

LANGUAGE DIVERSITY & THE WORKFORCE

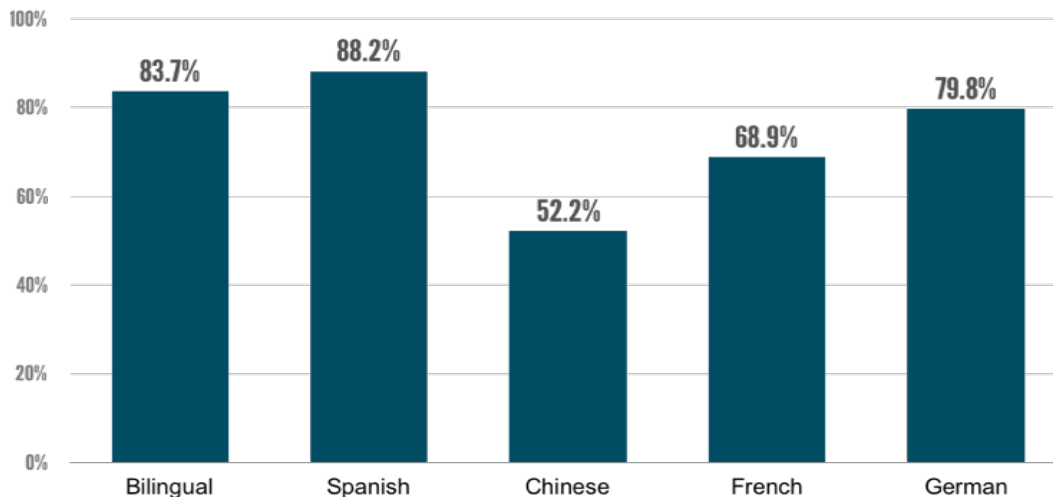
The Growing Need for Bilingual Workers in Georgia's Economy

As employers strive to increase their competitiveness in the global economy, they are increasingly seeking candidates who have the language skills necessary to communicate with a diverse customer base, and with operations and competitors overseas. This research brief explores the growing demand for bilingual talent in Georgia from some of the state's biggest industries and employers, and highlights the need to attract and promote language diversity in Georgia's workforce among both foreign-born and U.S.-born workers.

There is increasing demand from Georgia employers for candidates who speak world languages.

Between 2010 and 2014, online job postings in Georgia for bilingual candidates nearly doubled, from 2,668 to 4,900 postings. Demand also increased for the following world languages: Spanish (88.2 percent increase), German (79.8 percent increase), French (68.9 percent increase), and Chinese (52.2 percent increase).

CHANGE IN NUMBER OF JOB POSTINGS SEEKING CANDIDATES WITH WORLD LANGUAGE PROFICIENCY (2010–2014)

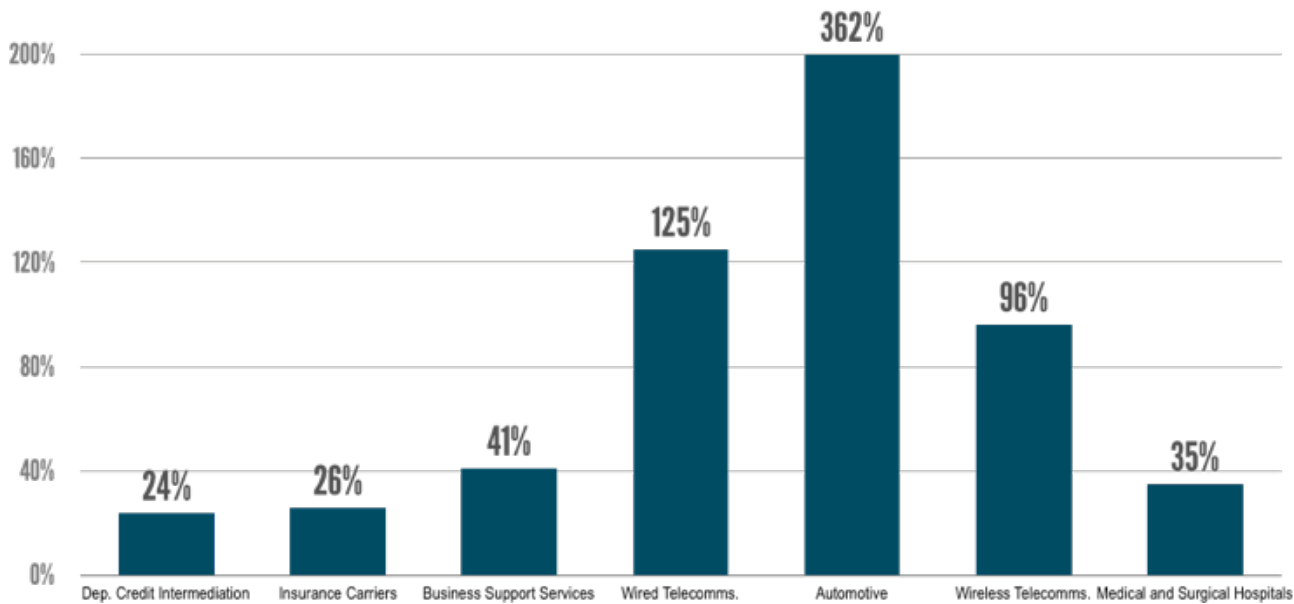


In 2014, jobs for bilingual workers represented a significant share of online job postings at some of Georgia's top employers. In 2014, jobs for bilingual workers represented more than half of the online job postings at Carquest (68.6%) and Rooms To Go (54.7%), a third of postings at Bank of America (32.5%), and more than one in ten at T Mobile (13.4%), Rent-A-Center (10.5%), and Wells Fargo (10.4%).

Employer	Bilingual Job Postings	Bilingual Share of Postings
Bank of America	450	32.5%
Rent-A-Center	193	10.5%
Verizon Communications Inc.	127	8.2%
Wells Fargo	124	10.4%
T Mobile USA Inc.	114	13.4%
Rooms To Go	99	54.7%
AT&T	95	3.6%
Carquest	70	68.6%

Between 2010 and 2014 postings for bilingual candidates increased across Georgia industries, including: Automotive Parts, Accessories, and Tire Stores (increased by 362%); Wireless Telecommunications Carriers (increased by 96%); Business Support Systems (increased by 41%); General Medical and Surgical Hospitals (increased by 35%); and Insurance Carriers (increased by 26%).

INCREASE IN NUMBER OF JOB POSTINGS SEEKING BILINGUAL CANDIDATES
BY INDUSTRY, 2010-2014



METHODOLOGICAL APPENDIX

For this study we used online job postings data acquired from Burning Glass. Every day, Burning Glass collects data from almost 40,000 sources, mining and coding data from each posting. To obtain data on bilingual and foreign language requirements in Georgia, we used key-word text searches (for example: "Bilingual," and "Spanish") to mine job postings by year, occupation (group), employer, and industry. Accessed in January 2016.