

# Future Skills: Pulse of the Region

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May 2018



# Background on Cobalt Community Research

- 501c3 not for profit research coalition
- Mission to provide research and education
- Developed to meet the research needs of schools, local governments and nonprofit organizations

# Methodology

- Valid response from 420 residents
- Invited residents of the region to participate via media releases, email and social media in March and April, 2018
- Non-random sample

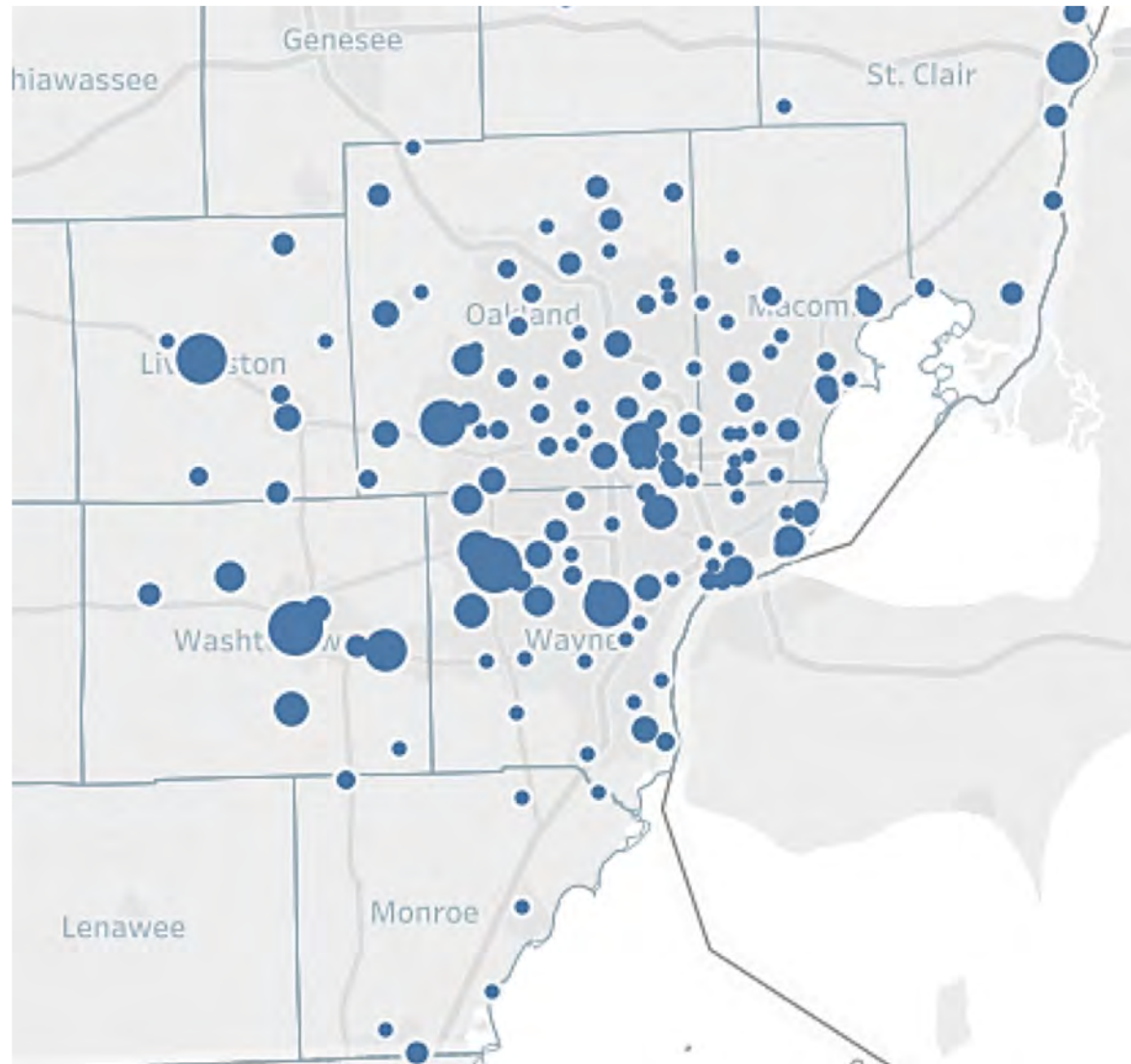
# Bottom Line

- Most respondents work in the field for which they were trained, but needed to adapt to changes with more education/training
  - Older and less educated respondents tended to agree that their position has changed significantly
  - Those in manufacturing, construction and education also have seen more change
  - Those with only a high school diploma or some college are more likely to have jobs outside their field of education/training
- Respondents have a pragmatic approach when pursuing additional education or training
  - Those in trades value credit for past work experience
  - Those in construction and IT are more sensitive to the affordability of the training/education
- Respondents consider work ethic and problem solving to drive career success
  - College degree is more important to those in health care, and career-related skills are highly rated for both health care and finance

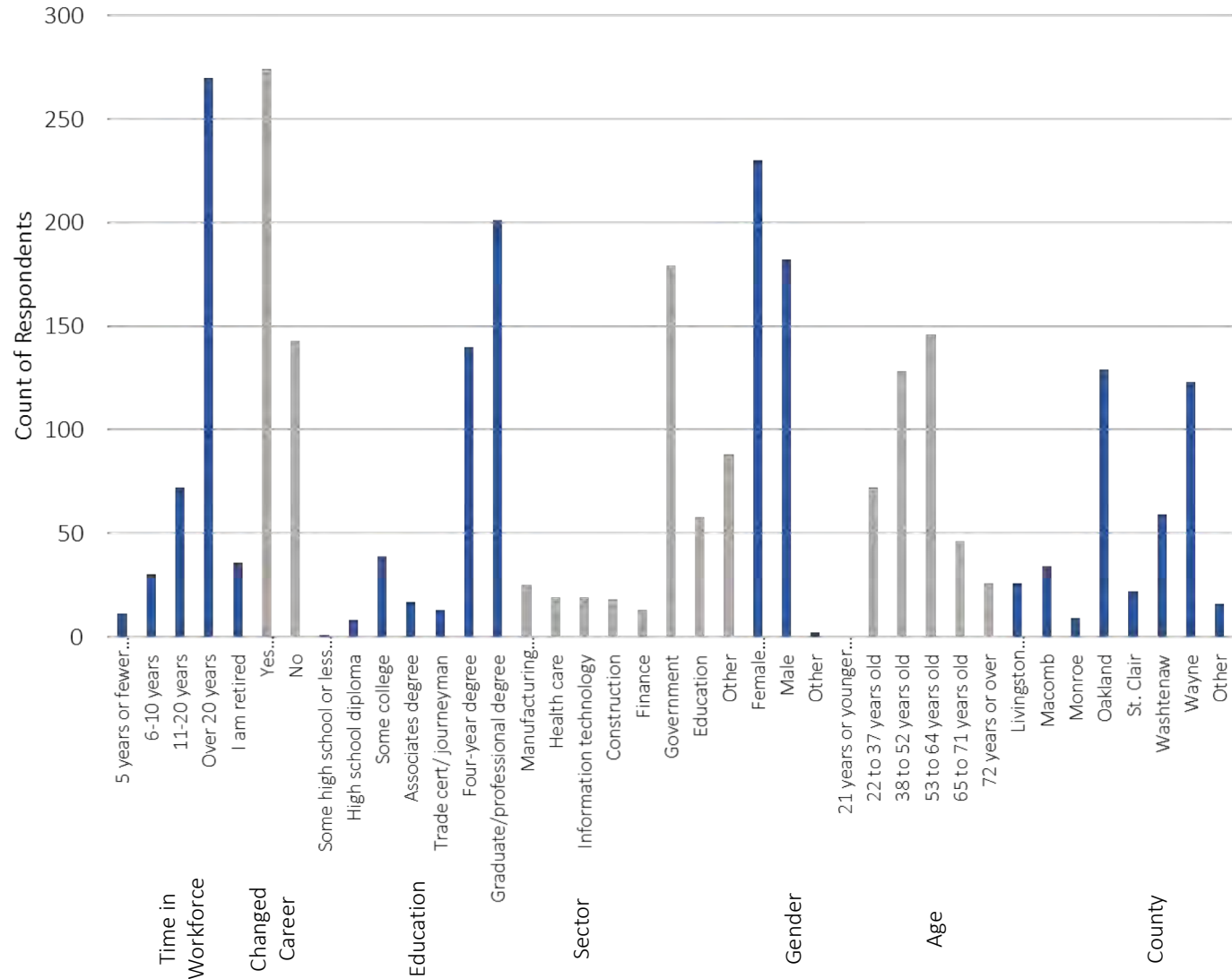
## Bottom Line - *continued*

- Respondents consider problem solving and career related skills to be most valued by employers
- Respondents emphasize that problem solving and career related skills should be the basis of hiring
  - Those in finance valued a college degree and career-related formal education/training more highly than other segments, while those with an associates or trade certification valued career-related formal training/education and certifications to be especially valuable
- Few respondents think technology will make their position obsolete within 10 years
  - Those respondents in government were least concerned about technology making their position obsolete
  - Those in manufacturing, construction and finance, and also those with only a high school diploma or trade certification, were most concerned about the future of their positions

# Respondent Locations



# Respondent Profile



# Preserving Voice: Looking Into Detail

(see cross tab spreadsheet)

SEMCOG/MAC Pulse of the Region Q1 2018: Future Skills (n=420)		What is most important for success								
		Career-related skills	Career-related formal education/training	Career-related/industry certification	Apprenticeship	Internship	College degree	Personality/cultural fit	Problem solving/analytical skills	Work ethic/hard worker
<b>Overall</b>	<b>Overall</b>	<b>8.7</b>	<b>7.7</b>	<b>6.8</b>	<b>5.3</b>	<b>6.0</b>	<b>7.9</b>	<b>8.4</b>	<b>9.2</b>	<b>9.3</b>
Years	5 years or fewer	7.5	5.5	4.0	2.7	5.7	7.0	8.5	8.3	9.1
	6-10 years	8.4	7.8	6.7	5.9	7.2	8.5	8.7	9.2	9.3
	11-20 years	8.7	8.0	6.3	5.1	6.2	7.8	8.4	9.3	9.2
	Over 20 years	8.7	7.7	7.0	5.1	5.7	7.9	8.4	9.2	9.3
	I am retired	9.3	8.8	7.9	7.0	6.7	8.2	8.0	9.7	9.5
Changed Career	Yes	8.6	7.5	6.7	5.2	5.9	7.6	8.5	9.2	9.3
	No	8.8	8.2	7.1	5.3	6.2	8.5	8.3	9.2	9.4
Education	Some high school or less	-	-	-	-	-	-	-	10.0	10.0
	High school diploma	8.7	7.4	6.8	3.2	3.2	4.1	6.8	8.7	9.0
	Some college	8.2	6.5	6.4	5.7	5.3	4.5	7.8	9.1	9.6
	Associates degree	9.5	8.5	7.8	6.6	4.2	6.6	8.4	9.8	9.6
	Trade cert/ journeyman	9.5	7.9	8.8	8.2	5.1	5.4	7.4	9.8	9.7
	Four-year degree	8.6	7.6	6.6	5.0	5.9	8.0	8.5	9.1	9.4
	Graduate/professional degree	8.7	8.0	6.8	5.0	6.4	8.9	8.6	9.3	9.2

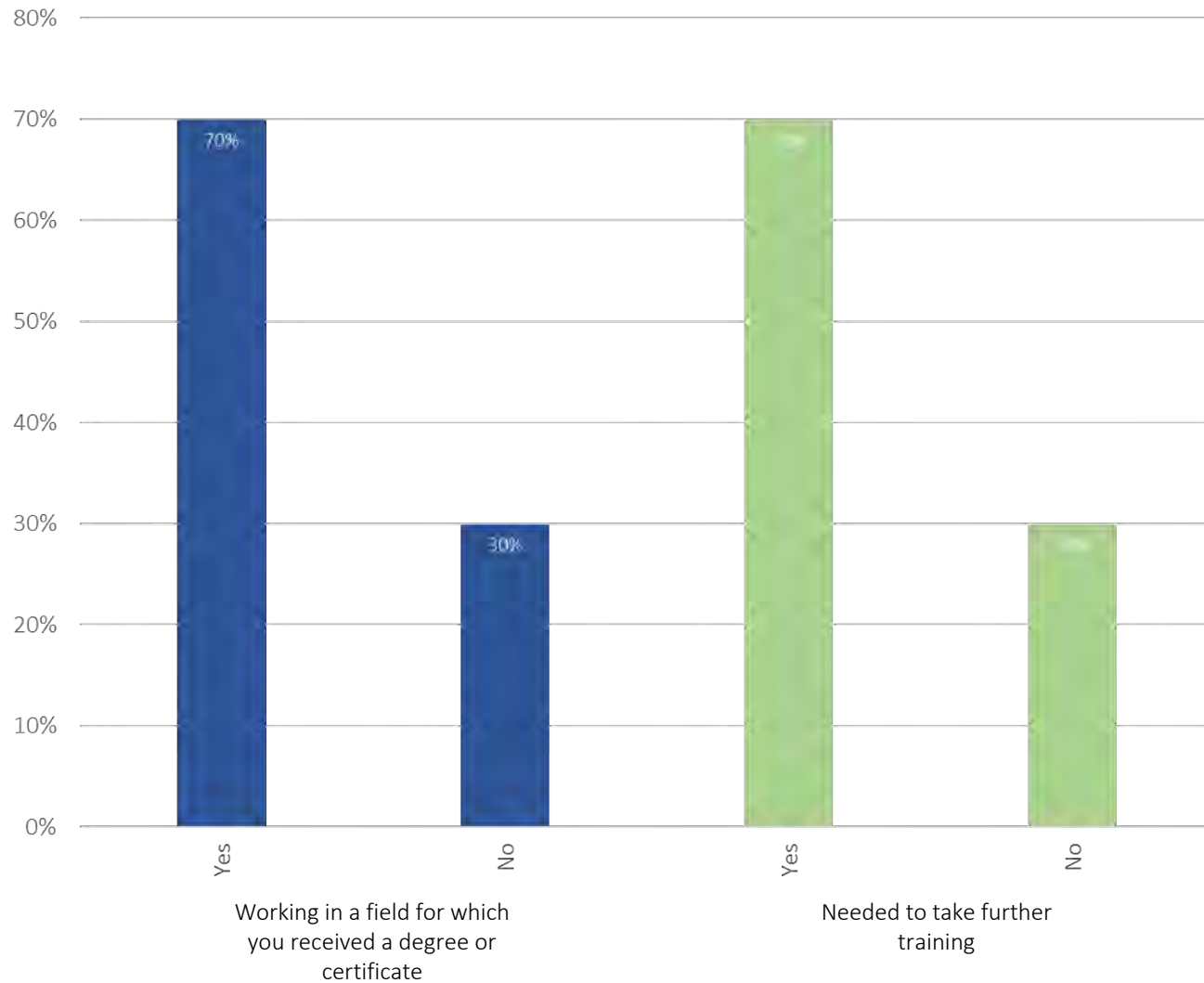
↑  
Checked Scores  
that Vary by  
Demographics

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Consistent Scores  
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Demographics

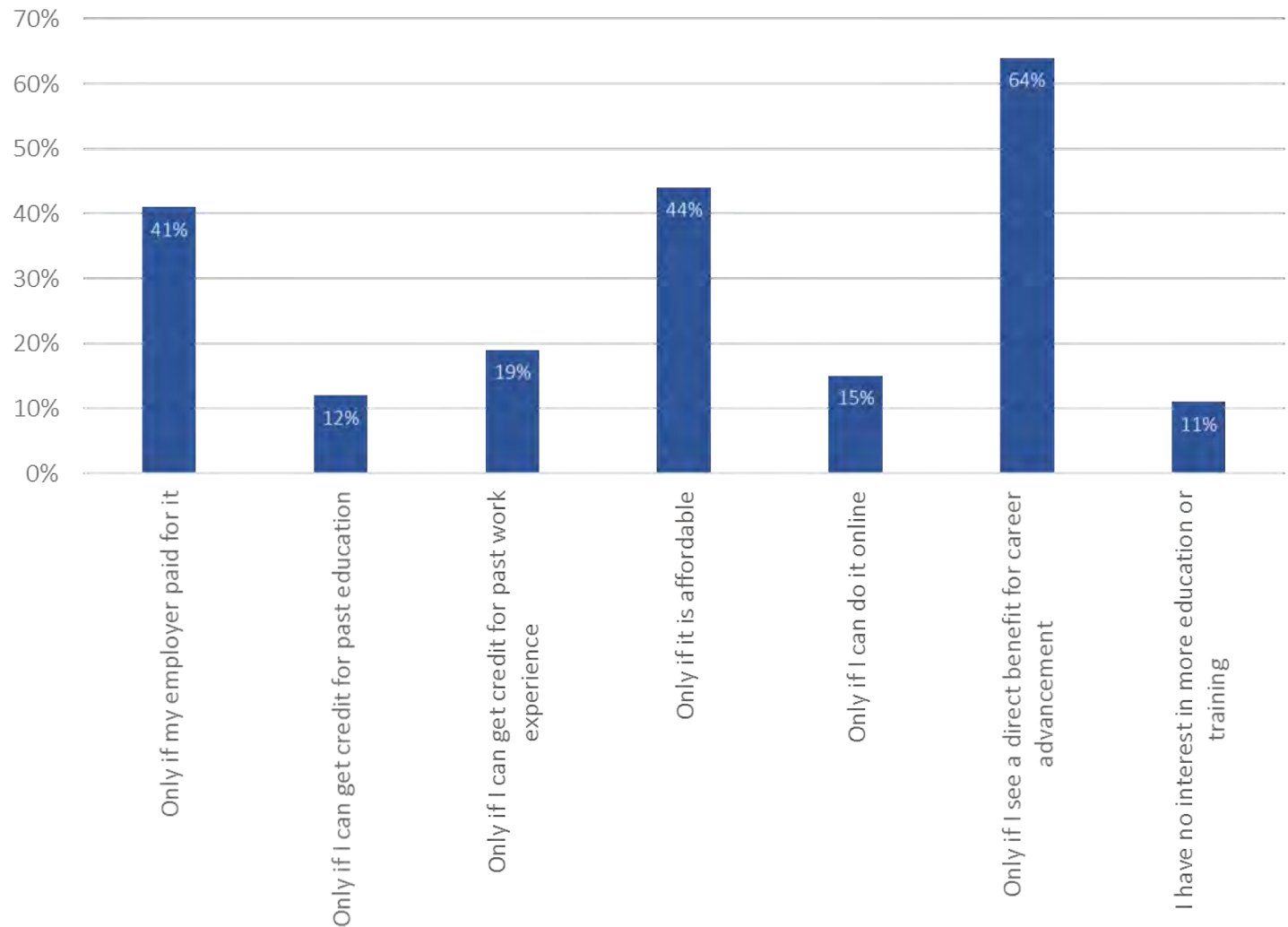
# Results



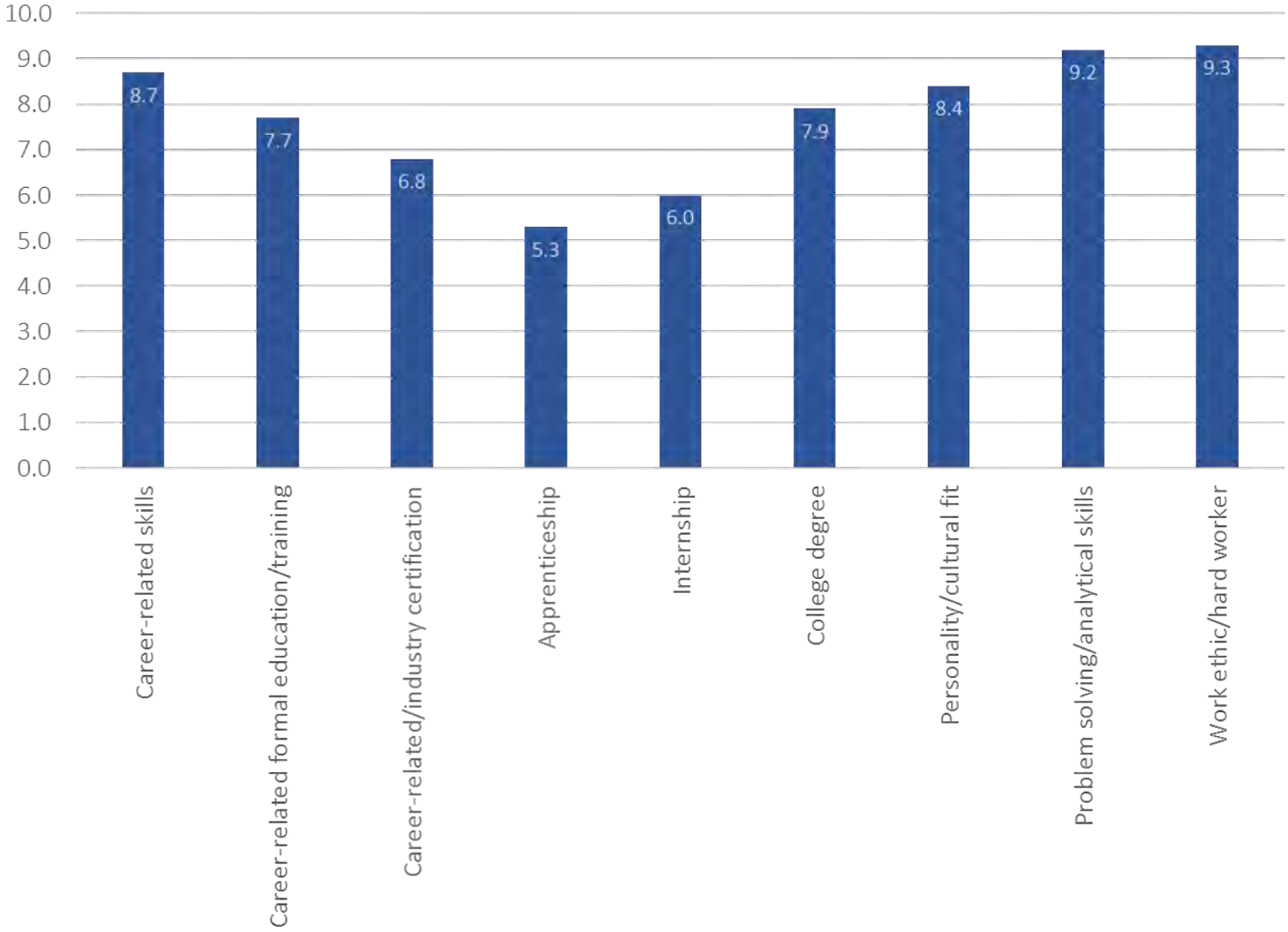
# Most respondents work in the field for which they were trained, but they needed to adapt to changes with more training/education



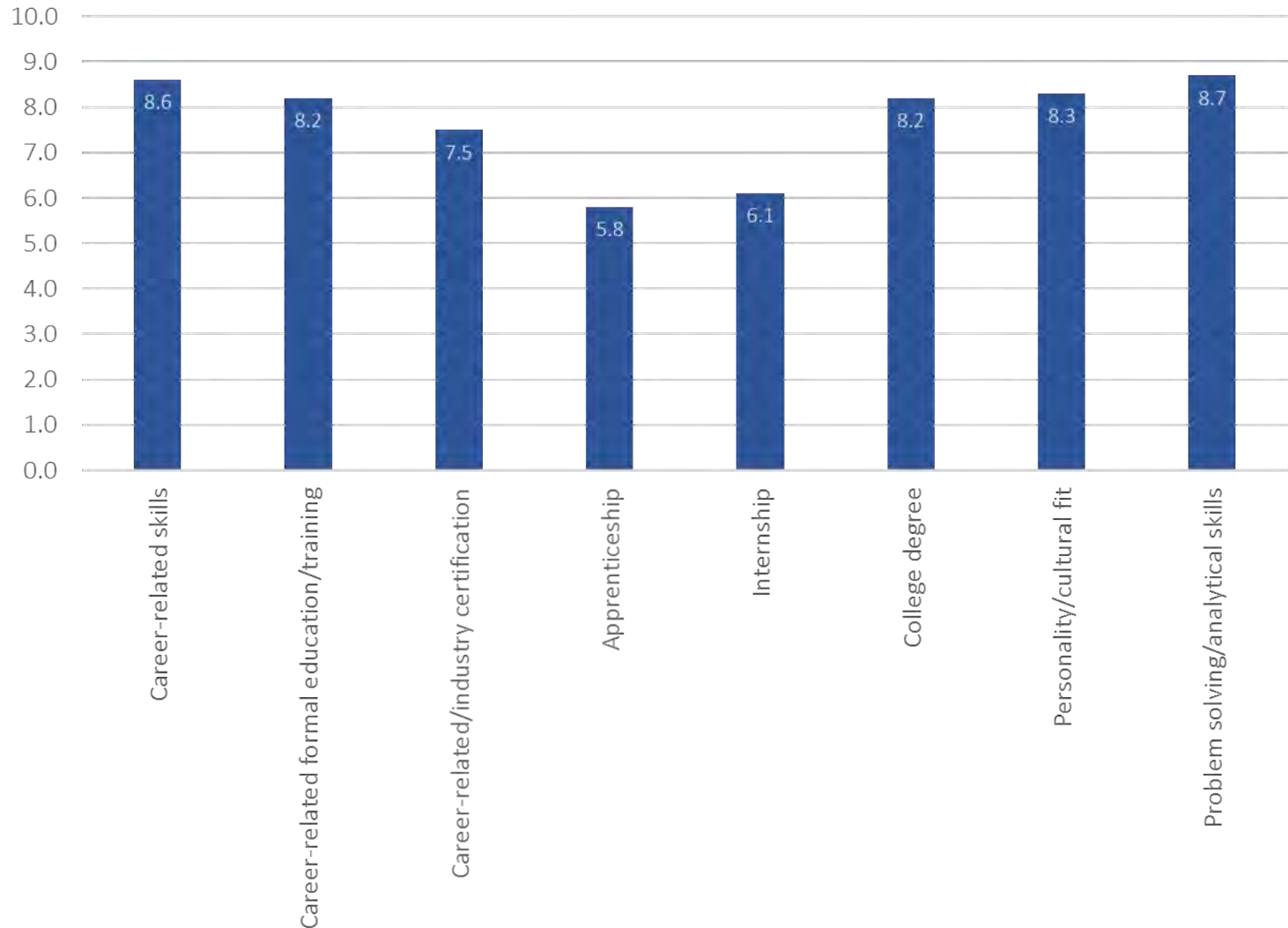
# Respondents have a pragmatic approach when pursuing additional education or training



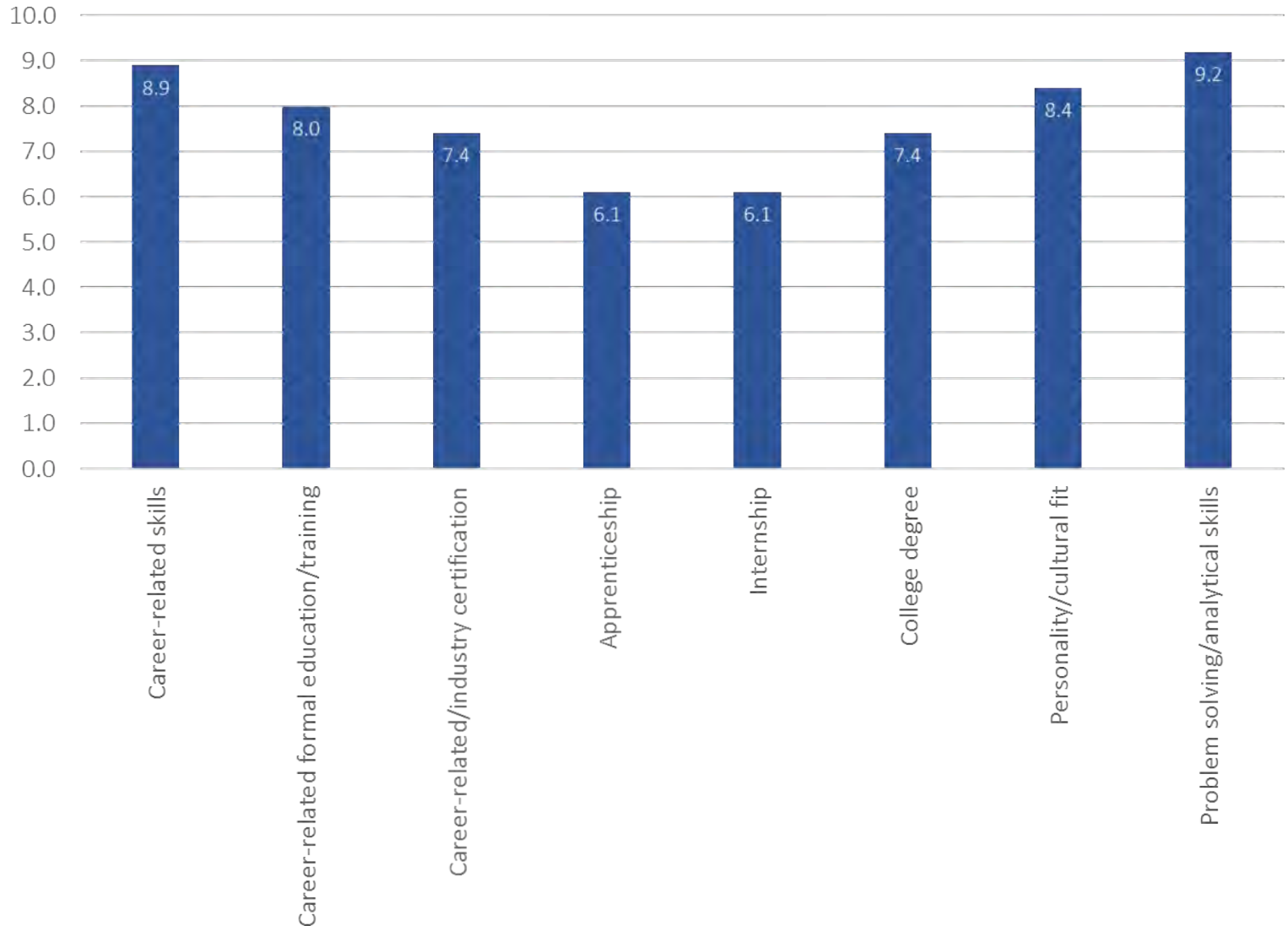
# Respondents consider work ethic and problem solving to drive career success



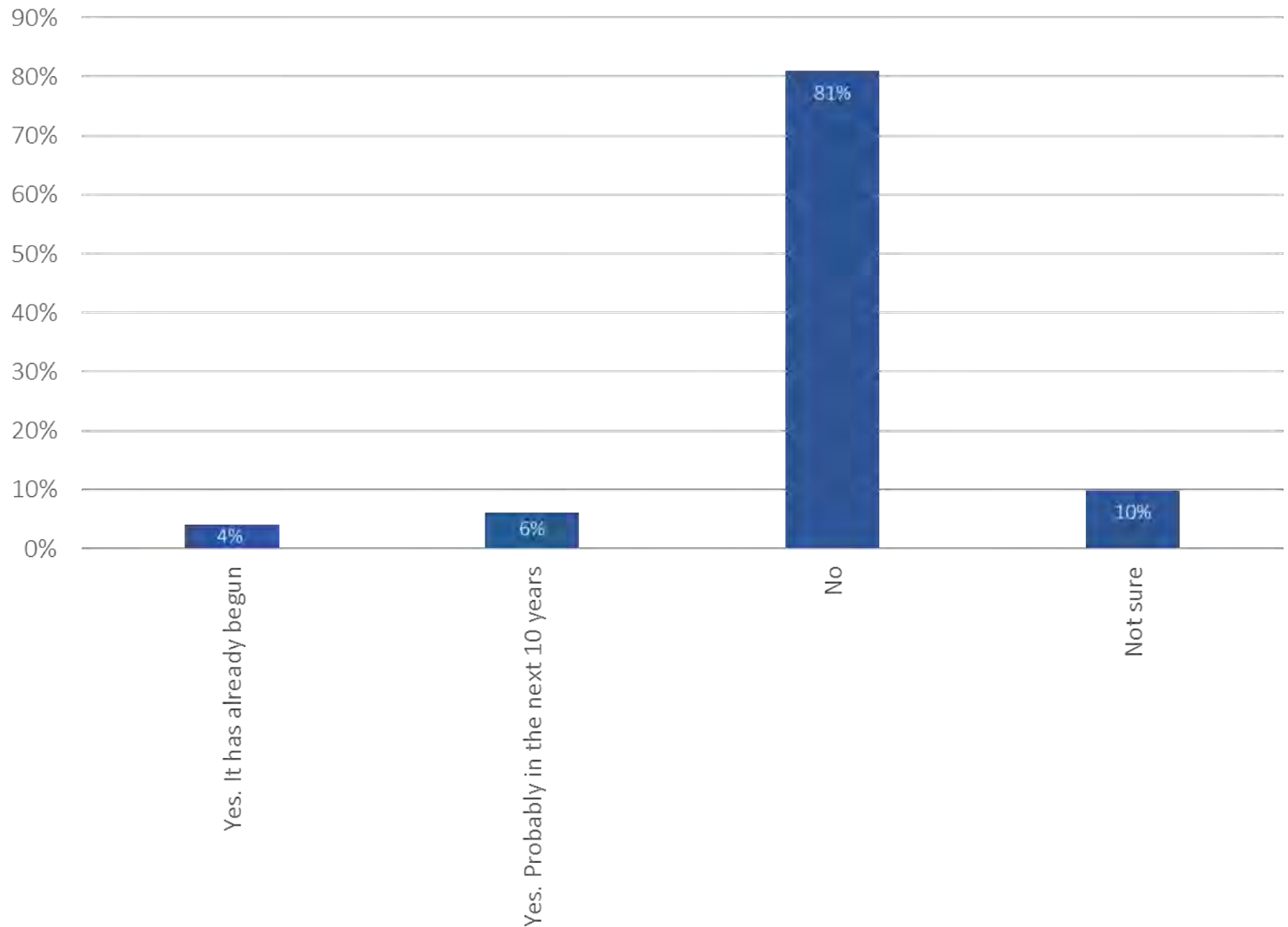
# Respondents consider problem solving and career related skills to be most valued by employers



# Respondents emphasize that problem solving and career related skills should be the basis of hiring



# Few respondents think technology will make their position obsolete within 10 years



# Cobalt's Nonprofit Programs



Community Segmentation Analysis and Projection



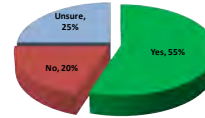
Business Engagement and Priority Assessment



Citizen Engagement and Priority Assessment



Gallup Q12 Employee Engagement Assessment



Rapid Policy/Marketing Survey



Parks and Recreation Planning Assessment



Facilitated Meetings/Audience Response



Focus Groups/Citizen Work Groups



Budget Priority Assessment



Member Engagement and Priority Assessment



School Engagement and Priority Assessment



Needs and Expectations Study