

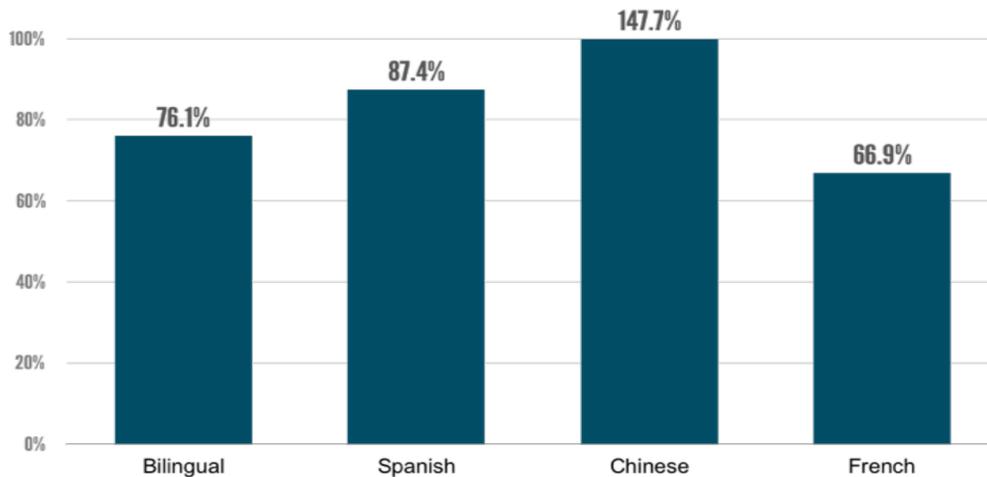
LANGUAGE DIVERSITY & THE WORKFORCE

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

There is increasing demand from Colorado employers for candidates who speak world languages. Between 2010 and 2014, online job postings in Colorado for bilingual candidates nearly doubled, from 2,892 to 5,092 postings. Demand also increased for the following world languages: Chinese (147.7 percent increase), Spanish (87.4 percent increase), and French (66.9 percent increase).

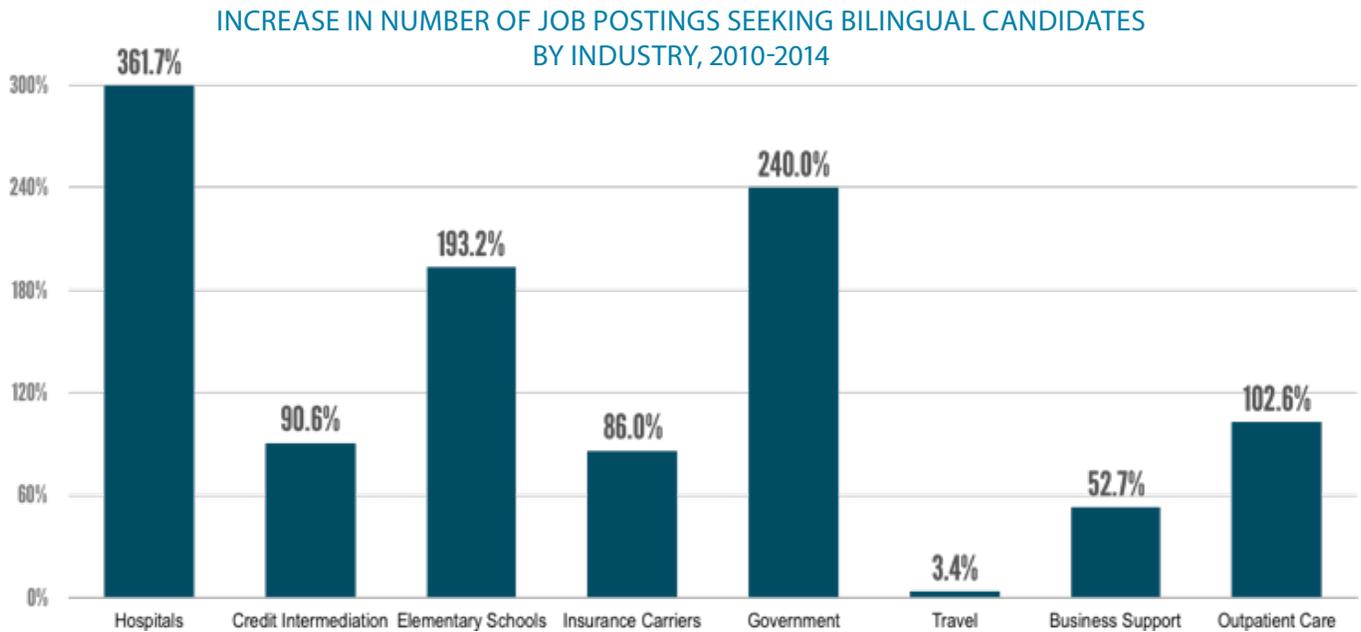
CHANGE IN NUMBER OF JOB POSTINGS SEEKING CANDIDATES WITH WORLD LANGUAGE PROFICIENCY (2010–2014)



In 2014, jobs for bilingual workers represented a significant share of online job postings at some of Colorado’s top employers. In 2014, jobs for bilingual workers represented half or more of the online job postings at Bank Midwest (81 percent), Advance Auto Parts, Inc. (62.9 percent), and Carquest (49.7 percent); more than one in four of the postings at Greeley (27.3 percent) and Denver Health (25.2 percent); and more than one in ten at T Mobile (18.9 percent), U.S. Bancorp (16.9 percent), and Mental Health Center of Denver (16.4 percent).

Employer	Bilingual Job Postings	Bilingual Share of Postings
Denver Health	532	25.2%
U.S. Bancorp	172	16.9%
Bank Midwest	132	81%
Greeley	117	27.3
Carquest	92	49.7%
Mental Health Center of Denver	68	16.4%
T Mobile USA Inc	63	18.9%
Advance Auto Parts Inc	61	62.9%

Between 2010 and 2014, postings for bilingual candidates increased across Colorado industries, including: General Medical and Surgical Hospitals (361.7 percent), Executive, Legislative, and Other General Government Support (240 percent), Elementary and Secondary Schools (193.2 percent), Outpatient Care Centers (102.6 percent), Depository Credit Intermediation (90.6 percent), Insurance Carriers (86 percent), Business Support Services (52.7 percent), and Traveler Accommodation (3.4 percent).



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 Colorado, 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.