



The High Demand for **DURABLE SKILLS**

North Carolina Analysis

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

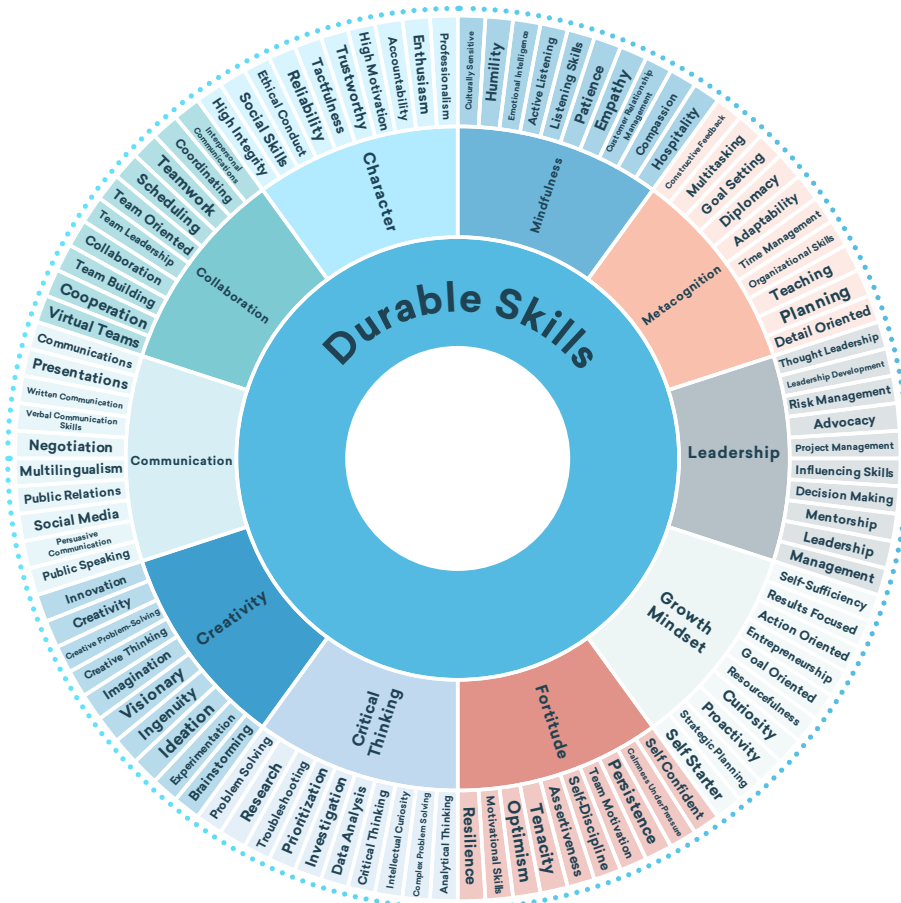


FOR THE PAST 40 YEARS, the primary purpose of our schools has been to maximize academic achievement. However, over that time, the world has greatly changed. We believe the purpose of schools today is to ensure students can think critically and creatively, collaborate effectively with others, apply skills 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
80 MILLION
US JOB POSTINGS
FROM THE PAST
2 YEARS



ACROSS
22 SECTORS
USING 2020 SOC-2
OCCUPATIONAL
DATA



77%
OF THOSE US JOB
POSTINGS REQUESTED
AT LEAST ONE
DURABLE SKILL

61.7 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 2020 through 2021] 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

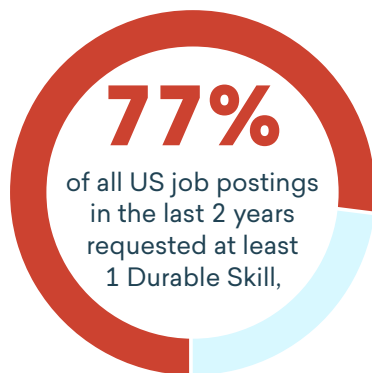


We defined
100 Durable Skills
grouped in
10 Competencies

Almost
45M
US postings
requested
Communications

The **TOP 5**
Durable Skills
were requested
4.7x more than
the top 5 Hard skills

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



including **84%** of postings in the five*
most posted US occupations (SOC-2)

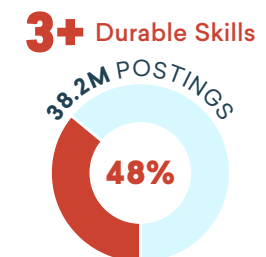
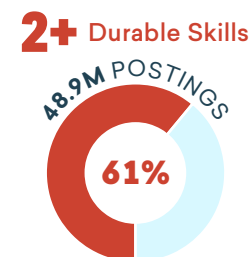
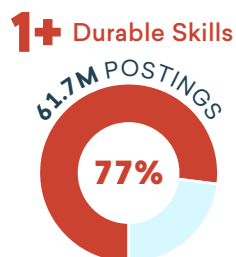
*SOC-2 with the most US postings: 29, 11, 41, 43, and 15

Over **38M** US postings
(48%) 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	93%	84%
13	Business & Financial Operations	91%	81%
41	Sales and Related	91%	77%
43	Office & Administrative Support	90%	76%
33	Protective Service	88%	44%
15	Computer & Mathematical	86%	71%
55	Military-only Occupations	85%	62%
19	Life, Physical & Social Science	84%	51%
17	Architecture & Engineering	84%	45%
23	Legal	83%	69%
21	Community & Social Service	81%	64%
27	Arts, Design, Entertainment, Sports, & Media	81%	48%
25	Educational Instruction & Library	80%	60%
49	Installation, Maintenance & Repair	77%	57%
35	Food Preparation & Serving Related	70%	47%
51	Production	64%	61%
39	Personal Care and Service	63%	62%
37	Building & Grounds Cleaning & Maintenance	63%	66%
29	Healthcare Practitioners & Technical	60%	42%
31	Healthcare Support	60%	42%
45	Farming, Fishing & Forestry	56%	33%
47	Construction and Extraction	53%	34%
53	Transportation & Material Moving	46%	53%

Source: Emsi Burning Glass Job Postings

North Carolina Analysis



WE STUDIED
2.8 MILLION
JOB POSTINGS
FROM THE PAST
2 YEARS



ACROSS
22 OCCUPATIONS,
20 INDUSTRIES,
AND OVER
45,000 COMPANIES



77%
OF THOSE JOB
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AT LEAST ONE
DURABLE SKILL

2.1M NORTH CAROLINA JOBS DEMANDED DURABLE SKILLS

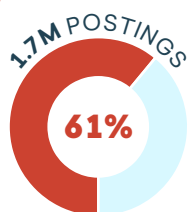
A MAJORITY OF NORTH CAROLINA JOB POSTINGS REQUEST DURABLE SKILLS

1+ Durable Skills



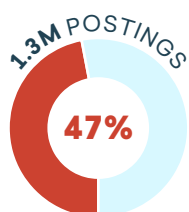
Over
1.5M
postings
requested
Communications

2+ Durable Skills



The **TOP 5**
Durable Skills
were requested
4.8X more than
the top 5 Hard skills

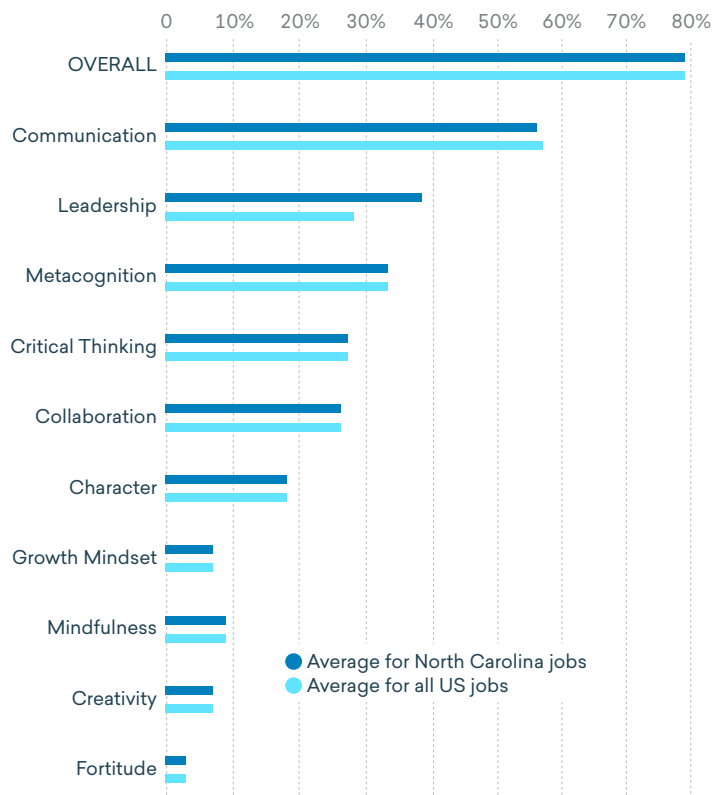
3+ Durable Skills



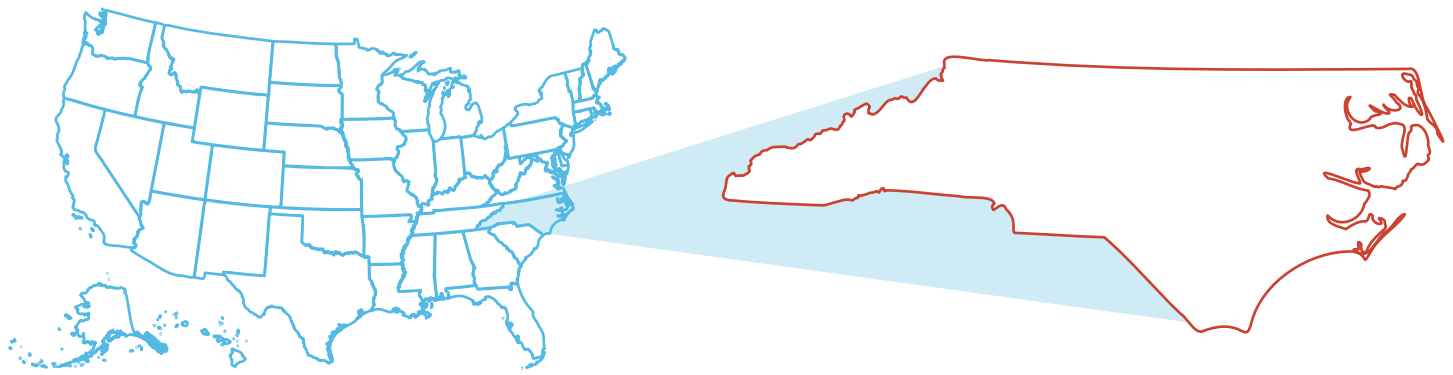
7 of the **10**
most-requested skills
were Durable Skills

How does North Carolina compare in its demand for Durable Skills?

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



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



IN NORTH CAROLINA, 1 OCCUPATION IS SEEKING DURABLE SKILLS >5% MORE FREQUENTLY THAN THE NATIONAL AVERAGE.

SOCS-2	Occupation	# Postings with 3+ Durable Skills	% Postings with 3+ Durable Skills	Difference vs % Postings US
11	Management	208,731	72%	-1%
41	Sales & Related	183,868	61%	-1%
15	Computer & Mathematical	163,791	56%	-2%
43	Office & Administrative Support	133,968	62%	1%
13	Business & Financial Operations	102,784	70%	0%
29	Healthcare Practitioners & Technical	91,259	32%	2%
99	Unclassified Occupation	59,524	55%	0%
49	Installation, Maintenance, & Repair	44,111	40%	0%
35	Food Preparation & Serving Related	38,447	28%	-2%
53	Transportation & Material Moving	36,154	17%	1%
17	Architecture & Engineering	34,200	51%	-1%
27	Arts, Design, Entertainment, Sports, & Media	30,179	54%	-1%
25	Educational Instruction & Library	28,930	33%	-10%
51	Production	26,236	27%	-1%
31	Healthcare Support	22,877	27%	-1%
33	Protective Service	21,395	64%	5%
37	Building & Grounds Cleaning & Maintenance	17,793	26%	1%
19	Life, Physical & Social Science	16,966	55%	-2%
21	Community & Social Service	14,522	49%	0%
39	Personal Care & Service	11,830	31%	0%
47	Construction & Extraction	11,395	21%	-1%
23	Legal	8,142	60%	4%
45	Farming, Fishing, & Forestry	879	19%	-4%

SOCS = Standard Occupation Classification System

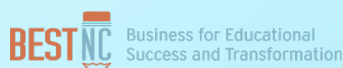
Source: Emsi Burning Glass Job Postings

IN NORTH CAROLINA, 3 INDUSTRIES ARE 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
99	Unclassified	321,970	40%	-1%
54	Professional, Scientific & Technical Services	154,171	60%	-1%
44	Retail Trade	141,257	52%	1%
56	Admin. & Support & Waste Mgmt. & Remediation Services	115,322	39%	2%
31	Manufacturing	104,988	63%	2%
52	Finance & Insurance	89,449	76%	3%
62	Health Care & Social Assistance	89,420	36%	-5%
72	Accommodation and Food Services	52,057	35%	-3%
61	Educational Services	45,844	55%	-2%
51	Information	36,615	76%	5%
23	Construction	30,100	49%	-2%
42	Wholesale Trade	29,891	55%	1%
81	Other Services (except Public Administration)	26,960	52%	2%
48	Transportation & Warehousing	23,017	34%	2%
53	Real Estate & Rental & Leasing	18,886	58%	0%
92	Public Administration	13,979	50%	0%
71	Arts, Entertainment & Recreation	6,219	54%	-3%
22	Utilities	2,676	57%	-7%
55	Management of Companies & Enterprises	2,504	49%	-12%
11	Agriculture, Forestry, Fishing & Hunting	2,077	57%	6%
21	Mining, Quarrying & Oil & Gas Extraction	1,077	57%	6%

NAICS = North American Industries Classification System

Source: Emsi Burning Glass Job Postings



BEST NC (Business for Educational Success and Transformation) is a 501(c)(3) nonprofit group of business leaders who believe the future of our state's economy is inseparable from the quality of our education.

North Carolina's education system must keep pace with the rapidly changing economic landscape. BEST NC supports the creation of the boldest education success story in America, one that nurtures the talents of every student, from early learning to post-graduate, by investing in students, teachers, school leaders, innovation, and high standards of success for all.



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.