

# Workforce UPDATE

DECEMBER 2013



Unemployment in Northwest Ohio went from 7.8% to 7.3% from July to August 2013. This is the same as the national percent but more than the 6.9% in Ohio.

The total available workforce including all employed and unemployed people, was 607,000 in August of 2013, down from 615,000 in June. The number of people in the workforce is decreasing and unemployment is declining from the beginning of the year when it was 9.1% unemployed.

Only one of the top 10 businesses hiring was in healthcare while last quarter it was five out of 10. The leading job categories in the region by number of openings advertised were the

following: transportation, sales, healthcare, administration support, and management.

There were 16,207 job openings advertised in Northwest Ohio that were identified by Wanted Analytics. The number one job in demand in our area was for retail salespeople followed by truck drivers.

The Regional Growth Partnership and JobsOhio, in collaboration with Owens Community College, offer a quarterly snapshot of the economic health in Northwest Ohio. These items indicate the strength of our regional economies as well as success stories.

## Top 10 Corporations Hiring

1. CRST
2. Ryder
3. ProMedica
4. Roehl
5. Comtrak
6. Barr-nunn
7. Lowe's
8. Swift Transportation
9. IBM
10. Pizza Hut

## Top 5 Open Occupations

1. Transportation and Material Moving
2. Sales and Related Occupations
3. Healthcare Practitioners
4. Office and Administrative Support
5. Management

## Top 10 Manufacturers Hiring

1. Owens Corning
2. Cooper Tire & Rubber
3. Owens-Illinois
4. First Solar
5. Magna International
6. Whirlpool
7. Dana Holding Corp
8. Campbell's Soup Company
9. Vehtek Systems
10. Parker Hannifin

## Top 5 Open Manufacturing Occupations

1. Architecture and Engineering
2. Production
3. Management
4. Computer and Mathematical
5. Sales

Source: Wanted Analytics

## How to Build a Quality Workforce

Owens Community College/Regional Growth Partnership Quarterly Economic Update



**Gary Thompson**  
Vice President  
Regional Growth Partnership

### What is the top issue hindering companies' ability to grow?

Workforce availability is the number one issue affecting companies today. Finding qualified workers with the right skills and having them pass basic drug tests and "work ethic" screenings are key components of the issue. The solution to this situation provides a great opportunity for Northwest Ohio to retain and attract investment, which leads to better jobs.

### How are the struggles of the workforce system an opportunity to attract investment and jobs?

This past summer we learned from national site consultants who visited the Toledo area that a skilled workforce shortage is an epidemic problem nationwide and the first city, region, and/or state to address it effectively will have a competitive advantage for economic development. The consultants also disclosed that the area had a great informal network of employers, educational institutions, and jobseekers who readily address workforce issues each day. The challenge to Northwest Ohio was to formalize this network, learn best practices, and market our workforce solutions to companies.

### What is happening in our region to accept the challenge of the site consultants?

First, the State of Ohio through the Office of Workforce Transformation is deploying a workforce survey to Ohio companies to accurately forecast future jobs. The office is strengthening OhioMeansJobs tools by coordinating

workforce offices around the state and tapping into the experience of the JobsOhio Network. Secondly, local economic development agencies have begun meeting to share best practice efforts in workforce development on both the demand and supply side. When it comes to companies, economic developers and workforce professionals are helping identify, recruit, and train workers for open positions. Additionally, they are helping companies manage their workforce by providing job classifications, skills inventories, and comparative wage data.

### How do we spread the word about these best practices?

The Regional Growth Partnership and JobsOhio core competency is marketing and selling the region's assets. Our workforce delivery system is one of our great assets with benefits for jobseekers and employers alike. The RGP is currently documenting best practices throughout the region. Once the documenting is complete, the RGP will vet the practices with the providers to be sure the list is complete and accurate. The RGP will promote the workforce value proposition of Northwest Ohio. Clients will hear one coordinated, common voice; in consistent language; and from the customer's perspective.

### Are there other benefits to implementing a program like this?

Yes, we will have the marketing value of being first to address the workforce issue, which will provide us a competitive advantage in the economic development marketplace. As best practices are revealed many will adopt the practices, which will greatly improve our workforce delivery system and shorten the time for new innovation to occur. The companies in our region will experience economic benefits such as lower costs, higher productivity and higher profits, due to an improved workforce delivery system.



Regional Growth Partnership  
BUILDING A HIGH-TECH, HIGH-PERFORMANCE ECONOMY

# Business Development Solutions - 2014

## Customers Are Really Everything

Recent results by the Owens Business Development Success Series are evidence of the value of skill training to grow one's business. A current client provided seeds to farmers. They replaced their "here is a box of hats and catalogs, now go see farmers" method of getting business by implementing a professional process of communicating with their customers.

Their skill level skyrocketed and management recognized improvements in customer communication. Growth took off! Currently this firm is on pace to double their business in only two seasons. Training makes a difference.

A successful plan for business growth and profitability involve the 3 Cs of business development success: Contact, Communicate, and Close

**Contact:** Finding and identifying customers. A successful plan develops the skills of finding customers and strengthening one's approach to them. This requires tools and practice that come from understanding the customer's point of view

and developing presentation skills that leave the customer thanking you. It is the soft skill that produces hard numbers. To get the numbers, you have to get the contacts and an invitation from the client to solve a problem.

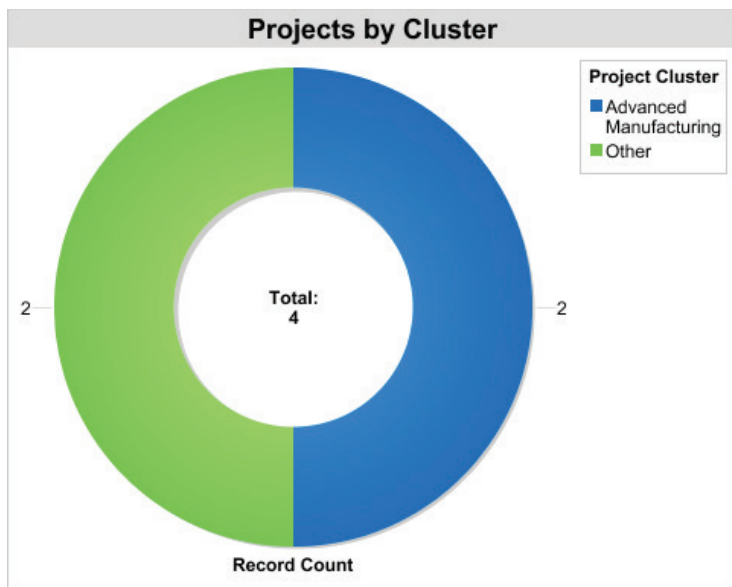
**Communicate:** Ask, listen and lead them through questions to arrive at a clear understanding of a client's needs. Recognize and adjust to their personal style in order to communicate clearly how you can help them. Learning that Customers Are Really Everything (CARE) is an attitude that can be developed through proper training in communication skills. Training reinforces the mindset of genuinely caring about your clients. You are an information asset to the client and become a person they look forward to seeing.

**Close:** Review all data and agreements with the client and offer the solution. Asking for agreement to a solution is often a major hurdle for some people. They do not recognize the signs of customer interest as they focus on being friendly but not necessarily productive. Successful training teaches one to recognize needs and use questions to build interest

and confidence so that the best decision of the day is a client saying "Yes" to a business solution.

A successful close means you are the solution regarding a product or service. You aided in the choosing process. If this was easy then purchasing agents would be replaced by a computer program that unemotionally spit out a "buy or no-buy" decision. Price would be your biggest asset and the Internet your only competitor. Business development professionals overcome indifference with conviction. Training strengthens one's conviction.

Owens Community College promotes business development professionalism through its Business Development Success Series that is available to companies and individuals. For a free introduction to the series, come to the Arrowhead Learning Center on December 11, 2013 at 6 p.m. - 7:30 p.m. Contact gary\_corrigan@owens.edu or call him at (567) 661-7455 for further information. There is no obligation. Business development professionals are made, not born.



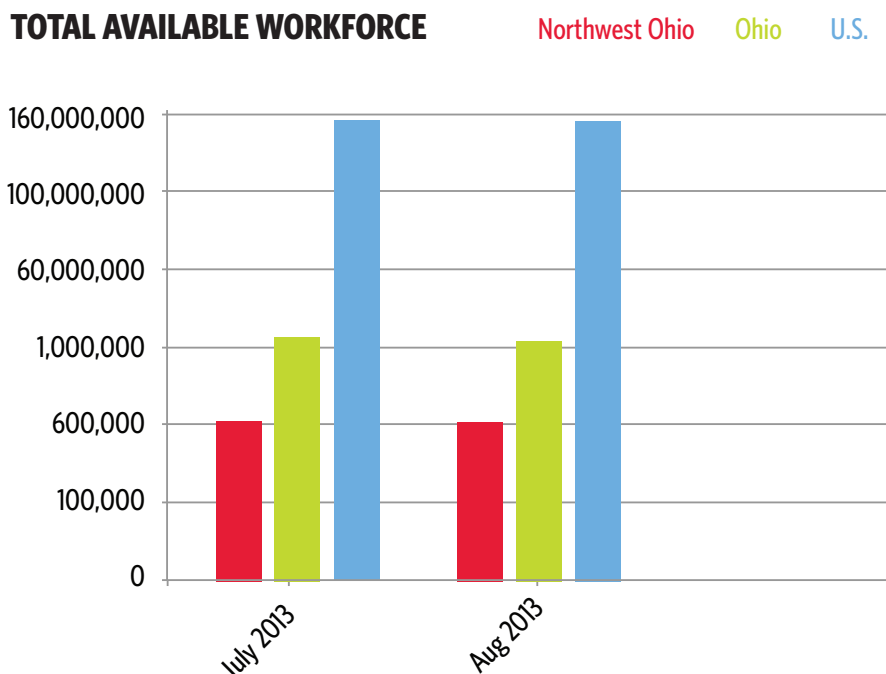
## JOBSONIO AND INVESTMENT - 3RD QUARTER 2013

**4** Closed Won Projects

**641** Jobs Created & Retained

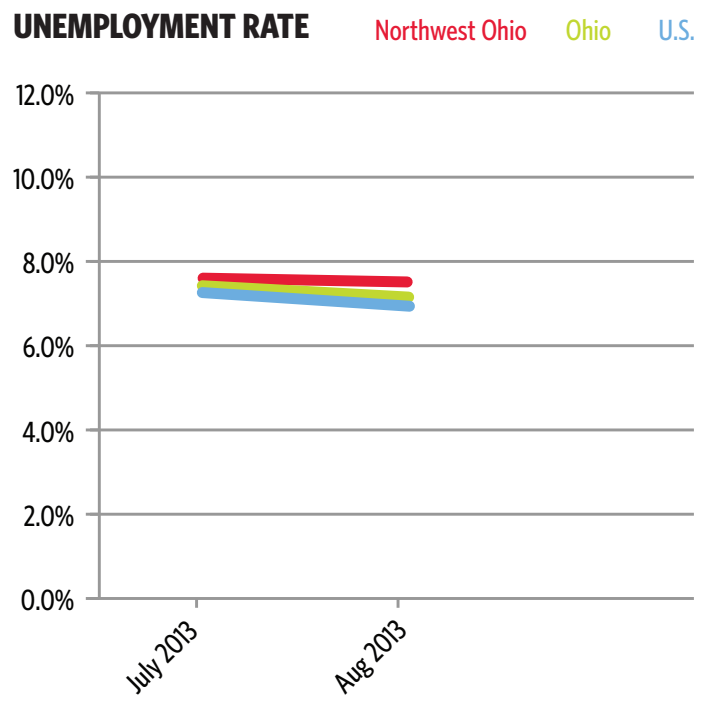
**\$112,608,000** Capital Investment

## TOTAL AVAILABLE WORKFORCE



Source: OhioLMI

## UNEMPLOYMENT RATE



Source: OhioLMI