

2022 HireAbility Vermont Employer Experience Survey

Prepared for



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**Market Decisions Research
511 Congress Street, Suite 801
Portland, ME 04101
www.marketdecisions.com
(207) 767-6440**

**Prepared by:
Mark Noyes, MPH
Candace Walsh, MA
Nick Johnson, MPH
Anna Driscoll**

How to Read This Report

To simplify reporting, certain phrases or standard responses are abbreviated in reports as follows:

Abbreviation	Meaning
DK/REF	Respondent either refused to answer a question or replied, “I don’t know” or similar
Other	Infrequent responses combined
MDR	Market Decisions Research
PE	Progressive Employment
VT VR	Vermont Division of Vocational Rehabilitation or HireAbility Vermont
CWS	Creative Workforce Solutions

What they are saying:

“Responses to open-ended questions are coded into categories and reported quantitatively in tables. For open-ended questions where comments are particularly insightful a sample of actual comments are presented in a call-out like this one.”

Survey Methods

Research Objectives

- The goals of the employer survey were intended to identify:
 - Satisfaction with services being offered to employers that have worked with or are currently working with HireAbility / CWS across domains identified by HireAbility
 - Areas for improvement in the services currently being provided by HireAbility/CWS

The Sample

- The target population for the survey included the following:
 - Vermont employers with recorded contact with CWS
 - Vermont employers who had engaged in progressive employment activities within the prior 18 months.
- The sample of employers was provided by CWS.

Data Collection

- Data collection was conducted between February and May 2022.
- In total, 72 surveys were completed either by telephone or online.

Survey Response and Cooperation Rates

AAPOR Response / Cooperation Rate	Percentage of Sample Responses
AAPOR Response Rate 3	56.9%
AAPOR Cooperation Rate 3	97.7%
AAPOR Refusal Rate 1	1.5%

- **AAPOR:** The American Association for Public Opinion Research.
- **Response Rate:** The response rate is the number of completed interviews divided by the number of eligible reporting units in the sample.
- **Cooperation Rate:** This represents the proportion of all cases interviewed out of all eligible units ever contacted. That is, the percent of identified respondents that ended up completing the interview.
- **Refusal Rate:** The refusal rate represents the proportion of all cases in which the respondent refused to be interviewed, or broke off an interview, out of all respondents that were contacted and spoken with.

Key Findings

1

93% of Vermont employers surveyed who worked with HireAbility Vermont are satisfied with their experiences with the CWS team and the services they received.

2

All Vermont employers surveyed (100%) who worked with HireAbility Vermont report they will likely do so again in the future.

3

93% of employers surveyed who worked with HireAbility Vermont are interested in offering more Progressive Employment opportunities.

4

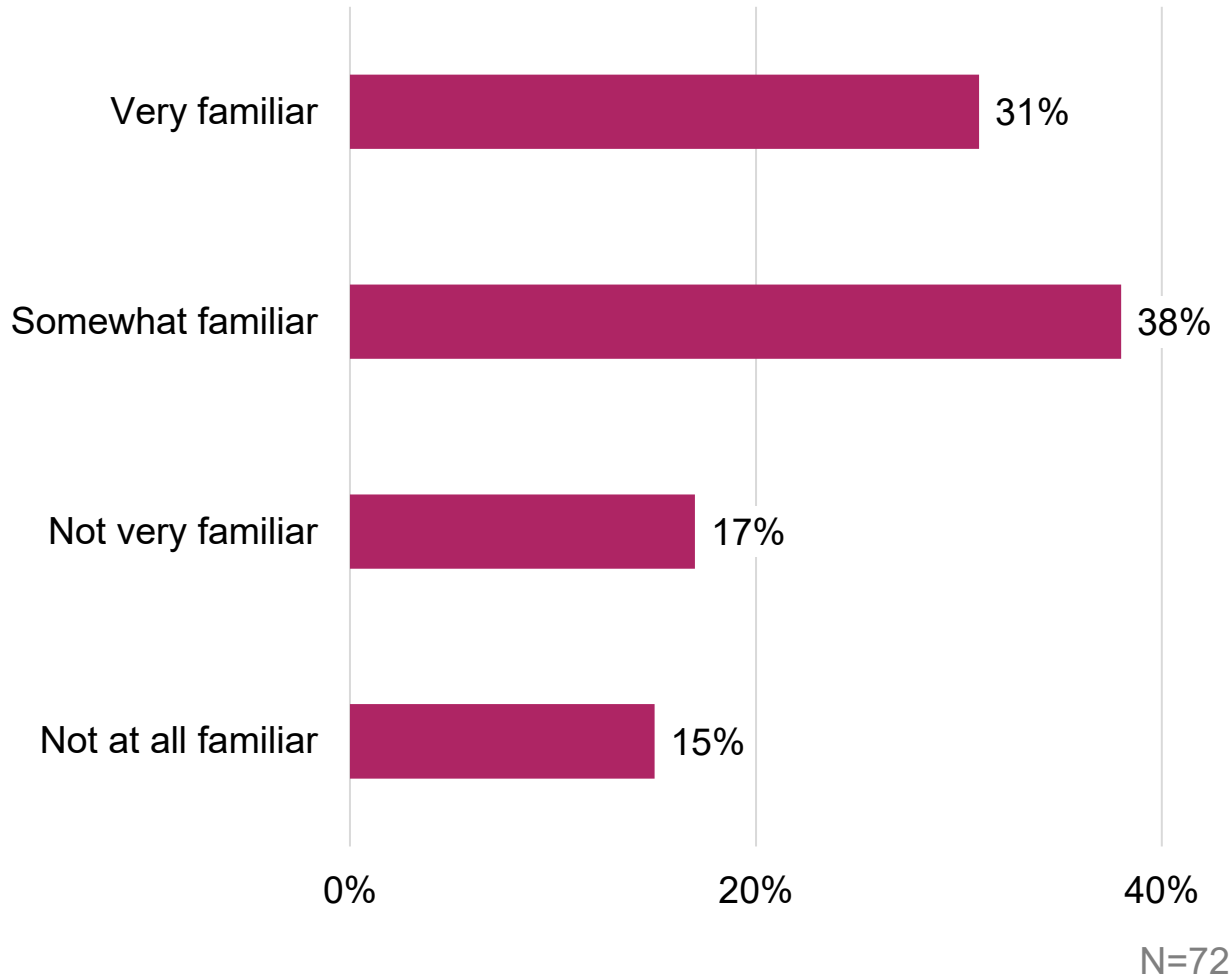
Most employers surveyed (60%) do not currently have any sort of internship or apprenticeship programs in place.



Survey Findings



How familiar would you say you are with HireAbility Vermont's Creative Workforce Solution services?



Summary

69% of Vermont employers surveyed, indicated they were at least 'somewhat familiar' with HireAbility Vermont's CWS services.

Bottom Line

Familiarity with CWS services is high among Vermont employers surveyed.

However, an opportunity is present to increase awareness given that a third of employers surveyed reported being 'not very' or 'not at all' familiar with the CWS services offered by HireAbility Vermont.

Among employers who completed the survey. Total may not sum to 100% due to rounding.

Have you used any of the following CWS services provided by HireAbility Vermont in the last 12 months?

Service	Percentage
Informational Interviews	35%
Short-Term Job Shadows	22%
Work Experiences	22%
On-the-Job Training	22%
Work-Based Learning / Summer Jobs	21%
Company Tours	18%
Paid Internships or Apprenticeships	10%
Unpaid Internships or Apprenticeships	8%
DK/REF	4%
None of these	40%

N=72

Among employers who completed the survey.
Multiple responses possible. Total may not sum to 100%.

Summary

The services that surveyed Vermont employers report using the most are informational interviews (35%), short-term job shadows (22%), work experiences (22%), and on-the-job training (22%).

However, 40% of employers surveyed, report not using any CWS services.

Bottom Line

There is an opportunity to expand the number of Vermont employers utilizing services offered by HireAbility Vermont. Some employers may have participated, but not been familiar with CWS services questioned or may be new to their positions.

Percentage of employers (by region) who reported not using any CWS services.

Region	Percentage
Barre-Lamoille	46%
Brattleboro-Springfield	67%
Burlington-Middlebury	40%
Newport-Albans	47%
Bennington-Rutland	44%
Johnsbury-White River Jct.	27%

N=32

Summary

Two-thirds (67%) of surveyed employers in Brattleboro-Springfield reported not using any CWS services.

Almost half of surveyed employers in Newport-Albans (47%) and Barre-Lamoille (46%) reported not using any listed services.

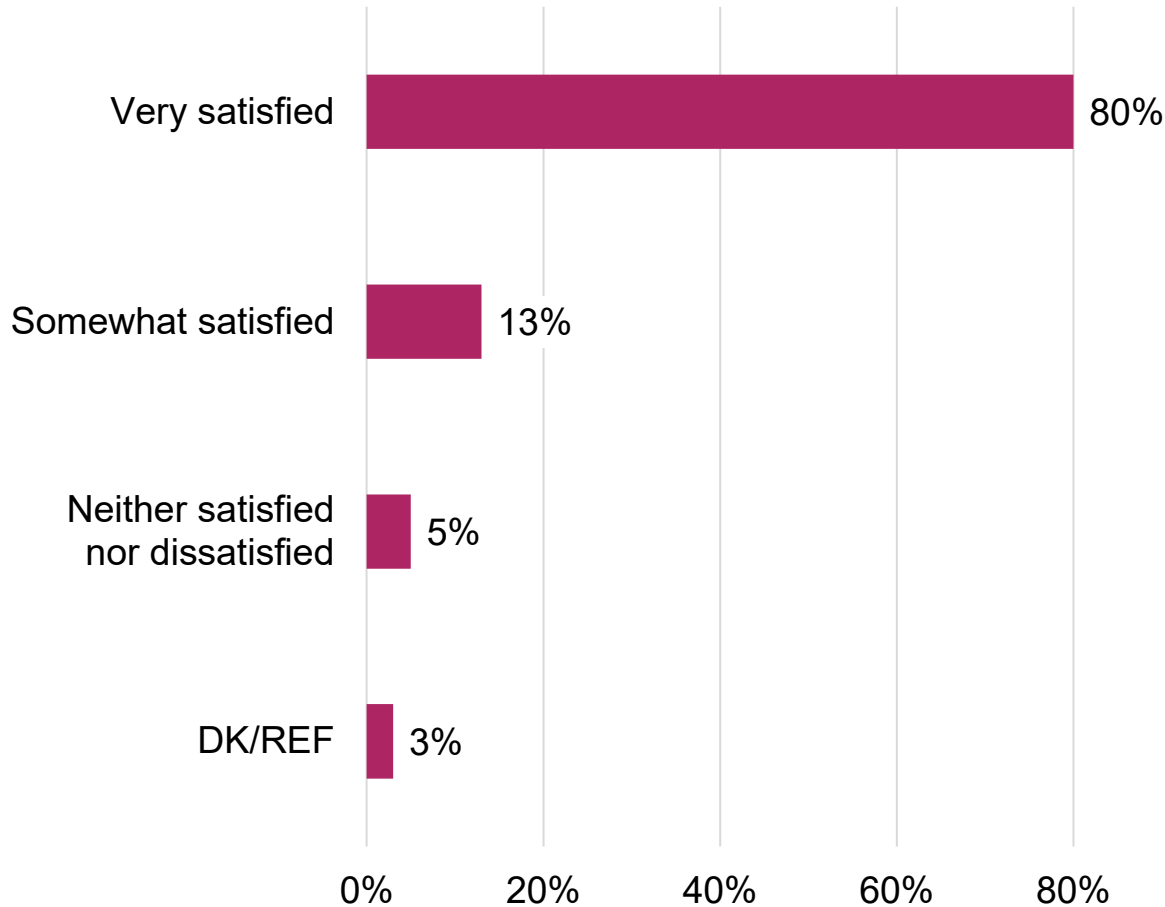
Bottom Line

There is an opportunity present to increase services used by employers in key regions throughout the state.

Among employers who completed the survey and reported they didn't use or didn't know if they had used any CWS services or refused to answer the question. Multiple responses accepted; total does not sum to 100%.

In general, how satisfied are you with the CWS team and the services you received?

services they received.



N=40

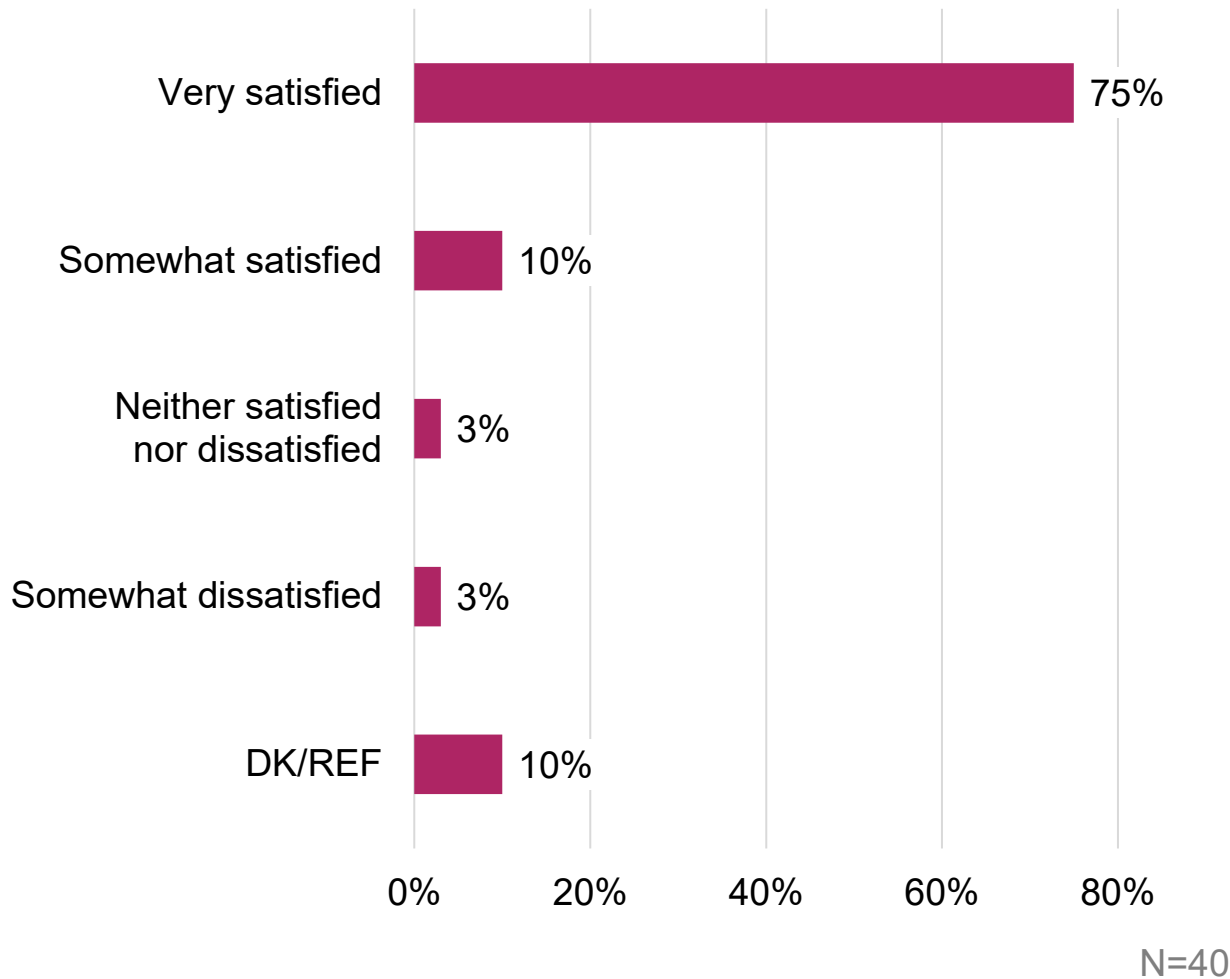
Among employers who completed the survey and reported using any CWS services.
Total may not sum to 100% due to rounding.

Summary

Among employers surveyed who reported using any CWS services, 80% indicated they were 'very satisfied' with the CWS team and the services they received.

Furthermore, among employers surveyed who reported using any CWS services, none indicated they were dissatisfied with the CWS team or the services they received.

Overall, how satisfied are you with your experience with your Business Account Manager?

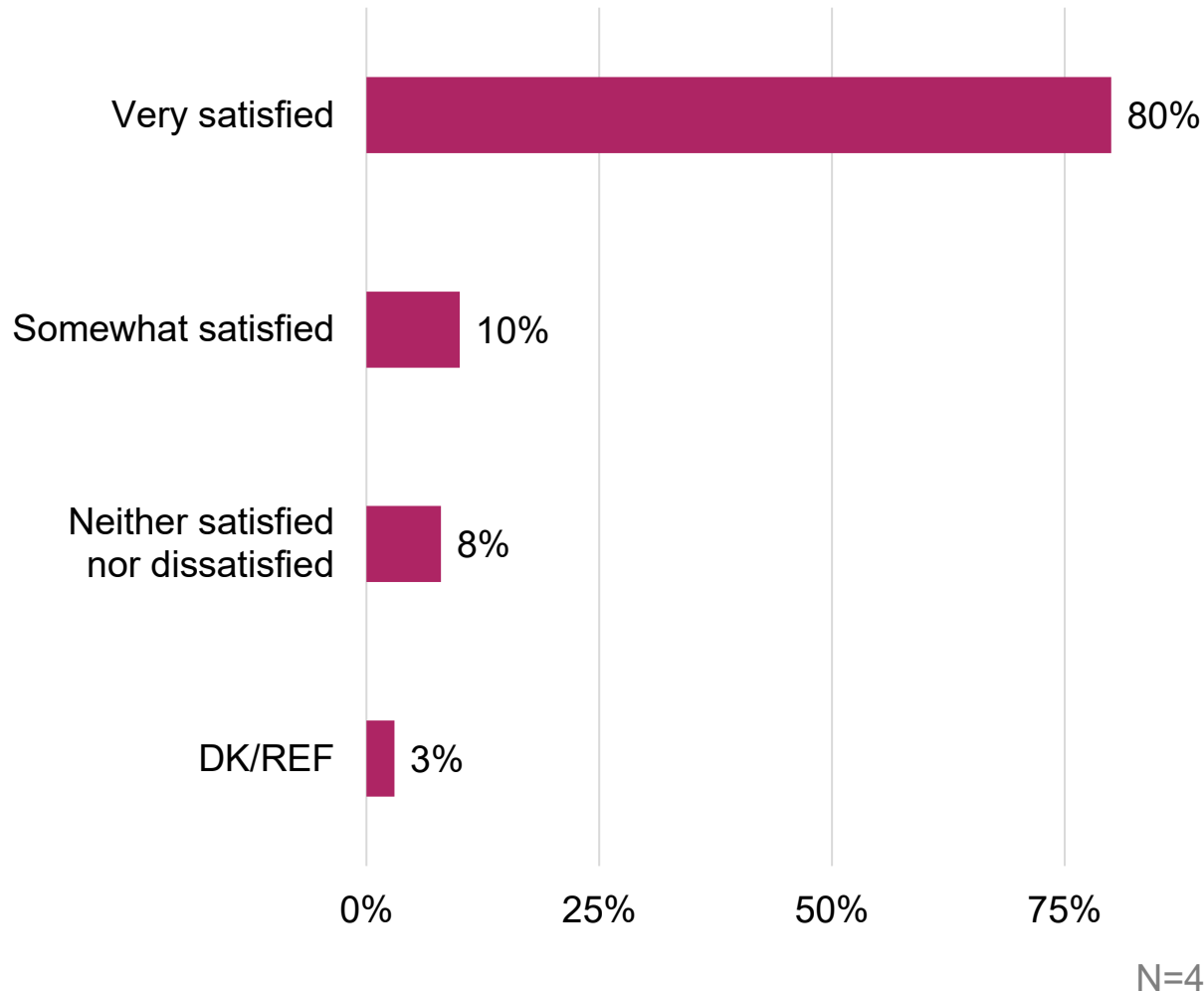


Among employers who completed the survey and reported using any CWS services.
Total may not sum to 100% due to rounding.

Summary

75% of surveyed employers who reported using any CWS services, indicated they were 'very satisfied' with their experience with their Business Account Manager.

How satisfied are you with how well your Business Account Manager kept you up-to-date and informed about the process?



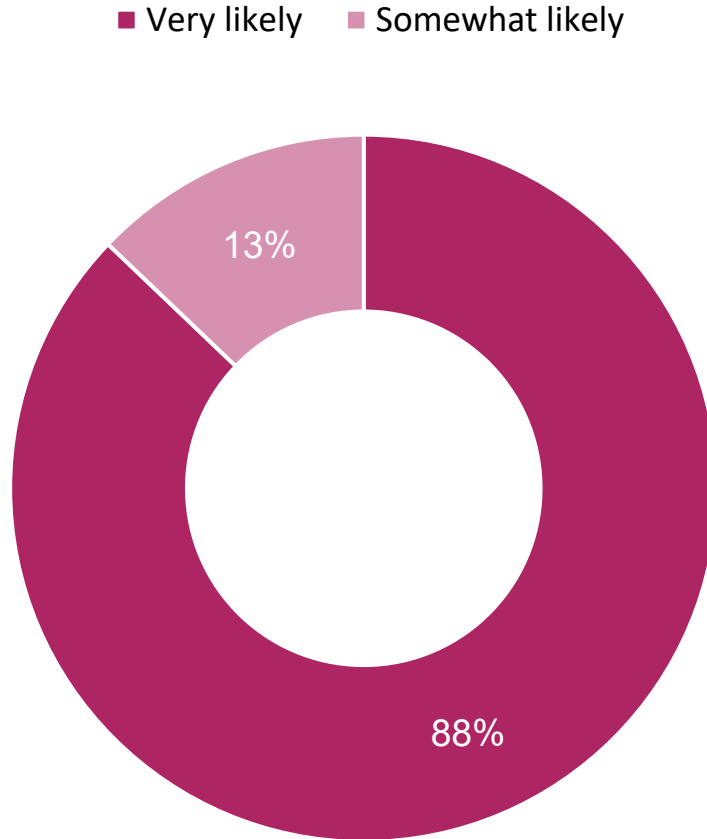
Among employers who completed the survey and reported using any CWS services.
Total may not sum to 100% due to rounding.

Summary

90% of employers surveyed who reported using any CWS services indicated they were at least 'somewhat satisfied' with how well their Business Account Manager kept them up-to-date and informed about the process.

Furthermore, among employers surveyed who reported using any CWS services, none indicated they were dissatisfied with how well their Business Account Manager kept them up-to-date and informed about the process.

How likely are you to work with HireAbility Vermont in the future?



N=40

Among employers who completed the survey and reported using any CWS services.
Total may not sum to 100% due to rounding.

Summary

88% of employers surveyed who reported using any CWS services reported they are 'very likely' to work with HireAbility Vermont in the future.

13% of employers surveyed who reported using any CWS services indicated they are 'somewhat likely' to work with HireAbility Vermont in the future.

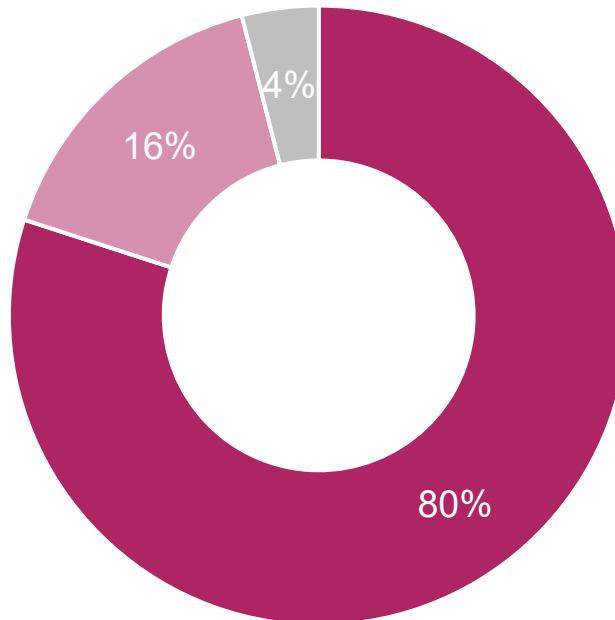
Bottom Line

CWS services are popular among those who use them, and businesses report being likely to work with them in the future.

Progressive Employment

How satisfied was your organization with informational interviews?

■ Very satisfied ■ Satisfied ■ Neither satisfied nor dissatisfied



N=25

Among employers who completed the survey and reported using informational interviews.
Total may not sum to 100% due to rounding.

Summary

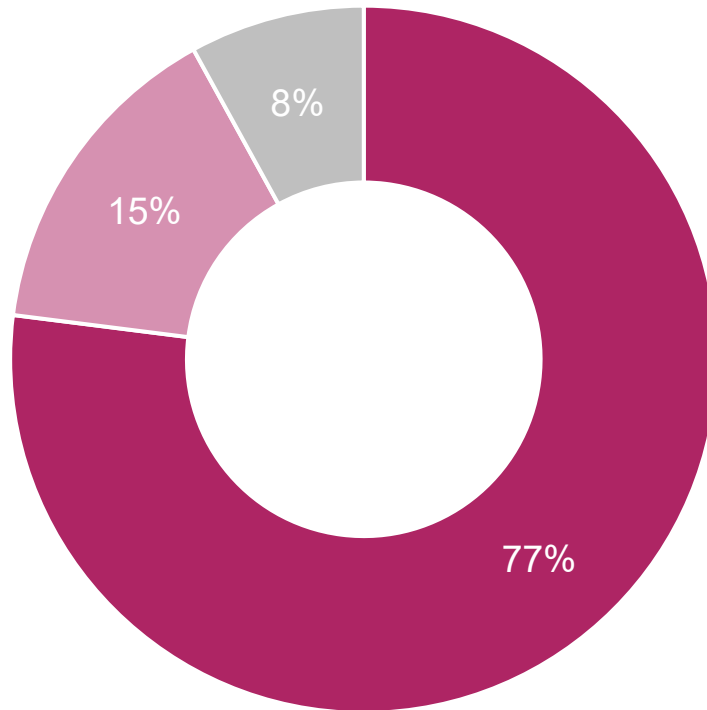
Among employers who reported using informational interviews, almost all (96%) indicated they were either 'satisfied' or 'very satisfied' with their experience.

Bottom Line

Among employers who reported using informational interviews, none indicated they were dissatisfied with their experience.

How satisfied was your organization with company tours?

■ Very satisfied ■ Satisfied ■ Somewhat dissatisfied



N=13

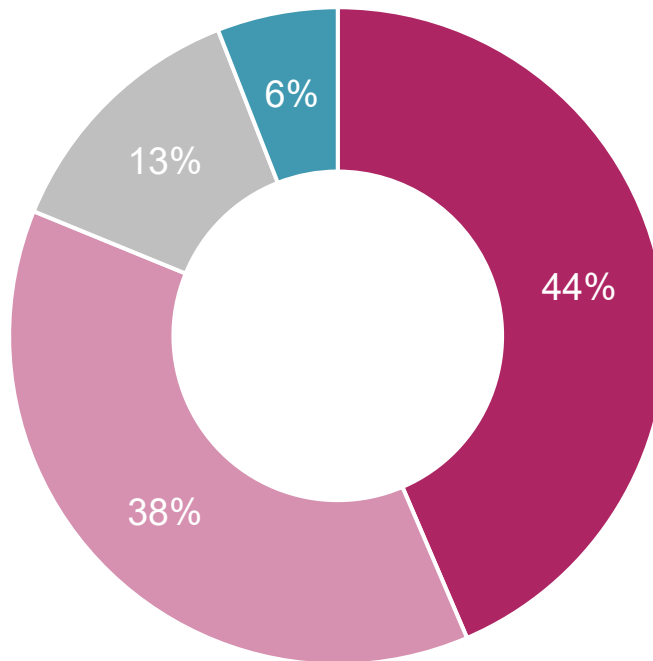
Among employers who completed the survey and reported using company tours.
Total may not sum to 100% due to rounding.

Summary

Among employers who reported using company tours, 92% indicated they were either 'satisfied' or 'very satisfied' with their experience.

How satisfied was your organization with short-term job shadows?

- Very satisfied
- Satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied



N=16

Among employers who completed the survey and reported using short-term job shadows.
Total may not sum to 100% due to rounding.

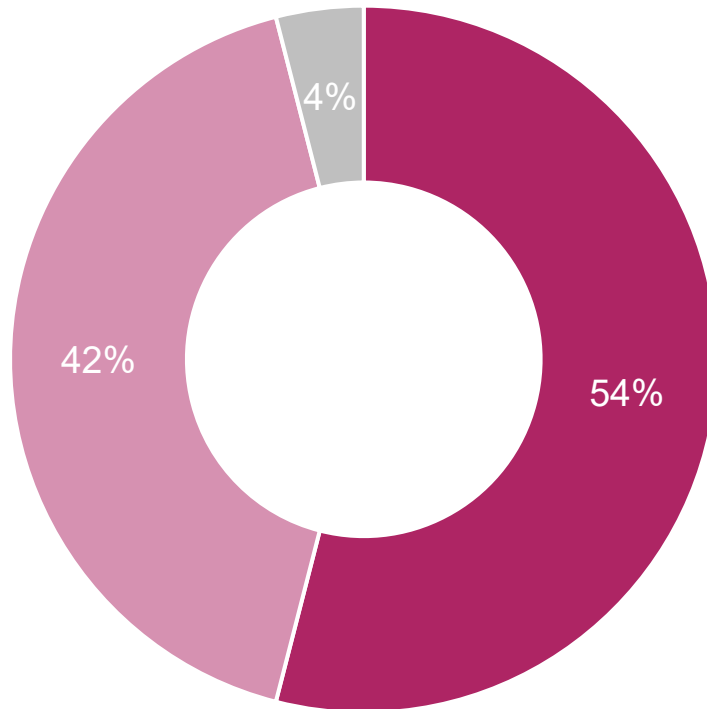
Summary

Among employers who reported using short-term job shadows, 82% indicated they were satisfied with their experience.

A small proportion of employers surveyed (6%) who reported using short-term job shadows, indicated they were somewhat dissatisfied with their experience.

How satisfied was your organization with work experiences or internships?

■ Very satisfied ■ Satisfied ■ Neither satisfied nor dissatisfied



N=24

Among employers who completed the survey and reported using work experiences or internships.
Total may not sum to 100% due to rounding.

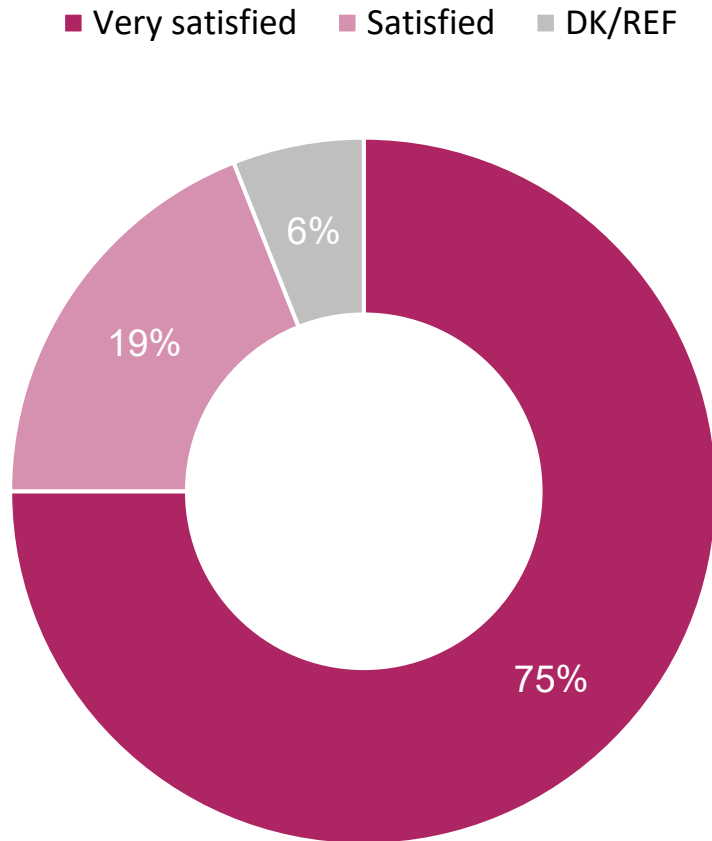
Summary

Among employers who reported using work experiences or internships, 96% indicated they were either 'satisfied' or 'very satisfied' with their experience.

Bottom Line

Among employers who reported using work experiences or internships, none indicated they were dissatisfied with their experience.

How satisfied was your organization with on-the-job training?



N=16

Among employers who completed the survey and reported using on-the-job training.
Total may not sum to 100% due to rounding.

Summary

Among employers who reported using on-the-job training, 94% indicated they were either 'satisfied' or 'very satisfied' with their experience.

Bottom Line

Among employers who reported using on-the-job training, none indicated they were dissatisfied with their experience.

What worked well about Progressive Employment Opportunities for your organization?

I like that we could take them on a trial basis without spending the money to see if they were going to work or not.

It gave us exposure to folks who may not have reached out on their own.

It is the involvement of the group, and you can call at anytime and they come up with solutions to any problems.

The candidates were high quality and wanting to be here.

Responses from employers who completed the survey and reported using any CWS services.

What could have been improved about your organization's experience with Progressive Employment?

Response	Percentage
Communication and support	42%
Program okay / no need for improvement	25%
The candidate pool	25%
Other	8%

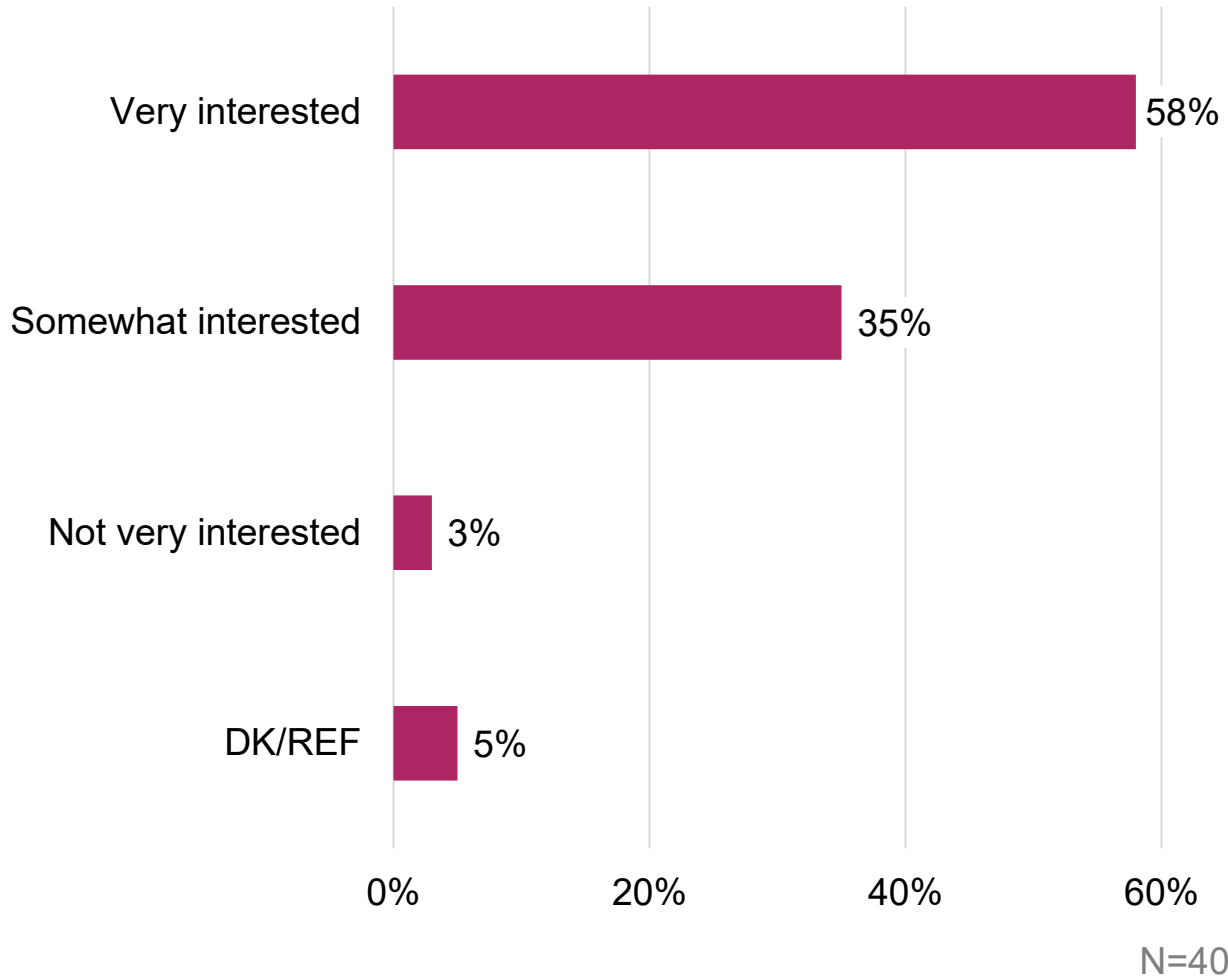
N=12

Summary

Improving communication and support was the most identified means by which HireAbility Vermont could improve employer experiences with Progressive Employment. (according to employers who reported using any CWS services)

Among employers who completed the survey, reported using any CWS services, and provided a response. Multiple responses possible. Total may not sum to 100%.

How interested would your organization be in offering more Progressive Employment opportunities?



Among employers who completed the survey and reported using any CWS services.
Total may not sum to 100% due to rounding.

Summary

Among employers who reported using any CWS services, 93% indicated they are at least 'somewhat interested' in offering more Progressive Employment opportunities.

Why would / wouldn't your organization be interested in more Progressive Employment opportunities?

Response	Percentage
Overall	
Positive comment	94%
Negative comment	6%

Positive Comments (non-exhaustive)

Another source for potential employees / more applicants	32%
Community outreach / get the name out there	18%
Screen potential candidates	15%
We're at capacity and need the help	6%
Candidates to see if it's a good fit for them	3%

N=34

Among employers who completed the survey, reported using any CWS services, and provided a response. Multiple responses possible. Total may not sum to 100%.

Summary

Progressive Employment acting as 'another source for potential employees' and as a means of 'community outreach' were the most frequent types of comments among surveyed employers who reported using any CWS services (32% and 18% respectively).

Bottom Line

Among employers surveyed who reported using any CWS services, 94% made a positive comment about why their organization would be interested in more Progressive Employment opportunities.

Why would your organization be interested in more Progressive Employment opportunities?

We thoroughly appreciate HireAbility and we can't meet the needs ourselves, we can't find enough people to work here.

We like to be involved in the community

It would create an opportunity for a career or job and we have a lot to offer, a win-win on both sides.

We appreciate the community involvement it offers.

Responses from employers who completed the survey and reported using any CWS services.

Why wouldn't your organization be interested in more Progressive Employment opportunities?

We're at max capacity for how many people we can hire, but as we grow we will look at more opportunities to hire.

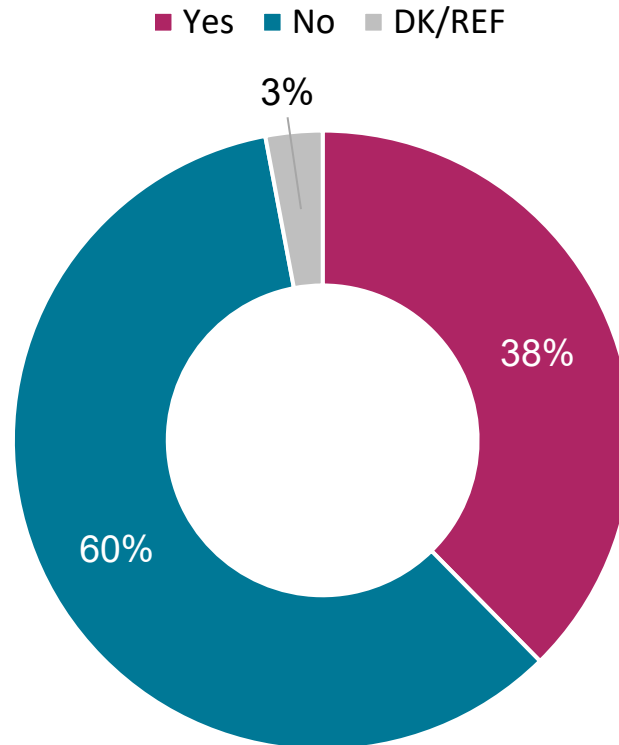
We're at our capacity

I'd have to see what's needed and necessary in my company, and the candidates that are available.

Responses from employers who completed the survey and reported using any CWS services.

Career Opportunities

Does your organization currently have any sort of internship or apprenticeship programs, whether or not it is part of your work with CWS?



N=72

Among employers who completed the survey. Total may not sum to 100% due to rounding.

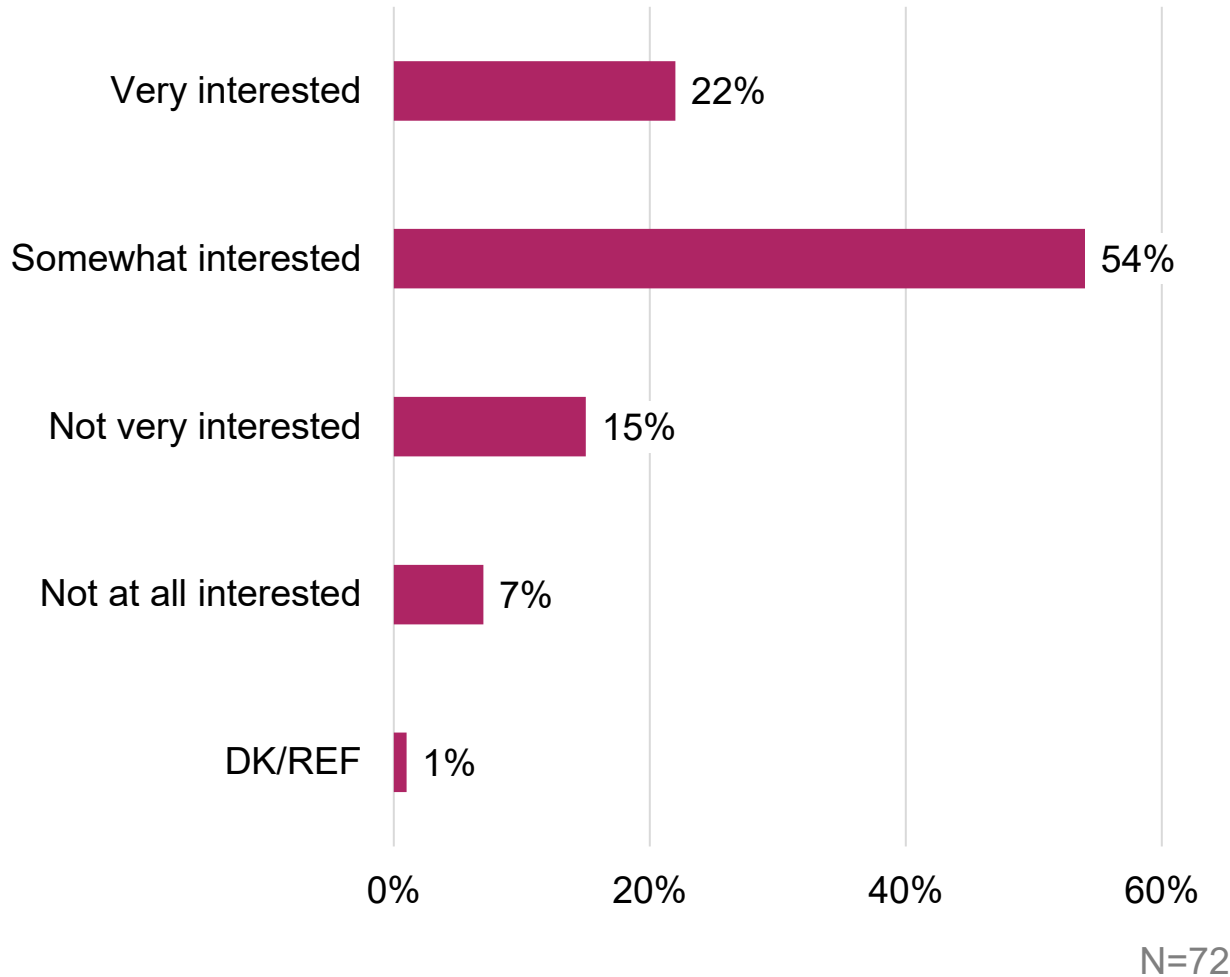
Summary

Among employers surveyed, 60% indicated they do not currently have any internship or apprenticeship programs.

Bottom Line

An opportunity exists to work with Vermont employers to increase internship and apprenticeship opportunities.

How interested would your organization be in working with HireAbility Vermont staff to create more internship or apprenticeship opportunities at your workplace?



Among employers who completed the survey. Total may not sum to 100% due to rounding.

Summary

Most Vermont employers surveyed (76%) are interested in working with HireAbility Vermont in the future to create more internship or apprenticeship opportunities.

About a quarter (22%) of Vermont employers surveyed report they are not interested.

Bottom Line

An opportunity exists to work with the nearly one-quarter (22%) of Vermont employers surveyed who report not being interested in working with HireAbility Vermont to create more internship or apprenticeship opportunities.

What sort of internship or apprenticeship opportunities do you believe could be created at your organization?

Service	Percentage
Manufacturing	21%
Culinary / Food Service Industry / Hospitality	15%
Administration / Office Work	13%
Mechanic	13%
Marketing / Media	10%
Health / Social Services	10%
Construction / Utilities / Welding	8%
Tech / Computer Services	6%
Other	13%

N=48

Among employers who completed the survey, indicated they would be 'very' or 'somewhat' interested in working with HireAbility Vermont staff to create more internship or apprenticeship opportunities at their workplace, and provided a response. Multiple responses possible. Total may not sum to 100%.

Summary

Among Vermont employers surveyed who report being interested in creating more internship or apprenticeship opportunities, 21% indicated they would like to do so in the manufacturing industry, while 15% would prefer adding additional positions in the culinary / food service / hospitality industry.

Bottom Line

Surveyed Vermont employers interested in creating additional internship or apprenticeship opportunities, would like to do so in a wide range of industries including manufacturing, food service, administrative office work, and health / social services.

What types of challenges have you encountered, or would you foresee in creating more internship or apprenticeship opportunities?

Service	Percentage
Lack of staff / support	25%
Training / lack of familiarity with the occupation	21%
Quality of workers / not interested in long term commitments	19%
No one applying / no one wants to work	11%
Poor or improve management	10%
Senior staff are too busy to train them / not enough time	8%
Funding	6%
Showing up to work / no transportation	5%

N=63

Among employers who completed the survey and provided a response. Multiple responses possible. Total may not sum to 100%.

Summary

25% of Vermont employers surveyed indicated that a lack of staff and support is a challenge preventing them from creating additional internship or apprenticeship opportunities.

Bottom Line

Among Vermont employers surveyed, finding the support and time necessary to train additional staff was identified as a likely challenge to creating more internship or apprenticeship opportunities.

What types of challenges have you encountered, or would you foresee in creating more internship or apprenticeship opportunities?

The training curve and bandwidth of the manager, we're overstretched as it is.

It often creates more work for staff members rather than providing actual help.

Would hope the program could be designed to integrate successful interns / apprenticeships into ongoing positions as there is often significant time investment in supporting these individuals learn the position. We'd hope that the majority of successful participants would evolve into dedicated PT / FT employees.

Responses from employers who completed the survey.

What sort of support would your organization need to help you develop opportunities for internships or apprenticeships?

Service	Percentage
Help finding the right fit	21%
Improve training / introduce candidates into the program before onboarding	21%
Communicate expectations	17%
Improve management / supervision	14%
Create the time for training	14%
Funding / paid internship	10%
Other	5%

N=42

Among employers who completed the survey and provided a response. Multiple responses possible. Total may not sum to 100%.

Summary

21% of employers surveyed, indicated the type of support they would like in creating more internship or apprenticeship opportunities includes help finding the right fit and introducing candidates to the demands of the position prior to onboarding.

Bottom Line

HireAbility Vermont can help employers increase the number of internship and apprenticeship opportunities present throughout the state by helping employers find candidates that fit with the position and organization, and by helping them introduce the candidates to the demands of the position prior to onboarding.

What sort of support would your organization need to help you develop opportunities for internships or apprenticeships?

Staff resources that can be devoted to training

People to train and see how the process is done,
and training materials

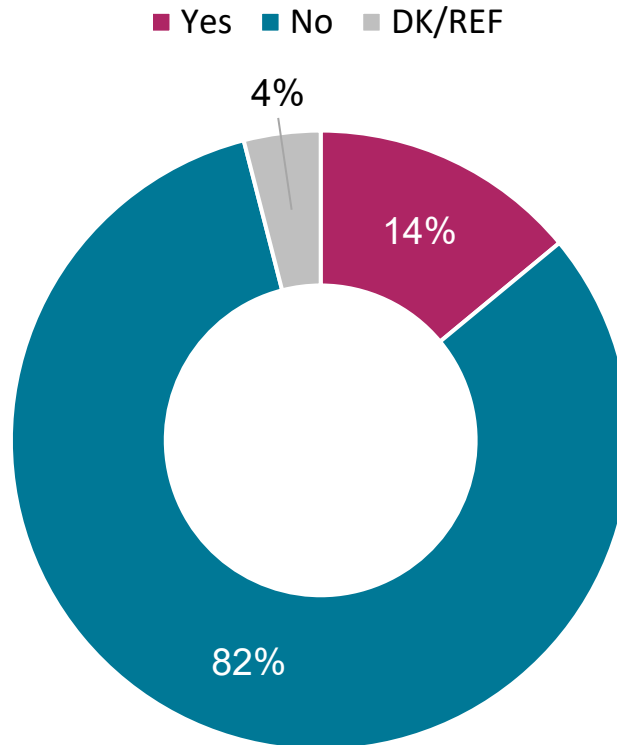
Matching the right candidate with the right skill

Additional staffing and supervision

Responses from employers who completed the survey.

Summer Career Exploration

Are you aware of or did you participate in HireAbility's Summer Career Exploration program?



N=71

Among employers who completed the survey. Total may not sum to 100% due to rounding.

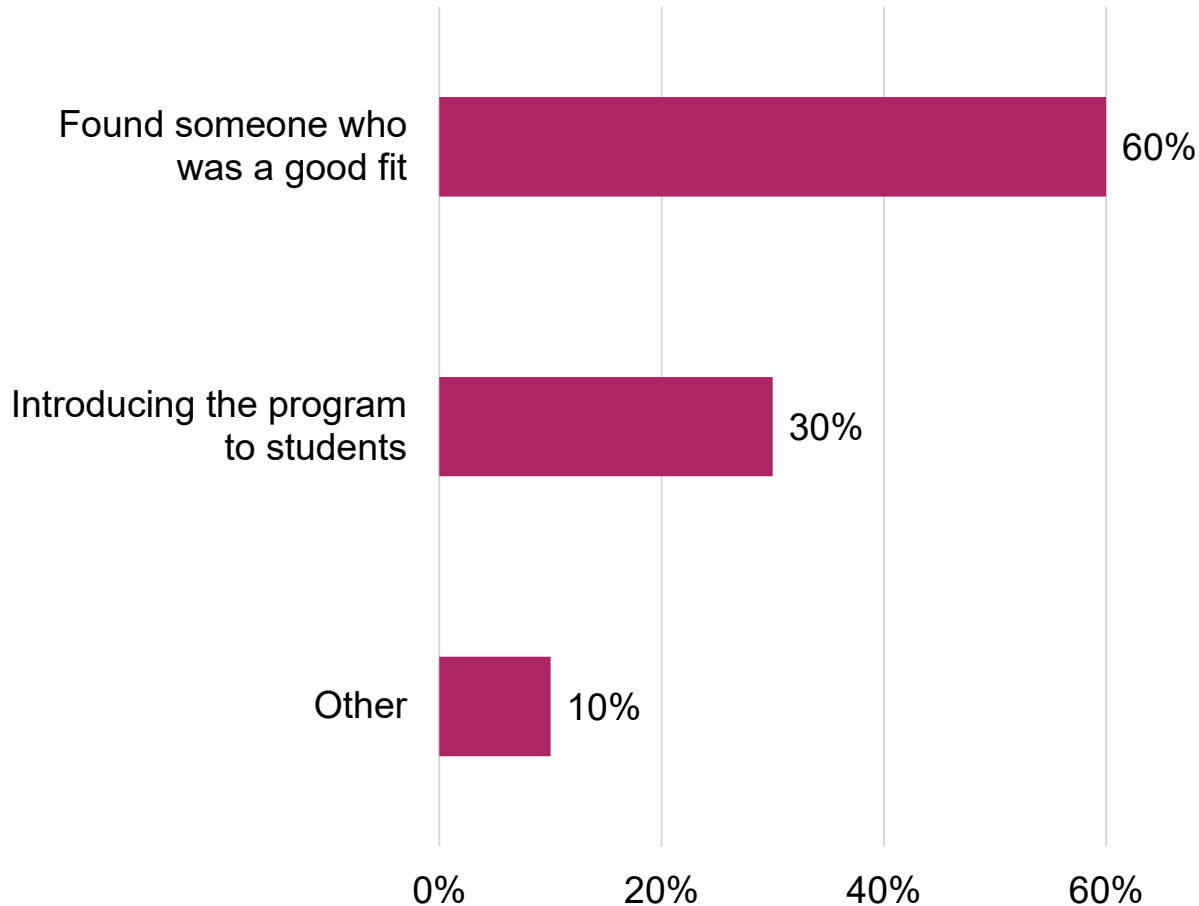
Summary

82% of employers surveyed, indicated they were either not aware of HireAbility's Summer Career Exploration program or did not participate.

Bottom Line

An opportunity exists to increase the participation rate of Vermont employers in HireAbility's Summer Career Exploration program.

What went well for your organization during the Summer Career Exploration program?



Among employers who completed the survey, reported they were aware of or participated in HireAbility's Summer Career Exploration program, and provided a response. N=10
Total may not sum to 100% due to rounding.

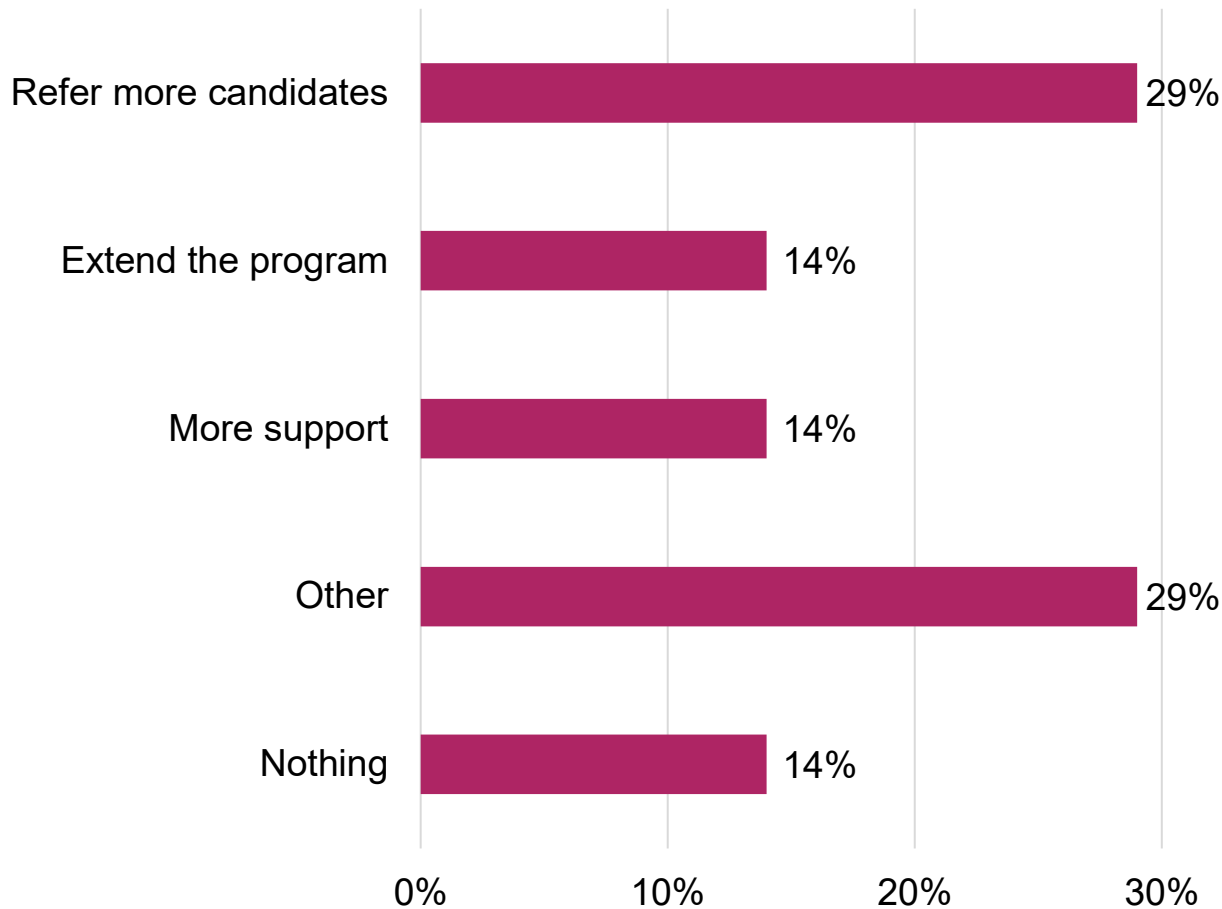
Summary

Among surveyed Vermont employers who participated in the Summer Career Exploration program, 60% indicated they found someone who was a good fit.

Bottom Line

HireAbility Vermont's Summer Career Exploration program is a good opportunity for employers to find candidates that are a good fit.

What could be improved for your organization during the next Summer Career Exploration program?



Among employers who completed the survey, reported they were aware of or participated in HireAbility's Summer Career Exploration program, and provided a response.
Total may not sum to 100% due to rounding.

N=7

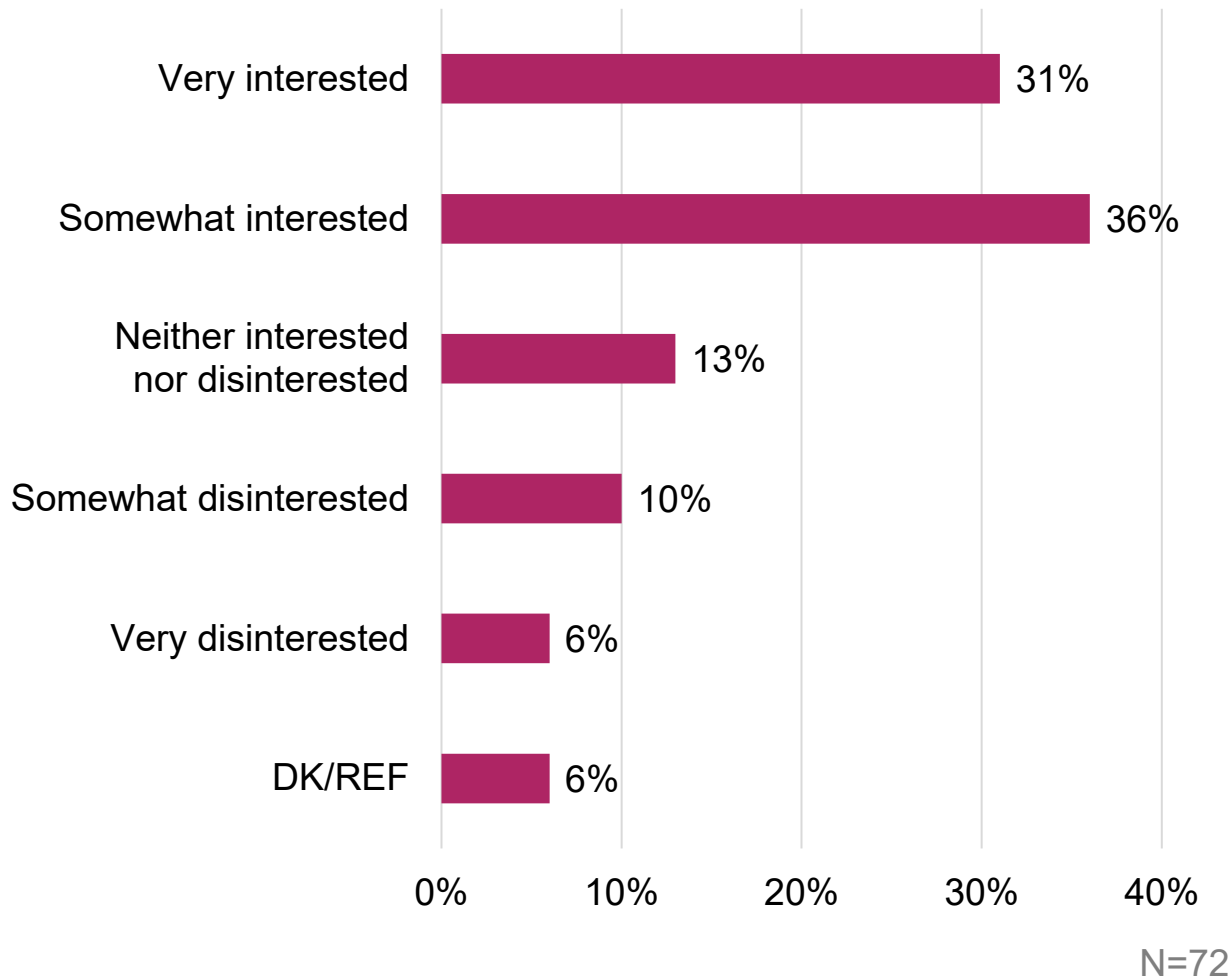
Summary

The top ways in which HireAbility Vermont could improve the Summer Career Exploration program (according to employers who were aware of or participated in the program) is by referring more candidates (29%), extending the program (14%), and providing more support (14%).

Bottom Line

Vermont employers who participated in the Summer Career Exploration program, indicated they want more candidates, an extended program, and more support broadly.

How interested would your organization be in participating in the 2022 Summer Career Exploration program?



Summary

67% of employers surveyed, indicated they would be interested in participating in the 2022 Summer Career Exploration program.

Among employers who completed the survey. Total may not sum to 100% due to rounding.

Why is your organization disinterested in participating in the 2022 Summer Career Exploration program?

Response	Percentage
Too busy to participate	46%
We don't have the need	18%
They have to be over 18 years of age	18%
I have to learn more about it	9%
Other	9%

N=11

Summary

Among Vermont employers surveyed who reported that they would not be interested in participating in the 2022 Summer Career Exploration program, almost half (46%) attributed their disinterest to them being too busy.

Among employers who completed the survey, reported they would be 'somewhat' or 'very' disinterested in participating in the 2022 Summer Career Exploration program, and provided a response. Multiple responses possible. Total may not sum to 100%.

Why is your organization disinterested in participating in the 2022 Summer Career Exploration program?

We can't have anyone under 18 years of age.

We don't have the time.

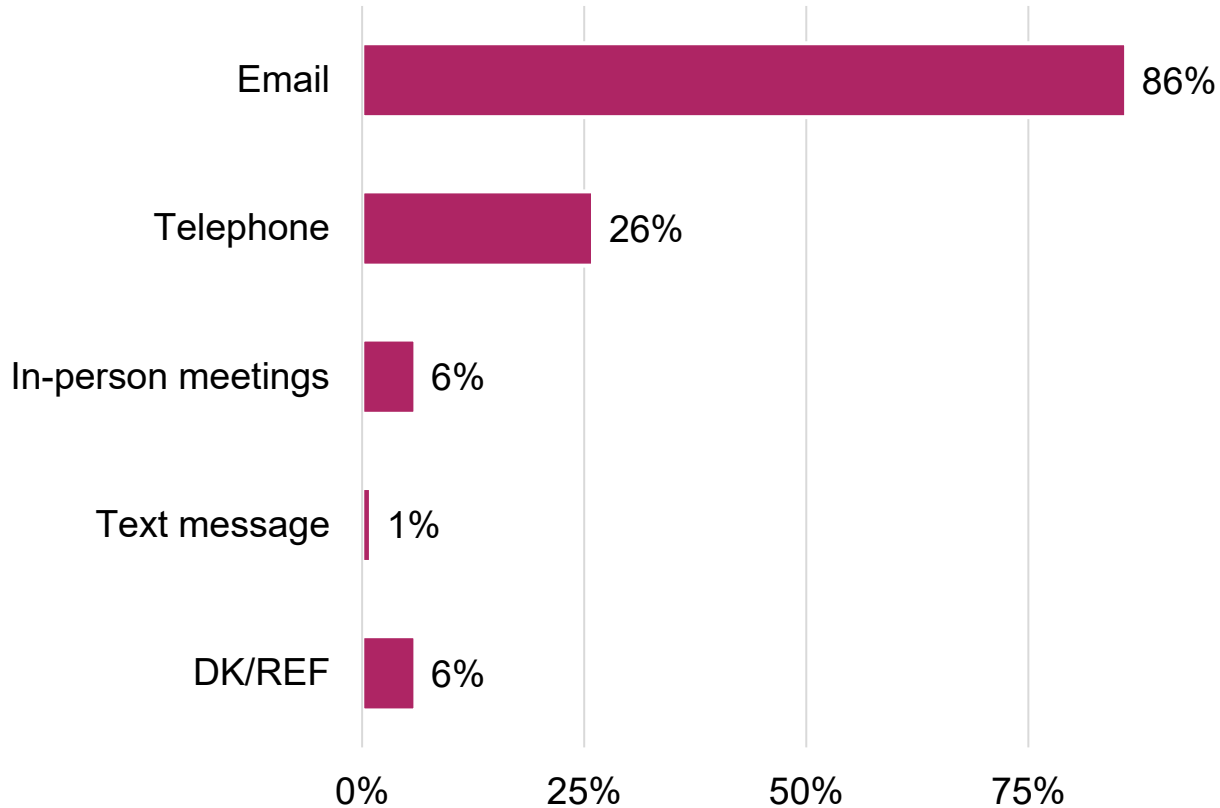
Due to staffing issues, it would be a lot of pressure on current employees.

I don't have enough hours to spend setting something like that up.

Among employers who completed the survey and reported they would be 'somewhat' or 'very' disinterested in participating in the 2022 Summer Career Exploration program.

Follow Up

How would you prefer HireAbility Vermont contact you?



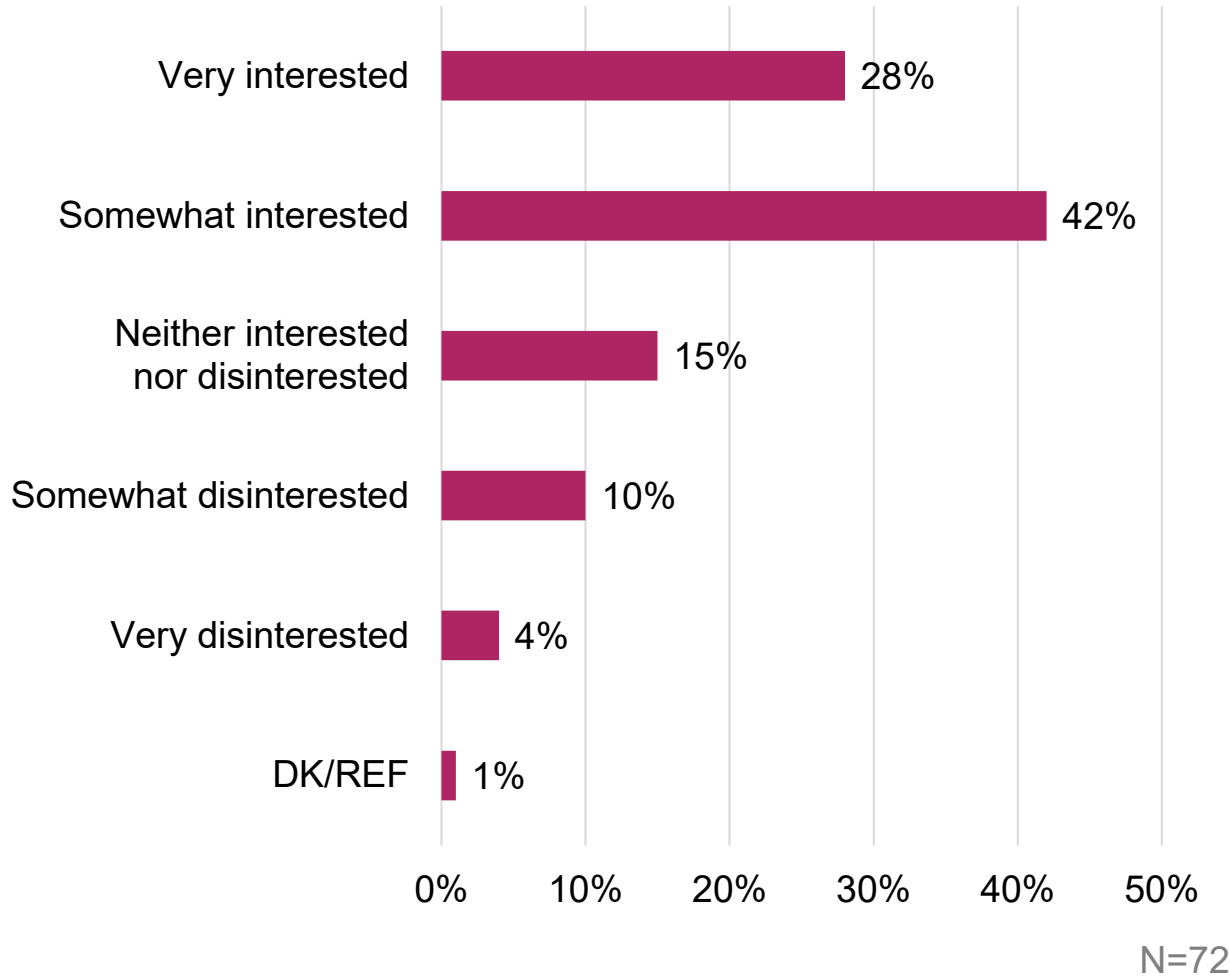
N=72

Among employers who completed the survey.
Multiple responses possible. Total may not sum to 100% due to rounding.

Summary

86% of employers indicated they would prefer to be contacted via email, with another 26% who reported they would prefer to be contacted over the phone.

How interested would you or others at your organization be in knowing more about how HireAbility Vermont prepares individuals to engage with potential employers?



Summary

70% of employers surveyed indicated they want to know more about how HireAbility Vermont prepares individuals to engage with potential employers.

Among employers who completed the survey. Total may not sum to 100% due to rounding.



Conclusions and Discussion



Experiences with HireAbility Vermont

Satisfaction

- Among employers who reported using any CWS services, none indicated that they were dissatisfied with the services they received.
- 100% of surveyed Vermont employers who reported using any CWS services indicated that they are likely to work with HireAbility Vermont in the future.

Areas for Improvement

- 32% of employers surveyed indicated they were unfamiliar with HireAbility Vermont's Creative Workforce Solution services.
- 67% of employers surveyed in Brattleboro-Springfield reported not using any CWS services.
- Surveyed employers who reported using any CWS services indicated that HireAbility Vermont could better meet their needs by adding more people (28%) and communicating / checking-in more (11%).
- 60% of employers surveyed indicated that they do not currently have any sort of internship or apprenticeship programs, yet 76% indicated they would be interested in working with HireAbility Vermont to create more.

Experiences with Progressive Employment

Satisfaction

- Nearly all employers who indicated they have participated in Progressive Employment opportunities are satisfied with their experiences.
 - Informational interviews (96%)
 - Company tours (92%)
 - Short-term job shadows (81%)
 - Work experiences or internships (96%)
 - On-the-job training (94%)
- 93% of employers surveyed who reported using any CWS services, indicated that they would be interested in offering more Progressive Employment opportunities.

Areas for Improvement

- Employers indicated that their Progressive Employment experiences could have been improved through more communication / support (42%) and a larger candidate pool (25%).

Experiences with Summer Career Exploration

Satisfaction

- The majority (60%) of Vermont employers who participated in the Summer Career Exploration program reported they were able to find someone who was a good fit.
- 67% of Vermont employers reported that they are interested in participating in the 2022 Summer Career Exploration program.

Areas for Improvement

- 82% of employers surveyed were either not aware of or did not participate in HireAbility's Summer Career Exploration program.
- Employers reported that their experiences with the Summer Career Exploration program could be improved with more candidates (29%), more support (14%), and an extended program (14%).
- Among employers not interested in participating in the 2022 Summer Career Exploration program, 46% indicated that their disinterest stems from being too busy.