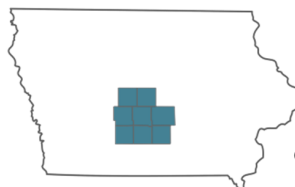




CENTRAL IOWA
LWDA
Executive Summary

RELEASED 2023

WORKFORCE NEEDS ASSESSMENT



Central Iowa LWDA includes the following counties: Boone, Dallas, Jasper, Madison, Marion, Polk, Story, and Warren

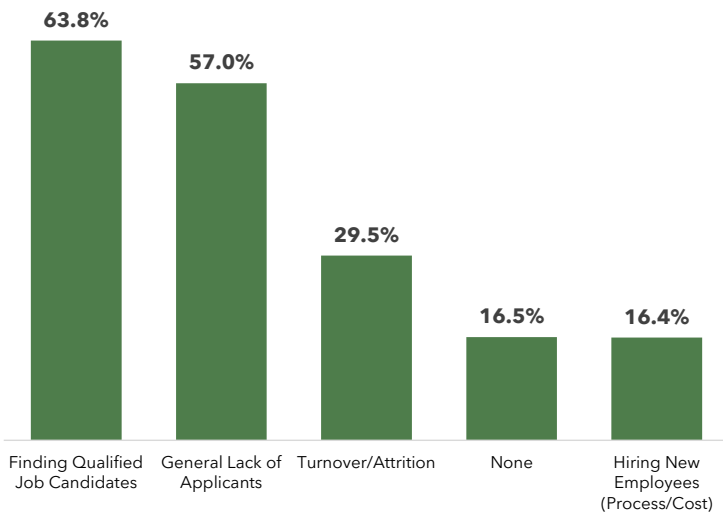
2023 Iowa Workforce Needs Assessment Survey Results for the Central Iowa Local Workforce Development Area

Iowa Workforce Development (IWD) conducted the seventh Workforce Needs Assessment Survey during the fall of 2022 through the spring of 2023. This survey collects information from employers across the state regarding their vacancies, workforce challenges, difficulties in hiring, perceptions of applicants, advertising outlets for job openings, and upcoming retirements—among other questions.

In October of 2022, 25,160 employers operating 39,254 locations in the State of Iowa were contacted and asked to participate in the survey. In the Central Iowa LWDA, 9,903 locations were contacted. By the end of the survey period (March 2023), IWD received 2,430 responses from employers in the Central Iowa LWDA, for a response rate of 24.5% (by locations contacted).

WORKFORCE CHALLENGES

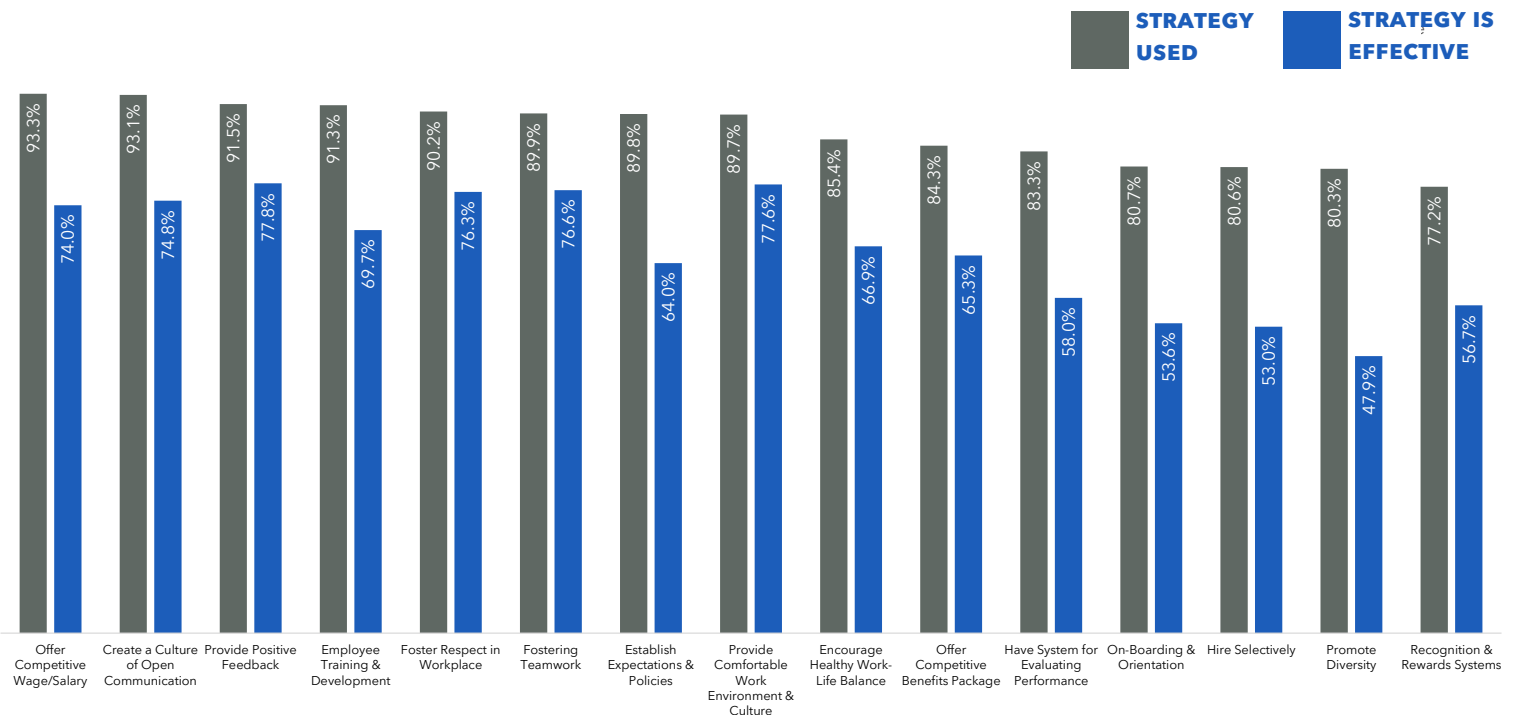
Top five most significant workforce challenges, reported by surveyed employers concerning employees in the past 12 months.



Top 10 responses to workforce challenges, reported by surveyed employers.

EMPLOYER RESPONSE	% USED
Revised Pay Scale	50.7%
Expanded Current Employees Responsibilities/Job Duties	43.6%
Hired a Less Qualified Applicant	41.9%
Increased Recruiting Efforts	38.9%
Chose Not to Fill a Job Opening	28.5%
Increased Overtime for Current Employees	26.9%
Provided Flexible Scheduling	24.9%
Revised Benefits	17.2%
Increased Training	17.0%
Lowered Requirements for Jobs	15.7%

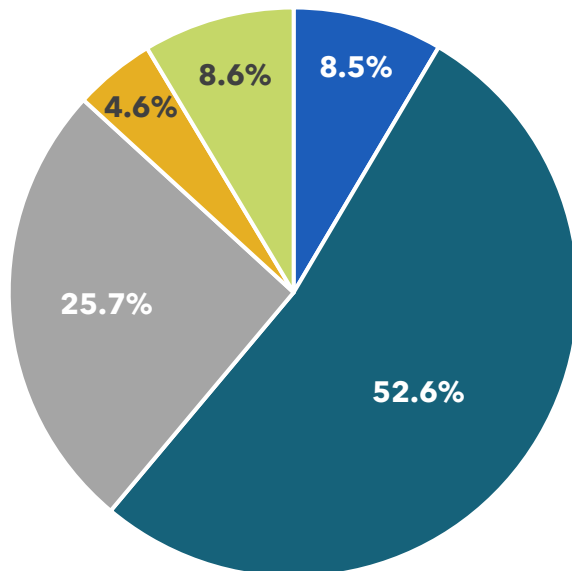
Top 15 employee retention strategies reported by surveyed employers and percentage of employers that found the retention strategies effective.



DIFFICULTIES IN HIRING

Rate the experience of filling job openings in 2022 compared to that of 2021.

- Easier than in 2021
- Same as in 2021
- More difficult than in 2021
- No job openings in 2021
- No job openings in 2022



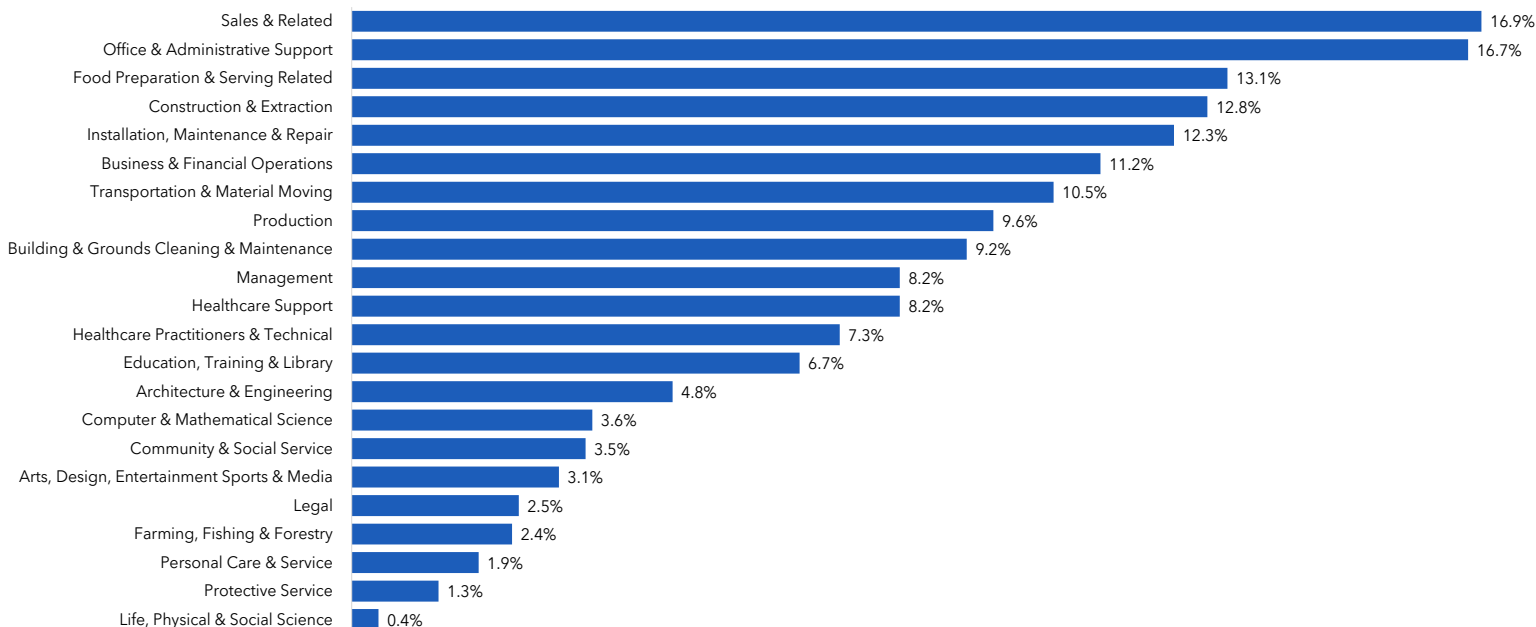
Rate, from "Strongly Disagree" to "Strongly Agree" regarding problems your organization has filling job openings.

ORGANIZATION HAS PROBLEM FILLING POSITIONS DUE TO:	DISAGREE	NEUTRAL	AGREE
Lack of Qualified Applicants	8.4%	19.6%	72.0%
General Lack of Applicants	11.9%	20.9%	67.2%
Wage Applicants are Willing to Accept	27.0%	32.6%	40.4%
Local Competition	24.5%	40.0%	35.5%
Type of Work Involved	29.2%	40.4%	30.4%
Benefit Package Applicants Expect	38.9%	38.0%	23.1%
Hours or Shifts Offered	38.7%	38.4%	22.9%
Lack of Telework/Hybrid Schedule Options	37.7%	49.0%	13.3%

*Ratings of "strongly disagree" and "disagree" were summed and listed under the above "disagree" column. Ratings of "strongly agree" and "agree" were summed and listed under the above "agree" column. Table is sorted by the "agree" column, high-to-low.

Occupational categories that are the most challenging to find qualified candidates for job openings.

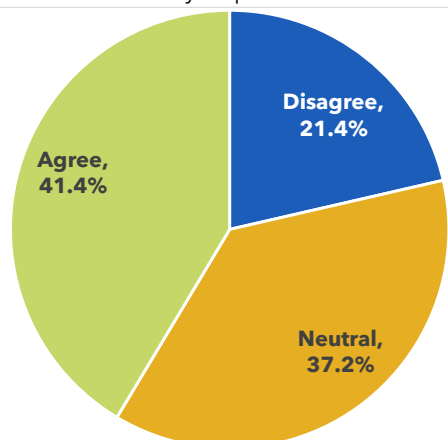
Results for permanent positions only, displayed below



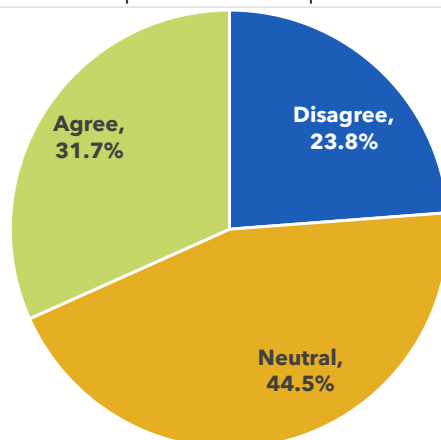
PERCEPTION OF APPLICANTS

Rate each statement below regarding job applicants.

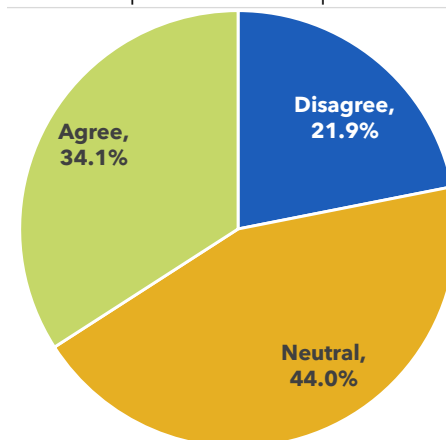
In general, applicants fulfill the necessary requirements.



Applicants fulfill the "hard" or occupational skills required.



Applicants fulfill the "soft" or interpersonal skills required.



Type of skills applicants are generally lacking.

21.3%

of employers indicate a **LACK OF BASIC SKILLS**

67.7%

of employers indicate a **LACK OF HARD SKILLS**

95.5%

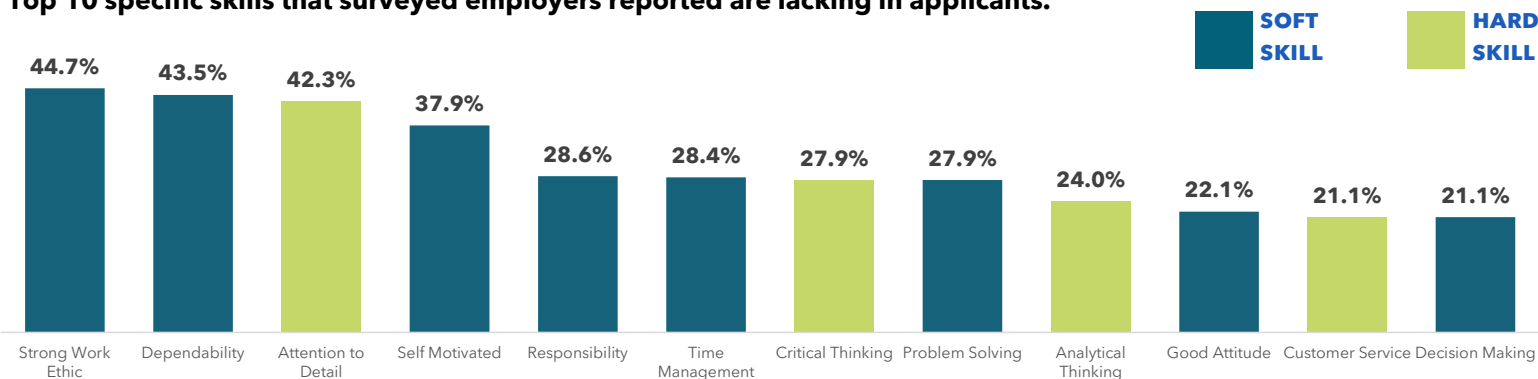
of employers indicate a **LACK OF SOFT SKILLS**

Basic skills: are those skills most commonly developed during elementary and middle school. Examples include: literacy, numeracy, and the ability to locate and read information.

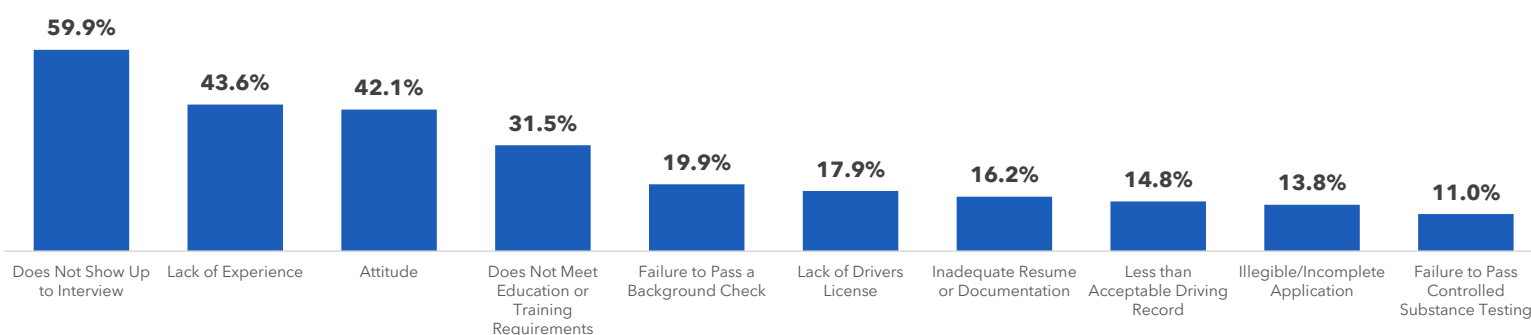
Hard skills: are generally considered to be teachable and measurable abilities, which apply directly to the job. Examples include: critical thinking, data analysis, problem-solving, machine operation, computer literacy, software knowledge, etc.

Soft skills: are most often considered to be skills associated with an individual's habits, personality, and character. Examples include: dependability, honesty, self-motivation, communication skills, time management, teamwork, etc.

Top 10 specific skills that surveyed employers reported are lacking in applicants.



Top 10 reasons surveyed employers reported for rejecting an applicant.



RETIREMENTS

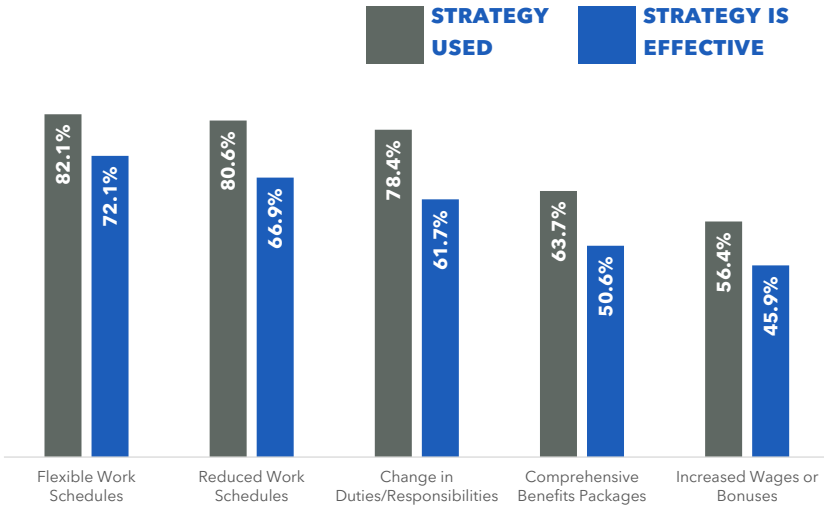
Are employee retirements, within the next two years, a concern?

20.6% YES

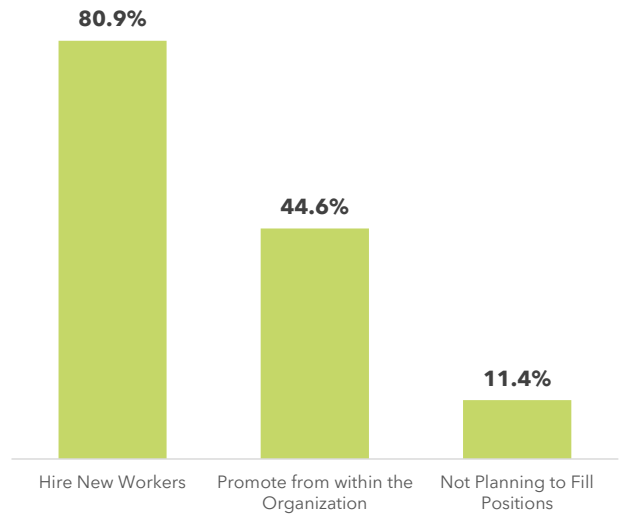
54.4% NO

25.0% NONE, WITHIN NEXT 2-YEARS

Top 5 retention strategies used to retain employees eligible to for retirement.

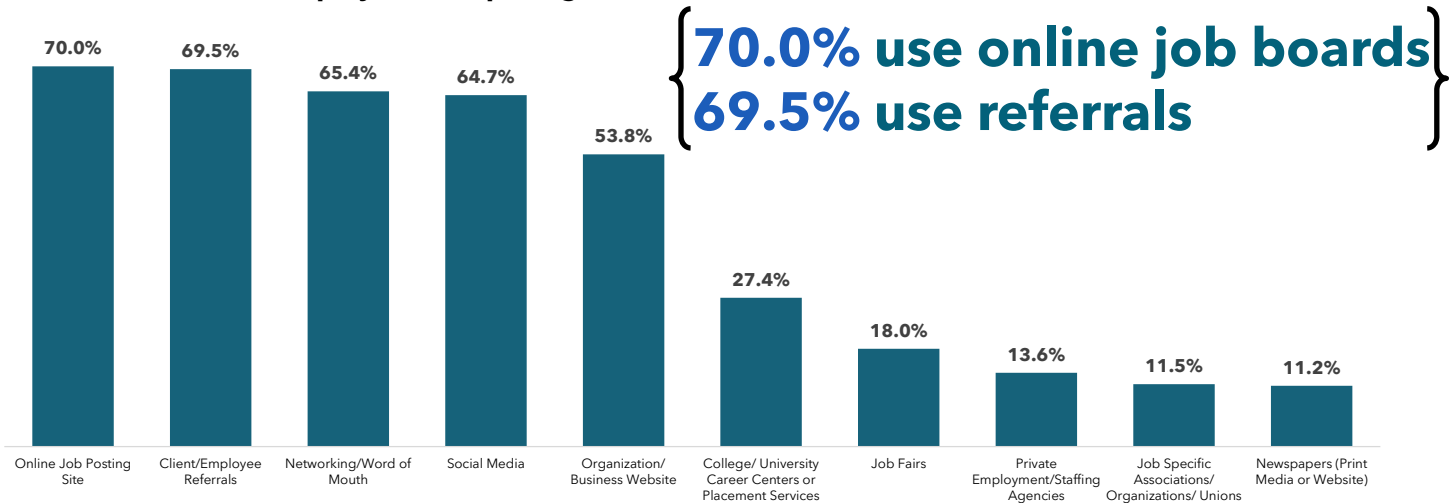


Top plans for filling vacant jobs due to retirements.

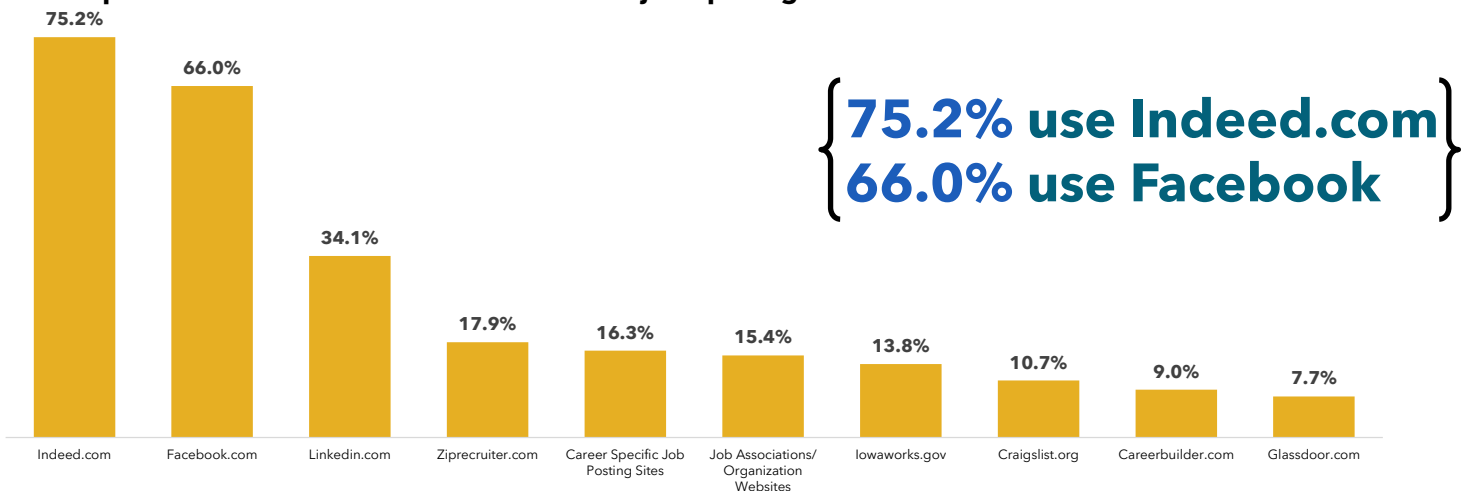


ADVERTISING OUTLETS FOR OPEN JOBS

Outlets used to attract new employees/fill openings.



Social media platforms and websites used to advertise job openings.





Iowa Workforce Development

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Research & Analysis Bureau

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