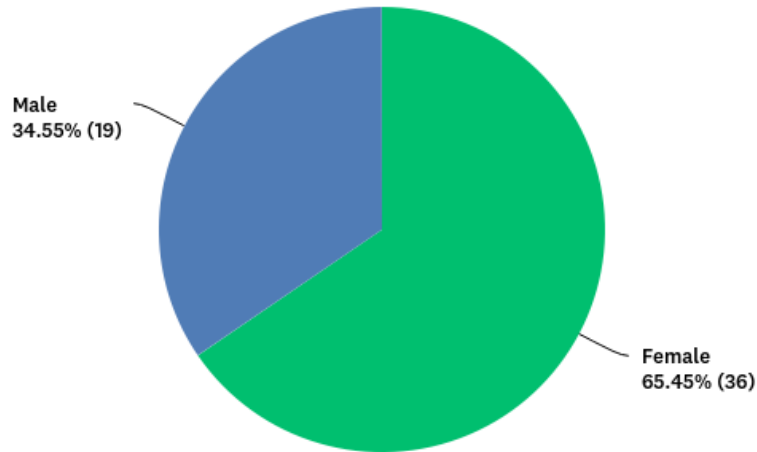


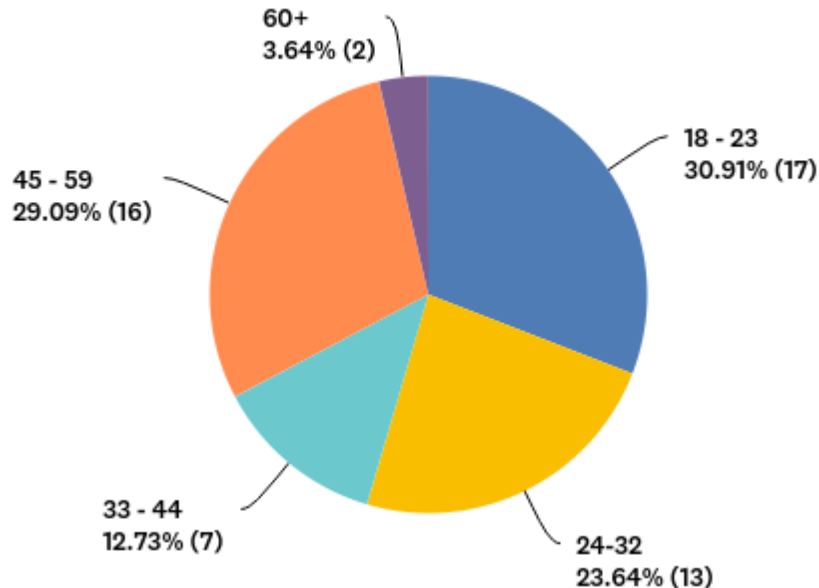
Greater St. Cloud Development Corporation Talent Corps Job Seeker Survey

Profile of Respondents:

Gender



Age



Why are you seeking a position? (Select all that apply)

Currently unemployed	25%
Currently underemployed	16%
Looking for a new challenge/opportunity	38%
Seeking internship/experiential learning	29%
Seeking higher pay/benefits	24%
Seeking different location to work	9%
Seeking volunteer opportunity	7%
Other	15%

What type of job opportunities are you seeking?

Business/Management/IT	21.82%
Non-profit/Government	12.73%
Administrative/Retail/Clerical	10.91%
Engineering/Software Development	10.91%
Health/Counseling	18.18%
Education	10.91%
Marketing/Communications/Writing	9.09%
Other	5.45%

What resources are you currently using to help determine your next career?

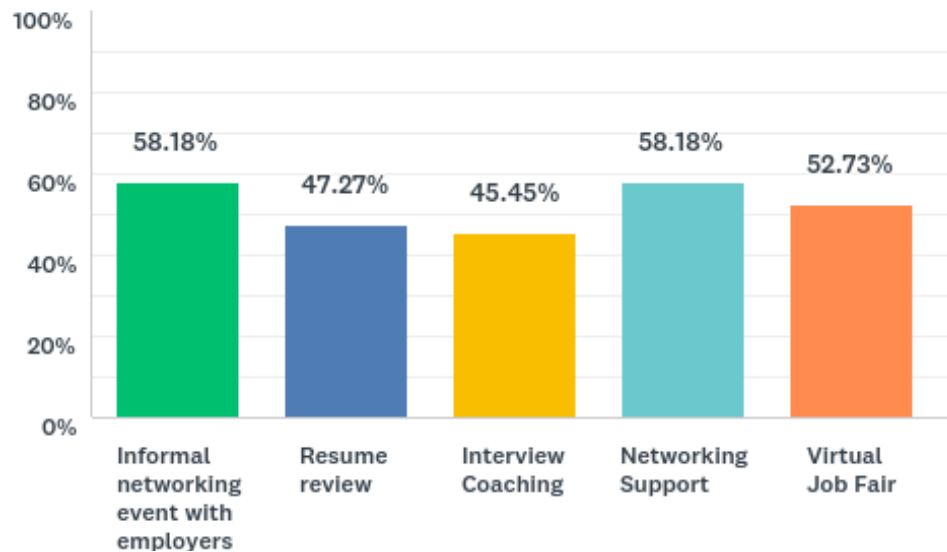
Websites/Social Media

Career Builder (www.careerbuilder.com)
 Craigslist (<https://stcloud.craigslist.org>)
 EdPost (<https://edpost.stcloudstate.edu>)
 EngineerJobs (www.engineerjobs.com)
 Facebook (www.facebook.com)
 Glassdoor (www.glassdoor.com/index.htm)
 GoInGlobal (<http://www.goinglobal.com>)
 Indeed (www.indeed.com)
 Ladders (www.theladders.com)
 LinkedIn (www.linkedin.com)
 Minnesota Works (www.minnesotaworks.net)
 Monster Jobs (www.monster.com)
 Nexxt (<https://www.nexxt.com>)
 Trending Jobs (<https://us.trendingjobs.com>)

Other

Aerotek Recruiting
 CSB/SJU Career Services
 Friends
 GSDC
 Internship fairs
 Lee Hecht Harrison
 Local staffing agency
 MN Council of Nonprofits
 MN Workforce Center
 Newspapers
 Professors
 Rasmussen College
 SCSU Career Services

What specific tools or resources would you find the most beneficial? (Select all that apply)



How can we best help prepare job seekers for gainful and satisfying employment? (Please be as specific as possible)

- Career Assessments
- Experiential Learning/Internships
- Workshops on interviewing skills, resume/cover letter writing, negotiating contracts, networking, professional etiquette, etc.
- Information about company culture
- Information about technology/software knowledge required
- Information on comparable compensation packages
- Networking sessions
- Increase communication and collaborative efforts between local employers and faculty/staff members at local higher education institutions
- Educate employers on the transferable skills of a liberal arts degree
- Provide referrals to specific training and CEU opportunities
- Create opportunities to tour organizations and meet employers
- Offer resources for people who want to change careers
- List of keywords for job applications and cover letters

What opportunities do you feel the Greater St. Cloud Area needs to improve upon for job seekers to help them secure employment?

- More and a wider variety of high level, professional jobs. Currently, most of the job fairs are not for professionals, but rather for laborers
- Advertise high paying jobs for college graduates so that they continue to live in the area. There is a lot of attention placed on technical/manufacturing careers, but not much on keeping the talent we produce from our colleges
- Better local recruiters
- More available coaching
- There are too many businesses that are hiring but do not bother to advertise. Many openings are usually already filled without notifying the places where they advertise. There needs to be more accurate coverage of the job posting process
- Local employers also need to advertise that they are willing to hire entry-level talent, rather than only insisting on the 3-5 year experienced professional
- The transportation here can be difficult with some buses only running once an hour, and many jobs are not aligned with that
- Connections for continuing education. When new people come to town, they should receive specific information on attending SCSU and SCTCC, particularly their developing online courses and programs.
- Offer better wages
- Show how St. Cloud is a community and a place to live long-term
- More diverse employers

