INTRODUCTION

State of Our Workforce: WNC Analysis

The quality of our current and future workforce is increasingly seen as the most important factor in our region’s economic growth and vitality. With more than 450,000 people in Asheville MSA and around ten million in the State of North Carolina, the need to build a strong workforce and talent pipeline is critical. The success of WNC and state depends on a workforce that is well educated, informed, and equipped with proper skills.

MOTIVATION

In North Carolina, businesses are increasingly struggling to deal with a skills gap, between the types of skills needed for work and the types of potential workers available in the marketplace. As of September 2018, counties in the Asheville MSA continue to have the lowest unemployment rates of all counties in the state. As our residential population continues to grow in the region, so does the need for meaningful work.

67% of companies surveyed expect to grow in the next three years

BACKGROUND

The Economic Development Coalition for Asheville Buncombe County, Asheville Area Chamber of Commerce, Mountain Area Workforce Development Board, and over 20 regional partner organizations collaborated with the North Carolina Chamber and RTI to survey businesses across a 10-county region in Western North Carolina. The analysis asks how businesses expect to grow, the types of jobs, skills, training, and education they need in their future workforce, and where they are looking to find their future workforce. The purpose of the survey is to capture the critical skill needs of businesses over the next three years. Our goal is to identify solutions to close the skills gap and improve the workforce pipeline—which will ensure that companies in our area have the talent they need to succeed. With the data provided from this analysis, we can better align education systems, economic development initiatives, and address business needs so our region can continue to grow and thrive.

Survey Objectives

✓ Understand both short & long-term hiring needs
✓ Inform training & education providers of the current workforce needs
✓ Provide current workforce information for policy makers in workforce, education, & economic development
✓ Develop an effective cradle-to-career talent pipeline strategy
✓ Create an efficient structure for ongoing industry feedback
OVERARCHING FINDINGS

Overall, the survey findings indicate many industries are projecting growth in the next three years. Therefore, the workforce pipeline will need to expand and be equipped with the right skills. The survey revealed multiple key conclusions that will help align the region’s workforce ecosystem.

Small businesses dominate responses

Companies expect to grow workforce over next 3 years

12,700 to 26,700 new jobs for the region

Growth expected across all business sizes
Industries anticipating largest hiring needs:

- **Manufacturing**
  - Maximum: 7,556
  - Minimum: 3,480

- **Restaurant, Lodging & Hospitality**
  - Maximum: 6,618
  - Minimum: 3,574

Three quarters of healthcare companies expect to grow, creating up to 3,200 jobs.

Companies most frequently looking for workers with:

- **Community College Degree**
- **Professional Certification**

Top soft skills sought by employers:

1. Responsibility and self discipline
2. Taking initiative
3. Professionalism
4. Critical thinking
Where do companies most frequently source talent?

Most common way to hire is through networks

Over 70% of employers rely on professional networks and family and friends to recruit talent

Most common way small businesses (<50 employees) source talent

Medium sized companies (50-500 employees) and large companies (500+ employees) rely on online job portals more
Talent pipeline rated slightly above average

Most companies rated talent pipeline a 2 or 3 with average of 2.76 out of 5.

<table>
<thead>
<tr>
<th>Industries with HIGHEST talent pipeline ratings</th>
<th>Industries with LOWEST talent pipeline ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Sector</td>
<td>Logistics</td>
</tr>
<tr>
<td>Education</td>
<td>Construction</td>
</tr>
<tr>
<td>Nonprofit</td>
<td>Restaurants</td>
</tr>
<tr>
<td>Energy</td>
<td></td>
</tr>
<tr>
<td>Healthcare</td>
<td></td>
</tr>
</tbody>
</table>

Potential gap between expectations of hiring and quality of talent pipeline.

Some industries with highest hiring expectations have below average evaluations of talent pipeline.

Restaurant, Lodging & Hospitality industry is hiring (adding up to 7,500 jobs) but rating local pipeline below average (2.6 out of 5)
Evaluation of Talent Pipeline by Industry

Potential gap between what industries are seeking and how they plan to develop workforce.

32.5% of companies expressed interests in apprenticeships as credential for hiring.

BUT only 28.6% planned to use apprenticeships as a tool to strengthen workforce.

Gap widest among industries expecting high levels of hiring (manufacturing, construction).
Expected openings range from entry level to experienced.

Over half of companies expect to have entry level positions that require Associates Degree or less while a third expect to hire for mid-level positions that require Bachelors and/or work experience.

Challenge anticipated for hiring entry level positions requiring associates degree or professional certificate. Therefore, supporting community colleges remains key.
On the job training tops list of tools employers will use to develop existing workforce.

Apprenticeships can bridge the gap between credentials employers are looking for and tools they are using to strengthen current workforce.

* Opportunity to impact these industries through apprenticeships

* Plan to use apprenticeships to develop existing workforce

* Seeking apprenticed candidates in future workforce
What is the best way to expose students at the K-12 level to your industry?
What credentials or education experience are you seeking in your future workforce?

- Community College, Associates Degrees & Certificates: 101
- Apprenticeship Programs: 73
- 4-year Colleges & Universities: 70
- Professional Certifications & Training: 61

What qualities or soft skills are most difficult to find in the workforce?

- Responsibility & Self-discipline: 90
- Taking Initiative: 59
- Punctuality: 55
- Critical Thinking: 54
- Willingness to Work Varied or Long Hours: 49

Which positions do you expect to have the most openings in the next 3 years?

- Front-line Production Workers: 101
- Machine Operators (Not Computerized): 66
- Maintenance & Repair Personnel: 59
- Engineers: 57
- Supervisors & Managers: 52

Do you expect your workforce to grow in the next 3 years?

- 86.1% Expect their Workforce to Grow
- 13.2% Expect to Maintain their Current Workforce
- 0.7% Expect their Workforce to Downsize

What skills are the most important for hiring?

- Effective Use of Resources, Limiting Waste, Continuous Improvement: 97
- Effective Communication to Share the Status of Work & Problems: 88
- Participates & Contributes to a Safe Work Environment: 66
- Selection & Effective Use of Tools, Machinery, Equipment & Other Resources in Production: 55
- Effective Implementation of Operational Manuals & Instructions: 44

Key Takeaway

"As many current manufacturing workers reach retirement age, we need a new generation of workers equipped with good problem-solving skills to enter the market." ~President, Small Manufacturing Company
RESTAURANT, LODGING, & HOSPITALITY SERVICES

Key Takeaway
This industry expects to add as many as 6,500 jobs in the next 3 years, second to manufacturing for number of jobs by industry. However, they rated the quality of local pipeline below average, at 2.6 of 5.

“I find that the skills are present. My Concerns are with employee focus and commitment to a positive company culture. I also worry that the high cost of living in our area creates a general level of exhaustion and anxiety among the middle class workforce.” ~Restaurant Manager

What credentials or education experience are you seeking in your future workforce?

<table>
<thead>
<tr>
<th>Credential Type</th>
<th># of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Certification &amp; Training</td>
<td>60</td>
</tr>
<tr>
<td>Community College, Associates Degrees &amp; Certificates</td>
<td>55</td>
</tr>
<tr>
<td>Apprenticeship Programs</td>
<td>35</td>
</tr>
<tr>
<td>4-year Colleges &amp; Universities</td>
<td>31</td>
</tr>
<tr>
<td>Other</td>
<td>28</td>
</tr>
</tbody>
</table>

What qualities or soft skills are most difficult to find in the workforce?

<table>
<thead>
<tr>
<th>Skill Type</th>
<th># of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsibility &amp; Self-discipline</td>
<td>78</td>
</tr>
<tr>
<td>Professionalism</td>
<td>57</td>
</tr>
<tr>
<td>Punctuality</td>
<td>53</td>
</tr>
<tr>
<td>Taking Initiative</td>
<td>51</td>
</tr>
<tr>
<td>Willingness to Work Varied or Long Hours</td>
<td>45</td>
</tr>
</tbody>
</table>

Which positions do you expect to have the most openings in the next 3 years?

<table>
<thead>
<tr>
<th>Position Type</th>
<th># of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Preparation Staff</td>
<td>64</td>
</tr>
<tr>
<td>Housekeepers</td>
<td>61</td>
</tr>
<tr>
<td>Guest Services Staff</td>
<td>60</td>
</tr>
<tr>
<td>Wait/Banquet Staff</td>
<td>52</td>
</tr>
<tr>
<td>Culinary specialist/Chef</td>
<td>42</td>
</tr>
</tbody>
</table>

What skills are the most important for hiring?

<table>
<thead>
<tr>
<th>Skill Type</th>
<th># of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commitment to Customer Service</td>
<td>113</td>
</tr>
<tr>
<td>Application of Appropriate Food, Health &amp; Safety Practices</td>
<td>72</td>
</tr>
<tr>
<td>Effective Communication &amp; Negotiation Techniques</td>
<td>59</td>
</tr>
<tr>
<td>Other</td>
<td>26</td>
</tr>
<tr>
<td>Effective Allocation of Resources</td>
<td>26</td>
</tr>
</tbody>
</table>

Do you expect your workforce to grow in the next 3 years?

- 60.6% Expect their Workforce to Grow
- 38.6% Expect to Maintain their Current Workforce
- 0.8% Expect their Workforce to Downsize
**PUBLIC SECTOR & EDUCATION**

**Key Takeaway**

This industry ranked 4-degree programs as the most desirable credentials needed for future workforce. Additionally, this industry is most satisfied with quality of workforce of all sectors – rating local pipeline a 3.06 of 5.

**What credentials or education experience are you seeking in your future workforce?**

- 110: 4-year Colleges & Universities
- 74: Community College, Associates Degrees & Certificates
- 70: Professional Certifications & Training

**What qualities or soft skills are most difficult to find in the workforce?**

- 44: Taking Initiative
- 42: Critical Thinking
- 41: Responsibility & Self-discipline
- 32: Professionalism
- 30: Strong Writing Skills

**Which positions do you expect to have the most openings in the next 3 years?**

- 85: Administrative, Technical & Support Staff
- 38: Counselors, social workers and related
- 35: Teachers/Faculty
- 29: Facilities/Maintenance
- 27: Other

**What skills are the most important for hiring?**

- 98: Ability to Organize, Plan & Set Goals
- 75: Ability to Implement Plans & Policies
- 69: Effective Management & Leadership Skills
- 47: Strong Writing Skills
- 39: Effective, responsible public and social media communication

**Do you expect your workforce to grow in the next 3 years?**

- 41.9%: Expect their Workforce to Grow
- 54.8%: Expect to Maintain their Current Workforce
- 3.2%: Expect their Workforce to Downsize
PROFESSIONAL & TECHNICAL SERVICES

What credentials or education experience are you seeking in your future workforce?

<table>
<thead>
<tr>
<th>Credentials or Experience</th>
<th># of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-year Colleges &amp; Universities</td>
<td>73</td>
</tr>
<tr>
<td>Professional Certifications &amp; Training</td>
<td>60</td>
</tr>
<tr>
<td>Community College, Associates Degrees &amp; Certificates</td>
<td>54</td>
</tr>
</tbody>
</table>

What qualities or soft skills are most difficult to find in the workforce?

<table>
<thead>
<tr>
<th>Soft Skills</th>
<th># of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsibility &amp; Self-Discipline</td>
<td>53</td>
</tr>
<tr>
<td>Taking Initiative</td>
<td>45</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>41</td>
</tr>
<tr>
<td>Professionalism</td>
<td>41</td>
</tr>
<tr>
<td>Time Management</td>
<td>33</td>
</tr>
</tbody>
</table>

Which positions do you expect to have the most openings in the next 3 years?

<table>
<thead>
<tr>
<th>Position</th>
<th># of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative Assistants</td>
<td>56</td>
</tr>
<tr>
<td>Marketing Professionals</td>
<td>39</td>
</tr>
<tr>
<td>Other</td>
<td>28</td>
</tr>
<tr>
<td>Accountants and book keepers</td>
<td>26</td>
</tr>
<tr>
<td>Computer &amp; IT Support Professionals</td>
<td>19</td>
</tr>
</tbody>
</table>

What skills are the most important for hiring?

<table>
<thead>
<tr>
<th>Skills</th>
<th># of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to Work Efficiently</td>
<td>77</td>
</tr>
<tr>
<td>Effective Communication Appropriate to Intended Audience</td>
<td>73</td>
</tr>
<tr>
<td>Creating &amp; Maintaining Positive Client Relations</td>
<td>73</td>
</tr>
<tr>
<td>Information Gathering &amp; Analysis</td>
<td>58</td>
</tr>
<tr>
<td>Knowledge of Relevant Computer Software</td>
<td>40</td>
</tr>
</tbody>
</table>

Do you expect your workforce to grow in the next 3 years?

- **62.5%** Expect their Workforce to Grow
- **36.6%** Expect to Maintain their Current Workforce
- **0.9%** Expect their Workforce to Downsize

Key Takeaway

All of respondents in this industry are small to mid-size businesses. Over 70% of respondents rely on friends and networks for sourcing talent while just 50% responded that they use online job portals.
Do you expect your workforce to grow in the next 3 years?

63.8% Expect their Workforce to Grow

36.2% Expect to Maintain their Current Workforce

Key Takeaway

This industry rated professionalism, responsibility and self-discipline, and taking initiative as the soft skills most difficult to find in the workforce.
CONSTRUCTION & SKILLED TRADES

What credentials or education experience are you seeking in your future workforce?

<table>
<thead>
<tr>
<th>Credential Type</th>
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<tbody>
<tr>
<td>Apprenticeship Programs</td>
<td>36%</td>
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<tr>
<td>Professional Certifications &amp; Training</td>
<td>35%</td>
</tr>
<tr>
<td>Community College, Associates Degrees &amp; Certificates</td>
<td>31%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
</tr>
<tr>
<td>4-year Colleges &amp; Universities</td>
<td>14%</td>
</tr>
</tbody>
</table>

What qualities or soft skills are most difficult to find in the workforce?

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<th>Skill Type</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Responsibility &amp; Self-discipline</td>
<td>28%</td>
</tr>
<tr>
<td>Taking Initiative</td>
<td>26%</td>
</tr>
<tr>
<td>Willingness to Work Varied or Long Hours</td>
<td>17%</td>
</tr>
<tr>
<td>Time Management</td>
<td>17%</td>
</tr>
<tr>
<td>Punctuality</td>
<td>16%</td>
</tr>
</tbody>
</table>

Which positions do you expect to have the most openings in the next 3 years?

<table>
<thead>
<tr>
<th>Position Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Construction Field Supervisors</td>
<td>22%</td>
</tr>
<tr>
<td>Estimators</td>
<td>17%</td>
</tr>
<tr>
<td>Finish Carpenters</td>
<td>16%</td>
</tr>
<tr>
<td>Supervisors &amp; Managers</td>
<td>15%</td>
</tr>
<tr>
<td>Commercial Construction Projects Managers</td>
<td>13%</td>
</tr>
</tbody>
</table>

Do you expect your workforce to grow in the next 3 years?

- **84.7%**: Expect their Workforce to Grow
- **13.6%**: Expect to Maintain their Current Workforce
- **3.2%**: Expect their Workforce to Downsize

What skills are the most important for hiring?

1. **Efficient Completion of Tasks**: 43 responses
2. **Communication & Visualization of Proposed Work**: 38 responses
3. **Participate & Contribute to a Safe Work Environment**: 28 responses
4. **Selection & Effective Use of Appropriate Tools, Machinery, Equipment, & Resources**: 26 responses
5. **Interpretation of drawings used in project planning**: 20 responses

Key Takeaway

This industry ranks apprenticeship programs, community college programs, and professional certifications as the most desirable credentials they are seeking in their future workforce.

“The largest hurdle in motivating young people to enter skilled trades is the deeply ingrained cultural belief that skilled trades are a substandard profession. It should a a K-12 priority to elevate respect for skilled trades to the same level as an engineer, attorney or aircraft pilot.” ~President, Construction Company
HEALTHCARE & SOCIAL ASSISTANCE

What credentials or education experience are you seeking in your future workforce?

![Bar chart showing the number of responses for different education levels.

- Community College, Associates Degrees & Certificates: 43
- Professional Certifications & Training: 35
- 4-year Colleges & Universities: 31]

What qualities or soft skills are most difficult to find in the workforce?

![Bar chart showing the number of responses for different qualities.

- Responsibility & Self-discipline: 25
- Taking Initiative: 22
- Critical Thinking: 20
- Willingness to Work Varied or Long Hours: 18
- Professionalism: 16]

Which positions do you expect to have the most openings in the next 3 years?

- Health Aides & Assistants, Including Home & Health Aides: 26
- Nurses (RN & LPN): 21
- Case & Care Managers: 17
- Other: 17
- Primary Care Physicians: 10

What skills are the most important for hiring?

- Effective Communication & Appropriate Documentation: 39
- Efficient Response to Patient/Client Health Changes: 26
- Treatment Plan Creation Using a Problem-solving Model: 21
- Analysis of Information Gathered from Patient Evaluation: 21
- Confidential Patient/Client Information Collection in Compliance with Facility Guidelines: 14

Do you expect your workforce to grow in the next 3 years?

- 76.5% Expect their Workforce to Grow
- 21.6% Expect to Maintain their Current Workforce
- 2% Expect their Workforce to Downsize

Key Takeaway

This industry ranked on the job training and continuing education through community colleges highest for workforce training programs they plan to use.

“Biggest concern specific to health care is recruiting physicians, nursing professionals and qualified leadership of such.” ~Director of HR, Health Care Provider
ENERGY, UTILITIES, & CLEANTECH

What credentials or education experience are you seeking in your future workforce?

<table>
<thead>
<tr>
<th>Credentials/Experience</th>
<th># of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community College, Associates Degrees &amp; Certificates</td>
<td>8</td>
</tr>
<tr>
<td>4-year Colleges &amp; Universities</td>
<td>7</td>
</tr>
<tr>
<td>Other</td>
<td>7</td>
</tr>
<tr>
<td>Apprenticeship programs</td>
<td>3</td>
</tr>
</tbody>
</table>

What qualities or soft skills are most difficult to find in the workforce?

<table>
<thead>
<tr>
<th>Soft Skills</th>
<th># of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verbal Communication</td>
<td>6</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>5</td>
</tr>
<tr>
<td>Strong Writing Skills</td>
<td>4</td>
</tr>
<tr>
<td>Collaboration/Teamwork</td>
<td>4</td>
</tr>
<tr>
<td>Responsibility &amp; Self-discipline</td>
<td>3</td>
</tr>
</tbody>
</table>

Which positions do you expect to have the most openings in the next 3 years?

11 Field Technicians
7 Construction Workers
4 Maintenance Technicians
4 Electricians
3 Administrators

What skills are the most important for hiring?

7 Effective Communication Appropriate to Intended Audience
6 Project Management Skills
6 Information Gathering & Analysis
6 Participates & Contributes to a Safe Work Environment
5 Other

Do you expect your workforce to grow in the next 3 years?

- **57.1%** Expect their Workforce to Grow
- **42.9%** Expect to Maintain their Current Workforce

**Key Takeaway**

This industry ranked quality of talent pipeline higher than average at 2.9 of 5 and placed equal weight on community college programs and 4-year degrees.
**IT, SOFTWARE, & ANALYTICS**

**What credentials or education experience are you seeking in your future workforce?**

- **4-year Colleges & Universities:** 8
- **Community College, Associates Degrees & Certificates:** 6
- **Professional Certifications & Training:** 4
- **Other:** 2

**What qualities or soft skills are most difficult to find in the workforce?**

- **Responsibility & Self-Discipline:** 7
- **Taking Initiative:** 5
- **Professionalism:** 4
- **Time Management:** 4
- **Collaboration/Teamwork:** 3

**Which positions do you expect to have the most openings in the next 3 years?**

- **Software Developers, Programmers & Engineers:** 8
- **Business Development Professionals:** 6
- **Computer, networking and IT professionals:** 6
- **Marketing Professionals:** 4
- **Operations Managers:** 4

**What skills are the most important for hiring?**

- **Effective Communication Appropriate to Intended Audience:** 7
- **Knowledge of Relevant Computer Software:** 6
- **Systems integration and automation:** 5
- **Remaining Current on Advancements in Technology:** 5
- **Product Development:** 5

**Do you expect your workforce to grow in the next 3 years?**

- **91.7%** Expect their Workforce to Grow
- **8.3%** Expect to Maintain their Current Workforce

**Key Takeaway**

This industry ranked 4-year degree colleges and universities highest for credentials employers are seeking in their future workforce.
LOGISTICS, TRANSPORTATION & WAREHOUSING

What credentials or education experience are you seeking in your future workforce?

<table>
<thead>
<tr>
<th>Credentials/Experience</th>
<th># of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community College, Associates Degrees &amp; Certificates</td>
<td>7</td>
</tr>
<tr>
<td>Professional Certifications &amp; Training</td>
<td>5</td>
</tr>
<tr>
<td>4-year Colleges &amp; Universities</td>
<td>4</td>
</tr>
<tr>
<td>Apprenticeship Programs</td>
<td>4</td>
</tr>
</tbody>
</table>

What qualities or soft skills are most difficult to find in the workforce?

<table>
<thead>
<tr>
<th>Quality/Soft Skill</th>
<th># of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsibility &amp; Self-Discipline</td>
<td>5</td>
</tr>
<tr>
<td>Taking Initiative</td>
<td>3</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>3</td>
</tr>
<tr>
<td>Time Management</td>
<td>3</td>
</tr>
<tr>
<td>Collaboration/Teamwork</td>
<td>3</td>
</tr>
</tbody>
</table>

Which positions do you expect to have the most openings in the next 3 years?

<table>
<thead>
<tr>
<th>Positions</th>
<th># of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mechanics, machinists and repair personnel</td>
<td>4</td>
</tr>
<tr>
<td>Labors &amp; Material Movers</td>
<td>3</td>
</tr>
<tr>
<td>Supervisors &amp; Managers</td>
<td>3</td>
</tr>
<tr>
<td>Transportation &amp; Drivers</td>
<td>3</td>
</tr>
<tr>
<td>Business &amp; Engineering Professionals</td>
<td>2</td>
</tr>
</tbody>
</table>

What skills are the most important for hiring?

<table>
<thead>
<tr>
<th>Skills</th>
<th># of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication of Relevant Information for Decision Making</td>
<td>5</td>
</tr>
<tr>
<td>Allocation of Resources to Minimize Gaps in Operation</td>
<td>4</td>
</tr>
<tr>
<td>Knowledge of Relevant Computer Software</td>
<td>2</td>
</tr>
<tr>
<td>Information Gathering and Analysis</td>
<td>2</td>
</tr>
<tr>
<td>Implementation &amp; Evaluation of Risk Management Strategies</td>
<td>2</td>
</tr>
</tbody>
</table>

Do you expect your workforce to grow in the next 3 years?

- **85.7%** Expect their Workforce to Grow
- **14.3%** Expect to Maintain their Current Workforce

Key Takeaway

This sector had the lowest rating of the quality of talent pipeline. Respondents ranked quality at 2.29 of 5.
The key findings in this report describe the general consensus from the data. Based on the key findings, the following items were identified as the strongest takeaways from the State of the Workforce WNC Analysis:

- Businesses expect to grow
- WNC has a high concentration of small businesses with hiring challenges
- Employers rely on community college programs and are looking for candidates with associates’ degrees and professional certificates
- The region’s workforce has a mix of strengths and challenges that are consistent with national trends
- Skill gaps may exist due to supply and demand, interest, skills, education, and experience
- Family and friends’ networks are most commonly used for sourcing talent

Overall, Western North Carolina is well-suited to proactively address talent needs due to high-quality education resources, access to training, and a community that is focused on growing a strong talent pipeline. The data contained on the previous pages are reflective of the survey completed in November 2018.

Stay Connected & Keep the Conversation Going.
Visit our web page at ashevillechamber.org/wnctalent for updates on workforce needs as we take steps to strengthen and grow talent in the region.
PARTNERS

Asheville Home Builders Association
Asheville-Buncombe Technical Community College
Asheville Arts Council
Asheville City Schools
Asheville Independent Restaurants (AIR)
Biltmore Farms
Blue Ridge Community College
Blue Ridge Food Ventures
Brevard Transylvania Chamber of Commerce
Buncombe County Schools
Cashiers Area Chamber of Commerce
Community Action Opportunities
City of Asheville
Collider
Duke Energy Foundation
Explore Asheville
Express Pros
Green Built Alliance
Green Opportunities
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Haywood County Chamber of Commerce & Economic Development Council
Haywood County Government
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Henderson County Economic Development Partnership
Jackson County Chamber of Commerce
Jackson County Office of Economic Development
Lenoir Rhyne University
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Transylvania County Schools
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Western Carolina University
Western Region Education Service Alliance
Polk County Economic Development
WNC Human Resources Association
Women Entrepreneurs of Western North Carolina
Yancey County Economic Development Commission
Young Professionals of Asheville