

Fremont County

Workforce Analysis of Rexburg

Fall 2012

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EXECUTIVE SUMMARY

Fremont County is seeking funding from the Department of Housing and Urban Development (HUD) to help further develop the surrounding areas into sustainable economies. This deliverable proves a need for this funding through performing a workforce analysis of the major employing city in this area, Rexburg. It addresses three key issues: the oversupply of labor, the dynamics of obtaining a job amongst the few, and the economic impact that these have on the Rexburg community.

With the growth of Brigham Young University-Idaho (BYU-Idaho) there has begun to be an over-supply of labor in Rexburg. This growth has brought more than 15,000 students who locate to Rexburg to attend college, some of which need a job. The Idaho Department of Labor (Idaho DOL) during the fall season of 2011 performed a survey of college students concerning employment. In conclusion, the DOL determined that the unemployment rate, when incorporating the college student, goes from 6.1% to 23.6% for Madison County.¹

Results outlined in this deliverable show that there is a difference between the methods used to inform the public depending on the skill level of the position. Also, the results obtained from the student surveys suggests that there is a gap in what businesses are doing to inform the public of job openings and the methods the students are using to actually attain employment.

This analysis indicates that the surplus of labor and the shortage of jobs have had an impact on the Rexburg economy. Businesses such as Staples had to relocate to Idaho Falls to be profitable. Other businesses have had high turnover rates, the average being 18.33%. Recruiting as well has proven difficult due to potential hirers' unwillingness to locate to the area because of the lack of shopping facilities and harsh weather.

However, with unemployment being above 20%, meaning roughly 7,000 students seeking employment, and the wage rate being low, Rexburg has become an attractive location for new businesses, especially businesses seeking partially skilled labor.

¹ (Labor)

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SCOPE & PURPOSE

Fremont County is working on obtaining a sustainable development grant from the HUD. Part of the process of obtaining this grant is providing evidence and facts of the current state of the workforce in Eastern Idaho. Due to the fact that the majority of work is found in Rexburg, Fremont County has asked the Eastern Idaho Entrepreneurial Center (E-Center) to perform a workforce analysis of Rexburg and answer the following three questions:

1. Explain the over-supply of labor in Rexburg.
2. Explain the dynamics of obtaining a job amongst the few in Rexburg.
3. Explain the economic impact of the over-supply and shortage of jobs.

METHODOLOGY

The best way to explain the three questions that Fremont County has is by performing surveys and interviews. The survey is an online Qualtrics survey sent to BYU-Idaho college students concerning employment and job advertisement. The survey is randomly generated with there being 25% freshman, 25% sophomore, 25% junior, and 25% senior status students (a list of the students cannot be provided).

The business interview method is conducted by selecting the 25 largest employers in Rexburg by employee count number and then interviewing them on questions pertaining to job availability, hiring effectiveness, and training costs.

STUDENT SURVEY QUESTIONS

1. Currently, what year are you in college?
2. What is your marital status?
3. Are you male or female?
4. If unemployed, which best describes your current status of seeking employment?
5. What is your current status of employment?
6. Are you currently employed in more than one job?
7. Estimate the number of hours per week that you currently work in your off campus job?
8. What level of skill/experience does your current job require?
9. How did you find your current job position?
10. When seeking a job in Rexburg, typically, are you able to secure one?
11. How would you suggest to a friend to find an employment opportunity in Rexburg?
12. What difficulties exist when finding a job in Rexburg?

REXBURG MAIN EMPLOYERS

The companies selected to interview in Rexburg are the following:

Broulims
Basic American Foods
Wal-Mart
Walgreens
Madison Memorial Hospital
Madison School District
Madison County
Melaleuca
Fat Cats
City of Rexburg
ARTCO
AMET
AMX International
Barrett Business Solutions Inc.
Discovery Research Group
Policy Tech
Premier Performance
Progrexion
Western Wats
Applebee's
Wingers
Valley Wide Co-op
Brigham Young University-Idaho

Companies on this list that were not interviewed and their reason:

ARTCO – do not have time to meet because they are in the process of hiring a large number of new employees at this time.

AMX International – do not have time to meet.

Basic American Foods – security reasons would not permit the interview.

Barrett Business Solutions Inc. – not a Rexburg company; located in Idaho Falls.

Discovery Research Group – H.R. person is on maternity leave. No one else knows the answers to the interview questions.

Premier Performance – does not have time to meet for the interview.

INTERVIEW QUESTIONS WITH EMPLOYERS

The following are questions asked to the personnel incorporated with hiring at each business.

1. How often do you have job openings and estimate how many there are?
2. How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?
3. What percent of applicants are actually qualified for the job positions you advertise? WHY?
4. What difficulties have you experienced with hiring in Rexburg? WHY?
5. Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?
6. On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?
7. How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

Discrepancies found with the interviews are: Employers not willing to be open and honest when answering questions, not having enough time to carry-out interview, no interest in helping with this workforce analysis, or just not knowing what the numbers like turnover rate or training costs are for their company. Also, with time constraints the research team was unable to interview more than the businesses shown on the above list leading to potentially some information undiscovered.

SNAPSHOT OF REXBURG JOB MARKET

Using the Google Keyword Tool, the phrases “Jobs Rexburg Idaho” and “Jobs in Rexburg” returned 1,600 monthly searches and 2,400 monthly searches. Concluding that there are a number of people searching for jobs in Rexburg Idaho.

The research team then conducted a breakdown on the current number of the job postings by the source type that have been made available to the public during the month of October 2012. The sources chosen were: City of Rexburg, Madison County, and State of Idaho online job search engines. Also, Monster.com, Craigslist, BYU- Idaho Career Navigator, and the Post Register newspaper were selected as sources of job advertisement. The results found were: BYU-I Career Navigator was used most by companies with job postings for Rexburg totaling 56. The most desired job classification by employers was full-time position with 45. And, the most desired skill level by employers was partially skilled workers with a total of 43.

Source:	Total #	Time:	Total #	Skill Level:	Total #
City of Rexburg	0	Other	13	Unskilled	15
Madison County	0	Internship	19	Partial	43
State of Idaho	0	Part-time	15	Technical	16
Monster.com	7	Full-time	45	Skilled	23
Craigslist	31				
BYU-I Career Navigator	56				
Post Register	3				

(Refer to Exhibits Current Snapshot 1, 2, and 3. Pie charts of these 3 breakdowns)

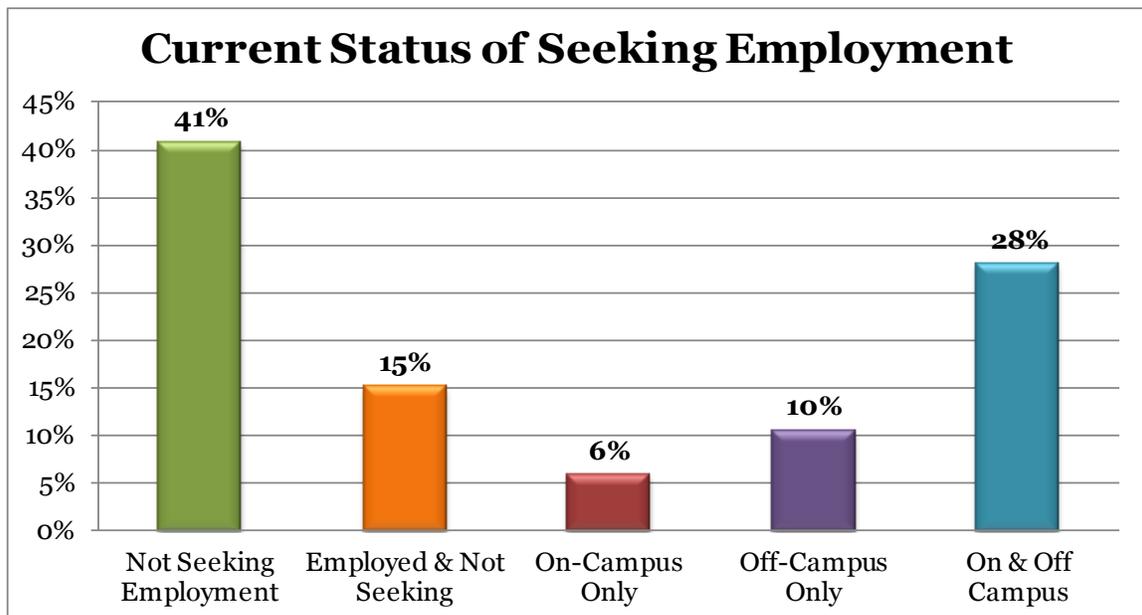
The companies from this current snapshot that utilize these sources the most with the total number of postings that each employer had are:

- ARTCO – 10 postings
- Rexburg Chamber of Commerce – 6 postings (all are non-paid positions)
- Openbook – 4 postings
- Progrexion – 2 postings
- Efolks – 2 postings
- Blue Print – 2 postings
- Americans for Prosperity – 2 postings
- Resource Management Inc. – 2 postings
- Citizens for Decency – 2 postings

EMPLOYMENT STATUS OF STUDENTS

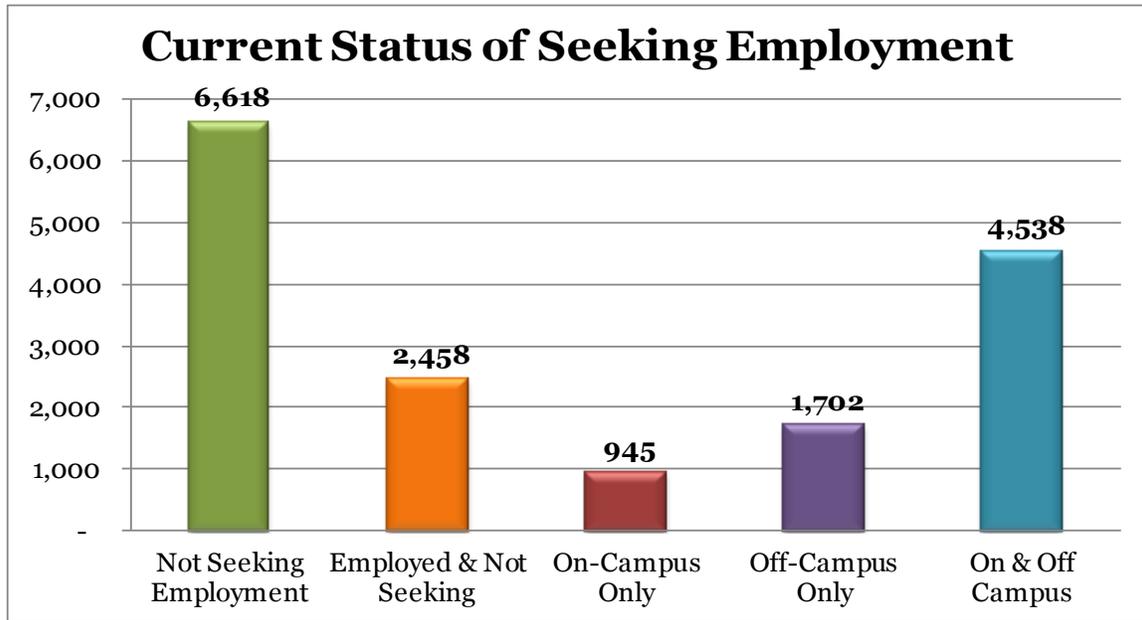
BYU-Idaho reported that the total enrollment of day students, meaning students that are in Rexburg and have on-campus classes, is 16,262 students.² With the results from the online student survey the following charts was created to show the current snapshot on the number of students that are seeking employment.

To forecast these numbers the total number of respondents was divided by the total number of students that answered each of the criteria to obtain the percentage of each criterion. This chart shows what the percentages are for each criterion.



Each of these percentages was then multiplied by the total number of students enrolled at BYU-Idaho to forecast what the possible statistics are of students seeking employment in Rexburg. The next chart shows the total forecasted number for each criterion. The largest of these criteria is students not seeking employment. However, when combining the three criteria of students seeking employment, it totals 44% of the student population, or 7,185 students.

² (Idaho, 2012)



Analysis:

The total number of students seeking a form of employment: either only on-campus, only off-campus, or on & off campus totals 7,185 students. Comparing the total number of students seeking employment, 7,185, and the total number of students not seeking employment, 6,618, almost half of the BYU-Idaho students are seeking to obtain a job. In the economic impact portion of this deliverable, the potential extra income that could be captured in Rexburg is explored. What is the total amount of dollars that are currently being lost because of the high unemployment of college students?

HIRING PROCESS

This section explains key findings associated with the methods used to inform the public of job position openings and the effectiveness of these methods from the position of the college student seeking employment. Also, how often the college students who are seeking employment are able to secure a job. The two methods for informing the public that are explored is advertisement and referral. Results from both the business interviews and the student survey are used to explain this section.

METHODS USED

To best show the comparison between job positions that were made known to the public by advertisement or by referral/walk-ins, the results will be split up by what was discovered from the business interviews and what was discovered through the student survey.

Business Interviews

Question: How do you inform the public of job openings?

Out of 17 companies that were interviewed, this is what was found.

Unskilled Positions

<u>Method of Informing the Public</u>	<u># of Companies</u>	<u>%</u>
Only by Advertisement	7	41%
Only by Referral/Walk-Ins	5	29%
By Both Methods	5	29%
That Do Both, but Seldomly Advertise	2	12%
Total Companies Interviewed	17	

Skilled Positions

<u>Method of Informing the Public</u>	<u># of Companies</u>	<u>%</u>
Only by Advertisement	9	53%
Only by Referral/Walk-Ins	5	29%
By Both Methods	3	18%
That Do Both, but Promote from within	2	12%
Total Companies Interviewed	17	

To explain further, there are 2 companies that only advertise for an unskilled position when they don't have enough referrals or walk-ins. Also, there were 2 companies that only advertise for a skilled position when they don't have an employee within the company to promote to the new position.

Student Survey:

Question: How did you obtain your current job?

Student Survey		
<u>Method Used to Attain Current Job</u>	<u># of Respondents</u>	<u>%</u>
By Advertisement	14	27%
By Referral/Walk-In	34	65%
By Other Method	4	8%
Total Student Respondents	52	

The breakdown for other method was:

Student transferred from home with the job: 3 students

Student is self-employed: 1 student

Analysis:

In comparison between advertising and referral there is a difference between the skill levels. Unskilled position advertising was almost equal between advertisement and referral. Skilled position was more advertising than referral based.

Once the information from the student survey is incorporated into the analysis it leads to suggest that roughly equal balance between advertising and referral for unskilled positions is not accurate. This is due to the fact of how different the percentage is of students obtaining employment by referral/walk-in vs. through advertisement.

To further address what is happening in Rexburg with employment than just looking at how the public is informed of a job opening, the team asked questions to businesses pertaining to education, training, and turnover. These are examined in the next two sections.

EDUCATION AND TRAINING

The major employers of Rexburg are relatively limited, but still very diverse in their labor markets. The Madison Memorial Hospital, Madison School District, City of Rexburg, and Policy Tech were the organizations found through interviews and surveys that required the most skilled positions. The other companies interviewed such as Wal-Mart, Wingers, Walgreens, Western Watts, and Broulim's indicate that upwards of 70% of their lower skilled applicants are qualified for the position they have posted and they receive many applicants. Megan Watts, manager of Winger's, told us that, "Because of the college there is a little more turnover than I would like but at the same time there are more new people who arrive to take the place of those who leave."³ The statements from these companies indicate that the demand for lower skilled workers is probably being more than met. There were other businesses that also brought up the issue of high school and college students applying for their jobs. Companies such as Melaleuca have openly stated that they receive so many applications and friend referrals that they don't really feel a need to advertise.⁴

LABOR SKILL LEVEL

Relative to labor skill levels, the market of partial or lower skilled employees (employees without a college degree) is overly saturated, or supplied, in so much that it has affected hiring techniques and the dynamics of obtaining a job in Rexburg. For skilled employees the market is small, not because of the over-supply of laborers, but because of fewer positions to be filled. This can be contributed to climate, availability of resources, and the inability of Rexburg to sustain larger businesses that require highly skilled employees.

TRAINING COSTS

Similarly, as would be expected, the training costs show diverse amounts as well. Through the results of the interviewed companies, the training costs have varied from no cost and no training to a year's training and over \$100,000 in cost. Madison School District reports that they have 4 days of service training for the teachers that they feel is necessary, and roughly translates into \$ 123,000. ⁵

³ (Watts, Wingers, 2012)

⁴ (Cesar, 2012)

⁵ (Erickson, 2012)

Madison Memorial Hospital also made a point to inform the interviewer that if their nurses didn't stay at least a year or two they were losing money on those employees, so commitment is necessary with new hires.⁶ Going back to the idea of the skilled and unskilled laborers, longevity plays an important role the higher the educational requirement for the job position. Brigham Young University-Idaho said that they use the idea of, "go figure it out – use the handbook" when it comes to teacher training.⁷ In companies such as these, turnover and longevity play less of a crucial role.

Training costs are inevitable despite what field of work you are involved in but in a town with higher turnover and a college atmosphere it is an issue that is commonly brought up among employers. The survey and interview results show that employers may be leaning towards hiring locals and those that promise little training costs for them in the future. Madison Memorial Hospital admits, "We prefer to hire locals and graduates from ISU."⁸ The college has raised the concerns of long-term employees for businesses, and has again affected the dynamics of obtaining a job in Rexburg for both the skilled and unskilled worker.

⁶ (Abby, 2012)

⁷ (Baldwin, 2012; Stoddard, 2012; Zac, 2012; Hornbaker, 2012)

⁸ (Abby, 2012)

EFFECTS OF HIRING

According to the surveys that were conducted, unskilled jobs have a higher turnover rate than skilled and technical jobs. The average turnover rate of the 17 businesses that were interviewed is 18.33%. To fight the turnover businesses do things such as preferring to hire locals' verses students. Madison Memorial Hospital has a 1-2 year commitment with their staff. Broulins rehires employees when they return to school because they are already trained. The City of Rexburg pays above the minimum to keep their employees long-term. Policy Tech provides a good work environment for their employees so they want to stay. The student atmosphere creates outliers in the statistic of turnover rate. For example, Western Wats has a 45% annual turnover rate and Melaleuca has an annual rate of 50%. However, the over-supply of students in the work force provides business with the ability to fill open positions quickly and gives a wide selection of applicants. Companies in Rexburg do not have a need to advertise open positions, especially unskilled jobs, because there are an abundant number of walk-ins. Companies have applicants before a position even opens.

In these interviews the leader of human resources relayed that often times when they are searching for skilled positions they look along the lines of longevity as well as the skill level. Madison Memorial Hospital tells, "It's hard to find skilled people to come to Rexburg due to the weather conditions here. Also, the limited amount of shopping and small town makes it hard to recruit professionals to this area."⁹ Some results conclude that climate and location pose an issue when hiring, completely separate from the factor of the over-supply of labor. Nan Erickson of the Madison School District says, "We don't want to advertise long distance because we want people from around the area. Generally we see people who we hire from the area stay longer with us then those who are not from around this area."¹⁰

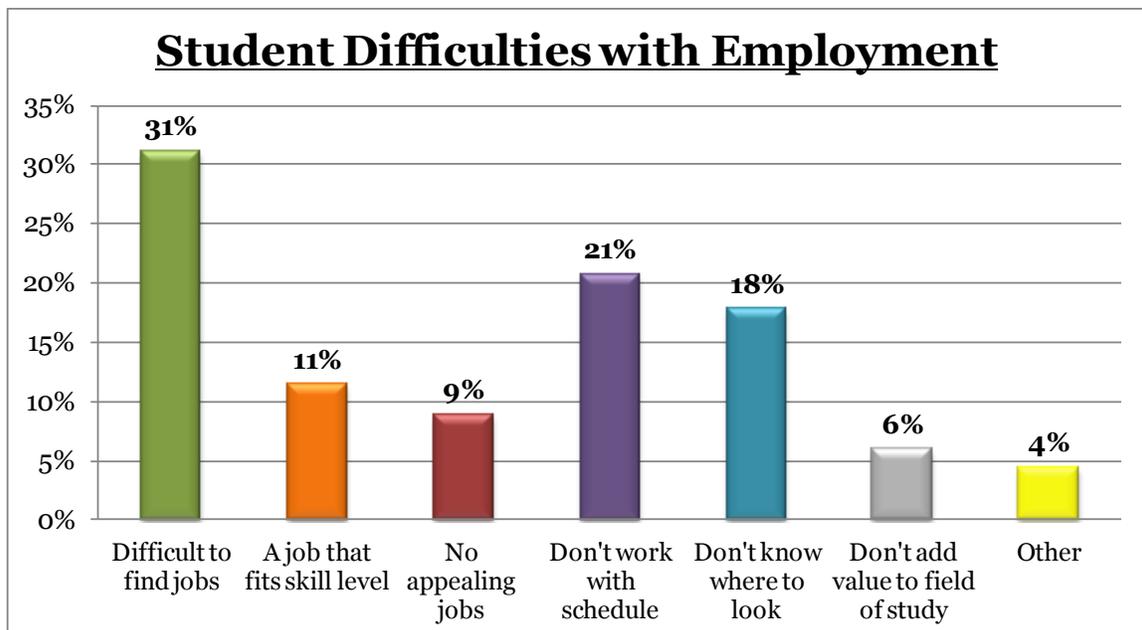
⁹ (Abby, 2012)

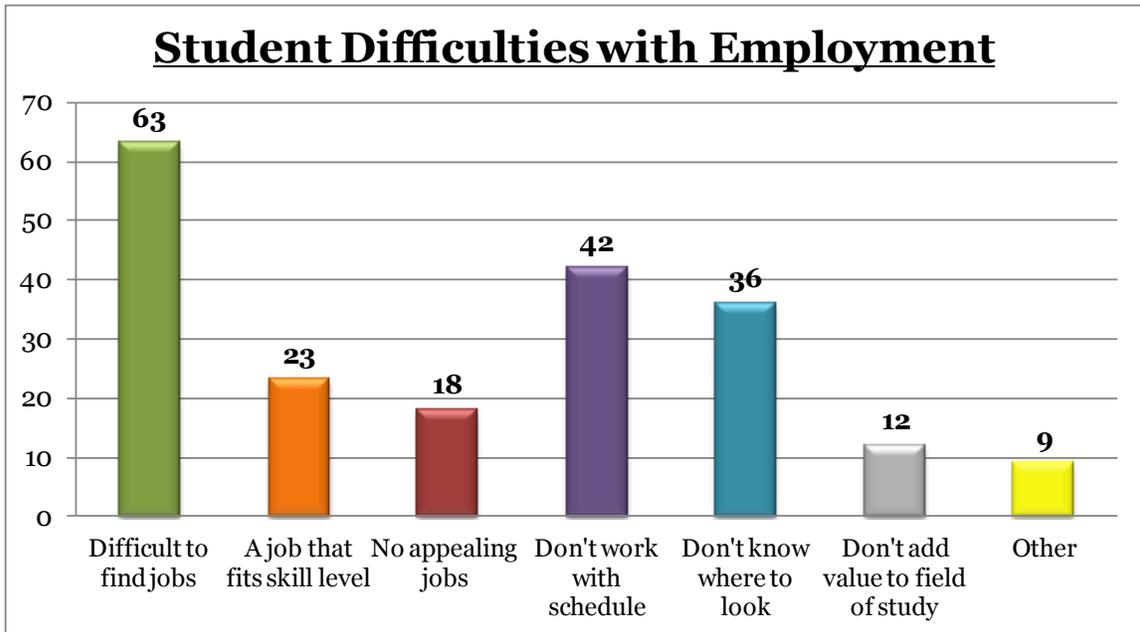
¹⁰ (Erickson, 2012)

DIFFICULTIES WITH HIRING

Key reasons that employers mentioned as difficulties with hiring in Rexburg are:

- Obtaining employees with the right level of education.
 - Not as much experience as they say they have.
- Longevity. Too much training to stay short term.
 - Don't like the Rexburg climate.
- Scheduling around students' classes.
- Hiring someone who will work fulltime and on commission.
- Too many applicants.
 - Interview and hiring process can be long.
- Trying to keep people that are over 21 years old working for minimum wage.
- Employee needs more income so they look elsewhere, rather than in Rexburg.





From the online survey this is the number of times students chose the criterion. Students were able to select all that apply as difficulties that they have experienced.

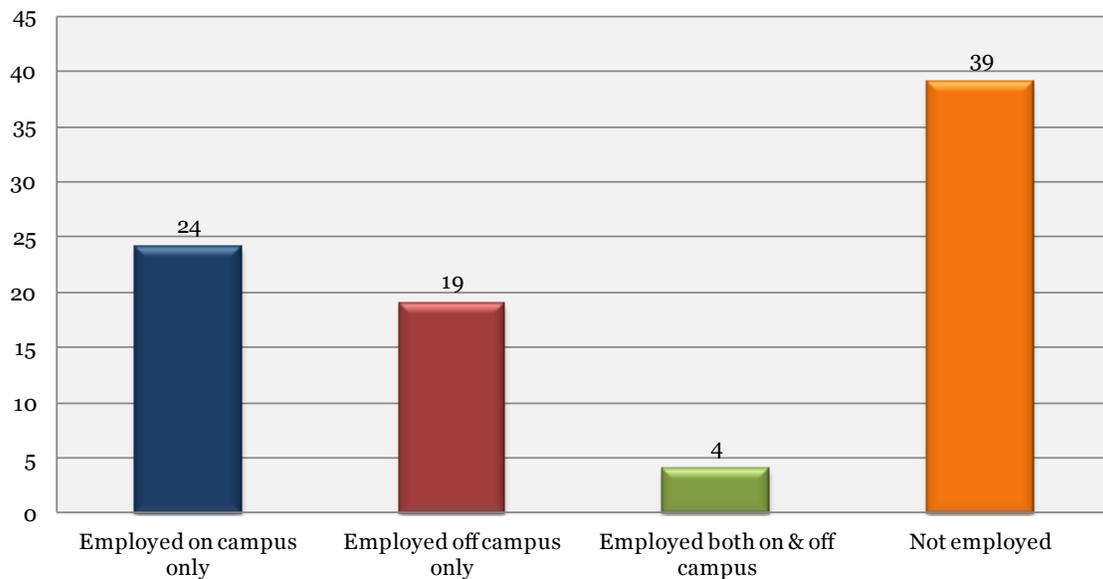
BYU-IDAHO STUDENT SURVEY

An online survey was distributed to BYU-Idaho students during the month of October. 86 students responded and took the survey. Here are a couple of questions and results found from the survey that paint the picture of the current job market in Rexburg.

Question: Are you currently employed with more than one job?

Results: The number of students that answered this question was 83 with 47 students answering as being employed. Of these 47 students, 11 answered as having more than 1 job, currently. The graph below illustrates where these student are employed, whether on campus or off campus.

Employment Status of Students



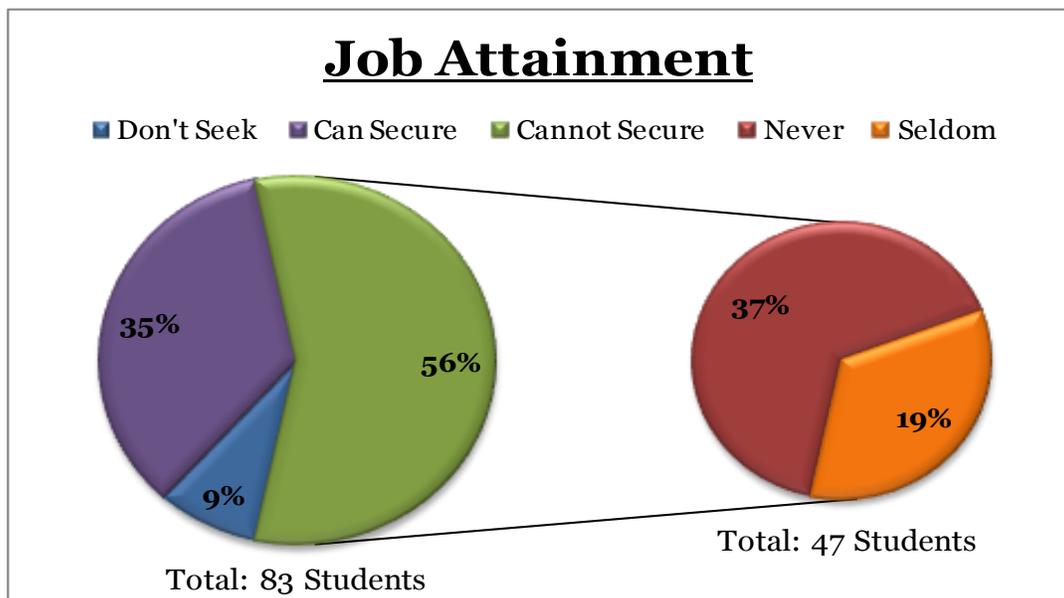
Analysis:

The majority of students that took the online survey were females and single. There is no belief that this is a discrepancy to the data gathered. However, it provides key facts that it is not only married students who are seeking employment. From the findings on job location, employment on-campus for students does surpass that of student employment off-campus. This could be due to the fact that there are more jobs made available for students on-campus or because it might be easier for students to become aware of on-campus job openings. These are only assumptions, but the team became aware of the need to

understand this better. However, due to time constraints they were unable to add additional questions to the online survey or to redistribute another survey. Yet, one method to better understand what could be the issues for why more students are not obtaining employment, the following question was asked.

Question: When seeking a job in Rexburg, typically, are you able to secure one?

Results: 86 students answered this question with the majority answering as, No I can never secure a job when I seek one. The pie chart below shows the results to of this question. The part in green is the total percent of people who cannot secure a job with its two criteria shown to the right in red and orange.



Analysis:

With the majority of students responding as they “cannot secure” employment, it recommends that improvement with how jobs openings are informed to the public or that there just simply needs to be more businesses attracted to Rexburg. This will lead to more students being hired and an increase in the level of competition in this community with obtaining new hires.

ECONOMIC IMPACT

Speaking with Will Jenson, regional economist for the Idaho DOL, concerning the subject of economic impact that the Rexburg labor force has, Staples was brought up about not being to stay located in Rexburg. Will informed the team that Kim Clark, President of BYU-Idaho, knew about what had happened. President Clark was then contacted. He informed that the store was gone by the time that he and his wife had arrived here, meaning that Staples' relocation had happened over ten years ago. President Clark then said the following about his interview with Tom Stenberg, founder of Staples.

Staples... “put the store in Rexburg based on the population of the surrounding area, thinking that people would come to Rexburg to shop. It turned out that did not happen; people did not come to Rexburg to shop and their sales here were not sufficient to keep the store open.”

President Clark continued with saying, “Much has changed since Staples left. The university is much bigger, there is an LDS temple, etc. But I believe the effect is still true; people from surrounding areas do not come to Rexburg to shop. In Staples this is called the ‘Rexburg Effect’.”¹¹

Further conversation with Will Jenson was the concerning the issue about student income. The majority of growth in Rexburg is due to the University. More than 15,000 students locate to Rexburg. These students bring with them minimal income. Some, obtain a job while here, but a job that pays a minimal wage. Ultimately, each of these students who make almost half the population, only have minimal income to spend and generally only do so on minimally priced product because that is all they can afford. This in turn only cycles a minimal amount of dollars into the Rexburg economy. Granted many students receive loans, financial aid, or money from parents to help with their expenses. The issue with this minimal income could have very well been the reason for why Staples was unprofitable in this location.¹²

To analyze the income of students, all assumptions for how much money they receive from school loans, financial aid, or from parents are completely left out of

¹¹ (Clark, 2012)

¹² (Jenson, 2012)

the picture. Rather, exploration is made into the potential extra income that could be in Rexburg if the students seeking employment had a job and how much money that would quantify into. The research team uses two sources to show what this comes out to be. The first is from the DOL's student survey conducted a year ago and the second is from the student survey performed in accordance with this workforce analysis.

<u>Number of Students from this Workforce Analysis</u>	
Criteria:	
Students Seeking Employment	7,000
Idaho Minimum Wage	\$ 7.25
Hours per week (part-time)	25
Number of weeks per semester	14
Students Track - 2 semesters	2
Total Potential Extra Income	\$ 35,525,000

<u>Number of Students from Dept. of Labor Analysis</u>	
Criteria:	
Students Seeking Employment-Fall 2011	3,800
Idaho Minimum Wage	\$ 7.25
Hours per week (part-time)	25
Number of weeks per semester	14
Students Track - 2 semesters	2
Total Potential Extra Income	\$ 19,285,000

Student earnings totaling \$19.2 million would equate to 5.7% of all wages paid to workers in Madison County and 2.7% of personal income earned by Madison County residents in 2011 according to the DOL's forecast of students seeking employment in the fall of 2011.

According to the forecast of students seeking employment from this workforce analysis totals possible student earnings of \$35.5 million. This would come out to

be 10.5% of all wages paid to workers in Madison County and 4.9% of personal income earned by Madison County residents from the 2011 year totals.¹³

¹³ (Jenson, 2012)

RECOMMENDATIONS

If a further analysis of the Rexburg workforce is to take place the following changes are recommended:

Business Questions

A question that should be improved on is “how businesses advertise their job openings.” The comparison between companies that advertise only when there are not enough referrals or walk-ins for the new position needs to be more verified. Or companies that promote within rather than seeking a more qualified new hirer through the advertising hiring process. The research team noticed that there are companies like Western Wats that only advertise when they do not have enough walk-ins. Or companies like Melaleuca that promote within their company for the new positions over obtaining an employee that is more qualified for the position.

Student Survey

There may have been a lack of clarity on some of the questions asked to students. Improving the question on job attainment should be made with the response on why some students do not seek employment in Rexburg. The motives or reasons behind the students’ answer of “don’t seek employment in Rexburg” are unclear. Reasons could be that they want to focus on school or it could be due to the fact that they look elsewhere because of low wages in Rexburg or high competition. There could have been more helpful findings come from this question with further exploration and it seemed that it was not tapped to its fullest.

With unemployment being above 20%, there are roughly 9,000 (7,000 students and 2,000 citizens of Madison County) that are seeking employment. In addition with the wage rate being low, Rexburg has become an attractive location for new businesses, especially businesses seeking partially skilled labor. The data gathered in this deliverable proves that Rexburg is a prime location for business to locate and hire partially skilled workers. Furthermore, a recommendation would be that this information is used as key leverage to attract business to this area.

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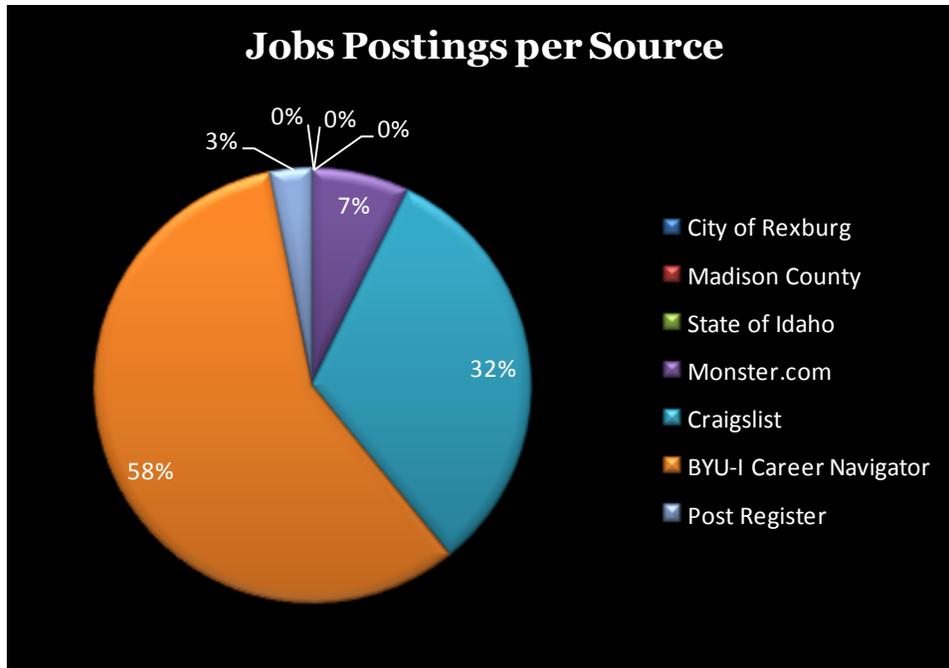
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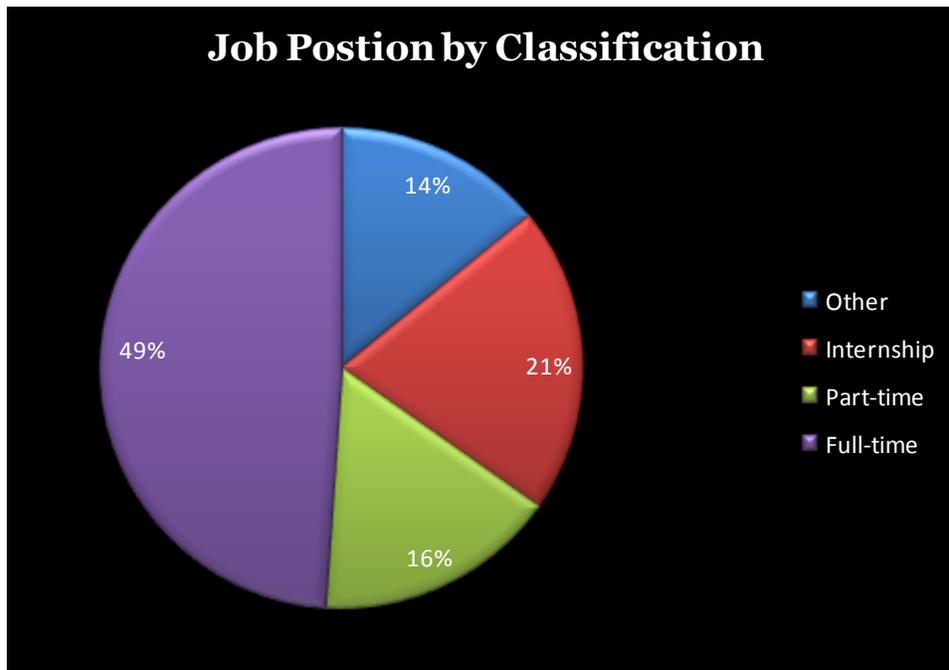
Zac. (2012, November). Valley Wide Co-op. (S. Whyte, Interviewer)

APPENDIX

Pie Chart 1.1



Pie Chart 1.2



Pie Chart 1.3



BUSINESS SUMMARIES

Broulims: (November 2, 2012)

Through interviewing Ian Martinson, the store director, we learned a number of things about Broulims and their employment, hiring process, difficulties, and advantages of residing their business in Rexburg. Ian was very cooperative for the interview was willing to provide us with any information needed.

According to Ian the majority of Broulims hires come from walk-ins. Due to the over-supply of students and need for jobs, there are constantly people coming into the store asking if there are openings. Therefore, there is no need to advertise. Approximately every 6 months there are open positions, mostly entry-level jobs, and the stack of resumes that Ian has to choose from quickly fills them. This has been to Broulims advantage because they always have a wide selection of candidates to choose from. But Broulims stays to the book and doesn't turnover employees just because they have a lot to choose from. They work with their employees on any issues and put the needed training into each employee. Many of the student employees have the ability to return and work if they leave during their "off track".

Long-Gevity has been an issue for Broulims, and therefore they prefer to hire locals. This is because students put school first and tend to work only when money is needed. Although some level of education is preferred, it is not required. The bulk of jobs at Broulims is entry-level positions and requires 16 hours of training. For the more skilled positions, they mainly hire from within.

Madison Memorial Hospital: (November 1, 2012)

Through interviewing Abby in the Human Resource Department at Madison Memorial Hospital we learned a number of things about their employment, hiring process, difficulties, and advantages of residing their business in Rexburg. Abby's attitude toward the interview was very pleasant and she was open to share any information needed.

It is not surprising that most of Madison Memorial Hospital's advertising for an open position is done through word of mouth. However, it is interesting to note that they post open positions on The Church of Jesus Christ of Latter-Day Saints website. They also have a surprisingly low turnover rate; yearly they turnover approximately 14.45% employees. The positions at the hospital ask that employees commit 1-2 years and are asked to work year round, holidays, and 7

days a week. The majority of the turnovers come from the minimal skill level jobs. These jobs include housekeeping and cafeteria staff. The minimal skilled jobs have a higher turnover because they are not careers for most people and they serve as temporary jobs. The skilled positions see turnover due to the fact that most nurses are females who are working while their husbands pursue higher education. A difficulty they have experienced is the low education that the managers and directors have. Although, they are skilled and have the ability to carry out their responsibilities, they do not have the level of education that is desired. Madison Memorial Hospital does their best to hire employees, both skilled and unskilled, locally. However, they face difficulties because many people don't want to live in Rexburg due to the limited amount of shopping centers, and the extreme weather conditions in the winter seasons. The hospital also faces high training costs. To train a skilled positions cost from \$40,000-\$80,000. These employees go through a 3month training phase where they classes and have a teacher mentoring them at all times. An unskilled position costs \$10,000-\$13,000. These employees have to be trained and have a paid teacher mentor them for 2-3weeks. Some of the training includes the proper way to disinfect all equipment, tools, entire rooms and clothing. According to Abby, Brigham Young University has had a positive impact and has benefited the hospital. Many of the trained nurses that come directly from school into the hospital are very skilled and up to date on the news technology and discoveries. The blend of employees that have been with the hospital for many years and the new students is very valuable. Each can learn from the other and improve their skills.

Overall, Madison Memorial Hospital has had a positive business experience in Rexburg. The Hospital provides 530 jobs to Rexburg, from minimal skill required to a high degree of skills. The increase of Rexburg's economy and population will only increase the number of jobs in Madison Memorial Hospital. There is a direct correlation between the population of Rexburg and the demand for hospital employees.

Wal-Mart:

Jeremy Hurst, the assistant manager over hiring in Wal-Mart actually said that they don't feel that they have a very big problem with turnover. He said that business is booming and they really like being around the school environment. The hardest part for them with students was scheduling around their schedules but not with losing employees. As far as experience goes as well he said that it

was nice for them to have experience in retail but no skills were really required for the jobs they were hiring for.

He also said that at least 70% of the applicants are applicable and the types of things that would make them inapplicable is not being presentable in public and not having sociable skills. He said that probably 10 people leave a quarter and it's about \$500 dollars to train anyone, skilled or unskilled. He also did not seem concerned with training and said that it was normal and in the range they expected.

The feel I had from the interview was that Wal-Mart did not want anything to change in Rexburg because they are getting so much business being the largest retailer in town. He didn't seem very interested in the results or improving the economy. When I left he did laugh and say that they were booming and weren't experiencing any problems.

Policy Tech:

Pamela told me that they just did not hire anyone that went to BYU Idaho or anyone that had not been technically trained. They said that they needed committed full time employees and what they wanted did not fit the lifestyle of a college student. So they often looked outside of Rexburg for skilled employees. She said that they had very little turnover and normally kept their employees until they decided they wanted to move somewhere else.

When answering her "Why" questions Pamela was pretty straight forward in saying that many of the people that apply for the jobs that they offer are not qualified for the position. She also said that they hired only on an advertising base and not out of referrals, only based on qualifications and skills. She did say that most of this information might be changing since they are going through a merger.

Pamela did not seem to want to disclose a training amount, she would only give general answers, but sounded like it was a good investment and there weren't any problems. The only issue that I felt she was passionate about was the ability to find employees with the skill set that they were looking for. She said that a college degree was very beneficial, but if they had been specifically trained in software of IT than that was what they wanted as well but nothing below that. The company definitely seemed as if they were going through a transition and were unsure of if these answers would remain the same.

Progrexion:

Dana Rae said that Progression was in Rexburg before then shutdown. They started back up around 18 months ago and have been growing rapidly. Dana Rae said that she was a manger previously and when Progrexion started back up they gave her a call wanting her to do about the same job but this time she would be in an upper position and have more responsibility. Dana Rae has been in charge of the hiring and training until they hired assistant mangers to do these tasks. As far as hiring goes as mentioned it is hard to get people to work on commission and on a fulltime schedule. This is for the Progrexion side, for the efolks side it is simple to hire for and they have flexible schedules for students who are looking for a part-time job. Dana Rae said that the company constantly pushes for more people hired and are striving to show continuous growth.

Wingers:

Megan was very pleasant to speak with. She didn't appear to be in a rush and was very helpful answering my questions. Megan said that they look for a certain kind of person who will fit in the culture. Although most of the employees are students she said that most are very responsible and are flexible when it comes to their work and school schedule. When I asked her how she decides how many people to have work any given night she said that this was based on sales of last year. Depending on how busy they were the previous year on that day determines how many people they will have working. This of course can be change for other major things like holidays and even smaller things like graduation. While passing threw it looked like all who were working enjoyed their job.

Applebee's:

Todd was a little pressed for time and didn't want to chat much. He was saying that he was feeling a bit of pressure from the job and that next week he would be traveling for a work meeting. I got the impression that they look for applicants to be able to work variable shifts and be local so they can keep a low turnover ratio. While scanning the restaurant it looked like they had enough people working to take care of the customers.

Western Wats:

Doug was a nice guy to speak with. In comparison to the other two call centers it sounds like Western Wats is slightly easier to be employed at then

Progrexion and Melaleuca is the most difficult to be employed at. Doug brought up that the difference between Western Wats and the other two companies is that they are not call to sell things. In fact with the way the other call centers are set up the majority of calls are inbound where Western Wats is outbound calling. Also a big difference is that most of the scripts and questions for the surveys are getting shorter so they are not keeping any one person on the phone asking questions for too much time. Western Wats looked like a fun environment to work in the employees there seemed to enjoy the work.

City of Rexburg:

Interviewing Richard Horner with the City of Rexburg was very insightful. The main thing that was very noticeable throughout the interview was the need for more businesses in Rexburg. Richard spoke a lot on how there needs to be more competition and jobs in Rexburg to meet the need of student employment. It seemed that he was tired of the hiring process because of a lot of applicants that they receive. Another interesting point that he talked about was that he felt that the student skills and labor was not being tapped.

Madison School District:

Ms. Erickson really made clear that the labor market is shifting in Rexburg. Students would accept the cheap jobs right off the bat before. Now, it is really difficult to get a lot of unskilled positions filled. You would think that people would take whatever so that they have some source of income. We have noticed that's not the case here anymore. Another key point that she made very clear is hiring local rather than from somewhere else. It seems that lots of people don't want to come to Rexburg or stay here. We need more places to shop and have activities. There is just not much of that here.

Melaleuca:

While speaking with Cesar it seemed that fairly straight obvious that Melaleuca doesn't struggle to find employees. The interview and initial mock call test helps them determine who would be a good fit and not just who knows the right person for to get the job. As far as the actual job, Cesar made it seem pretty easy, all one needs to do is follow the prompts and if they have any questions they can ask their teams lead. He said that there is just a little time for learning that takes place to get to know the names of all the products offered and what they do to help explain to the customers that have questions. He said that it is a fun environment to work in and they have competition, contest, and parties

frequently that help keep their employees excited and willing to work. Cesar gave the impression that he enjoys working for Melaleuca.

Walgreens:

Jill was nice to talk with but didn't give me the impression that she very committed to her job. She said that it was nice working with Walgreens and that most employees no matter the level also liked working there. As far as hiring people went she said that some stores have paper applications that the store manager and assistant manager go over and conduct interviews from, while other stores wait to be sent individuals that have applied online which the corp. office goes over and sends applicants to the store or stores in the area that is closest.

Fat Cats:

Kaylee was very pleasant to speak with and seemed very excited about working at Fat Cats. As stated she mentioned that interviewing applicants can sometimes be a long process because of the large amount of weekly applications that are turned in. She thought it was funny though because there are other businesses that have to spend money on advertising where they don't have to worry about that. Kaylee said that with their low turnover it isn't hard to keep people around to learn and take on more responsibility. This is due to the college and if they can find the right person to hire, that person usually works at Fat Cats for the duration of their college experience.

Brigham Young University-Idaho:

Ms. Baldwin's biggest passion that she spoke on was that BYU-I needs to improve on training. Just because a teacher obtains their PhD while here does not mean that they have now become a better teacher. The next most passionate thing she spoke about what advertising and referral issues. BYU-I does not care for referrals. They need people with right qualities and experiences, not the person that someone else knows. She said that there are only a handful of golden referrals that she has ever received while being over HR at BYU-I.

AMET:

I talked to Taci Stoddard, and it sounded like a lot of their hiring that they do they try to do actually outside of Rexburg. They are a company who make custom welding products and so she said that they need very specific skills set and since this is a more rural town that is not often found here. She said that when they are trying to hire someone without these skills sets they don't have a

problem, but on average only about 20%-30% of the people that apply are qualified for what they need them to do.

Taci implied that they are really picky about hiring and when they hire someone with the hire skill sets they often stay around for quite a while. Their company consists of about 55 workers and of those they only need to hire about 3 new people a year.

A problem that they have is that they don't really invest anything in to training they just expect the people that they hire to already have similar experience and to be able to learn on the job. She said that it was a very unique work environment because almost every job that they take on is custom and unique. Everyone there seemed to really be passionate about their job and it seemed to be a creative work environment that they were picky about involving others in, and when they do they aren't often local.

Valley Wide Co-op:

Zac was friendly but busy, he didn't give me the impression that had much time to chat nor did he appear to be interested in any feedback that this study could offer. He mentioned that he realized that his turnover was very high and was in the processes of attempting to try and find/figure out a way that he could decrease his turnover rate. He didn't understand how he could have so many applications to choose from of people looking for work and then when they finally get the chance to work they don't want to do anything. He gave the impression that he felt that the rising generation in Rexburg was not hard working.

RadioShack:

This was a very insightful interview because it is not a main employer here in Rexburg at all. RadioShack employs 5 people and there are a lot of other businesses in Rexburg that employ few people as well. Ian said that they never advertise nor have the need. People walk in all the time applying for work. Also, with as competitive as work is in Rexburg, it seems that once someone gets employed with us, they will do whatever it takes to keep their job. We honestly do not have a time at all finding new hirers. Just wait a week and someone new will stop in.

BUSINESS INTERVIEWS

Company Name: Broulims

Contact Name: Ian Martinson

1) How often do you have job openings and estimate how many there are?

About 25 yearly

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

We don't have to advertise because there are so many walk-ins. There is always a stack of resumes, so when a position needs filled we already have applicants. We mainly have entry level jobs and we promote from within.

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

90%

4) What difficulties have you experienced with hiring in Rexburg? WHY?

There is an excess amount of college students that need jobs. Long Gevity is a problem. College students put school as their first priority and not work. We prefer hiring locals. We get a lot of duds for employees.

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

We have ownership in Driggs, St. Anthony, Rigby, Shelly, Mt. Pillar, Soda Springs, Alpine, and Afton.

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

Turnover- 25% of entry level jobs. We allow a lot of employees to return when they come back from their break from school.

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

Each employee goes through approximately 16 hours of training. We prefer to rehire students to keep training costs down.

Company Name: Madison Memorial Hospital

Contact Name: Abby

1) How often do you have job openings and estimate how many there are?

About 5 year round

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

Mainly advertise on the web.

Skilled- LDS Website; Unskilled- word of mouth & online

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

Nursing positions- 95%, Less Skilled- 99%

4) What difficulties have you experienced with hiring in Rexburg? WHY?

When hiring managers and directors it's hard to find people with the right level of education. The current employees have the right skills but don't hold a bachelors degree. It's hard to find skilled people to come to Rexburg due to the weather conditions here. Also, the limited amount of shopping and small town makes it hard to recruit professionals to this area. We prefer to hire locals and graduates from ISU.

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

Only have ownership in Rexburg. We have approximately 530 employees

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

Our turnover is 14.45%. The ideal turnover rate is 10%-12%. The average nurse is a female putting their husbands through school. Most positions have a 1-2 year commitment and they are required to work year round, holidays and 7 days a week.

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

Skilled: \$40,000-\$80,000 3 months training period Unskilled: \$10,000-\$13,000 3 week training period. Training costs are high because we have to pay 2 wages for the student and the teacher training. Also, there is a lot of protocol in a hospital that everyone must be trained on.

Company Name: Wal-Mart

Contact Name: Jeremy Hurst

1) How often do you have job openings and estimate how many there are?

About 10 every quarter to keep up with turnover.

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

They advertise only through the internet despite the different skill levels. It's done all through their website, and Wal-Mart careers.

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

He said that about 70% of the applicants are qualified for the job. He preferred they had experience in retail, but the only thing that would make them not qualified is if they didn't take care of themselves and the person hiring felt uncomfortable having them out representing them to the public, it wasn't a matter of education.

4) What difficulties have you experienced with hiring in Rexburg? WHY?

They really have not experienced difficulties. The most difficult thing would be scheduling around students classes. Jeremy said that Wal-Mart really enjoys having the school there, it provides them with a lot of employees and people generally stay working there while they are in school. He said that, "business is booming."

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

No we don't.

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

Jeremy estimated that about 10 people leave a quarter. He said that really it was about normal and it was meeting their goal. He didn't feel that Rexburg was experiencing anything that wasn't happening in a Wal-Mart anywhere else.

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

It costs about \$500 to train anyone to work at Wal-Mart despite their skill level. For that reason they do want to keep people working there, but he mentioned that he thought that was a normal training cost and they were happy with it.

Company Name: Policy Tech

Contact Name: Pamela Schiess

1) How often do you have job openings and estimate how many there are?

It just depends. I am not sure what is going to be happening in the future, because we have just been bought out by another company and are going through a large merger. Normally there are about 6 openings a year. With the merger we have just hired 10 new employees.

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

We advertise mostly through craigslist. If we are looking for highly skilled positions we will start an account with dice. For business positions we use monster, Idaho job Site, BYU Idaho job site, or the Idaho State.

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

I would say roughly 50% because they need to be skilled in technology and a specific software program that we use.

4) What difficulties have you experienced with hiring in Rexburg? WHY?

- The difficulties that we have discovered are only that they are not qualified for the job position. We often look outside the area because that is where we find the most qualified applicants for our jobs. Recently we just hired 4 of our employees from Idaho Falls.
- We only hire full time employees and so we don't hire college students.

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

No we don't.

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

It is so low that I don't know an exact number. We have a good work environment and the only reason employees leave is because they want to leave the area. With the merger and with positions moving to other areas we probably will lose about 10% of our employees this year.

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

It takes about one year to train a technical worker to use the software programs and to efficiently do their job. That costs us about 1 year salary. For any of the other jobs it takes about 2 months training, and I don't know an exact dollar amount for those training costs.

Company Name: Progrexion

Contact Name: Dana Rae

1) How often do you have job openings and estimate how many there are?

Around 5 per week

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

Bill board, craigslist, Scroll, post register, better Idaho jobs.com

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

Around 70%

4) What difficulties have you experienced with hiring in Rexburg? WHY?

It is difficult to hire someone who will work fulltime and work on commission

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

NO, other than Progrexion has 2 entities, the Progrexion side and efolks

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

Average turnover is around 15% depending on student's school semesters.

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

Training levels is high around \$600-\$1500 depending on if employee is working on efolks or progrexion

Company Name: Wingers

Contact Name: Megan Watts

1) How often do you have job openings and estimate how many there are?

Megan thought that on average they have around 4 openings every 3 months or so.

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

Wingers usually advertises in the local paper or on Better Idaho Jobs.com... They take walk-ins also.

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

Megan felt that around 70% of applicants would be a good hire

4) What difficulties have you experienced with hiring in Rexburg? WHY?

Megan thought that because of the college there was a little more turnover than she would like but at the same time there are more new people who arrive to take the place of those who leave.

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

No

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

Megan thought that their turnover was somewhere close to 20% for the year.

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

Megan said that the servers aren't very expensive to hire because of the lower wage they start at. She thought that usually a new hire would need around one to two weeks shadowing then they would get the hang of things.

Company Name: Applebee's

Contact Name: Todd Stenzel

1) How often do you have job openings and estimate how many there are?

Maybe 1 or 2 openings every month or so

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

Usually Craigslist or other internet job sites such as Better Idaho Jobs.com... They take walk-ins as well.

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

Todd thought that about 60% of applicants are qualified

4) What difficulties have you experienced with hiring in Rexburg? WHY?

When Applebee's first opened there were too many people who were applying and now that things have slowed down from the initial new restaurant rush those that are hired generally stick around for a while.

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

No

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

A yearly turnover basis for Applebee's is around 15%

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

Being a restaurant Applebee's has a lower wage they pay their servers in that they receive tips so the cost of training is minimal for servers. However the cooks are paid an hourly wage. Some cooks hired have past experience so there isn't much training while every now and then they hire someone who has no experience and that is where the main training cost goes.

Company Name: Western Wats

Contact Name Doug Braiser

1) How often do you have job openings and estimate how many there are?

Around 3-5 openings every two weeks

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

Refer a friend, sometimes online but mostly they don't need to because of BYU-I students know about them and usually have many applications to choose from without advertising.

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

80% it doesn't take much only need to be able to read the script and speak clear enough for people to understand.

4) What difficulties have you experienced with hiring in Rexburg? WHY?

It is easy to hire people but keep them for a long period of time is difficult. With the other call centers in town offering more money if someone is doing well and likes the style of work they usually apply at one of the other call centers. Also the students' semesters give them a bit of trouble every semester.

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

NO

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

Due to the student atmosphere, a yearly average might be close to 45%.

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

We give a week paid training so it cost around \$250 per person.

Company Name: City of Rexburg

Contact Name: Richard Horner

1) How often do you have job openings and estimate how many there are?

We have a couple openings every semester.

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

Post Register newspaper (Unskilled & Skilled), State & City websites (Unskilled & Skilled), Desert News in Utah, occasionally. (Highly Skilled - only)

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

Not much of a problem with high skilled positions, but, with minimal & partially skilled it is 50% or less that are qualified. Generally we get 70 – 100 applicants for the minimal & partially skilled positions. We have 2-3 people who screen the applications and rate them. We then make phone calls to 10 or less applicants.

4) What difficulties have you experienced with hiring in Rexburg? WHY?

- Longevity - lots of training.
- Wages - we don't pay the minimum, but other companies do. Often the person wants or needs more income so they look elsewhere, rather than in Rexburg. We need more businesses so more students are hired and the competition increases, allowing for more pay and more cycle of wealth within the community.
- Too many applicants
- Not as much experience as they say they have
- Continuous job seekers - don't want the job, only the government support

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

No... Madison County needs a better hiring system. Getting voted in lowers the Counties effectiveness with getting the most qualified people.

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

- We have low turnover because we do not pay the minimum (one reason). Generally, our turnover is: Retirees = 1-2/yr, Fired = 1-2/yr, Found Better Job = 1-2/yr.
- We have great benefits and good wages.
- We stick with the national CPI. So, when it goes up, everyone's pay goes up as well.
- We've been increasing employment. Mainly due to the growth of the city.

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

- We have good jobs – there are pockets though where we can do better with training.
- Definite difference in training between skill levels. (Professional emp. need to move up faster)
- 3-4 conferences a year, each 3 days long (1 Emp. *(\$40,000/260) * (3 Conf. * 3 days) = \$1,400/emp.
- Lower skill level –1 type of training a year.

Company Name: Madison School District

Contact Name: Nan Erickson

1) How often do you have job openings and estimate how many there are?

It seems like we have job openings all the time now.

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

School District Website & Post Register newspaper... These work all of the time. We don't want to advertise long distant because we want people from around the area. (Partly, because of the lower pay, but also because we want people who will stay longer. Generally we see people who we hire from the area stay longer with us then those who are not from around this area.

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

Almost all of the people are qualified. We really haven't had a problem with people not being qualified for the job that they are applying for. For our skilled positions, infrequently is there someone who isn't qualified. With our unskilled positions, there is not a lot of experience needed because generally these positions are clerks. It has been a little difficult with maintenance, not in the sense of getting qualified applicants, rather, just receiving applicants.

4) What difficulties have you experienced with hiring in Rexburg? WHY?

We do not obtain longevity applicants with our minimal skill positions, generally because these are the students. We hire them > train them > then they leave us after the semester or school year > then we have to look for new hires.

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

No...

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

This was a crazy year. There were a lot of people retiring. We actually had 200 new hires this year.

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

We have 4 days in service training every year. This expense level is very necessary and we don't feel that it is too much for us. (4 days * (\$40,000/260 working days)) * 200 teachers = \$123,000 (roughly)

Company Name: Walgreens

Contact Name: Jill

1) How often do you have job openings and estimate how many there are?

Many in the company but few in Rexburg. Probably about 8 to 10 per year.

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

Walgreens mainly posts job openings online with a variety of sites such as indeed.com.

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

Jill said that she would think at least half of the applicants are qualified based off of previous work experience and how they filled out the application.

4) What difficulties have you experienced with hiring in Rexburg? WHY?

It is easier to hire in Rexburg because of the college but also they receive many high school age individuals that turn in applications on a regular basis.

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

Not in other counties and they have around 25 employees depending on the season.

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

Jill wasn't sure on a yearly turnover, she thought somewhere around five to eight because of the college people hired. She said that most of their upper skill level positions usually don't see many people quit rather they get promoted.

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

On average Walgreens spends around \$50 on training cost for new employees. There is more time that is needed for the photo center than the

cashier generally speaking. And the pharmacists although have schooling for what they are doing still need experience which varies per person on training.

Company Name: Melaleuca

Contact Name: Cesar

1) How often do you have job openings and estimate how many there are?

On average there are 1-5 openings per month.

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

Usually if they post advertisements it is with the school but they also have many applications that get turned in on a weekly base and friend referrals that they don't need to post ads too often.

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

With more applications that they receive they are more selective on who they hire. After the interview there is a test or mock phone call that they do to see who would be the best fit.

4) What difficulties have you experienced with hiring in Rexburg? WHY?

They love Rexburg because there are always students to hire and that are willing to work. The extra product check each month helps in the way that the employees feel that they get something extra like a bonus each month.

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

No

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

Didn't seem certain on yearly turnover, he guessed that somewhere around 50 people because of the nature of hiring mostly college students it varies with graduation, transfers, and kids that were off track moving back home if out of the area.

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

I didn't ask him this question.

Company Name: Kaylee

Contact Name: Fat Cats

1) How often do you have job openings and estimate how many there are?

Depending on the season Fat Cats only has around two or three openings every six month.

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

Normally they don't have to do any advertising because they receive on average 30 applications a week that they go over for when they need to fill a position.

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

Kaylee thought that at least 60% or more were qualified applicants based off of school and work experience from the application of resume.

4) What difficulties have you experienced with hiring in Rexburg? WHY?

No difficulties if anything too many applicants and the interview and hiring process can be long.

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

No

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

Not much turnover, a little if consideration is given for the extra part-time or seasonal employees hired for holiday season and let go after.

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

Kaylee said that there isn't a lot of money that goes into training new employees. They usually start them in simple positions and with time they watch and learn from other employees in other areas.

Company Name: BYU-Idaho

Contact Name: Beth Baldwin

1) How often do you have job openings and estimate how many there are?

Always have a job opening...

Total Employee Count: Faculty, Administration, and Staff = 2,308 employees;
F.T. = 1152, P.T. = 670

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

- Internet – School Website, Linked In, and Church (LDS website)
- Faculty Position – 2 month posting (Not enough results that meet qualifications if less time)
- Admin/Staff Positions – 10 day posting – generally easier to fill – not as much skill required
- Notice to professional services & placement centers – not as good because of our qualifications

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

- Advertisement – 50% (that meet qualifications)
- Referral – hit & miss (a lot of references from social interaction)
- Few of these are golden nuggets – receive a recommendation – person who really knows them

4) What difficulties have you experienced with hiring in Rexburg? WHY?

- We do not lead or trail the market with compensation. We do average.
- A needle in the hay stack jobs (no job is really easy to find someone to hire)
- Demographic biasness – needing church & experience qualifications (hard to have a diverse work force)

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

Online Faculty Hiring, LLC. – employ 364 online faculty – teachers from 12 states (all over, not east Idaho). This is run by staff members that located on campus.

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

6 -7%... Most comes from staff. Faculty and administration is low. It is probably this way due to staff members seeking professional advancements, family relocation reasons, or need for higher salary.

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

- Our bread and butter is academic advancement, however, I believe that we are not spending enough on training in other areas. We have no institution-wide training, no teacher in-service training (too costly).
- Need training on how to be more effective teachers. Just because you now have your PhD does not mean that you are also a better teacher.
- We do the typical church culture – go figure it out – use the handbook (manual).

Company Name: AMET

Contact Name: Taci Stoddard

1) How often do you have job openings and estimate how many there are?

We have about 3-5 job openings a year, normally due to turnover.

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

We advertise through Idaho Jobs and various places online. Our advertisements are the same for all different skill levels.

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

About 20%-30% of applicants for higher skilled positions are actually qualified for the job. And probably 40%-50% are qualified for lower skilled positions, so a little bit higher.

4) What difficulties have you experienced with hiring in Rexburg? WHY?

I would only say really the skill level. For lower skilled positions it's not a problem finding people to fill our positions. For higher skilled however many of the applicants and hires actually come from out of state.

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

No we don't.

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

The turnover is probably about 4 people a year. Less for higher skilled jobs.

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

We have a very unique business so there is not a lot we can do for training, employees just basically learn their jobs through working, that's why it's important that we hire the right skill level for the position. Each order that we receive here is a custom order and so job skills are a little different for every job that we have. I would say that training is very minimal.

Company Name: Valley Wide Co Op

Contact Name: Zac

1) How often do you have job openings and estimate how many there are?

At least one a week.

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

Zac said that they have so many applications that they don't need to advertise.

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

Zac said that they don't really look at who is more qualified rather who is most reliable.

4) What difficulties have you experienced with hiring in Rexburg? WHY?

The most difficult thing is keeping people that are over 21 years old working for min. wage.

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

There are 2 Valley Wide stores in Rexburg.

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

80% in the year, Zac said that he has all the skilled or educated people he needs and they usually stick around for a long time. It again keeping older people who are under paid.

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

Very low training costs because they are looking for someone who is dependable and smart enough to run a cash register but not smart in the way of wanting to be promoted or find a better paying job.

Company Name: Radio Shack

Contact Name: Ian Hornbaker

1) How often do you have job openings and estimate how many there are?

We have 1-2 openings a year. There are only 5 total people that work at the store. Three are part-time (students) and two are full-time (manager and assistant manager).

2) How do you advertise for those job openings? Is it different for minimal, partially, technically, & skilled positions. WHY?

We don't advertise anything. Not even for the manager position. We have plenty of walk-ins. If store manager is leaving, someone within gets promoted or other store managers are shuffled around and one gets sent here.

3) What percent of applicants are actually qualified for the job positions you advertise? WHY?

Don't advertise. Generally, most walk-ins can fulfill the position, but I only hire the people who I feel character-wise will be a good fit.

4) What difficulties have you experienced with hiring in Rexburg? WHY?

Student schedules. It's hard to find someone who will do full-time.

5) Do you have ownership in more than one business in any of these four counties and about how many employees do you have in total?

I didn't ask him this question.

6) On a yearly basis, estimate your average turnover? Is it different for minimal, partially, technically, & skilled positions. WHY?

1 to maybe 2 people a year. With the competition to find work in Rexburg being as hard as it is, I notice that when they find and attain a job that they will then do what they have to do to keep that job. That is why generally we have only 1 person leave a year.

7) How do you feel about the expense level of your training costs? Is it different for minimal, partially, technically, & skilled positions. WHY?

Not much training

STUDENT SURVEY RESULTS

1. Currently, what year are you in college?

#	Answer		Response	%
1	Freshman		14	16%
2	Sophomore		22	26%
3	Junior		24	28%
4	Senior		26	30%
	Total		86	100%

2. What is your marital status?

#	Answer		Response	%
1	Single		53	62%
2	Married		33	38%
	Total		86	100%

3. Are you male or female?

#	Answer		Response	%
1	Male		32	37%
2	Female		54	63%
	Total		86	100%

4. If unemployed, which best describes your current status of seeking employment?

#	Answer		Response	%
1	I am not seeking any employment at this time.		35	48%
2	I am actively seeking employment on campus only.		5	7%
3	I am actively seeking employment off campus only.		9	12%
4	I am actively seeking employment both on and off campus.		24	33%
	Total		73	100%

5. What is your current employment status? (Whether full-time or part-time)

#	Answer		Response	%
1	Employed on campus only		24	28%
2	Employed off campus only		19	22%
3	Employed both on and off campus		4	5%
4	Not employed		39	45%
	Total		86	100%

6. Are you currently employed with more than one job?

#	Answer		Response	%
1	Yes		11	23%
2	No		36	77%
3	Not employed		0	0%
	Total		47	100%

7. Estimate the number of hours per week that you currently work in your off campus job?

#	Answer		Response	%
1	1 – 10 hours a week		8	17%
2	11 – 20 hours a week		6	13%
3	21 – 30 hours a week		7	15%
4	More than 30 hours a week		6	13%
5	I don't have an off campus job		19	40%
6	Not employed		1	2%
	Total		47	100%

8. What level of skill/experience does your current job require? (If you have more than one job, base your answer on the job that requires the most hours)

#	Answer	Response	%
1	Minimal Skill: (Requires no past experience)	15	32%
2	Partially Skilled: (Requires some experience)	30	64%
3	Technically Skilled: (Requires an Associate or Technical Degree)	1	2%
4	Skilled: (Requires a Bachelor's Degree or higher)	1	2%
5	Not employed	0	0%
	Total	47	100%

9. How did you find your current job position? (Select all that apply)

#	Answer	Response	%
1	Online job search engine (i.e. Craigslist, Monster.com, etc.)	4	9%
2	BYU-I Career Navigator	4	9%
3	Newspaper ad	0	0%
4	BYU-I Discovery Fair (career fair)	1	2%
5	Referral	20	43%
6	Other method	23	49%

Other method
Friend
Flyer in my Door

I asked my past teacher if she was looking for a TA
Email
Took the class and the teacher offered the TA position
Off campus: through a relative. On campus: word of mouth
transfer from home
applying at housing department
offered this job by my professor
BYU-Idaho on-campus jobs
pounding pavement!
BYUI job board
Transferred from another state
Friend
applied for job
I went home and got a job at a place they had up here so that when I came back I could just transfer.
I went there and asked!
Friend
Random Application
experience
my father
Self-employed
BYUI jobs

10. When seeking a job in Rexburg, typically, are you able to secure one?

#	Answer	Response	%
1	Yes, I am able to secure a job when I seek one.	9	11%
2	Most often, I can secure a job when I seek one.	20	24%
3	No, I can never secure a job when I seek one.	31	37%
4	I do not seek a job here in Rexburg.	7	8%
5	Seldom, I can secure a job when I seek one.	16	19%
	Total	83	100%

11. How would you suggest to a friend to find an employment opportunity in Rexburg?

#	Answer	Response	%
1	BYU-I Career Navigator	30	37%
2	Newspaper ad	14	17%
3	BYU-I Discovery Fair (career fair)	10	12%
4	Referral	52	63%
5	Other method	28	34%

Other method

craigslist

careerbuilder.com

I tell people to look in Idaho Falls. There are not enough jobs in Rexburg. My husband and I have been job hunting everyday to find a job and there are no openings here.

Take resumes to every single business in town and on campus and keep checking up on them every few days!

Networking and word of mouth because that's all they consider or care about. It's who you know and how long you will be here for!

Email

craigslist

Just visit the local business you wish to apply.

Look everywhere and before the semester starts

Job board for the school

go ask a phone survey place, otherwise good luck unless you know someone.

work really hard and use connections (i.e., get to know people where you would like a job)

Look around, networking

On campus jobs

Cold calling

Friends

go directly to the place or company

Online Search Engines
Know People with Connections
Just apply everywhere.
BYUI Bulletin Board
personally ask if stores are hiring
Get out and look.
experience, ask questions, volunteer for something... it will lead to more opportunities
check your email
no good jobs
BYUI jobs site

12. What difficulties exist when finding a job in Rexburg? (Select all that apply or write the difficulty that you or someone you know have had that is not listed)

#	Answer		Response	%
1	Difficult to find available job openings.		63	76%
2	No jobs in Rexburg appeal to the candidate.		18	22%
3	Difficult to find a job that fits a candidate's skill level.		23	28%
4	Cannot find a job that works with a candidate's schedule.		42	51%
5	Candidates don't know where to look to find openings.		36	43%
6	The candidate views the jobs in Rexburg as something that doesn't add value to their field of study.		12	14%
7	Other		9	11%

Other

have to almost know someone to get a job in Rexburg.

I would say 1,3,4,5

there aren't enough jobs and it is hard to find on when there are hundreds of students trying to find jobs

Hard to find positions that fit my skill set.

it just seems like there are not enough jobs

Not many out there. So many college students.

Wages are so low it's hard to provide for my family

there are few people hiring in Rexburg that are not campus or a call center

No one here knows how to work hard and their resumes are not well done.

13. If you have any comments, questions, or other information that you would like to share about employment in Rexburg please do so in the following text box.

Text Response

There are too many people and not enough jobs.

The issue with work here in Rexburg is that everyone wants to take advantage of you by paying only minimum wage and not giving you the credit for what you're really worth. Many of us students have many skills to bring to the table and employers don't appreciate them, we are just looked over as their "get by" employees that don't value anything about us, other than we are cheap labor. I applied for a job with 2 years experience and they wanted to pay me minimum wage which was lower than what I was getting paid and wanted to give me awful hours.

BYU-Idaho is growing every semester and the city of Rexburg is getting hard-pressed to support such growth unless it starts growing more, too. Yes, we need more housing, but we also really need more businesses of a greater variety to provide jobs for the students as well as for the community. More restaurants would be amazing, preferably sit-down restaurants since right now we only have Applebee's. I think some kind of advertising needs to happen so that people know that Rexburg is growing and that there is land available for people who want to come in and build. Also, the advertising should be directed to a wider audience than just Rexburg.

It's really frustrating trying to find a job here to pay rent while being a student since most places have a high enough turnover rate they know they can find employees easily, so they pay the smallest possible amount which is not enough to provide for a family. Most jobs are not willing to work with students who have families and the schedule. Or it's at class times. Wish there were more opportunities and it's hard when you do not have the "in" of knowing someone. Networking seems to be the best way to get a job.

Mainly jobs are hard to come by in Rexburg. Many jobs available are odd jobs and don't always relate to an individual's skill set. On-campus jobs are hard to find because you have to be able to network and be in the know to get your foot in the door. Many of the on-campus jobs aren't posted online which makes it difficult to know what is available.

It's difficult to find a job in Rexburg, especially with many students who are looking for

employment such as myself. A suggestion would be to build a mall/mini-mall here in Rexburg, so that jobs will be created. I believe that it will give Rexburg an opportunity to increase economically. Cities all around Rexburg (including Yellowstone and Jackson) will travel to Rexburg's mall, rather than travel to Idaho Falls. This is a suggestion I believe can help. Thanks!

I have never really had a stable and real part time job but, I have done jobs over the summer selling teaching supplies at teaching conventions.

Some people have multiple jobs while some of need a single job but can't find one. In English we should learn how to do cover letters and resumes. It's so difficult to find a job and if u don't have to proper skills it's even harder. I have had 8 friends and I look for jobs and none of us can find a single thing!

I grew up in Rexburg and even in high school I had difficulty finding employment. My whole family saves for one person who has to commute to Idaho falls since there is such limited number of openings in Rexburg.

I'd just like to point out the obvious. The economy of this community is based on this university, but it's clear that the people of this community are not grateful for the money that the students bring to Rexburg. They continue to shut down corporate offers to bring more businesses to the area! The people of Rexburg cannot expect the students to be here without allowing any new businesses to move in and provide jobs for us. **THE STUDENTS NEED MORE WORK!**