

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

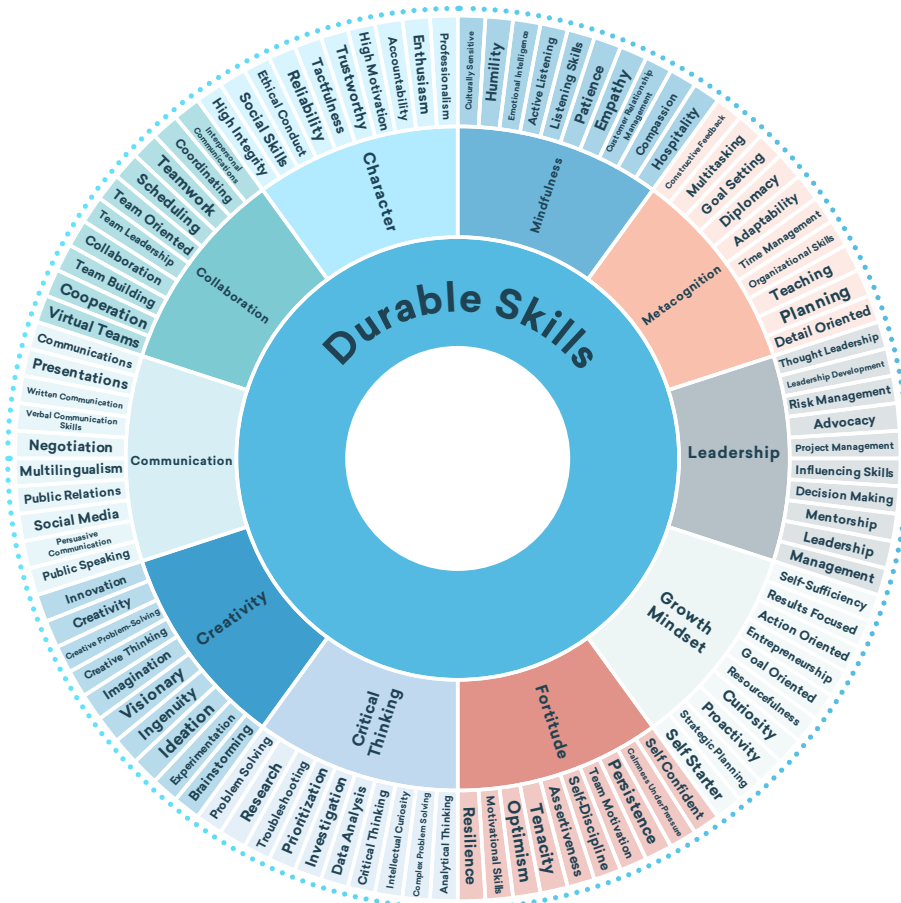


FOR THE PAST 40 YEARS, the primary purpose of our schools has been to maximize academic achievement. However, over that time, the world has greatly changed. We believe the purpose of schools today is to ensure students can think critically and creatively, collaborate effectively with others, apply skills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

52.5 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

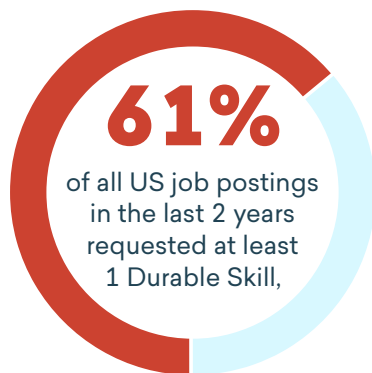


We defined
100 Durable Skills
grouped in
10 Competencies

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



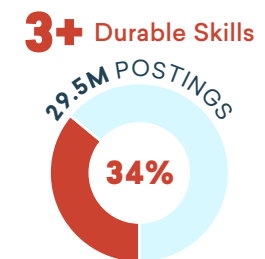
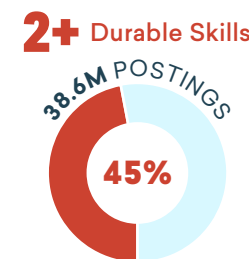
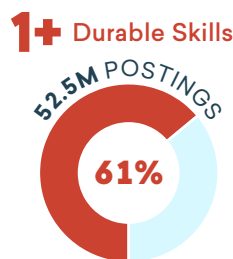
and **~80%** of all the US job postings
in half of all occupations (SOC-2)

Over **29M** US postings
(36%) 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

Idaho Analysis



WE STUDIED
535 THOUSAND
JOB POSTINGS
FROM THE PAST
2 YEARS



ACROSS
22 OCCUPATIONS,
20 INDUSTRIES,
AND OVER
11,900 COMPANIES

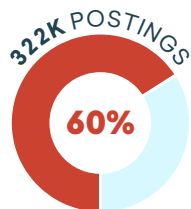


60%
OF THOSE JOB
POSTINGS REQUESTED
AT LEAST ONE
DURABLE SKILL

322K IDAHO JOBS DEMANDED DURABLE SKILLS

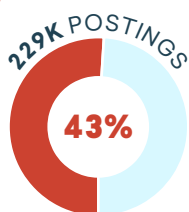
A MAJORITY OF IDAHO JOB POSTINGS REQUEST DURABLE SKILLS

1+ Durable Skills



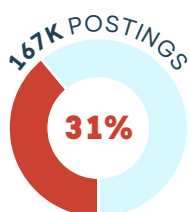
Almost
220K
postings
requested
Communications

2+ Durable Skills



The **TOP 5**
Durable Skills
were requested
3.5x more than
the top 5 Hard skills

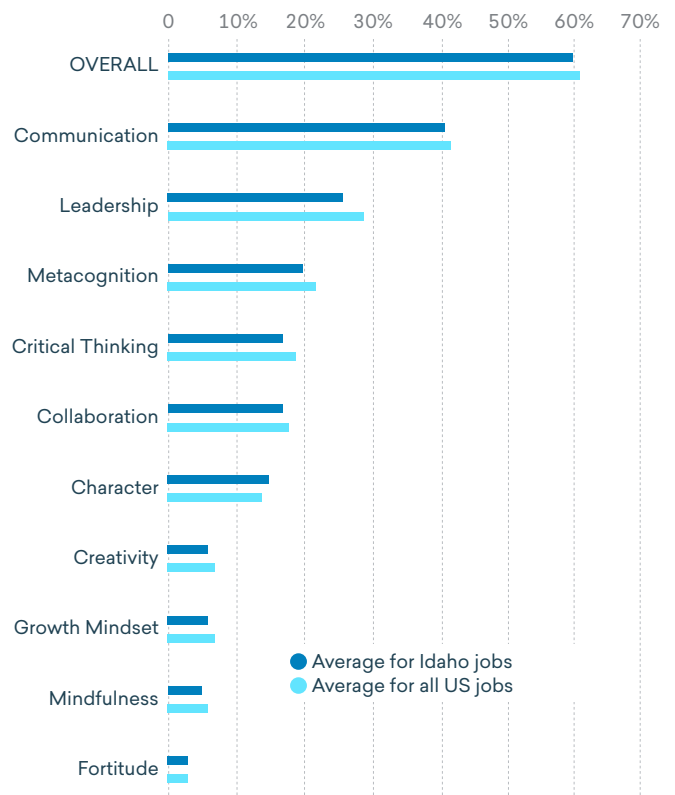
3+ Durable Skills



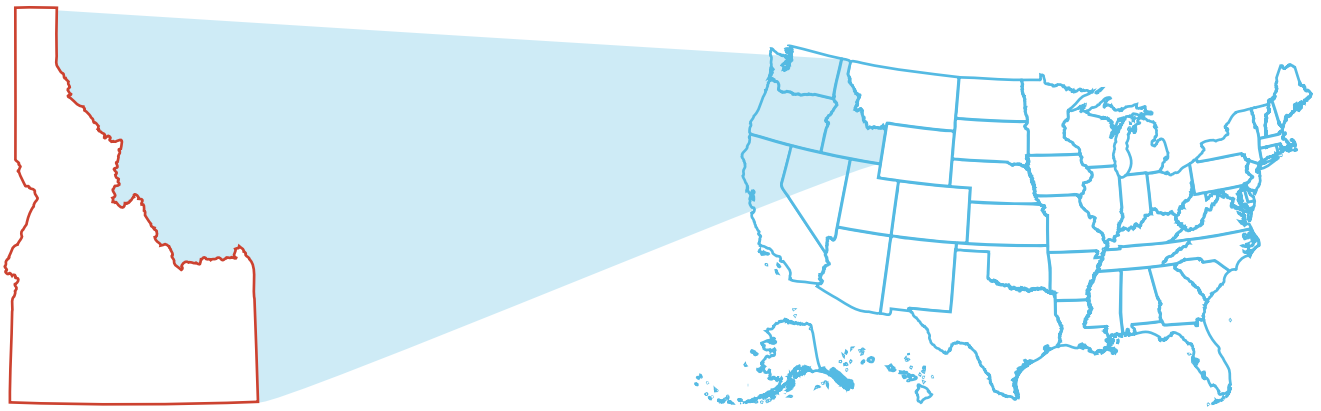
6 of the **10**
most-requested skills
were Durable Skills

How does Idaho compare in its demand for Durable Skills?

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



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



IN IDAHO, 6 OCCUPATION SECTORS ARE SEEKING DURABLE SKILLS >1% 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	27,326	43%	-8%
43	Office and Administrative Support	23,572	50%	-1%
11	Management	22,691	66%	-1%
15	Computer and Mathematical	15,554	48%	2%
13	Business and Financial Operations	12,487	52%	-4%
29	Healthcare Practitioners and Technical	10,792	15%	-1%
17	Architecture and Engineering	6,967	53%	5%
53	Transportation and Material Moving	6,755	7%	2%
25	Educational Instruction and Library	6,390	36%	2%
35	Food Preparation and Serving Related	5,360	22%	-3%
49	Installation, Maintenance, and Repair	4,953	27%	-1%
51	Production	4,158	28%	4%
31	Healthcare Support	3,710	21%	4%
21	Community and Social Service	3,563	36%	-6%
27	Arts, Design, Entertainment, Sports, and Media	3,397	42%	-5%
19	Life, Physical, and Social Science	2,517	41%	-4%
37	Building and Grounds Cleaning and Maintenance	1,828	18%	-1%
33	Protective Service	1,528	36%	-12%
47	Construction and Extraction	1,514	16%	-1%
39	Personal Care and Service	1,229	11%	0%
23	Legal	637	26%	-4%
45	Farming, Fishing, and Forestry	146	10%	-8%

SOCS = Standard Occupation Classification System

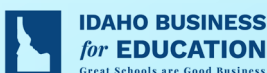
Source: Emsi Burning Glass Job Postings

IN IDAHO, 4 INDUSTRIES ARE SEEKING DURABLE SKILLS >1% 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	23,805	43%	-5%
54	Professional, Scientific & Technical Services	17,957	42%	-3%
31	Manufacturing	17,320	57%	2%
56	Admin. & Support & Waste Mgmt. & Remediation Services	17,294	21%	-2%
62	Health Care & Social Assistance	16,724	30%	-1%
52	Finance & Insurance	13,611	46%	-12%
99	Unclassified	13,204	22%	-1%
51	Information	9,108	60%	2%
72	Accommodation & Food Services	7,848	31%	-1%
61	Educational Services	5,906	38%	-3%
92	Public Administration	4,985	31%	-7%
53	Real Estate & Rental & Leasing	4,558	47%	1%
42	Wholesale Trade	3,962	47%	-2%
23	Construction	3,639	25%	-9%
81	Other Services (except Public Administration)	2,796	30%	-7%
48	Transportation & Warehousing	1,734	3%	-1%
71	Arts, Entertainment & Recreation	953	51%	0%
11	Agriculture, Forestry, Fishing & Hunting	681	41%	-1%
22	Utilities	653	51%	2%
55	Management of Companies & Enterprises	280	51%	-3%
21	Mining, Quarrying & Oil & Gas Extraction	151	22%	-18%

NAICS = North American Industries Classification System

Source: Emsi Burning Glass Job Postings



Idaho Business for Education is a group of 250 business leaders dedicated to transforming the educational system in Idaho to create the workforce the state's employers need. IBE is committed to improving student achievement, including closing of the achievement gap, to set all Idaho students up for success in school, work, and life.

IBE is the only statewide business group focused 100 percent on strengthening education which gives it a voice at the table with the Governor, Legislature, State Board of Education, State Department of Education and with school leaders. IBE has built a sturdy and trustworthy bridge between educators and students and the Idaho business community to achieve its goals.



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.