Welcome to today’s #WCETWebcast

May 25

The webcast will begin shortly.

There is no audio being broadcast at this time.

An archive of this webcast will be available on the WCET website next week.
Welcome!

Use the question box for questions and information exchange.

Slides and shared resources will be emailed to attendees by next week.

Slides can be downloaded via the link in chat.

Follow the Twitter feed: #WCETWebcast.

Kim Nawrocki
Coordinator, Events and Programs
knawrocki@wiche.edu
Live Captioning Provided by Our Sponsor
Questions from the Audience

If you have a question during the presentation, please add it to the question box.

We will monitor the question box and have time for Q&A at the end of the webcast.
Moderator

Megan Raymond
Senior Director, Programs and Membership
WCET
Speakers

Marc Austin
Executive Director of Academic Innovation and New Ventures
George Mason University

David Capranos
Director of Market Strategy and Research
Wiley Education Services

Mardy Leathers
Director
Missouri Office of Workforce Development

Deb Volzer
Senior Director of State and Workforce Development
Wiley Education Services
In Fall of 2020, Wiley Education Services surveyed over 600 Human Resources (HR) and Learning and Development (L&D) professionals (~100 at Executive/C-level) in order to:

1. Gain a better understanding of what the biggest skills gaps are.
2. How companies are responding to gaps within their businesses.

The subsequent report, *Reimagining the Workforce 2021*, examines how employers view the scope and impact of workforce skills gaps, the role education benefits play, and at what level they are incorporated into a company’s strategic plan.
Identifying In-demand Skills

### Hard Skills
- Computer Technology: 44%
- Data Analysis: 36%
- Communication and Security: 24%
- Cloud Computing: 21%
- Marketing: 20%
- Mobile and Web Development: 18%
- Design: 16%
- Sales: 14%

### Soft Skills
- Critical Thinking: 36%
- Communication: 36%
- Creativity: 34%
- Analytical Skills: 28%
- Adaptability: 25%
- Leadership: 25%
- Emotional Intelligence: 20%
- Collaboration: 17%
- Persuasion: 10%
Attitudes on Education Types and Effective Reskilling/Upskilling Benefits

How important are the following forms of education when evaluating potential new hires?

- Degrees from colleges and universities: 37% Extremely important, 35% Very important, 19% Moderately important, 5% Slightly important, 4% Not at all important
- Trade skills certificate/experience: 35% Extremely important, 33% Very important, 22% Moderately important, 6% Slightly important, 4% Not at all important
- Industry certifications (ex. Six Sigma, PMP): 34% Extremely important, 26% Very important, 26% Moderately important, 8% Slightly important, 6% Not at all important
- Digital badges/micro-credentials: 26% Extremely important, 24% Very important, 22% Moderately important, 14% Slightly important, 14% Not at all important

How effective do you feel the following educational benefits are at upskilling/reskilling employees?

- Tuition reimbursement/company-sponsored scholarships: 59% Extremely effective, 20% Moderately effective, 12% Slightly effective, 9% Not at all effective
- University-sponsored tuition discounts: 52% Extremely effective, 23% Moderately effective, 14% Slightly effective, 11% Not at all effective
- Industry certifications (ex. Six Sigma, PMP): 51% Extremely effective, 25% Moderately effective, 15% Slightly effective, 9% Not at all effective
- External online educational platforms (ex. Skillsoft, LinkedIn Learning): 49% Extremely effective, 26% Moderately effective, 18% Slightly effective, 7% Not at all effective
- Conferences and seminars: 48% Extremely effective, 26% Moderately effective, 19% Slightly effective, 7% Not at all effective
- Self-guided content through your internal learning management system: 47% Extremely effective, 27% Moderately effective, 20% Slightly effective, 6% Not at all effective
- Non-credit certificate options (ex. micro-credentials, digital badges): 40% Extremely effective, 27% Moderately effective, 23% Slightly effective, 10% Not at all effective
- Bootcamps: 37% Extremely effective, 24% Moderately effective, 21% Slightly effective, 18% Not at all effective
Partnerships Between Education and Industry and Creating New Opportunities

In the last three years, has your organization collaborated with colleges, universities, vocational schools and/or other third-party providers?

- No: 34%
- Yes, currently: 31%
- Unsure/I don't know: 17%
- Yes, past three years: 18%

What approximate percentage of employees in your company actively use the tuition assistance & support programs available to them?

- <1%: 4%
- 1.5%: 17%
- 6-10%: 37%
- 10%+: 24%
Questions from the Audience
Learn more and stay connected:

Visit [wcet.wiche.edu](https://wcet.wiche.edu) to explore our Focus Areas, Initiatives, Events, Membership, and Sponsorship.

Learn more about the benefits of joining our community: [wcet.wiche.edu/join-wcet](https://wcet.wiche.edu/join-wcet)
Additional Information and Resources

The webcast recording and additional resources will be available by next week: 
wcet.wiche.edu/events/webcasts.

Check out the Reimagining the Workforce 2021 and an array of free reports, webinars, and infographics at: edservices.wiley.com/resources
Save the date – program and registration coming soon!

WCET 33rd Annual Meeting
November 2, 2021
A one-day virtual event.
Asynchronous sessions following the live event through the end of 2021.

https://wcet.wiche.edu/events/annual-meeting
Thank you

WCET Annual Sponsors

Learn more: wcet.wiche.edu/get-involved/sponsorship/sponsors
Thank you **Supporting Members** for your commitment to WCET and digital learning

Colorado State University

Michigan State University

University of Florida
Thank you!

wcet.wiche.edu
# Appendix

## Respondent's seniority in their organization:

<table>
<thead>
<tr>
<th>Position</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-level/executive</td>
<td>15%</td>
</tr>
<tr>
<td>Senior Manager/VP/Director</td>
<td>19%</td>
</tr>
<tr>
<td>Manager or Supervisor</td>
<td>40%</td>
</tr>
<tr>
<td>Employee (not managing others)</td>
<td>24%</td>
</tr>
</tbody>
</table>

## Industry of respondent’s company:

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology</td>
<td>25%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
</tr>
<tr>
<td>Education</td>
<td>13%</td>
</tr>
<tr>
<td>Financial services &amp; insurance</td>
<td>9%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>9%</td>
</tr>
<tr>
<td>Retail</td>
<td>8%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>7%</td>
</tr>
<tr>
<td>Professional services (marketing, PR, consulting, etc.)</td>
<td>5%</td>
</tr>
<tr>
<td>Public sector/public service</td>
<td>4%</td>
</tr>
<tr>
<td>Hospitality</td>
<td>2%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>1%</td>
</tr>
<tr>
<td>Non-profit</td>
<td>1%</td>
</tr>
</tbody>
</table>

## Size of respondent’s company:

<table>
<thead>
<tr>
<th>Employee Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fewer than 1,000 employees</td>
<td>15%</td>
</tr>
<tr>
<td>1,000 to 2,499 employees</td>
<td>22%</td>
</tr>
<tr>
<td>2,500 to 9,999 employees</td>
<td>22%</td>
</tr>
<tr>
<td>10,000 to 29,999 employees</td>
<td>17%</td>
</tr>
<tr>
<td>30,000 to 49,999 employees</td>
<td>11%</td>
</tr>
<tr>
<td>50,000+ employees</td>
<td>12%</td>
</tr>
</tbody>
</table>