Building Credential Currency

Resources to Drive Attainment across K-12,
Higher Education, and Workforce Development

Sample Employer Survey

*This sample survey is included within the toolkit to give states a ready-made option for survey administration. Cross-sector state teams may adapt and adopt this survey and administer it as described in the guidelines in the toolkit to determine the extent to which a representative sample of employers from in-demand, high-skill, high-wage occupations agrees each non-degree credential should be included on the state’s priority list.*

**Introduction (Page 1)**

[STATE NAME] has drafted a list of priority occupations and related non-degree credentials to send clear signals to K-12, higher education, and workforce development leaders about the credentials that matter most to good jobs in our state. We thank you in advance for responding to this survey, which is designed to take no more than 10 minutes of your time.

To be deemed “priority,” occupations must have met or exceeded *each* of the following thresholds in a robust economic analysis of state labor market data:

* In-Demand: [insert state definition for “in-demand” or threshold]
* High-Skill: [insert state threshold for “high-skill”]
* High-Wage: [insert state threshold for “high-wage”]

For each priority occupation, we have identified existing non-degree credentials that individuals can earn to both access jobs and advance through a career field. Our next step is to validate these occupations and credentials with you, the employer community, and confirm that these are the right credentials to prioritize within your industry.

**General Questions (Page 2)**

1. In which region(s) are you located? Choose as many as applicable.

*[List specific options from which to choose, corresponding your state’s preference for regional/county/local terminology.]*

[ ]  [Region 1]

[ ]  [Region 2]

[ ]  [Region 3]

[ ]  [Region 4]

[ ]  [Region 5]

2. What is the approximate size of your company? (Round to the nearest 10.)

*[Short open-ended response; rounding up to the nearest 10 will provide better, more flexible data than arbitrary multiple choice tiers.]*

3. For which of the following professional industries will you be providing feedback?

*[List the state’s priority industries. Respondents should be asked to provide feedback on priority occupations/credentials within the industry in which they work. This can vary from respondent to respondent. For example, healthcare professionals in hospitals could select “healthcare,” while IT professionals in hospital settings could select “IT.” If your target respondent is an HR leader, they may also have the option to complete the survey for multiple industries, e.g., healthcare and IT.]*

[ ]  [Profession 1]

[ ]  [Profession 2]

[ ]  [Profession 3]

[ ]  [Profession 4]

[ ]  [Profession 5]

*[The following sections should be populated based on the response selected in #3.]*

**Occupation Validation (Page 3)**

4. The following occupations within the [INDUSTRY NAME—populated based on response in #3] industry have been identified as priority occupations based on job demand, skill requirements, and median wage. Based on your experience and knowledge, **please select any occupations you believe DO NOT meet the criteria for in-demand, high-skill, *and* high-wage occupations. For each occupation you believe should be removed, please provide your reasoning for removal.**

|  |  |  |  |
| --- | --- | --- | --- |
| Occupation | **Should be Removed from Priority List** | **Rationale for Removal** | **Open-Ended Rationale for Removal:** Please expand on your selection in the previous column. |
| Occupation 1 | [ ]  Yes[ ]  No | [ ]  Not in-demand[ ]  Not high-skill[ ]  Not high-wage[ ]  Combination of factors[ ]  Other |       |
| Occupation 2 | [ ]  Yes[ ]  No | [ ]  Not in-demand[ ]  Not high-skill[ ]  Not high-wage[ ]  Combination of factors[ ]  Other |       |
| Occupation 3 | [ ]  Yes[ ]  No | [ ]  Not in-demand[ ]  Not high-skill[ ]  Not high-wage[ ]  Combination of factors[ ]  Other |       |

5. Are there any occupations in your industry that are *not* on the priority list above that you believe should be considered for inclusion in the next cycle, based on projected job demand, skill requirements, and employer earnings?

[ ]  Yes

[ ]  No

6. If you answered “Yes” to the question above, please list those occupations here.

**Credential Validation (Page 4)**

7. The following non-degree credentials within the [INDUSTRY NAME] industry correspond to identified priority occupations. **Based on your experience and knowledge, how important is each credential in deciding to hire or promote an individual?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Credential | **Required:** This credential is *required* to hire/promote. | **Preferred:** This credential is preferred, but not required, when considering decisions to hire/promote. | **Not Important:** This credential is not relevant for decision-making. | **I am not familiar with this credential.** |
| Credential 1 | [ ]  | [ ]  | [ ]  | [ ]  |
| Credential 2 | [ ]  | [ ]  | [ ]  | [ ]  |
| Credential 3 | [ ]  | [ ]  | [ ]  | [ ]  |

8. Are there any non-degree credentials in your industry that are *not* on the priority list above that you believe should be considered for inclusion in the next cycle, based on alignment to in-demand, high-skill, high-wage occupations?

[ ]  Yes

[ ]  No

9. If you answered “Yes” to the question above, please list those non-degree credentials here (no abbreviations). Please do not include proprietary credentials specific to your organization.

10. Are there any occupations in your industry that are particularly difficult to fill because prospective employees lack the necessary non-degree credentials?

[ ]  Yes

[ ]  No

11. If you answered “Yes” to the question above, please explain which occupations you have noticed a shortage due to credentialing.