

# 2024 Work-Based Learning Survey Summary Results

The 2024 Work-Based Learning (WBL) Survey was distributed to Iowa employers on June 13, 2024. The purpose of the survey was to gauge employer interest in WBL and to create a connection with employers who indicated interest in learning more or engaging in a WBL program. The survey closed July 17, 2024. A total of 3,450 surveys were collected. The summary results of the survey are provide below and on the following pages.

**KEY:** Green highlighted cells indicate the highest percentage(s) in a column or category

**Q1:** Is your company currently participating in work-based learning program?

**A:**

	Count	Percent
1 Yes	617	17.9%
2 No	2833	82.1%
<b>Total</b>	<b>3450</b>	<b>100.0%</b>

If the respondent answers 'No' to Q1, they are asked Q2.

If the respondent answers 'Yes' to Q1, they are asked Q3.

**Q2:** Is your company interested in participating in a work-based learning program?

**A:**

	Count	Percent
1 Yes	1013	37.3%
2 No	1704	62.7%
<b>Total</b>	<b>2717</b>	<b>100.0%</b>

If the respondent answers 'Yes' to Q2, they are asked Q3.

**Q3:** Would you like more information about work-based learning programs?

**A:**

	Count	Percent
1 Yes	1205	74.8%
2 No	407	25.2%
<b>Total</b>	<b>1612</b>	<b>100.0%</b>

If the respondent answers 'Yes' to Q3, they are asked Q4.

If the respondent answers 'No' to Q3, they are skipped to Q8. However, if they answer 'Yes', respondents will also be asked Q8, just after Q4.

**Q4:** Which of the following work-based learning programs would you like more information on?

**A:**

<i>Multiple selections could be chosen by the respondent.</i>	Count	Percent of Cases
1 Registered Apprenticeship	272	27.3%
2 Quality Pre-Apprenticeship	227	22.8%
3 Internships/Work Experiences/Locally Designed Apprenticeships	716	71.9%
4 Sustained, Authentic Project-Based Learning	186	18.7%
5 School-Based Enterprises	365	36.6%
6 Teacher Externships	147	14.8%
7 Other On-the-Job Training (verbatim, 'write-in' allowed, Q5-Q7)	301	30.2%

If the respondent answers 'No' to Q2, they are skipped to the end of the survey, to Q24. Q24 results are on the last page of this document.

**Q8:** Which of these best describes the industry of your company?

**A:**

Industry	Count	Percent	Industry	Count	Percent
2 Agriculture, Forestry, or Mining	105	11.9%	9 Personal Services	34	3.8%
3 Construction	216	24.4%	10 Professional Services	93	10.5%
4 Education	122	13.8%	11 Public Administration, Government	41	4.6%
5 Entertainment and Recreation	24	2.7%	12 Retail Trade	172	19.4%
6 Finance, Insurance, Real Estate	46	5.2%	13 Transportation, Communication, Public Utilities (including newspapers)	79	8.9%
7 Healthcare/Social Services	165	18.6%	14 Wholesale Trade	17	1.9%
8 Manufacturing	207	23.4%	<b>Total</b>	<b>885</b>	<b>100.0%</b>



**KEY:** Green highlighted cells indicate the highest percentage(s) in a column or category

**Q9:** In which of the following job categories does your company **currently offer** work-based learning programs, if any?

**A:**

<i>Multiple selections are allowed</i>	Count	Percent of Cases
1 Architecture and Engineering	60	5.2%
2 Arts, Design, Entertainment, Sports, and Media	32	2.8%
3 Building and Grounds Cleaning and Maintenance	39	3.4%
4 Business and Financial Operations	102	8.8%
5 Community and Social Service	30	2.6%
6 Computer and Mathematical	49	4.2%
7 Construction and Extraction	130	11.2%
8 Education, Training, and Library	72	6.2%
9 Farming, Fishing, and Forestry	45	3.9%
10 Food Preparation and Serving Related	62	5.3%
11 Healthcare Practitioners and Technical	63	5.4%
12 Healthcare Support	75	6.5%
13 Installation, Maintenance, and Repair	143	12.3%
14 Legal	12	1.0%
15 Life, Physical, and Social Science	11	0.9%
16 Management	61	5.3%
17 Military Specific	1	0.1%
18 Office and Administrative Support	100	8.6%
19 Personal Care and Service	19	1.6%
20 Production	82	7.1%
21 Protective Service	3	0.3%
22 Sales and Related	85	7.3%
23 Transportation and Material Moving	37	3.2%
24 None	493	42.5%

**Q10:** In which of the following job categories would your company **be able to offer** work-based learning programs, if any?

**A:**

<i>Multiple selections are allowed</i>	Count	Percent of Cases
1 Architecture and Engineering	94	7.5%
2 Arts, Design, Entertainment, Sports, and Media	54	4.3%
3 Building and Grounds Cleaning and Maintenance	131	10.4%
4 Business and Financial Operations	172	13.7%
5 Community and Social Service	75	6.0%
6 Computer and Mathematical	68	5.4%
7 Construction and Extraction	204	16.3%
8 Education, Training, and Library	113	9.0%
9 Farming, Fishing, and Forestry	64	5.1%
10 Food Preparation and Serving Related	134	10.7%
11 Healthcare Practitioners and Technical	95	7.6%
12 Healthcare Support	126	10.0%
13 Installation, Maintenance, and Repair	259	20.7%
14 Legal	21	1.7%
15 Life, Physical, and Social Science	17	1.4%
16 Management	106	8.5%
17 Military Specific	1	0.1%
18 Office and Administrative Support	241	19.2%
19 Personal Care and Service	52	4.1%
20 Production	200	15.9%
21 Protective Service	5	0.4%
22 Sales and Related	180	14.4%
23 Transportation and Material Moving	99	7.9%
24 None	118	9.4%

**Q11-17:** Is your company currently participating in/providing, or would your company be willing to participate in/provide, any of the following?

**A:**

WBL Program	Currently Participating	Willing to Participate	Not Willing to Participate
Registered Apprenticeship (RA) Programs	15.6%	35.3%	49.1%
Quality Pre-Apprenticeship (QPA) Programs	3.8%	42.5%	53.7%
Internships/Work Experiences/Locally Designed Apprenticeships	27.2%	58.7%	14.1%
Sustained, authentic project-based learning	5.0%	45.2%	49.8%
School-Based Enterprises	13.5%	50.5%	36.0%
Other On-the-Job Training (verbatim, 'write-in' allowed, Q18-Q20)	16.7%	64.4%	18.9%
Teacher Externships	2.5%	29.6%	67.9%

**KEY:** Green highlighted cells indicate the highest percentage(s) in a column or category

**Q21:** Which groups do you currently/would you be willing to work with?

**A:**

<i>Multiple selections are allowed</i>		
	Count	Percent of Cases
1 High School Students	991	83.1%
2 Adults	999	83.7%
3 Individuals with Disabilities	307	25.7%
4 Returning Citizens, Formerly Incarcerated	260	21.8%
5 Veterans	683	57.3%

**Q22:** What time of year do you/are you available to provide work-based learning programs?

**A:**

<i>Multiple selections are allowed</i>		
	Count	Percent of Cases
1 Spring	242	20.5%
2 Summer	282	23.8%
3 Fall	247	20.9%
4 Winter	150	12.7%
5 Year-round	909	76.8%

**Q23:** In the interest of better preparing students for success in the workforce, which of the following does Iowa need to improve upon?

**A:**

<i>Multiple selections are allowed</i>		
	Count	Percent of Cases
1 Better information to parents and students as to the employment opportunities available to them	672	59.5%
2 Develop hard skills (writing, mathematics, computer/IT, machine operation)	517	45.8%
3 Develop soft skills (teamwork, problem solving, communication, adaptability)	850	75.3%
4 Develop subject mastery/expertise	275	24.4%
5 Provide work-based learning opportunities in partnership with employers	756	67.0%
6 Other (verbatim, 'write-in' allowed)	81	7.2%

**Q24:** Why is your company not participating in work-based learning programs?

**A:**

<i>Multiple selections could be chosen by the respondent.</i>		
	Count	Percent of Cases
1 Legal/insurance liability concerns	338	19.9%
2 Not enough staff to participate	653	38.4%
3 Need more information about work-based learning programs	273	16.1%
4 Too busy/not enough time to participate	522	30.7%
5 Not interested in work-based learning program participation	500	29.4%
6 Other (verbatim, 'write-in' allowed)	190	11.2%

*If the respondent answers 'No' to Q2, they are skipped to the end of the survey, to this question, Q24.*

**Q39:** Would you be interested in meeting with a member of the IWD team to discuss how IWD could support work-based learning for your company?

**A:**

	Count	Percent
1 Yes	805	33.3%
2 No	1616	66.7%
<b>Total</b>	<b>2421</b>	<b>100.0%</b>