



Workforce UPDATE

JUNE 2014

Unemployment in Northwest Ohio went from 7.0% to 6.3% from December 2013 to March 2014. The national percentage went up from 6.5% to 6.8% while Ohio moved down from 6.6% to 6.2%.

The total available workforce for Northwest Ohio, which includes all employed and unemployed people, was 596,000, which is down almost 9,000 people as of December 2013. The number of people in the workforce is decreasing and unemployment is declining. This trend reflects retirements and population changes.

Two of the top 10 businesses hiring were in healthcare, which is the same as last quarter. The top three leading job categories in the region by number of openings advertised were retail

sales, transportation, and office/administration support.

There were more than 16,500 job openings advertised in Northwest Ohio in March as identified by Wanted Analytics. The number one job in demand in our area still remains Heavy and Tractor-trailer Truck Drivers, followed by retail salespeople.

The Regional Growth Partnership and JobsOhio, in collaboration with Owens Community College, offer this quarterly snapshot of the economic status in Northwest Ohio. This data tracks the vitality of our regional economies as well as offers insights into business development trends and issues.

Top 10 Corporations Hiring

1. Dollar General
2. Lowe's
3. Tires Plus
4. Ohio State Job Bank
5. ProMedica
6. McDonald's Corporation
7. HCR ManorCare
8. Sears Holding Corporation
9. University of Toledo
10. Swift Transportation

Top 5 Open Occupations

1. Sales and Related Occupation
2. Transportation and Material Moving Occupation
3. Office and Administrative Support Occupation
4. Food Preparation and Serving Occupation
5. Management Occupation

Top 10 Manufacturers Hiring

1. Dana Holding Corporation
2. Cooper Tire & Rubber Company
3. Chrysler
4. Owens-Illinois
5. Whirlpool
6. Johnson Controls
7. Eaton Corporation
8. First Solar
9. Owens Corning
10. Magna International

Top 5 Open Manufacturing Occupations

1. Architecture and Engineering
2. Production
3. Office and Administrative Support
4. Management
5. Installation, Maintenance and Repair

Source: Wanted Analytics

It Matters Where You Make It TOLEDO

IT MATTERS WHERE YOU MAKE IT.



Jeff Schaaf
Toledo Region Brand Manager

Every day cities and companies are fighting to attract and retain talent throughout our region. As the battle becomes more competitive, communities must show an ability to grow local talent, recruit talent from other regions, and hold on to talent when recruiters want to lure them elsewhere. Winning the battle in the Toledo Region means young people must choose to start their careers here or bring their skills to this region.

As people continue to retire (at a national rate of 10,000 per day for the next 19 years), it is imperative that our region attracts talented individuals. So what is going to attract this diverse workforce? "Quality of Place."

The rank of quality of place – specifically, social and cultural activities – proximity to transit, a vibrant central city, abundant cultural opportunities, outstanding parks, safe streets, and a low cost of living and economic opportunities is a major factor when deciding where to make a life.

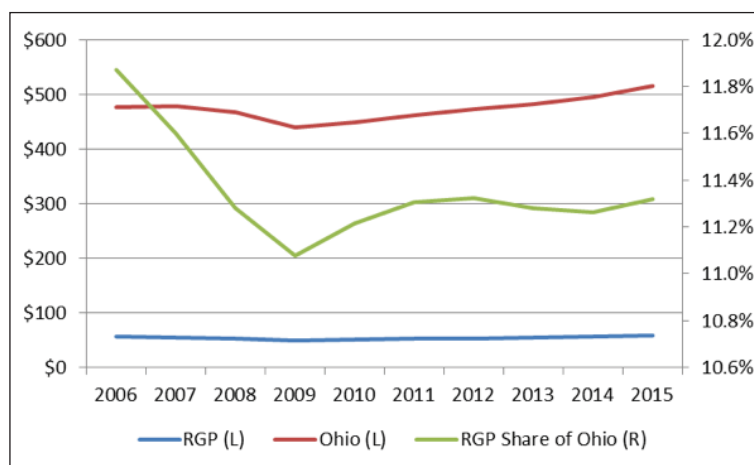
As a first step toward connecting with emerging talent, community leaders launched a young professional initiative called EPIC Toledo in 2007. EPIC, which stands for engaging people, inspiring change, is based on the belief that a region that is influenced by diverse young professionals is a region that can attract and retain them. In 2009, a collective group realized that the region needed

to once again step up its game when it comes to attracting and keeping great talent.

The Toledo Region branding initiative was developed with a focus on promoting the region's quality of place and economic assets. The brand imagery and language showcases cultural assets such as the Toledo Museum of Art, Imagination Station, the Toledo Zoo, and the Toledo Symphony along with the economic benefits of living here, such as the affordable cost of living and lower than average commute times.

These initiatives and others like them have had success in developing and maintaining local talent. Currently, the brand initiative is launching a new campaign – It Matters Where You Make It. The campaign is built upon the premise that making something means something again, and the Toledo region is a place where companies and individuals can come and "make it." The double meaning is intentional. You can physically make or assemble something in the Toledo Region because of the abundant economic assets, and you can make a life or accomplish goals here because of the inviting culture and lifestyle.

The new campaign will reinforce the fact that the Toledo Region has a dynamic culture and a can-do attitude. It boasts outstanding parks, recreation opportunities, and world class cultural venues. It will elevate the important aspects that increase the certainty of building full, enriching lives in this region. The branding message and promotion of "It Matters Where You Make It." will position the Toledo Region as a destination location for talented people. It is a community for anyone who is seriously looking for a "Quality of Place."



Gross Regional Product

All data are reported in 2013 real/constant dollars. The left axis for GRP is reported in millions of dollars.

Identifying Skills Gap Opportunities

A skill gap exists in potential hires when the skills needed to do a job do not match the skills that are available. Sometimes it is an expectations gap and other times it is education or experience. When a business is constantly faced with skills gaps as they try to fill their open positions it can be a frustrating and financially challenging experience.

There will always be skills gaps due to geography, timing, or compensation. Businesses traditionally address the problem with a build or buy strategy. Unfortunately this is not a quick solution for many needed skills. In certain areas of the country there is a need for computer code writers. Boot camps have been started and in eight to ten weeks of intensive training the results are trained and motivated employees who accept a job that will pay \$60,000 - \$90,000. These quick solutions work when an industry supports the training with jobs, pays competitive wages, and works with area resources such as a community college. For spot skills gaps in areas such as welding, manufacturing, and truck driving for example, the solutions are available but cooperation is critical for training/hiring success.

Pinpointing a skills gap can be complex in an organization that does not know what skills are necessary at each level of a position. Tests are available to identify skill levels and are valuable in developing a training path to support employee improvement and

identify areas for development. Regular evaluations of workforce capabilities and production are critical for continuous improvement in any organization. Occupational tests as diagnostic development tools can strengthen an existing workforce and develop a promote-from-within culture that can reduce operating expenses and increase productivity.

Owens Community College has over 40 such instruments to evaluate skill levels for future development. These exercises can measure current levels of one's skill and be a valuable diagnostic tool for continuous skill development. Short term training programs can quickly improve the skills of employees to meet their employer's needs and it is often less expensive than hiring on the open market.

To close the skills gap facing business today, Owens Community College Workforce Training addresses four skills gap areas:

1. **Soft Skills Gap** - behavioral and communication productivity skills
 - Customer Service
 - Supervisory
 - Communication
 - Leadership
 - Health and Hygiene
2. **Technical Skills** - specific skills involving tools,

software, and machines

- Computer
- Maintenance
- Safety
- Office
- Welding
- CNC Operation

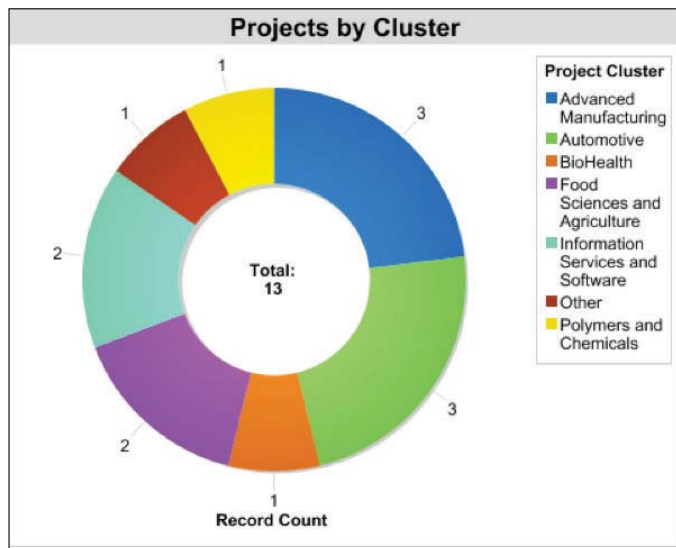
3. **Certificates** - specific courses leading to industry recognition or skill attainment

- Welding
- Project Management
- Massage Therapy
- Apprenticeship
- Computer Network

4. **Licensures** - courses leading to granting of license to practice specific skill or service

- Real Estate
- Boiler Operator
- Water Treatment
- Substitute Teacher/Special Ed Aide
- CDL- Truck driving
- Financial Services

Are you considering ways to improve your productivity and close the skills gap to grow your business? Contact Gary Corrigan, Owens Workforce Business Development at (567) 661-7455, gary_corrigan@owens.edu.



JOB SOHIO AND INVESTMENT - 1ST QUARTER 2014

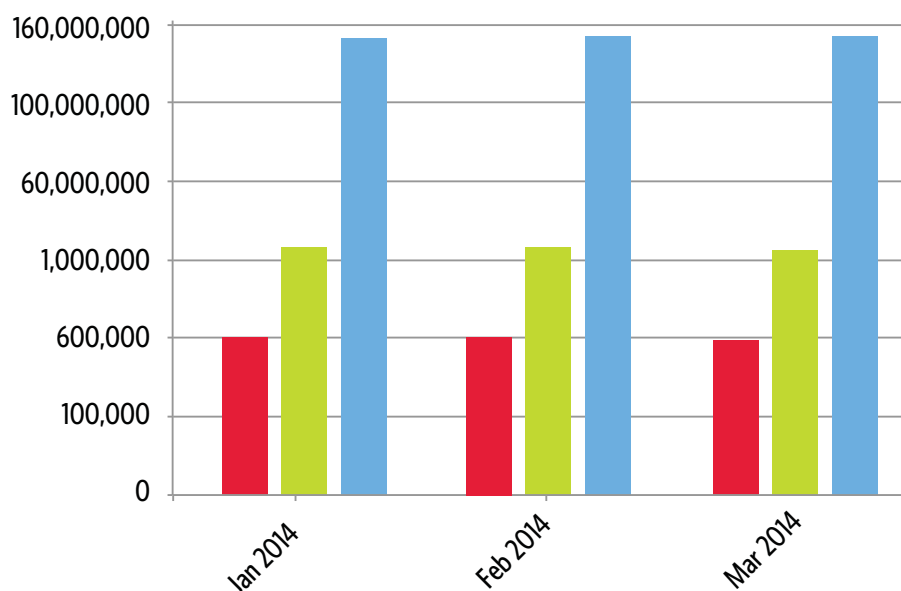
13 Closed Won Projects

4,893 Jobs Created and Retained

\$150,440,000 Capital Investment

TOTAL AVAILABLE WORKFORCE

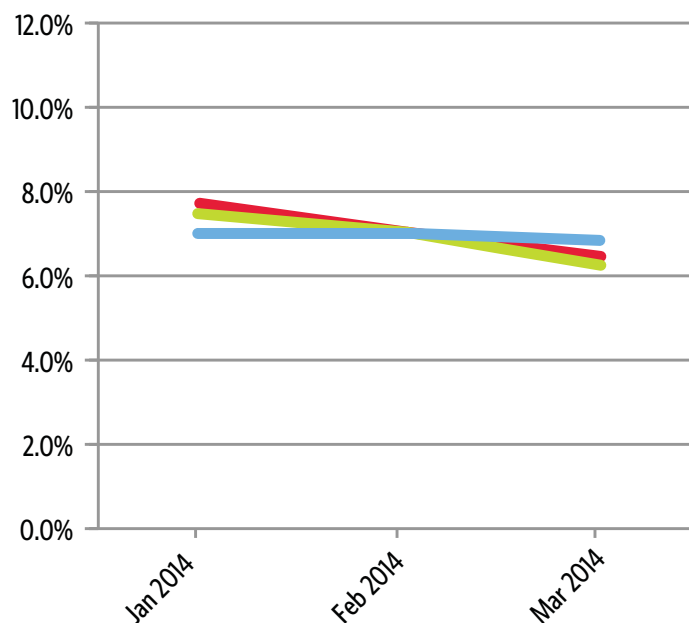
Northwest Ohio Ohio U.S.



Source: OhioLMI

UNEMPLOYMENT RATE

Northwest Ohio Ohio U.S.



Source: OhioLMI

For more information about Workforce Update, contact dickerson@rgp.org or brian_paskvan@owens.edu.