Fall 2005 West Orange County Employer Survey

A collaborative effort of UCF Regional Campuses, West Orange Chamber of Commerce and Valencia Community College, West Campus

UCF Office of Operational Excellence & Assessment Support
Patrice M. Lancey, Ph.D.
Marjorie Salazar, M.S.
Paula S. Krist, Ph.D.
Agenda

- background
- purpose
- methodology and respondent characteristics
- questions
- major findings
- next steps
Time Line of Related Initiatives

2003
- West Orange Chamber Strategic Planning Process
  Focus on Access to Higher Education

2004
- VCC and UCF Academic Partnership

2005
- OEAS Supports Surveys of VCC students
- UCF & VCC, West Joint Use Facility Planning
- West Orange County Employer Survey

2006
- UCF Regional Campus Baccalaureate Program Expansion

2007

2008

2009
Purpose and Methodology

- collaboration between West Orange Chamber, VCC and UCF
- expand higher education opportunities in West Orange County
- best method: do survey of employers to solicit input
- West Orange County Chamber, VCC West Campus and UCF Regional Campuses work with OEAS to plan and draft survey
  - items derived from previous surveys
  - items reflect major questions
- survey: web delivery
  - personal e-mail letters; 2 follow up requests
  - West Orange County Chamber president
  - promoted in chamber newsletter
Questions

What are the needs of West Orange County employers for a skilled workforce?

- What are the desired educational credentials of workers?
  - current needs
    - degree levels of current employees and recruits
    - preferred degree programs or major field of study
    - provide knowledge skills and abilities to advance business goals and objectives
  - future needs
    - degree levels needed in next five years
    - preferred degree programs or major field of study
Questions

- What is the ease of finding qualified workers?
- What is the prevalence of business policies and practices that support further education of employees?
- Is there employer preference related to the time or mode of courses or degree programs?
- Do employers hire UCF and VCC graduates?
- Is there an interest in building business or training resources such as cooperative education or internship placement that are coordinated through the UCF at Metro West campus?
Survey Respondents

West Orange County Employers
Fall 2005

West Orange County Chamber Members
N = 890

Respondents
n = 134
response rate: 11%

UCF Career Services Employer Data Base
N = 326
Respondent Characteristics

*Functional Category of Organization*

- almost all business functional categories represented, without any dominating the sample
- largest fields represented:
  - finance and insurance (10%)
  - real estate, rental and leasing (8%)
  - healthcare and social assistance (7%)
Respondent Characteristics

Total Number of Employees

- 10 or fewer: 42%
- 11-25: 17%
- 26-50: 6%
- 51-100: 11%
- 101-500: 19%
- 501 or greater: 5%
Respondent Characteristics

Current Number of Employees by Status

*select all that apply
Skilled Workforce Needs

Degree Level

*select all that apply
Preferred Baccalaureate Majors
Currently Recruit and Need in Next 5 Years

- General business - C: 31%
- General business - 5Y: 37%
- Accounting - C: 29%
- Accounting - 5Y: 30%
- Engineering - C: 18%
- Engineering - 5Y: 21%
- Information systems - C: 13%
- Information systems - 5Y: 16%
- Teacher education - C: 13%
- Teacher education - 5Y: 9%

*select all that apply
Preferred Baccalaureate Majors
Currently Recruit and Need in Next 5 Years

*select all that apply

- Computer science - C: 11%
- Computer science - 5Y: 20%
- Other business - C: 11%
- Other business - 5Y: 11%
- Public administration - C: 7%
- Public administration - 5Y: 6%
- Social work - C: 7%
- Social work - 5Y: 5%
- Nursing - C: 5%
- Nursing - 5Y: 5%

Percentage

0% 20% 40% 60% 80% 100%
Preferred Baccalaureate Majors
Currently Recruit and Need in Next 5 Years

*select all that apply

- Other health field - C: 5%
- Other health field - 5Y: 7%
- Psychology - C: 5%
- Psychology - 5Y: 4%
Ease of Finding Qualified Workers

- Very easy: 2%
- Easy: 7%
- Neutral: 19%
- Difficult: 47%
- Very difficult: 25%

Percentage distribution of ease of finding qualified workers.
Likelihood of Encouraging Enrollment
UCF Degree Programs at VCC West Campus

- 40% Very likely
- 35% Likely
- 18% Somewhat likely
- 5% Unlikely
- 3% Very unlikely
Policies and Practices to Support Further Education

*select all that apply

Flexible schedule: 59%
Tuition reimbursement: 44%
Release time: 12%
Other: 8%
Job Training and Education Program
Use in Orange County

*select all that apply
Preferences for Class Schedule and Mode

- prefer employees attend class on weekday evenings (57%) and weekends (42%)
- no strong preference for the delivery mode of classes
  - compressed courses
  - accelerated degree
  - cohort programs
Employed VCC Graduates
Past 5 Years

- Yes: 32%
- No: 31%
- Don’t Know: 37%
Employed UCF Graduates
Past 5 Years

- Yes: 56%
- No: 26%
- Don't Know: 18%
Business or Training Resource Needs

If Provided by VCC or UCF at the West Orlando campus

*select all that apply
Summary

- Snap shot of small business employers in West Orange County
- Over two thirds (72%) stated that it was difficult to find qualified workers
- Formal and informal practices to support employee pursuit of further education are in evidence
- About one third have employed VCC graduates in past 5 years
- Over half have employed UCF graduates in past 5 years
Summary

- Employers recruit workers with a variety of degrees:
  - 58% H.S.
  - 55% Bachelor’s degree
  - 39% two year Associate's degree
  - 20% specific certification
  - 16% Master’s Degree
- Largest areas of baccalaureate recruitment are:
  - General business
  - Accounting
  - Engineering
  - Computer sciences
  - Information systems
  - Teacher education
- Nearly two thirds interested in continuing education and certification programs.
- About one third interested in internship placement and on-campus employee training.
Continue the Conversation

- continue to work with community leaders
  - define economic development issues and actions

- solicit additional input from employers on skilled workforce needs
  - collaboration with Workforce Central Florida

- keep the community informed about UCF Regional Campuses degree programs
Contact Information

Continue the conversation

VCC, West Campus
Dr. Paula M. Gastenveld
pgastenveld@valenciacc.edu

UCF Regional Campuses:
Dr. Cecelia Rivers
crivers@mail.ucf.edu

UCF OEAS:
Dr. Patrice Lancey
plancey@mail.ucf.edu
Dr. Paula Krist
pkrist@mail.ucf.edu