MCLEAN COUNTY CHAMBER OF COMMERCE

IN PARTNERSHIP WITH

ILLINOIS CENTER FOR SPECIALIZED PROFESSIONAL SUPPORT

MCLEAN COUNTY EMPLOYER NEEDS ASSESSMENT RESULTS

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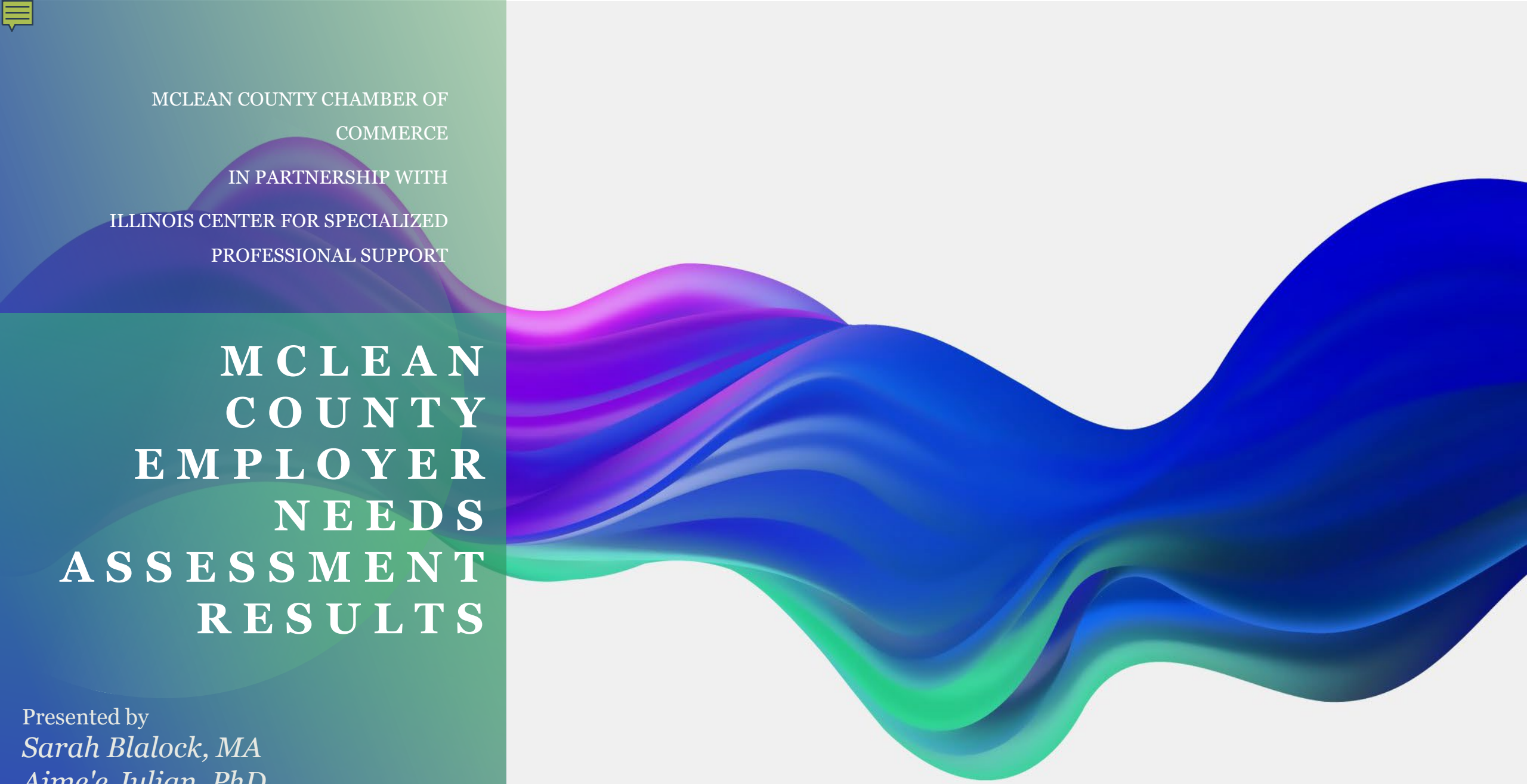
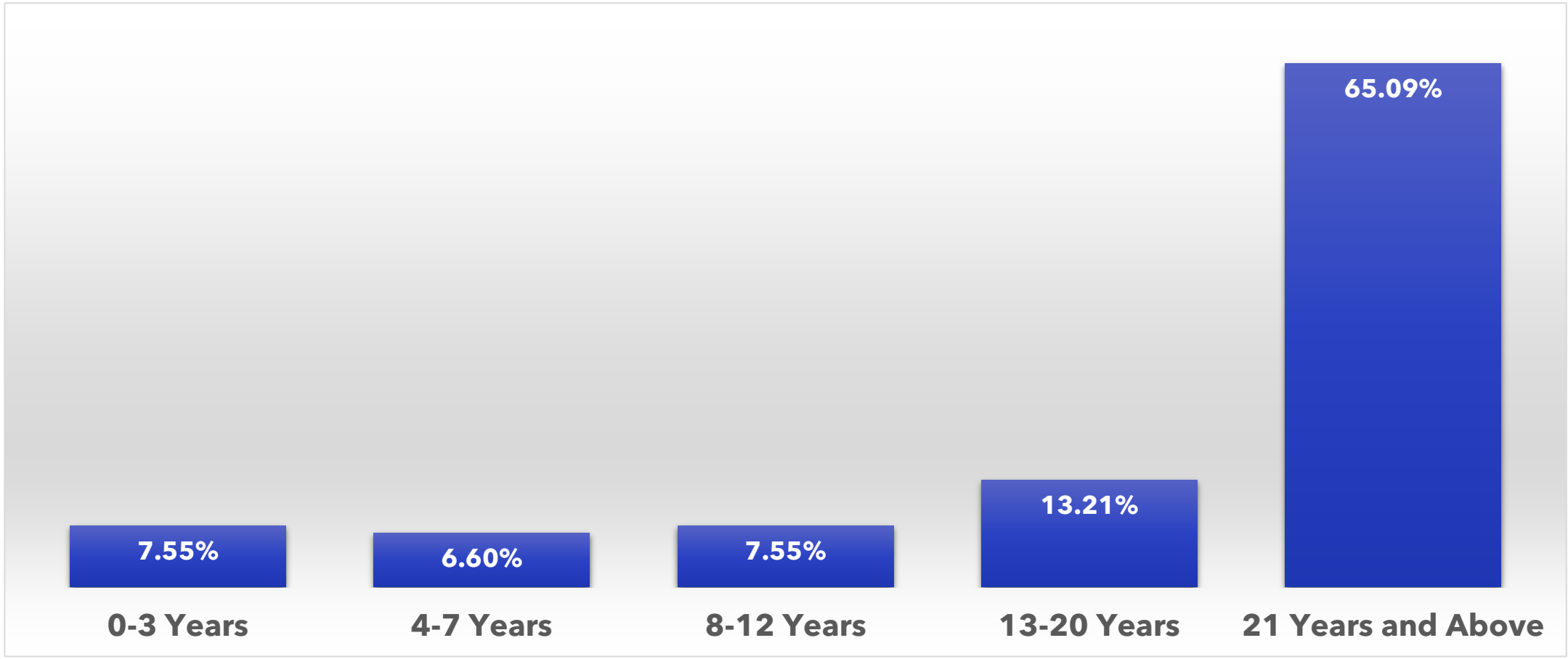
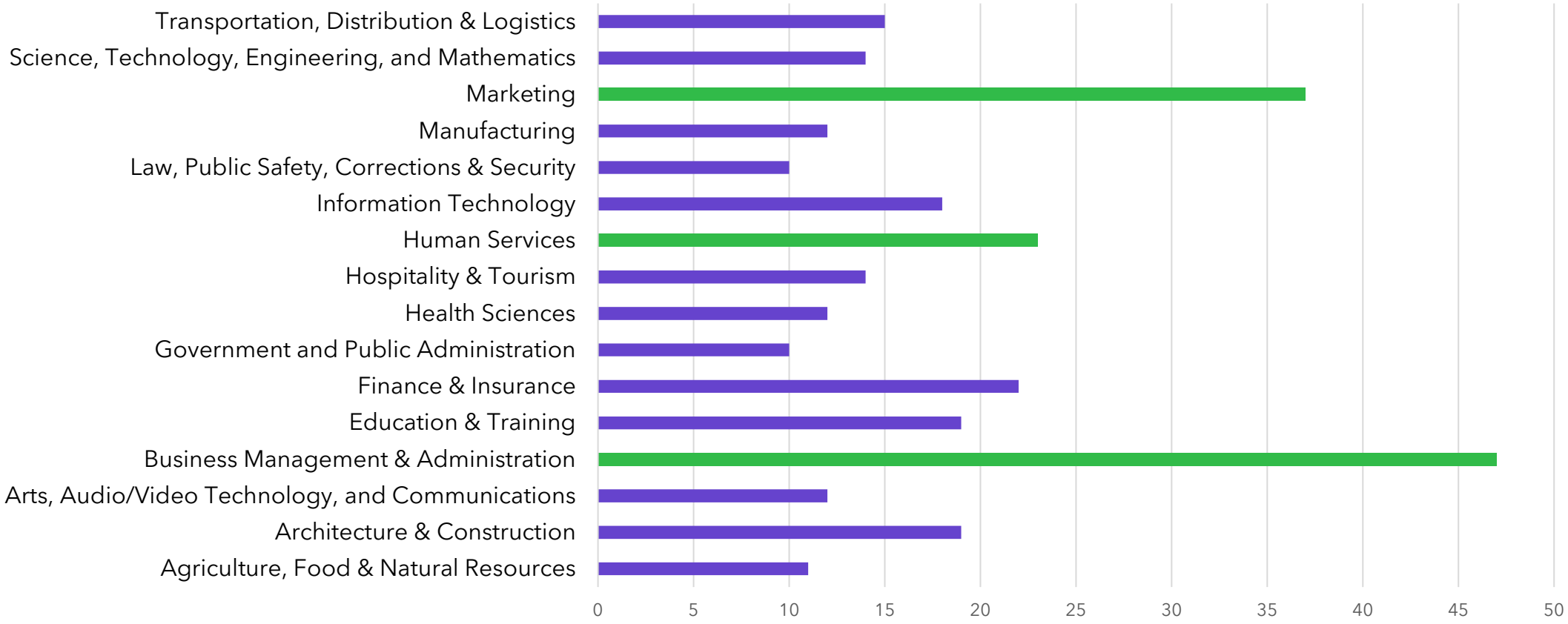


NUMBER OF YEARS OPERATING IN MCLEAN COUNTY



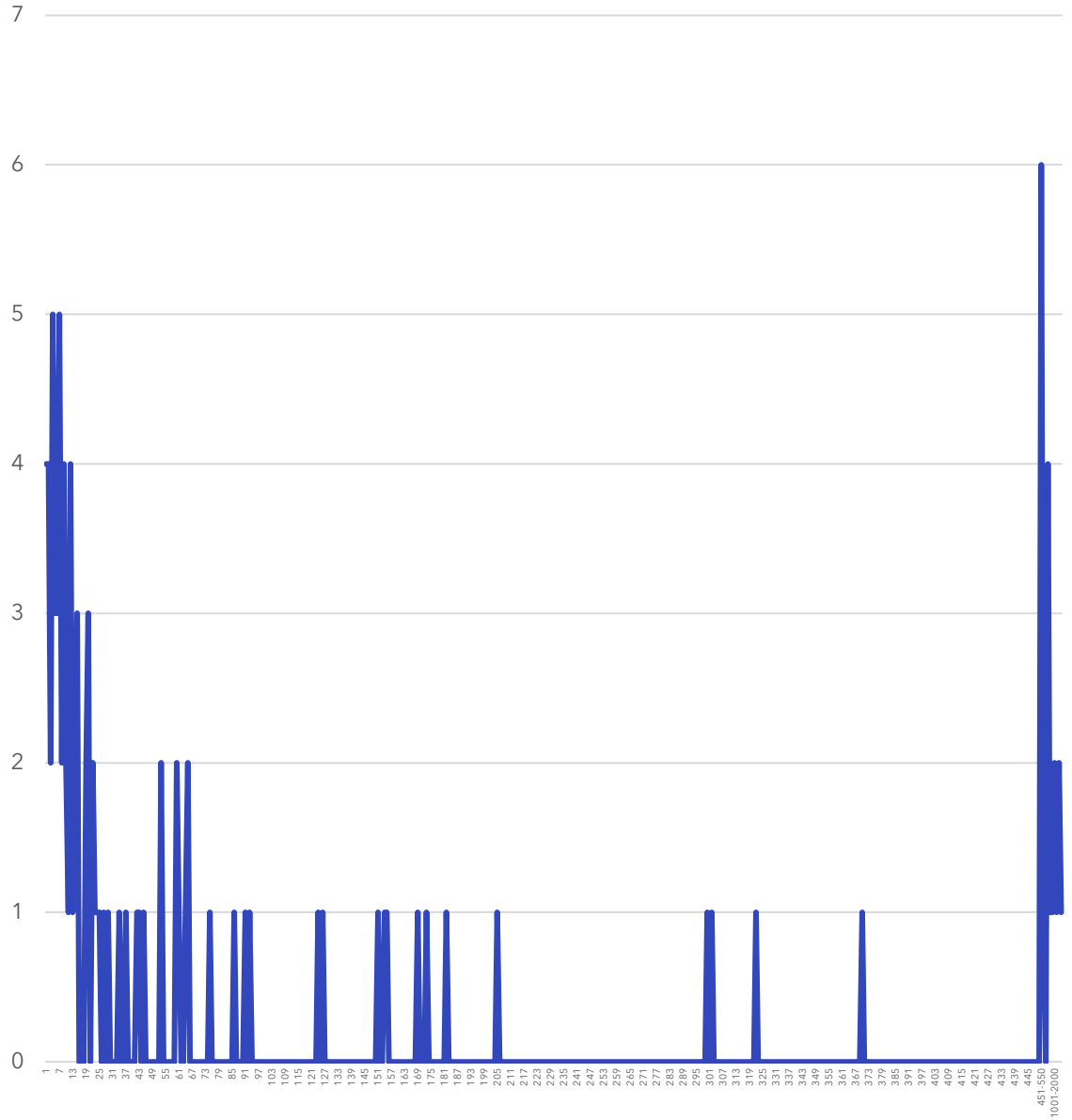
SECTORS IN THE COUNTY- *RESPONSES*



EMPLOYER DEMOGRAPHICS

- 103 Employer Responses
- 30,034 Employees*
  - 22,806 Full-Time Employees*
  - 7,228 Part-Time Employees*
- Many small businesses
  (1-30 employees)
- Few mid-sized businesses
  (30-449 employees)
- Moderate number of large businesses
  (450-5000 employees)

**Average based on data*



2023 MCLEAN COUNTY EMPLOYMENT PROFILE

2023 Employment Data:

- Labor Force- 95,781
- Employment- 92,469
- Unemployment- 3,312
- Unemployment Rate 3.5%

BLOOMINGTON-NORMAL EMPLOYMENT

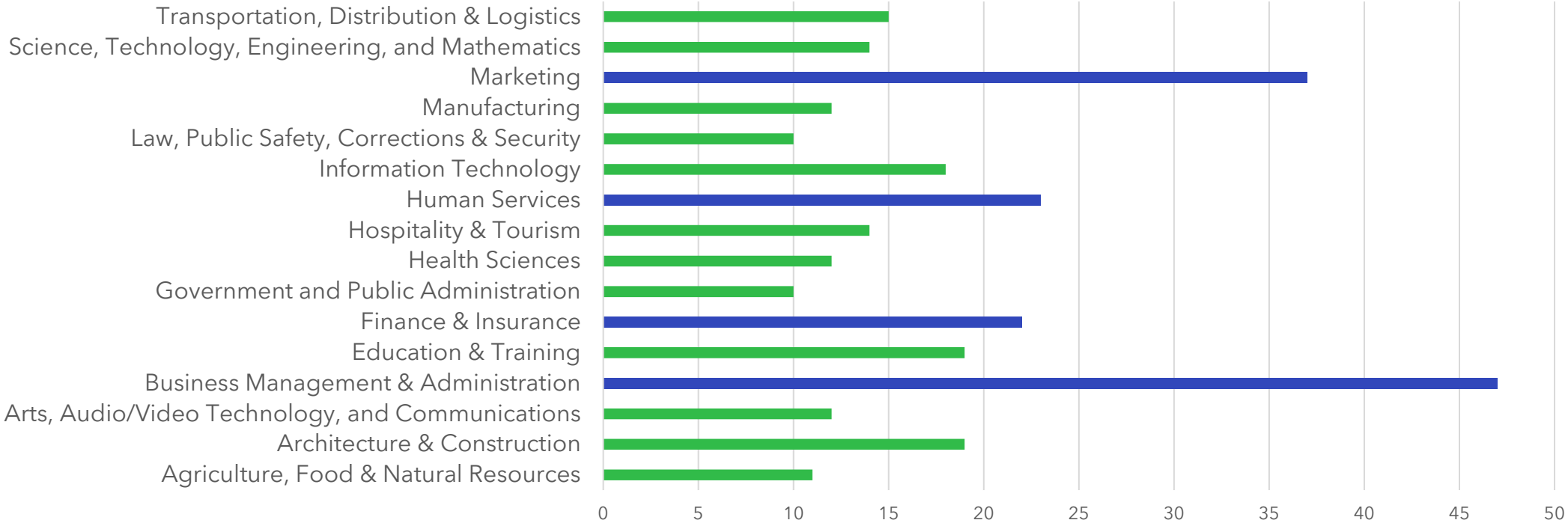
Industry	2010	2017	2018	2019	2020	2021
Mining, Logging, and Construction	3.0	2.9	2.8	2.9	2.8	3.0
Manufacturing	4.5	3.3	3.4	3.7	3.6	3.3
Transportation and Utilities	3.0	2.9	2.9	2.9	2.8	2.9
Wholesale Trade	2.7	2.1	2.2	2.2	2.2	2.2
Retail Trade	9.4	9.6	9.3	9.1	8.6	8.9
Information	0.9	0.6	0.5	0.5	0.5	0.5
Financial Activities	20.4	20.3	19.7	19.7	19.8	19.8
Professional and Business Services	10.5	9.7	9.7	9.5	9.4	10.4
Education and Health Services	11.5	10.9	11.0	11.0	10.6	10.6
Leisure and Hospitality	10.1	11.9	11.8	11.0	8.4	9.2
Other Services	3.6	3.7	3.6	3.6	3.3	3.3
Federal Government	0.8	0.5	0.5	0.5	0.5	0.5
State Government	6.7	7.0	7.1	7.2	6.6	6.5
Local Government	9.1	8.8	8.8	8.9	8.3	8.6
Total Nonfarm	96.1	94.1	93.2	92.5	87.3	89.6

Note: Data displayed is in thousandths.
Source: U.S. Bureau of Labor Statistics, CES Series. Measures Bloomington-Normal MSA, which includes portions of DeWitt County. Numbers may not sum due to categorical overlap or rounding.

Source: Bloomington-Normal Economic Development Council 2021 Demographic Profile

2021 MCLEAN COUNTY EMPLOYMENT PROFILE

ALL career clusters that are associated with your company or organization. The National Career Clusters® Framework serves as an organizing tool for Career Technical Education (CTE) programs, curriculum design and instruction. There are 16 Career Clusters in the National Career Clusters Framework. This is utilized by the State of Illinois and the Bureau of Labor Statistics.



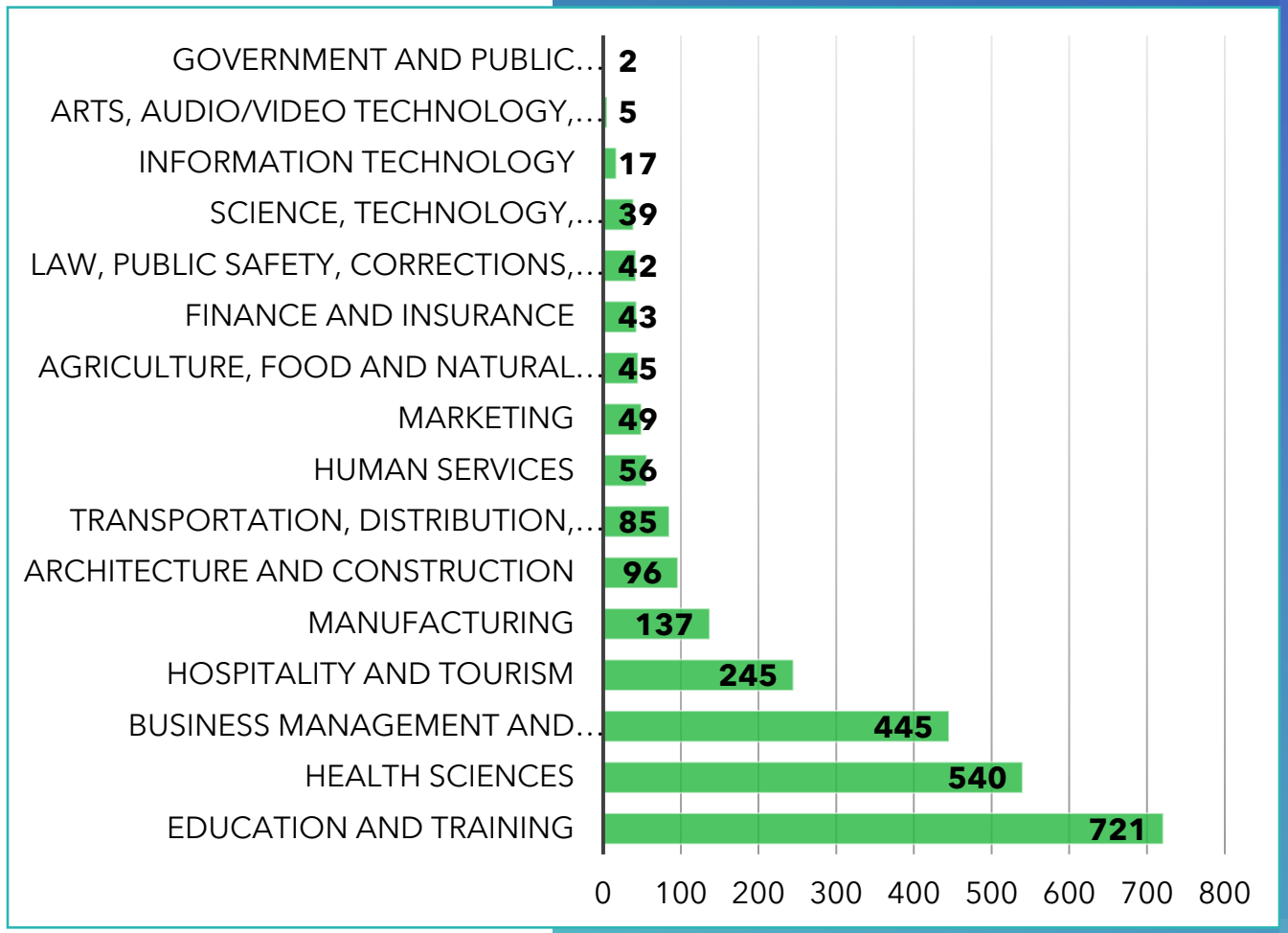
WORKFORCE NEEDS

Total Number Of Openings In The Next 3 Years:

- **2,567 Projected Openings**

Top Growing Sectors and Anticipated Growth:

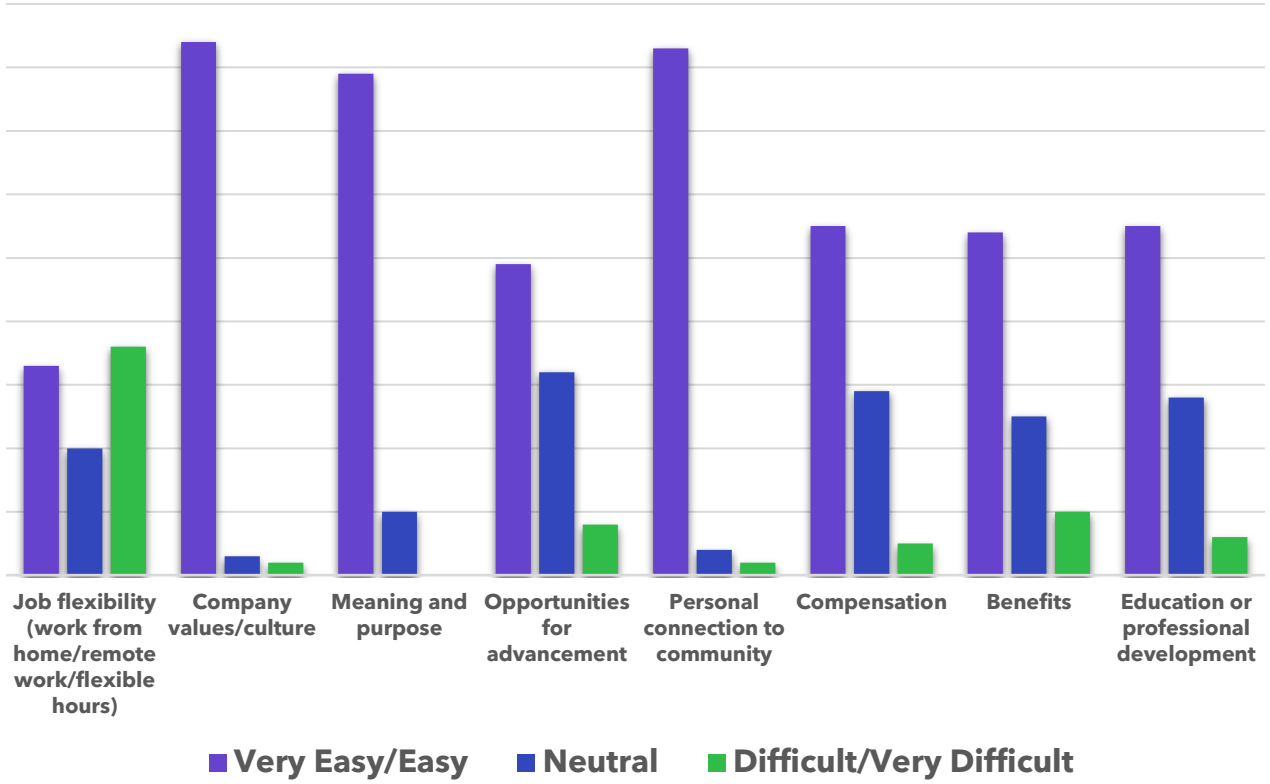
1	Education and Training	**721**
2	Health Sciences	**540**
3	Business Management and Administration	**445**
4	Hospitality and Tourism	**245**
5	Manufacturing	**137**



WHAT ARE EMPLOYERS BRINGING TO THE TABLE?

An employee value proposition is the set of attributes and benefits you offer or assist employees within return for the skills, experience, and qualities they bring to the position.

Rate your company's ability to meet the following employee value propositions in your recruitment efforts:



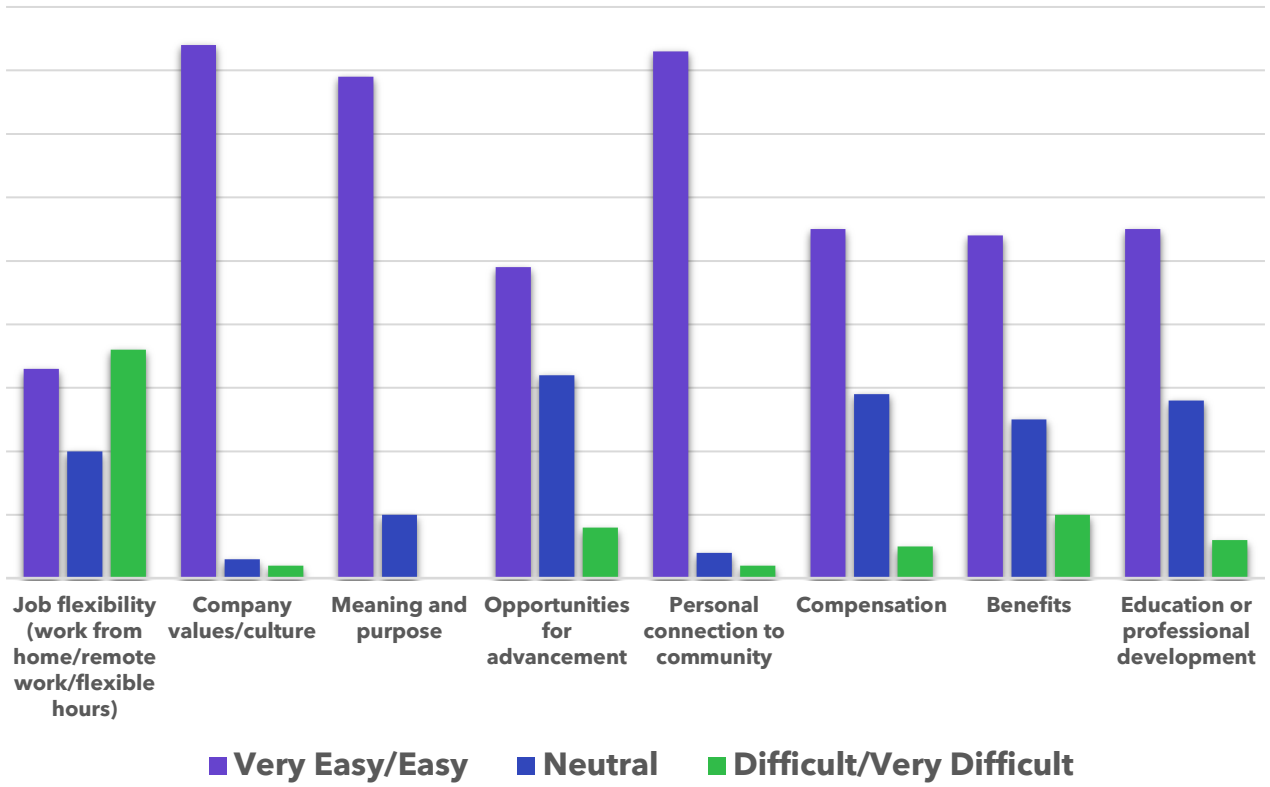
WHAT ARE EMPLOYERS BRINGING TO THE TABLE?

Area businesses feel its VERY EASY/EASY to offer or assist with:

- **Company Values**
- **Meaning and Purpose**
- **Personal Connections to Community**

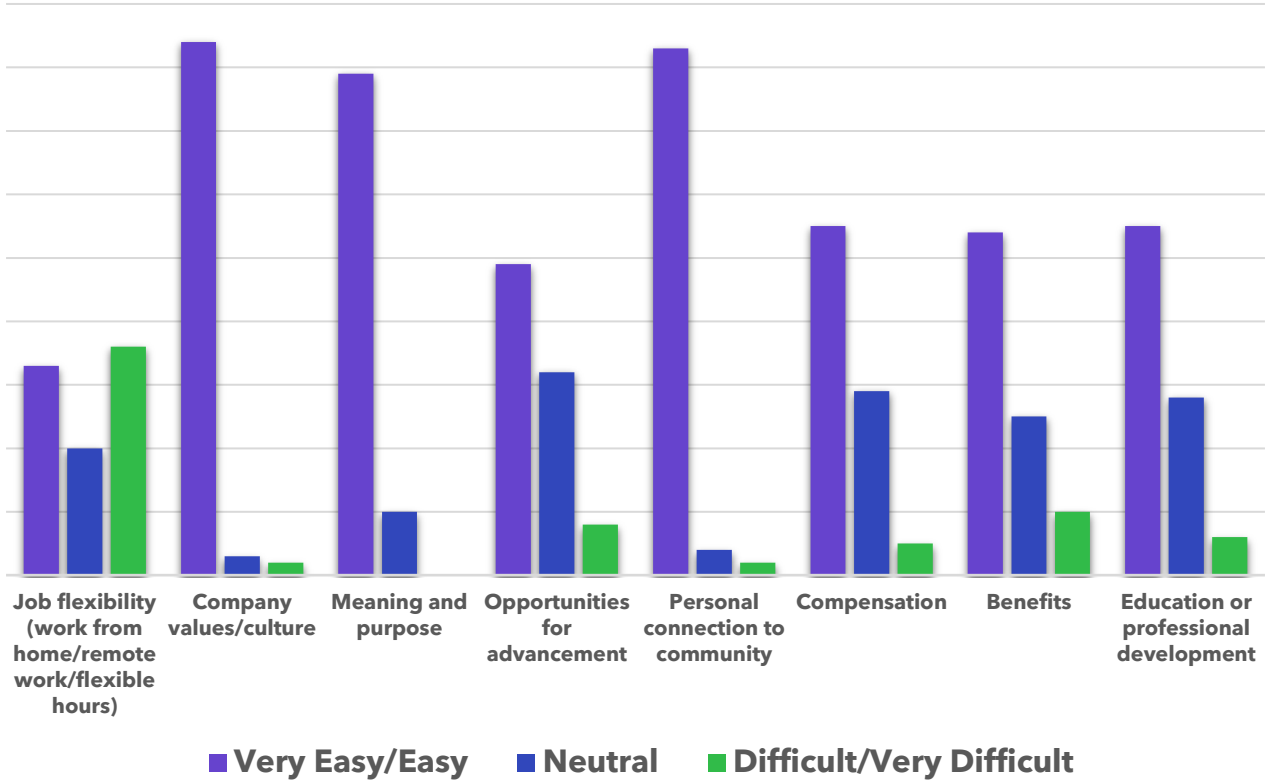
VERY EASY/EASY OR NEUTRAL TO:

- **Give opportunities for Advancement**
- **Compensation/Benefits**
- **Professional Development**



WHAT'S CHALLENGING?

Job flexibility is the most challenging area for businesses in the county.

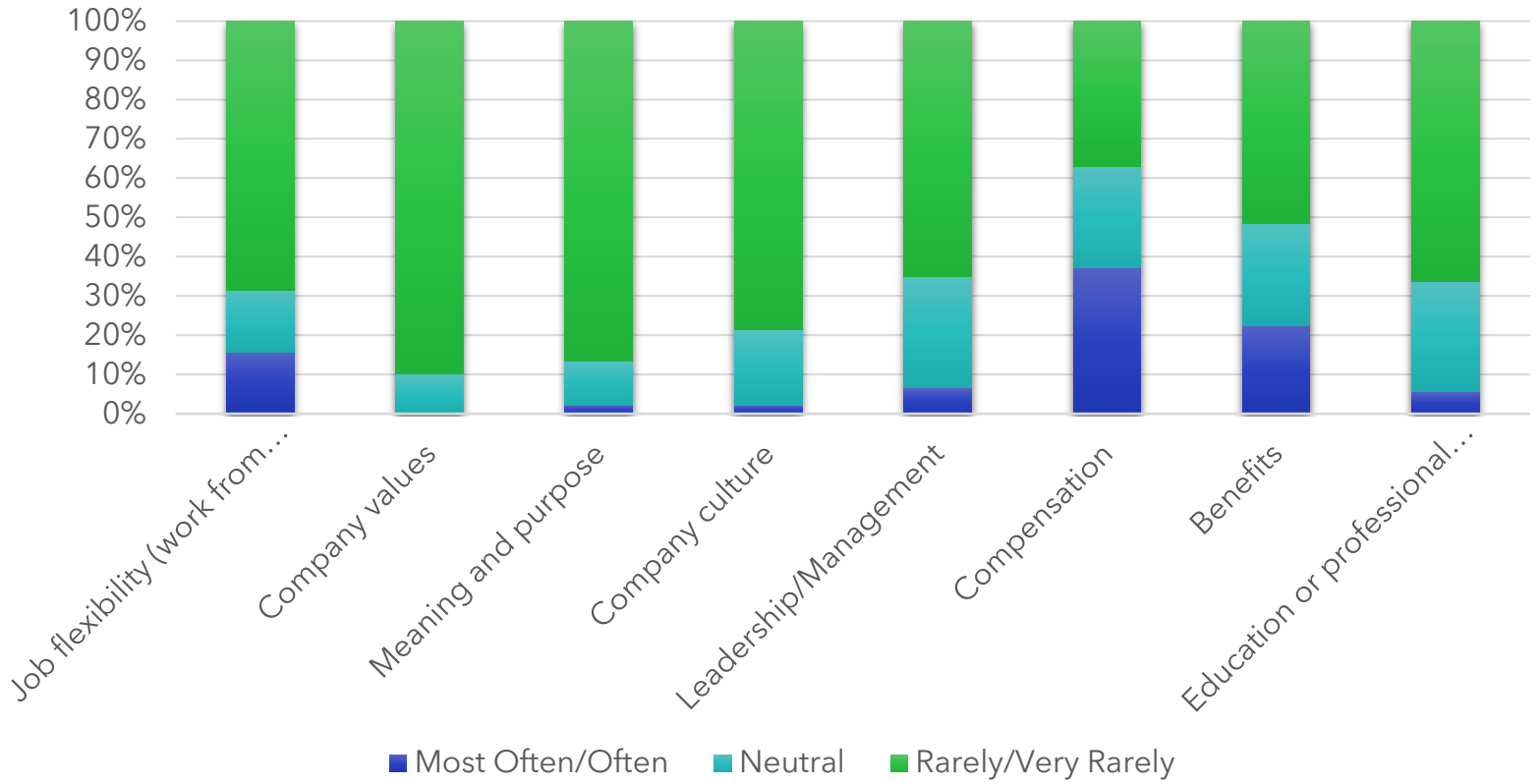


WHY ARE EMPLOYEES LEAVING?

Most frequently cited reasons for past employees for leaving your company.

Top Reasons for Leaving:

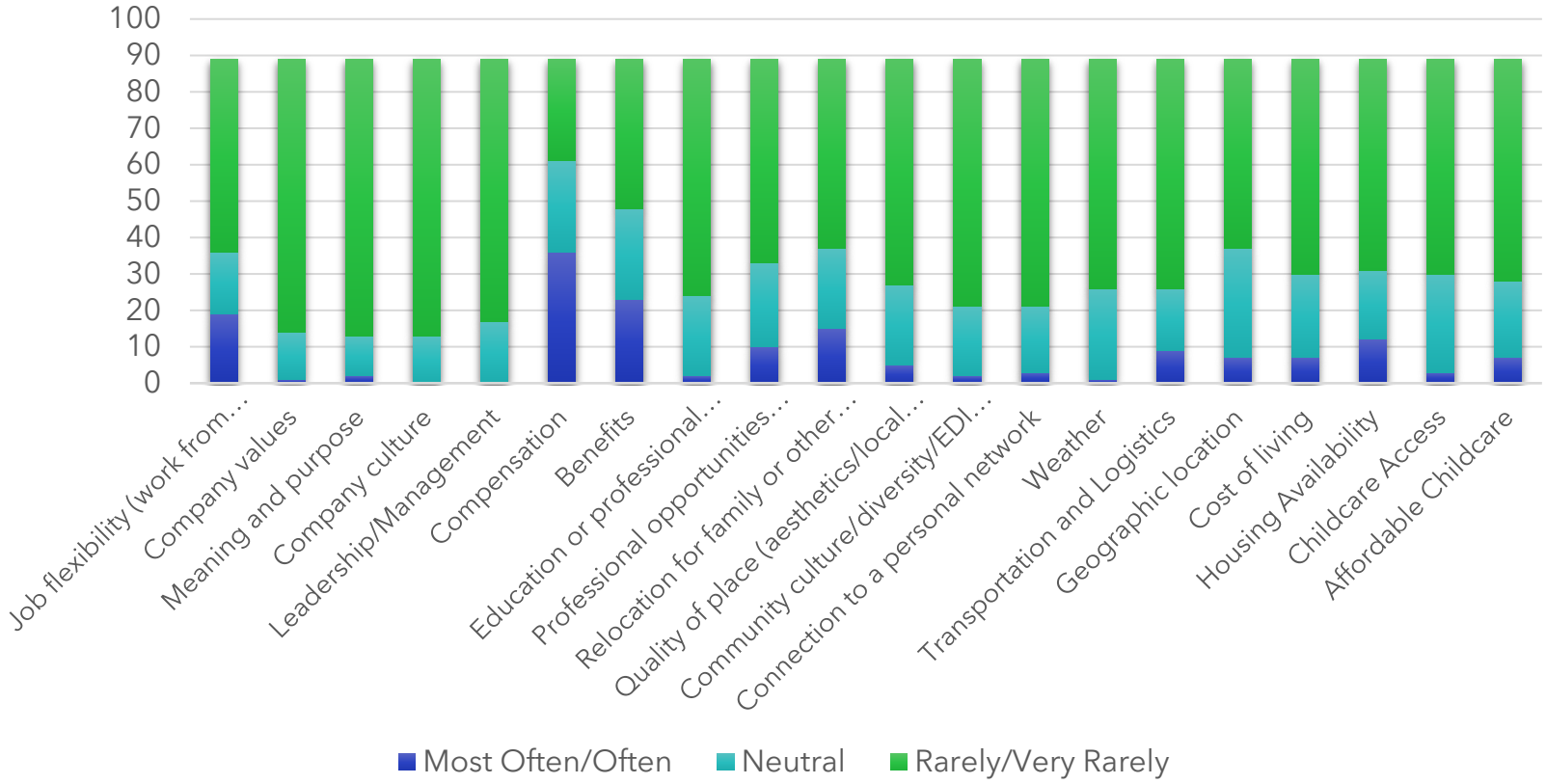
1. **Compensation**
2. **Job Flexibility**
3. **Benefits**



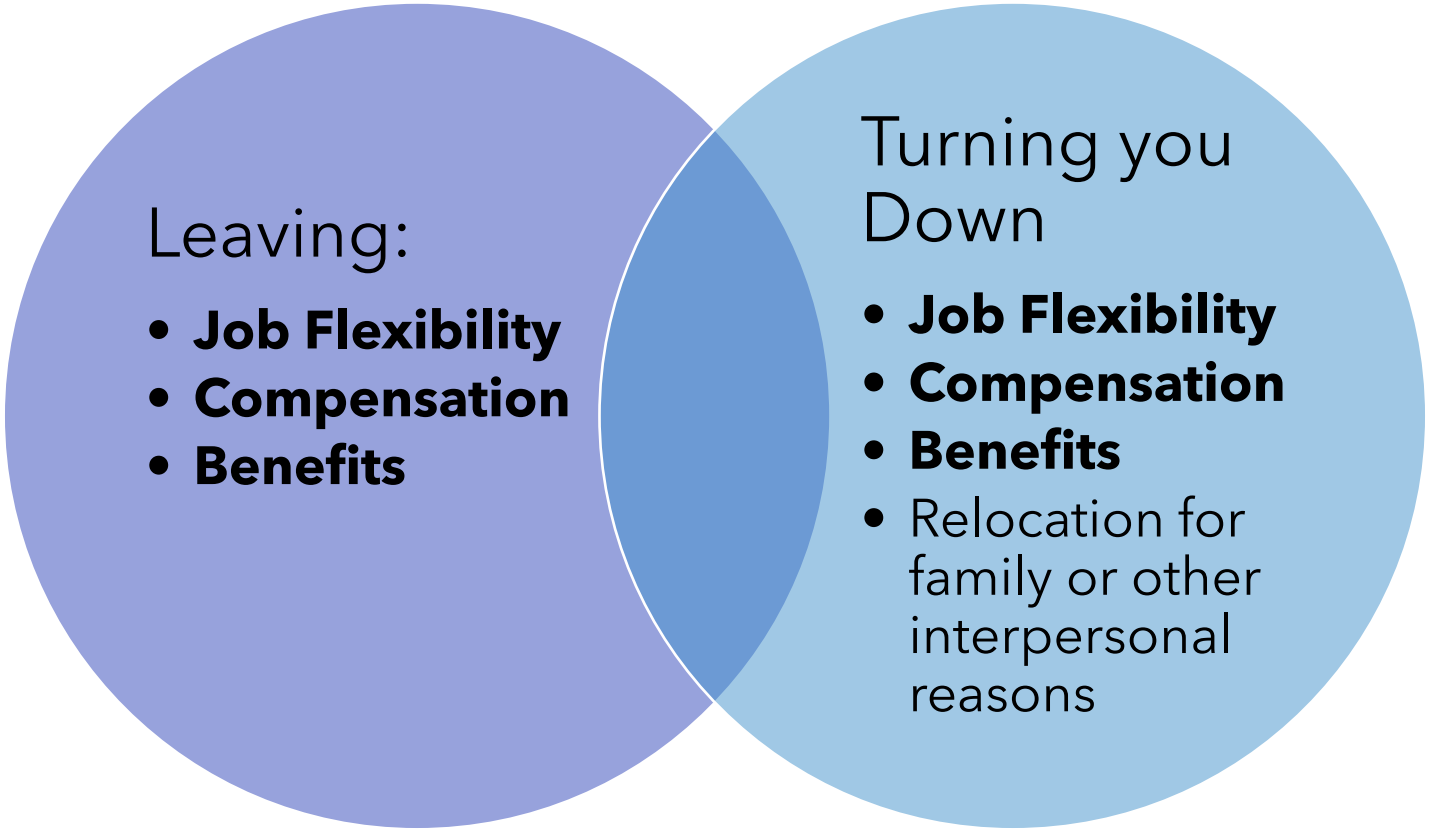
WHY ARE EMPLOYEES TURNING EMPLOYERS DOWN?

Most frequently cited reasons for *prospective employees not accepting employment*:

1. **Compensation**
2. **Benefits**
3. **Job Flexibility**
4. **Relocation for Family or Interpersonal Reasons**
5. **Housing Availability**



WHY ARE EMPLOYEES LEAVING AND TURNING YOU DOWN?

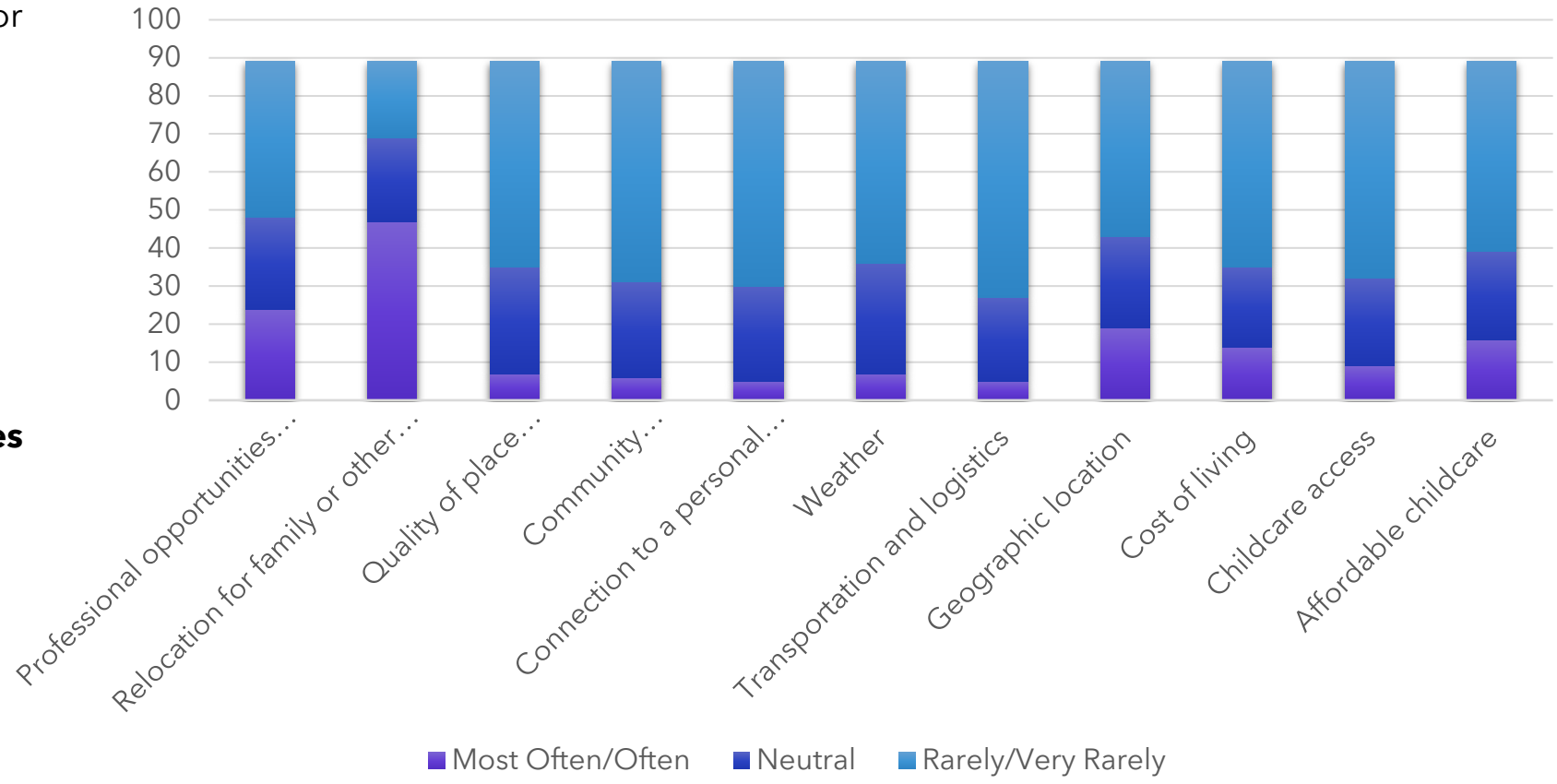


WHY ARE EMPLOYEES LEAVING THE COMMUNITY?

Most frequently cited reasons for past employees for *leaving the community*.

Top Reasons:

1. **Relocation For Family Or Other Interpersonal Reasons**
2. **Professional Opportunities Otherwise Not Available Locally**
3. **Geographic Location**
4. **Cost Of Living**
5. **Affordable Childcare**



WHAT DO EMPLOYERS FEEL ARE ESSENTIAL WORKPLACE SKILLS?

Essential Workplace Skills: Please rate these from highest to least important with 1 being most important and 6 being least important. The results will provide valuable information to enhance local training programs and increase your employee's workplace skills. These skills were created with insights from over 140 employers and developed with industry professionals, Heartland Community College's Essential Workplace Skills (EWS) provide an intentional and consistent approach to soft-skills training.

Heartland Community College built this curriculum based off the 2017 feedback.

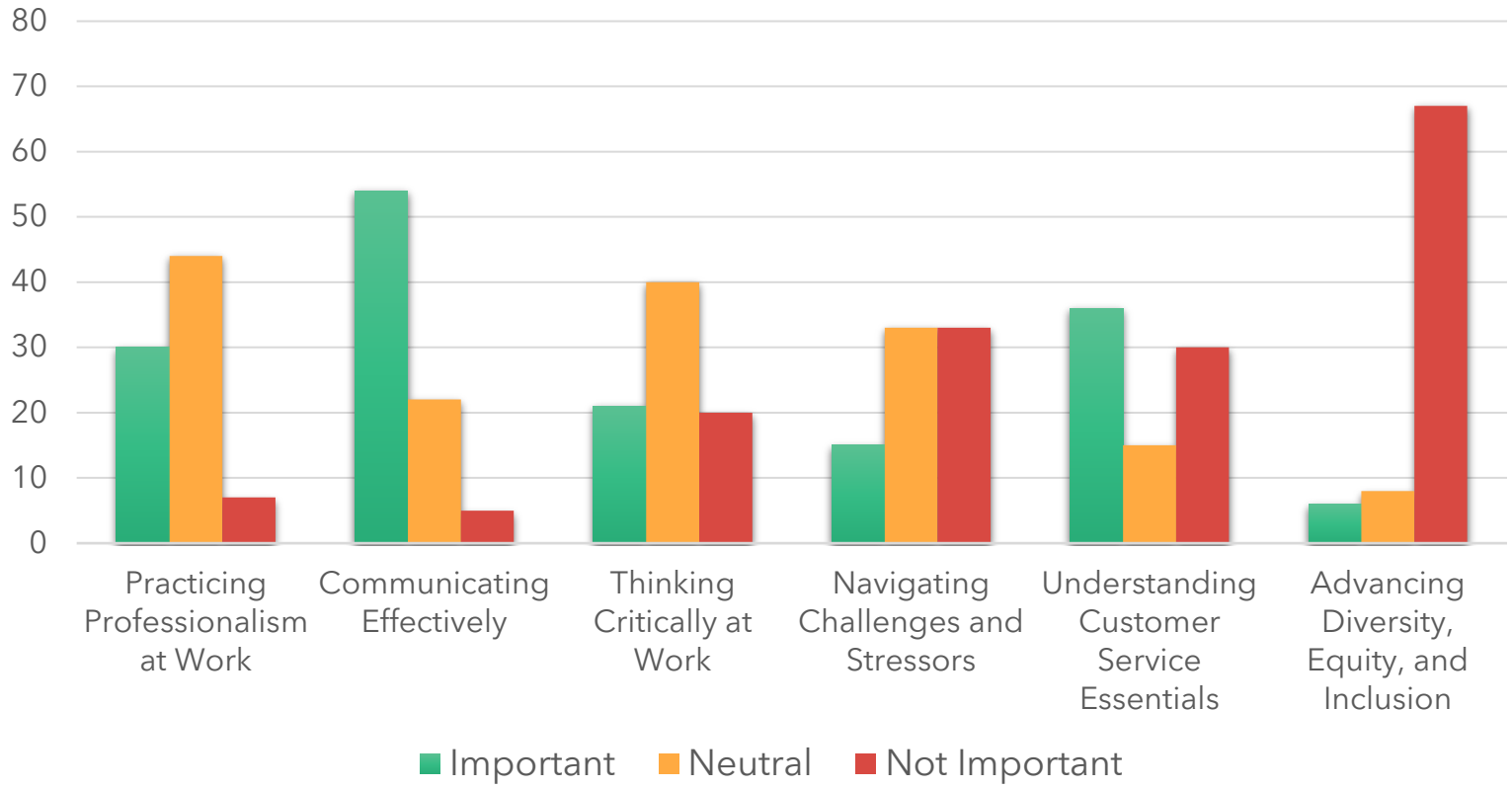
WHAT DO EMPLOYERS FEEL ARE ESSENTIAL WORKPLACE SKILLS?

Most Important Workplace Skills:

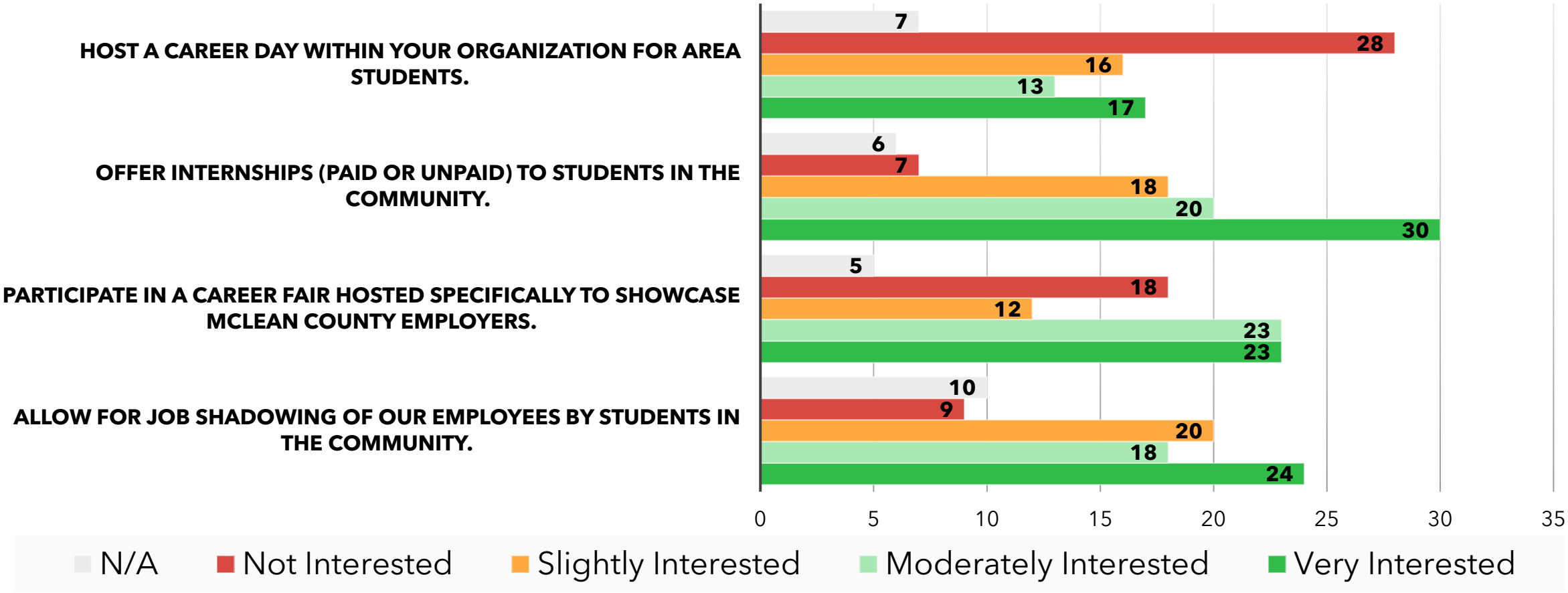
1. **Communicating Effectively**
2. **Understanding Customer Service Essentials**
3. **Practicing Professionalism at Work**

Less Important Essential Workplace Skills:

1. **Advancing Diversity, Equity, and Inclusion**
2. **Navigating Challenges and Stressors**
3. **Understanding Customer Service Essentials**



ENGAGING POTENTIAL EMPLOYEES



OBSERVATION: BASED ON THE DATA

- Businesses want to be here.
  - Are new businesses at the table? Is there a disconnect engaging new employers?
- Most employees are full-time.
  - Are employers allowing for flexibility when applicable.
- Employers feel they can convey their meaning and purpose and advancement, but employees are leaving the community for opportunities elsewhere.
- Employers need communication and customer service skills.
  - 2017 data indicted this was growth and it still is.
- Employees are most likely to leave or turn down opportunities due to benefits, compensation, and job flexibility.
- Engaging potential employees; internships, apprenticeships, job shadowing.

RECOMMENDATIONS

- Review Compensation and Benefits
- Explore increasing Flexibility
- Explore Diversity, Equity, and Inclusion
- Better understand the importance of understanding employee needs.
- Engage university populations.
- Employ career awareness opportunities and career pathways with the local education systems.

What else can our community offer?

- Explore Recreational / Entertainment Growth Opportunities
- Place importance on diversity, equity and inclusion to create sustainable growth in the community and workforce.
- Explore apprenticeship opportunities and funding.

THANK YOU.

McLean County Chamber of Commerce

icsps impacting educational equity

Illinois Center for Specialized Professional Support,
Illinois State University, College of Education