



Employers' surveys: Introduction to the session

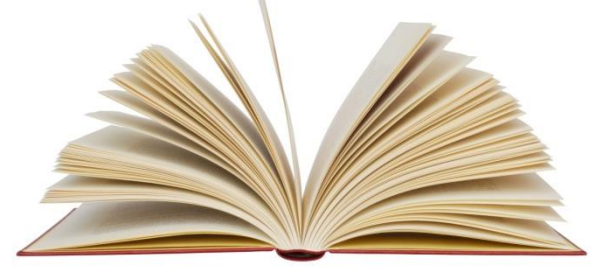
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Why do we want the guide?

- ❑ Demand from member States
- ❑ In the absence of regular LMI (through LFS, PES ...) employers' surveys become a substitute
- ❑ No information available on the demand side
- ❑ Employers' surveys provide a first-hand direct information on demand
- ❑ Allow to go into details of skills requirements (quality of skills and competencies available and required, gaps)
- ❑ A possibility to monitor the change
- ❑ Low capacity among member States to develop the tool
- ❑ Objectively it is easier to adapt a tool than to develop a new one
- ❑ It is always better to learn on others' mistakes than on your own ones



Disadvantages

- ❑ time and resource consuming,
- ❑ regularity and representativeness are costly
- ❑ companies' exhaustion from being surveyed (=> low response rate)
- ❑ subjectivity of information,
- ❑ inflated/deflated data,
- ❑ limited capacity of employers to look beyond presence,
- ❑ lack of broader contextual awareness among respondents

Guiding the user on how to overcome the weaknesses of enterprise surveys

- ❑ Who is the user? An implementer of the survey. Others?
- ❑ Limited number of questions in the questionnaire. We want something simple!
- ❑ Carefully selected questions – driven by the specific survey objectives!
- ❑ Avoid direct questions about the future
- ❑ Avoid questions about skills per se
- ❑ Ask only factual questions
- ❑ Additional focus groups and expert panels
- ❑ Regularity in surveying
- ❑ Holistic approaches and combination of results with other sources for analysis
- ❑ Always be practical and calculate which data could be generated from other sources

Range of questions / information

- ❑ Skill gaps and shortages
- ❑ Measure generic and occupational tasks and skill gaps per group of occupations
- ❑ Ask enterprises about core occupations only (e.g. % of the workforce)
- ❑ Assessment of graduates' performance at a workplace
- ❑ Recruitment practices and difficulties, vacancies
- ❑ Training policies and practices
- ❑ Contextual information on the enterprise etc.
- ❑ The scope and questions depend on the objectives
- ❑ Some countries conduct a matching survey among workers

Examples of existing guides

- Cedefop's employers survey – users' guide
- ILO SWTS – technical specifications
- ILO regional draft guide (Europe)
- Country-level surveys and related technical specifications

Can we live with the guides available?

Do we need another one?

