

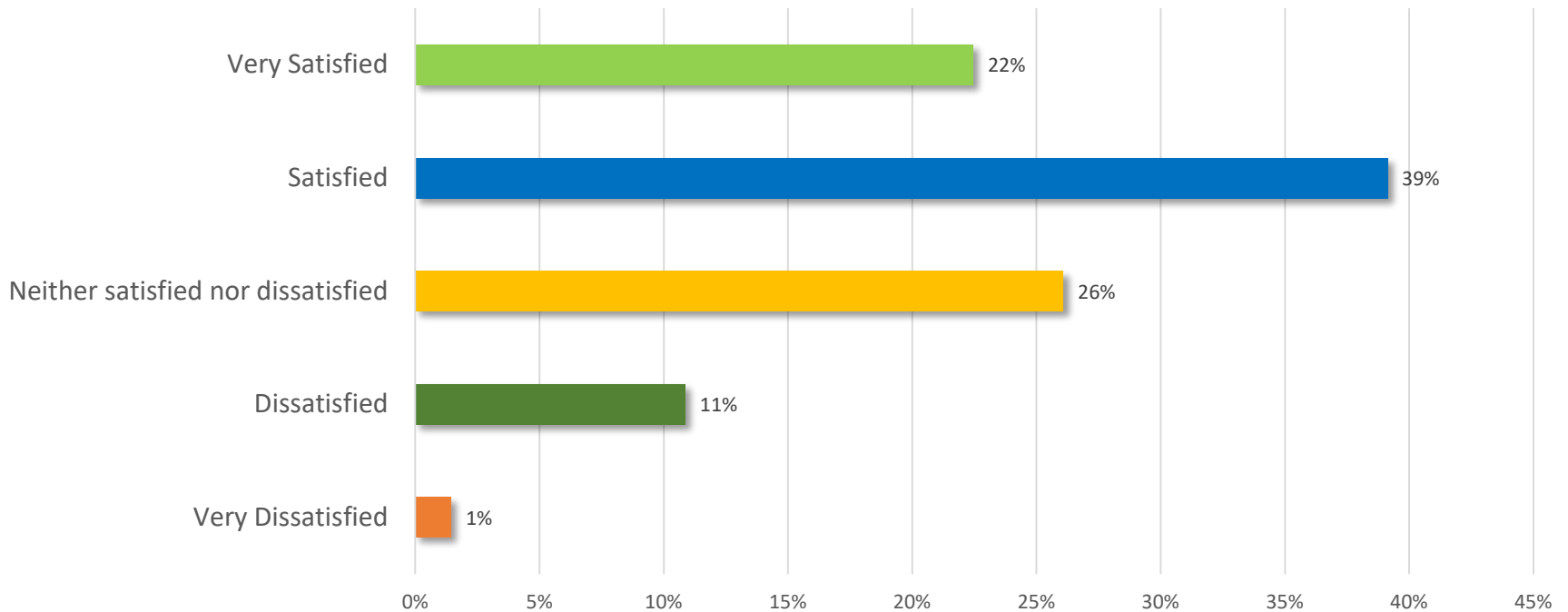
City of Manassas Workforce Development Survey

May 9 - July 15, 2024



Manassas Business Workforce Development Survey - 2024

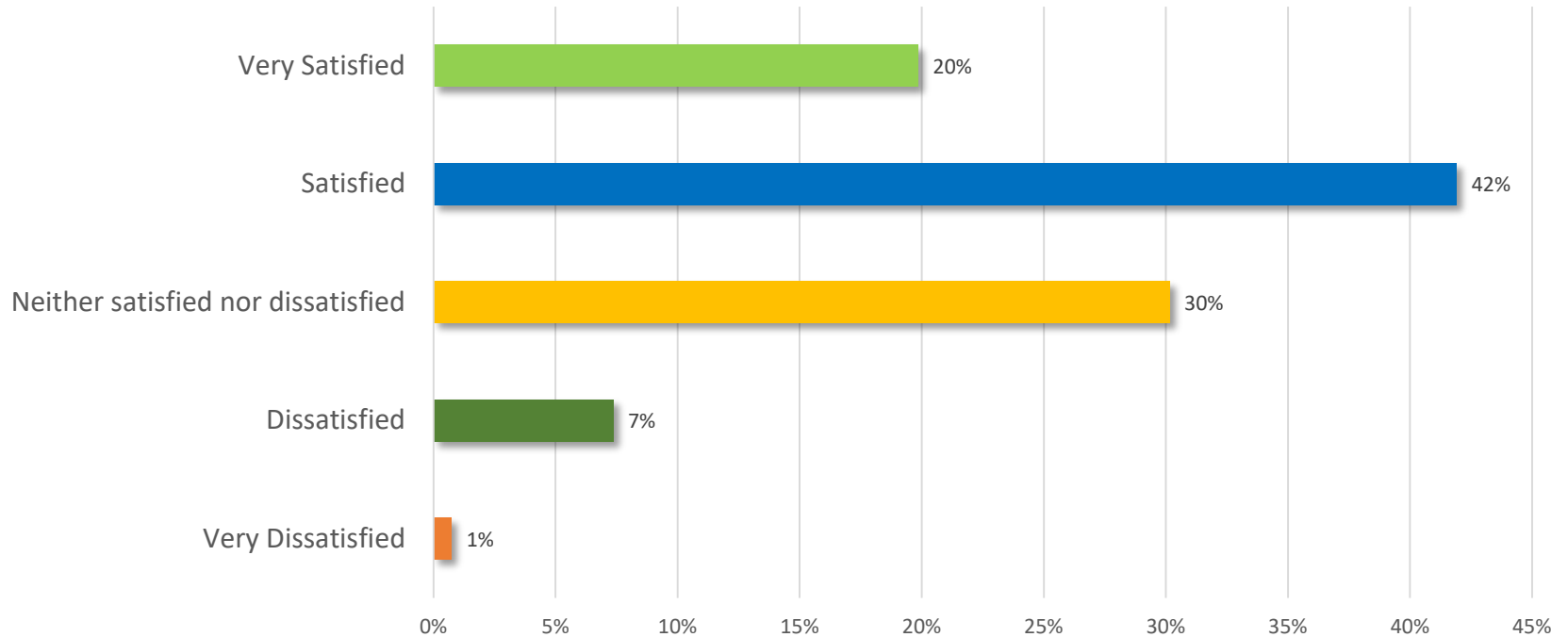
How satisfied are you with the ability to find talent within the City's workforce?



ANSWER CHOICES	ANSWER COUNT	PERCENTAGE
Very Satisfied	31	22%
Satisfied	54	39%
Neither satisfied nor dissatisfied	36	26%
Dissatisfied	15	11%
Very Dissatisfied	2	1%

Manassas Business Workforce Development Survey - 2024

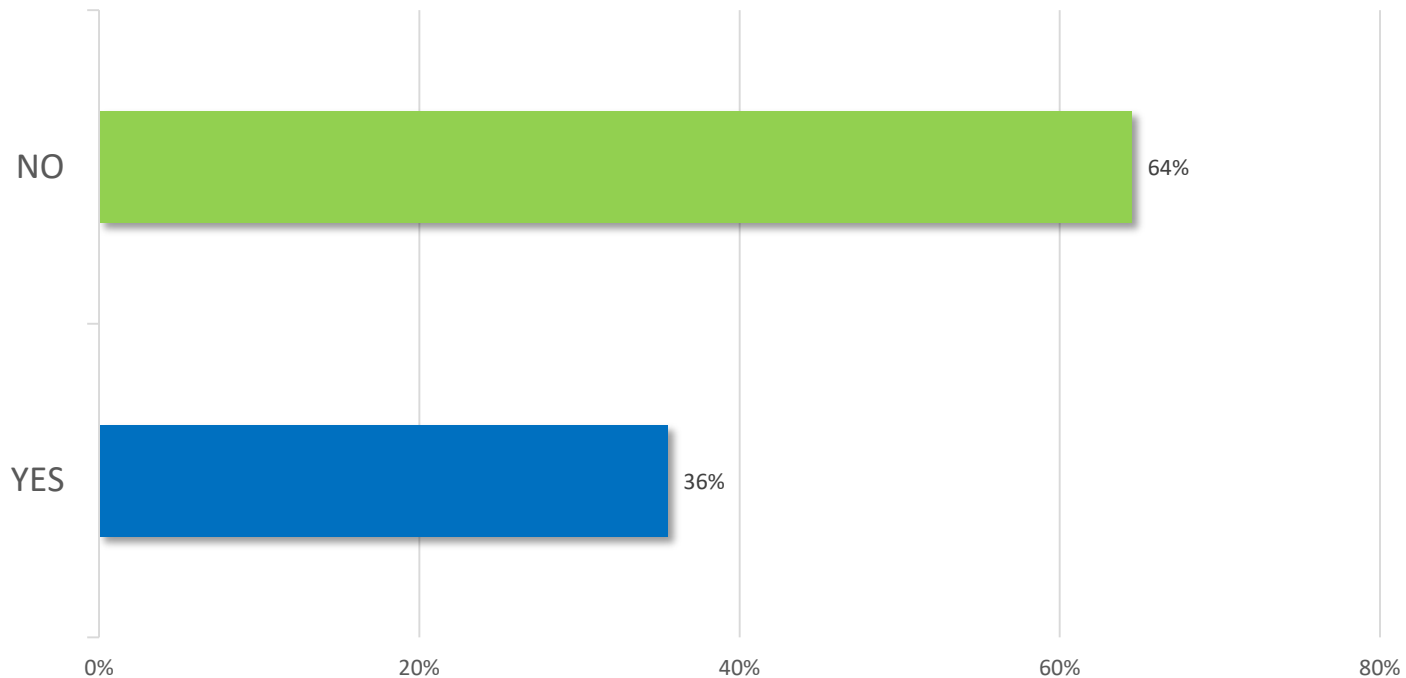
How satisfied are you with the ability to find talent from outside the City's workforce?



ANSWER CHOICES	ANSWER COUNT	PERCENTAGE
Very Satisfied	27	20%
Satisfied	57	42%
Neither satisfied nor dissatisfied	41	30%
Dissatisfied	10	7%
Very Dissatisfied	1	1%

Manassas Business Workforce Development Survey - 2024

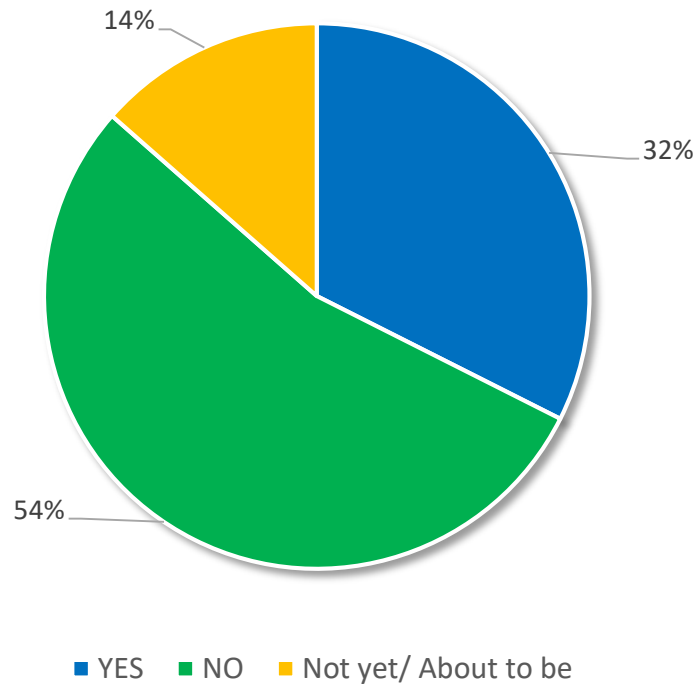
Are you familiar with the Virginia Values Veterans (V3) initiative or other military hiring programs that encourage hiring existing and former military servicemembers and their spouses?



ANSWER CHOICES	ANSWER COUNT	PERCENTAGE
Yes	49	36%
No	89	64%

Manassas Business Workforce Development Survey - 2024

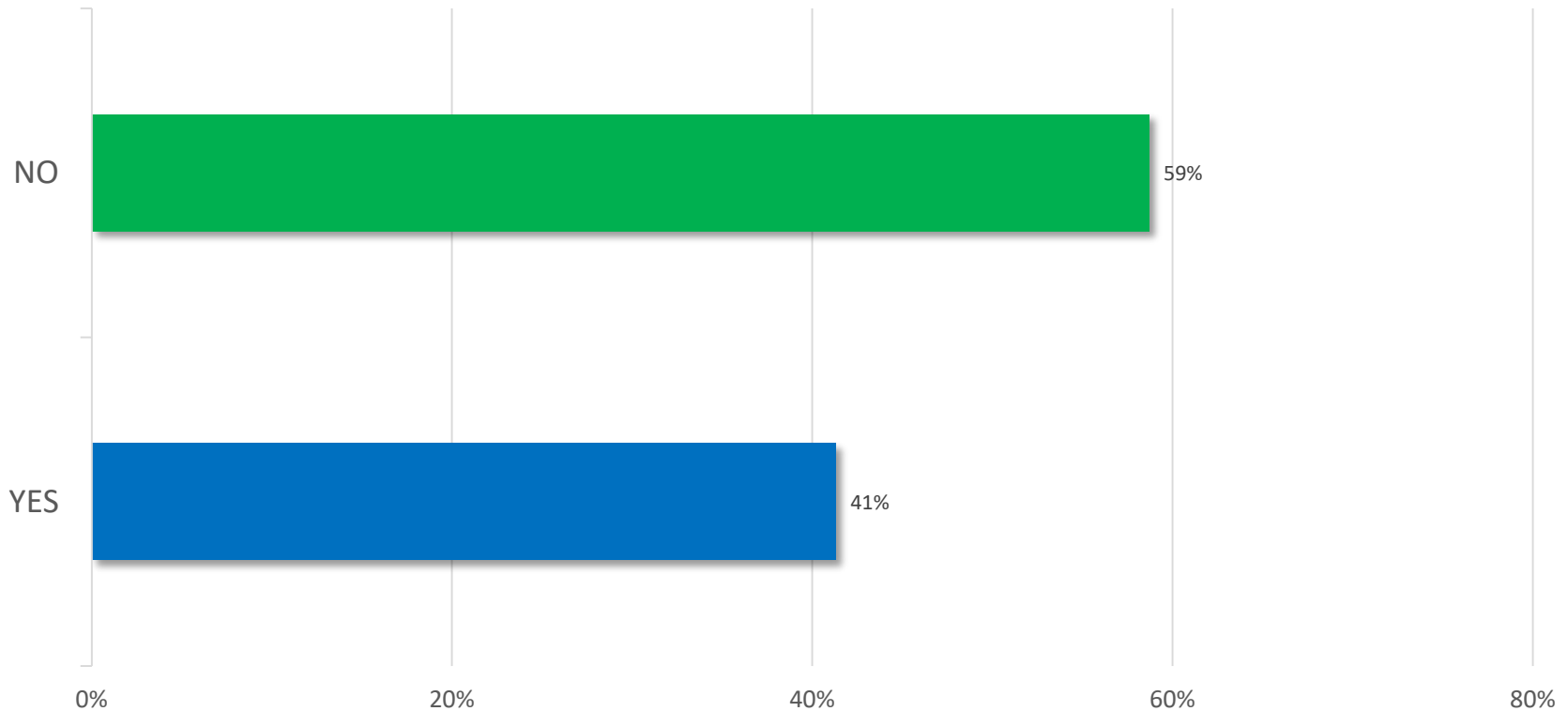
Are you a V3 Participant?



ANSWER CHOICES	ANSWER COUNT	PERCENTAGE
Yes	12	32%
No	20	54%
Not yet/ About to be	5	14%

Manassas Business Workforce Development Survey - 2024

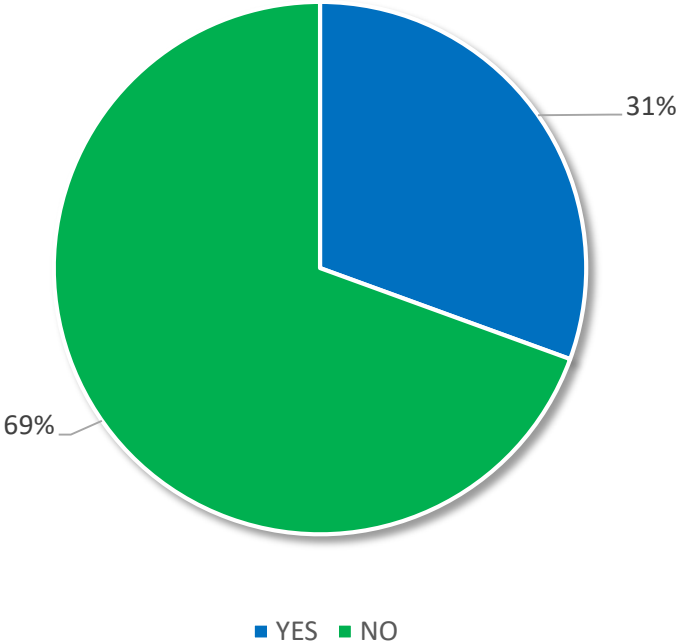
Are you familiar with local workforce training programs offered by the SkillSource Group or Northern Virginia Community College?



ANSWER CHOICES	ANSWER COUNT	PERCENTAGE
Yes	57	41%
No	81	59%

Manassas Business Workforce Development Survey - 2024

Have you utilized SkillSource or Northern Virginia Community College to train or upskill staff?



ANSWER CHOICES	ANSWER COUNT	PERCENTAGE
Yes	11	31%
No	25	69%



Manassas Business Workforce Development Survey

General Trends - 2024

- Survey participation is solicited heavily during the Business Appreciation Breakfast, within the Department newsletter, and in Facebook and LinkedIn social media channels. Participation **increased** this year due to dedicated focus at the Business Appreciation Breakfast, which resulted in 80 survey completions. Participation totals (*completed and legitimate*) are as follows:
 - 2022: 40
 - 2023: 36
 - 2024: 138
- 2023 results are included for reference, but the smaller sample size of engaged followers likely skewed findings, showing elevated awareness of key programming
- For this reason, we calculated the percent change in results between 2022-2024 (*omitting 2023*) for a more accurate understanding of trends over time.

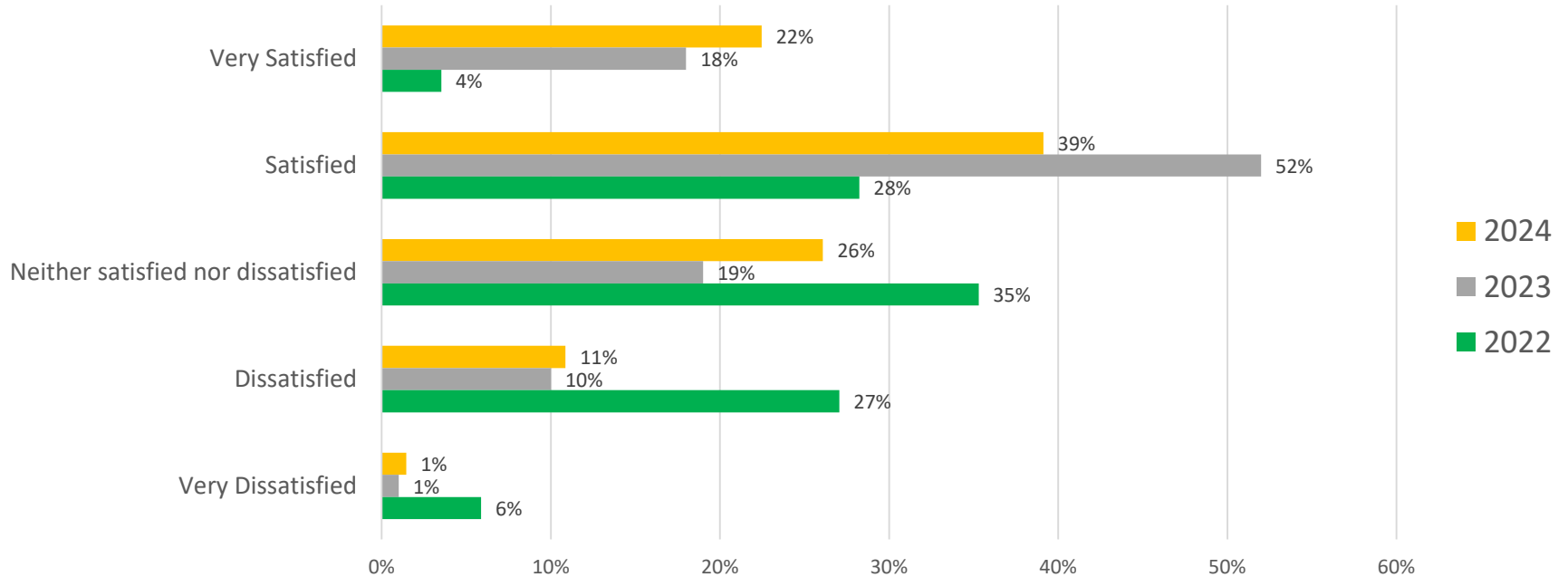
Manassas Business Workforce Development Survey

General Trends - 2024

- Survey participants indicated overall **growth in satisfaction** in their ability to find talent both **within and outside** of the City's workforce
- Awareness of the Virginia Values Veterans (V3) program **increased 9%** since 2022
- Awareness of SkillSource and NOVA Community College programming **increased 7%** since 2022
- Of the survey participants who expressed awareness of SkillSource and NOVA Community College programming, only 31% have utilized these workforce development services. This number has **dropped 3%** since 2022, indicating an opportunity for better promotion and possibly improvement of workforce offerings.

Manassas Business Workforce Development Survey – 2022 - 2024

How satisfied are you with the ability to find talent within the City’s workforce?

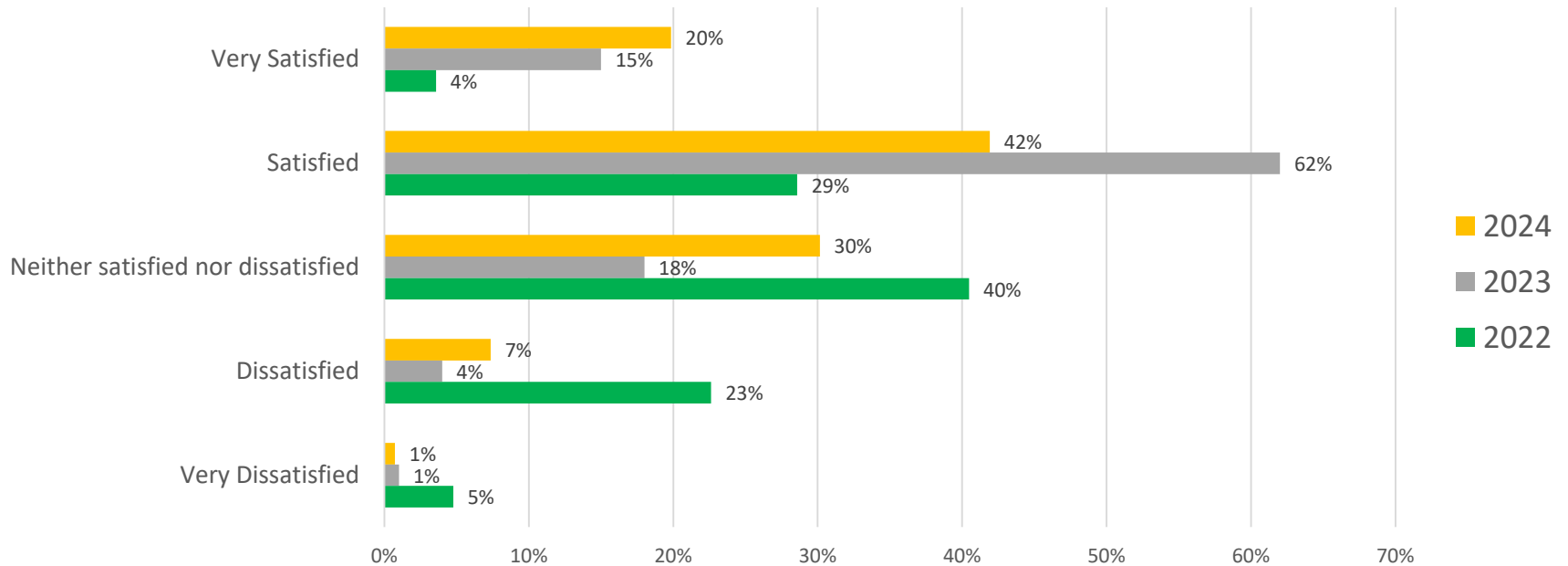


ANSWER CHOICES	2024	2023	2022	'22 & '24 Change
Very Satisfied	22%	18%	4%	^ 18%
Satisfied	39%	53%	28%	^ 11%
Neither satisfied nor dissatisfied	26%	19%	35%	v 9%
Dissatisfied	11%	10%	27%	v 16%
Very Dissatisfied	1%	1%	6%	v 5%



Manassas Business Workforce Development Survey – 2022 - 2024

How satisfied are you with the ability to find talent from outside the City's workforce?

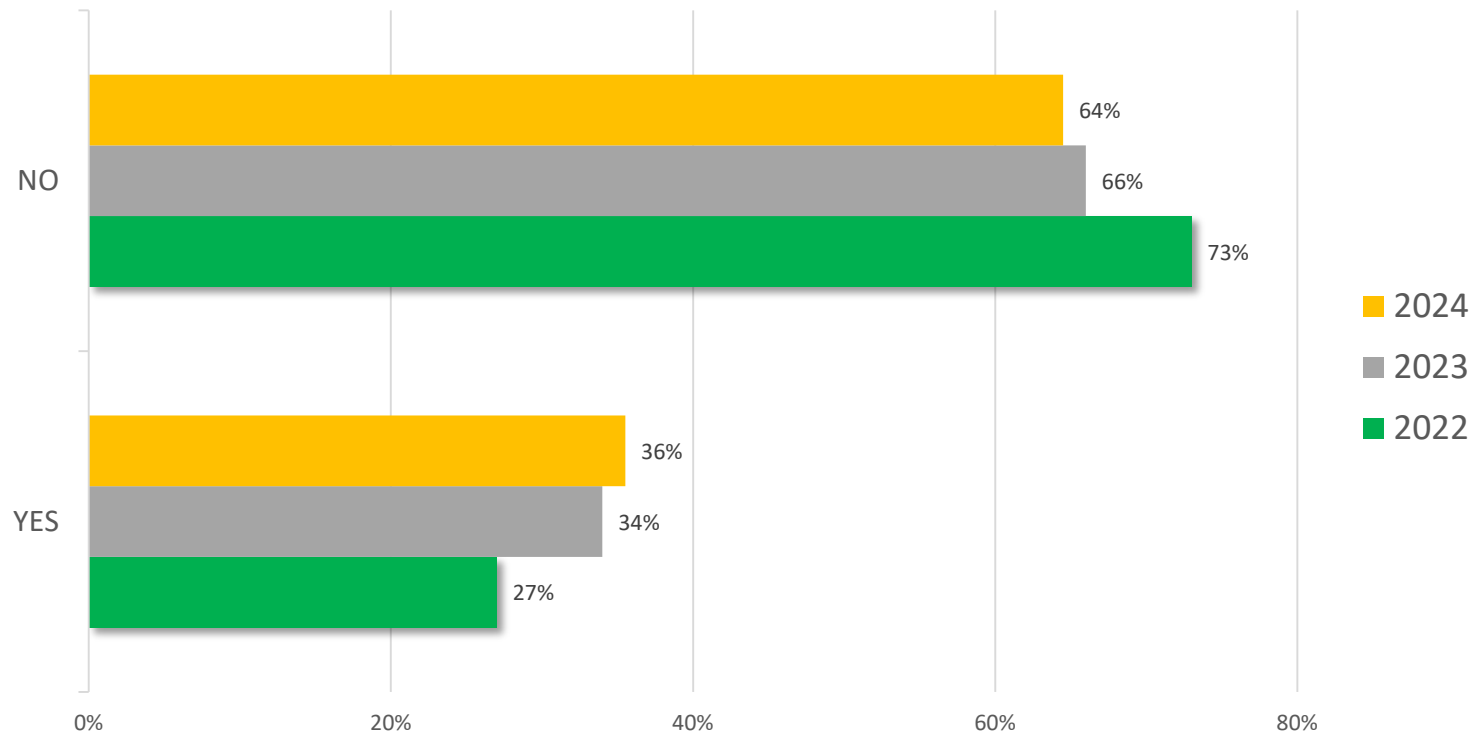


ANSWER CHOICES	2024	2023	2022	'22 & '24 Change
Very Satisfied	20%	15%	4%	^ 16%
Satisfied	42%	62%	29%	^ 13%
Neither satisfied nor dissatisfied	30%	18%	40%	v 10%
Dissatisfied	7%	4%	23%	v 16%
Very Dissatisfied	1%	1%	5%	v 4%



Manassas Business Workforce Development Survey – 2022 - 2024

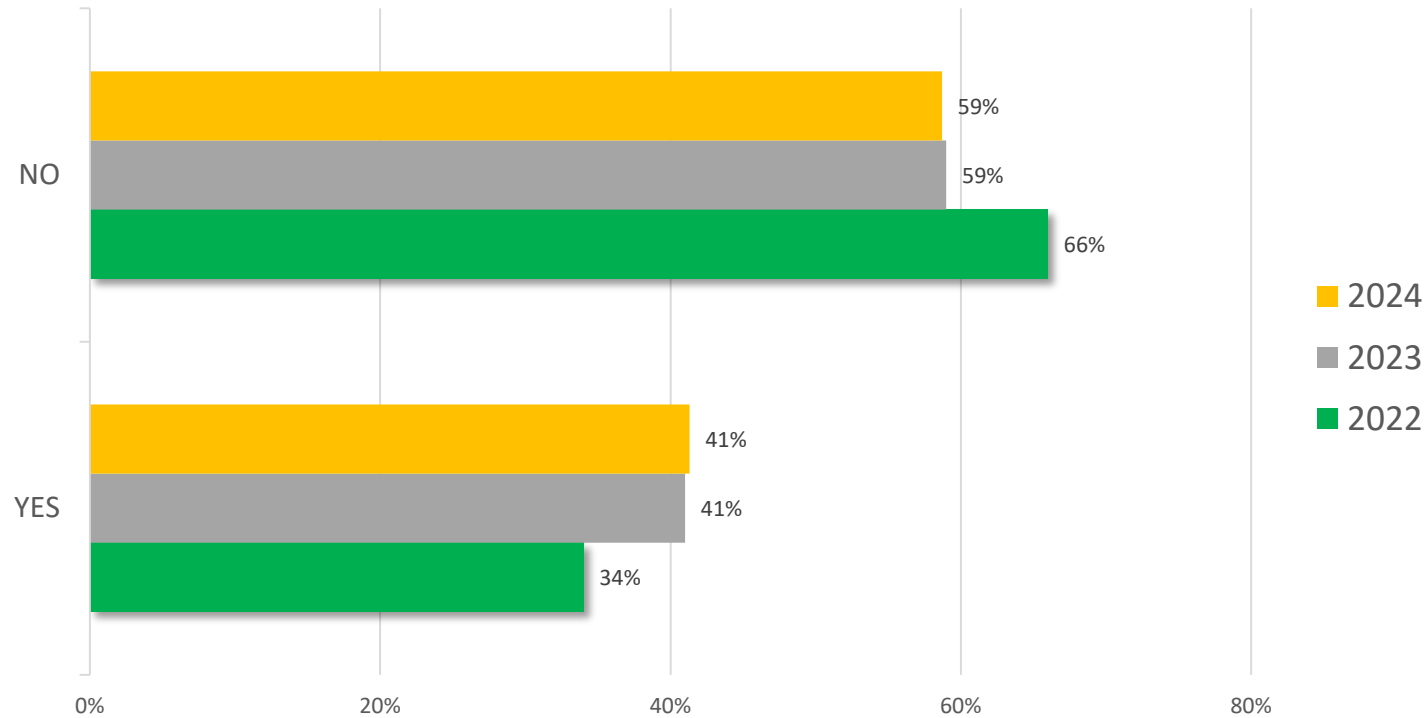
Are you familiar with the Virginia Values Veterans (V3) initiative or other military hiring programs that encourage hiring exiting and former military servicemembers and their spouses?



ANSWER CHOICES	2024	2023	2022	'22 & '24 Change
Yes	36%	34%	27%	^ 9%
No	64%	66%	73%	v 9%

Manassas Business Workforce Development Survey – 2022 - 2024

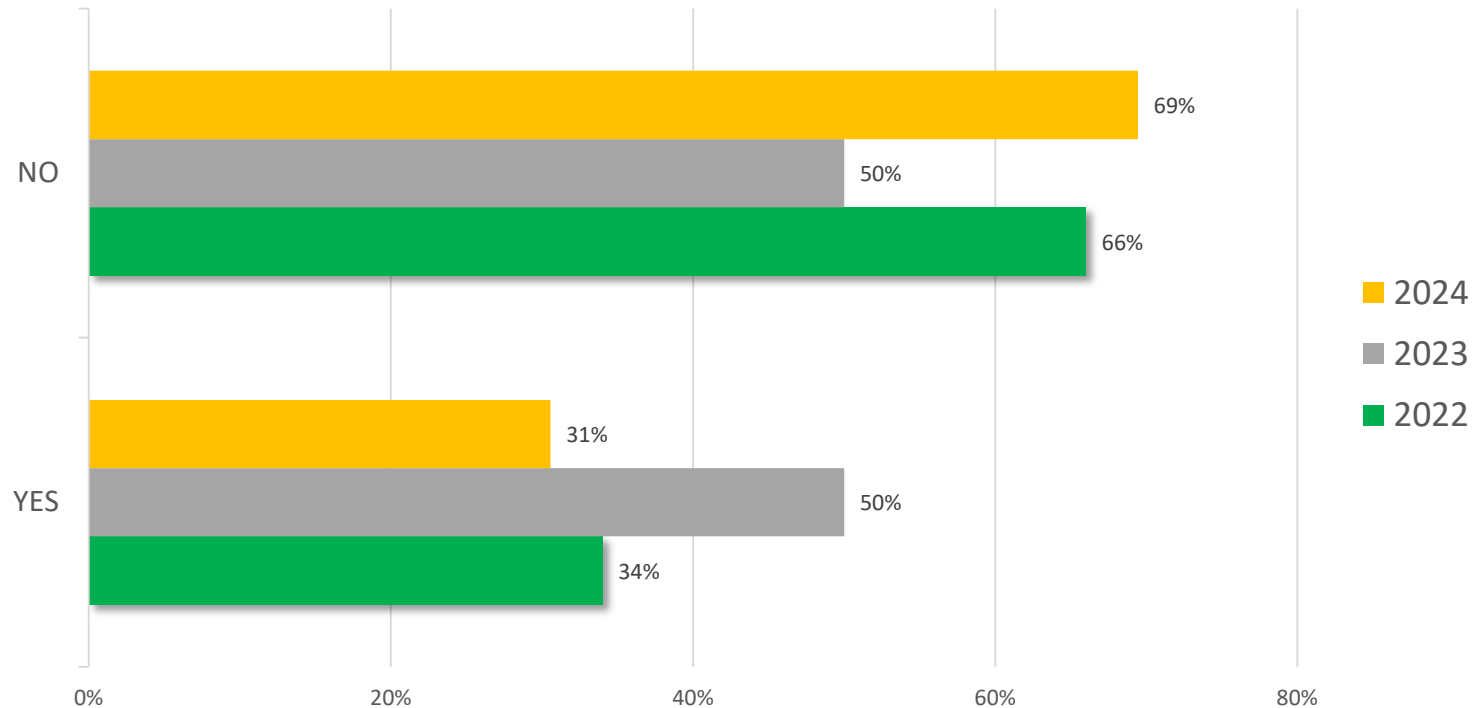
Are you familiar with local workforce training programs offered by the SkillSource Group or Northern Virginia Community College?



ANSWER CHOICES	2024	2023	2022	'22 & '24 Change
Yes	41%	41%	34%	^ 7%
No	59%	59%	66%	v 7%

Manassas Business Workforce Development Survey – 2022 - 2024

If Yes, have you utilized SkillSource or Northern Virginia Community College to train or upskill staff?



ANSWER CHOICES	2024	2023*	2022	'22 & '24 Change
Yes	31%	50%	34%	v 3 %
No	69%	50%	66%	^ 3%

*Only 6 responses to this question in 2023



Manassas Business Workforce Development Survey - 2024

NOTE: For the past two years, the survey was promoted on social media with an incentive for participants to respond (a chance at a \$25 Manassas HEART BEAT gift card). As a result, the survey instrument was inundated both years with a number of false responses during the timeframe these posts were promoted. The following survey responses from the survey releases were removed from the results:

- All responses without a unique IP address and business name
- All responses with obvious spam indicators (unusual characters)
- All duplicate business name or contacts were removed
- All non 20110-located businesses were removed