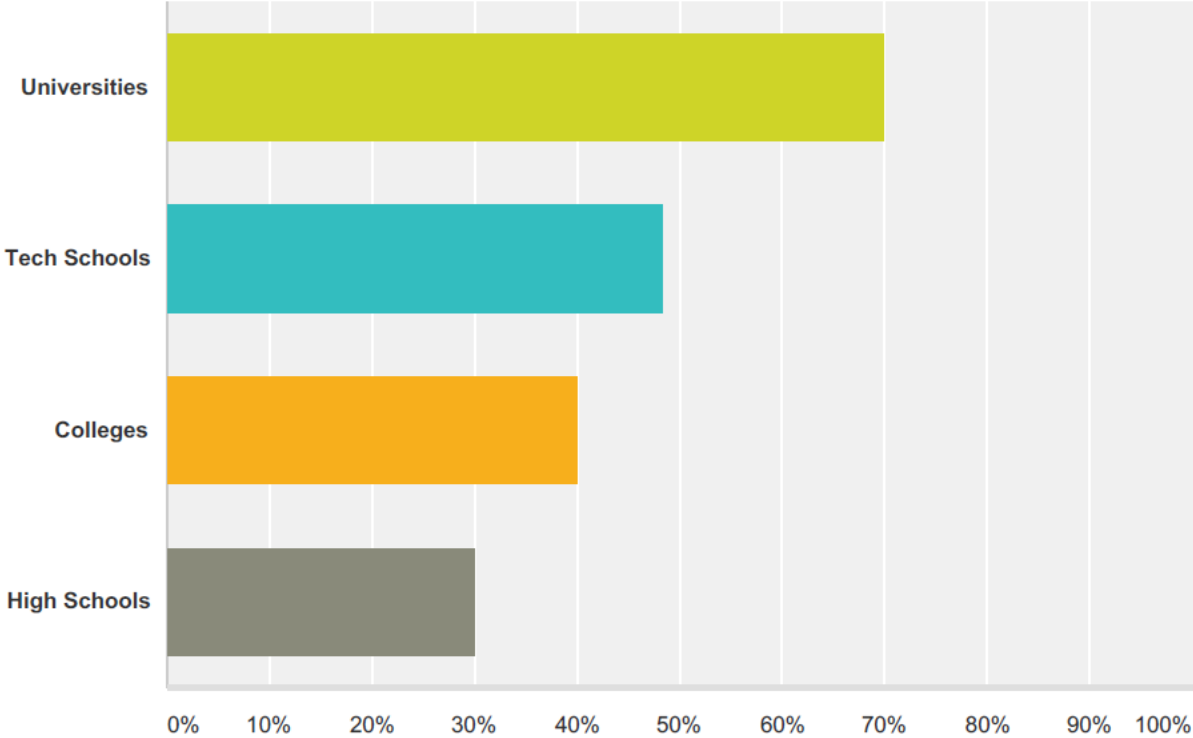
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Recruiting Entry-Level Positions

Respondents: 60

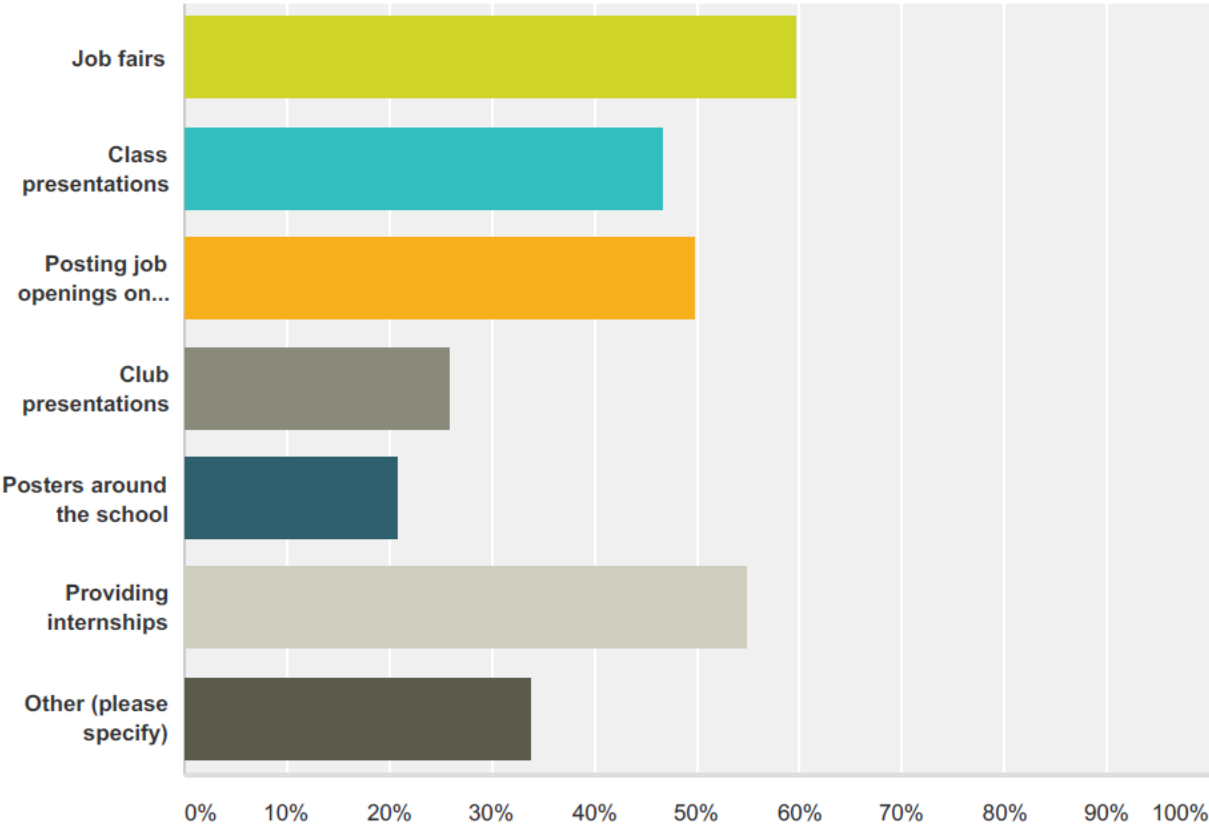
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Activities at Educational Institutions

Respondents: 62

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Wage Data

The hourly and salary wages were incomplete for reporting. Another report will be created with wage data.