



Now for BIW 2!

400 Sml-Med Business Phone Survey on Needed Skills

| Functional Skill areas by priority-demand | where task is performed by employee out of 400 businesses | percent of total (400) | # businesses Experience finding skilled emp with Great or some difficulty | great & some difficulty as a % of businesses w/ task | Market Training Priority: % of market challenged by this need | propritized program applications | Relevant certifications |
|---|---|------------------------|---|--|---|--|-------------------------|
| Accounting support | 329 | 82% | 178 | 54.1% | 44.50% | Quickbooks | |
| Office Applications | 389 | 97% | 177 | 45.5% | 44.25% | Word, Excel, Outlook, Office 365 | Excel, Word, Outlook |
| Project Management Support | 278 | 70% | 176 | 63.3% | 44.00% | none selected | |
| Database Support | 275 | 69% | 161 | 58.5% | 40.25% | MS Access, | |
| Document and File Management | 291 | 73% | 142 | 48.8% | 35.50% | Google Docs, Dropbox, Google Drive | |
| Presentations Support | 225 | 56% | 122 | 54.2% | 30.50% | MS Powerpoint | Powerpoint |
| Design and Graphics Support | 176 | 44% | 111 | 63.1% | 27.75% | Photoshop | |
| Customer Relationship Managemen | 178 | 45% | 111 | 62.4% | 27.75% | Salesforce | Salesforce Basic |
| Social Media Support | 213 | 53% | 102 | 47.9% | 25.50% | Facebook, LinkedIn, Twitter, Instagram | |
| Email Marketing Support | 187 | 47% | 92 | 49.2% | 23.00% | Constant Contact | |
| Content Management System Support | 183 | 46% | 87 | 47.5% | 21.75% | Wordpress, Sharepoint | |
| Programing Support | 151 | 38% | 79 | 52.3% | 19.75% | HTMP, Java | |
| Travel and Expense | 239 | 60% | 70 | 29.3% | 17.50% | Concur, Triplt | |
| Web Analytics Support | 114 | 29% | 62 | 54.4% | 15.50% | Googlr Analytics , Google Alert | |
| Video Creation Support | 72 | 18% | 36 | 50.0% | 9.00% | YouTube, Vimeo, iMovie | |