

# 2025 Employer Needs Survey

This survey is designed to evaluate the needs of businesses in the McLean County area and identify workforce gaps. Your honest answers will help the McLean County Chamber better serve the businesses of McLean County.

Please note: This survey should be completed by only one person at your organization, ideally a member of your Human Resources staff. The survey will close on Friday, August 8th.

Thank you for your time to complete our survey.

1 Employer Demographics

2 Additional Organizational  
Information

3 Company Challenges

4 Hiring Process

How many employees are currently employed at your location?

(Select one) \*

- ☐ 1-3
- ☐ 4-10
- ☐ 11-18
- ☐ 19-30
- ☐ 31-49
- ☐ 50-75
- ☐ 76-100
- ☐ 100+

Which of these best describes your organization's primary industry?

(Select one) \*

- ☐ Agriculture, food, and natural resources
- ☐ Architecture and construction
- ☐ Arts, audio/video technology, and communication
- ☐ Business management and administration
- ☐ Education and training
- ☐ Finance
- ☐ Government and public administration
- ☐ Health science
- ☐ Hospitality and tourism
- ☐ Human services
- ☐ Information Technology
- ☐ Law, public safety, corrections and security
- ☐ Manufacturing
- ☐ Marketing, sales, and service
- ☐ Science, technology, engineering, and mathematics
- ☐ Transportation, distribution, and logistics

Does your organization currently hire individuals with a prior incarceration history?

(Select one) \*

☐ Yes

☐ No

Which best describes your organization?

(Select one) \*

☐ Union

☐ Non-union

What is your current retention rate for employees?

(Select one) \*

☐ Less than 50%

☐ 51-60%

☐ 61-70%

☐ 71-80%

☐ 81-90%

☐ 91%+

In preparation for training today's workforce, we are finding both companies and potential employees greatly interested in offering their own training opportunities. To assess this, we need to understand what your organization is currently offering for training.

Does your company offer:

(Select All That Apply) \*

- ☐ Unpaid Internship (Unpaid experience working in an organization in order to gain work experience or satisfy requirements for a qualification.)
- ☐ Paid Internship (Paid experience working in an organization in order to gain work experience or satisfy requirements for a qualification.)
- ☐ Apprenticeship (Combine paid on-the-job training with classroom instruction occurring simultaneously.)
- ☐ Co-op (Paid, full time, structured work experience that integrates classroom learning with real-world experience rotating between semesters.)
- ☐ Job shadowing (Approach that involves a new employee working in parallel with a more experienced employee to learn the position firsthand.)
- ☐ None of the above

This site is protected by reCAPTCHA Enterprise and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

# 2025 Employer Needs Survey

This survey is designed to evaluate the needs of businesses in the McLean County area and identify workforce gaps. Your honest answers will help the Mclean County Chamber better serve the businesses of McLean County.

Please note: This survey should be completed by only one person at your organization, ideally a member of your Human Resources staff. The survey will close on Friday, August 8th.

Thank you for your time to complete our survey.

1 Employer Demographics

2 **Additional Organizational Information**

3 Company Challenges

4 Hiring Process

Which employability skills are most critical to success in your workplace?

(Please select up to three) \*

- ☐ Communication
- ☐ Teamwork
- ☐ Problem-solving
- ☐ Dependability
- ☐ Initiative
- ☐ Adaptability
- ☐ Time management
- ☐ Customer service
- ☐ Growth Mindset

What critical skills are currently missing from your team?

How do you believe your organization's wages compare to other employers in the Bloomington/Normal area?

(Select one) \*

- ☐ Highly Competitive
- ☐ Somewhat Competitive
- ☐ About the same as other local employers
- ☐ Not Competitive

Are there any emerging trends in your industry that will affect your organization?

(Select one) \*

- ☐ Yes
- ☐ No

If yes, what are your emerging or required skill needs?

(Please select up to three)

- ☐ Employability skills
- ☐ Customer Service
- ☐ Safety or compliance training
- ☐ Technology or systems
- ☐ Personal Finance

Do you foresee AI implementation resulting in workforce reductions within the next 1–3 years?

(Select one)

- ☐ Substantial reduction
- ☐ Medium reduction
- ☐ Minor reduction
- ☐ No reduction

This site is protected by reCAPTCHA Enterprise and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

# 2025 Employer Needs Survey

This survey is designed to evaluate the needs of businesses in the McLean County area and identify workforce gaps. Your honest answers will help the McLean County Chamber better serve the businesses of McLean County.

Please note: This survey should be completed by only one person at your organization, ideally a member of your Human Resources staff. The survey will close on Friday, August 8th.

Thank you for your time to complete our survey.

1 Employer Demographics

2 Additional Organizational Information

3 Company Challenges

4 Hiring Process

What are your biggest workforce challenges right now?

(Please select up to three) \*

- ☐ Lack of qualified workers
- ☐ Retention of qualified workers
- ☐ Onboarding or upskilling of workers
- ☐ Competitive compensation
- ☐ Opportunities for advancement
- ☐ Organizational Culture
- ☐ Benefits
- ☐ Inability or unwilling to travel
- ☐ Filling non-traditional work schedules

Within the next 1–3 years, do you anticipate a reduction or increase in your local workforce?

Example: business growth or expansion, layoffs, retirements, etc.

(Select one) \*

- ☐ Significant increase
- ☐ Minor increase
- ☐ Stay about the same
- ☐ Minor decrease
- ☐ Significant decrease

How will the retirement of current employees affect your business in the next 1–3 years?

(Select one) \*

- ☐ Significant hiring needed in the future to fill upcoming retirees' vacancies
- ☐ Significant hiring needed now to fill current retirees' vacancies
- ☐ Some hiring needed in the future to fill upcoming retirees' vacancies
- ☐ Some hiring needed now to fill current retirees' vacancies
- ☐ No effect

How are you preparing for potential retirement or leadership succession? (Select one) \*

- ☐ We have a formal succession plan
- ☐

We are beginning to plan

☐ We are not currently planning

What strategies have you found effective in retaining top talent?

(Select all that apply) \*

- ☐ Providing professional growth opportunities
- ☐ Offering flexible work arrangements
- ☐ Recognition and rewards (formal or informal)
- ☐ Competitive compensation and benefits
- ☐ Leadership development or mentoring programs
- ☐ Frequent manager check-ins and support
- ☐ Clear and accurate job descriptions
- ☐ Inclusion in decision-making or strategic work
- ☐ Healthy team culture and strong relationships
- ☐ Remote work capability

This site is protected by reCAPTCHA Enterprise and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

# 2025 Employer Needs Survey

This survey is designed to evaluate the needs of businesses in the McLean County area and identify workforce gaps. Your honest answers will help the McLean County Chamber better serve the businesses of McLean County.

Please note: This survey should be completed by only one person at your organization, ideally a member of your Human Resources staff. The survey will close on Friday, August 8th.

Thank you for your time to complete our survey.

1 Employer Demographics

2 Additional Organizational Information

3 Company Challenges

4 Hiring Process

Does your organization offer paid employee development or tuition reimbursement programs? (Select one) \*

- ☐ Yes ☐ No

If yes, what percent of employees utilize these programs?  
(Select one) \*

- ☐ 1-10%  
☐ 11-20%  
☐ 21-30%  
☐ 31-40%  
☐ 41-50%  
☐ 51%+

Does your organization utilize local resources for employee development?  
(Select all that apply) \*

- ☐ Local Community College  
☐ Local University  
☐ Local Chamber  
☐ Local private training provider  
☐ Non-local training provider  
☐ None

What are the top three roles that have the largest need for growth at your organization?  
(Please select up to three) \*

- ☐ Skilled Trades  
☐ Administrative/Clerical  
☐ Sales/Marketing  
☐ Customer Service  
☐ Finance  
☐ Facilities  
☐ Operations/Logistics  
☐ IT/Technical roles

- ☐ Leadership/Management
- ☐ Teaching/Education
- ☐ Healthcare

Which of these roles currently require more training?  
(Please select up to three) \*

- ☐ Skilled Trades
- ☐ Administrative/Clerical
- ☐ Sales/Marketing
- ☐ Customer Service
- ☐ Finance
- ☐ Facilities
- ☐ Operations/Logistics
- ☐ IT/Technical roles
- ☐ Leadership/Management
- ☐ Teaching/Education
- ☐ Healthcare

How do you market your open positions?  
(Select all that apply) \*

- ☐ Online Job Boards (Indeed, LinkedIn, etc.)
- ☐ Company website
- ☐ Local media
- ☐ College/University job boards
- ☐ Employee referrals
- ☐ Social media

What are the top 3 barriers that prevent you from making a job offer to applicants?  
(Please select up to three) \*

- ☐ Background check concerns
- ☐ Poor interview performance
- ☐ Lack of transportation
- ☐ Inadequate credentials or experience
- ☐ Poor employability skills
- ☐ Unmet salary expectations

What additional information would you like to share about your organization's struggle to hire and/or retain workers?



OPTIONAL:

If you are willing to share your name and email address, you will be entered into a drawing to win a free table at our next job fair hosted on October 21.

First

Last

Email

This site is protected by reCAPTCHA Enterprise and the Google [Privacy Policy](#) and [Terms of Service](#) apply.