



The High Demand for **DURABLE SKILLS**



The Prichard Committee
Building a Groundswell for Excellent Education



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

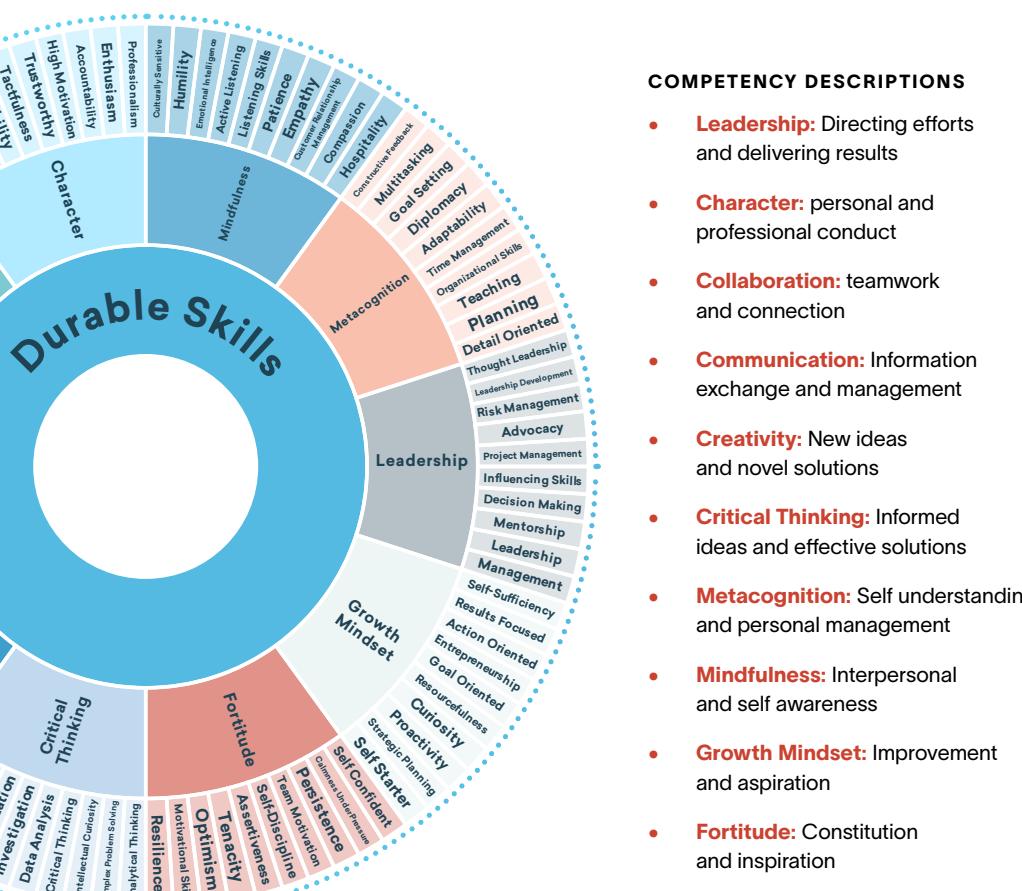


FOR THE PAST 40 YEARS, the primary purpose of our schools has been to maximize academic achievement. However, over that time, the world has greatly changed. We believe the purpose of schools today is to ensure students can think critically and creatively, collaborate effectively with others, apply skills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



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.



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.

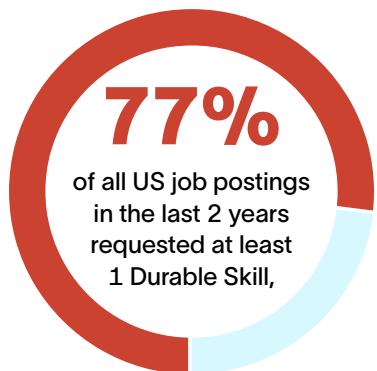
DATA AND METHODS

Lightcast'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



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

Communication

competencies are in
highest demand (56%)

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.

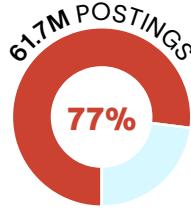
Almost
45M
US postings
 requested
 Communications

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

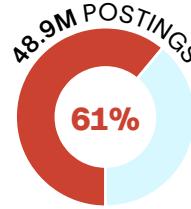
7 of the 10
most-requested skills
 were Durable Skills

A MAJORITY OF US JOB POSTINGS REQUEST DURABLE SKILLS

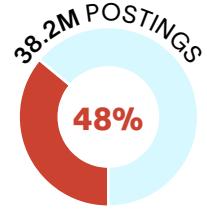
1+ Durable Skills



2+ Durable Skills



3+ 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: Lightcast Job Postings

Kentucky Analysis



WE STUDIED
885 THOUSAND
JOB POSTINGS
FROM THE PAST
2 YEARS



ACROSS
22 OCCUPATIONS,
20 INDUSTRIES,
AND OVER
17,800 COMPANIES

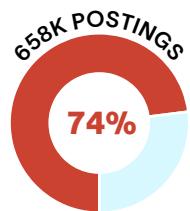


74%
OF THOSE JOB
POSTINGS REQUESTED
AT LEAST ONE
DURABLE SKILL

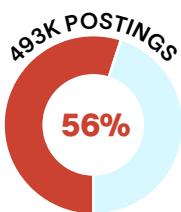
658K KENTUCKY JOBS DEMANDED DURABLE SKILLS

A MAJORITY OF KENTUCKY
JOB POSTINGS REQUEST DURABLE SKILLS

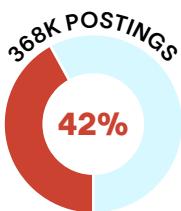
1+ Durable Skills



2+ Durable Skills

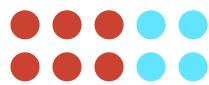


3+ Durable Skills



Over
466K
postings
requested
Communications

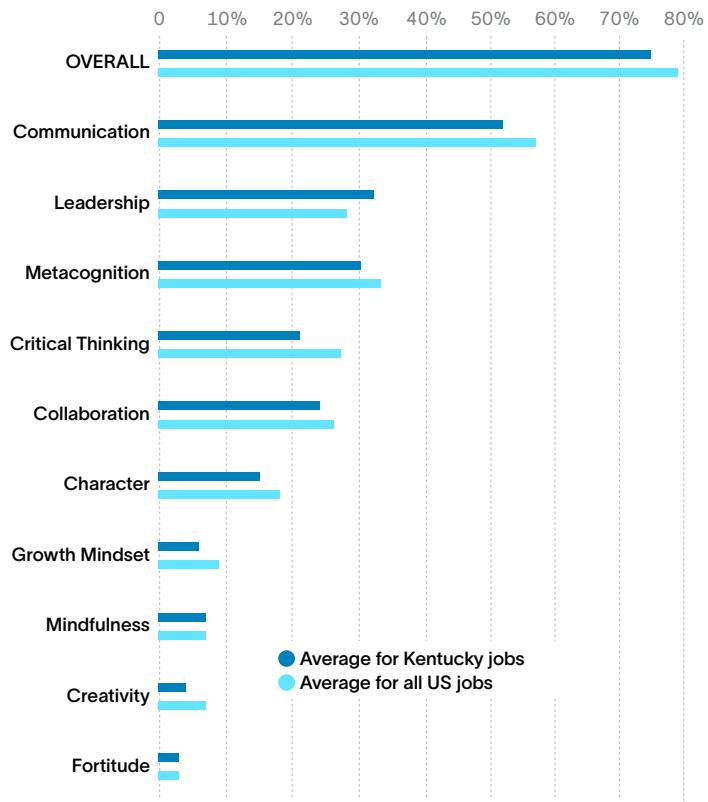
The **TOP 5**
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3.5X more than
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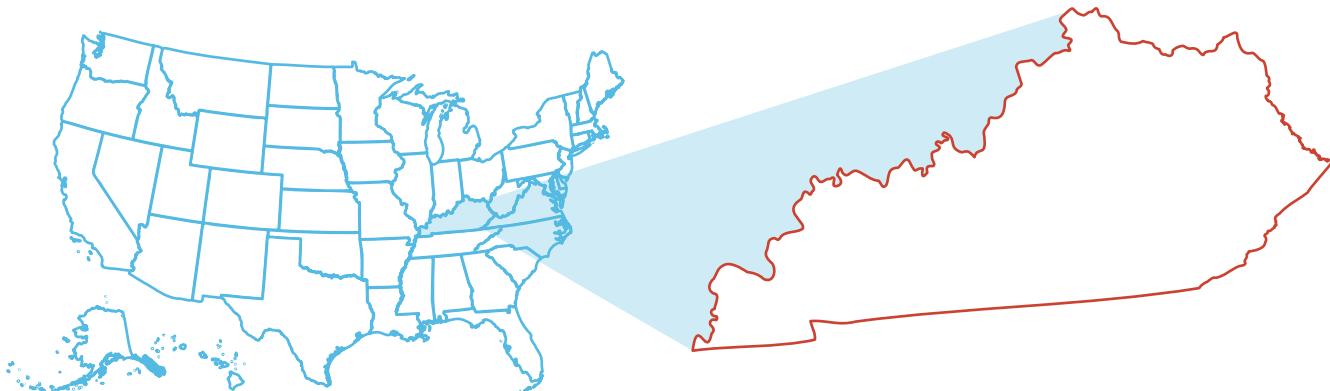


6 of the **10**
most-requested skills
were Durable Skills

How does Kentucky compare in
its demand for Durable Skills?

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





IN KENTUCKY, 5 OCCUPATIONS ARE SEEKING DURABLE SKILLS $\geq 1\%$ 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 & Related	56,902	59%	0%
11	Management	56,603	67%	-4%
43	Office & Administrative Support	45,373	55%	-4%
29	Healthcare Practitioners & Technical	33,208	29%	1%
15	Computer & Mathematical	25,791	57%	2%
13	Business & Financial Operations	23,827	65%	-2%
55	Unclassified Occupation	17,002	51%	-3%
53	Transportation & Material Moving	13,120	14%	-1%
35	Food Preparation & Serving Related	13,005	27%	-1%
49	Installation, Maintenance & Repair	12,360	36%	-2%
51	Production	9,012	24%	-3%
17	Architecture & Engineering	8,994	45%	-4%
31	Healthcare Support	8,612	23%	-2%
27	Arts, Design, Entertainment, Sports & Media	8,606	51%	-2%
25	Educational Instruction & Library	7,402	33%	-7%
21	Community & Social Service	6,283	51%	4%
37	Building & Grounds Cleaning & Maintenance	5,284	22%	-1%
33	Protective Service	5,081	42%	-11%
19	Life, Physical & Social Science	3,536	51%	-4%
39	Personal Care & Service	3,077	28%	-1%
47	Construction & Extraction	2,784	21%	1%
23	Legal	1,631	55%	4%
45	Farming, Fishing, & Forestry	204	21%	0%

SOCS = Standard Occupation Classification System

Source: Lightcast Job Postings

IN KENTUCKY, RETAIL INDUSTRY IS SEEKING DURABLE SKILLS $>2\%$ 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	69,367	37%	-2%
44	Retail Trade	44,829	51%	2%
62	Health Care and Social Assistance	43,149	37%	-4%
56	Admin. & Support & Waste Mgmt. & Remediation Services	29,672	27%	-6%
54	Professional, Scientific & Technical Services	28,971	53%	-4%
31	Manufacturing	27,041	55%	-4%
52	Finance & Insurance	26,974	66%	-3%
72	Accommodation & Food Services	17,752	34%	-2%
61	Educational Services	16,684	43%	-9%
42	Wholesale Trade	13,803	53%	-3%
51	Information	9,818	68%	0%
23	Construction	7,827	43%	-5%
48	Transportation & Warehousing	7,701	24%	-4%
81	Other Services (except Public Administration)	6,818	45%	-2%
92	Public Administration	6,788	44%	-5%
53	Real Estate and Rental and Leasing	5,093	43%	-10%
71	Arts, Entertainment, & Recreation	1,961	45%	-9%
55	Management of Companies & Enterprises	1,739	58%	-3%
22	Utilities	958	52%	-10%
21	Mining, Quarrying & Oil & Gas Extraction	470	43%	-6%
11	Agriculture, Forestry, Fishing & Hunting	465	42%	-5%

NAICS = North American Industries Classification System

Source: Lightcast Job Postings



The Prichard Committee

Building a Groundswell for Excellent Education

The Prichard Committee believes in the power and promise of public education –early childhood through college –to ensure Kentuckians’ economic and social well-being. We are a citizen-led, bipartisan, solutions-focused nonprofit, established in 1983 with a singular mission of realizing a path to a larger life for Kentuckians with education at the core.



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.



Lightcast 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, Lightcast 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.