



The Greater Sacramento Region's Workforce: A Status Report

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valley vision

Community Inspired Solutions

Background

Valley Vision, in partnership with the Greater Sacramento Center of Excellence and other stakeholders, conducted the Employer Survey and Livability Poll in 2022 to understand and inform workforce and economic development planning, including current regional efforts for community college workforce initiatives.

The Livability Poll was in the field from mid-June to mid-July of 2022 and is a broad-based quality of life poll, tracking residents' experiences with issues such as affordability of necessities, access to services, job, and career satisfaction, safety and belonging, as well as residents' perspectives of the Sacramento Region. The poll also captured interest in career technical education priority sectors and employability. It is demographically representative of the Capital Region, encompassing Sacramento, El Dorado, Placer, Sutter, Yolo, and Yuba counties, and has a margin of error of plus or minus 2.3 percent.

The Employer Survey was launched in August 2022, to understand the most pressing needs of the Capital Region's employers. The survey measured changes in location-based work, hiring & onboarding challenges, and training opportunities. This data was collected through an online survey consisting of 52 questions and remained live for eight weeks. It was distributed via email to industry partners, regional employers, chambers of commerce, and workforce boards to outreach to their respective channels. The geographic reach of this survey included seven counties: Sacramento, Sutter, Placer, El Dorado, Yuba, Yolo, and Solano counties.



The Livability Poll

89% of residents indicated they are satisfied with their current employment—but this number drops to **44%** among **Black & African American** respondents.

The most cited reasons for dissatisfaction are:

64%

Low Wages

52%

Not Enough Opportunities
for Promotion

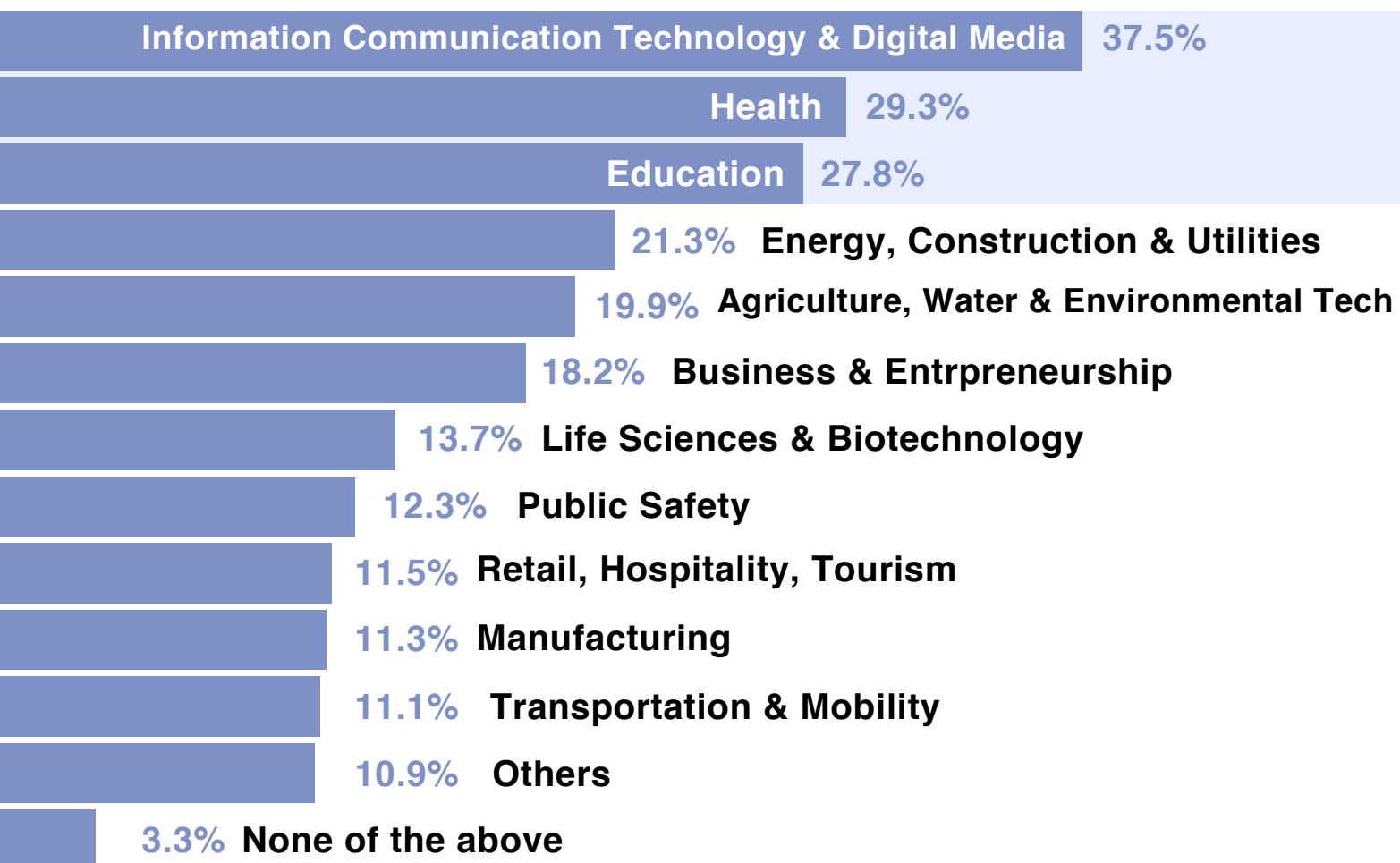
43%

Poor Workplace Culture

Another important takeaway from the 2022 Livability Poll is the **increased optimism** young people have regarding their employability. Respondents aged **18-34** were more likely to say that **changes to their industry (35%), the availability of jobs (46%), and personal skills (73%)** made them more employable. This is an improvement from the 2021 Livability Poll in which young people said they felt less employable due to their personal skills and changes in their industry.

The Livability Poll

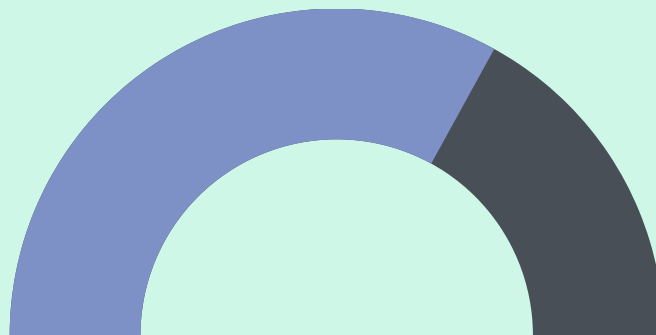
51% of residents expressed an interest in learning new skills/improving existing skills through education & training programs. Of this percentage, the breakdown of **which sectors they are most interested in growing in** is outlined below:



In terms of what type of education or training program these respondents would consider participating in, **71%** were most interested in a **short-term program (1 year or less)**. The second-most popular choice was a **program that has flexible or weekend hours (61.5%)**. Notably, only **39.2%** indicated that they would be interested in an **in-person program** while **remote (56.5%)** and **hybrid (53%)** were preferred among survey-takers.

Employer Survey

65.7% of respondents indicate **having difficulty hiring new employees**



According to these individuals, the most challenging phase of the hiring process is...

43.9%

Finding or identifying the best candidates

34.8%

Keeping candidates engaged during the hiring process

18.2%

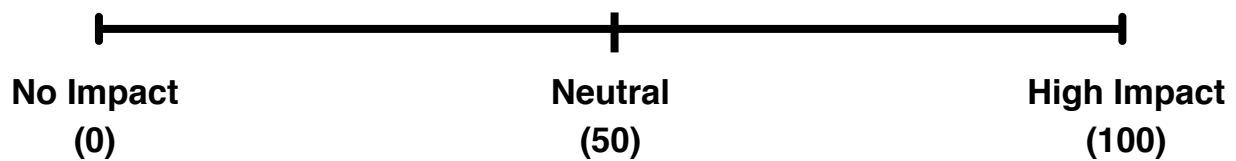
Closing candidates and successfully hiring them

3%

None of the above

Employer Survey

Respondents were asked to use a numerical sliding scale to indicate the **level of negative impact** a lack of the following may have on their business/organization's functions with the following results:



Industry-specific Skills - 55.8

Information Technology Skills - 50.7

Soft Skills - 50.4

Work Experience - 45.5

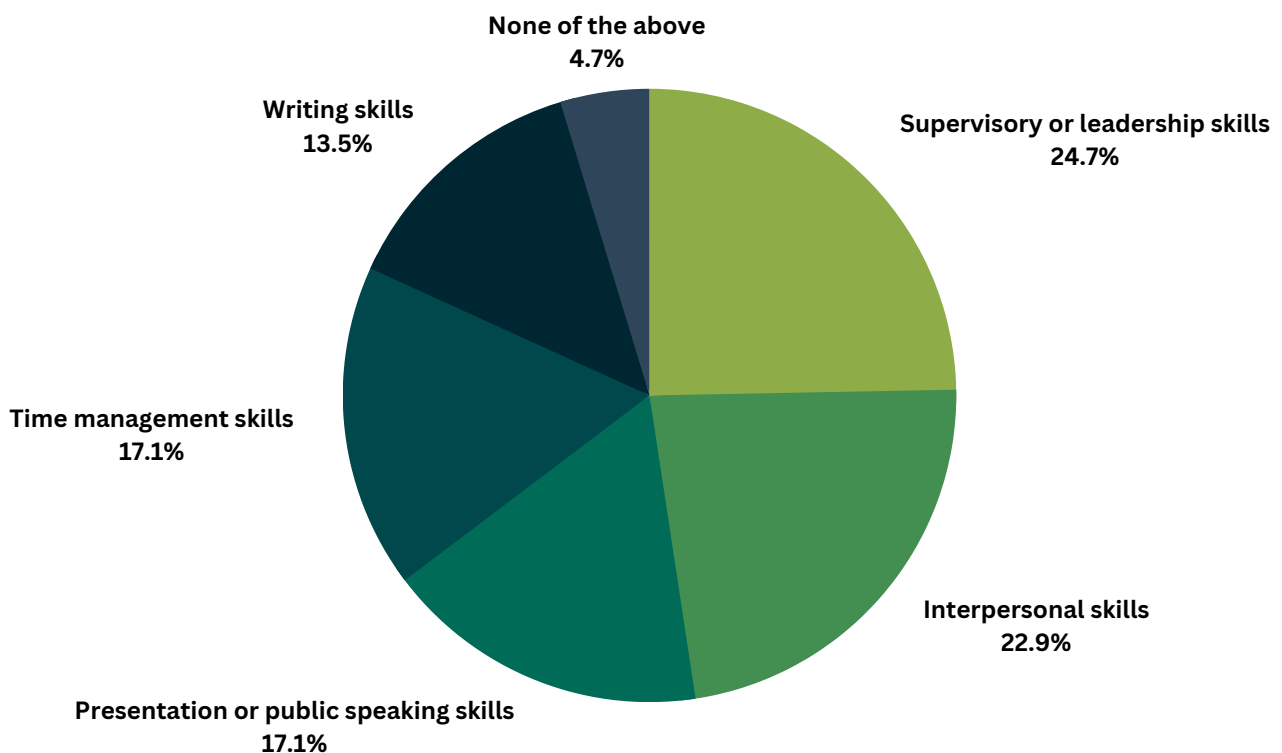
Level of Educational Attainment - 38.1

A **lack of industry-specific skills** was indicated to be the **most impactful**, while the **level of educational attainment** was the **least**. These employers indicated that relevant industry skills are a higher priority than an employee's degree level.

Employer Survey

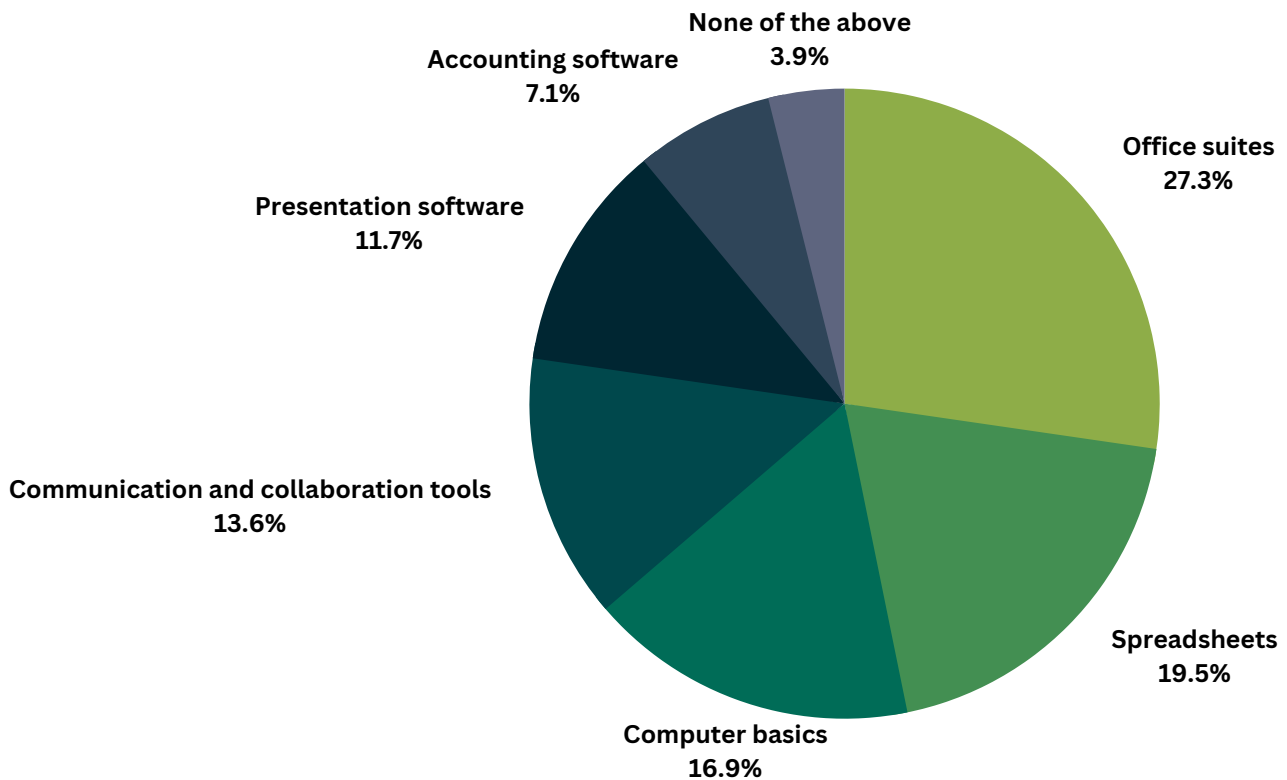
The Employer Survey also asked respondents to indicate which **skills** their **current & incoming employees** needed **additional training** on. Results were split into two categories:

"Soft" Skills



Employer Survey

Software Skills



Office Suites - Microsoft Office Suite & Google Suite

Spreadsheets - Microsoft Excel & Google Sheets

Computer Basics - Navigating Windows & macOS

Communication & Collaboration Tools - Slack, Zoom, Skype

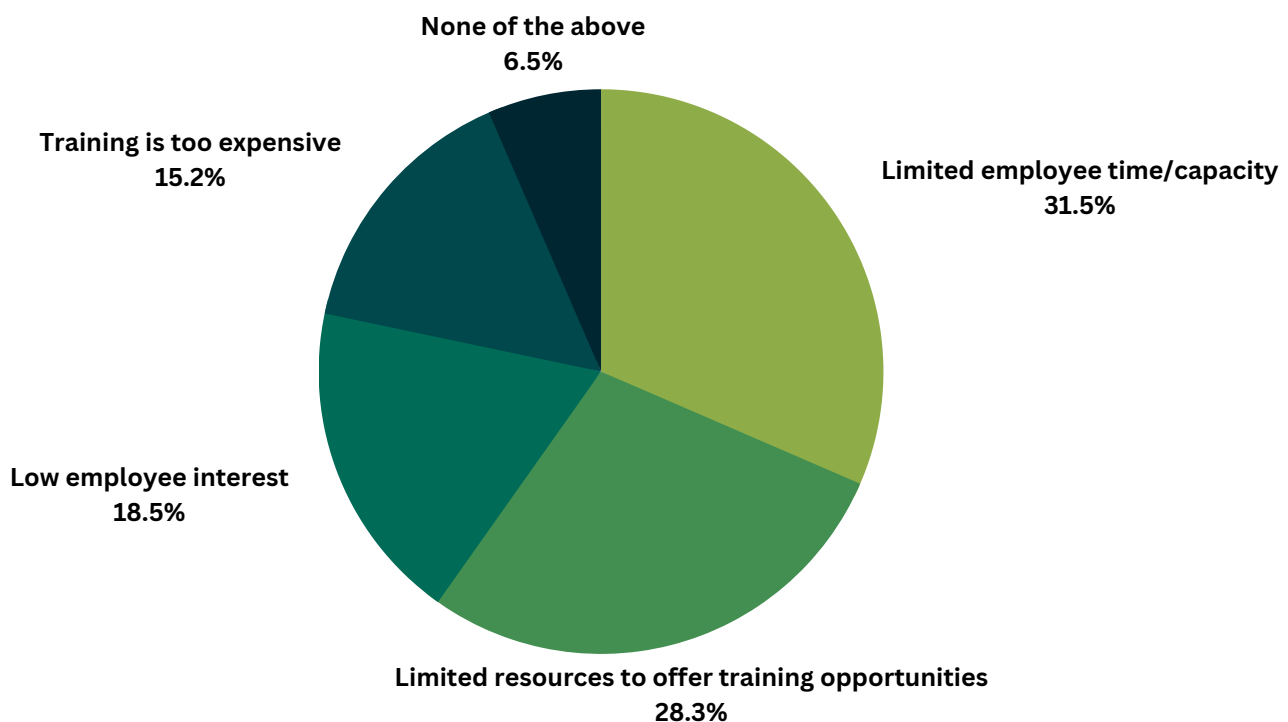
Presentation Software - PowerPoint & Keynote

Accounting Software - QuickBooks

Employer Survey

81% of respondents indicated that their business/organization **offers training programs** to their employees. Of these individuals, **82%** reported that they **utilize a third-party trainer/education partner**, or they **offer the training in-house**.

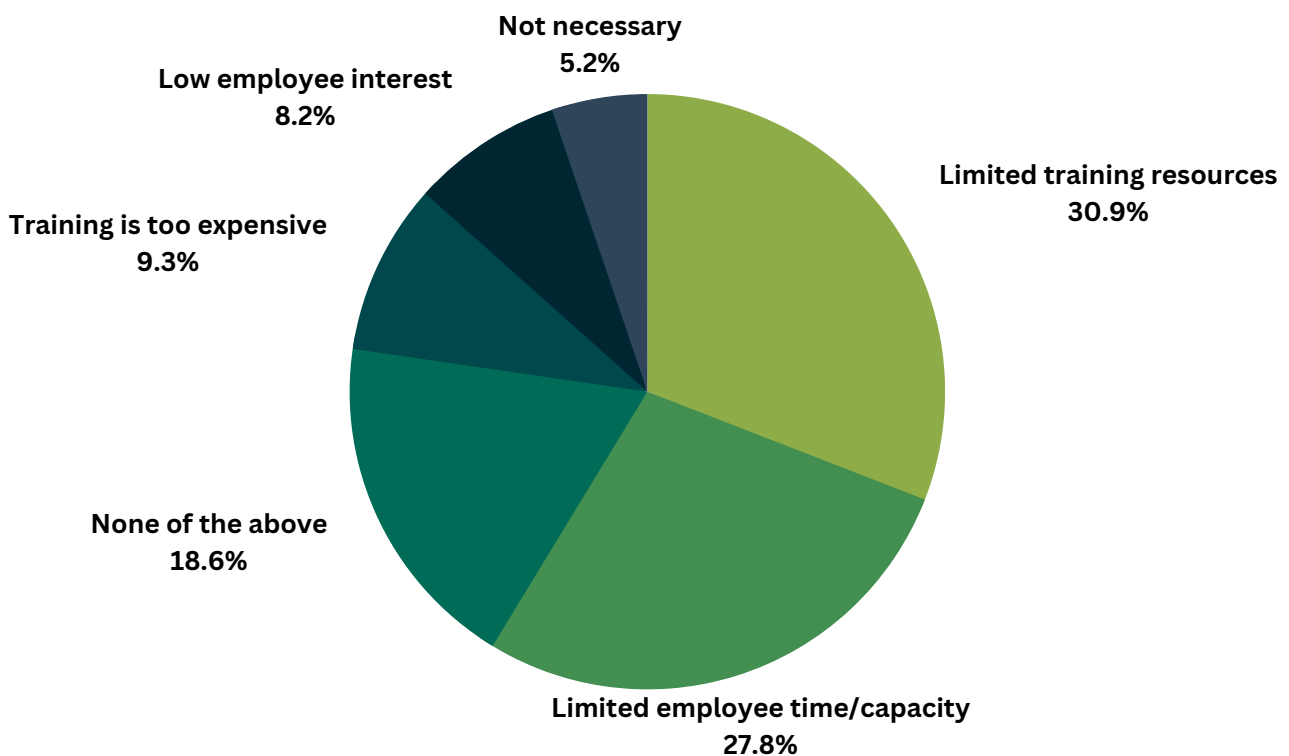
However, providing these training opportunities does not come without obstacles. When asked about the **challenges they encountered through offering these programs**, respondents noted the following:



Respondents who offer training were also asked about the **type of training medium** that worked best for their employees. The majority of responses (**38.7%**) said that **instructor-led video conferencing via Zoom or Microsoft Teams** proved to be the most effective. The other options were **classroom training (33%)** and **self-paced computer-based learning (28%)**.

Employer Survey

The **15.7%** of respondents who **do not offer training** were asked to identify the reasons why. Most respondents (**30.9%**) said that training resources were too limited.



However, a follow-up question asked respondents, "**If a third party (private provider, college) could provide customized training for your business/organization, which of the following training mediums would work best for your employees?**"

44.4% indicated that **instructor-led video conferencing via Zoom or Microsoft Teams** would be the preferred medium, and **56.6%** of these respondents said that **Monday - Friday days (between 8 AM and 5 PM)** would work best if a third-party could provide customized training.

Employer Survey

The Employer Survey offered respondents an opportunity to indicate their interest in **partnering with community colleges** in a variety of ways. The data showed that regional employers are interested in:

Providing work
experience, internship,
and/or on-the-job
training opportunities
to students
66.7%

Serving on an
advisory board
46.2%

Providing technical
expertise for
curriculum
development
56.7%

Recruiting
graduates from
community college
programs
67.1%

Conclusion

The data collected through the Livability Poll and Employer Survey support the following key takeaways:

- **The majority of residents are interested in training or upskilling to learn new skills, however, the timing and modality of instruction delivery matters.** The Livability Poll showed that **51%** of residents want to learn new skills or improve existing ones through education and training programs. Of these, **71%** are most interested in a short-term training program (1 year or less), with **42.5%** interested in longer term (over one year in duration). Additionally, **61.5%** are interested in training programs that have flexible or weekend hours. Remote instruction leads the way for preferred modality at **56.5%**, with **53%** preferring hybrid and **39.2%** in person.
- **Information Communication Technology & Digital Media, Health, and Education are poised for high growth.** Of the Livability Poll respondents who were interested in additional training opportunities, these three fields exhibited the highest popularity in industry focus. Information Communication Technology & Digital Media was selected by **37.5%** of respondents, while Health and Education were chosen by **29.3%** and **27.8%** respectively. Coupled with the **27.3%** of employers who indicated that their staff needs additional training in software such as Microsoft Office Suite & Google Suite, the data supports that digital literacy is an integral skillset.
- **There should be an emphasis on equipping employees with the necessary industry-specific skills to succeed.** According to the Employer Survey, a lack of industry-specific skills was ranked as the most impactful factor that could affect a business/organization's functions. Meanwhile, the level of educational attainment ranked the lowest. This indicates that industry expertise, whether it is attained on the job or through educational experiences is highly valuable to employers and should be prioritized.

