

BUSINESS WORKFORCE SURVEY



The
Business
Council

WE ARE YOUR DOL



Department
of Labor

NOTE: This document is to help a survey taker gather and prepare answers in advance of completing the survey online. Printed paper or PDF forms will not be accepted.

To complete the survey, please visit: [research.net/r/Business Survey 2021](https://research.net/r/Business_Survey_2021)

Business Information

1. Contact Information

- Name*
- Email Address*
- Title
- Position Level (Executive, Vice President, Director, Senior Manager, Manager, Other)
- Business Name/DBA
- Phone Number
- In what zip code is your primary business location or headquarters?

2. Do you represent a single location or multiple locations?

- I am responding on behalf of multiple locations in New York State
- I represent an individual location and there is only one location in the state
- I represent an individual location and other locations will respond separately

3. How many locations does your business have in New York State?

- Enter the zip code for any location(s) for which you are responding

4. What is your business's FEIN (Federal Employer Identification Number) (optional)

4a. Primary industry (if no FEIN submitted)

- Agriculture, Forestry, Fishing, and Hunting (NAICS 11)
- Mining (NAICS 21)
- Construction (NAICS 23)
- Manufacturing (NAICS 31-33)
- Wholesale Trade (NAICS 42)
- Retail Trade (NAICS 44-45)
- Transportation and Warehousing (NAICS 48-49)
- Utilities (NAICS 22)
- Information (NAICS 51)
- Finance and Insurance (NAICS 52)
- Real Estate and Rental and Leasing (NAICS 53)
- Professional, Scientific and Technical Services (NAICS 54)
- Management of Companies and Enterprises (NAICS 55)
- Administrative and Waste Services (NAICS 56)
- Educational Services (NAICS 61)
- Health Care and Social Assistance (NAICS 62)
- Arts, Entertainment, and Recreation (NAICS 71)
- Accommodation and Food Services (NAICS 72)
- Other Services (Except Public Administration) (NAICS 81)
- Unsure

4b. Secondary Industry (if no FEIN submitted and if applicable)

5. Roughly, what was your total business revenue in 2019?

- \$100,000 or less
- \$100,001 - \$250,000
- \$250,001 - \$500,000
- \$500,001 - \$1,000,000
- \$1,000,001 - \$5,000,000
- \$5,000,001 - \$10,000,000
- More than \$10,000,000

6. Roughly, what was your total business revenue in 2020?

- Same options as #5

7. At the end of 2020, was your business operating at a profit, break-even or at a loss?

- At a profit
- At break-even
- At a loss
- Unsure/Decline to answer

Impact of COVID

8. What, if any, of the following strategies have you employed to cope with the impact of the pandemic (select all that apply)?

- Temporarily reduced employment
- Permanently laid off employees
- Reduced employee hours
- Salary reductions
- Added employee hours
- Shifted employees within the business
- Teleworking/telecommuting
- Purchased laptops/other equipment for staff
- Rescheduling of bank loans
- Customized / new products
- Started sourcing from new suppliers
- Filed for bankruptcy
- DOL Shared Work Program (layoff aversion)
- Federal loans
- Increase marketing efforts
- Online sales
- Renegotiated vendor contracts
- Renegotiated labor contracts
- Renegotiated other contracts
- Added delivery options
- Added take-out/pick-up options
- Expanded or began offering child care/on-site classroom options
- None
- Other (please specify)

9. What percentage of your staff are working remotely at least 2 days per week? What do you anticipate in 6 months? 12 months?

- Current: percentage
- 6 months: percentage
- 12 months: percentage

10. How are you maintaining a team effort/collaboration/effective communication?

- In-person meetings
- Conference calls
- Video conferencing (Zoom, WebEx, Teams, etc.)
- Periodic staff emails
- Other (please specify)

11. In the next 12-24 months, are you considering reducing or expanding your physical footprint (e.g. office space, facility space)?

- Reducing physical footprint
- Increasing physical footprint
- Stay the same/undecided

Staffing and Future Growth

12. When fully staffed (i.e. not when operating under restrictions), how many employees do you have (only for the location(s) for which you're responding)?

- Full-time employees (30+ hours per week)
- Part-time employees (fewer than 30 hours per week)
- Third-party/contract workers (30+ hours per week)
- Third-party/contract workers (fewer than 30 hours per week)

13. Please list the positions you expect to change over the next 12 months, either in increase/decrease in hours (i.e. hourly staff) or in headcount, whichever is more relevant to the position.

13a. Please list the top five positions with the biggest increase, along with job title and quantity for each position. (Specify if change is hourly or headcount)

13b. Please list the top five positions with the biggest decrease, along with job title and quantity for each position. (Specify if change is hourly or headcount)

14. Are you implementing or considering implementing additional digital automation (i.e. workflow automation, new software, information routing, etc.) in the next 12-24 months?

- Yes
- No

15. Are you implementing or considering implementing additional robotics in the next 12-24 months?

- Yes
- No

16. If you answered Yes to implementing digital automation or robotics, what type and why?

17. Do you use or are you considering using virtual, third-party or offshore services such as:

- Billing/Records
- Human Resources
- Customer Service/Help Desk
- No. We are not considering these options at this time.
- Other (please specify)

18. Which are the most difficult types of positions for you to fill? Please list the job title and reason why it is difficult to fill.

19. Which are the most difficult types of positions for you to retain? Please list the job title and the reason it is difficult to retain.

20. How often do you assess your job descriptions and minimum hiring requirements (i.e. requiring a high school diploma or a college degree)?

- Every 6 months
- Annually
- Every 3 years
- Every 5 years or longer

21. What specific industry recognized credentials or certificates does your company recognize or require (examples include a trade-specific professional certification, high school degree, apprenticeship program, etc.) Please list up to six of your top credentials, certificates, degrees, etc. These will NOT be ranked.

22. Broadly, what type of credentials or certificate programs do not currently exist in your region, that if they did, would allow you to broaden your candidate pool?

- Certificate Program(s)
- Job Title(s)

23. For which job titles are you most likely to prioritize experience or skills versus a certificate or degree? Enter up to six job titles. They will NOT be ranked.

24. When was the last time you (or an equivalent executive) went through your own hiring process (including filling out a job application, completing/reviewing new employee paperwork, etc.)?

- In the last 6 months
- In the last year
- In the last 3 years
- In the last 5 years or longer

25. What recruitment tools do you actively use (check all that apply).

- Third-party recruiter/head-hunter/staffing firm
- Company website
- NYS Dept. of Labor/NYS Job Bank/Jobs Express
- Monster
- Indeed
- LinkedIn
- ZipRecruiter
- Glassdoor
- Social Media
- Facebook
- Twitter
- Instagram
- Word of mouth / Networking through current employees / Referrals
- Direct campus recruiting/college fairs
- Career fairs
- Other (please specify)

26. What recruiting tools do you find the most successful (select your top three)?

- Same options as above

27. Generally, why are these tools the most successful?

- Least expensive
- Most user-friendly for hiring managers
- Provide the largest number of qualified candidates
- Provide a large number of diverse candidates
- Provide candidates who have historically stayed with the company longer
- Return the best talent
- Other (please specify)

28. New York State has no-cost programs and services that can save your business time and money. Which services would help your business most (select all that apply)?

- Help recruiting new workers
- Job postings
- Talent matching (finding qualified candidates)
- Virtual career fairs
- Best practices in virtual recruitment
- Layoff aversion (Shared Work)
- Hiring incentives
- Tax credits
- Training assistance to reskill or upskill existing employees
- Safety and health compliance questions
- Regulatory compliance assistance
- HR Consultation
- Unemployment Insurance compliance assistance
- Other (please specify)

29. Please rate your community workforce development providers based on strength of your relationship, 5 being the strongest, 1 being no relationship:

- Middle schools
- High schools
- P-TECH
- Career and Technical Education (CTE) programs/BOCES
- Libraries
- 2-year public colleges (SUNY/CUNY)
- 4-year public colleges (SUNY/CUNY)
- Private colleges (2- or 4-year programs)
- Labor union training
- Local workforce development board(s)
- Non-profit/private training providers
- Other (please specify)

30. Apart from this survey, when was the last time you were approached by a regional training provider to discuss your current hiring needs?

- In the last 3 months
- In the last 6 months

- In the last year
- In the last 3 years
- In the last 5 years, longer or never

Training

31. What training do you offer your new or existing employees (select all that apply)?

- On-boarding training
- On-the-job training
- Job shadowing
- Job rotation
- Third-party online learning/professional development
- In-house online learning/professional development
- Simulation employee training
- Mentoring/coaching
- Registered Apprenticeship programs
- Lunch-and-learns or similar programs
- Group discussions/activities
- Management/leadership development or training (internally or externally)
- Case studies/required reading
- Games-based training
- Other (please specify)

32. What training would you like to offer your employees that you are currently unable?

- Same list as above

33. Are there any specific certifications you would like to offer your current employees but are unable (list as many as are relevant, separating with a comma)?

34. What are the biggest barriers to providing additional training (select all that apply)?

- I don't know what is needed
- I don't know what is available
- Poor quality of available training
- Lack of funding
- Too expensive
- Can't find the training/training does not exist
- Training needs change too frequently to be relevant
- Staff members don't have the time
- Management doesn't have the time
- Other (please specify)

35. What are successful training or education partnerships for incumbent workers you would like to see expanded or replicated?

36. What are successful training or education partnerships that are a source of strong job candidates you would like to see expanded or replicated?

37. If assistance were available to create a no-cost online training curriculum for potential job candidates to close common skill gaps, which skills and/or job titles would you prioritize?

Skills

38. What non-technical skills do you find commonly lacking among job applicants or new employees?

- Communication skills
- Problem-solving/critical thinking
- English skills/grammar
- Basic math skills
- Personal awareness
- Teamwork
- Customer service
- Attention to detail
- Leadership
- Self-motivation
- Organization
- Creativity/Innovation
- Time management
- Timeliness/attendance
- Decision-making
- Conflict management
- Resourcefulness
- Ability to take criticism
- Other (please specify)

39. What technical/digital skills do you find commonly lacking among job applicants or new employees (select all that apply)?

- Basic computer use/computer literacy
- Typing
- Email
- Software proficiency in Excel
- Software proficiency in Word
- Virtual meeting platforms
- Social Media platforms
- Marketing / Online Marketing / Branding
- Sales / Online Sales
- Data analysis
- Graphic Design
- Coding in Java
- Coding in Javascript
- Coding in C++ / C#
- Coding in HTML
- Coding in Python
- Coding in Ruby
- Coding in SQL
- Coding in IOT
- Coding in Blockchain
- IT Networking
- Network security / Cybersecurity

- Computer-Aided Design
- Electrical technical skills / electrical engineering
- Mechanical technical skills / mechanical engineering
- Chemical technical skills / chemical engineering
- Electronic health record software
- Telemetry
- Other (please specify)

40. What skills are easiest to recruit for (select all that apply)?

- Combined above lists

41. What skills are most difficult to recruit for (select all that apply)?

- Same options as 40

42. Do you have job candidates complete a digital assessment (i.e. a screening to test computer capabilities)?

- Yes
- No
- If yes, which?

43. What are the most common barriers that prevent you from hiring a job candidate or prevent them from taking a job?

- Transportation
- Child care
- Scheduling
- Access to technology (for remote workers)
- Lack of driver's license
- Lack of certificate
- Justice-involved/past incarceration
- Gaps in employment
- Absence of professional recommendations or referrals
- Lack of experience
- Insufficient education/training
- Gap in salary and wage expectations
- Cannot pass drug screening
- Cannot pass background check
- Self-motivation, initiative
- Other (please specify)

Human Resources

44. What strategies have you employed to help your employees cope with the pandemic crisis?

- Increased flexibility overall
- Wellness days or workshops
- Training on virtual tools
- Supporting effective communication in a virtual world
- Foster positive coping strategies in and outside of work, etc.)
- Other

45. What is your average cost of recruitment per year?

- \$25,000 or less
- \$25,001 - \$50,000
- \$50,001-\$100,000
- \$100,001 - \$250,000
- \$250,001 or more

46. To the best of your knowledge, how would you rate your wages compared to regional market wages?

- We pay better than other nearby similar businesses
- We pay the same as other nearby similar businesses
- We pay less than other nearby similar businesses
- I don't know how we compare to other nearby similar businesses

Conclusion

47. Would you be interested in taking part in a virtual roundtable or private virtual meeting or phone call to discuss your responses in greater detail?

- Yes
- No

48. Is there any question you weren't asked or additional piece of information you wish to include?