

# Workforce UPDATE

JUNE 2016



Unemployment in Northwest Ohio went from 5.8% in January 2016 to 5.4% in March 2016. This is a 0.2 percentage point decrease from March and the same percentage for the average a year ago. The January seasonally adjusted unemployment was 4.9% for the nation and in Ohio it was the same.

The average total available workforce for Northwest Ohio, which includes all employed and unemployed people, was 612,700 in the first quarter of 2016 — up 8,300 from the first quarter a year ago and down 29,500 from first quarter 2006. While the number of people in the workforce has been declining the last ten years, it is showing its first quarterly

increase since 2007. This indicates a possible workforce increase and a trend worth noting regarding the number of available employees in our region.

Wanted Analytics identified 15,167 job openings advertised in Northwest Ohio as of March 2016. The top three occupations in demand in our area were Heavy and Tractor-trailer Truck Drivers (1831 jobs posted) followed by registered nursing (500) and retail sales (473).

Three of the top ten non-manufacturing corporations hiring were in healthcare fields while two were transportation related. The top four leading occupation categories

in the region by number of openings advertised were: transportation, retail sales, healthcare, and office service support. These four categories represent 48% of all positions advertised during the first quarter of 2016.

The Regional Growth Partnership and JobsOhio, Owens Community College, Toledo-Lucas County Port Authority, NORED, and Lucas County Ohio Means Jobs 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 workforce development trends and issues.

## Top 10 Corporations Hiring

1. Mercy Health
2. Lowe's
3. Hogan
4. ProMedica
5. Blanchard Valley Health System
6. Sears Holding Corporation
7. The Andersons
8. HCR ManorCare
9. Pizza Hut
10. Roehl Transport, Inc.

## Top 5 Corporate Occupations

1. Heavy and Tractor Trailer Truck Drivers
2. Registered Nurses
3. Retail Salespersons
4. First Line Supervisors of Retail Sales Workers
5. Customer Service Representatives

## Top 10 Manufacturers Hiring

1. Dana
2. Materion
3. Therma-Tru
4. Eaton Industries
5. FCA US / Chrysler
6. Owens-Illinois
7. Advanced Drainage Systems
8. Oldcastle
9. Principle Business Enterprises, Inc.
10. Continental Structural Plastics

## Top 5 Open Manufacturing Occupations

1. Industrial Engineers
2. First Line Supervisors of Production Workers
3. Maintenance and Repair Workers
4. Mechanical Engineers
5. Marketing Managers

Source: Wanted Analytics

## How Does the Hospitality/Travel Economy Benefit NW Ohio?



Richard C. Nachazel, CHA, President, Destination Toledo, Inc.

The hospitality / travel industry is composed of many different jobs all with varying pay. The notion that the

industry only supports front-line jobs stems from the fact that most people experience that welcoming firsthand when they travel or enjoy a hospitality experience. It is the nature of the industry to create such experiences. These fun and seamless experiences do not highlight the many professionals who are working hard behind the scenes to make things happen.

People who have a career in hospitality and tourism know firsthand, the well-paying opportunities for professional job advancement in the travel economy. Consider these facts:

• **Those who start in the travel industry earn more than those that start elsewhere.** The US Travel Association (USTA) reported the “average

maximum salary for employees who start their career in the travel industry reaches \$81,000 — significantly more than other industries.”

• **Travel-related businesses create and retain a lot of jobs, making travel a top employer.** USTA data identifies tourism as a top 10 employer in 48 states across the country.

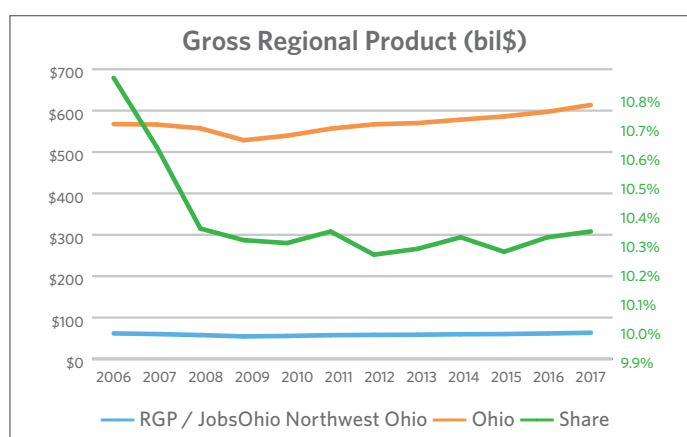
**Travel supports good income jobs.** A recent USTA study reports that 53% of all US tourism workers earn middle class wages or higher.” Travel jobs provide millions of Americans with a gateway to a promising career.” (Salary Range: \$25,000 – \$100,000-plus). Northwest Ohio is a big player in the hospitality / travel industry.

A 2016 *Tourism Economics* report using US Bureau of Economic Analysis data demonstrates that Ohio sectors including recreation, entertainment, hotels, and restaurants puts Ohio at seventh out of 50 states and Washington, DC. This is competitive with the most active tourism states in the country. The 22 counties in NW Ohio represent \$5.6 billion in Sales, 65,301 employees, and \$719.6 million in tax revenues. Lucas County alone

represents \$1.8 billion in sales, 20,241 employees, and \$229.6 million in tax revenues (*Tourism Economics*, 2014 data). Seasonal and front line jobs matter.

Front-line jobs provide springboard opportunities for career growth and develop employable skills. An American Hotel & Lodging Association study in 2016 found that more than half of US hotel department managers started in hourly entry-level positions. 94% of US hotels report that new-hire hourly employees are eligible for promotion within their first year of employment. Tourism jobs also pay for education and this reduces the need for student debt. Summer employment also pays bills and provides intern quality experiences to students who work during the summer.

The customer service skills and the work ethic gained while working in the hospitality / travel industry make people more employable. This real-life experience is transferable to all types of jobs and forms a foundation for long-term employment. The US Travel Association found that two out of every five workers go on to make more than \$100,000 a year when they started in the travel industry.



### Gross Regional Product

- All dollars are in 2015 real/constant dollars
- Dollars are reported in billions
- Data were pulled May 2016

# Targeting Internship Opportunities for NW Ohio Companies



Will M. Burns, Interim Director, Center for Regional Development

Building a sustainable workforce is one of the biggest challenges to our region's economic growth. How regions work together with companies to attract and retain workers from a pool of prospects will determine their overall economic health.

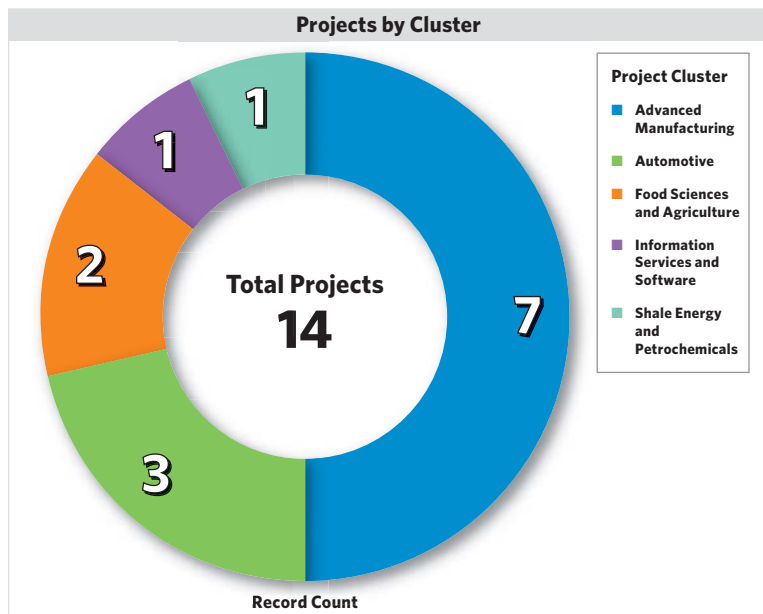
One strategy is to involve college students in community engagement activities such as internships and co-ops in an effort to retain their knowledge and experience after graduation. Research studies have shown that a work experience during college not only strengthens the total educational experience, but can also lead to employment opportunities. The National Association of Colleges and Employers (NACE) reported that recent increases in internships are evidence that companies are utilizing internship programs as an employment trial mechanism. NACE also estimates from their survey that nearly 70% of internship and co-op experience led to full-time job opportunities for the students.

Realizing the potential impacts of these experiences on employment and economic development, the State of Ohio has invested resources in assisting employers and educators develop internships and co-ops through the Ohio Means Internships and Co-ops program. Our area worked collaboratively to construct a program involving Owens Community College, Rhodes State College, Terra Community College, Bowling Green State University, and the University of Toledo. The Center for Regional Development (CRD) at BGSU worked with these institutions to develop special criteria for addressing their specific needs.

CRD is a multidisciplinary research center that provides data, analytics, and technical assistance to businesses and economic development organizations to support economic health. In order to find potential company partners for our region's internship and co-op programs, CRD utilized geographic information systems (GIS) mapping programs to provide each educational institution with maps and a searchable database of potential company partners that fall within the JobsOhio targeted industry sectors. Spatial targeting will allow institutions to make data-driven decisions when seeking additional co-op and internship opportunities for their students.

Keeping these internship and co-op opportunities within a reasonable distance of the institutions and companies not only benefits the students from a transportation perspective, but also gives us a competitive advantage in retaining workers in a competitive job market. The program will also place students who are from outside our region in companies located in Northwest Ohio to further enhance the potential of retaining high-skilled graduates. Collaboration between our region's higher education institutions allows for the sharing of best practices and pathways that further support the creation of internships and co-ops. These opportunities are part of the solution needed to attract and keep talent in Northwest Ohio. This comprehensive approach includes colleges and universities working together with the K-12 education system, local technical training centers, and local economic development agencies to create the high skilled, well-trained workforce needed to compete in the global economy.

For additional information on how CRD can support your company contact: Will M. Burns, Interim Director Center for Regional Development, 419-372-9421 (direct) or wburns@bgsu.edu.



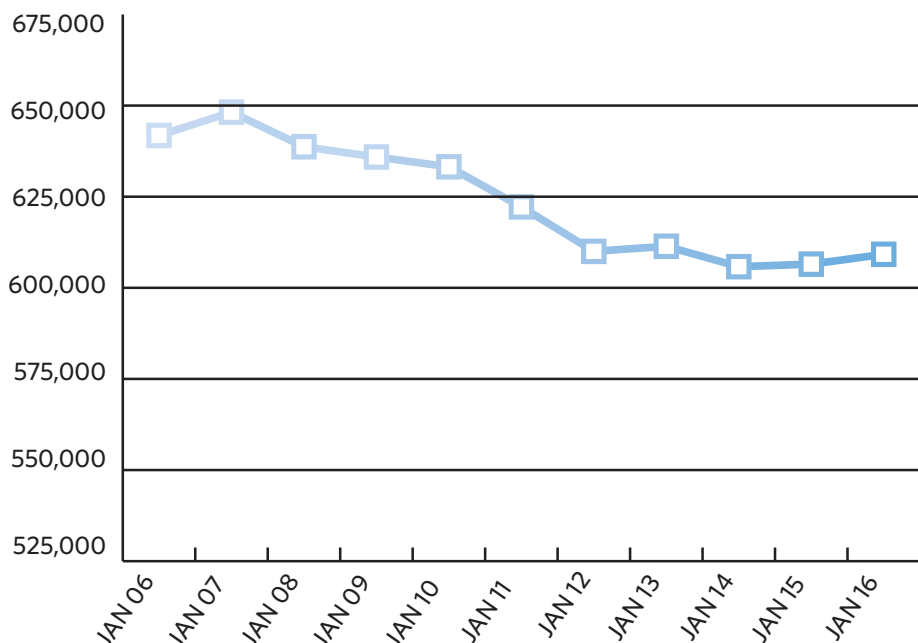
## JOBSOHIO AND INVESTMENT - 4TH QUARTER 2015

**777** Jobs Created

**3,825** Jobs Retained

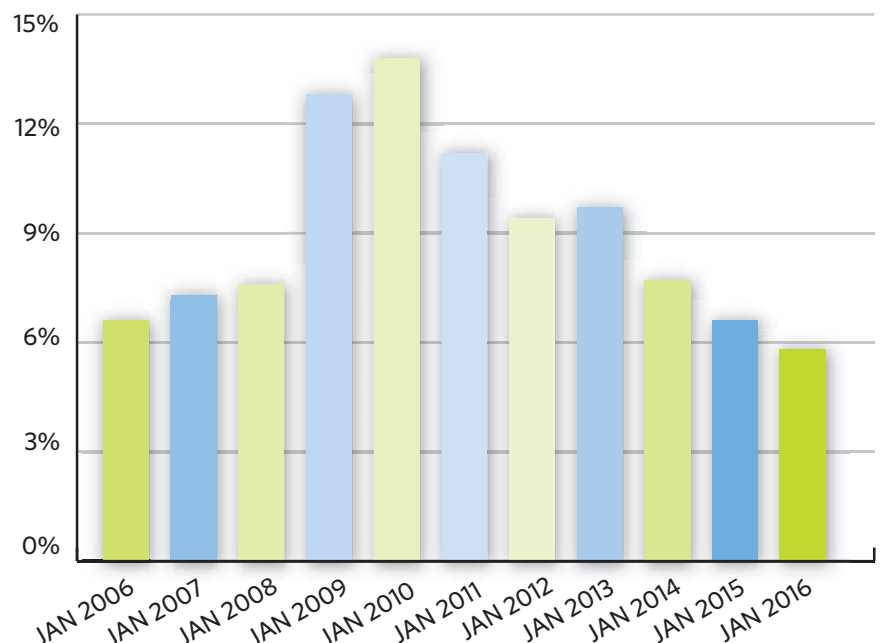
**\$409,099,000** Capital Investment

### TOTAL AVAILABLE WORKFORCE NORTHWEST OHIO



Source: OhioLMI

### UNEMPLOYMENT RATE NORTHWEST OHIO



Source: OhioLMI

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