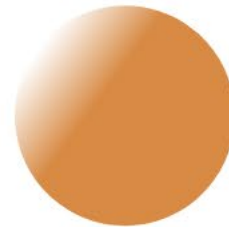


Welcome to Today's WCET Webcast



FEBRUARY 22, 2023

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.





Community

Equity

Policy

Practice

wcet.wiche.edu



wcet

Webcast

State of the Skills Gap 2023: Challenges and Opportunities in Supporting a Post-Pandemic Workforce

February 22, 2023



Hosted in partnership with:

WILEY University Services

Welcome!

- Slides and the *Closing the Skills Gap 2023* report can be downloaded via the link in chat.
- Please use the **Question** box for questions and **Chat** for other information exchange.
- Follow the Twitter feed: #WCETWebcast.
- Slides, recording, and shared resources will be emailed to attendees.



Megan Raymond

Senior Director, Membership & Programs
WCET

mraymond@wiche.edu

[@meraymond](https://twitter.com/meraymond)

Today's Moderator

Suzanne Ehrlich

Associate Professor & Co-Director,
UNITE Design Lab

University of North Florida



Speakers



Dennis Bonilla

Dean

*Wiley Edge Global
Academy*



David Capranos

*Director, Market
Strategy and Research*

*Wiley University
Services*



Elizabeth Creamer

*Vice President of
Workforce Development*

*Community College
Workforce Alliance*



Matt Seimears

Interim Provost

*Eastern Oregon
University*

WHAT IS THE SKILLS GAP?



SKILLS GAP

/skills, gap/ [Noun]

A significant disparity between the skills an organization needs to fulfill their goals and the availability of those skills in their workforce or potential job candidates

WHO? & WHAT? & WHERE? & WHEN? & WHY? & HOW?

BACKGROUND

- This report builds on our previous **Skills Gap** and **Reimagining the Workforce** reports
- Wiley University Services surveyed over 600 human resources professionals and hiring managers across the United States during the summer of 2022 to understand the state of the skills gap across industries

SURVEY RESPONDENT PROFILE

Held multiple seniority levels

- 25% C-Suite
- 33% Senior Management and VP

Worked for organizations of various size

- 13% >50k employees
- 16% <1k employees

Came from a wide range of industries

- Top industries:
 - Manufacturing
 - Retail
 - Technology
 - Healthcare

KEY FINDINGS



The skills gap spread to more organizations during the pandemic



When a skills gap forms, staffing challenges follow



Alternate credentials are gaining on the college degree



Organizations must unlock opportunities to reskill their workers



Demand for skills is evolving too fast for companies to keep up

KEY FINDING ONE

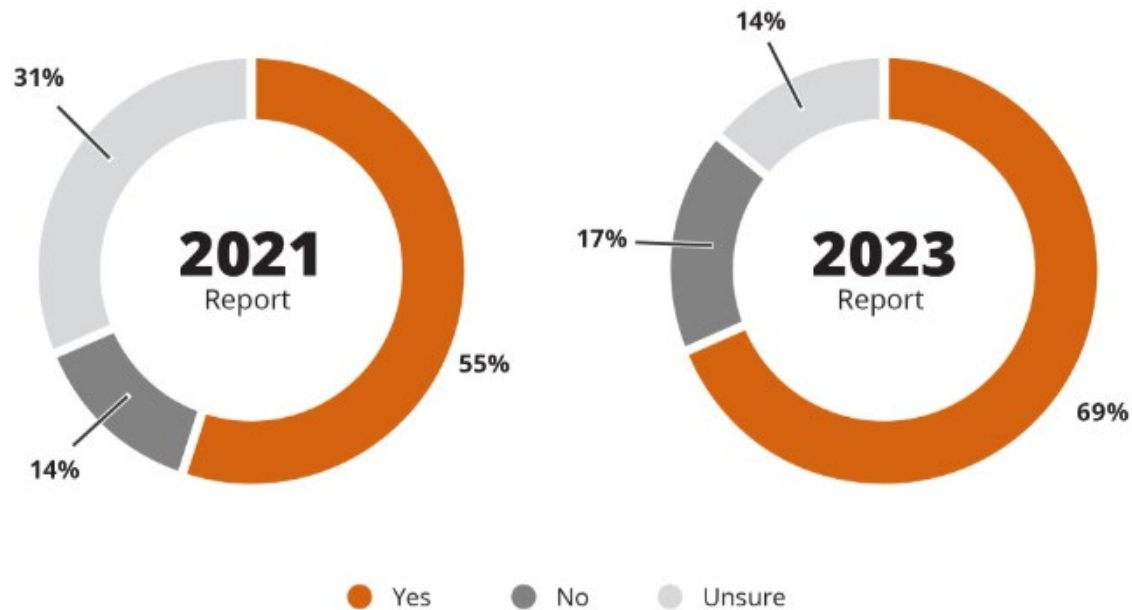
Skills gaps spread to more companies during the pandemic



WIDENING SKILLS GAP

More companies are reporting a skills gap

Do you believe there is a gap in the skills your organization needs and what your employees possess right now?

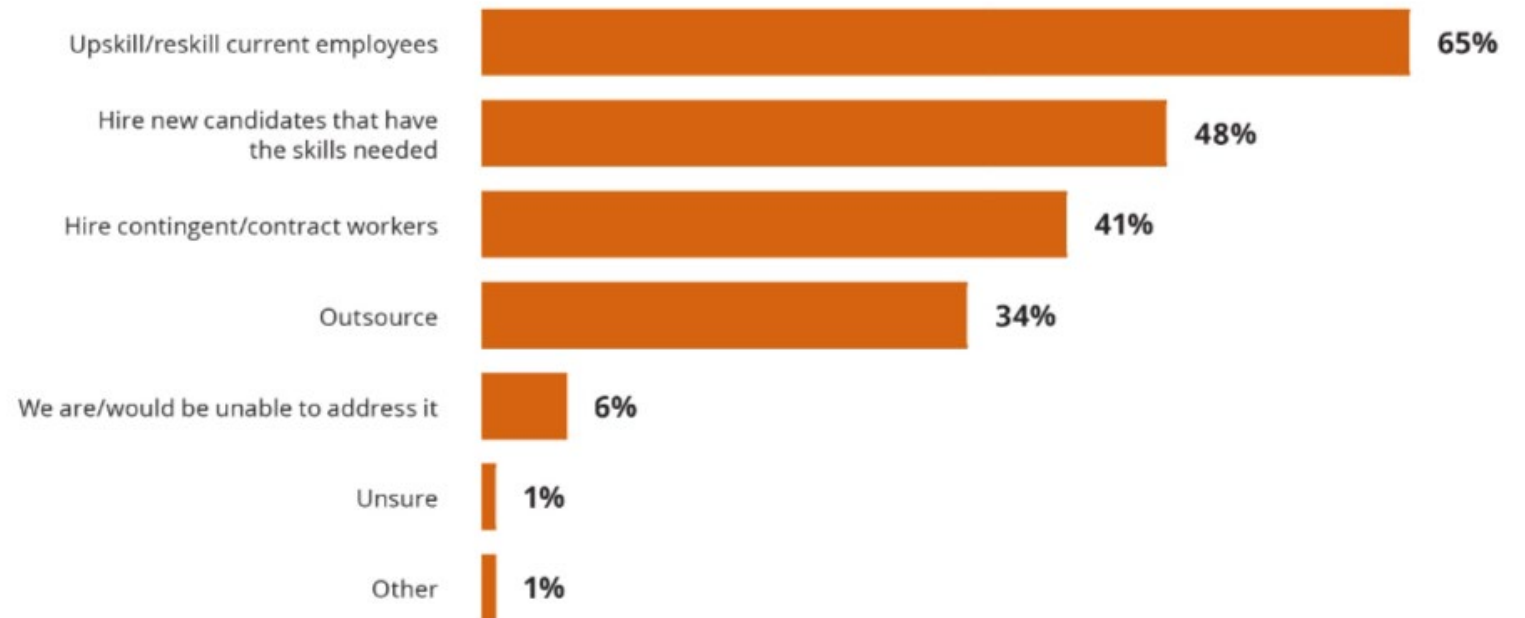


ADDRESSING THE GAP



Many companies are looking to existing employees to fill the gap

How does/would your organization handle a noted gap in skills? *(Select all that apply)*



KEY FINDING TWO

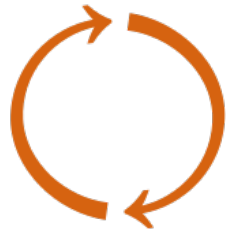
When a skills gap forms,
staffing challenges follow



A SELF-PERPETUATING CYCLE

36% of respondents believe the skills gap **causes** recruitment challenges

**RECRUITMENT
CHALLENGES**



SKILLS GAP



HOW DID WE GET HERE?

Many companies admit not investing enough in their people

ORGANIZATIONS WITH A SKILLS GAP

What do you believe are the biggest causes of the skills gap at your company?

Lack of employee development initiatives and options	41%
Lack of in-house resources for training and development	38%
Lack of leadership support or awareness around the disparity in skills	36%
Our compensation packages are not competitive enough	35%
Slow or unable to adapt to changes in technology	33%
A shift in company strategy or product offering	33%

Insight to **Action**: Creating a Skill-Building Ecosystem



As workforce skill needs evolve, updating curricula to match the latest demand is becoming more important. It also benefit populations beyond a school's prospective students.

- Updated curricula **gives alumni a reason** to return to school to audit the updated courses or add certificates to their degrees.
- By announcing these changes, universities can **play a lasting role** in their graduates' upskilling efforts and in employer's retention efforts.

KEY FINDING THREE

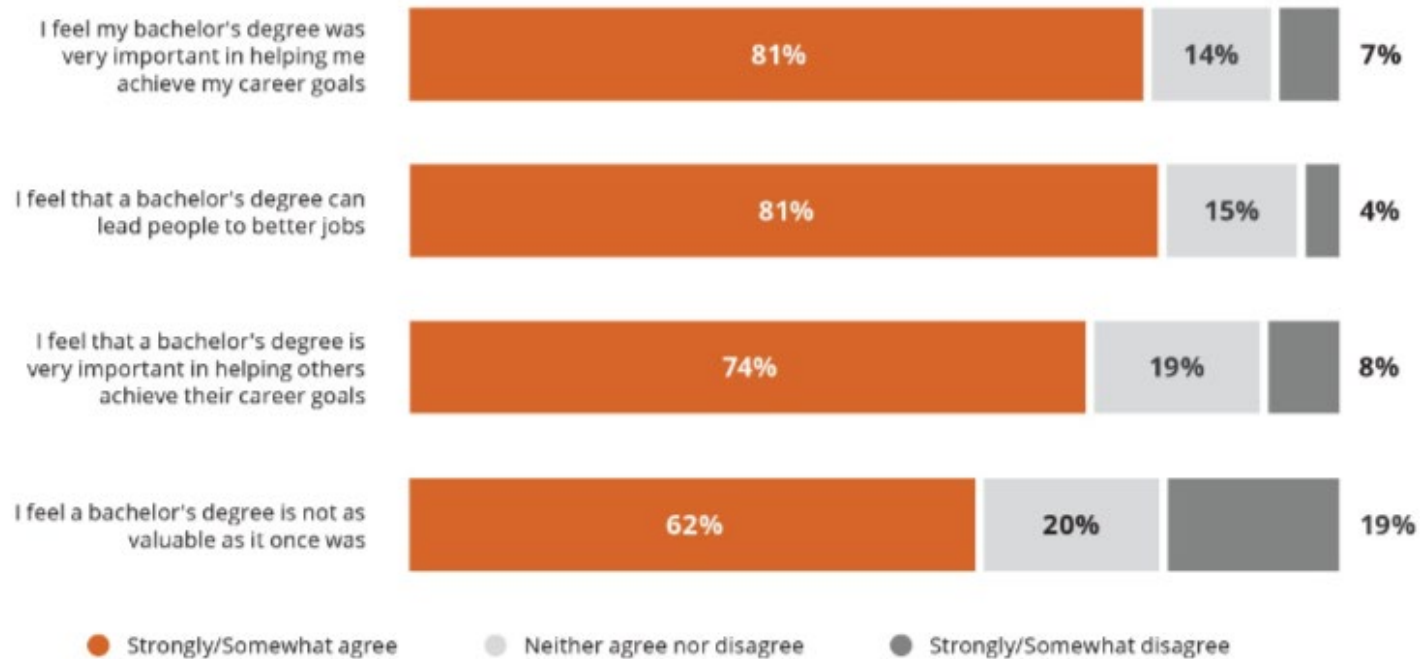
Alternate credentials are
gaining on the college degree



THE VALUE OF A DEGREE

Some are questioning the continued value of the degree

How strongly do you agree or disagree with the following statements:

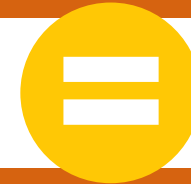




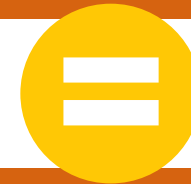
EVALUATING ALT CREDENTIALS

$\frac{3}{4}$ of respondents see these qualifications **essentially equal**

5 YEARS OF WORK EXPERIENCE



**CERTIFICATES FROM COLLEGES
OR UNIVERSITIES**



**DIGITAL BADGES AND
MICRO-CREDENTIALS**

INDUSTRY CERTIFICATIONS BEAT DEGREES?

When it comes to
validating skills
some industry certs
may have an edge

What credentials is your company most open to using to validate skills overall?

● Significantly above ● Significantly lower

	Overall	Technology	Manufacturing	Retail	Healthcare
Industry certifications	51%	34%	56%	57%	41%
College degree	45%	44%	33%	37%	53%
College certificate	40%	25%	52%	41%	44%
Project portfolios	37%	29%	44%	37%	26%
Skills bootcamps	33%	24%	45%	34%	31%
Badging	20%	19%	22%	21%	17%
MOOC certificate	9%	10%	7%	12%	8%
Other	3%	5%	2%	4%	4%

From Insight to **Action:** Industry Certifications



Industry certifications are a top way for employers to validate specific skills. As an institution, do you:

- **Analyze opportunities** for programs to culminate in a degree and certification
- **Prepare students** to sit for third-party exams in relevant fields
- **Assess opportunities** and barriers to awarding degree credit based on prior learning, existing certifications, etc.

KEY FINDING FOUR

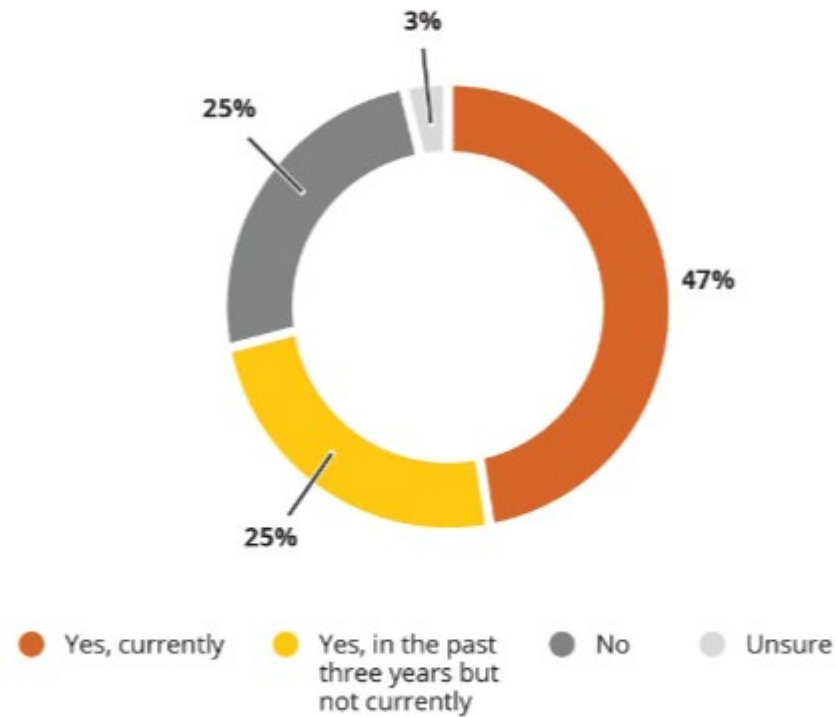
Organizations must knock
down barriers to reskill workers



PARTNERING WITH SCHOOLS

Companies are collaborating with schools to fill their skills gap

In the last three years, has your organization collaborated with colleges, universities, vocational schools, and/or other third-party providers (such as General Assembly, Hack Reactor, etc.) to make the curriculum more responsive to workplace needs?



PARTNERING WITH SCHOOLS

Those that collaborate, do so widely

If they collaborate: What types of providers have you partnered with?

4-year college or university	59%
Technical program	56%
Community college	49%
Vocational school	39%
Third-party provider	25%

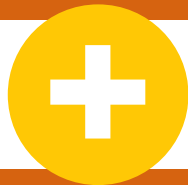
From Insight to **Action**: Employer Partnerships

3 effective skills development programs according to 2/3 of respondents

TUITION REIMBURSEMENT



COMPANY SCHOLARSHIPS



**UNIVERSITY-SPONSORED
TUITION DISCOUNTS**

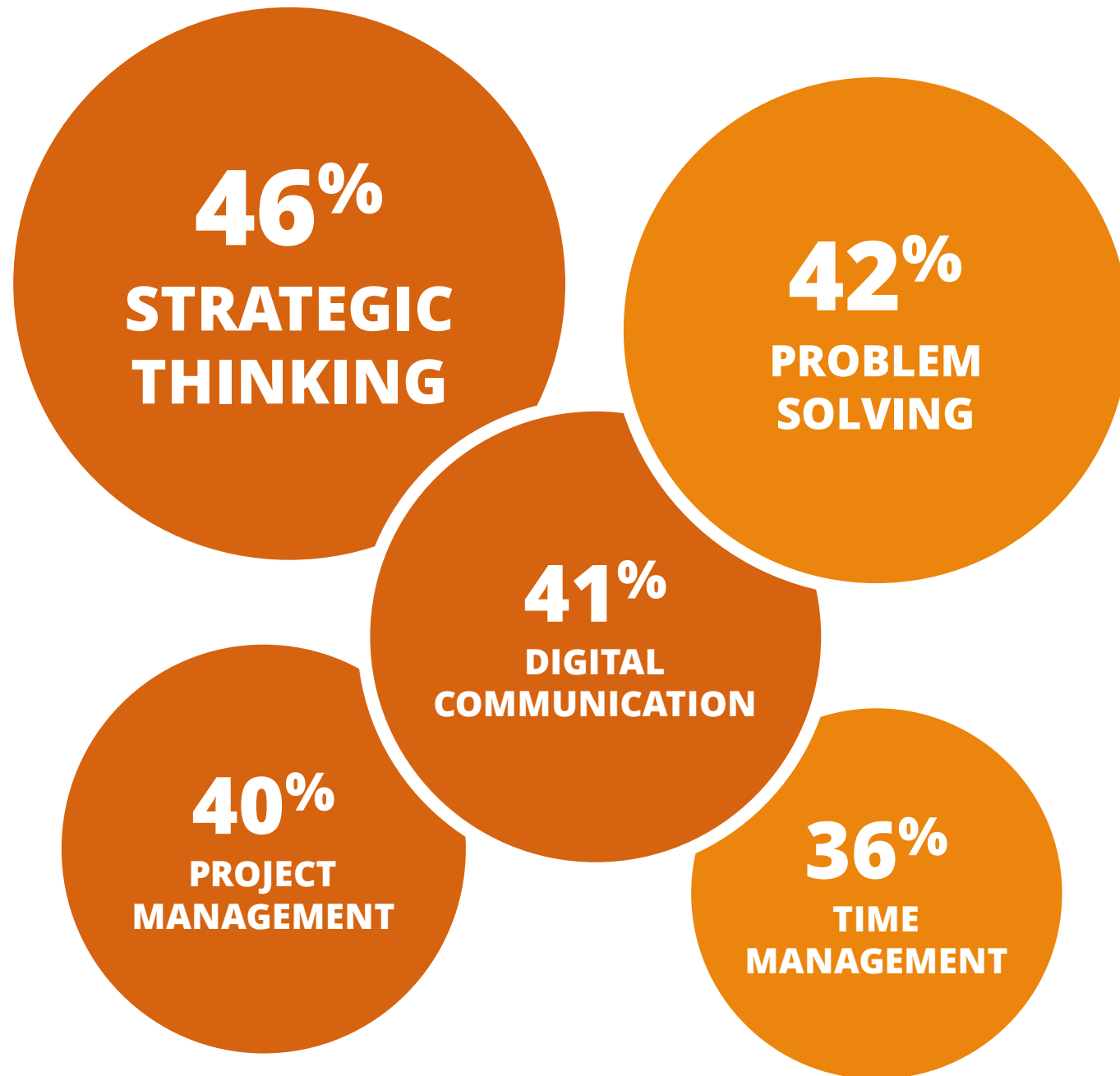
Work with employers to **understand** their **education benefits** and **initiatives** for upskilling and reskilling their employees.

- Through these relationships, devise plans that **help employees** make the most of their benefits through your programs.
- **Collaborate** with organizations to establish flexible pricing arrangements, such as exclusive scholarships

KEY FINDING FIVE

Demand for skills is evolving too fast for companies to keep up



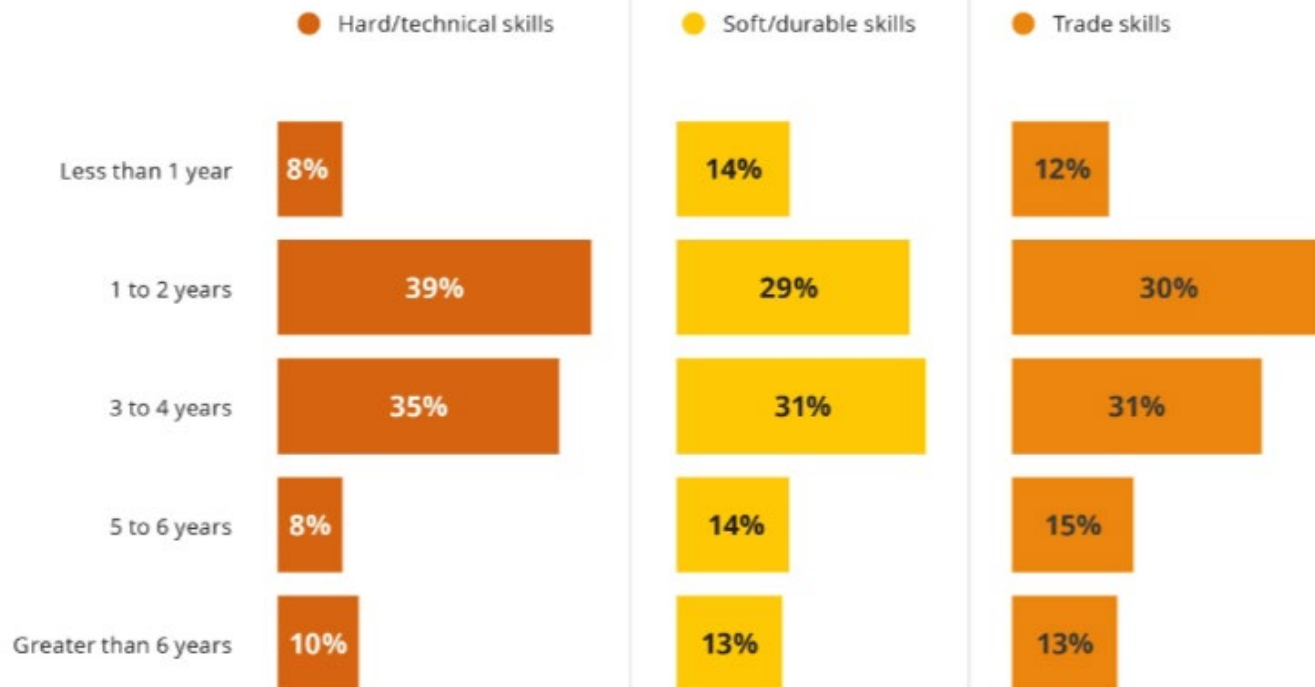


WHAT SKILLS ARE IN HIGHEST DEMAND?

These were the top
five skills across all
respondents

From Insight to **Action**: Address Skills Across Programs

What would you estimate as the average length of time a skill is usable?



Skills have varying shelf lives — in many industries, some may go obsolete quickly, while others endure for years.

- **Identify courses** that assist with immediate needs while continuing to offer degrees for long-term reskilling initiatives
- Identify courses or content related to **relevant soft skills development** and create inroads to including them in programs that may not currently offer as much direct access

Insight to **ACTION** **RECAP**

Top things to remember about the skills gap and steps colleges and universities can take to help slow/ shrink the skills gap



KEY INSIGHTS



Engage with local employers regularly to understand their skill needs and update your programs



When a skills gap forms, staffing challenges follow



Alternate credentials are gaining on the college degree



Organizations must unlock opportunities to reskill their workers



Demand for skills is evolving too fast for companies to keep up

Suggested **Actions**



Engage with local employers regularly to understand their skill needs and update your programs



Enable benefits usage by developing options for employees to leverage cost-saving opportunities and maximize time to completion



Identify courses that can assist with immediate skills needs while continuing to offer degrees for long-term reskilling initiatives



Publish positive carer outcomes to stand out to employers and prospective students in the community



Update, update, update. Encourage lifelong learning by sharing news about improved programs, certificate options, and more with your alumni.

Get even more insights and considerations by downloading the full report!

Questions from the Audience



Additional Information and Resources

- The webcast recording and additional resources will be available in the next week: wcet.wiche.edu/events/webcasts.
- Visit universityservices.wiley.com/resources to download free reports, infographics, articles and more.
- Email questions or feedback to: universityservices@wiley.com.

Learn more and stay connected:

Visit wcet.wiche.edu to explore our Policy and Practice work, Events, Membership, and Sponsorship.

Learn more about the benefits of joining our community: wcet.wiche.edu/join-us.

WCET is the leader in the practice, policy & advocacy of digital learning in higher education.

Community

Equity

Policy

Practice

Upcoming WCET Events

Learn more and register: wcet.wiche.edu/events

- Member Closer Conversation on AI – February 24, Noon MT
 - *At capacity, register to be waitlisted.*
- Finding and Providing Clarity Amidst the Array of Digital Learning Definitions and Modalities – March 15, 11 AM MT
- Member Closer Conversation on Digital Learning Definitions – March 31, Noon MT



Elements of Evolving Business Models of Higher Education

WCET Virtual Summit
Exclusively for WCET Members
March 9, 2023

bit.ly/WCET-Summit-2023



Thank you WCET Annual Sponsors

Learn more:

[wcet.wiche.edu/
sponsorship/wcet-sponsors](http://wcet.wiche.edu/sponsorship/wcet-sponsors)



anthology



Honorlock



BibliU

WILEY University Services



QUOTTLY

straighterline™

coursera for campus

Harmonize

iDesign

InScribe



D2L

LearningMate™



MINERVA®

ENGEN



CAMBRIDGE
UNIVERSITY PRESS

Lightcast

INTERACT123

MINDWIRES

Thank you, Supporting Members

Brigham Young University

The California State University

Colorado State University

Michigan State University

The University of Arizona

University of Florida

Supporting members make an additional investment and support WCET's mission to advance the effective use of technology for teaching and learning.



Thank you for attending!

- Reminder: A recording of the presentation will be sent out to all registrants
- Visit universityservices.wiley.com/resources to download free reports, infographics, articles and more
- Email questions or feedback to: universityservices@wiley.com

wcet.wiche.edu