21st CENTURY EMPLOYABILITY SKILLS

April 2020

A Labor Market Analysis of Soft Skills in San Diego County

21st Century Employability Skills

- Soft Skills
- Essential Skills
- Baseline Skills
- Emotional Intelligence
- Foundational Skills
- Non-Cognitive Skills

"Parents, teachers, administrators and policy makers urgently need to understand what Wagner is telling us." —Clayton M. Christensen, author of *Disrupting Class* and *The Innovator's Dilemma*

THE GLOBAL ACHIEVEMENT GAP

WHY EVEN OUR BEST SCHOOLS DON'T TEACH THE NEW SURVIVAL SKILLS OUR CHILDREN NEED — AND WHAT WE CAN DO ABOUT IT

TONY WAGNER

Effective Oral and Written Communication

1. Bilingual
2. Communication skills [8]
3. Presentation skills
4. Writing

Agility and Adaptability

9. Flexibility/adaptability
10. Meeting deadlines
11. Multi-tasking
12. Organizational skills
13. Time management

Accessing and Analyzing Information

19. Analytical skills
20. Basic mathematics
21. Detail-oriented
22. Research

Collaboration Across Networks

5. Building effective relationships
6. Customer service
7. Positive disposition
8. Teamwork/collaboration

Initiative and Entrepreneurialism

14. Leadership
15. Planning
16. Project management
17. Self-starter
18. Supervisory skills

Critical Thinking and Problem Solving

23. Creativity
24. Critical thinking
25. Problem solving

Most Commonly Requested "Baseline Skills" in 25 Million U.S. Job Postings

Communication skills	Planning	Multi-tasking	Analytical skills
Organizational skills	Computer skills + typing	Time management	Bilingual
Writing	Research	Leadership	Meeting deadlines
Customer service	Detail-oriented	Basic mathematics	Self-starter
Microsoft Excel	Building effective relationships	Creativity	Listener
MS Word + Office	Project management	Presentation skills	Critical thinking
Problem solving	Supervisory skills	Teamwork	Positive disposition

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Labor Insight™

Exhibit 1: Ranking of 21st Century Employability Skills in Online Job Postings Nationally vs. San Diego County (2019)[18]

Ranking	Nationally	Number of Online Job Postings	San Diego County	Number of Online Job Postings
#1	**Communication skills**	10,994,935	**Communication skills**	175,047
#2	**Customer service**	5,943,562	**Teamwork / collaboration**	85,870
#3	**Teamwork / collaboration**	5,679,348	**Customer service**	83,723
#4	**Organizational skills**	5,118,526	**Organizational skills**	80,681
#5	**Problem solving**	4,405,156	**Detail-oriented**	70,193
#6	**Detail-oriented**	4,317,466	**Problem solving**	66,970
#7	**Planning**	3,717,073	**Writing**	61,275
#8	**Writing**	3,571,532	**Planning**	59,612
#9	**Research**	3,090,160	**Research**	56,733
#10	Building effective relationships	2,656,196	Multi-tasking	41,460

(The full report has a list of the top 25 top 21st century employability skills.)

Exhibit 2: Percentage of Total Number of Online Job Postings by 21st Century Employability Skill San Diego County (2010 & 2019)

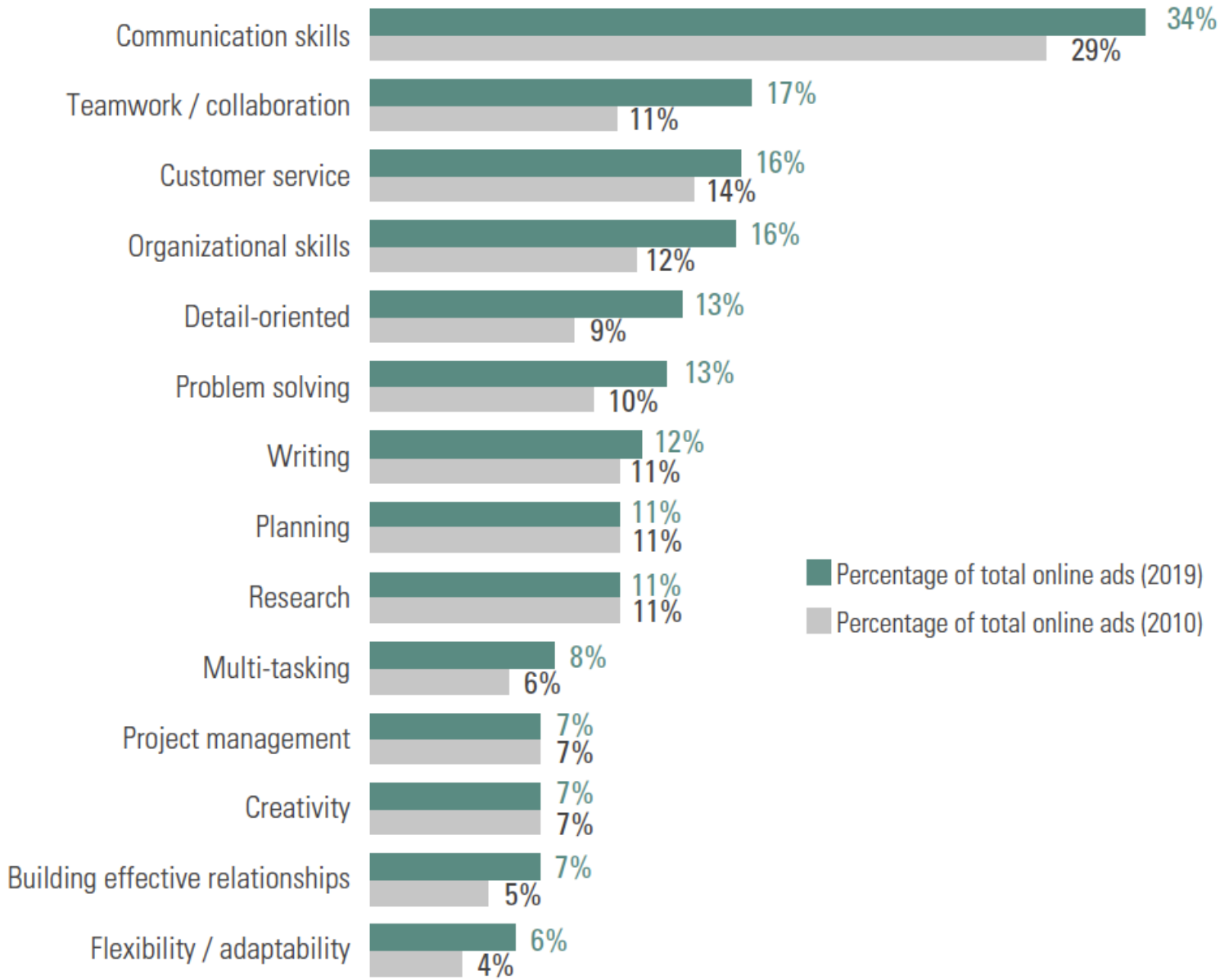

Exhibit 3: Difference in Percentage Makeup of Total Online Job Postings in San Diego County Between 2010 and 2019 by 21st Century Employability Skill

Analysis of 21st Century Employability Skills in Prior Labor Market Studies

San Diego County	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Building effective relations														•		•	
Communication skills	•	•	•	•		•	•	•	•	•	•	•		•	•	•	•
Creativity			•					•		•		•				•	
Critical thinking	•	•	•	•		•		•	•	•	•	•		•	•	•	•
Detail-oriented	•			•		•		•		•						•	•
Leadership	•			•		•		•		•	•	•			•	•	
Multi-tasking						•		•		•			•				
Organizational skills	•	•	•	•		•		•		•				•	•	•	•
Planning	•	•				•		•		•						•	
Positive disposition	•		•	•		•	•	•		•	•		•	•	•	•	
Problem solving	•	•	•	•	•	•	•	•	•	•	•	•		•	•	•	•
Teamwork/collaboration	•	•	•	•		•	•	•	•	•		•		•	•	•	
Time management			•				•	•	•		•		•	•	•		
Self-starter	•																

Printable one-page handout

21ST CENTURY EMPLOYABILITY SKILLS

A LABOR MARKET ANALYSIS OF SOFT SKILLS IN SAN DIEGO COUNTY

The San Diego-Imperial Center of Excellence for Labor Market Research analyzed online job postings to identify the top 21st century employability skills in San Diego County. A "21st century employability skill" is any skill or quality that can be classified as a personality trait or habit. These skills have also been referred to as "soft skills," "baseline skills," "essential skills," "foundational skills," and "emotional intelligence."

25 SKILLS, 6 CATEGORIES

The 25 most commonly listed 21st century employability skills in online job postings are provided below and organized into six categories.[1]

The top 10 skills with the most online job postings in 2019 are marked with an asterisk (*).

Effective Oral and Written Communication

- Bilingual
- Communication skills[2]*
- Presentation skills
- Writing*

67,127 job postings

Collaboration Across Networks

- Building effective relationships
- Customer service*
- Positive disposition
- Teamwork/collaboration*

45,985 job postings

Agility and Adaptability

- Flexibility/adaptability
- Meeting deadlines
- Multi-tasking*
- Organizational skills*
- Time management

38,730 job postings

Initiative and Entrepreneurialism

- Leadership
- Planning*
- Project management
- Self-starter
- Supervisory skills

38,639 job postings

Accessing and Analyzing Information

- Analytical skills
- Basic mathematics
- Detail-oriented*
- Research*

32,094 job postings

Critical Thinking and Problem Solving

- Creativity
- Critical thinking
- Problem solving*

24,426 job postings

# of online job postings in San Diego County by category (2019)

21st CENTURY EMPLOYABILITY SKILLS

June 2020

A Labor Market Analysis of Soft Skills in Imperial County

21ST CENTURY EMPLOYABILITY SKILLS

A LABOR MARKET ANALYSIS OF SOFT SKILLS IN IMPERIAL COUNTY

The San Diego-Imperial Center of Excellence for Labor Market Research analyzed online job postings to identify the top 21st century employability skills in Imperial County. A "21st century employability skill" is any skill or quality that can be classified as a personality trait or habit. These skills have also been referred to as "soft skills," "baseline skills," "essential skills," "foundational skills," and "emotional intelligence."

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Effective Oral and Written Communication

- Bilingual*
- Communication skills[2]*
- Presentation skills
- Writing*

1,325 job postings

Collaboration Across Networks

- Building effective relationships
- Customer service*
- Positive disposition
- Teamwork/collaboration*

1,207 job postings

Initiative and Entrepreneurialism

- Leadership
- Planning*
- Project management
- Self-starter
- Supervisory skills

959 job postings

Accessing and Analyzing Information

- Analytical skills
- Basic mathematics
- Detail-oriented
- Research*

674 job postings

Agility and Adaptability

- Flexibility/adaptability
- Meeting deadlines
- Multi-tasking*
- Organizational skills*
- Time management

667 job postings

Critical Thinking and Problem Solving

- Creativity
- Critical thinking
- Problem solving*

456 job postings

That’s cool.
So what?

Scenario: You are asked to embed "soft skills" into your curriculum.

We know 21st century employability skills are important, but which ones should we focus on?

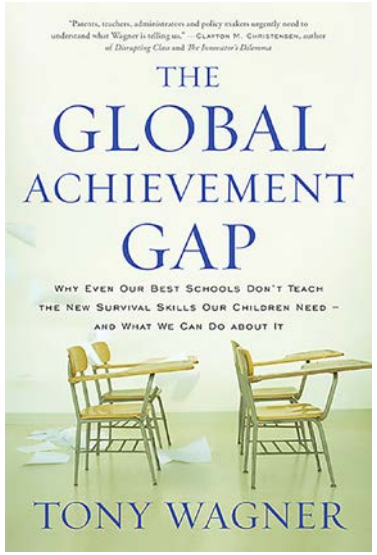
San Diego County	Number of Online Job Postings
Communication skills	175,047
Teamwork / collaboration	85,870
Customer service	83,723
Organizational skills	80,681
Detail-oriented	70,193
Problem solving	66,970
Writing	61,275
Planning	59,612
Research	56,733
Multi-tasking	41,460

As feedback from, and engage with, your advisory committee:

Which skills should we prioritize for this course/program?

Exhibit 3: Difference in Percentage Makeup of Total Online Job Postings in San Diego County Between 2010 and 2019 by 21st Century Employability Skill

Scenario: You want to share this information with students, but how do you explain what these skills are?



Effective Oral and Written Communication: LinkedIn Learning (2020) identified "communication" as one of the top three skills in the workplace.[10] Technology allows companies to have virtual teams not only throughout the United States, but all over the world. Therefore, the "ability to express one's views clearly … and to communicative effectively across cultures" is highly valued by employers.[11]

Collaboration Across Networks: As virtual and global collaboration increases, employees must be able to work with people of different generations and backgrounds. Workers who can trust, understand, and appreciate diverse cultures will have a competitive advantage over others.[12]

Agility and Adaptability: Employers need workers who are resilient, adaptable, and flexible to change. Technology intensifies the rate of change in the workplace, provides an overwhelming amount of data, and increases complexity of problems that companies face each day.[13]

Initiative and Entrepreneurialism: "Leadership and management" is also one of the top three skills in the workplace identified by LinkedIn Learning (2020). As companies become "less hierarchical and more reciprocal and relational," workers need to be able to take initiative and lead by influence, not by force.[14]

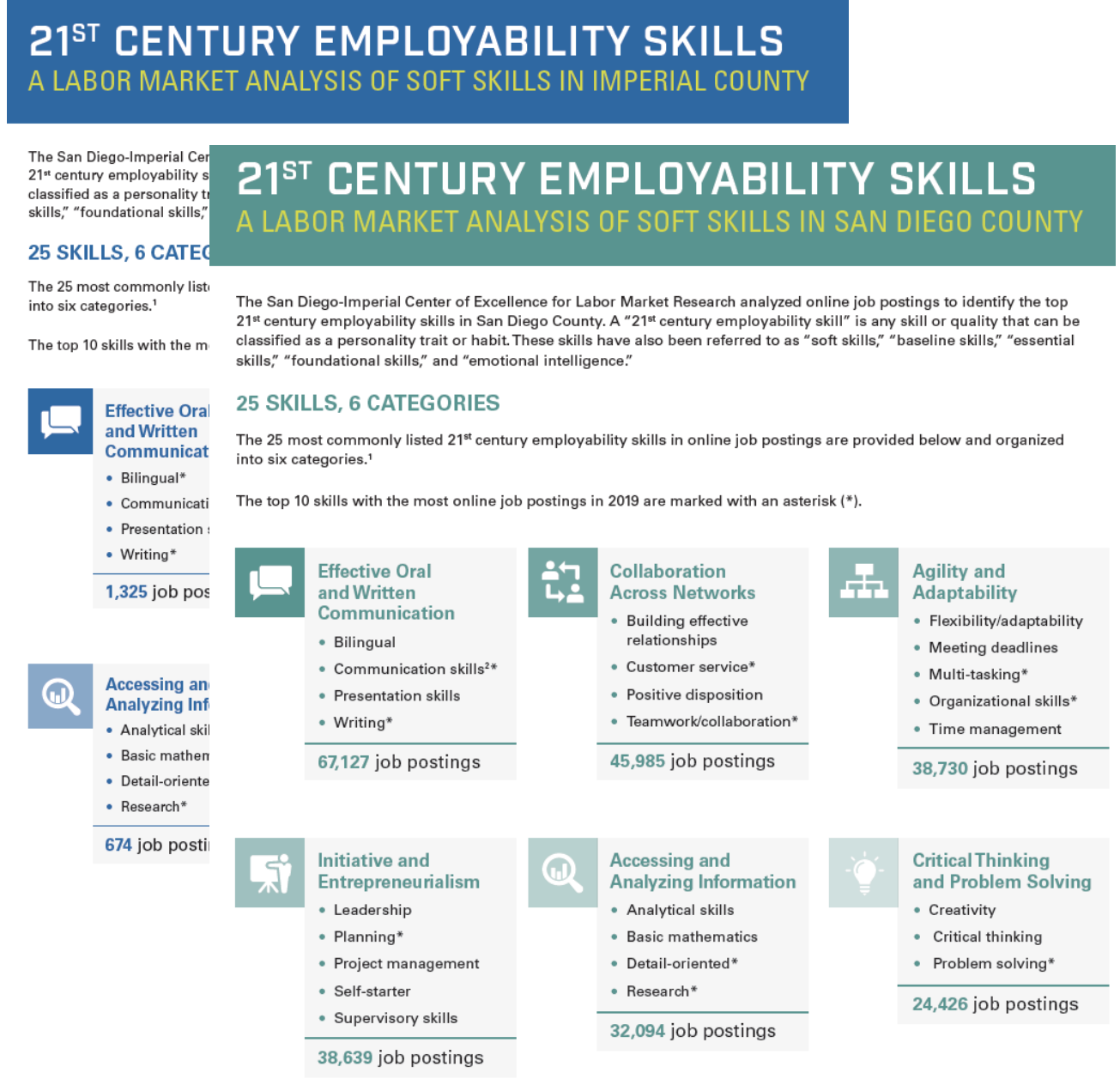
Accessing and Analyzing Information: LinkedIn Learning (2020) explains that "as companies continue to collect and analyze more data than ever before, they need people who can help interpret and take action on the data to drive growth."[15]

Critical Thinking and Problem Solving: "Creative problem solving and design thinking" is also one of the top three skills identified by LinkedIn Learning (2020). According to Wagner (2008), "The habit of asking good questions was most frequently mentioned as an essential component of critical-thinking and problem-solving skills."[16] Employees will have to work together to figure out solutions to cross-departmental problems; management will not simply provide the answers.[17]

Scenario: You want to share this information with students, but how do you explain what these skills are?

21st Century Employability Skill	Definition
Analytical skills	Analytical skill is the ability to visualize, articulate, conceptualize or solve both complex and uncomplicated problems by making decisions that are sensible given the available information.
Basic mathematics	Mathematics is the study of topics such as quantity (numbers), structure, space, and change.
Bilingual	Bilingual means involving or using two languages.
Building effective relationships	Building relationships is about your ability to identify and initiate working relationships and to develop and maintain them in a way that is of mutual benefit to both yourself and the other party. Good relationships are the key to getting things done and are essential when your success is dependent on others.
Communication skills	The ability to convey information to another effectively and efficiently. This skill includes verbal/oral communication and written communication.
Creativity	Mental characteristic that allows a person to think outside of the box, which results in innovative or different approaches to a particular task.
Critical thinking	Experience objectively examining assumptions (adopted rules of thumb) underlying current beliefs to assess their correctness and legitimacy, and thus to validate or invalidate business beliefs.
Customer service	Experience working with customers to ensure their satisfaction with a product or service.

After presenting the information, give them a handout.



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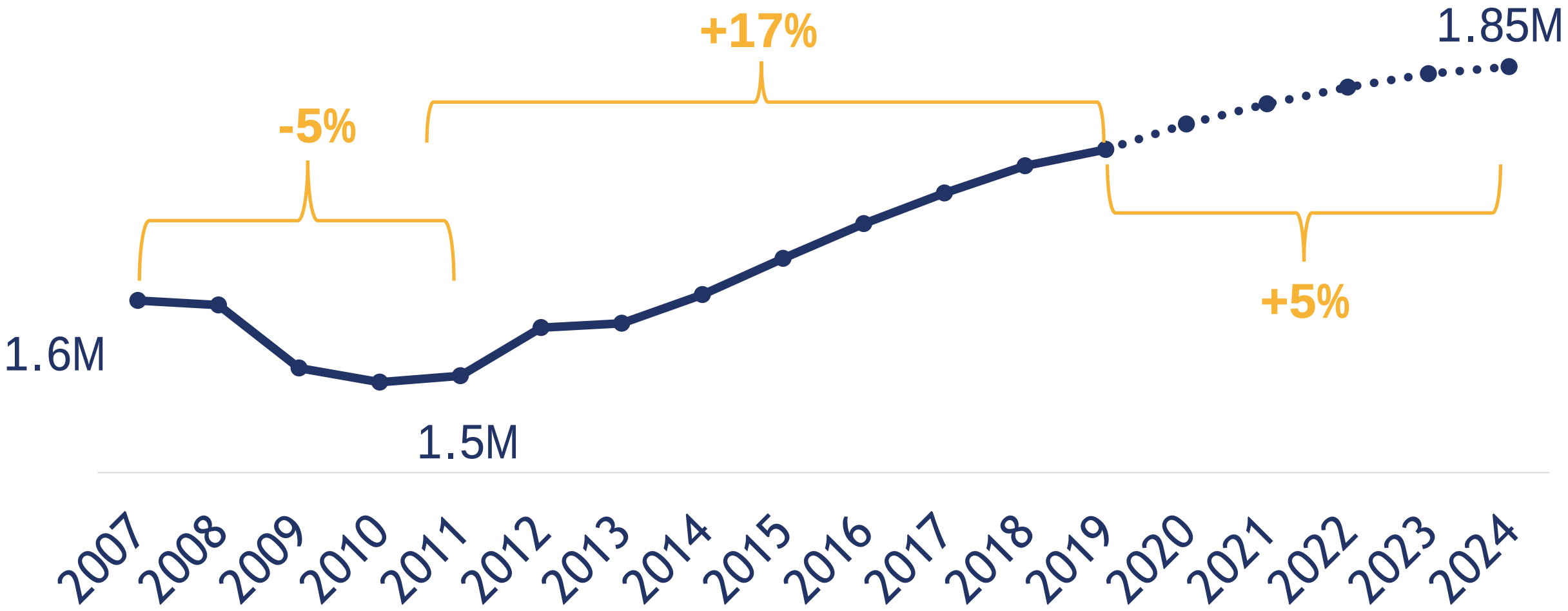
Questions?

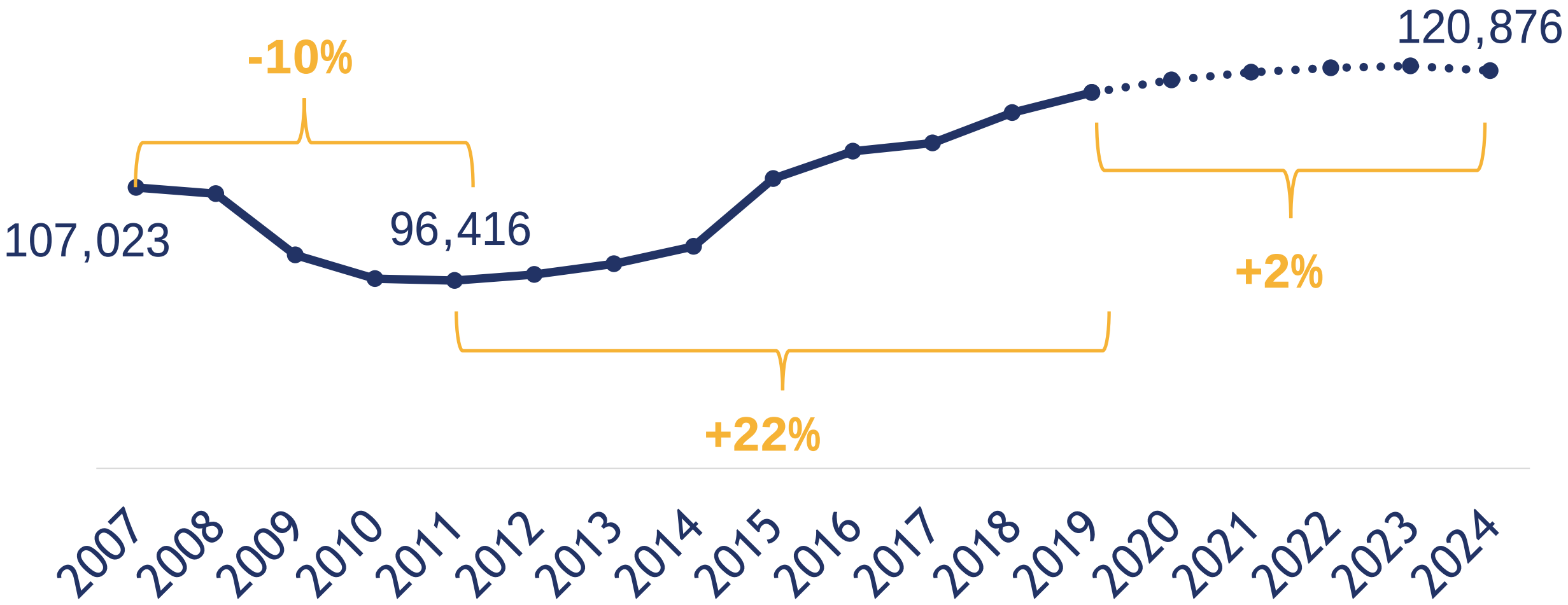
Resiliency

Total Jobs (Employment) in San Diego County



Emsi. Class of worker: QCEW + Non-QCEW + Self-Employed. NAICS 30-33: Manufacturing. Timeframe 2007-2020. Data set: 2019.03.

Manufacturing Employment in San Diego County



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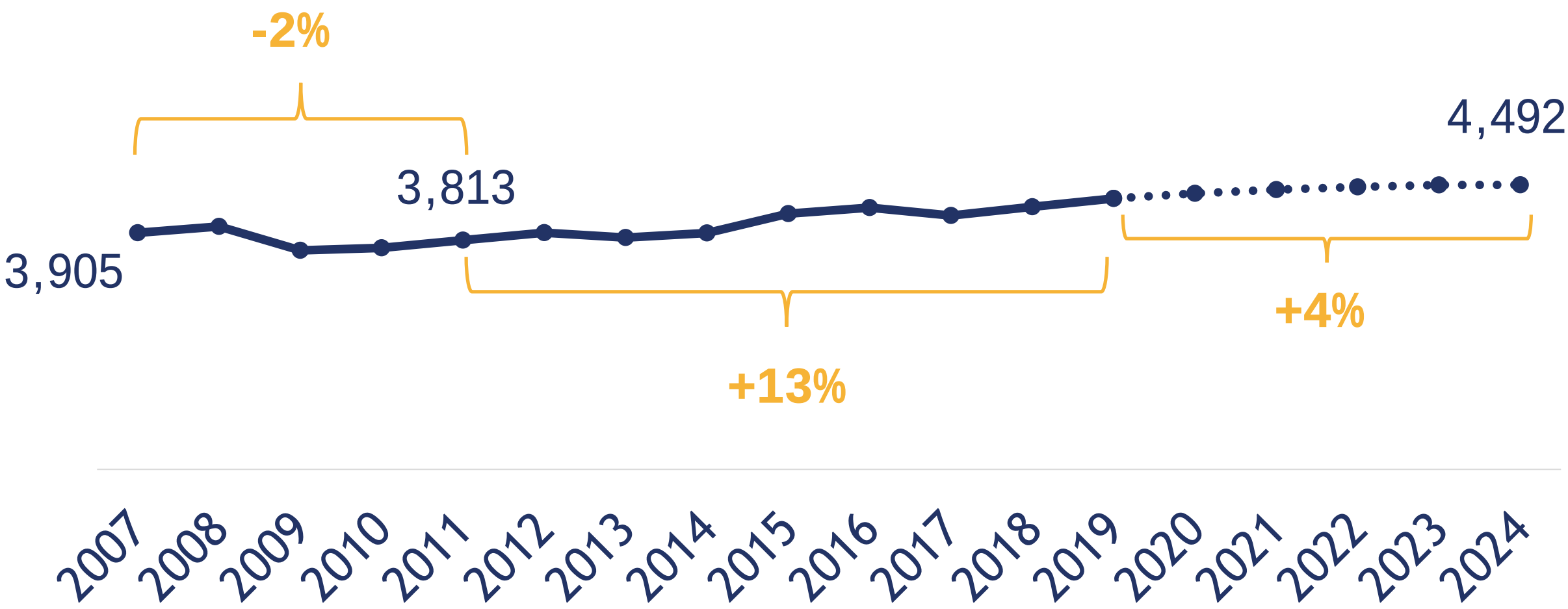
Machinists (Total Jobs) in San Diego County



Emsi. Class of worker: QCEW + Non-QCEW + Self-Employed. San Diego County. Timeframe 2007-2024. Data set: 2020.02.

News

QCMI Machinist Training Program celebrates graduates

May 11, 2015

On May 8, Quality Controlled Manufacturing Inc. (QCMI) celebrated the graduation of its first cohort of students from their innovative **Machinist Training Program**, which began in November of last year. The graduates and their families enjoyed a sit-down lunch and very personal ceremony. Each instructor spoke, sharing something about each of the students and about their own lessons learned through the process.

The San Diego Union-Tribune

Nonprofit Workshops for Warriors to build new, bigger facility in Barrio Logan

Construction of the $163 million building is set to begin in December 2020

By ANDREA LOPEZ-VILLAFAÑA

NOV. 10, 2019 | 5:05 AM

SAN DIEGO — A nonprofit that provides manufacturing training to veterans plans to expand its current facility in Barrio Logan, allowing the school to nearly triple the number of students it accepts.

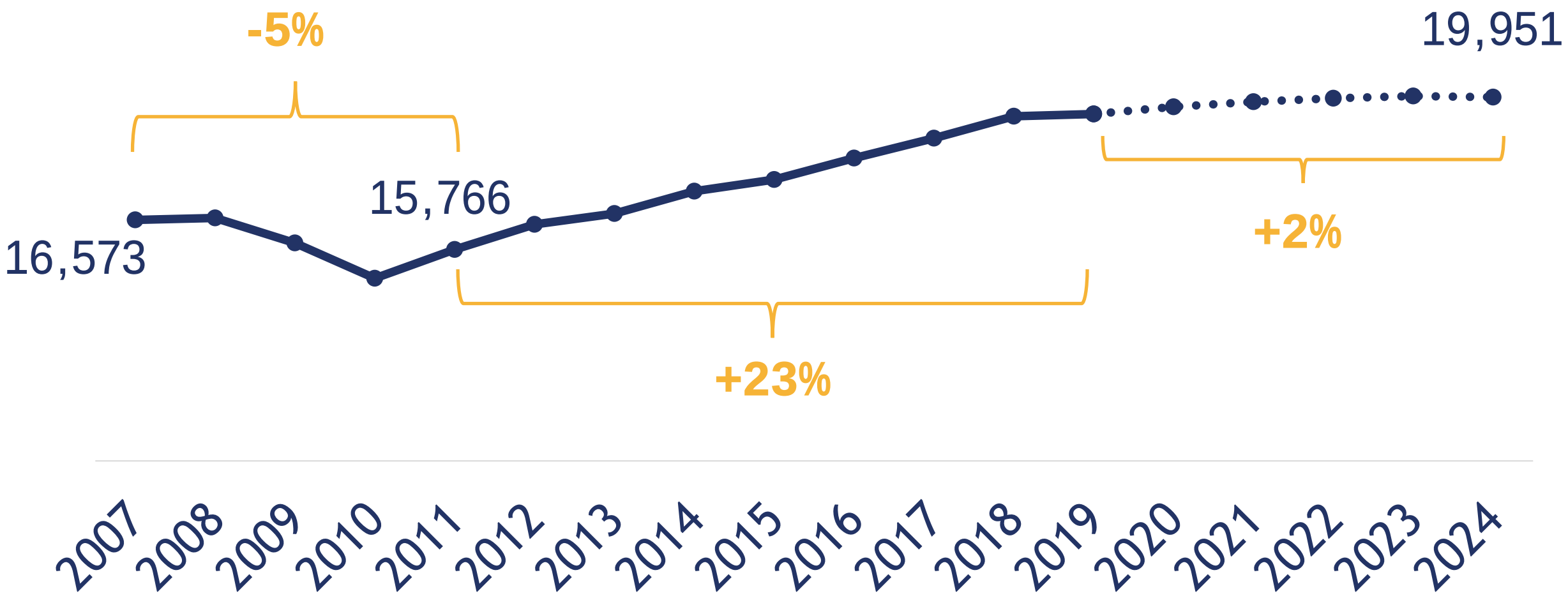
Workshops for Warriors provides training in welding, machining and manufacturing to veterans and service members transitioning out of the military.

Lesson Learned

If we don’t provide it, then someone else will.

Sector Analysis

Customer Service Reps (Total Jobs) in SD



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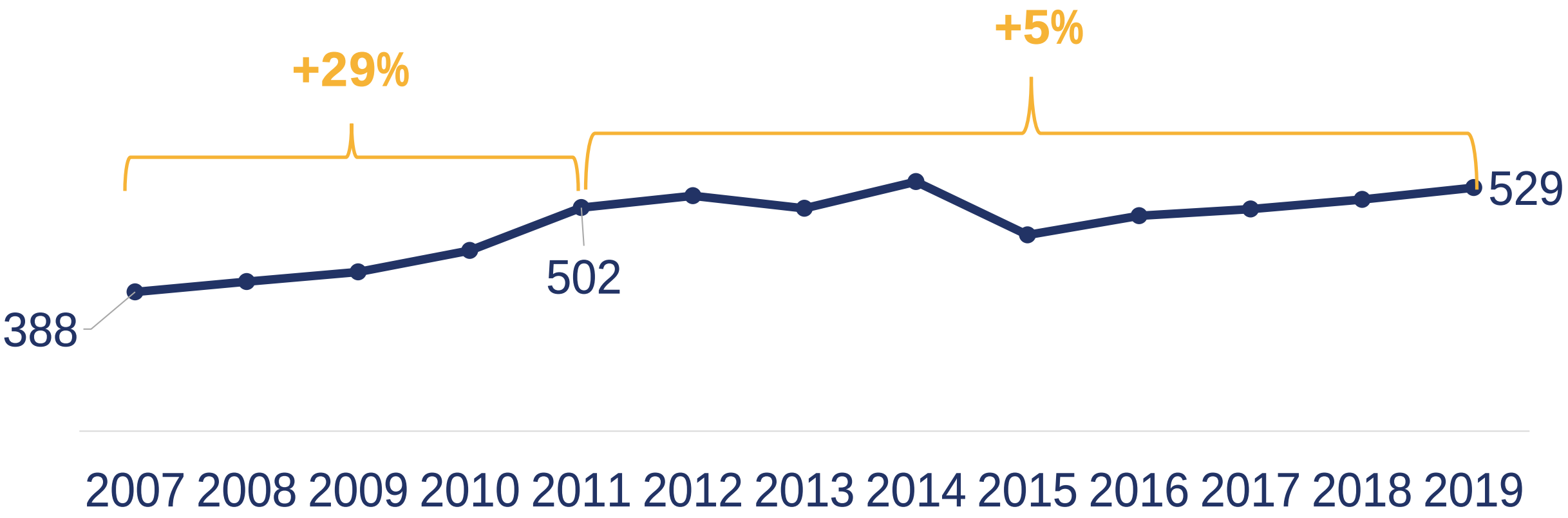
Cust Service Reps - Total Jobs in Life Sciences



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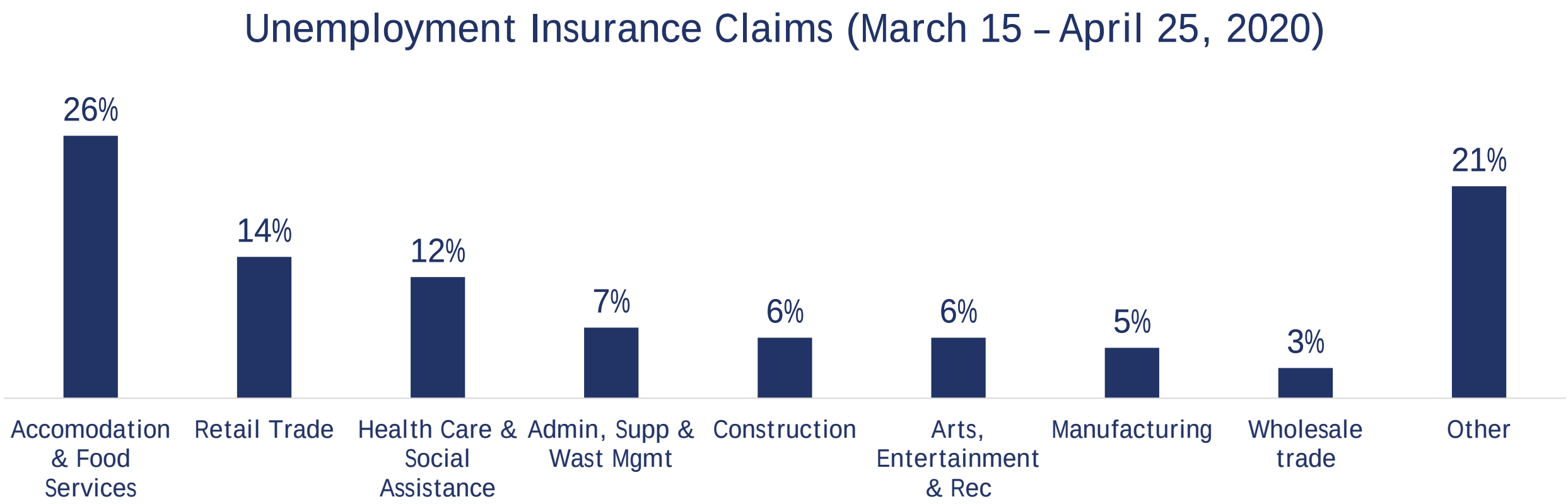
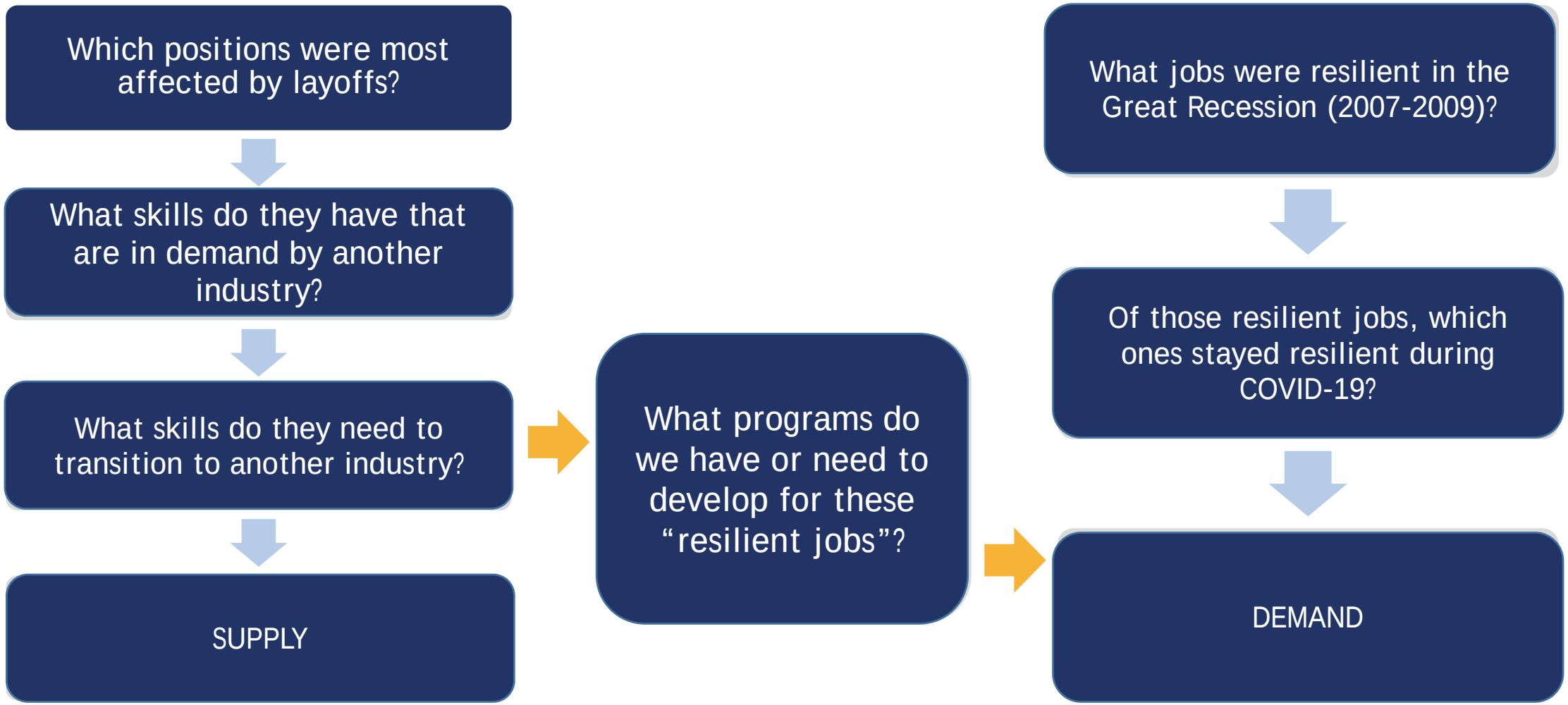
March – May 2020 Online Job Postings

Customer Service Representatives and Sales Representatives are in the top 10 occupations with the most online job postings in San Diego County.

California Unemployment Insurance Claims During the COVID-19 Pandemic



CALIFORNIA POLICY LAB

Economic Recovery Plan