

JULY 2021

**BUSINESS
WORKFORCE
SURVEY
RESULTS**



**The
Business
Council**

WE ARE YOUR DOL



Transforming New York's World of Work

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OVERVIEW

In March 2021, the New York State Department of Labor and The Business Council of New York State partnered to conduct a comprehensive survey of New York State businesses focused on workforce development.

The goals of this survey were to:

- Understand the current and anticipated future needs of the business community, specifically as they relate to hiring needs, skills gaps and training.
- Better outline, based on data, where and how to position resources related to training and hiring programs and initiatives.

Most survey questions were optional, but businesses were encouraged to answer as many as possible. Percentages listed represent a percentage of the total participants for that individual question, not all survey participants.

In total, **1,950 unique businesses** responded to the survey, representing **8,355** business locations that employ more than **130,000 workers**. The breakdown of region and major industry group is below.

Participation by Region

Region	
Capital Region	11%
Central New York	9%
Finger Lakes	14%
Hudson Valley	9%
Long Island	7%
Mohawk Valley	6%
New York City	11%
North Country	7%
Southern Tier	10%
Western New York	17%

Participation by Industry

Industry	
Accommodation and Food Services	7%
Administrative and Waste Services	5%
Agriculture, Forestry, Fishing, and Hunting	1%
Arts, Entertainment, and Recreation	3%
Construction	8%
Educational Services	5%
Finance and Insurance	3%
Health Care and Social Assistance	13%
Information	1%
Management of Companies and Enterprises	<1%
Manufacturing	21%
Mining	<1%
Other Services (Except Public Administration)	9%
Professional, Scientific and Technical Services	6%
Real Estate and Rental and Leasing	2%
Retail Trade	5%
Transportation and Warehousing	4%
Utilities	<1%
Wholesale Trade	5%

IMPACT OF THE PANDEMIC

How did businesses cope with the impact of the COVID-19 pandemic?

Strategies Employed

Teleworking/telecommuting	49%
Temporarily reduced employment	43%
Federal loans	40%
Reduced employee hours	32%
Shifted employees within the business	32%
Purchased laptops/other equipment for staff	31%
Increase marketing efforts	23%
Permanently laid off employees	19%
Customized/new products	15%
Started sourcing from new suppliers	15%
Renegotiated vendor contracts	13%
Online sales	12%
Added take-out/pick-up options	12%
Added employee hours	11%
Salary reductions	11%
Rescheduling of bank loans	11%
Added delivery options	7%
Shared Work Program	7%
Renegotiated other contracts	7%

How did businesses help their employees cope with the COVID-19 pandemic?

Strategies Employed

Increased flexibility overall	88%
Supporting effective communication in a virtual world	40%
Foster positive coping strategies in and outside of work	36%
Training on virtual tools	21%



AUTOMATION

In the next 12-24 months, **32% of businesses statewide** are considering implementing some form of **digital automation**. Examples include:

- Customer relationship management (CRM)
- Document management
- HR/Payroll processing
- Inventory control
- Marketing automation
- Medical record system
- Project management
- Point of sale (POS) system
- Online ordering
- Workflow automation

In the next 12-24 months, **10% of businesses statewide** are considering implementing some form of **robotic automation**. Examples include:

- Computer numerical control (CNC) machines
- Palletizers
- Production automation
- Robotic cameras
- Robotic sprayers
- Robotic welders

SPACE NEEDS

In the next 12-24 months, **7% of businesses statewide** are considering **reducing** their physical footprint.

In the next 12-24 months, **17% of businesses statewide** are considering **increasing** their physical footprint.

In the next 12-24 months, **76% of businesses statewide** say their space needs will **stay the same** or they are still **undecided**.

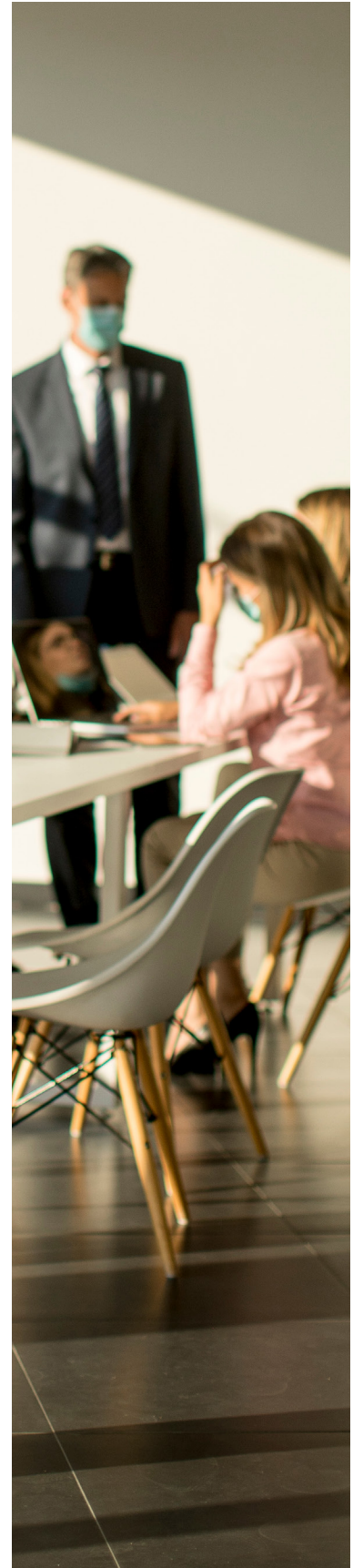
RECRUITING WORKERS

Of the positions that are most difficult to fill, businesses said these were the top reasons why they were difficult to fill:

Reasons	
Lack of qualified candidates	48%
Availability of supplemental benefits	15%
Compensation	9%
Lack of applicants	9%
Nature of work	5%
Competitive job market	3%
Shift/Schedule	2%

The most common barriers that prevent a business from hiring a job candidate or prevent the candidate from taking a job are:

Barrier	
Lack of experience	56%
Self-motivation, initiative	37%
Gap in salary and wage expectations	34%
Transportation	30%
Insufficient education/training	29%
Cannot pass drug screening	21%
Child care	19%
Scheduling	19%
Lack of driver's license	19%
Gaps in employment	16%
Cannot pass background check	14%



FINDING TALENT

Businesses ranked their most used and most successful recruitment resources:

Popular Recruitment Tools

Word of mouth/Networking through current employees/Referrals	78%
Indeed	73%
Company website	62%
NYS Dept. of Labor/NYS Job Bank/ Jobs Express	48%
Facebook	46%
Social Media (all)	37%
LinkedIn	36%
Third-party recruiter/head-hunter/ staffing firm	31%
Career fairs	27%
Direct campus recruiting/college fairs	22%
ZipRecruiter	17%
Instagram	10%
Monster	9%
Glassdoor	8%
Twitter	7%
Craigslist	3%
Local Media	3%

Most Successful Recruitment Tools

Word of mouth/Networking through current employees/Referrals	58%
Indeed	52%
Company website	17%
Facebook	17%
Third-party recruiter/head-hunter/ staffing firm	14%
Social Media (all)	13%
NYS Dept. of Labor/NYS Job Bank/ Jobs Express	10%
LinkedIn	9%
Career Fairs	6%

Why are these tools most successful for businesses?

They provide the largest number of **qualified candidates** (57%)

They are the **least expensive** (32%)

They provide the largest number **diverse candidates** (29%)

RECRUITING FOR SKILLS

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

- Every 6 months (44%)
- Annually (20%)
- Every 3 years (14%)
- Every 5 years or longer (23%)

Businesses identified both technical and non-technical skills lacking among job applicants and new employees:

Non-Technical Skills		Technical Skills	
Communication skills	66%	Basic computer use/computer literacy	47%
Self-motivation	64%	Software proficiency in Excel	39%
Problem-solving/critical thinking	63%	Software proficiency in Word	23%
Attention to detail	58%	Mechanical technical/engineering	23%
Timeliness/attendance	51%	Email	19%
Time management	44%	Typing	18%
Ability to take criticism	40%	Electrical technical/engineering	18%
Personal awareness	34%	Marketing/Online marketing/Branding	15%
Conflict management	33%	Data analysis	15%
English skills/grammar	31%	Virtual meeting platforms	14%
Teamwork	31%	Sales/Online Sales	14%
Basic math skills	30%		
Leadership	28%		
Decision-making	27%		
Organization	27%		
Customer service	24%		

What skills are most difficult to recruit for?

Problem-solving/critical thinking	48%	Ability to take criticism	26%
Self-motivation	46%	Conflict management	24%
Attention to detail	41%	Personal awareness	23%
Timeliness/attendance	35%	Decision-making	22%
Time management	29%	Organization	18%
Leadership	29%	Creativity/Innovation	18%
Communication skills	28%	Resourcefulness	18%
Teamwork	27%	Customer service	18%

MISSING LINKS

Businesses rated the strength of relationship they have with various community workforce development providers:

4-year public colleges (SUNY/CUNY)



Career and Technical Education (CTE) programs/BOCES



2-year public colleges (SUNY/CUNY)



Private colleges (2- or 4-year programs)



High schools



Local workforce development board(s)



Non-profit/private training providers



P-TECH



Labor Union training



Middle schools



Libraries



When was the last time you were approached by a local training provider?

- In the last **3 months** (11%)
- In the last **6 months** (6%)
- In the last **year** (12%)
- In the last **3 years** (12%)
- In the last **5 years, longer or never** (58%)

TRAINING

Businesses identified the types of training they offer to new and existing employees and the types of training they wish to offer, but are unable:

Training Offered	
On-the-job training	93%
On-boarding training	59%
Job shadowing	52%
Mentoring/coaching	50%
In-house online learning/professional development	36%
Third-party online learning/professional development	32%
Management/leadership development or training	31%
Group discussions/activities	23%
Job rotation	23%
Lunch-and-learns or similar programs	17%
Registered Apprenticeship program	8%

Training Desired, but Not Provided	
Management/leadership development or training (internally/externally)	31%
Third-party online learning/professional development	24%
Registered Apprenticeship programs	22%
Simulation employee training	21%
In-house online learning/professional development	18%
Lunch-and-learns or similar programs	18%
Mentoring/coaching	16%
Games-based training	14%
On-the-job training	13%

What are the biggest barriers to providing additional training?

- **Staff members** don't have the time (52%)
- Lack of **funding** (41%)
- **Management** doesn't have the time (40%)
- They are **too expensive** (36%)
- I **don't know** what is available (24%)
- Can't find the training/training **does not exist** (22%)

SECTOR-BASED RESULTS

Sector-based results are presented here only for the questions that had either a statistical significantly different response from the statewide data, or where a sector-based response was relevant.

AUTOMATION

In the next 12-24 months, **32% of businesses statewide** are considering implementing some form of **digital automation**. Examples include:

- Customer relationship management (CRM)
- Document management
- HR/Payroll processing
- Inventory control
- Marketing automation
- Medical record system
- Project management
- Point of sale (POS) system
- Online ordering
- Workflow automation

SECTOR-BASED IMPLEMENTATION OF DIGITAL AUTOMATION

Digital Automation

Manufacturing/Construction		Health Care		All Other Industries	
Yes	34%	Yes	27%	Yes	32%
No	66%	No	73%	No	68%

SECTOR-BASED RESULTS

In the next 12-24 months, **10% of businesses statewide** are considering implementing some form of **robotic automation**. Examples include

- Computer numerical control (CNC) machines
- Palletizers
- Production automation
- Robotic cameras
- Robotic sprayers
- Robotic welders

SECTOR-BASED IMPLEMENTATION OF ROBOTIC AUTOMATION

Robotic Automation

Manufacturing/Construction		Health Care		All Other Industries	
Yes	22%	Yes	3%	Yes	7%
No	78%	No	97%	No	93%

SPACE NEEDS

Estimated space needs in the next 12-24 months, by sector:

	Manufacturing/ Construction	Health Care	All Other Industries
Reducing physical footprint	5%	12%	7%
Increasing physical footprint	17%	16%	18%
Stay the same/undecided	78%	72%	75%

RECRUITING WORKERS

Which positions are most difficult to fill?

Manufacturing/Construction	Health Care	All Other Industries
Laborer	Registered Nurse	Sales
Machine Operator	Licensed Practical Nurse	Driver
Engineer	Direct Support Professional	Cook
Machinist	Personal Care Aide	Laborer
Skilled Trades	Certified Nurse Aide	Mechanic
Toolmaker	Home Health Aide	Warehouse
Production Worker	Psychiatrist	Cleaner
Project Manager	Dietary Aide	Maintenance
Production	Teacher Assistant	Housekeeper
Mechanic	Medical Technologist	Automotive Technician
Assembler	Driver	Engineer
CNC Operator	Housekeeper	Server

The most common barriers (by sector) that prevent a business from hiring a job candidate or prevent the candidate from taking a job are:

Barriers in Manufacturing/Construction (Statewide)

Lack of experience	55%
Self-motivation, initiative	36%
Insufficient education/training	31%
Gap in salary and wage expectations	30%
Transportation	27%
Cannot pass drug screening	24%
Gaps in employment	16%
Lack of driver's license	16%
Child care	14%
Scheduling	12%
Cannot pass background check	10%
Absence of professional recommendations or referrals	7%
Justice-involved/past incarceration	6%
Lack of certificate	4%
Access to technology (for remote workers)	1%

SECTOR-BASED RESULTS

Barriers in Health Care (Statewide)

Lack of experience	50%
Gap in salary and wage expectations	39%
Scheduling	36%
Insufficient education/training	36%
Child care	34%
Transportation	33%
Cannot pass background check	33%
Self-motivation, initiative	28%
Lack of driver's license	23%
Lack of certificate	20%
Cannot pass drug screening	20%
Justice-involved/past incarceration	14%
Gaps in employment	13%
Absence of professional recommendations or referrals	11%
Access to technology (for remote workers)	5%

Barriers in All Other Industries (Statewide)

Lack of experience	56%
Self-motivation, initiative	38%
Gap in salary and wage expectations	35%
Transportation	30%
Insufficient education/training	26%
Child care	20%
Scheduling	20%
Cannot pass drug screening	19%
Lack of driver's license	19%
Gaps in employment	17%
Cannot pass background check	12%
Absence of professional recommendations or referrals	8%
Lack of certificate	7%
Justice-involved/past incarceration	6%
Access to technology (for remote workers)	3%

RECRUITING FOR SKILLS

Businesses identified both technical and non-technical skills lacking among job applicants and new employees:

Manufacturing/Construction

Non-Technical Skills Lacking		Technical Skills Lacking	
Problem-solving/critical thinking	69%	Basic computer use/computer literacy	49%
Self-motivation	69%	Mechanical technical skills/engineering	44%
Communication skills	64%	Electrical technical skills/engineering	34%
Attention to detail	62%	Software proficiency in Excel	32%
Timeliness/attendance	58%	Email	17%
Basic math skills	46%	Computer-Aided Design	17%
Ability to take criticism	40%		
Time management	39%		
Personal awareness	35%		
Conflict management	31%		
Teamwork	30%		
English skills/grammar	29%		
Organization	28%		
Decision-making	28%		
Leadership	27%		
Creativity/innovation	25%		
Resourcefulness	24%		



Health Care

Non-Technical Skills Lacking		Technical Skills Lacking	
Communication skills	78%	Basic computer use/literacy	57%
Self-motivation	63%	Software proficiency in Excel	57%
Problem-solving/critical thinking	61%	Software proficiency in Word	41%
Attention to detail	61%	Email	27%
Time management	59%	Virtual meeting platforms	21%
Conflict management	59%	Electronic health record software	20%
Timeliness/attendance	52%	Data analysis	19%
Ability to take criticism	45%		
Teamwork	44%		
Personal awareness	40%		
English skills/grammar	37%		
Leadership	37%		
Customer service	32%		
Organization	32%		
Decision-making	27%		
Basic math skills	25%		
Resourcefulness	24%		



All Other Industries

Non-Technical Skills Lacking		Technical Skills Lacking	
Communication skills	65%	Basic computer use/computer literacy	44%
Self-motivation	62%	Software proficiency in Excel	41%
Problem-solving/critical thinking	62%	Software proficiency in Word	23%
Attention to detail	57%	Typing	20%
Timeliness/attendance	48%	Email	19%
Time management	45%	Sales/Online Sales	19%
Ability to take criticism	41%	Marketing/Online Marketing/Branding	18%
Personal awareness	33%		
English skills/grammar	31%		
Conflict management	29%		
Teamwork	29%		
Decision-making	28%		
Leadership	27%		
Organization	26%		
Customer service	26%		
Basic math skills	24%		



SECTOR-BASED RESULTS

What skills are most difficult to recruit for?

Manufacturing/Construction		Health Care	
Problem-solving/critical thinking	53%	Problem-solving/critical thinking	49%
Self-motivation	50%	Self-motivation	49%
Attention to detail	42%	Conflict management	40%
Timeliness/attendance	40%	Attention to detail	36%
Time management	28%	Time management	36%
Teamwork	27%	Ability to take criticism	35%
Communication skills	25%	Timeliness/attendance	33%
Leadership	25%	Personal awareness	32%
Basic math skills	24%	Teamwork	32%
Decision-making	24%	Communication skills	31%
Ability to take criticism	24%	Leadership	28%
Personal awareness	23%	Organization	21%
Mechanical technical/engineering	21%	Decision-making	21%
Conflict management	20%		
All Other Industries			
Problem-solving/critical thinking	45%		
Self-motivation	44%		
Attention to detail	43%		
Timeliness/attendance	33%		
Leadership	32%		
Time management	30%		
Communication Skills	30%		
Teamwork	27%		
Ability to take criticism	27%		
Conflict management	24%		
Customer service	23%		
Decision-making	22%		
Personal awareness	21%		
Creativity/innovation	20%		

REGIONAL RESULTS

Regional results are presented here only for the questions that had either a statistical significantly different response from the statewide data, or where a regional response was relevant.

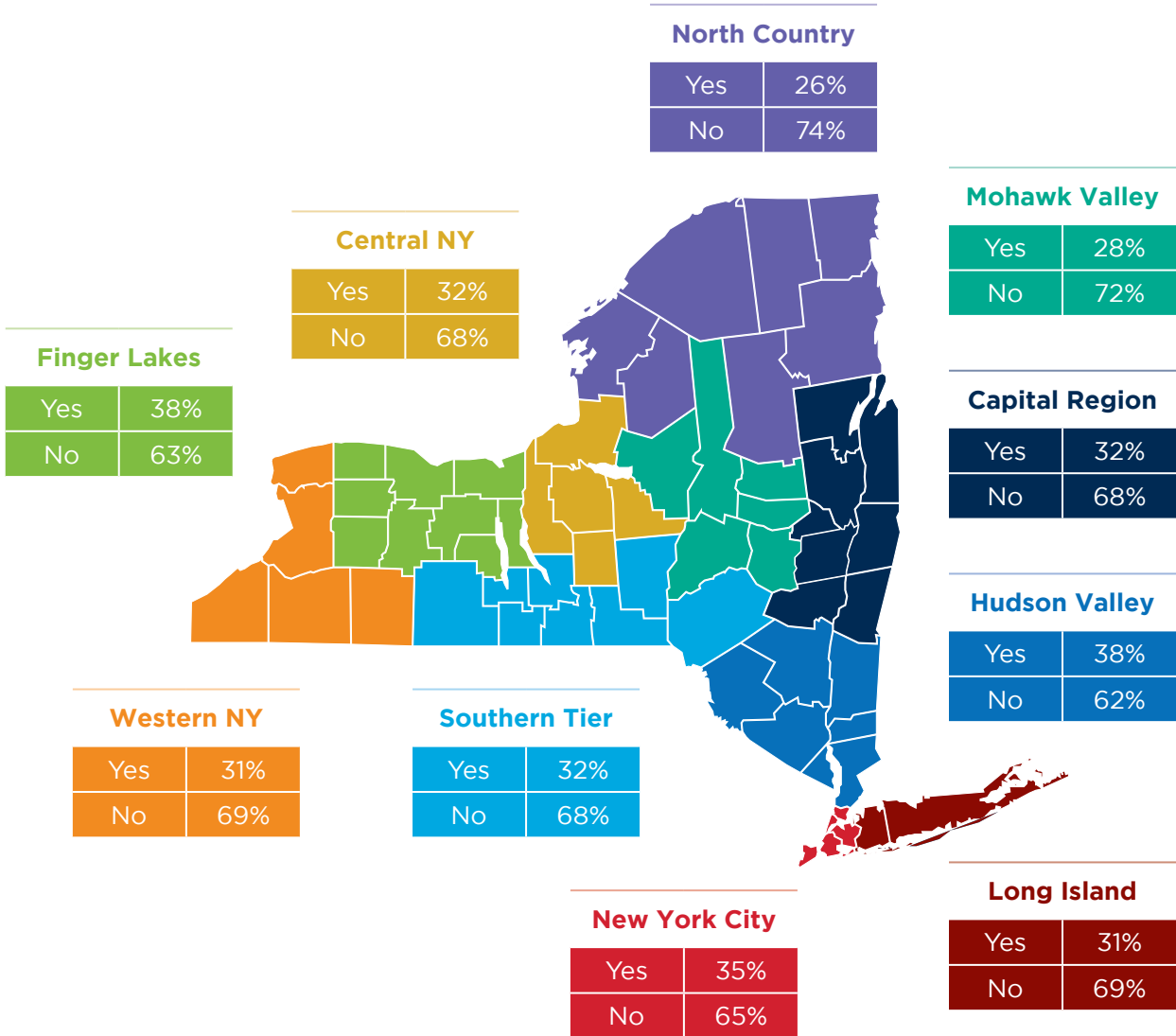
AUTOMATION

In the next 12-24 months, **32% of businesses statewide** are considering implementing some form of **digital automation**. Examples include:

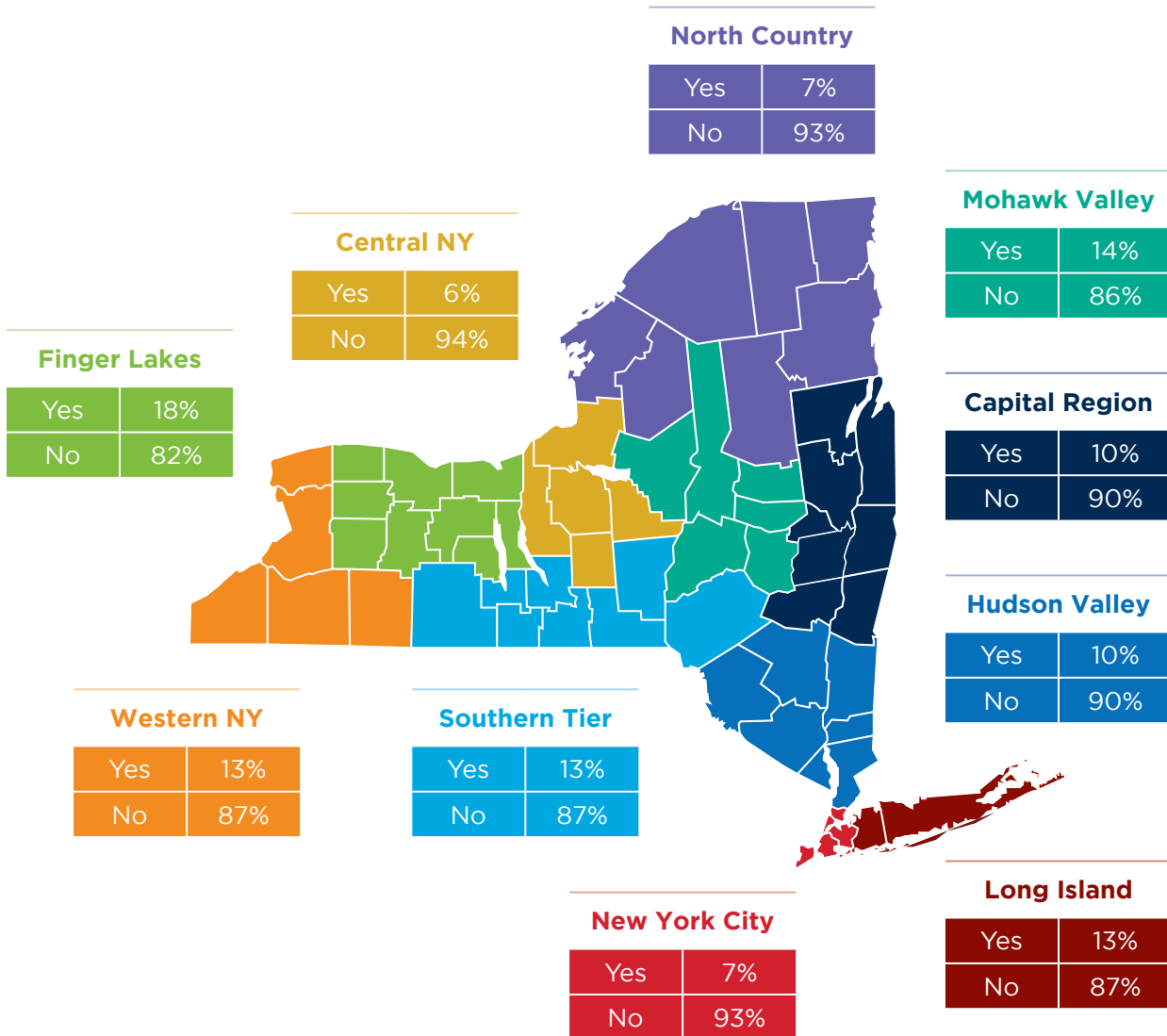
- Customer relationship management (CRM)
- Document management
- HR/Payroll processing
- Inventory control
- Marketing automation
- Medical record system
- Project management
- Point of sale (POS) system
- Online ordering
- Workflow automation



REGIONAL IMPLEMENTATION OF DIGITAL AUTOMATION



REGIONAL IMPLEMENTATION OF ROBOTIC AUTOMATION



In the next 12-24 months, **10% of businesses statewide** are considering implementing some form of **robotic automation**. Examples include:

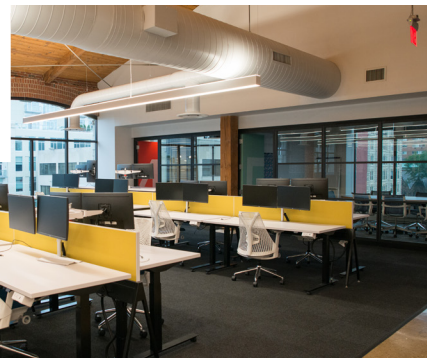
- Computer numerical control (CNC) machines
- Palletizers
- Production automation
- Robotic cameras
- Robotic sprayers
- Robotic welders

SPACE NEEDS

Estimated space needs in the next 12-24 months, by region:

	Capital Region	Central NY	Finger Lakes	Hudson Valley	Long Island
Reducing physical footprint	7%	7%	7%	7%	7%
Increasing physical footprint	20%	12%	18%	22%	22%
Stay the same/undecided	73%	81%	74%	71%	71%

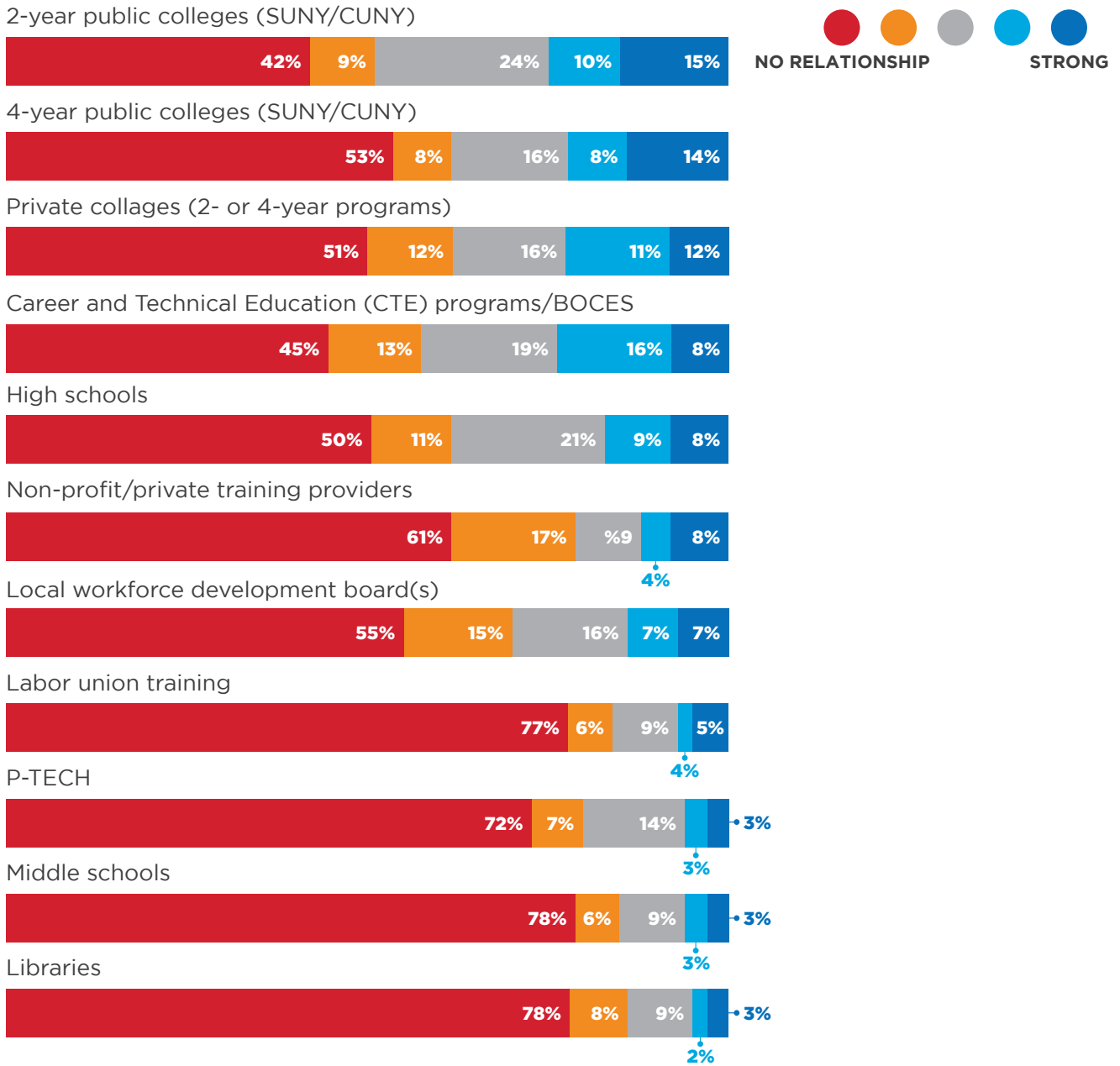
	Mohawk Valley	NYC	North Country	Southern Tier	Western NY
Reducing physical footprint	6%	13%	5%	9%	6%
Increasing physical footprint	18%	15%	20%	17%	12%
Stay the same/undecided	75%	71%	75%	74%	82%



MISSING LINKS

Businesses rated the strength of relationship they have with various community workforce development providers below. **You will notice the order of each region's list of partners varies based on strengths, organized in descending order by strongest relationship.**

Business Relationships: Capital Region



Business Relationships: Central New York

4-year public colleges (SUNY/CUNY)



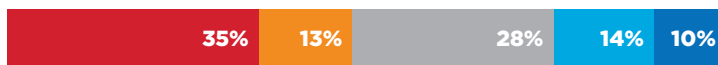
Non-profit/private training providers



2-year public colleges (SUNY/CUNY)



Career and Technical Education (CTE) programs/BOCES



Private colleges (2- or 4-year programs)



Local workforce development board(s)



High schools



P-TECH



Labor union training



Middle schools

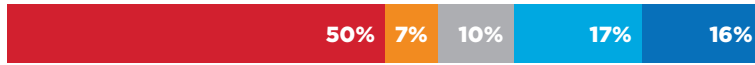


Libraries



Business Relationships: Finger Lakes

Career and Technical Education (CTE) programs/BOCES



2-year public colleges (SUNY/CUNY)



Private colleges (2- or 4-year programs)



High schools



4-year public colleges (SUNY/CUNY)



Local workforce development board(s)



Non-profit/private training providers



P-TECH



Labor union training



Middle schools



Libraries



Business Relationships: Hudson Valley

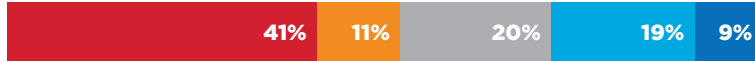
4-year public colleges (SUNY/CUNY)



Private collages (2- or 4-year programs)



2-year public colleges (SUNY/CUNY)



Non-profit/private training providers



Local workforce development board(s)



High schools



Career and Technical Education (CTE) programs/BOCES



Labor union training



P-TECH



Libraries



Middle schools

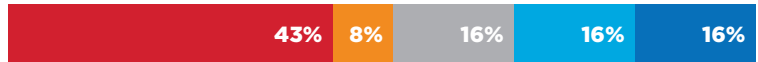


Business Relationships: Long Island

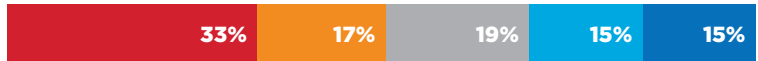
4-year public colleges (SUNY/CUNY)



Private collages (2- or 4-year programs)



2-year public colleges (SUNY/CUNY)



Career and Technical Education (CTE) programs/BOCES



P-TECH



High schools



Non-profit/private training providers



Middle schools



Labor union training



Local workforce development board(s)

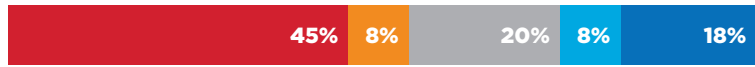


Libraries



Business Relationships: Mohawk Valley

Career and Technical Education (CTE) programs/BOCES



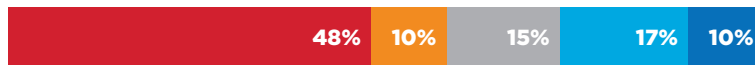
2-year public colleges (SUNY/CUNY)



P-TECH



4-year public colleges (SUNY/CUNY)



Local workforce development board(s)



Non-profit/private training providers



Private colleges (2- or 4-year programs)



Middle schools



High schools



Labor union training



Libraries



Business Relationships: New York City

4-year public colleges (SUNY/CUNY)



2-year public colleges (SUNY/CUNY)



Private collages (2- or 4-year programs)



Non-profit/private training providers



High schools



P-TECH



Career and Technical Education (CTE) programs/BOCES



Labor union training



Local workforce development board(s)



Libraries



Middle schools



Business Relationships: North Country

Career and Technical Education (CTE) programs/BOCES



Local workforce development board(s)



4-year public colleges (SUNY/CUNY)



2-year public colleges (SUNY/CUNY)



Private collages (2- or 4-year programs)



Non-profit/private training providers



High schools



Labor union training



P-TECH



Middle schools

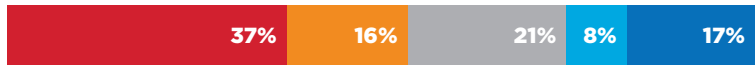


Libraries



Business Relationships: Southern Tier

Career and Technical Education (CTE) programs/BOCES



High schools



Private colleges (2- or 4-year programs)



4-year public colleges (SUNY/CUNY)



2-year public colleges (SUNY/CUNY)



Local workforce development board(s)



P-TECH



Non-profit/private training providers



Labor union training



Middle schools



Libraries



Business Relationships: Western New York

4-year public colleges (SUNY/CUNY)



Career and Technical Education (CTE) programs/BOCES



Private colleges (2- or 4-year programs)



2-year public colleges (SUNY/CUNY)



Local workforce development board(s)



High schools



P-TECH



Labor union training



Non-profit/private training providers



Middle schools



Libraries



TRAINING

Businesses identified the types of training they offer to new and existing employees and the types of training they wish to offer, but are unable:

Training Desired, but Not Provided	Capital Region	Central NY	Finger Lakes	Hudson Valley	Long Island
On-boarding training	16%	10%	5%	7%	19%
On-the-job training	20%	19%	8%	12%	16%
Job shadowing	12%	19%	8%	17%	19%
Job rotation	10%	14%	15%	12%	19%
Third-party online learning/prof. development	30%	17%	33%	14%	19%
In-house online learning/prof. development	14%	14%	16%	31%	22%
Simulation employee training	16%	29%	20%	21%	16%
Mentoring/coaching	16%	29%	16%	19%	19%
Registered Apprenticeship programs	24%	19%	25%	26%	13%
Lunch-and-learns or similar programs	24%	21%	21%	21%	22%
Group discussions/activities	12%	14%	8%	24%	16%
Management/leadership development/training	40%	17%	33%	40%	31%
Case studies/required reading	4%	7%	3%	14%	9%
Games-based training	16%	12%	8%	19%	13%

Training Desired, but Not Provided	Mohawk Valley	NYC	North Country	Southern Tier	Western NY
On-boarding training	14%	17%	4%	12%	4%
On-the-job training	29%	14%	15%	12%	10%
Job shadowing	19%	17%	17%	12%	9%
Job rotation	24%	14%	17%	7%	13%
Third-party online learning/prof. development	33%	43%	26%	21%	29%
In-house online learning/prof. development	43%	26%	20%	26%	17%
Simulation employee training	38%	20%	20%	36%	25%
Mentoring/coaching	24%	14%	20%	24%	12%
Registered Apprenticeship programs	38%	26%	15%	31%	33%
Lunch-and-learns or similar programs	29%	29%	13%	24%	7%
Group discussions/activities	19%	23%	13%	17%	7%
Management/leadership development/training	38%	31%	37%	57%	36%
Case studies/required reading	19%	11%	4%	14%	6%
Games-based training	19%	23%	15%	14%	16%

The Business Workforce Survey was administered across New York State in March and April of 2021 by the New York State Department of Labor in partnership with The Business Council of New York State. All data and responses reported here reflect business leaders' feedback at that time.

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