

Workforce UPDATE

DECEMBER 2018



Unemployment in Northwest Ohio averaged 4.5% for the third quarter of 2018. It was 4.5% for the same period in 2017. The third quarter average unemployment was 3.8% for the nation and 4.6% for Ohio. This was the lowest unemployment percentage for the third quarter in 10 years for Northwest Ohio and was equal to that in 2015 with similar labor force estimates.

The average total available workforce for Northwest Ohio, which includes all employed and unemployed people, was 607,467 for the third quarter of 2018. This is second lowest number in 10 years for the third quarter since

2015 levels. It is also 39,200 less than 2008 when unemployment was 7.9%. While unemployment has declined, so has the number of available workers in our region.

As of September 2018, 13,643 job openings were advertised in Northwest Ohio according to Wanted Analytics. The top three occupations in demand continue to be Heavy/Tractor-Trailer Truck Drivers, Retail Salespersons, and Registered Nurses. The three categories—Transportation, Sales, and Healthcare—represented 40% of all jobs posted in Northwest Ohio. The categories for Office Support and Management

respectively represented 15% of the jobs posted. These five categories equaled 55% of all job openings advertised in Northwest Ohio. Management, Installation, and Production each were 6% of the jobs open—surpassing Healthcare Support at 5% of the openings.

Of all jobs posted in September of 2018 approximately 32% required a high school education, 50% required a two-year degree, and 18% required a four-year degree or more. The number one certification sought was a CDL license. Six of the top 10 non-manufacturing corporations hiring were in the transportation fields while

four were healthcare. The top three occupations in the manufacturing area were Truck Driver, First Line Supervisors of Production, and Industrial Engineers.

The Regional Growth Partnership and JobsOhio, Owens Community College, NORED, Terra State Community College, Penta County JVS and Lucas and Wood County OhioMeansJobs 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. Celadon
2. U.S. Xpress
3. Roehl Transport, Inc.
4. USA Truck, Inc.
5. Blanchard Valley Health System
6. Marten Transport
7. Mercy Health
8. ProMedica
9. Anthem, Inc.
10. Tri-National

Top 5 Corporate Occupations

1. Heavy & Tractor-Trailer Truck Drivers
2. First-Line Supervisors of Retail Sales Workers
3. Retail Salespersons
4. Registered Nurses
5. First-Line Supervisors of Food Preparation & Serving Workers

Top 10 Manufacturers Hiring

1. FedEx
2. Pepsico
3. Whirlpool
4. Owens-Illinois
5. First Solar
6. Leggett & Platt
7. Owens Corning
8. Midway Products Group
9. Old Castle
10. Schwan Food Company

Top 5 Open Manufacturing Occupations

1. Heavy & Tractor-Trailer Truck Drivers
2. First-Line Supervisors of Production & Operating Workers
3. Industrial Engineers
4. Maintenance and Repair Workers, General
5. Helpers-Production Workers

Source: CEB Talent Neuron Analytics 11/08/18



RGP Marketing Drives Business to Northwest Ohio

In the third quarter of 2018, the Regional Growth Partnership (RGP) continued its proactive outreach efforts targeting industry executives. A major part of both these outreach campaigns, as well as those moving forward, includes development of a customized mini website for each industry – all tied to whynorthwestohio.org. These campaigns are designed to engage viewers and drive them to five respective sites: Energy, Automotive, Logistics, Food Processing, and Advanced Manufacturing.

Each site highlights the unique advantages of doing business in Northwest Ohio. For example, on the introduction to the automotive site is the following statement:

“Located in the heart of the North American automotive marketplace, Northwest Ohio provides immediate access to manufacturers and suppliers across the

industry. Home to the world-famous Jeep Wrangler, the most productive transmission plant in the country, and a nationally recognized workforce, the Toledo/Northwest Ohio region has rightly earned designation as the No. 1 automotive supplier in North America. Throughout Northwest Ohio and across the state, Ohio offers an innovative ecosystem offering next-generation resources and collaborative partners investing in ongoing connected and autonomous vehicle research, development and testing.”

The RGP’s first direct marketing outreach campaign in Q3 focused on the automotive sector, targeting executives within the industry. The strategy highlighted Northwest Ohio’s business assets through success stories and testimonials. The campaign also included encouragement for recipients to attend the Center for Automotive Research’s Management Briefings show in late July, where the RGP had a major presence. Significant takeaways and metrics from this campaign included:

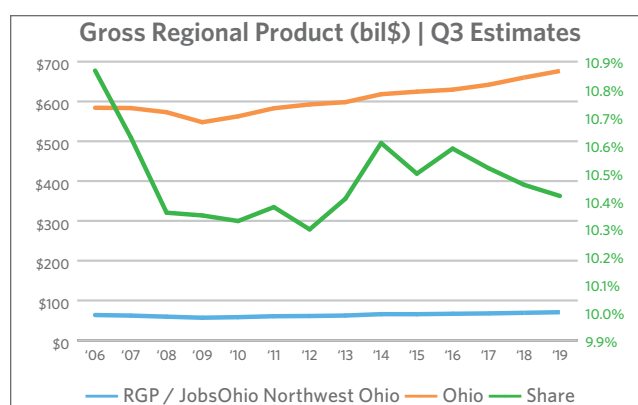
- 18 legitimate prospects generated through campaign
- 189 contacts shared with sales support agency

Next, the RGP ran a similar campaign, this time across the food industry, to market and promote the regional industry assets. Again, video overviews and interviews with regional industry executives played a major role in the campaign. Significant takeaways and metrics included:

- 32 legitimate prospects generated through campaign and passed to business development
- 45 high level engagement contacts shared with sales support agency

The third initiative in Q3 was a lead-generation campaign through Automotive News magazine. This campaign, currently ongoing, began with development of a white paper created by the RGP asking if businesses were taking advantage of spec buildings and certified/authenticated sites during the site selection process. That white paper required interested parties to share their contact information in order to download the article. To date, more than a dozen automotive industry executives downloaded the paper and shared their information with the Regional Growth Partnership.

In addition to these outreach initiatives, the RGP has also run marketing campaigns in 2018 centered on the energy, manufacturing, and logistics industries. The Regional Growth Partnership is the lead economic development group serving the Toledo region and 17 counties of Northwest Ohio. As a 100% privately led organization, the RGP focuses on meeting the site selection needs of corporate clients in a confidential, innovative and time-sensitive manner. For additional information contact: John Gibney, Vice President, Marketing & Communications, 419-252-2700, gibney@rgp.org.



Gross Regional Product

- Dollars in millions for 2018
- Data were pulled November 2018
- Source: Moody’s Analytics and Upjohn Institute

Relevant Training for High Demand Jobs



by Pete Prichard,
Workforce Opportunities
Director,
Northwest State
Community College

The world is changing and we are in the midst of a generational workforce shift. This shift has impacted the way we do business in regard to how we hire and train people for future jobs. As more people retire every day,

human resources departments and talent acquisition teams are relied upon more than ever to recruit quality employees. Factoring skills in the quality employee equation is a challenge for the employer and those seeking careers.

Have you heard that the demand for skilled workers for manufacturing is high? Have you ever wondered how you can get a job in manufacturing, or start a career path in today's manufacturing industry? What skills are required? How do you get those skills? Who do you talk to about getting these skills?

It is true: manufacturers are looking to hire skilled people. One solution is hiring those with an MSSC CPT credential. MSSC stands for Manufacturing Skills Standards Council. This organization has created an industry-led, training, assessment, and certification system focused on core skills and knowledge needed by production workers. The content covered by this program focuses on safety, quality, manufacturing processes, and maintenance. Some of the competencies that the participants will acquire include:

- Perform safety and environment inspections
- Identify unsafe conditions
- Identify customer needs
- Setting production goals
- Basic electrical systems
- Basic hydraulic and pneumatic systems
- Lubrication Processes
- Bearings and couplings
- Belts and chain drives
- Quality Control

Wood County Job and Family Services through its OhioMeansJobs Center in partnership with Northwest State Community College is preparing to deliver MSSC programming starting January 28, 2019. Out-of-school participants in this program will take an eight-week

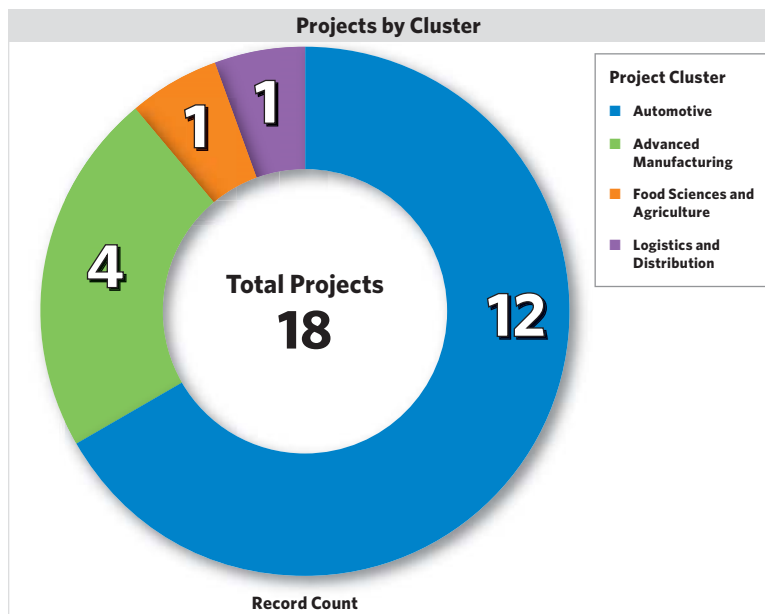
program that will consist of 50% work experience training at an employment site and 50% MSSC classes held at Penta Career Center. Upon completion of the training, the participants will test for the MSSC CPT credential. This nationally-recognized credential obtained in a short two months will give successful completers an advantage when applying for employment in:

- Machine Operation
- Advance Production
- Inspection
- Lab Technician Work

Northwest State Community College is recognizing the MSSC credential as an initial step in the manufacturing field. This pathway leads to a specialized certificate (Industrial Automated Maintenance), Associate Degree, and then a Bachelor Degree in industry studies. In many cases employers are paying for further training and education.

Anyone between the ages of 17 to 24 who is interested in receiving MSSC training can apply through Wood County Job and Family Services. No cost for eligible participants in addition to a paid employment assignment. For more information call OhioMeansJobs in Wood County at 419-373-6970.

JOBSONIO INVESTMENT - 3RD QUARTER 2018

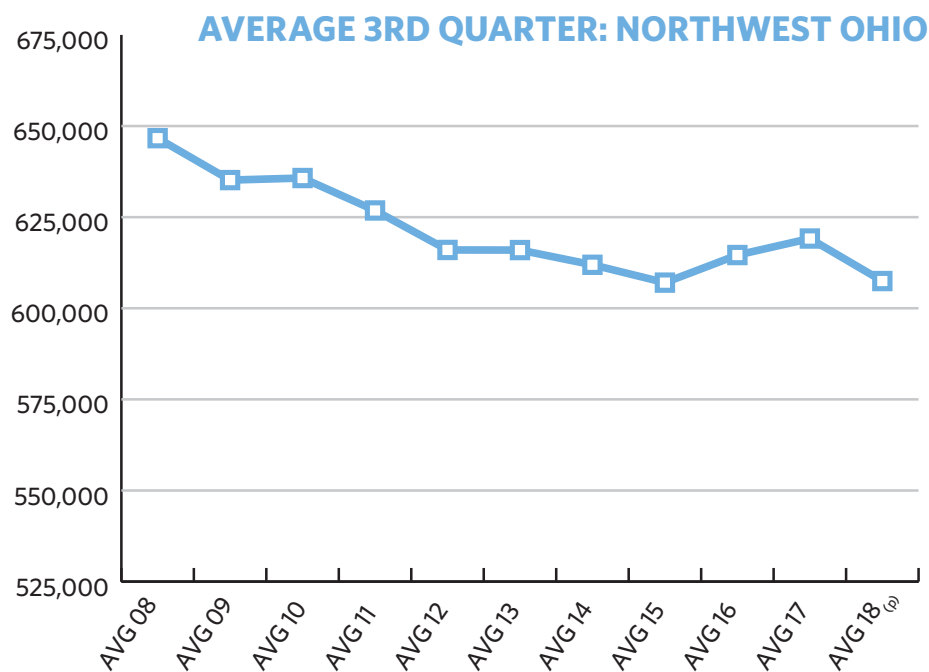


1,933 Jobs Created

4,014 Jobs Retained

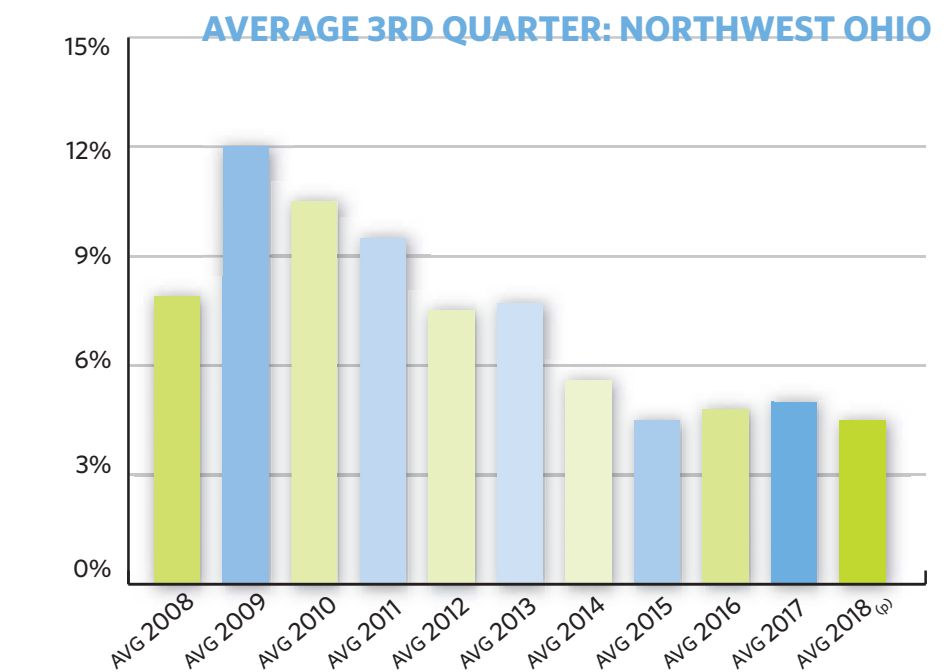
\$1,134,928,130 Capital Investment

TOTAL AVAILABLE WORKFORCE



Source: OhioLMI

UNEMPLOYMENT RATE



Source: OhioLMI