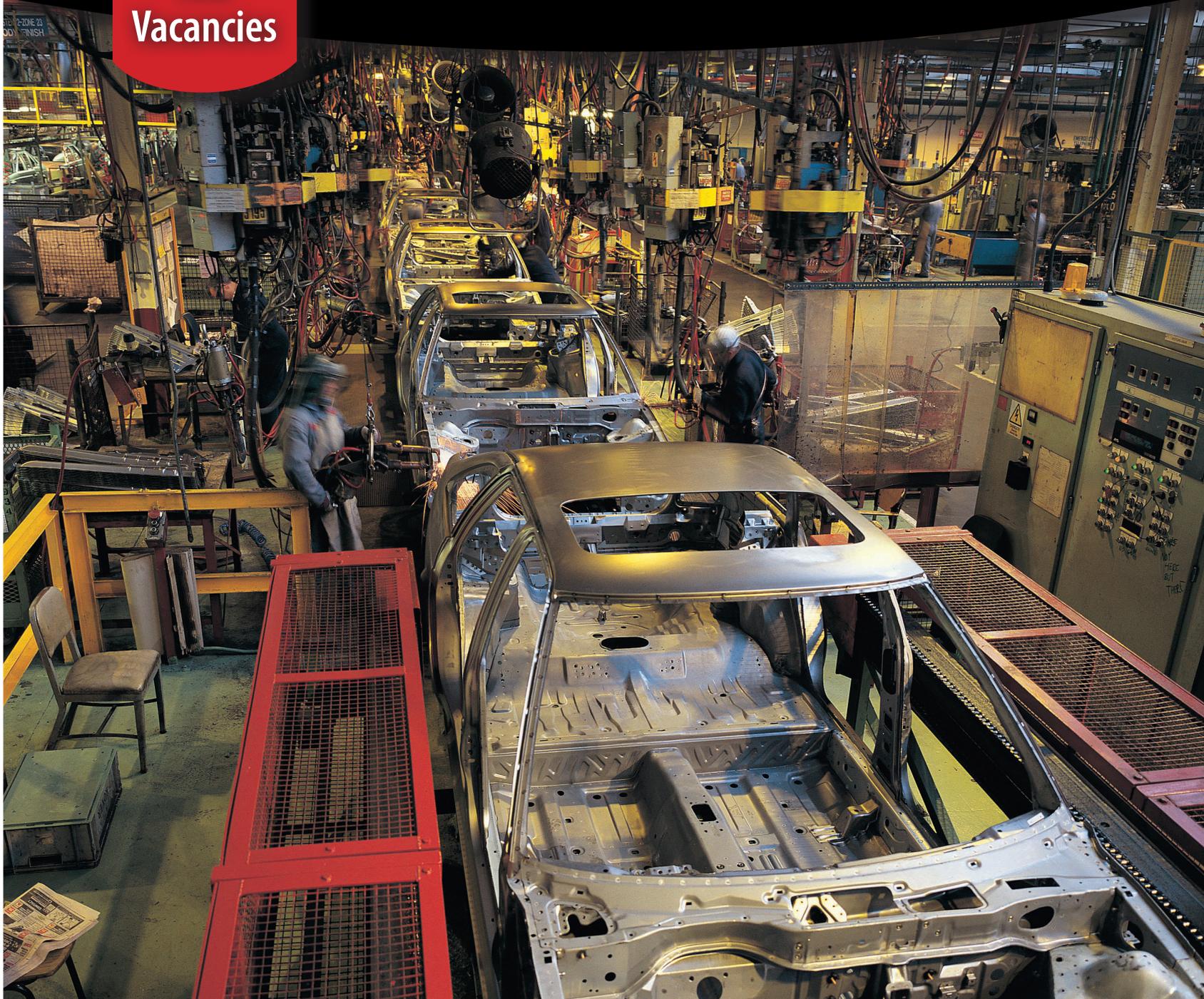


# 1

## Job Vacancies

# Job Vacancy, Education, and Training Analysis for Southwest Ohio: Results from a Tri-State Study

December, 2007



This report was prepared by the Institute for Policy Research at the University of Cincinnati under contract number 07-05-017 from the Butler County Work Place, Butler County's Department of Job & Family Services, Hamilton, Ohio.

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Suggested Citation: *Job Vacancy, Education, and Training Analysis for Southwest Ohio: Results from a Tri-State Study, Vol. 1: Job Vacancies*. A report prepared for Workforce One of Southwest Ohio. Cincinnati, OH: Institute for Policy Research, University of Cincinnati, December 2007.

## Introduction and Project Overview

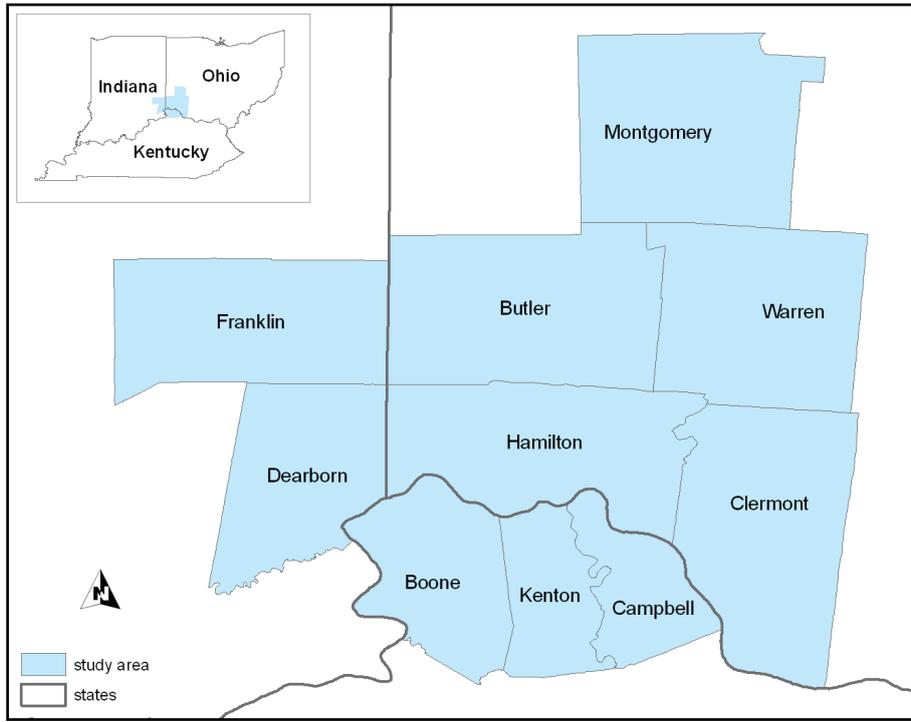
The Workforce One Investment Board of Southwest Ohio sponsored a vacancy analysis of the southwestern Ohio (Greater Cincinnati) area, including available training and education resources. This study – Job Vacancy, Education, and Training Analysis for Southwest Ohio – targets economic dislocation, including potential closings and layoffs of employees. The University of Cincinnati Institute for Policy Research (IPR) designed, administered, and analyzed surveys completed by employers and education and training providers in southwestern Ohio, northern Kentucky, and southeastern Indiana. The IPR surveyed *businesses* regarding job vacancies and job eliminations and *training and education providers* regarding training programs in the study region.

The purpose of our research and this narrative report is to help businesses, workforce education and training providers, policy makers, and the general public understand the workforce development needs of the designated region. This narrative report – *Job Vacancy, Education, and Training Analysis for Southwest Ohio: Results from a Tri-State Study, Vol. 1 Job Vacancies* – is focused on job vacancies and job eliminations as reported by employers. A companion report – *Job Vacancy, Education, and Training Analysis for Southwest Ohio: Results from a Tri-State Study, Vol. 2 Education and Training* – relates to job training and education as reported by providers of education and training.

This report provides a snapshot of job vacancies and job eliminations as reported by employers in the region who responded to a survey at a particular interval in the fall of 2007. Thus, it does not capture information that was not reported by companies, nor does it include anything that might have happened after the survey period ended on December 11, 2007. To illustrate this point, on the day after the survey on which the analysis for this report is based General Motors announced its plans to lay off 340 out of 2,250 production workers at a sport utility vehicle assembly plant in Moraine, Ohio, next year. This automotive plant in a suburb of Dayton is within the study area (Montgomery County, OH). So, even as this report is being written, we are learning about relevant information that cannot be addressed in our analysis.

# Job Vacancy, Education, and Training Analysis for Southwest Ohio:

**Figure 1: Map of the Tri-State Study Area**



## The Study Area

This volume presents analysis of data based on a survey of *employers* in the Greater Cincinnati Region. For purposes of this study that region is defined as Butler, Clermont, Hamilton, Montgomery, and Warren Counties in Ohio; Dearborn and Franklin Counties in Indiana; and Boone, Campbell, and Kenton Counties in Kentucky. Figure 1 is a map of the study area.

Our analysis is based on 366 *completed surveys*. Table 1 below shows the distribution of establishments by number of employees.

**Table 1: Survey Respondents by Establishment Size**

Number of Employees	Number of Survey Responses
1-49	163
50-99	82
100 +	89
Unknown	32

Thirty-two (32) establishments are of unknown size because the employer did not report information about the size of their firm in their survey response.

## Jobs for the Economy of Tomorrow System (JETS)

The two narrative reports (volumes 1 and 2) summarize and analyze some of the information that is now available via the Internet at the Web site of Workforce One of Southwest Ohio at [www.swohioworkforce.com](http://www.swohioworkforce.com). Follow the link to the **Jobs for the Economy of Tomorrow System (JETS)**. The **Jobs for the Economy of**

**Tomorrow System** (or **JETS**) serves two purposes: collecting data and producing customized reports.

The IPR designed and developed **JETS** for the Job Vacancy, Education, and Training Analysis for Southwest Ohio project to collect the information discussed in the complementary narrative reports and to be the platform for future data collection from employers and education and training providers in the region. The system was designed for use by staff of the Workforce One Investment Board of Southwest Ohio (where the system will be maintained and managed), businesses and establishments, training and education facilities, policy makers, and the public. **JETS** allows users to prepare print-quality reports in PDF format. It generates reports that are appropriate for the user's role. For example, a public user has access to only aggregate data while Workforce One staff have access to all of the data and they can create very specific reports using micro-level data.

*Using user-chosen parameters, [JETS] reports can be generated that could help businesses, workforce education and training providers, policy makers, and the general public.*

Readers should know that any surveys that were mailed back after we began the analysis for this report will be entered into **JETS**, but are not included in this analysis.<sup>1</sup>

Importantly, employers are encouraged to continue entering data via the Internet on **JETS**, which was created for ongoing use.

The following five pages are the front pages<sup>2</sup> of actual vacancy reports we created using **JETS** in which we chose a particular geographical area, an industry, an occupational category, or a company size of interest.<sup>3</sup>

Sample reports 1 – 4 are examples of the job vacancy report. This report presents data about job vacancies including educational requirements, requirements for previous job experience and benefits offered.

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<sup>1</sup>An additional 18 Workforce Surveys were returned between December 12 – 18, 2007 for a total of 384 completed surveys. These 18 surveys were not received in time for inclusion in this report.

<sup>2</sup>Page two of these reports are only the footnotes. In order to save space we did not include them in this report.

<sup>3</sup>Note that these reports are based on data that were in **JETS** as of December 11, 2007. Thus, any surveys returned after we began our analysis are not reflected in these reports. These samples are for illustrative purposes only in order to demonstrate the capabilities of this system to readers of this report.

# Job Vacancy, Education, and Training Analysis for Southwest Ohio:

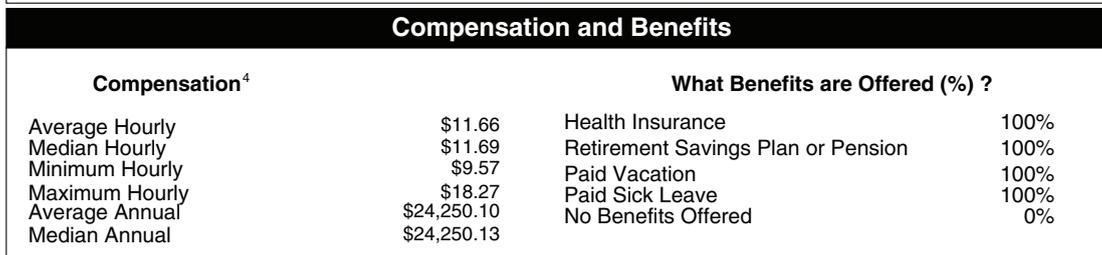
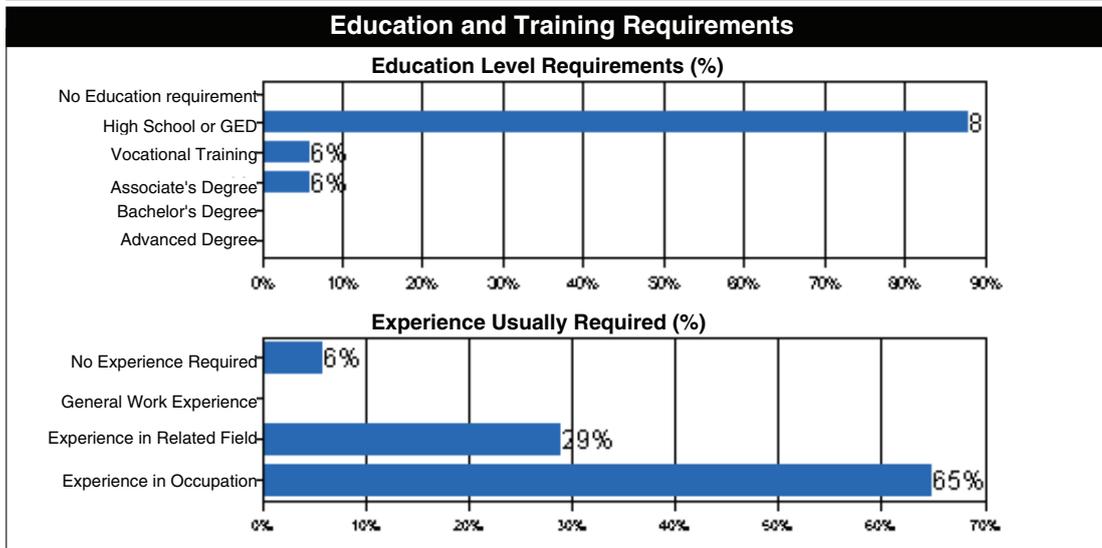
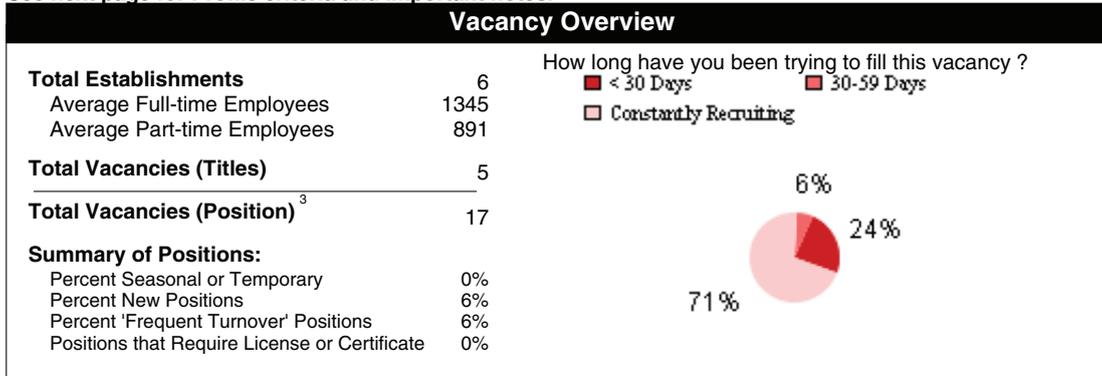
*Sample Report 1* shows all job vacancies for Executive Secretaries and Administrative Assistants for all industries, all counties and all company sizes.



## Vacancy Profile<sup>1,2</sup>

Report generated by Public User December 19, 2007

See next page for Profile criteria and important notes.



Source: WOIB 2007 Greater Cincinnati Region Workforce survey  
Conducted by University of Cincinnati Institute for Policy Research

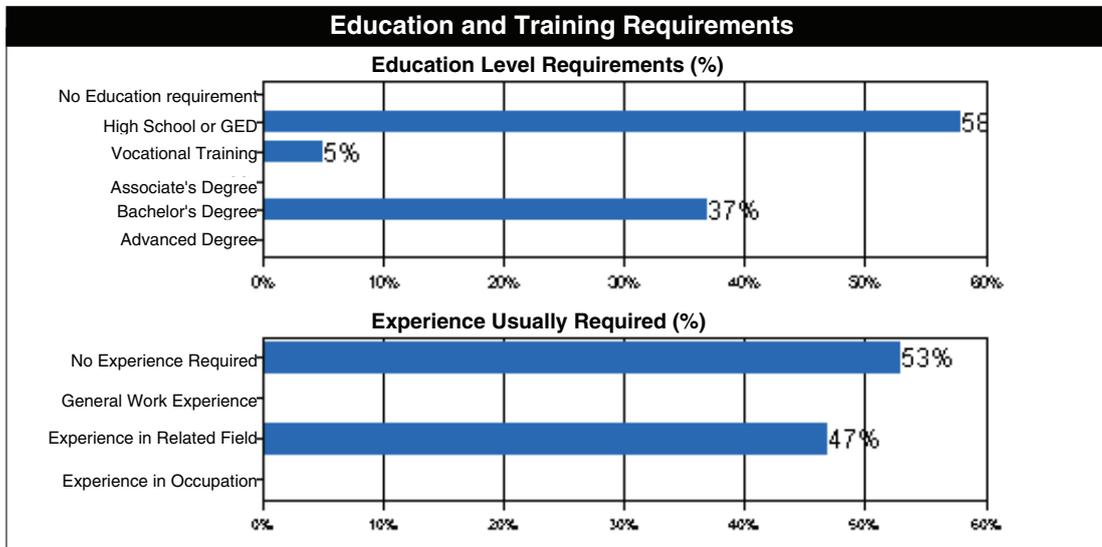
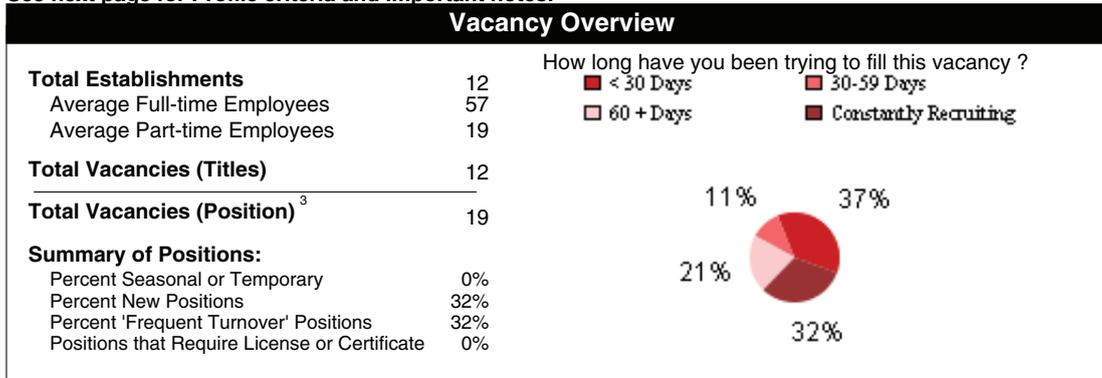
Sample Report 2 shows all occupations for the Transport and Warehousing industry in all counties of all company sizes.



## Vacancy Profile <sup>1, 2</sup>

Report generated by Public User December 19, 2007

See next page for Profile criteria and important notes.



### Compensation and Benefits

Compensation <sup>4</sup>		What Benefits are Offered (%) ?	
Average Hourly	\$15.31	Health Insurance	63%
Median Hourly	\$15.34	Retirement Savings Plan or Pension	53%
Minimum Hourly	\$7.00	Paid Vacation	84%
Maximum Hourly	\$31.25	Paid Sick Leave	74%
Average Annual	\$31,848.42	No Benefits Offered	0%
Median Annual	\$31,848.44		

Source: WOIB 2007 Greater Cincinnati Region Workforce survey  
 Conducted by University of Cincinnati Institute for Policy Research

# Job Vacancy, Education, and Training Analysis for Southwest Ohio:

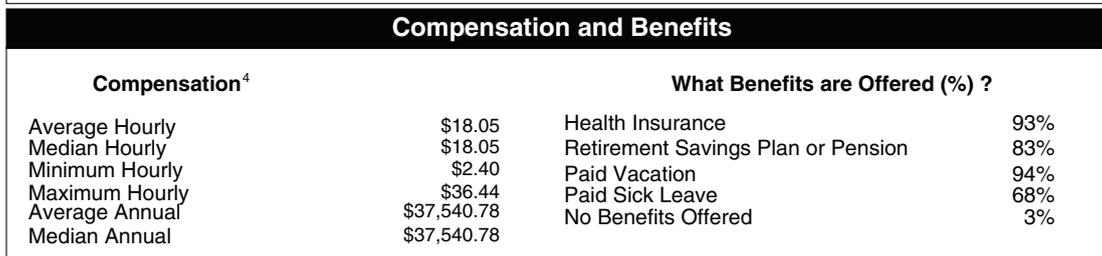
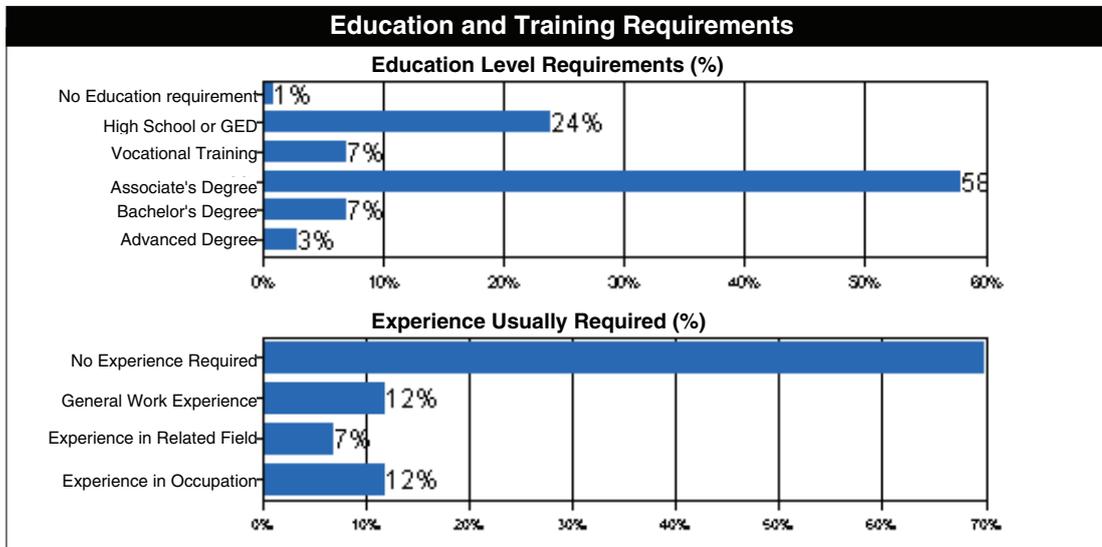
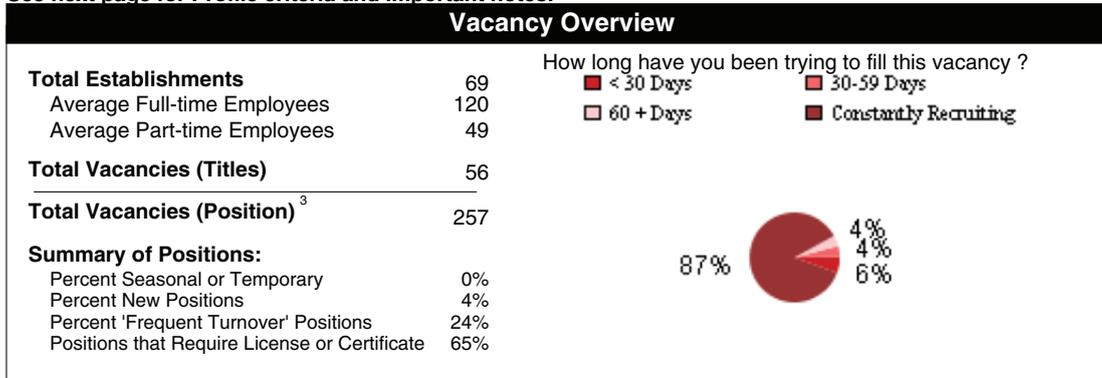
*Sample Report 3* shows all occupations for all industries for Montgomery County (OH) for all company sizes.



## Vacancy Profile <sup>1,2</sup>

Report generated by Public User December 19, 2007

See next page for Profile criteria and important notes.



Source: WOIB 2007 Greater Cincinnati Region Workforce survey  
Conducted by University of Cincinnati Institute for Policy Research

Sample Report 4 shows all occupations for all industries for all counties for companies with 1 – 10 employees.



## Vacancy Profile<sup>1, 2</sup>

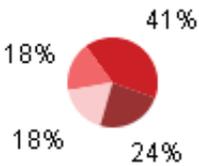
Report generated by Public User December 19, 2007

See next page for Profile criteria and important notes.

Vacancy Overview	
<b>Total Establishments</b>	86
Average Full-time Employees	3
Average Part-time Employees	2
<b>Total Vacancies (Titles)</b>	17
<b>Total Vacancies (Position)<sup>3</sup></b>	18
<b>Summary of Positions:</b>	
Percent Seasonal or Temporary	0%
Percent New Positions	33%
Percent 'Frequent Turnover' Positions	44%
Positions that Require License or Certificate	17%

How long have you been trying to fill this vacancy ?

<span style="color: red;">■</span> < 30 Days	<span style="color: lightcoral;">■</span> 30-59 Days
<span style="color: pink;">■</span> 60 + Days	<span style="color: darkred;">■</span> Constantly Recruiting



### Education and Training Requirements

**Education Level Requirements (%)**

No Education requirement	6%
High School or GED	56%
Vocational Training	17%
Associate's Degree	17%
Bachelor's Degree	6%
Advanced Degree	0%

**Experience Usually Required (%)**

No Experience Required	6%
General Work Experience	31%
Experience in Related Field	44%
Experience in Occupation	19%

### Compensation and Benefits

Compensation <sup>4</sup>		What Benefits are Offered (%) ?	
Average Hourly	\$12.65	Health Insurance	61%
Median Hourly	\$12.70	Retirement Savings Plan or Pension	56%
Minimum Hourly	\$2.25	Paid Vacation	72%
Maximum Hourly	\$31.25	Paid Sick Leave	39%
Average Annual	\$26,315.67	No Benefits Offered	11%
Median Annual	\$26,315.71		

Source: WOIB 2007 Greater Cincinnati Region Workforce survey  
 Conducted by University of Cincinnati Institute for Policy Research

# Job Vacancy, Education, and Training Analysis for Southwest Ohio:

*Sample Report 5* is an example of an establishment report. The establishment reports show company responses to questions about employee recruiting, turnover, and skills and occupations they see as in high demand in the future.

*Sample Report 5* shows all occupations for all industries for the Workforce One region, which includes Butler, Clermont, and Warren Counties in Ohio for all company sizes.



## Establishment Profile <sup>1, 2</sup>

Report generated by Public User December 19, 2007

See next page for Profile criteria and important notes

Establishment Overview		
<b>Total Establishments</b>	84	<b>High Turnover Positions (Top 3, Click Title for details):</b> 1. Laborers and Freight, Stock, and Material Movers, Hand
Average Full-time Employees	70	
Average Part-time Employees	19	
<b>Total Vacancies (Titles)</b>	88	2. Stock Clerks- Stockroom, Warehouse, or Storage Yard
		3. Nursing Aides, Orderlies, and Attendants

Basic and Technical Skills Needed	
<b>Most Needed Basic Skill (Top 3)</b>	<b>Most Needed Technical Skill (Top 3)</b>
1. Work Performance/Behavior Skills	1. Basic computing, Microsoft office package knowledge
2. Communication/Interpersonal Skills	2. Advanced computing, job-specific software knowledge
3. Attitude/Approach to Work, Work Personality Skills	3. No technical skills needed

Hiring and Recruitment			
Greatest Challenges (%)		Most Successful (%)	
1. Finding applicants with the basic skills we need	12%	1. Newspaper advertisement	15%
2. Finding applicants with the technical and/or computer skills we need	8%	2. Internet advertisement	15%
3. Finding applicants who possess resume and interview skills	0%	3. Trade publication/association	0%
4. Finding applicants who have appropriate people or interpersonal skills	15%	4. Employment agency or "headhunter"	4%
5. Finding applicants able to meet work requirements (i.e., attendance, dependability, work ethics, safety)	49%	5. Employee referral or "word of mouth"	32%
6. Other	4%	6. Cooperation with local One Stop Center	0%
		7. Cooperation with two/four year colleges	4%
		8. Cooperation with trade/high schools	0%
		9. Cooperation with government training agency/program	0%
		10. Cooperation with non-government training agency/program	0%
		11. Cooperation with temporary employment agency	13%
		12. Other	6%
Not Answered	12%	Not Answered	11%

Area of Growth	
<b>Most New Hires (Top 3, Click Title for details)</b>	<b>Area of Growth (Top 3)</b>
1. Sales and Related Workers, All Other	1. Manufacturing
2. Home Health Aides	2. Healthcare
3. Automotive Service Technicians and Mechanics	3. Sales

These are just a few samples of the reports users can create in the JETS system. Using user-chosen parameters, reports can be generated that could help businesses, workforce education and training providers, policy makers, and the general public.

### The Employer Survey

The main topical themes of the employer survey<sup>4</sup> were **job vacancies** and **job eliminations** in the region. The survey was conducted via the U.S. Mail and the World Wide Web (<http://www.swohioworkforce.com/survey/start/>) between November 6 and December 11, 2007. Appendix 1 is the survey instrument the IPR used to collect the data. The instrument includes instructions, a cover letter, and a questionnaire.

In the survey we asked employers if they have any job vacancies at this time. For those employers who have vacancies, we asked them to list and provide detailed information about any full-time, part-time, temporary or permanent positions for which they are actively recruiting. This information pertained to the number and characteristics of all their vacancies, by job title. For each job title, we requested a brief description of duties and asked questions about the position's duration, whether it is a new job, and if it is one that experiences frequent turnover. We also inquired about the length of time the employer has been trying to fill the job. In addition, we asked about the qualifications (education, license or certification, and experience) and compensation (pay and benefits) for each vacancy.

Regardless of whether an employer has any job vacancies at this time, we asked them to state whether they plan to eliminate jobs due to workforce reduction, office closure, or organizational change, including any jobs to be eliminated due to consolidation, termination, or sale of their operations during the next two years. For those businesses that reported plans to eliminate jobs, we asked about the number of expected eliminations, the education level for individuals in each job title being eliminated, and the education level usually required for individuals with these job titles. Additionally, the employers were asked whether the planned eliminations are

<sup>4</sup>Appendix 2 provides technical details on the survey methodology used to collect the data.

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## Job Vacancy, Education, and Training Analysis for Southwest Ohio:

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for job titles in which the company experiences frequent turnover; whether a license or certification is required for these jobs; what experience is usually required; and the compensation (pay and benefits) for the jobs being eliminated.

### Qualification Regarding Interpretation of the Data

The analysis contained in this report is based on self-reported data obtained from a sample survey of businesses in the Greater Cincinnati area conducted in November and December 2007. Generalizations reported herein are applicable only to the 366 establishments for which the University of Cincinnati Institute for Policy Research had received surveys by December 11, 2007. Readers are cautioned not to infer that the vacancies discussed in this report are all of the planned vacancies or that they are necessarily representative of the vacancies that will, in fact, occur over the next two years.

### Numbers of Vacancies<sup>5</sup>

Of the 366 employers who responded to the survey, 145 (40%) reported having some vacancies. A total of **1833 job vacancies** and **183 planned job eliminations** were reported. Of those who reported having vacancies the median number of vacancies was 4.<sup>6</sup> The maximum number of vacancies reported by a single employer was 422. The top five employers reporting vacancies reported 422, 265, 143, 72 and 70 vacancies respectively.

***A total of 1833 job vacancies and 183 planned job eliminations were reported.***

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<sup>5</sup>Job vacancy numbers reflect only the numbers entered into our data system and may not reflect the total number of vacancies at all employers. We know of at least two large employers who, for the sake of time, were asked to input the positions with the highest number of vacancies. In both cases the numbers reflected in these results are approximately two-thirds of the organizations' actual job vacancies.

<sup>6</sup>The median is defined as the middle value in a distribution. In this case the lowest value, or number of job vacancies, among those reporting vacancies, was one (1) and the highest value was 422. The middle value, or median, was 4.

Of the 1833 job vacancies reported by area employers:

**Table 2: Characteristics of Job Vacancies**

64 (3%)	temporary or seasonal
189 (10%)	new positions
641 (35%)	positions where the company experiences frequent turnover
756 (41%)	require a license or certification

In sum, most of the vacancies are for permanent, existing positions that do not require any kind of special license or certificate and for which the companies do not experience frequent turnover.

### Benefits

Employers were asked what benefits are offered with each position. Of the 1833 vacancies reported, the vast majority of the vacant jobs carry some fringe benefits.

**Table 3: Fringe Benefits Associated with Job Vacancies**

83 (5%)	no benefits
1384 (76%)	paid vacation
1374 (75%)	health insurance
1243 (68%)	a retirement savings plan or pension
1109 (61%)	paid sick leave

Over three-quarters of the vacancies offer paid vacation, while three out of four offer health insurance benefits. More than two-thirds of the vacancies offer a retirement savings plan or pension and more than six in ten provide paid sick leave.

### Recruitment for Vacant Positions

Respondents were asked, “How long have you been trying to fill this vacancy?” The employers reported that over three quarters of the job vacancies (77%) are in positions for which they are constantly recruiting. For ten percent of the positions the employers have been recruiting for less than a month.

**Most of the vacancies are for permanent, existing positions that do not require any kind of special license or certificate and for which the companies do not experience frequent turnover.**

**Of the 1833 vacancies reported, the vast majority of the vacant jobs carry some fringe benefits.**

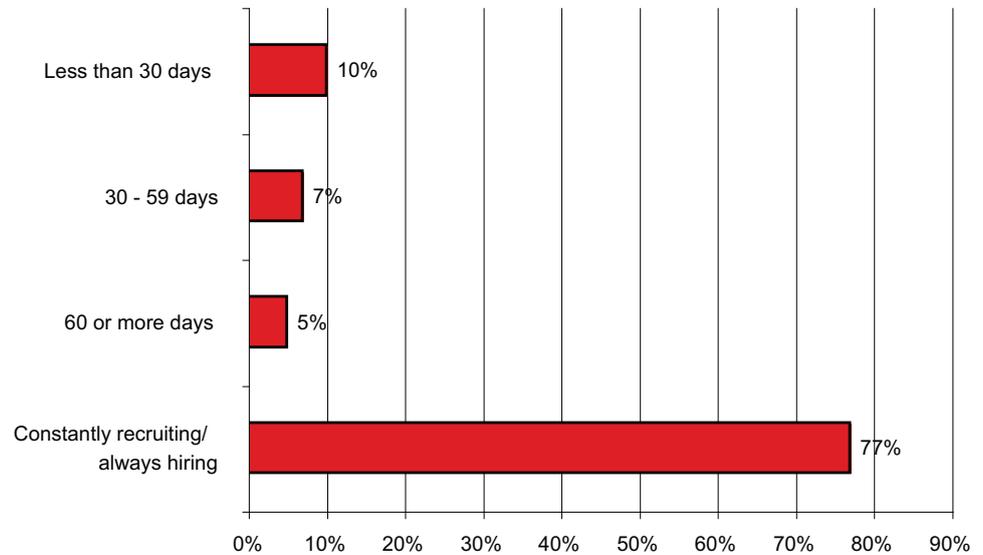
**Over three quarters of the job vacancies are in positions for which [the employers] are constantly recruiting.**

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## Job Vacancy, Education, and Training Analysis for Southwest Ohio:

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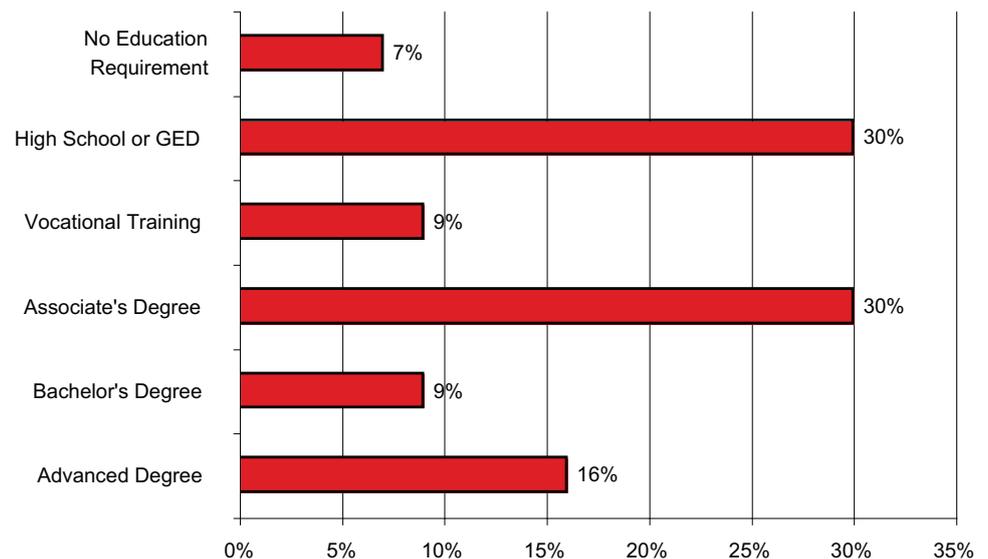
**Figure 2: Responses to, "How long have you been trying to fill this vacancy?" (n=1812)**



### *Qualifications for Vacant Positions*

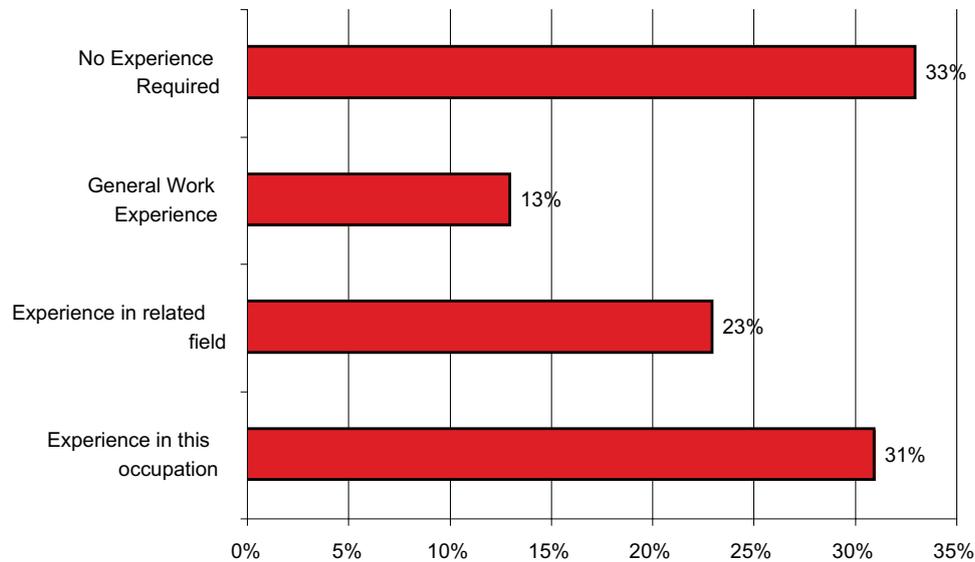
Respondents were asked, "What education level is usually required?" Thirty percent said that a high school diploma or GED is required while nine percent said that a Bachelor's Degree is required.

**Figure 3: Responses to, "What education level is usually required?" (n=1803)**



Respondents were asked, “What experience is usually required?” Thirty-three percent said no experience is required while thirty-one percent said experience in this occupation is required.

**Figure 4: Responses to, “What experience is usually required?” (n=1731)**



### ***Most Needed and Second Most Needed Basic Skills***

Employers gave open-ended responses regarding the basic skills they most need. In order to do our analysis, IPR staff developed coding frames to categorize qualitative responses. See Appendix 3 for the complete coding frame.

According to the analysis, the top three basic skills needed by employers responding to the survey are:

- ❑ Communication/Interpersonal Skills
- ❑ Work Performance/Behavior Skills
- ❑ Computer, Software, Network Administration Skills

The basic skills that employers mentioned repeatedly they are looking for in their employees and applicants include a strong work ethic, dependability, and good attendance. Other basic skills most needed by businesses and mentioned repeatedly include communication skills and general computer knowledge. Employers in this survey also valued writing as a basic skill most needed by their business at this time.

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## Job Vacancy, Education, and Training Analysis for Southwest Ohio:

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### ***Most Needed and Second Most Needed Technical/Computer Skills***

Likewise, the top three technical skills needed by employers responding to the survey are:

- ❑ Basic computing, Microsoft Office package knowledge
- ❑ Advanced computing, job-specific software knowledge
- ❑ No technical skills needed

Under basic computing skills, the most frequently needed skill was knowledge of the Windows operating system. Many employers mentioned both the Word and Excel programs specifically. Also, employers specifically mentioned skills of typing and word processing. Other valued skills are Internet communications, using email, and basic mathematics. Of the more advanced computer skills, employers in the survey frequently mentioned knowledge of Auto CAD as the most or second most needed technical or computer skill.

Although employers did identify basic and advanced computing as needs for their vacancies, frequently they responded that current vacancies required no technical skills.

### ***Areas of Growth Where New Hires will be Made***

Employers identified the following as the top three *areas* of growth or where most new hires will be made:

- ❑ Healthcare
- ❑ Manufacturing
- ❑ Sales

The top three *job titles* employers identified where most new hires will be made were:

- ❑ Registered nurses
- ❑ Nursing Aides, Orderlies, and Attendants
- ❑ Sales

Nurses and nursing assistants were frequently and specifically mentioned as an area of growth where new hires will be made in healthcare. Other areas of growth where new hires will be made that were specifically and more frequently mentioned by employers include office help, professional drivers, engineering, housekeeping, and manufacturing.

### **Public Employment Trend in the Southwest Ohio Regional Workforce (2001-2005)**

The public sector is outside the scope of the employer surveys the IPR conducted for this study. To gain some perspective on the potential opportunities for employment in government, however, we analyzed data from the Bureau of Economic Analysis for 2001 through 2005. A noteworthy trend is the growth of jobs in the local government sector. The percentage change in 9 out of 10 of the counties in the study region was positive. Also, for most (6, not counting the counties that had no publicly available figures) of the counties, the number of employees grew by more than 3%. While all but Hamilton County gained jobs in local government, the largest share of the growth came in the smaller counties. These increases could be fueled by suburban population growth with increased demand for local governmental services in these counties, or by changes in the quantity or quality of services delivered in those areas, among other possible explanations for the trend. Specifically for Workforce One we found that Butler, Clermont, and Warren Counties experienced some of the larger percentage growths of 'State + Local' (combined) employment in the designated region over this period for which data are available. The growth rates were 3.8% in Butler, 10.1% in Clermont, and 12.4% in Warren County. The growth in these three counties were largely driven by the increase of employees in the local government.

Source: *Regional Economic Information System*, Washington, DC: Bureau of Economic Analysis, U.S. Department of Commerce, 2001 – 2005.

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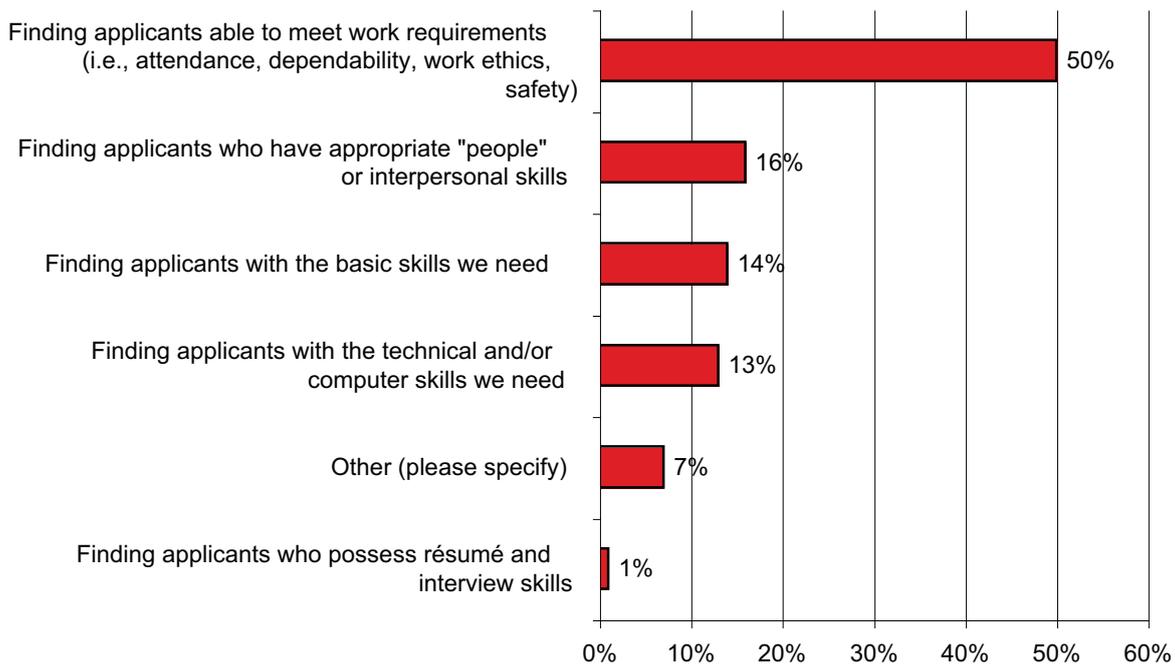
## Job Vacancy, Education, and Training Analysis for Southwest Ohio:

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### *Employee Recruiting*

Respondents were asked, “Which presents the GREATEST CHALLENGE to your business when trying to hire new employees?” Fifty percent said finding applicants able to meet work requirements (i.e., attendance, dependability, work ethics, safety).

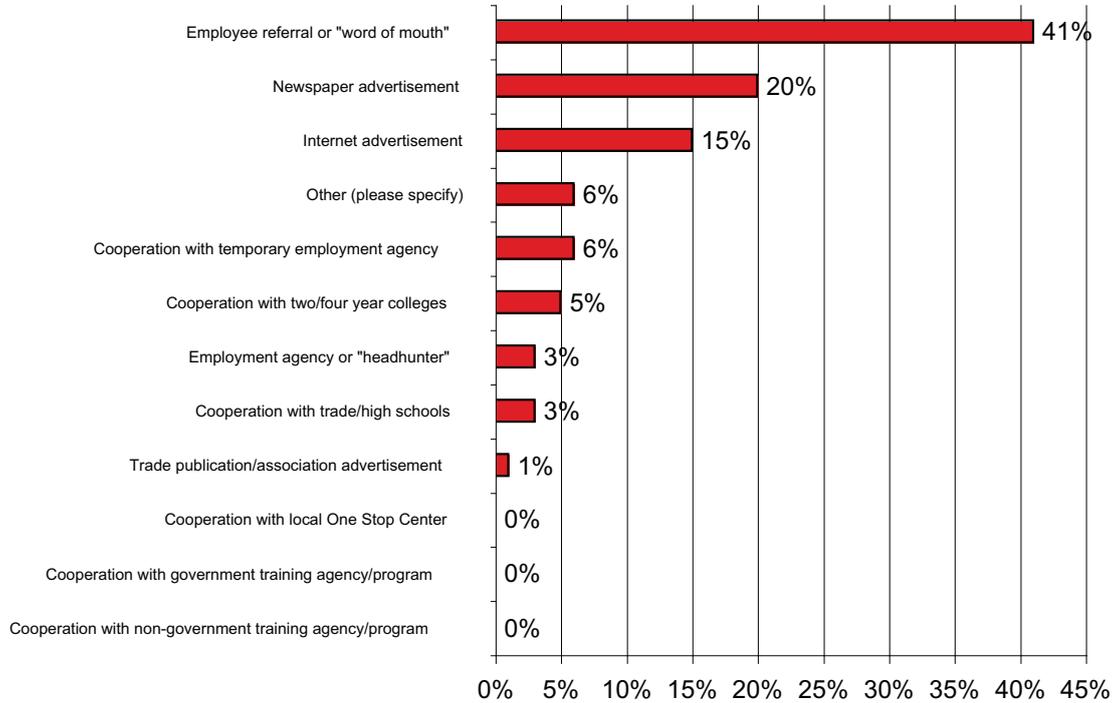
**Figure 5: Responses to, “Which presents the GREATEST CHALLENGE to your business when trying to hire new employees?” (n=323)**



***Forty-one percent [of employers] said employee referrals or “word of mouth” was their company’s most successful employee recruitment strategy.***

Respondents were asked, “Overall, what is your company’s MOST SUCCESSFUL employee recruiting strategy?” Forty-one percent said employee referrals or “word of mouth” while twenty percent said newspaper advertisements and fifteen percent said Internet advertisements.

**Figure 6: Response to, "Overall, what is your company's MOST SUCCESSFUL employee recruiting strategy?" (n=327)**



**Job Vacancies by Company Size**

For the purposes of this study, company size is defined as the following:

**Table 4: Definition of Company Size for this Study**

Number of Employees	Category
1-49	Small
50-99	Medium
100 +	Large
Unknown	Unclassified

Of the 145 respondents who have vacancies, the break-down of vacancies by company size is as follows.

**Table 5: Vacancies by Company Size**

Category	Total number of vacancies	Mean number of vacancies
Small	30	2.3
Medium	37	4.2
Large	70	21.8
Unclassified	8	9.9

In general, the larger the company the more vacancies they reported.

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## Job Vacancy, Education, and Training Analysis for Southwest Ohio:

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### ***Job Eliminations***

Area employers who responded to the survey reported a total of 183 job eliminations. Two large eliminations – one for fifty employees and another for 100 employees – account for over eighty-two percent of this total. Because of the skewing of the data, we are unable to report meaningful results about the characteristics of workers whose jobs are being eliminated.

However, employers did report information about the educational background and compensation of the workers whose jobs are being eliminated. Of the jobs being eliminated eighty-six percent of the individuals currently in those jobs have Bachelor's Degrees and are making \$70,000 or more annually.

***Sample Report 6*** is an example of the job elimination report. This report presents data about job eliminations including educational requirements, requirements for previous job experience and benefits offered.

***Sample Report 6*** shows all job eliminations for Human Resources Managers for all industries, all counties and all company sizes.



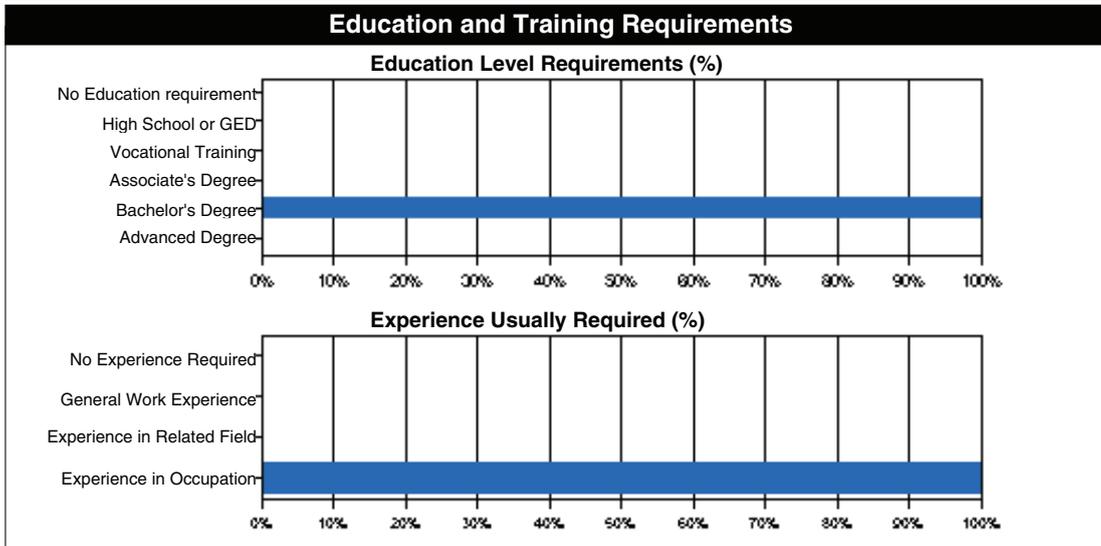
Elimination Profile<sup>1,2</sup>

Report generated by Public User December 19, 2007

See next page for Profile criteria and important notes.

**Elimination Overview**

<b>Total Establishments</b>	1	<b>Education level for each INDIVIDUAL in this job title</b>	
Average Full-time Employees		■ Less than High School	■ High School or GED
Average Part-time Employees		■ Vocational Training	■ Associate's Degree
<b>Total Elimination (Titles)</b>	1	■ Bachelor's Degree	■ Advanced Degree
<b>Total Elimination (Position)<sup>3</sup></b>	100		
<b>Summary of Positions:</b>			
Percent 'Frequent Turnover' Positions	0%		
Positions that Require License or Certificate	100%		



**Compensation and Benefits**

<b>Compensation<sup>4</sup></b>		<b>What Benefits are Offered ? (%)</b>	
Average Hourly	\$36.06	Health Insurance	100%
Median Hourly	\$36.07	Retirement Savings Plan or Pension	100%
Minimum Hourly	\$36.06	Paid Vacation	100%
Maximum Hourly	\$36.06	Paid Sick Leave	100%
Average Annual	\$75,000.00	No Benefits Offered	0%
Median Annual	\$75,000.01		

Source: WOIB 2007 Greater Cincinnati Region Workforce survey  
 Conducted by University of Cincinnati Institute for Policy Research

### Summary and Conclusions

This report is based on surveys received from employers in the Tri-State region between November and December 2007. Our analysis is intended to help businesses, workforce education and training providers, policy makers, and the general public to understand the job vacancy and job elimination situation in the study area. Of the 366 employers who responded to the survey, 145 reported having some vacancies. A total of 1833 job vacancies and 183 planned job eliminations were reported.

***Most of the vacancies reported are for permanent, existing positions that do not require any kind of special license or certificate and for which the companies do not experience frequent turnover.***

Most of the vacancies reported are for permanent, existing positions that do not require any kind of special license or certificate and for which the companies do not experience frequent turnover. Most vacancies offer fringe benefits. The employers reported that over three quarters of the job vacancies are in positions for which they are constantly recruiting. Employers mentioned repeatedly they are looking for basic skills such as a strong work ethic, dependability, good attendance, computer skills, general computer knowledge, and writing.

One of the specific growth areas in recruitment employers mentioned was nursing and nursing assistants. The most popular strategy for recruiting employees was word of mouth. Over time, as more technical skills are required, employers may need to change some of their recruitment strategies.

There appears to be a continuing need for education and training in workforce-ready skills, possibly because employers are willing to train recruits in the particular jobs as long as they come with a good work ethic and basic communication, computation, and writing skills. As the companion volume to this narrative report suggests, the region has education and training opportunities for job readiness.

Few employers reported planned job eliminations. Of the eliminations that were reported, the majority were accounted for by two employers. We cannot make meaningful generalizations about the eliminations because the employers did not provide adequate data. Moreover, we cannot assume any particular conclusion regarding the lack of responses on the job elimination questions. That is, the employers in the sample may not have planned eliminations to report. Alternatively, they may be reluctant to make their plans known in response to a survey.

**Appendix 1**

Post-secondary survey letter, instructions and survey instrument

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## Workforce One Investment Board of Southwest Ohio



315 High Street  
Hamilton, Ohio 45011  
513 785 5957  
fax 513 887 4322  
[www.swohioworkforce.com](http://www.swohioworkforce.com)

October 29, 2007

Dear Employer,

The Workforce One Investment Board of Southwest Ohio (WOIB of SW Ohio) is sponsoring this survey of job vacancies and job eliminations in the Greater Cincinnati Region. The survey is being conducted as part of a research project by the University of Cincinnati Institute for Policy Research (UC IPR). Your participation in this survey is essential to developing accurate and useful information that will improve our understanding of the region's labor market and the workforce needs of businesses in our region.

The results of the survey may help businesses, workforce education and training providers, policy makers, and the general public understand the workforce development needs of our region. The survey results will provide local workforce development agencies with detailed information that will allow them to design training and education programs that will benefit the current and future hiring needs of companies in our region. The company specific listing of current vacancies along with the related skill sets will give local workforce development professionals the tools needed to promote and advance training for those industries and the companies within those industries.

Survey responses will be used for strategic planning and analysis by the WOIB of SW Ohio. The WOIB of SW Ohio may also share survey results with other regional workforce development agencies.

Results of this survey that are made available to the general public will be summarized in such a way that no one company's responses can be distinguished. All participating companies will be notified when the aggregate results of the study become available.

Thank you for your time and participation in this important study.

Sincerely,

A handwritten signature in cursive script that reads "John R. Nelson".

John R. Nelson, Board Chair

A handwritten signature in cursive script that reads "Jettrey Weber".

Jettrey Weber, Executive Director

Business Human Resources Manager  
International Paper

## Workforce One Investment Board of Southwest Ohio



### SURVEY INFORMATION AND INSTRUCTIONS (Page 1 of 2)

The Workforce One Investment Board of Southwest Ohio (WOIB of SW Ohio) is sponsoring this survey of job vacancies and job eliminations in the Greater Cincinnati Region. The survey is being conducted as part of a research project by the University of Cincinnati Institute for Policy Research (UC IPR). We hope to receive responses from 600 Greater Cincinnati Region businesses.

Please direct the enclosed survey to the manager or Human Resources professional responsible for hiring and recruitment at THIS location of your business. For most companies, this survey should take 15 minutes to complete.

You have two options for completing the survey. You may complete the survey over the Internet OR you may complete the enclosed paper survey. You may complete the survey over the Internet at the following World Wide Web address: <http://www.swohioworkforce.com/survey/start/index.cfm>

The survey website is password protected. When you go to the survey website, you will be asked to enter your company's unique password:

**[insert password]**

Alternately, you may choose to complete the enclosed paper survey, and return it in the enclosed business reply envelope.

Participation in this survey is voluntary. If there are any survey questions you do not wish to answer, you may simply leave them blank. **The deadline for completing the survey is November 16, 2007.** If you do not complete the survey by the due date, you may be contacted up to two additional times by mail. We may also call your place of business up to five times after that deadline. If you do not wish to be re-contacted, you may call Dr. Beth Walter Honadle at (888) 665-5515 to request that we do not re-contact your place of business.

Responses to Part A of this survey (Your Business and Job Vacancies) will be associated with your company name when reported to the WOIB of SW Ohio by the UC IPR. The WOIB of SW Ohio may share your company name, along with your responses about your company's job vacancies (Part A of this survey), with other regional workforce development agencies. By sharing your company name and job vacancy information, the WOIB of SW Ohio and other regional workforce development agencies may be able to work either directly or indirectly with your company in helping to address its workforce needs.

Responses to Part B of this survey (Your Business and Job Eliminations) will only be associated with your company name when reported to the WOIB of SW Ohio by the UC IPR if you grant permission for your responses to be associated with your company name. If you do not grant this permission, your job elimination responses will be reported to the WOIB of SW Ohio, but your company name will not be associated with your job elimination responses. The WOIB of SW Ohio may also share the job elimination information you provide with other regional workforce development agencies. By sharing this job elimination information, the WOIB of SW Ohio and other regional workforce development agencies may engage in strategic planning to address upcoming additions to the labor pool due to job eliminations.

**SURVEY INFORMATION AND INSTRUCTIONS (Page 2 of 2)**

Survey respondents will not receive any compensation for participation in the research project. By completing this survey via the web site, or by returning the survey by mail, you indicate your consent for your answers to be used in this research project.

Please keep a copy of this form for your records. If you have any questions about the survey, please call Dr. Beth Walter Honadle at the UC IPR toll free at (888) 665-5515.

Thank you for your time and participation in this important study.

**The University of Cincinnati Institutional Review Board – Social and Behavioral Sciences reviews all non-medical research projects that involve human participants to be sure the rights and welfare of participants are protected. If you have questions about your rights as a participant, you may contact the Chairperson of the University of Cincinnati Institutional Review Board – Social and Behavioral Sciences at (513) 558-5784. If you have a concern about the study you may also call the UC Research Compliance Hotline at (800) 889-1547.**

# 2007 Greater Cincinnati Region Workforce Survey

## DIRECTIONS

The Workforce One Investment Board of Southwest Ohio (WOIB of SW Ohio) is sponsoring this survey of job vacancies and job eliminations in the Greater Cincinnati Region. The survey is being conducted as part of a research project by the University of Cincinnati Institute for Policy Research (UC IPR). Your participation in this survey is essential to developing accurate and useful information that will improve our understanding of the region's labor market and the workforce needs of businesses in our region.

Please direct this survey to the manager or Human Resources professional responsible for hiring and recruitment at THIS location of your business. For most companies, this survey should take 15 minutes to complete.

The survey results may help businesses, workforce education and training providers, policy makers and the general public understand the workforce development needs of our region. Survey responses will be used for strategic planning and analysis by the WOIB of SW Ohio. The WOIB of SW Ohio may also share survey results with other regional workforce development agencies.

**If there are any survey questions you do not wish to answer, you may simply leave them blank.**

**Responses to Part A (Your Business and Job Vacancies) of this survey will be associated with your company name when reported to the WOIB of SW Ohio by the UC IPR. At the end of Part B (Your Business and Job Eliminations) of this survey, you will also be asked to grant specific permission for your company name to be associated with the job elimination responses you provide when reported to the WOIB of SW Ohio by the UC IPR.**

**Results of this survey that are made available to the general public will be summarized in such a way that no one company's responses can be distinguished. All participating companies will be notified when the aggregate results of the study become available.**

**If you have any questions about the survey, please call Dr. Beth Walter Honadle at the UC IPR toll free at (888) 665-5515.**

**Please return this completed survey in the enclosed business reply envelope before November 16, 2007.**

**PLEASE RETURN THIS COMPLETED SURVEY EVEN IF YOU HAVE NO JOB VACANCIES OR PLANNED JOB ELIMINATIONS.**

## Part A - Your Business and Job Vacancies

**1: Contact information for person responding to this survey**

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company Name \_\_\_\_\_  
Phone Number \_\_\_\_\_  
E-mail Address \_\_\_\_\_

**2: Total number of employees\*:**

Full-time \_\_\_\_\_  
Part-time \_\_\_\_\_

\*If you have multiple locations in the Greater Cincinnati Region, please fill out the survey only for the location listed on the mailing label of this form.

**3: A JOB VACANCY is a job position that is currently unfilled and for which your firm is actively recruiting or advertising for immediate hire. Please answer each of the questions below that are related to your firm's current job vacancies.**

**Does your company have any JOB VACANCIES at this time?**

- Yes (Please turn to QUESTION 4, PAGE 2)  
 No (Please turn to QUESTION 5, PAGE 6)

Part A - YOUR BUSINESS AND JOB VACANCIES

A	B	C	D	E	F	G	H	I	J	K
<b>4: Job Titles for Vacancies</b> Please list each vacant position and answer the accompanying questions about that position. If a brief position description is not possible, you may also attach a copy of your current job advertisement for each vacancy and return it with the survey. Include any full-time, part-time, temporary and permanent positions for which you are actively recruiting. Exclude positions reserved for consultants, outside contractors and others not considered employees. Full-time = 35+ hours per week Part-time = 1-34 hours per week	Number of current job vacancies	Mark the O if the position is seasonal or temporary (lasting for a fixed duration)	Mark the O if this job vacancy is a new position (i.e., this job is not a replacement position)	Mark the O if this job title is one where your company experiences frequent turnover	How long have you been trying to fill this vacancy? (if multiple openings, report for the oldest one)	What education level is usually required? (Mark one)	Fill in the O if a license or certification is required	What experience is usually required? (Mark one)	What is the expected hourly, monthly or annual compensation?	What benefits are offered? (Mark all that apply)
	2	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/> Constantly recruiting/always hiring <input checked="" type="radio"/> 60 or more days <input type="radio"/> 30 - 59 days <input type="radio"/> Less than 30 days	<input type="radio"/> Advanced Degree <input checked="" type="radio"/> Bachelor's Degree <input type="radio"/> Associate's Degree <input type="radio"/> Vocational Training <input type="radio"/> High school or GED <input type="radio"/> No education requirement	<input checked="" type="radio"/>	<input type="radio"/> Experience in this occupation <input checked="" type="radio"/> Experience in related field <input type="radio"/> General work experience <input type="radio"/> No experience required	\$45,000/yr	<input checked="" type="radio"/> Health insurance <input type="radio"/> Retirement savings plan or pension <input type="radio"/> Paid vacation <input checked="" type="radio"/> Paid sick leave <input type="radio"/> No benefits offered
(Example) Junior accountant Brief description of job duties: <i>Input trades, download and print broker/banking system reports from broker/banking system, reconcile cash and holdings positions on a daily basis</i>										
Brief description of job duties:										
Full-time										
Brief description of job duties:										
Brief description of job duties:										
Brief description of job duties:										
Brief description of job duties:										
Part-time										
Brief description of job duties:										

Part A - YOUR BUSINESS AND JOB VACANCIES (Continued)

A	B	C	D	E	F	G	H	I	J	K
<b>4: Job Titles for Vacancies</b> Please list each vacant position and answer the accompanying questions about that position. If a brief position description is not possible, you may also attach a copy of your current job advertisement for each vacancy and return it with the survey. Include any full-time, part-time, temporary and permanent positions for which you are actively recruiting. Exclude positions reserved for consultants, outside contractors and others not considered employees. Full-time = 35+ hours per week Part-time = 1-34 hours per week	Number of current job vacancies 2	Mark the O if the position is seasonal or temporary (lasting for a fixed duration)	Mark the O if this job vacancy is a new position (i.e., this job is not a replacement position)	Mark the O if this job title is one where your company experiences frequent turnover	How long have you been trying to fill this vacancy? (if multiple openings, report for the oldest one)	What education level is usually required? (Mark one)	Fill in the O if a license or certification is required	What experience is usually required? (Mark one)	What is the expected hourly, monthly or annual compensation?	What benefits are offered? (Mark all that apply)
(Example) Junior accountant	2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$45,000/yr	<input checked="" type="checkbox"/>
Brief description of job duties:										
Brief description of job duties:										
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Brief description of job duties:										

**Part A - Your Business and Job Vacancies (Continued)**

**5: What are the two JOB TITLES that experience the highest rate of turnover in your business?**

JOB TITLE with highest rate of turnover \_\_\_\_\_

JOB TITLE with second highest rate of turnover \_\_\_\_\_

**6: Thinking about the BASIC SKILL levels you see among your current employees and job applicants, what BASIC SKILLS are most needed by your business at the present time?**

Most needed BASIC SKILL \_\_\_\_\_

Second most needed BASIC SKILL \_\_\_\_\_

**7: Thinking about the TECHNICAL AND/OR COMPUTER SKILL levels you see among your current employees and job applicants, what TECHNICAL AND/OR COMPUTER SKILLS are most needed by your business at the present time?**

Most needed TECHNICAL AND/OR COMPUTER SKILL \_\_\_\_\_

Second most needed TECHNICAL AND/OR COMPUTER SKILL \_\_\_\_\_

**8: Which presents the GREATEST CHALLENGE to your business when trying to hire new employees? (Mark one)**

- Finding applicants with the basic skills we need
- Finding applicants with the technical and/or computer skills we need
- Finding applicants who possess resume and interview skills
- Finding applicants who have appropriate "people" or interpersonal skills
- Finding applicants able to meet work requirements (i.e., attendance, dependability, work ethics, safety)
- Other (please specify) \_\_\_\_\_

**9: Overall, what is your company's MOST SUCCESSFUL employee recruiting strategy? (Mark one)**

- |   |   |
|---|---|
| <input type="radio"/> Newspaper advertisement                     | <input type="radio"/> Cooperation with two/four year colleges                 |
| <input type="radio"/> Internet advertisement                      | <input type="radio"/> Cooperation with trade/high schools                     |
| <input type="radio"/> Trade publication/association advertisement | <input type="radio"/> Cooperation with government training agency/program     |
| <input type="radio"/> Employment agency or "headhunter"           | <input type="radio"/> Cooperation with non-government training agency/program |
| <input type="radio"/> Employee referral or "word of mouth"        | <input type="radio"/> Cooperation with temporary employment agency            |
| <input type="radio"/> Cooperation with local One Stop Center      | <input type="radio"/> Other (please specify) _____                            |

**10: What will be the two (new or existing) AREAS where your company expects to grow (hire the most new employees) during the next five years?**

AREA of growth where MOST new hires will be made \_\_\_\_\_

JOB TITLE where MOST new hires will be made \_\_\_\_\_

AREA of growth where SECOND MOST new hires will be made \_\_\_\_\_

JOB TITLE where SECOND MOST new hires will be made \_\_\_\_\_

- My company does not anticipate growing through new hires during the next five years

**Part B - Your Business and Job Eliminations**

**1: A JOB ELIMINATION refers to a current job title or position your business plans to eliminate due to workforce reduction, office closure or organizational change. Job elimination also includes any job to be eliminated due to consolidation, termination or sale of operations.**

**Does your company plan any JOB ELIMINATIONS during the next two years?**

- Yes (Please turn to QUESTION 2, PAGE 8)
- No (Please turn to QUESTION 3, PAGE 12, BACK COVER)



I	<b>What benefits are offered?</b> (Mark all that apply)	Health insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
		Retirement savings plan or pension	<input checked="" type="radio"/>	<input type="radio"/>														
		Paid vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
		Paid sick leave	<input checked="" type="radio"/>	<input type="radio"/>														
		No benefits offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
H	<b>What is the average hourly, monthly or annual compensation?</b>		\$45,000/yr															
C	<b>What experience is usually required?</b> (Mark one)	Experience in this occupation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
		Experience in related field	<input checked="" type="radio"/>	<input type="radio"/>														
		General work experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
		No experience required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
L	<b>Fill in the O if a license or certification is required</b>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
E	<b>Fill in the O if this job title is one where your company experiences frequent turnover</b>		<input checked="" type="radio"/>	<input type="radio"/>														
D	<b>What education level is usually required for individuals with this job title?</b> (Mark one)	Advanced Degree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
		Bachelor's Degree	<input checked="" type="radio"/>	<input type="radio"/>														
		Associate's Degree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
		Vocational Training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
		High school or GED	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
		No education requirement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
C	<b>What is the education level for each INDIVIDUAL in this job title that is being eliminated</b> (Note: Total should equal number in Column B)	Advanced Degree	2															
		Bachelor's Degree	0															
		Associate's Degree	0															
		Vocational Training	4															
		High school or GED	3															
		Less than high school	1															
B	<b>Number of expected job eliminations</b>		10															
A	<b>2: Job Titles for Job Eliminations</b> Please list each position and answer the accompanying questions about that position. Include any full-time, part-time, temporary and permanent positions. Exclude positions reserved for consultants, outside contractors and others not considered employees. Full-time = 35+ hours per week Part-time = 1-34 hours per week	(Example) Junior accountant																
			<b>Full-time</b>								<b>Part-time</b>							

## **Part B - Your Business and Job Eliminations (Continued)**

**3: Please choose one of the options below that specifies how you would like your job elimination responses (Part B) to be reported to the Workforce One Investment Board of Southwest Ohio by the University of Cincinnati Institute for Policy Research. If you leave Part B, Question 3 blank, your job elimination responses will be reported to the Workforce One Investment Board of Southwest Ohio, but your company name WILL NOT be associated with the job elimination survey responses you provide.**

- I request that responses to PART B of this survey ARE ASSOCIATED with my company name when reported to the Workforce One Investment Board of Southwest Ohio by the University of Cincinnati Institute for Policy Research.
- I request that responses to PART B of this survey ARE NOT ASSOCIATED with my company name when reported to the Workforce One Investment Board of Southwest Ohio by the University of Cincinnati Institute for Policy Research.

### **THANK YOU FOR PARTICIPATING IN THIS SURVEY!**

Please return this completed survey in the enclosed business reply envelope.  
If you have any questions about the survey, please call  
Dr. Beth Walter Honadle at the UC IPR toll free at (888) 665-5515.

**Please return this completed survey before November 16, 2007**



**Appendix 2**  
**Technical/Methodological Report**



### Survey Methodology: 2007 Greater Cincinnati Region Workforce Survey

The 2007 Greater Cincinnati Region Workforce Survey was conducted by the University of Cincinnati Institute for Policy Research (IPR) via the U.S. Mail and the World Wide Web (<http://www.swohioworkforce.com/survey/start/>) between November 6 and December 11, 2007.

Potential respondents were invited to participate in the survey via U.S. First Class Mail. Businesses in the Greater Cincinnati region were mailed survey packets, which included an invitation to participate, directions for completing the survey by mail or via the World Wide Web, a paper copy of the survey, and a business reply envelope.

Mailings in each wave were sent based on lists of businesses that were a) purchased from Survey Sampling and b) provided by Workforce One. Survey packets were sent to all Greater Cincinnati Region business listings provided by Survey Sampling that fell into the 50-99 and 100 or more employee size categories. Surveys were sent to a random sample of businesses that fell into the 1-49 employee size category. Mailings were sent in three waves, which are described below.

#### Waves I and II

Survey packets were mailed via U.S. First Class Mail. Wave I was sent November 6, 2007 to 6,179 businesses in the Greater Cincinnati region (the number of survey packets in each Wave does not include packets returned to the IPR as undeliverable). Wave II was sent November 13, 2007 to the same 6,179 businesses in the Greater Cincinnati region.

#### Wave III

Wave III was sent between November 16, 2007 and November 30, 2007 to a total of 6,179 businesses (the same businesses as in Waves I and II) in the Greater Cincinnati region. Wave III included a combination of survey packets sent via U.S. First Class Mail and Federal Express (FedEx).

During the period between November 16 and December 7, 2007, trained interviewers from the IPR made reminder calls to businesses included in the survey. These calls were made in an effort to increase

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## Job Vacancy, Education, and Training Analysis for Southwest Ohio:

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response to the survey, and to ensure that the mailings were sent to the appropriate person in each business. A total of 2,226 telephone calls were made to Greater Cincinnati region businesses included in the survey sample.

Additional replacement survey packets were sent via FedEx to businesses that requested them upon telephone contact with IPR interviewers or other IPR staff members involved in the project.

### **Completed Surveys**

A total of 366 Greater Cincinnati Region Workforce Surveys were completed between November 6 and December 11, 2007.

The completed survey totals by company size are: 163 surveys were completed by businesses with 1-49 employees; 82 surveys were completed by businesses with 50-99 employees; 89 surveys were completed by businesses with 100 or more employees; and 32 businesses did not provide a company size as part of their response.

The completed survey totals by survey mode are: 270 surveys were completed by mail, 96 were completed using the World Wide Web site.

Finally, an additional 18 Workforce Surveys were returned between December 12 - 18, 2007 for a total of 384 completed surveys. These surveys were not received in time for inclusion in this report.

**Appendix 3**  
Coding Frame for Open-end Survey Questions



The following are the coding frames for the qualitative analysis of the open-end questions. Under the bold, descriptive labels are the general items that were grouped together for each code.

**Question 6** - “Thinking about the BASIC SKILL levels you see among your current employees and job applicants, what BASIC SKILLS are most needed by your business at the present time?”

### **100. Attitude/Approach to Work, “Work Personality” Skills**

- Positive/good attitude(s)
- Professional attitude/professionalism
- Personality
- Problem solving/critical thinking skills/analytical skills
- Employability skills (NEC)
- Responsible/responsibility
- Initiative/desire/self-motivation
- Adaptability/flexibility
- Attention to detail/detail oriented
- Following instructions/directions

### **101. Work Performance/Behavior Skills**

- Patience
- Common sense
- Understanding of job duties
- Self-management skills
- Stop smoking
- Stop texting friends
- Reliable/reliability
- Work ethic/good work ethic
- Ability to listen and retain required information/listening skills

### **102. Communication/Interpersonal Skills**

- Being pleasant and friendly/personable/easy to get along with
- Honesty
- Communication skills/ability to communicate
- Intake interviewing skills

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## Job Vacancy, Education, and Training Analysis for Southwest Ohio:

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### **103. Medical/Social Work/Health Care Billing-Insurance Skills**

- Interpersonal skills with the disabled
- Homecare experience
- Personal care-giving experience
- Hospice experience
- Interaction with seniors/care for the elderly
- Medical knowledge (NEC)
- Registered Nurse (RN)
- Medical billing experience
- Patient care - personal medical
- Patient care - hygiene
- Radiology, radiation techs
- Social work (NEC)
- Health insurance claims
- Pediatric care
- Experience with victims of domestic violence
- Understanding how best to work with the poor

### **104. Public Relations/Organizational/Agency Skills**

- Public relations/PR skills
- Working with other organizations and agencies

### **105. Human Resources/Employee Relations Skills**

- Employee relations
- Payroll knowledge
- Conflict resolution

### **106. Physical Capacity for Work**

- Physical ability to lift
- Ability to stand for long periods of time
- Hand-eye coordination

### **107. Education, Licensure, Certification, Vocational**

- Licensing classes (NEC)
- Counselor's license/certification
- EPA license
- CDL license
- High school diploma/minimum high school diploma
- Education - college

- 108. Computer, Software, Network Administration Skills**  
Computer skills/computer/computer usage/computer knowledge/ PC skills (NEC)  
Microsoft Office Suite/MS Office skill  
Microsoft Server Administration  
Networking experience  
Computer graphics
- 109. Literacy, Language-Grammar, Writing, Reading Skills**  
Literate/literacy/reading ability  
Writing/ability to write/basic writing skills  
Grammar  
Language skills
- 110. Construction, Electrical, HVAC, Carpentry, Plumbing Skills**  
General construction experience/skills  
Understanding construction/design  
New home construction  
Basic knowledge HVAC-plumbing, electric  
Carpentry  
Electrical experience
- 111. Legal Field Skills**  
Legal experience (NEC)
- 112. Machining, Mechanical, Manufacturing, “Tooling” Skills**  
Mechanical aptitude/ability  
Machining knowledge/skills  
Hand-tool skills  
Welding
- 113. Technical, Service, Technology, Auto Tech-Service-Maintenance Skills**  
Auto tech  
Serving buses  
Car knowledge

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## Job Vacancy, Education, and Training Analysis for Southwest Ohio:

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**114. Organizational, Time-Management, Work-Environment, Multi-tasking, Production Skills**

Ability to handle heavy workload  
Organization skills/organization/organizing skills  
Multi-tasking/ability to multi-task  
Ability to work in a fast paced environment  
Ability to research and synthesize information

**115. Mathematics, Accounting, Tax, Finance Skills**

Accounting/accounting knowledge  
Financial background  
Tax knowledge  
Basic math/math skills  
Measuring

**116. Secretarial, Office, Phone, Clerical, Word Processing, Business Communication and Administrative Skills**

Phone skills/etiquette  
Word processing  
Office skills (NEC)  
Report writing  
Letter writing  
Paperwork skills

**117. Supervisory, Project Management, Executive, Administrator Skills**

Supervisory skills (NEC)  
Project management  
Leadership  
Account executive  
Personnel management

**118. Driving, Vehicle Operation, Mobile Equipment Operations Skills**

Vehicle operation  
Safe driving  
Good driving record  
Bus driving experience  
Experienced lift drivers  
Ability to understand road signs and maps  
Map reading  
Navigational ability

- 119. Engineering-Architectural Design, Process-Chemical, Industrial, Mechanical, Environmental, Aerospace, Drafting Skills**  
Chemistry/chemistry processing  
Engineering fundamentals  
CAD skills
  
- 120. Teaching, Instructing, Daycare, Pre-school, Teaching Assistance/Aide Skills**  
Experience with children/working with children  
Teaching experience  
Teaching assistant/assistance  
Certification in teaching
  
- 121. Food Service, Serving, Food Preparation, Bartending Skills**  
Serving skills  
Working in the kitchen  
Deli clerk  
Meat department
  
- 122. Customer Service, Retail, Retail Sales, Cashier/Clerk Skills**  
Customer service skills  
Money-handling
  
- 123. Warehouse, Stock, Supply, Product Knowledge Skills**  
Product knowledge (NEC)
  
- 124. Sales, Telephone Sales, Sales Account Management Skills**  
Sales skills/ability
  
- 125. Other**

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## Job Vacancy, Education, and Training Analysis for Southwest Ohio:

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### **126. Custodial, Janitorial, Hotel-Institutional-Residential Cleaning Skills**

Housekeeping skills

Operate a vacuum cleaner

Custodial

Hospitality/hotel

Ability to clean guestrooms according to standard within the time specified

Processing linens and dishware to standard

### **127. Fundraising Skills**

### **Question 7 - Most needed and second most needed TECHNICAL AND / OR COMPUTER SKILL**

#### **201. Advanced Computing, Job-Specific Software Knowledge**

Microsoft Server administration

Network administration

Editorial software

Auto CAD

3-D imaging

Web design

Computer graphics

Data analysis

General networking knowledge

DOS

Skill at using library databases

Robot programming

Use of technical software

#### **202. Attitude/Approach to work, Work personality skills**

Attention to detail

Quick learner

Ability to follow directions

Professional, courteous demeanor

### 203. Automotive skills

- Automotive diagnostic using computers
- Mechanics
- Electronic wiring (cars)
- Driving skills

### 204. Basic computing, Microsoft office package knowledge

- Word/Excel/Power point
- Windows
- Workbook and graphs
- Internet communications
- General computer knowledge
- Previous exposure to computers

### 205. Education, Licensure, Certification

- Nurse aid certification
- Hygiene license
- College 4-year degree

### 206. General workforce skills

- Basic math
- Basic measurement skills
- Industry knowledge
- Software development/project management
- Trouble shooting
- Reading blueprints
- Mechanically inclined
- General knowledge
- Shortcuts, efficiency techniques
- Writing skills
- English fluency

### 207. Medical, Social work, Health care skills

- Digital radiography
- Speech pathology
- Basic frame adjusting skills, knowledge of optical lenses
- Nurses
- Pharmacy knowledge
- Patient care experience

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## Job Vacancy, Education, and Training Analysis for Southwest Ohio:

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### 208. Machining, Mechanical, Manufacturing skills

#### Welding

Sheet metal fitting

Electronics

Press knowledge

HVAC knowledge

Plumbing

Basic mechanical knowledge

Machine skills

Safe equipment operator

Maintenance proficiency

### 209. No technical skills needed

No

None

N/A

### 210. Professional job skills

Accounting

Design/designer

Sales

Engineering

Account executives

Chemistry

Interior design

Actuarial

Tax knowledge

Bookkeeping

### 211. Secretarial, Office, Clerical, Billing

Word processing

Typing and grammar

Scanning/copying/filing skills

Data entry

Phone skills

### 212. Other specific job skills

**Question 10** - AREA of growth where the MOST/SECOND MOST new hires will be made.

**301. Administrative/ Secretarial/ Billing**

- Support to owner
- Office help
- Front desk
- Data entry
- Billing/insurance administration
- Claims processor

**302. Agriculture**

- Grain trading

**303. Automotive**

- Auto repair
- Mechanic
- Technicians/service

**304. Construction/Architecture**

- Commercial architecture
- Building design
- Construction management
- Commercial construction
- Surveyor
- Home building
- Designer
- Interior design

**305. Drivers**

- Delivery driver
- Van drivers
- School bus driver
- School bus monitor
- University drivers
- Tour drivers

**306. Education**

- Teachers
- Basic job training program
- Lifeguard

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## Job Vacancy, Education, and Training Analysis for Southwest Ohio:

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### 307. Engineering

- Engineering services
- Technical design
- Medical design

### 308. Geographic area

- Columbus & Cleveland
- Packer-Middletown OH
- Ohio valley
- Indiana
- Cincinnati
- Green County

### 309. Healthcare

- Certified nursing assistants
- Licensed Practical Nurse (LPN)
- Home healthcare skilled nurses
- Home healthcare personal care
- Independent living aides
- Assisted living
- Community based services
- Residential treatment
- Housing for mentally ill
- Dental assistant
- Family planning assistants
- Counseling
- Physical therapy
- Patient care
- Pharmacy
- Radiologist
- Case managers
- Program support specialist
- Eye technicians
- Children's services worker

### 310. Housekeeping/Maintenance

- Housekeeping
- Janitors
- Operations department – seasonal maintenance
- Nursery/landscaping

### 311. Information Technology

- Information systems
- Web designer
- Voice and security services
- Wireless
- Interactive programmer
- Software engineer
- Software development

### 312. Insurance/ Banking / Legal

- Insurance agents
- Mortgage agents
- Title department
- Retail banking
- Lending
- Tax and accounting
- Accountant
- Attorney

### 313. Management

- Project management
- Residential management
- Facilities management
- Supervisors
- Team leader
- Operations management

### 314. Manufacturing

- Machine shop/operators
- Assembly
- Press
- Production
- Adjusting
- Product testing
- Welding
- Drafts person

### 315. Marketing/ Media

- Editorial-post production
- Advertising department
- Media planning
- Communications

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## Job Vacancy, Education, and Training Analysis for Southwest Ohio: Results from a Tri-State Study

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- 316. Research**
  - Research and development
  
- 317. Retail/Restaurant**
  - Cashier
  - Stock person
  - Counter help
  - Banquet facilities
  - Operations (concierge)
  - Customer service
  - Sanitation
  - Food service
  - Wine sales
  
- 318. Sales**
  - Customer sales representative
  - Account executives
  
- 319. Security / Law Enforcement**
  - Security
  - Probation officer
  - Armed officers
  
- 320. Trades**
  - Plumbing
  - Electrical
  - Carpentry and millwork
  - Site utilities
  - Service for HVAC
  
- 321. Other**

## **Workforce One Project Team**

John R. Nelson, Business Human  
Resources Manager-Mill  
Manufacturing International Paper  
Cincinnati Technology Center

Jeff Weber, Executive Director,  
Workforce One Investment Board of  
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