

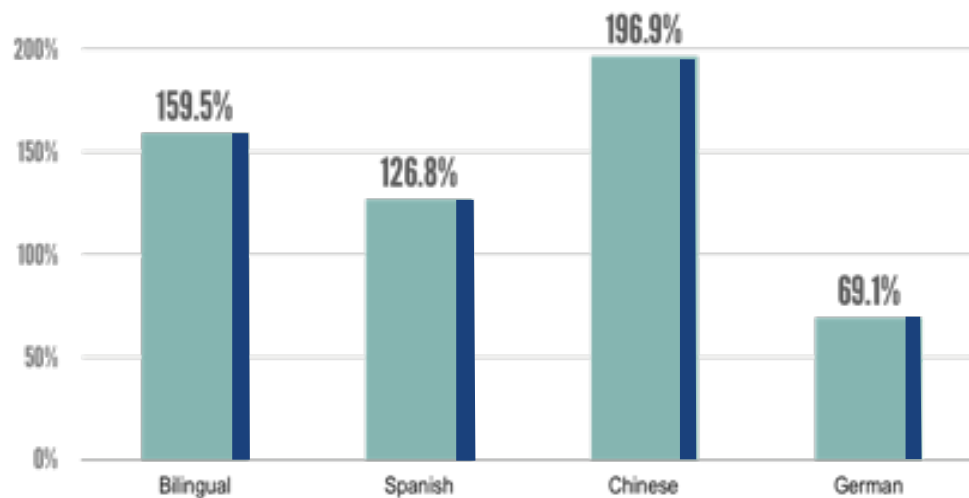
# LANGUAGE DIVERSITY & THE WORKFORCE

## The Growing Need for Bilingual Workers in Massachusetts' 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 Massachusetts from some of the state's biggest industries and employers, and highlights the need to attract and promote language diversity in Massachusetts' workforce among both foreign-born and U.S.-born workers.

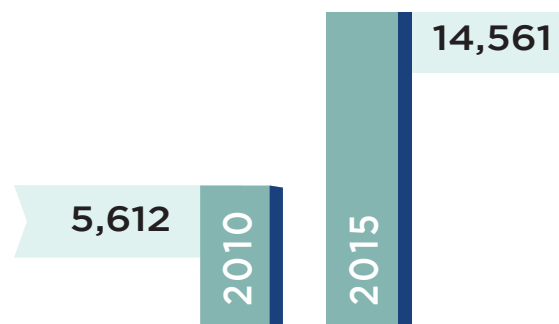
**Between 2010 and 2015, demand for bilingual workers in Massachusetts more than doubled.** The number of online job postings for bilingual candidates in Massachusetts increased from 5,612 in 2010 to 14,561 in 2015. Demand also increased for the following world languages: Chinese (196.9 percent increase), Spanish (126.8 percent increase), and German (69.1 percent increase).

CHANGE IN NUMBER OF JOB POSTINGS SEEKING CANDIDATES WHO SPEAK WORLD LANGUAGES  
IN THE STATE OF MASSACHUSETTS (2010-2014)



**In 2015, there were nearly 15,000 online job postings for bilingual workers in the state of Massachusetts.** Massachusetts-based employers posted 14,561 job openings online in 2015, representing a 159.5% percent increase in the number of online job postings for bilingual workers since 2010.

NUMBER OF ONLINE JOB POSTINGS SEEKING BILINGUAL CANDIDATES  
IN THE STATE OF MASSACHUSETTS

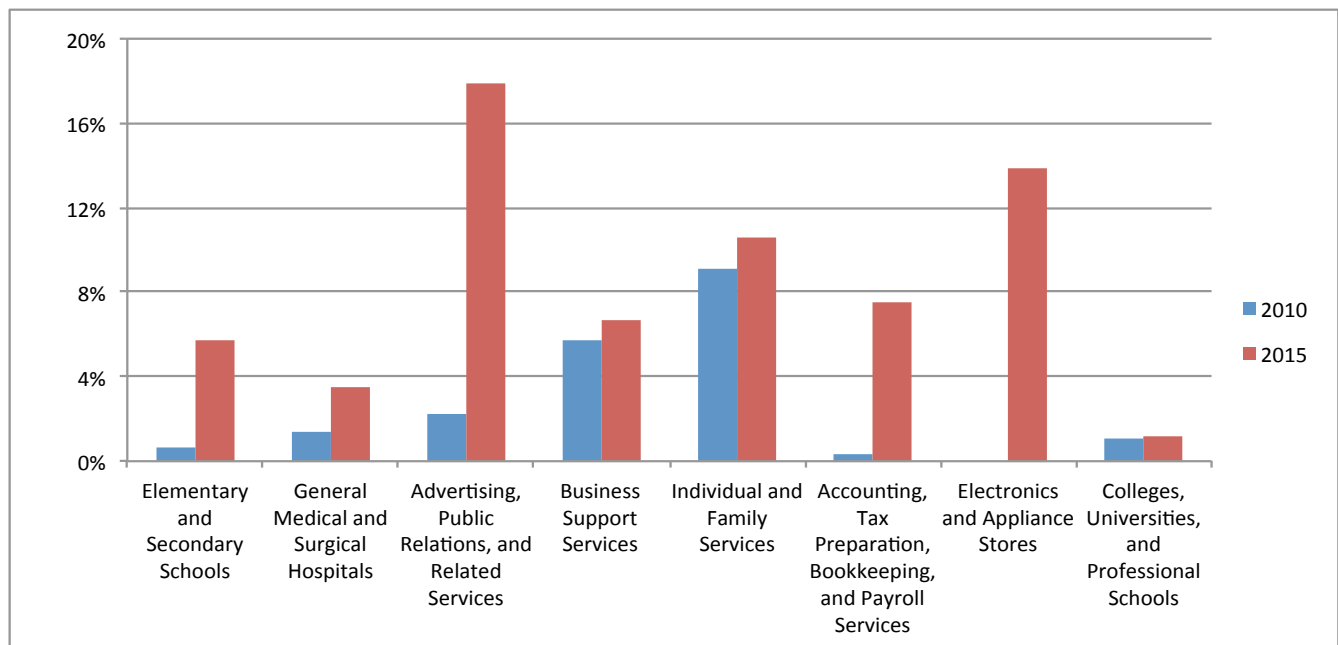


**In 2015, jobs for bilingual workers represented a significant share of online job postings at many of Massachusetts' top employers.** In 2015, jobs for bilingual workers represented more than two thirds of the job openings posted online by Radio Shack (71.2 percent) and CSG Incorporated (70.9 percent); more than one in four jobs posted online by Community Healthlink (37.6 percent), Bank of America (35.0 percent), and H&R Block (25.4 percent); and a significant share of online postings at Boston Medical Center (9.3 percent) and the Commonwealth of Massachusetts (3.9 percent).

Employer	Bilingual Job Postings	Bilingual Share of Postings
Bank of America	740	35.0%
H&R Block	283	25.4%
CSG Incorporated	258	70.9%
Radio Shack	156	71.2%
Vinfen	190	21.8%
Commonwealth of Massachusetts	151	3.9%
Boston Medical Center	145	9.3%
Community Healthlink	127	37.6%

**Between 2010 and 2015, postings for bilingual candidates increased in many of Massachusetts' key industries, including:** Elementary and Secondary Schools; General Medical and Surgical Hospitals; Advertising, Public Relations, and Related Services; Business Support Services; Individual and Family Services; Accounting, Tax Preparation, Bookkeeping, and Payroll Services; Electronics and Appliance Stores; and Colleges, Universities and Professional Schools.

#### INCREASE IN SHARE OF MA ONLINE JOB POSTINGS SEEKING BILINGUAL CANDIDATES BY INDUSTRY, 2010-2015



#### 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 Massachusetts, we used keyword text searches (for example: "Bilingual," and "Spanish") to mine job postings by year, occupation (group), employer, and industry. Accessed in May 2016.