



The High Demand for **DURABLE SKILLS**

What are the most common characteristics employers look for in potential employees? Durable Skills.



U.S. CHAMBER OF COMMERCE FOUNDATION
Center for Education and Workforce

"Companies will continue to compete on innovation and talent like never before which makes the use, sharing, and transparency of skills data across stakeholder groups even more important to the world of work. Collective action around durable skills is one way to ensure Americans have the right skills for the jobs of today and tomorrow, and the economy has the skilled workforce it needs to grow."

—CHERYL OLDHAM, Senior Vice President
of Education and Workforce,
U.S. Chamber of Commerce Foundation



"Organizations remain dependent on an economy where HR professionals and talent acquisition specialists are the principal consumers of skills data. Leveraging transparency in skills data, especially for durable skills, is the key lever in making organizational development and competitive advantage a reality. Durable skills data at their fingertips will make HR professionals more effective and their organizations even more successful."

—ALEXANDER ALONSO, PhD, SHRM-SCP,
Chief Knowledge Officer, SHRM



"The debate over the future of work confirms the many challenges we face in preparing young people for an increasingly complex digital world. It is imperative we expand career pathway opportunities centered around job-ready training, industry-recognized credentials, and a continuous learning mindset focusing equally on technical and durable skills."

—TODD THIBODEAUX,
president and CEO, CompTIA



"The men and women who manufacture in the United States are called upon to produce an amazing variety of products, especially as we continue to serve on the front lines of the COVID-19 response. From the supplies that make our lives easier and safer to the medicines, vaccines, and treatments that make our lives healthier, manufacturing employees create the world of today and tomorrow. It is the durable skills of these employees, the creativity and teamwork, that makes innovation possible and brings these new and vital products to life."

—CAROLYN LEE, Executive Director,
The Manufacturing Institute



"The only thing certain about the future is its uncertainty. The jobs of the future, and the professional skills needed for them, continue to evolve. So, for students to have the best opportunity to succeed they need to learn how to learn, how to communicate, and how to think. There's nothing "soft" about these skills - they set the foundation for a mindset of continuous learning that is most needed once they leave school and join a work environment none of us can predict."

—EVAN LEYBOURN, CEO, Business Agility Institute



"Contractors are at the heart of infrastructure in every community across America. The technical skills of today's craft professionals are second to none, but it's absolutely essential that they have the durable skills to be able to contribute and succeed in this dynamic workforce."

—GREG SIZEMORE, Vice President of HSE
and Workforce Development,
Associated Builders and Contractors



"Business leaders, creative workers, and arts educators have known for a long time that creativity, critical thinking, empathy, and creative problem solving are what's going to drive the next boom in our national economy. Coming together to center these durable skills in the future education of our children is crucial to the U.S.'s future global success and the social and economic success of local communities."

—CLAY LORD, Vice President of Strategic Impact,
Americans for the Arts



"The hotel and lodging industry exemplifies the American Dream, fostering development, upward mobility, and exciting life-long careers. As an industry built around hospitality, we recognize the important role durable skills play in helping our associates provide unparalleled guest experiences and innovate to build the future of the industry."

—ROSANNA MAIETTA, President & CEO,
AHLA Foundation



Overview

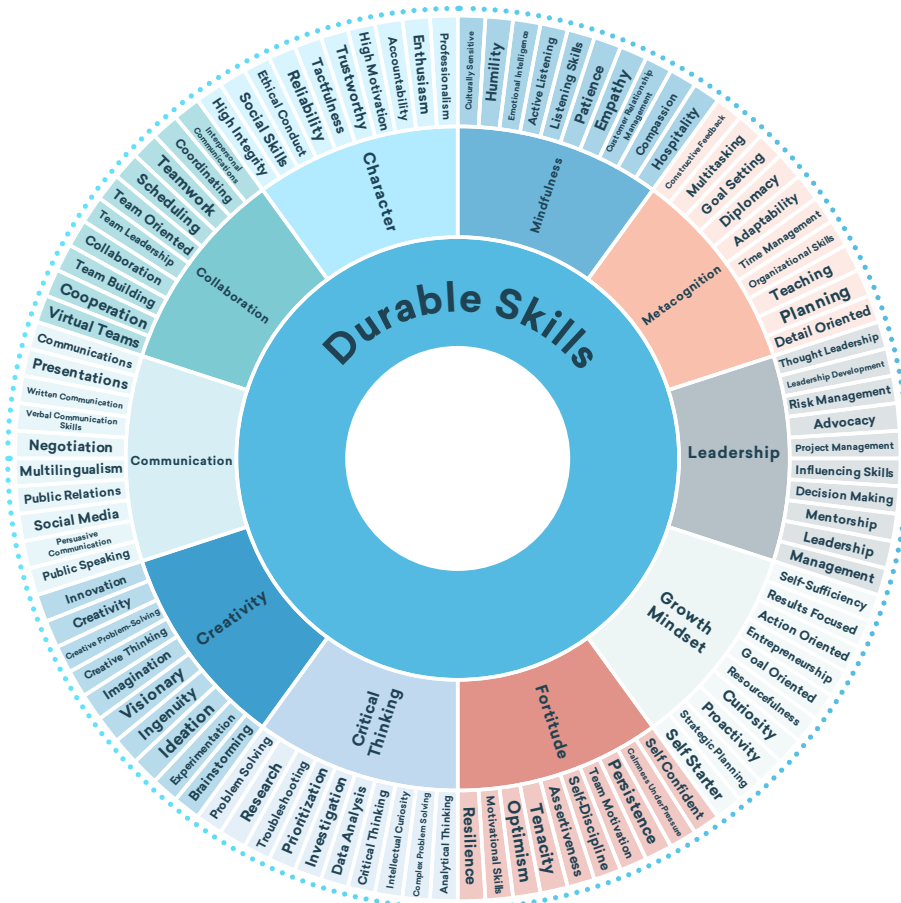


FOR THE PAST 40 YEARS, the primary purpose of our schools has been to maximize academic achievement. However, over that time, the world has greatly changed. We believe the purpose of schools today is to ensure students can think critically and creatively, collaborate effectively with others, apply skills and knowledge to solving real problems, and find meaningful, fulfilling ways to contribute to the world and their community.

In an era when technical skills are evolving at an unprecedented pace, there is an important set of durable ‘soft skills’ that last throughout an entire career—how we use what we know (critical thinking, communication, etc.) and our character skills. America Succeeds’ Durable Skills initiative seeks to ensure every individual is prepared with the soft skills necessary for success in the workforce regardless of educational attainment, career path, or industry sector.

Defining Durable Skills

Our hypothesis is that every job in every sector requires Durable Skills. Based on Emsi Burning Glass’s database of tens of millions of employer job postings from the past two years, we started by categorizing 100 of the most in-demand **Durable Skills** into 10 major themes or **competencies**.



COMPETENCY DESCRIPTIONS

- **Leadership:** Directing efforts and delivering results
- **Character:** personal and professional conduct
- **Collaboration:** teamwork and connection
- **Communication:** Information exchange and management
- **Creativity:** New ideas and novel solutions
- **Critical Thinking:** Informed ideas and effective solutions
- **Metacognition:** Self understanding and personal management
- **Mindfulness:** Interpersonal and self awareness
- **Growth Mindset:** Improvement and aspiration
- **Fortitude:** Constitution and inspiration

Our Approach



Improving Pathways from Education to Employment

Although the need for inclusive, soft skills-based education and hiring was apparent long before the pandemic, COVID-19 greatly accelerated existing trends. As we look toward economic recovery—and overcoming the inequities exacerbated by this past year—it has become even more critical to ensure every individual is prepared or upskilled with the Durable Skills necessary for long-term success in the workforce. By focusing on common competencies instead of diverse technical needs, we have an opportunity to help a broader and more inclusive group of learners and workers advance in career pathways for employees' and employers' mutual benefit.



WE STUDIED
82 MILLION
US JOB POSTINGS
FROM THE PAST
2 YEARS



ACROSS
22 SECTORS
USING 2020 SOC-2
OCCUPATIONAL
DATA



61%
OF THOSE US JOB
POSTINGS REQUESTED
AT LEAST ONE
DURABLE SKILL

62.5 MILLION US JOBS DEMANDED DURABLE SKILLS

Employers, parents, state leaders, and policymakers are aligned in their desire to provide students a solid foundation for the future. Business leaders across industries are aligned around the skills demanded in every career. It is our belief that by working together, we can ensure that students and communities become more resilient in the rapidly evolving world of work.

DATA AND METHODS

Emsi Burning Glass's job postings data are gathered by scraping over 100,000 websites, including company career sites, national and local job boards, and job posting aggregators. Postings for over 1.5 million companies are scraped and deduplicated to account for multiple postings of the same job on different websites. Job postings [from 2019 through 2020] were analyzed to assess the prevalence of Durable Skills at both the national and state level. Results are presented in aggregate and also broken out by competency, occupation and industry.

National Analysis

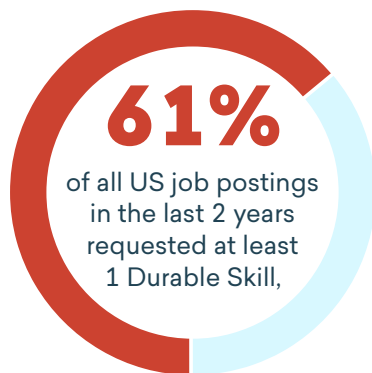


We defined
100 Durable Skills
grouped in
10 Competencies

Almost
29M
US postings
requested
Communications

The **TOP 5**
Durable Skills
were requested
3.8x more than
the top 5 Hard skills

7 of the **10**
most-requested skills
were Durable Skills



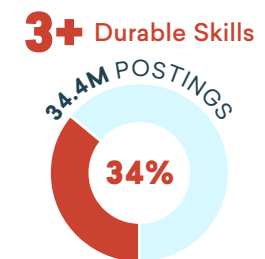
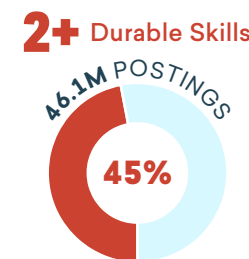
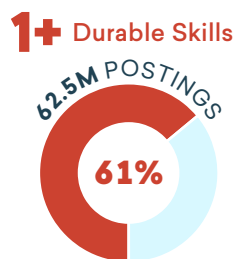
and **~80%** of all the US job postings
in half of all occupations (SOC-2)

Over **34M** US postings
(34%) requested at least
3 Durable Skills



In evaluating data about Durable Skills, it is necessary to keep in mind that the data reflect language used in job postings; employers have adopted some standard language for common human competencies, such as Leadership and Communication, but others are often evaluated less explicitly during the interview stage of hiring. As a result, Durable Skills may be crucial and may not be proportionately represented in the data.

A MAJORITY OF US JOB POSTINGS REQUEST DURABLE SKILLS



SOC-2	Occupation	At Least 1 Durable Skill	At Least 2 Durable Skills
11	Management	91%	81%
13	Business & Financial Operations	86%	73%
43	Office & Administrative Support	86%	69%
55	Military-Only	85%	50%
41	Sales & Related	83%	68%
33	Protective Service	82%	63%
17	Architecture & Engineering	81%	65%
27	Arts, Design, Entertainment, Sports, & Media	80%	63%
19	Life, Physical, & Social Science	78%	61%
25	Educational Instruction & Library	78%	55%
15	Computer & Mathematical	77%	60%
21	Community & Social Service	77%	59%
35	Food Preparation & Serving Related	74%	47%
23	Legal	67%	46%
49	Installation, Maintenance & Repair	67%	46%
51	Production	60%	40%
31	Healthcare Support	56%	30%
37	Building & Grounds Cleaning & Maintenance	55%	33%
47	Construction & Extraction	50%	30%
45	Farming, Fishing & Forestry	47%	31%
29	Healthcare Practitioners & Technical	43%	25%
39	Personal Care & Service	35%	20%
53	Transportation & Material Moving	22%	11%

Source: Emsi Burning Glass Job Postings

Arkansas Analysis



WE STUDIED
994K
JOB POSTINGS
FROM THE PAST
2 YEARS



ACROSS
22 OCCUPATIONS,
20 INDUSTRIES,
AND OVER
13,700 COMPANIES

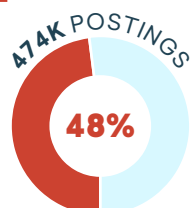


48%
OF THOSE JOB
POSTINGS REQUESTED
AT LEAST ONE
DURABLE SKILL

474K ARKANSAS JOBS DEMANDED DURABLE SKILLS

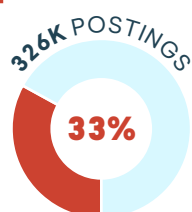
A MAJORITY OF ARKANSAS JOB POSTINGS REQUEST DURABLE SKILLS

1+ Durable Skills



Almost
316K
postings
requested
Communications

2+ Durable Skills



The **TOP 5**
Durable Skills
were requested
2.6x more than
the top 5 Hard skills

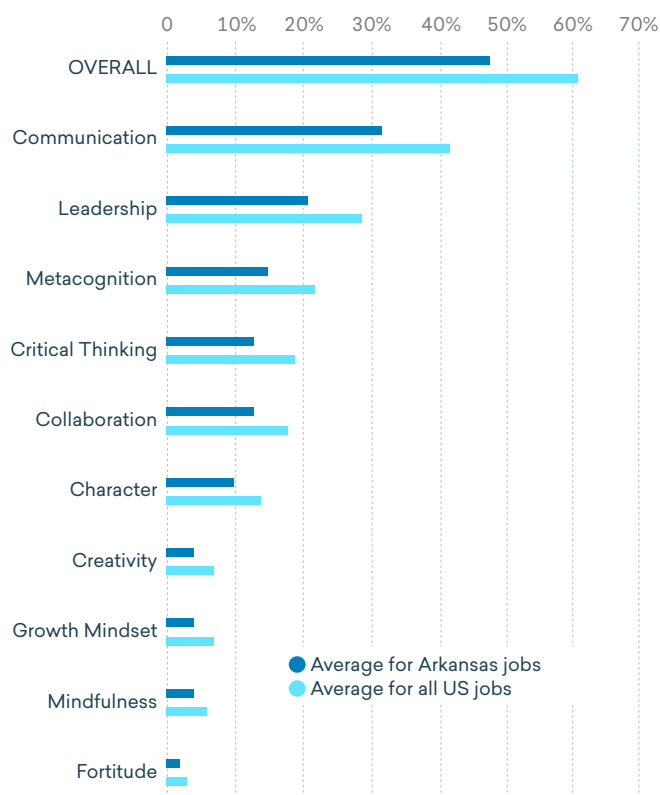
3+ Durable Skills



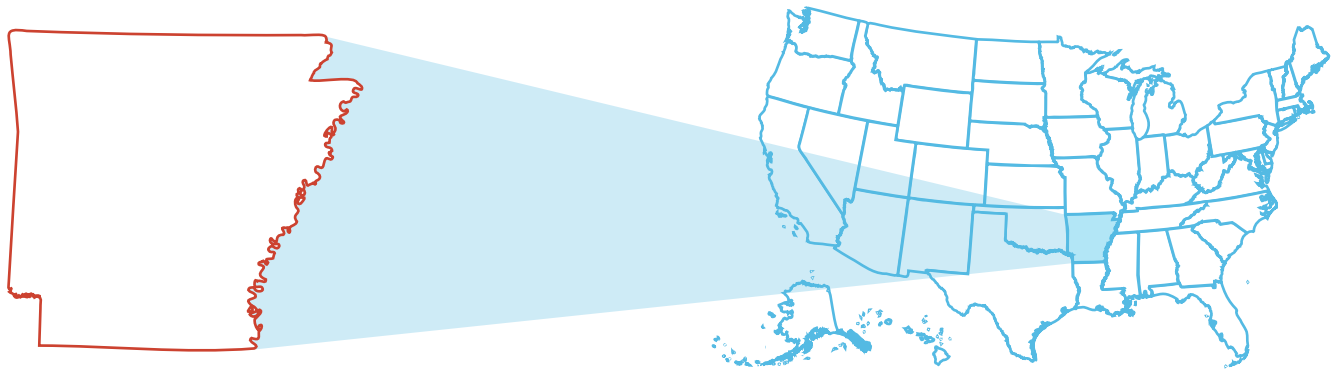
4 of the **10**
most-requested skills
were Durable Skills

How does Arkansas compare in its demand for Durable Skills?

% FREQUENCY OF DURABLE SKILLS* IN ARKANSAS VS. US JOB POSTINGS



* Postings with 1+ durable skills per competency
Source: Emsi Burning Glass Job Postings



IN ARKANSAS, 2 OCCUPATION SECTORS ARE SEEKING DURABLE SKILLS MORE FREQUENTLY THAN THE NATIONAL AVERAGE.

SOCS-2	Occupation	# Postings with 3+ Durable Skills	% Postings with 3+ Durable Skills	Difference vs % Postings US
41	Sales and Related	47,214	41%	-9%
11	Management	33,677	62%	-6%
43	Office and Administrative Support	27,049	43%	-8%
15	Computer and Mathematical	19,443	41%	-5%
29	Healthcare Practitioners and Technical	18,000	13%	-3%
13	Business and Financial Operations	17,754	48%	-8%
25	Educational Instruction and Library	9,926	35%	1%
53	Transportation and Material Moving	8,089	3%	-3%
35	Food Preparation and Serving Related	7,249	19%	-6%
49	Installation, Maintenance, and Repair	7,135	25%	-3%
51	Production	6,344	26%	2%
17	Architecture and Engineering	5,936	43%	-5%
21	Community and Social Service	4,912	38%	-4%
27	Arts, Design, Entertainment, Sports, and Media	4,377	40%	-6%
31	Healthcare Support	3,463	14%	-3%
33	Protective Service	2,689	40%	-8%
19	Life, Physical, and Social Science	2,275	41%	-3%
37	Building and Grounds Cleaning and Maintenance	1,847	16%	-2%
47	Construction and Extraction	1,328	12%	-5%
39	Personal Care and Service	1,300	9%	-2%
23	Legal	682	28%	-3%
45	Farming, Fishing, and Forestry	129	13%	-5%

SOCS = Standard Occupation Classification System

Source: Emsi Burning Glass Job Postings

IN ARKANSAS, THE "ARTS, ENTERTAINMENT, & RECREATION" INDUSTRY IS SEEKING DURABLE SKILLS 5% MORE FREQUENTLY THAN THE NATIONAL AVERAGE.

NAICS-2	Industry	# Postings with 3+ Durable Skills	% Postings with 3+ Durable Skills	Difference vs % Postings US
44	Retail Trade	43,954	43%	-4%
54	Professional, Scientific, and Technical Services	24,411	38%	-6%
56	Admin. & Support & Waste Mgmt. & Remediation Services	23,284	16%	-7%
31	Manufacturing	20,582	47%	-8%
62	Health Care and Social Assistance	20,504	24%	-7%
52	Finance and Insurance	16,077	36%	-22%
99	Unclassified	14,448	18%	-5%
51	Information	12,784	51%	-7%
72	Accommodation and Food Services	12,712	27%	-5%
92	Public Administration	8,261	31%	-7%
61	Educational Services	7,951	34%	-7%
42	Wholesale Trade	5,064	49%	0%
48	Transportation and Warehousing	4,737	2%	-2%
53	Real Estate and Rental and Leasing	4,090	43%	-2%
23	Construction	4,063	20%	-13%
81	Other Services (except Public Administration)	3,710	29%	-8%
71	Arts, Entertainment, and Recreation	1,371	56%	5%
22	Utilities	1,079	26%	-23%
11	Agriculture, Forestry, Fishing and Hunting	884	40%	-2%
55	Management of Companies and Enterprises	812	51%	-3%
21	Mining, Quarrying, and Oil and Gas Extraction	186	22%	-18%

NAICS = North American Industries Classification System

Source: Emsi Burning Glass Job Postings



Arkansas Learns is the *Voice of Business* for excellent education options - including industry-relevant career pathways - for all students, no matter their residence, culture, or economic status, so Arkansas and Arkansans may successfully compete economically.

When Arkansas Learns, Arkansas earns. More at ArkansasLearns.org.



America Succeeds is a non-profit organization committed to improving educational opportunity, outcomes, and equity by harnessing the power and acumen of the business community in accelerating systems change.

Our organization is uniquely positioned between business and the education policy sector—acting as an “education voice to business” nationally and a “business voice for education” at the state-level. Our work bridges these two distinct constituencies, with advocacy efforts aimed at larger culture change and policy efforts that ultimately help us achieve our vision of preparing every student to succeed in the competitive global economy and contribute to their local community.



Emsi Burning Glass is a labor market analytics firm dedicated to driving economic prosperity using data. To do this, we inform and connect three critical audiences: people looking for work, employers looking for skilled employees, and educators looking to build relevant academic programs.

With over 20 years of experience, Emsi Burning Glass currently partners with thousands of colleges, businesses, and communities. Our one-of-a-kind database combines job posting analytics, alumni outcomes profile data, and localized traditional labor market data to provide the most comprehensive picture of the labor market possible.