

Survey of Members of the Cape Cod Canal Region Chamber of Commerce

**Study to Determine the Feasibility and Potential Offerings of a Training /
Education Center in Wareham**

July 2013

Prepared by:

The Office of External Affairs at Bridgewater State University

With the support of

The Cape Cod Canal Region Chamber of Commerce

In partnership with

CONNECT

Cape Cod Canal Region Chamber of Commerce Survey

Introduction

The CEOs of the CONNECT colleges and universities in Southeastern Massachusetts (Bridgewater State University, Bristol, Cape Cod, and Massasoit Community Colleges, and University of Massachusetts Dartmouth) requested that a survey of the members of the Cape Cod Canal Region Chamber of Commerce be conducted. The research was commissioned in response to an inquiry from AD Makepeace Company, which invited the CONNECT institutions to become tenants and begin offering education and training at a new facility in Wareham to be built to the colleges' specifications. President Dana Mohler-Faria advised Fred Clark, Executive Vice President of Bridgewater State University and Vice President of External Affairs, to support the study. The purpose of the study is to determine the feasibility and potential offerings of such a training and education center. Additionally it seeks to determine the anticipated hiring needs for Chamber businesses over the next year and the skills and education required of the employees. The survey was conducted by the Office of External Affairs at Bridgewater State University, with the support of the Cape Cod Canal Region Chamber of Commerce and in partnership with CONNECT.

Methodology

On March 14, 2013 the Cape Cod Canal Region Chamber of Commerce emailed the survey to 1,100 recipients. The survey's stated purpose was to develop a plan for potential training and workforce development to serve businesses in the Cape Cod Canal Region. Completing the survey would help in planning future development and growth in the region. The recipients were informed that the information would be kept confidential, and that they would receive a copy of the survey if they wished. Reminders were sent on March 28, April 10 and again in late April. Further, a survey reminder was also included in the Cape Cod Canal Region Chamber April 19 E-news. The survey included eighteen brief questions concerning the type of industry the business was in, the number of employees it had, the number of employees it anticipated hiring over the next year and the anticipated education and training needs going forward. A copy of the questionnaire is attached as Appendix A. The survey concluded in June, 2013 with a total of thirty-five responses. Not all of the 1,100 recipients were businesses and, therefore, would be unlikely to respond to the business survey.

Results

Results for the thirty-five businesses that responded to the survey are presented below.

Question number one identified the name of the business responding to the survey. This information will not be identified anywhere in this report. Responses to questions number two, "Please indicate the North American Industry Classification System (NAICS) Code of your business?" and question number four, "What is your current number of part-time and full-time employees?" are summarized in Table 1 below.

Table 1

| RESPONDENTS BY NAICS CODE | # | QUESTION 4 | | |
|--|-----------|---|------------|--------------|
| | | What is your current number of employees? | | |
| | | Full Time | Part Time | FT /PT Total |
| Accommodation & Food Services | 3 | 20 | 25 | 45 |
| Agriculture, Forestry, Fishing and Hunting | 2 | 86 | 14 | 100 |
| Arts, Entertainment, Recreation | 1 | 25 | 0 | 25 |
| Construction | 2 | 2 | 2 | 4 |
| Educational Services | 3 | 17 | 99 | 116 |
| Finance and Insurance | 4 | 547 | 1 | 548 |
| Health Care and Social Assistance | 5 | 608 | 97 | 705 |
| Other Services | 10 | 49 | 96 | 145 |
| Professional, Scientific, and Technical Services | 1 | 3 | 2 | 5 |
| Real Estate Rental and Leasing | 1 | 3 | 0 | 3 |
| Retail Trade | 2 | 2 | 1 | 3 |
| Wholesale Trade | 1 | 11 | 3 | 14 |
| Total Respondents | 35 | 1373 | 340 | 1713 |

The thirty- five respondents categorized themselves in twelve different NAICS sectors listed in Table 1. For all respondents the number of full-time employees ranged from a low of two in construction, and in retail trade to a high of 608 in health care and social assistance. The number of part-time employees ranged from a low of zero in arts, entertainment, and recreation, and in real estate rental and leasing, to a high of ninety-nine in educational services. Respondents reported that they employ 1,373 full-time employees and 340 part-time employees, for a total of 1,713 current employees. A plurality of respondents, ten of thirty-five, listed other services as their type of business. Businesses in the health care and social

assistance sector (705) and in the finance and insurance sector (548) employed the greatest number of people.

Questions five, six, seven, and eight, refer to the number of employees, full-time and part-time, respondents anticipate hiring over the next three-month period or over the next three-to-twelve month period. Table 2 displays, by NAICS industry code, the number of anticipated hires for both full-time and part-time employees.

Table 2

| RESPONDENTS BY NAICS CODE | QUESTIONS 5 & 6 | | | QUESTIONS 7 & 8 | | | | Total Projected FT & PT hires over next year |
|---|--|--------------|--|-----------------------------------|-----------------------------------|--|--|--|
| | Do you anticipate hiring employees? | | | Number of new hires anticipated: | | | | |
| | next 3 months | next year | | next 3 months: Full time | next 3 months: Part Time | next 3- 12 months: Full Time | next 3- 12 months: Part Time | |
| Accommodation & Food Services | 2Y / 1N | 2Y / 1N | | 3 | 7 | 3 | 5 | 18 |
| Agriculture, Forestry, Fishing and Hunting | 1Y / 1N | 1Y / 1N | | 3 | 5 | 3 | 5 | 16 |
| Arts, Entertainment, Recreation | 1N | 1Y | | 0 | 0 | 0 | 0 | 0 |
| Construction | 2N | 2N | | 0 | 0 | 0 | 0 | 0 |
| Educational Services | 1Y / 2N | 2Y / 1N | | 0 | 27 | 0 | 27 | 54 |
| Finance and Insurance | 2Y / 2N | 4Y | | 26 | 0 | 31 | 1 | 58 |
| Health Care and Social Assistance | 3Y / 2N | 5Y | | 30 | 12 | 90 | 34 | 166 |
| Other Services | 4Y / 6N | 9Y / 1N | | 3 | 18 | 9 | 34 | 64 |
| Professional, Scientific, and Technical Services | 1N | 1Y | | 0 | 0 | 1 | 1 | 2 |
| Real Estate Rental and Leasing | 1N | 1N | | 0 | 0 | 0 | 0 | 0 |
| Retail Trade | 2N | 2N | | 0 | 0 | 0 | 0 | 0 |
| Wholesale Trade | 1Y | 1Y | | 1 | 1 | 1 | 1 | 4 |
| TOTALS | 14Y / 21N | 26Y / 9N | | 66 | 70 | 138 | 108 | 382 |

Forty percent of respondents anticipated hiring new employees over the next three months and seventy-four percent anticipated hiring new employees over the next year. Over the next three months, respondents anticipated hiring sixty-six new full-time employees and seventy new part-time employees. Over the next three-to-twelve months, respondents reported that they anticipated hiring 138 new full-time employees and 108 new part-time employees for a total of 382 total projected new hires over the next year. The health care and social assistance sector anticipated 166 new hires, the greatest number by far. Arts, entertainment and recreation; construction; real estate rental and leasing; and retail trade did not anticipate making any new hires over the next year. The fact that these thirty-five respondents anticipate hiring a total of 382 new part-time and full-time employees over the next year is a positive sign for the region.

When asked if they had difficulty in hiring or retaining employees due to skills, training or educational needs (question nine,) fourteen responded yes and twenty-one responded no. Where comments were provided, statements indicated that potential employees lack a wide range of skills, including: housekeeping, a music degree, specific industry skills and certifications, accounting, brain injury knowledge, interest in boats, and problem solving skills. When asked what the level of education and training needed was (question ten,) answers ranged from two needing a master's degree or above to fourteen needing industry specific skills. Respondents' answers can be found in Table 3 below.

Table 3

| Level of Education and Training Needed | Number |
|---|---------------|
| High School | 7 |
| English Language/ESOL | 3 |
| Technical Certificate | 4 |
| Associate's Degree | 4 |
| Bachelor's Degree | 8 |
| Master's Degree or Above | 2 |
| Industry-Specific Skills or Training | 14 |
| Other | 3 |

When asked to specify further types of training needed (question eleven,) respondents expressed a need as indicated in Table 4 below.

Table 4

| Further Type of Training Needed | Number |
|---|---------------|
| Advanced Manufacturing | 0 |
| Life Sciences/Biotechnology | 4 |
| Bio-manufacturing | 0 |
| Computer and Information sciences | 13 |
| Clean/Renewable Energy/Green Technology | 1 |
| Marine Science and Technology | 1 |
| Higher Education in the Sciences | 3 |
| Customer service | 17 |
| Management Training | 7 |
| Other | 9 |

When asked if the type of training expressed above in questions ten and eleven were available within a thirty minute drive, seventy-nine percent, twenty-two of the twenty-eight respondents to this question, reported that it was. Further, seventy-two percent of respondents, twenty-

one of twenty-nine answering, said that if this training/education was available in Wareham they would use it. Question fourteen asks, “If a site in Wareham were to include education and job training facilities, what type would be most beneficial to your business?” Table 5 lists the number of responses for each NAICS code. Question fourteen also asked respondents to indicate the number of employees who would potentially use education and training services annually, if facilities were located in Wareham. Respondents indicated that 164 employees would potentially use these services.

Table 5

| Job Training Needs by NAICS Code | Number |
|--|---------------|
| Accommodation and Food Service | 2 |
| Agriculture, Forestry, Fishing and Hunting | 45 |
| Arts, Entertainment, Recreation | 5 |
| Construction | 0 |
| Educational Services | 20 |
| Finance and Insurance | 13 |
| Health Care and Social Assistance | 9 |
| Other Services | 56 |
| Professional, Scientific, and Technical Services | 8 |
| Real Estate Rental and Leasing | 0 |
| Retail Trade | 0 |
| Wholesale Trade | 6 |
| Total | 164 |

Respondents indicated that their company currently takes advantage of education and training from institutions in the region as follows: Bristol Community College - 1, Bridgewater State University - 3, Cape Cod Community College – 9, Mass Maritime – 1. Eleven respondents indicated that they are receiving training/education services from local institutions. The types of training/education that they took advantage of included: business, finance and marketing

skills, short-term seminars, IT skills, medical terminology, accounting, and general continuing education classes among others.

Conclusion

Drawing conclusions and making inferences about a population, i.e., businesses in the Cape Cod Canal Region must be done with care. Since the respondents are not a random sample drawn from the population, it is not possible to attach any mathematical level of confidence to our inferences. However, the survey does represent a first look at anticipated employment, and education/training needs by businesses in the region. Respondents projected a total of 382 full-time and part-time hires over the next year. NAICS business sectors with the greatest number of projected new hires were: health care and social assistance, finance and insurance and educational services. Importantly, seventy percent of respondents indicated that they would take advantage of education/training opportunities if they were available in Wareham. Respondents estimated that 164 employees would potentially take advantage of education/training, if facilities were available in Wareham. As noted above, respondents indicated that they currently require and take advantage of a wide- range of education and training. The survey clearly demonstrates that there is a healthy, strong demand for an education/training facility in Wareham that would meet these workforce needs.

APPENDIX A

The Cape Cod Canal Region Chamber, in partnership with CONNECT, is seeking to develop a plan for potential training and workforce development to serve businesses in the Cape Cod Canal Region. CONNECT is a consortium of the public colleges and universities in Southeastern Massachusetts: Bridgewater State University, Bristol, Cape Cod, and Massasoit Community Colleges, and University of Massachusetts Dartmouth. The survey will take about 10-15 minutes to complete. Responses will be aggregated and kept in strict confidentiality. You will be able to receive a copy of the results by entering contact information at the conclusion. Thank you for your help in planning future business development and growth of the Cape Cod Canal Region.

1. Please indicate the name of your business.

2. Please indicate the North American Industry Classification System (NAICS) code of your business:

- ☐ Agriculture, Forestry, Fishing and Hunting
- ☐ Mining
- ☐ Utilities
- ☐ Construction
- ☐ Manufacturing
- ☐ Wholesale Trade
- ☐ Retail Trade
- ☐ Transportation and Warehousing
- ☐ Information
- ☐ Finance and Insurance
- ☐ Real Estate Rental and Leasing
- ☐ Professional, Scientific, and Technical Services
- ☐ Management of Companies and Enterprises
- ☐ Administrative and Support
- ☐ Waste Management and Remediation
- ☐ Educational Services
- ☐ Health Care and Social Assistance
- ☐ Arts, Entertainment, Recreation
- ☐ Accommodation and Food Services
- ☐ Other Services
- ☐ Public Administration

Other (please specify)

3. In a few words, please further specify the type of product or services your firm provides:

4. What is your current number of employees?

of Full Time

of Part Time

5. Do you anticipate hiring new employees in the next three months?

☐ Yes

☐ No

6. Do you anticipate hiring new employees in the next year?

☐ Yes

☐ No

7. Number of new hires anticipated in next three months:

of Full Time

of Part Time

8. # of new hires anticipated in next 3-12 months:

of Full Time

of Part Time

9. Do you have difficulty in hiring or retaining employees due to skills, training, or education needs?

☐ Yes

☐ No

Comments:

10. If "Yes," please indicate the level of education and training needed:

☐ High School

☐ English Language/ESOL

☐ Technical Certificate

☐ Associate's Degree

☐ Bachelor's Degree

☐ Master's Degree or Above

☐ Industry-Specific Skills or Training

Other (please specify)

11. Please specify further the type of training your employees need:

- ☐ Advanced Manufacturing
- ☐ Life Sciences/Biotechnology
- ☐ Biomanufacturing
- ☐ Computer and Information Sciences
- ☐ Clean/Renewable Energy/GreenTechnology
- ☐ Marine Science and Technology
- ☐ Higher Education in the Sciences
- ☐ Customer Service
- ☐ Management Training

Other (please specify)

12. Is the type of training you indicated in questions 10 and 11 available within a 30-minute commute (one-way) from your business?

- ☐ Yes
- ☐ No

Other (please specify)

13. If the type of training indicated in questions 10 and 11 was available at a facility in the Wareham Region, would your company use it?

- ☐ Yes
- ☐ No

Other (please specify)

14. If a site in Wareham were to include education and job training facilities, what type of training (of any kind) would be most beneficial to your business? Please indicate the NUMBER of employees who would potentially use these services, annually:

| | |
|--------------------------------|----------------------|
| Type of Training, # employees: | <input type="text"/> |
| Type of Training, # employees: | <input type="text"/> |
| Type of Training, # employees: | <input type="text"/> |
| Type of Training, # employees: | <input type="text"/> |
| Type of Training, # employees: | <input type="text"/> |

15. Have you ever considered applying for grant funds to assist in training your employees?

☐ Yes

☐ No

If "Yes," from what source:

16. Does your company currently take advantage of training/education from any of our region's postsecondary education institutions? If so, please indicate which:

☐ Bridgewater State University

☐ Bristol Community College

☐ Cape Cod Community College

☐ Massasoit Community College

☐ University of Massachusetts Dartmouth

☐ Wheaton College

☐ Stonehill College

☐ Curry College

☐ Massachusetts Maritime Academy

Other Institution (please specify)

17. Please indicate the kind of training/education services you are currently receiving from the institution(s) indicated above:

18. If you would like to receive the results of this survey and participate in any followup, please provide contact information.

| | |
|----------------|----------------------|
| Name | <input type="text"/> |
| Title | <input type="text"/> |
| Company | <input type="text"/> |
| Address | <input type="text"/> |
| Business Phone | <input type="text"/> |
| email address | <input type="text"/> |