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AUTHOR Durham, James A.
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ABSTRACT

An occupational survey was conducted to provide additional data for educational planning. Specific objectives of the survey were: (1) to determine the number of persons currently employed in the district; (2) to determine the number of persons needed for employment in two years and in five years; and (3) to identify current and projected training needs of the College's primary service area. The personal interview method was used to gather the following data: (1) type of business, (2) employer's minimum education requirements, (3) whether or not he had employed and/or expected to have need for alumni from the colleges occupational programs, and (4) certain specifics regarding each job title within the organization. Results are given in tabular form.
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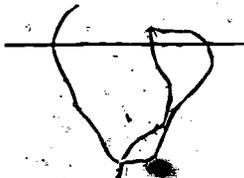
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OCCUPATIONAL NEEDS SURVEY FOR THE
OKALOOSA-WALTON
JUNIOR COLLEGE DISTRICT

OKALOOSA-WALTON JUNIOR COLLEGE
Niceville, Florida
J. E. McCracken, President

Survey Conducted During
July and August, 1971



Report by
James A. Durham, Director
Institutional Research

OCCUPATIONAL NEEDS SURVEY FOR THE OKALOOSA-WALTON
JUNIOR COLLEGE DISTRICT
CONDUCTED DURING JULY AND AUGUST, 1971

Many kinds of knowledge about the community of the public junior college are needed. The college offering is affected by population growth or decline, economic stability, breadth of industrial, commercial, or agricultural employment . . . to name only a few of the factors.¹

The occupational survey as conducted by this college and financed by the Florida State Department of Education was designed to provide additional data which are constantly needed for educational planning purposes. Without surveys of this nature, it is next to impossible to effectively evaluate the community's many occupational needs and to develop and correlate appropriate instructional offerings.

The Florida State Employment Service conducted the last employment survey of the Okaloosa-Walton area in April, 1962 -- two years prior to the opening of the College. That report, together with others which are based on annual employment data, have been invaluable to local curriculum planners; however, it was obvious that a new and comprehensive survey of the district was definitely needed in order to facilitate the College's continued evaluation of the effectiveness of its programs and to determine if needs existed for additional occupational programs.

The specific objectives of the 1971 survey were to investigate the employment characteristics of the College's two-county service area and to analyze the community's vocational training needs. Specifically, the objectives were (1) to determine the number of persons currently employed in the district; (2) to determine the number of persons needed for employment in two years and in five years; and (3) to identify current and projected training needs of the College's primary service area.

The area which the College serves is located in west Florida and consists primarily of Okaloosa and Walton counties; both counties extend from the Florida-Alabama state line on the north to the Gulf of Mexico on the south. A large percentage of the land area in each county is owned and controlled by the federal government, thus limiting non-military development, for the

¹James W. Thornton, Jr., The Community Junior College, (New York: John Wiley and Sons), 1966, p. 174.

most part, to the northern part of each county, the coastal area from Destin eastward and around Choctawhatchee Bay, and small areas around Fort Walton Beach, Valparaiso, and Niceville.

Walton is the larger of the two counties with 1,135 square miles, and Okaloosa County has a total of 1,003 square miles. Okaloosa County, however, has the greatest population. In 1960, Okaloosa had 80 percent of the district's population, and in 1970, its total had risen to 85 percent. Table 1 presents the population in each county during the last two census years and the relationship between these counties and the total State population.

TABLE 1
POPULATION OF OKALOOSA AND WALTON COUNTIES
COMPARED WITH STATE POPULATION
1960 and 1970

	Florida	Okaloosa County	Walton County
Population, 1960	4,951,560	61,175	15,576
Percent of State Total	100	1.25	.31
Percent of Two-County Total		79.71	20.29
Population, 1970	6,789,443	88,187	16,087
Percent of State Total	100	1.30	.24
Percent of Two-County Total		84.57	15.43

Source: Florida Statistical Abstract, 1971, p. 21.

The procedures utilized in the various occupational surveys that have been conducted in the state of Florida are quite numerous. Some have attempted to survey a wide range of businesses by mailing rather formidable questionnaires which are probable causes, in many cases, for very light responses; others have surveyed selected businesses by personal interviews. The personal interview method, although requiring more man hours than the mail-out type, was felt to be the most desirable and thus, was used in this study.

The data obtained in this survey were recorded on locally developed and pre-tested survey forms. This form provided for the collection of data relative to the (1) type of business, (2) employer's minimum education requirements, (3) whether or not he had employed and/or expected to have need for employment of alumni from each of the College's occupational programs, and (4) certain specifics regarding each job title within the organization -- Dictionary of Occupational Titles classification, number currently employed, vacancies, total needs expected in 1973 and in 1976, estimated turn-over rate, and the seasonal demands of the job.

Interview response data were received from 683 organizations in Okaloosa and Walton Counties with the highest percent from each county occurring in the wholesale/retail trades. The second highest percent of businesses in each county represented the various service trades. Table 2 presents the distribution by county of businesses surveyed within nine major categories.

TABLE 2
SUMMARY OF BUSINESSES SURVEYED
WITHIN INDUSTRY DIVISION

Industry Division	Number		Percent	
	Okaloosa	Walton	Okaloosa	Walton
Agriculture	3	1	.6	.6
Wholesale/Retail	240	87	46.5	52.4
Service Trades	179	39	34.7	23.5
Construction	33	6	6.4	3.6
Transportation/Utilities	8	4	1.6	2.4
Finance, Ins., Real Estate	27	7	5.2	4.2
Government (Fed/State/Local)	4	10	.8	6.0
Manufacturing	21	10	4.1	6.0
Mining	1	3	.2	1.8
Total	516	167	100	100

Many data summaries were prepared for use within the College and by other interested parties, and the following are selected examples: (1) "District Nonagricultural Employment as Reported by the State Employment Service and Compared with Comparable Survey Data;" (2) "Summary of Position Needs by Industry for Okaloosa and Walton Counties;" and (3) "Position Needs Within Business Type and County." These data summaries are presented in Tables 3, 4, and 5 of this report.

TABLE 3

DISTRICT NONAGRICULTURAL EMPLOYMENT AS REPORTED
BY THE STATE EMPLOYMENT SERVICE AND
COMPARED WITH COMPARABLE SURVEY DATA

Industry Divisions	Okaloosa			Walton		
	Total	Survey ^a	Percent ^b	Total	Survey ^a	Percent ^b
Wholesale/Retail	4,100	2,906	70.9	660	601	91.1
Service Trades	3,660	2,756	75.3	300	331	110.3
Construction	1,120	546	48.0	140	81	57.9
Transportation/ Utilities	1,080	314	29.1	160	73	45.6
Finance, Insurance, Real Estate	660	407	62.0	80	54	67.5
Government	7,720	592 ^c	7.7	880	462	52.5
Manufacturing	2,040	402	19.7	320	405	126.9
Mining	--	2		--	19	
Total	20,380^d	7,925	38.9	2,540	2,026	79.8

^aExcluding reported job vacancies.

^bRelationship of survey responses to total expected as reported in SOURCE document

^cAn additional 1325 Okaloosa County Governmental employees were reported subsequent to the preparation of all data summaries for the original 41-page report; to avoid confusion when comparisons are made, the additional workers are not included in this summary.

^dThe source document listed an additional category for each county-- other non-agricultural workers (Okaloosa 2380 and Walton 400)

SOURCE: Florida Statistical Abstract, 1971, pp. 315 and 317.

TABLE 4

SUMMARY OF POSITION NEEDS BY INDUSTRY
FOR OKALOOSA AND WALTON COUNTIES

Industry Division	Okaloosa County				Walton County			
	Emp.		Vac.		Emp.		Vac.	
	1971	1971	1973	1976	1971	1971	1973	1976
Agriculture	16	1	19	22	84		86	86
Wholesale/Retail	2906	188	3459	4022	601	17	697	801
Service Trades	2956	197	3358	3645	331	32	392	447
Construction	546	32	618	670	81	9	103	122
Transportation/Util.	314	6	363	417	73		92	115
Finance, Ins., Real Est.	407	18	505	620	54		64	71
Government	592 ^a	17	599	602	462	13	497	532
Manufacturing	402	27	440	548	405	28	528	659
Mining	2		3	4	19	11	31	35
Total	7941	486	9365	10460	2110	110	2490	2868

^aSee footnote "C" to Table 3

TABLE 5

POSITION NEEDS WITHIN BUSINESS TYPE AND COUNTY

Item	Business Type	Okaloosa County				Walton County			
		Emp. 1971	Vac. 1971	Needed 1973	Needed 1976	Emp. 1971	Vac. 1971	Needed 1973	Needed 1976
AGRICULTURE									
1	Agriculture	4	1	5	7	84		86	86
2	Nurseries	12		14	15				
	Division Totals	16	1	19	22	84		86	86
WHOLESALE/RETAIL									
1	Building Material	159		200	262	17	1	21	25
2	Hardware	64	9	82	95	37	1	54	72
3	General Merchandise	357	6	393	410	69	1	71	90
4	Food	524	24	643	905	132	1	162	185
5	Auto Dealers	260	19	260	312	60	3	72	87
6	Gas Stations	203	16	222	241	48		50	51
7	Apparel	78	10	82	94	33		33	36
8	Heating/Cooling	37	5	43	33	10	2	14	14
9	Eating and Drinking	902	72	1136	1249	102	6	115	129
10	Home Furnishings	36	2	39	44	18		18	20
11	Fuel	43	4	56	61	28	2	34	35
12	Florists	11		11	11	5		9	9
13	Trailer Sales	20		28	28				
14	Pharmacy	43		53	56	21		23	26
15	Jewelry	27	4	29	34				
16	Office Supplies	27		27	27				
17	Dairy Products	18		28	28				
18	Motorcycles	13		13	13				
19	Bicycles	4		6	6				
20	Other	15	1	12	12	10		10	10
	Division Totals	2906	188	3459	4022	601	17	697	801
SERVICE TRADES									
1	Hotels	97	45	142	139				
2	Motels	730	22	774	801	76	5	98	111
3	Personal Services	307	36	397	403	37	11	40	40
4	Auto Repair	56	10	79	81	8	1	10	10
5	Motion Pictures	6		6	6	9		9	9
6	Amusements	19		19	19	15	7	18	20
7	Recreation Service	140	2	152	157				
8	Medical and Health	144	4	159	127	85	2	96	107
9	Legal	29		31	31	15	1	17	18
10	Nonprofit Organizatns	55		63	67	16		19	22
11	Broadcasting	104	5	115	122	29		33	39
12	Land Development					25	4	36	55
13	Electronics	205	13	261	341				
14	Plumbing	260	19	310	311				

TABLE 5 continued

Item	Business Type	Okaloosa County				Walton County			
		Emp. 1971	Vac. 1971	Needed 1973	Needed 1976	Emp. 1971	Vac. 1971	Needed 1973	Needed 1976
15	Rental Properties	10		10	10				
16	Moving/Storage	162	7	199	208	9	1	9	9
17	Aircraft	196		196	377				
18	Research/Development	37	2	198	192				
19	Marinas	38	27	82	79				
20	Other	171	5	174	174	7		7	7
	Division Totals	2756	197	3358	3645	331	32	392	447
CONSTRUCTION									
1	Building Construction	338	16	380	414	32	5	42	44
2	Home Construction	36	3	48	62	45	4	57	74
3	Road Construction	60	1	69	69				
4	Special Construction	37	12	56	59	4		4	4
5	Other	75		66	66				
	Division Totals	546	32	619	670	81	9	103	122
TRANSPORTATION/UTILITIES									
1	Public Utilities					4		4	5
2	Motor Freight	12		14	20				
3	Air Transportation	11		12	14				
4	Communications	12		12	12	16		21	33
5	Elec., Gas, Sntry, Svcs	279	6	325	371	53		67	77
	Division Totals	314	6	363	417	73		92	115
FINANCE, INSURANCE, REAL ESTATE									
1	Banking	227	2	272	295	32		40	45
2	Credit Agencies	95	4	102	107	6		6	6
3	Security/Commodity	50	12	94	179				
4	Insurance	35		37	39	16		18	20
	Division Totals	407	18	505	620	54		64	71
GOVERNMENT									
1	City					9		9	9
2	County (included in total)	9	12	21	24	383	8	404	420
	County (not in total) ^a	1325	25	1400	1475				
3	Federal	583	5	578	578	34		38	53
4	State					36	5	46	50
	Division Totals	592	17	599	602	462	13	497	532

^aSee footnote "C" to Table 3

TABLE 5 continued

Item	Business Type	Okaloosa County				Walton County			
		Emp. 1971	Vac. 1971	Needed 1973	Needed 1976	Emp. 1971	Vac. 1971	Needed 1973	Needed 1976
MANUFACTURING									
1	Food					240	5	257	273
2	Apparel					70	20	169	266
3	Lumber and Wood	194	11	204	201	71	2	68	71
4	Publishing	85		88	89	7		7	10
5	Fabricated Metal	30	5	34	34	2	1	7	14
6	Concrete	46	5	51	56	7		9	9
7	Boats	26	3	34	42				
8	Re-Building	6	2	9	11				
9	Ice	15	1	20	25				
10	Other					8		11	16
	Division Totals	402	27	440	458	405	28	528	659
MINING									
1	Water					8	11	20	24
2	Sand	2		3	4	11		11	11
	Division Totals	2		3	4	19	11	31	35
GRAND TOTALS -- All Divisions		7941	486	9365	10460	2110	110	2490	2860

In summary, an attempt has been made to describe the approach used to identify one districts salient geographic, demographic, and employment characteristics which are constantly needed to keep an occupational curriculum relevant to community needs. An attempt was made to (1) determine the number of persons employed in nine major employment categories, (2) to determine the number of persons by job title needed for employment in two years and in five years, and (3) to identify current and projected training needs within the College district.

By use of Florida Department of Commerce data, together with the information obtained in the survey, it was estimated that approximately 23,000 persons were employed in the nine major divisions and that 1134 job vacancies existed at the time of the survey. The survey also provided an estimate of the various position needs for two and five years in the future, as well as providing extensive data to aid in the continued analysis of projected and on-going programs. This information has been made available to the curriculum planners at the College and to the Florida State Employment Service for their use in serving the employment needs of Okaloosa and Walton Counties.