Page 1

This survey was created on behalf of the BN Advantage. The BN Advantage is a collaborative regional economic development strategy that unites the vision of business, government and community to diversify and strengthen the Bloomington-Normal Metro Region's economy. It is the framework to help elevate and advance the community's economic competitiveness and growth. One key focus area of the BN Advantage is to champion the region's educational and training institutions, resources and programs that will enable the Bloomington-Normal's existing and future employers to cultivate, retain and attract the talent that they need.

To that end, this survey is designed to capture baseline data on the current state of the region's workforce, identify projected workforce needs, and determine gaps in employability skills. Information gleaned from the survey will be used by the Workforce Development Task Force of the BN Advantage to create strategies that enable the attraction and retention of high-quality workforce talent.

The BN Advantage also set out to identify economic sectors – and industries within those sectors – that have the highest potential for business retention, recruitment and startup activity. The survey is designed around these targeted clusters.

	Page 2
Employment Demographics	
1. Please provide the following employment demographics.	
Name of employer:	
Contact name:	
Contact role:	

Contact email:	
Employee total head count in McLean County:	
Employee FTE count in McLean County:	
Number of FT employees in McLean County:	
Number of PT employees in McLean County:	
Number of seasonal employees in McLean County:	
Location of corporate office:	
Number of years of operation in McLean County:	

2.	Please identify the industry cluster for your organization.	
	 Agribusiness 	
	C Finance and Insurance	
	C Food Processing	
	C Healthcare	
	C Information Technology	
	Transportation and Logistics	
	Other, please specify	

Page 3

Employer Needs

Complete this section by identifying critical roles within your organization, and indicating the current and projected recruitment goal for the role, as well as the difficulty to recruit.

Jobs that are common across multiple industries are identified as 'general.' Respondents selecting 'Other' as their industry cluster will answer the questions in the 'general' category. For those selecting a specific industry cluster, 'general' job questions will follow after those for your specific industry cluster.

We ask that you only provide information for positions that are prevalent within your organization. You may respond with information for as many or as few positions listed below that you deem critical to your organization.

Only those who select 'Agribusiness' in response to item 2 are directed to page 4.

Employer N	leeds					Page 4
3 Agribusiness:						
	Current Number of People Occupyin g These Roles	New Positions Added in 2016	Replacemen t Positions Filled in 2016	Projected number of additiona I new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role
Farmers, Ranchers, and Other Agricultural Managers						_
First-line Supervisors of Farming, Fishing, and Forestry Workers					_	_
Graders and Sorters, Agricultural Products					<u> </u>	_
Landscaping and Groundskeepin g Workers					_	<u> </u>

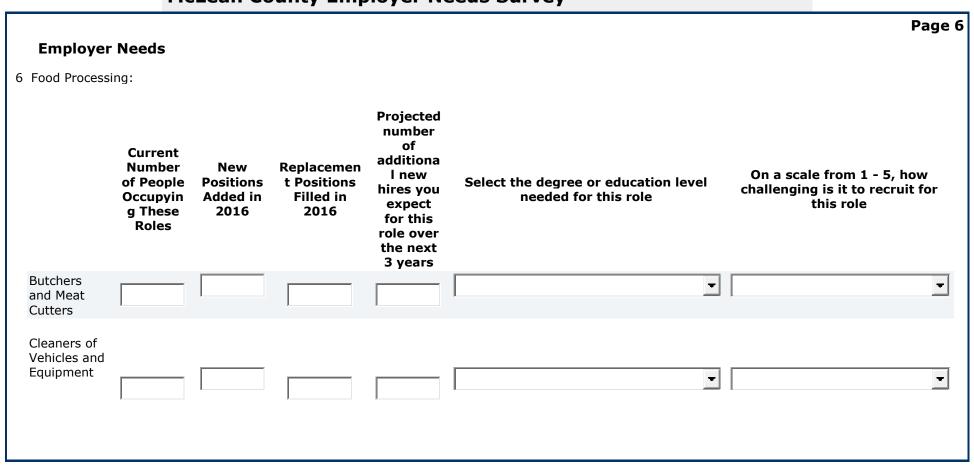
Mobile Heavy Equipment Mechanics, Except Engines			<u> </u>	•

Only those who select 'Finance and Insurance' in response to item 2 are directed to page 5.

	1-10	Lean et	diffy Emp	loyer ite	eus Sui vey	
Employer	· Needs					Page 5
4 Finance and I	Insurance:					
	Current Number of People Occupyin g These Roles	New Positions Added in 2016	Replacemen t Positions Filled in 2016	Projected number of additiona I new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role
Bill and Account					_	•
Collectors Claims Adjusters, Examiners, and					_	•
Investigator s Financial Analysts						_

Financial Managers					_	_
Financial Specialists, All Other					_	•
5 Finance and I	nsurance:					
	Current Number of People Occupyin g These Roles	New Positions Added in 2016	Replacemen t Positions Filled in 2016	Projected number of additiona I new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role
Insurance Claims and Policy Processing Clerks					_	_
Insurance Sales Agents					_	•
Insurance Underwriters						_
Loan Interviewers and Clerks					_	•
Loan Officers					_	_
Personal Financial Advisors						_

Securities, Commodities , and Financial Services Sales Agents		•
	Only those who select 'Food Processing' in response to item 2 are directed to page 6.	



Cutting and Slicing Machine Setters, Operators, and Tenders					_	•
Food Batchmaker s					_	_
Food Cooking Machine Operators and Tenders					•	•
Industrial Machinery Mechanics					▼	•
Machine Feeders and Offbearers					_	•
7 Food Process	sing:					
	Current Number of People Occupyin g These Roles	New Positions Added in 2016	Replacemen t Positions Filled in 2016	Projected number of additiona I new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role
Meat, Poultry, and Fish Cutters and Trimmers					•	•

Miscellaneou s Agricultural Workers	
Mixing and Blending Machine Setters, Operators	
Packaging and Filling Machine Operators and Tenders	
Separating, Filtering, Clarifying, Precipitating Machine Operators	
Slaughterers and Meat Packers	
Team Assemblers	
	Only those who select 'Healthcare' in response to item 2 are directed to page 7.

Emp	loyer	Needs

8 Healthcare:

Page 7

	Current Number of People Occupyin g These Roles	New Positions Added in 2016	Replacemen t Positions Filled in 2016	Projected number of additiona I new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role
Dietitians and Nutritionists						_
Emergency Medical Technicians and Paramedics						▼
Home Health Aides					▼	_
Licensed Clinical Psychologists						•
Licensed Clinical Social Workers					_	
Licensed Practical and Licensed Vocational Nurses						▼
Medical and Clinical Laboratory Technicians					_	_

Medical and Clinical Laboratory Technologist s						•
9 Healthcare:						
	Current Number of People Occupyin g These Roles	New Positions Added in 2016	Replacemen t Positions Filled in 2016	Projected number of additiona I new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role
Medical Records and Health Information Technicians						_
Mental Health Counselors						•
Nurse Practitioners					•	•
Nursing Assistants						▼
Occupational Therapists						▼
Pharmacists					_	▼
Pharmacy Technicians					_	•

Phlebotomist s					_	
10 Healthcare:						
	Current Number of People Occupying These Roles	New Positions Added in 2016	Replaceme nt Positions Filled in 2016	Projected number of additional new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role
Physical Therapist Aides						<u> </u>
Physical Therapist Assistants						<u> </u>
Physical Therapists						
Radiologic Technologist s and Technicians						j J
Registered Nurses						
Respiratory Therapists						
Speech- Language Pathologists						
Surgical Technologist s						

Only those who select 'Information and Communication Technology' in response to item 2 are directed to page 8.

							Page	8
11	Employer I	Needs and Communic	ation Technolo	ogv:				
	imormation	and commanic	ation recimore	,9,,				
		Current Number of People Occupying These Roles	New Positions Added in 2016	Replaceme nt Positions Filled in 2016	Projected number of additional new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role	
	Computer and Information Systems Managers]
	Computer Hardware Engineers						j]
	Computer Programmer s]
	Computer Support Specialists							
	Computer Systems Analysts						<u> </u>	J

12	Information an	d Communica	ation Techno	logy:			
		Current Number of People Occupyin g These Roles	New Positions Added in 2016	Replacemen t Positions Filled in 2016	Projected number of additiona I new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role
	Database Administrator s					<u> </u>	_
	Information Security Analysts					_	
	Network and Computer Systems Administrator s					_	_
	Software Developers, Applications					-	_
	Software Developers, Systems Software						_

Only those who select 'Transportation and Logistics' in response to item 2 are directed to page 9.

14	Transportation	and Logistics	:				
		Current Number of People Occupyin g These Roles	New Positions Added in 2016	Replacemen t Positions Filled in 2016	Projecte d number of additiona I new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role
	First-Line Supervisors of Transportation and Material- Moving Machines					<u> </u>	
	Flight Attendant					•	•
	Reservation and Transportation Ticket Agents and Travel Clerks					•	•
	Transportation , Storage, and Distribution Managers						

Every respondent will be directed to page 10.

15	General:						
		Current Number of People Occupyin g These Roles	New Positions Added in 2016	Replacemen t Positions Filled in 2016	Projecte d number of additiona I new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role
	Accountants and Auditors						_
	Billing and Posting Clerks and Machine Operators						<u>-</u>
	Bookkeeping, Accounting, and Auditing Clerks						_
	Business Operations Specialists, All Other						<u>-</u>
	Customer Service Representative s						<u> </u>
	Executive Secretaries and Executive Administrative Assistants						<u>-</u>

	First-Line Supervisors of Office and Administrativ Support Workers						-
16	General:				Projected		
		Current Number of People Occupyin g These Roles	New Positions Added in 2016	Replacemen t Positions Filled in 2016	number of additiona I new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role
	First-Line Supervisor s of Production and Operating Workers						
	General and Operations Managers						▼
	Heavy and Tractor- Trailer Truck Drivers						_
	Helpers Production Workers					_	_

	Human Resources, Training, and Labor Relations Specialists					▼	•
	Industrial Truck and Tractor Operators						_
	Inspectors, Testers, Sorters, Samplers, and Weighers					▼	▼
17	General:						
		Current Number of People Occupyin g These Roles	New Positions Added in 2016	Replacemen t Positions Filled in 2016	Projected number of additiona I new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role
	Janitors and Cleaners, Except Maids and Housekeepin g Cleaners						
	Laborers and Freight, Stock, and Material Movers						<u> </u>

	Lawyers					_	_
	Legal Secretaries					_	_
	Light Truck or Delivery Services Drivers					_	_
	Maintenance and Repair Workers, General					•	_
	Management Analysts					_	_
18	General:						
		Current Number of People Occupyin g These Roles	New Positions Added in 2016	Replacemen t Positions Filled in 2016	Projecte d number of additiona I new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role
	Market Research Analysts and Marketing Specialists					<u>-</u>	_
	Office Clerks, General					•	

	Order Clerks						-
	Packers and Packagers						
	Paralegals and Legal Assistants					-	<u>-</u>
	Receptionists and Information Clerks					•	
	Sales Representative s, Services, All Other						
19	General:						
		Current Number of People Occupyin g These Roles	New Positions Added in 2016	Replacemen t Positions Filled in 2016	Projecte d number of additiona I new hires you expect for this role over the next 3 years	Select the degree or education level needed for this role	On a scale from 1 - 5, how challenging is it to recruit for this role
	Sales Representative s, Wholesale and Manufacturing, Except Technical and Scientific Products						-

Sales Representative s, Wholesale and Manufacturing, Technical and Scientific Products			•		•
Secretaries and Administrative Assistants, Except Legal, Medical			<u> </u>		7
Shipping, Receiving, and Traffic Clerks			<u>.</u>		
Stock Clerks and Order Fillers					-
Telemarketers			•		

Employer Needs

20. For roles where recruitment or retention has been a challenge, what have been the most regularly cited reasons that candidates or incumbents leave the community?

Page 11

	1 Rarely cited	2	3 Sometimes cited	4	5 Often cited
Professional opportunity otherwise not available locally	0	o	0	0	0
Relocation for family or other interpersonal reasons	0	0	0	0	0
A better quality of place (aesthetics, etc.)	0	0	0	0	0
Achievement of a better fit (culture, diversity, inclusiveness, etc.)	0	0	0	0	0
Educational or professional development	c	0	0	0	0
Connections to a broader professional network	0	c	o	0	0
Better climate	0	0	0	0	0
Lack of access to transportation and logistics	c	0	O	0	0
A preferred geographic location	0	o	O	O	C

		0	0	U	U				
Higher salary	0	0	0	0	0				
Preferred benefits	c	c	0	0	0				
McLean County	Employe	r Needs S	urvey						
			_		Page 12				
Skills and Prepa	ration								
21. Does your organizati	on have a grow	ing demand for	employees with b	oilingual language	e skills?				
		21. Does your organization have a growing demand for employees with bilingual language skills?							
○ _{Yes}									
C Yes									
Yes									
C Yes C No									
Yes									
Yes No	who select 'Ye:	s' in response to	item 21 are direc	ted to page 13.					
Yes No		·		ted to page 13.					
Yes No Only those		·		ted to page 13.	Page 13				
Yes No Only those	Employe	·		ted to page 13.	Page 13				
Only those McLean County Skills and Prepa	Employe	·		ted to page 13.	Page 13				
Only those McLean County	Employe	·		ted to page 13.	Page 13				



Page 14 **Skills and Preparation** Please indicate extent to which each skill listed below is important for success in your organization and how well the "typical new hire" to your organization performs on this skill. 23 Integrity: How well do new hires How important is this skill to your organization in your work environment? perform on this skill? Treats others with honesty, fairness, and respect Demonstrates respect for company time and property Is present and engaged in the workplace, demonstrates appropriate use of technology in the workplace Accepts responsibility for one's decisions and actions

24 Res	pect:			
		How important is this skill in your work environment?	How well do new hires to your organization perform on this skill?	
thos back	ks effectively with e who have diverse grounds, beliefs, cultures	•	•	
	bits respect for ority	•	•	
25 Pers	severance:			
		How important is this skill in your work environment?	How well do new hires to your organization perform on this skill?	
prov	rs on task when rided strategies for rcoming barriers	_	<u> </u>	

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Skills and Preparation

Please indicate extent to which each skill listed below is **important** for success in your organization and how **well** the "typical new hire" to your organization performs on this skill.

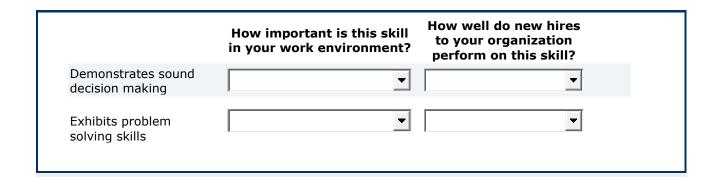
26 Positive attitude:

		How important is this skill in your work environment?	How well do new hires to your organization perform on this skill?	
	Cooperates in a pleasant and politely manner with clients, coworkers, and supervisors	_	_	
	Exhibits flexibility and adaptability. Takes direction and correction willingly	•	_	
27	Dependability:			
		How important is this skill in your work environment?	How well do new hires to your organization perform on this skill?	
	Shows up to work on time and ready to work	_	<u> </u>	
	Fulfills obligations, completes assignments, and meets deadlines	_	_	
	Behaves consistently, predictably, and reliably	•	_	
	Demonstrates minimum absenteeism, and communicates about absences with his/her supervisor		_	
	Demonstrates desire to works toward organizational goals	•	_	
28	Professionalism:			

	How important is this skill in your work environment?	How well do new hires to your organization perform on this skill?
Maintains a professional demeanor at work	•	▼
Demonstrates self- control by maintaining composure and keeping emotions in check, even in difficult situations	•	•
Exhibits professional appearance by dressing appropriately for the work and maintaining personal hygiene	_	_

Page 16 Skills and Preparation Please indicate extent to which each skill listed below is important for success in your organization and how well the "typical new hire" to your organization performs on this skill. 29 Communication: How important is this skill in your work environment? Listens to and considers other's viewpoints How well do new hires to your organization perform on this skill?

30	Follows directions Is open to corrections Maintains open lines of communication up and down the pipeline Effectively explains a process or problem verbally or in writing Ability to speak clearly and be understood Teamwork:		\text{\tinx{\text{\tinx{\tint{\text{\text{\text{\text{\text{\text{\text{\text{\text{\text{\tint{\text{\tinx{\tint{\text{\text{\text{\tinx{\tint{\text{\tinx{\tin\ti
		How important is this skill	How well do new hires
	Demonstrates the ability to work effectively with others	in your work environment?	to your organization perform on this skill?
		in your work environment?	



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Skills and Preparation

32. Please list any other essential skill areas not captured by this model that you would consider important or where a gap exists.



McLean County Employer Needs Survey

Page 18

BN Advantage is working with the community school districts to implement a new program called Inspire. The Inspire platform brings together education and industry to help students and job seekers achieve their goals and address communities' workforce development needs. Inspire provides powerful tools for students and job seekers to connect with community business leaders. Tools include:

- Company Profiles local employers can create and maintain profiles to describe their business, highlight their unique attributes, and communicate their areas of need to future employees.
- Career Discussion Boards allows students to ask questions, view biographies to learn about backgrounds and preparation, view video of local occupations in action.
- Communication Tools powerful communication tools enable companies to send targeted messages about career development opportunities to those students and job seekers who most need the information.

This program helps to connect community employers with local students, to help develop interest in career paths that exist within the community, and increases the likelihood that students are either retained or return to the community to grow their career.

33 Please take a few moments to tell us ways in which you would like to be involved with helping retain talent within our community by rating your level of interest with the following components of the BN Advantage program.

	Not interested	Slightly interested	Moderately interested	Very interested	Not applicable
Develop an online profile to let students know about your organization and the types of careers available	0	0	0	0	0

Participate in curriculum development relative to jobs for which we hire	0	0	0	0	0
Through the online platform (e.g. chat technology), connect experts within our organization with students in the community	0	0	C	C	C
Allow for job shadowing of our employees by students in the community	0	0	o	O	0
Participate in career fair hosted specifically to showcase McLean County employers	C	0	c	0	C
Offer internships (paid or unpaid) to students in the community	0	0	c	c	0

Host a career day within your organization for area students	0	0	0	o	O
34 Please provide any this survey.	general com	ments, suggestio	ns, or informatior	n that has not be	en addressed in