

One College's Travails in Understanding Workforce Needs

Rosaleen H. Ryan, PhD
Monterey Peninsula College

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Purpose of the Study

- Better understand the needs of local employers
- Expand offerings in Career & Technical Education area
- Enhance our relationship with business community

Survey instrument

- Conducted literature search
- Past, current, & future number of employees
- Need for training in various skill areas
- Where and when training should be offered
- Familiarity and satisfaction with resources at MPC

Sample

- Started with 2,585 “leads” (Employers with 5+ employees)
- “Cherry picked” a number of employers out of list
- Surveyed 1,389 employers
- 108 surveys returned (70 industries represented)

Methodology

- Spring 2007 – Cover letter & survey to employers
- Follow-up efforts:
 - Postcard reminder to 500 employers
 - Recorded phone message from college President
 - “Live” phone calls

Findings – Need for Training

- Number of employees expected to decrease
- Extensive need for training in “soft” skills
- Strong need for English reading and writing skills
- Moderate to strong need for math and computer skills
- Minimal to moderate need for Spanish skills
- Extensive need for industry specific skills***

Need for Training in “Soft Skills”

	Extensive		Strong		Moderate		Minimal		N/A – Not Needed		TOTAL
	N	%	N	%	N	%	N	%	N	%	N
Oral communication	49	49%	41	41%	10	10%	1	1%	0	0%	101
Customer service	60	59%	26	26%	11	11%	4	4%	0	0%	101
Interpersonal/ People	60	59%	28	28%	10	10%	3	3%	0	0%	101
Time management	46	46%	37	37%	13	13%	3	3%	1	1%	100
Organizational	46	46%	41	41%	12	12%	1	1%	1	1%	101

Need for Training in English and Spanish Skills

	Extensive		Strong		Moderate		Minimal		N/A – Not Needed		TOTAL
	N	%	N	%	N	%	N	%	N	%	N
Spanish	5	6%	10	13%	28	36%	27	35%	7	9%	77
English	50	50%	35	35%	11	11%	3	3%	1	1%	100
Reading	44	44%	33	33%	19	19%	2	2%	3	3%	101
Writing	40	40%	32	32%	25	25%	3	3%	1	1%	101

Need for Training in Math, Computer, and Industry specific skills

	Extensive		Strong		Moderate		Minimal		N/A - Not Needed		TOTAL
	N	%	N	%	N	%	N	%	N	%	N
Math computation	16	16%	33	33%	37	37%	12	12%	3	3%	101
Computer	26	26%	32	32%	32	32%	9	9%	2	2%	101
Industry specific	44	44%	31	31%	18	18%	6	6%	1	1%	100

Where to offer classes

<i>Where and how employers would like classes offered</i>	<i>N</i>	<i>%</i>
<i>At the work site</i>	<i>40</i>	<i>22%</i>
<i>Online</i>	<i>41</i>	<i>22%</i>
<i>On campus at MPC</i>	<i>63</i>	<i>34%</i>
<i>At the MPC Education Center at Marina</i>	<i>29</i>	<i>16%</i>
<i>Other</i>	<i>12</i>	<i>6%</i>

When to offer classes

	Mon	Tue	Wed	Thurs	Fri	Sat	Sun
Early morning (before 8:00)	15	16	15	16	15	14	10
Morning (8:00 – 12:00)	23	25	24	24	22	33	16
Afternoon (12:00 – 5:00)	19	20	20	21	17	28	16
Evening (after 5:00)	62	66	66	62	56	19	14

How long should courses run

<i>How long</i> employers would like courses to run	N	%
Less than 1 week	27	24%
Between 1 week and 4 weeks	34	30%
Between 4 weeks and 16 weeks	23	20%
Full semester (17 weeks)	18	15%
Other	11	10%

Employer support

Type of support employers are willing to provide	N	%
Tuition reimbursement for classes taken on employee's own time	55	29%
Pay for textbooks or other class materials	41	22%
Pay cost of on-site training	36	19%
Release time from work	34	18%
None	9	5%
Other	13	7%

Familiarity & Satisfaction with MPC Resources

Satisfaction with resource					Resource	If you have not used resource, why not?			
Great	Good	Fair	Poor	N/A		Not appropriate	Not accessible	Not aware	Other
3%	13%	0%	0%	84%	Self-paced courses in computer skills	16%	0%	76%	8%
5%	9%	1%	1%	83%	Industry or job skills training	10%	1%	83%	5%
0%	11%	8%	9%	73%	Job placement services	7%	7%	82%	4%
3%	5%	6%	2%	85%	Cooperative Work Experience	8%	0%	88%	4%
2%	5%	2%	0%	92%	Career counseling	8%	3%	80%	9%
0%	2%	0%	2%	96%	Facilities rental for training	16%	0%	84%	0%

We Have Results – Now What?

- Low response rate
- Becoming a workforce training provider – not as easy as we thought
- What we would do differently...
- For more information:
rryan@mpc.edu or (831) 646-4035