

# Workforce UPDATE

MARCH 2016



Unemployment in Northwest Ohio went from 4.1% in September 2015 to 4.7% in December 2015. This is a 0.6 percentage point increase from September but a 0.1% drop from a year ago. The December seasonally adjusted unemployment was 5% for the nation while in Ohio it was 4.7%. In the 4th quarter of 2014 the unemployment average was 4.8% and was 4.4% average for 2015.

The total available workforce for Northwest Ohio, which includes all employed and unemployed people, was 610,433 in the 4th quarter of 2015, which was down 1,167 from 4th quarter a year ago and 41,467 from 4th quarter 2005. The number of people

in the workforce is declining along with the unemployment rate. This indicates an area of concern regarding a possible shortage of available employees if unemployment continues to decline.

Wanted Analytics identified 17,748 job openings advertised in Northwest Ohio as of December 2015. The top three occupations in demand in our area were Heavy and Tractor-trailer Truck Drivers (2,112 jobs posted) followed by registered nursing (567) and retail sales (511).

Four of the top ten non-manufacturing corporations hiring were in healthcare fields while three were transportation-related. The

top four leading occupation categories in the region by number of openings advertised were: transportation, retail sales, office service support, and healthcare. These four categories represent 50% of all positions advertised during the fourth quarter of 2015.

The Regional Growth Partnership and JobsOhio, in collaboration with Owens Community College, Northwest State Community College, NORRED, 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 business development trends and issues.

## Top 10 Corporations Hiring

1. Mercy Health
2. ProMedica
3. CRST
4. Lowe's
5. Burger King
6. Hogan
7. Sears Holding Co.
8. Blanchard Valley Health System
9. Genesis HealthCare
10. Tri-National

## 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. First Line Supervisors of Food Preparation Workers

## Top 10 Manufacturers Hiring

1. Dana Corporation
2. Owens-Illinois
3. Oldcastle
4. National Machinery
5. Johnson Controls
6. FCA US / Chrysler
7. Cooper Tire & Rubber Company
8. Eaton Industries
9. LaFarge
10. Therma-Tru

## Top 5 Open Manufacturing Occupations

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

Source: Wanted Analytics

## Four Sources for Success



Megan Vahey Casiere,  
Chief, Lucas County  
Planning and  
Development

In today's global economy, communities must incorporate both economic and workforce development into dynamic local strategies to bolster competitiveness. In Lucas County, we offer assistance to businesses and job seekers in four areas: talent acquisition, workforce development, layoff aversion, and skills certification.

To assist area businesses with finding prospective employees, Lucas County helps employers develop job descriptions that match their employment needs. Once a job description is finalized, it is posted to the statewide job search database, *OhioMeansJobs.com*, to attract qualified candidates. Lucas County will then assist the company with its candidate search and – at the employer's request – we will prescreen candidates to ensure that they meet the minimum requirements, referring the best applicants to the business for final review, saving the business both time and money in the search process.

Once an employer has decided to hire full-time employees, Lucas County can offset a portion of the new employees' training costs. Our "On-the-Job Training" program offers employers reimbursement of up to 50% of the wages paid to new hires during training. The Ohio Learn to Earn Program reduces the cost of training new hires by matching qualified prescreened individuals looking for work with potential employers. Businesses utilizing this program train individuals with a risk-free evaluation. When matches are made, businesses can then

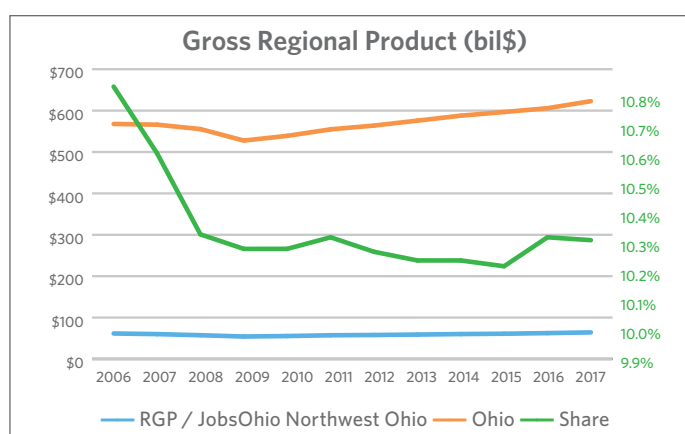
hire individuals who have already been trained.

Not every contingency can be predicted in the global economy. Lucas County is nevertheless dedicated to doing all we can to prevent possible future lay-offs or downsizing. We work with area employers to develop lay-off aversion strategies and can, in some cases, offset the costs of upgrading the skills of current workers to adapt to new processes and technologies that enhance the viability of the business. When a reduction in workforce cannot be avoided, Lucas County guides those employees who are affected by the job reduction toward services designed to help minimize their unemployment period.

To address skills gaps in the modern workplace, Lucas County launched the *WorkReady Lucas County* program to help job-seekers develop and refresh essential workplace skills such as reading, locating information, and applied mathematics. Individuals who complete the *WorkReady* program will receive the National Career Readiness Certificate. This certificate is a portable and stackable credential that helps job seekers distinguish themselves from their competition. It offers employers the ability to confidently hire a certified employee, helping to lessen the cost of pre-employment testing.

These innovative workforce development solutions are helping our region adapt to rapid, complex changes in the economy. Job seekers can certify their skills for an added edge in the job market and businesses can grow and expand with our workforce tools. Working together with both employers and potential employees, Lucas County is working to strengthen our community and is prepared to compete in tomorrow's economy.

For additional information, please contact the Lucas County Department of Planning and Development at 419-213-5627 or email [mvcasiere@co.lucas.oh.us](mailto:mvcasiere@co.lucas.oh.us).



### Gross Regional Product

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

# How to be Successful in Economic Development



Daniel M. Johnson, President Emeritus, University of Toledo

Economic development is the product of knowledge, skill, intentionality, and leadership. What does this mean in practical terms for those who find themselves in such positions with the responsibility for growing their local economies? For a quick assessment ask these four questions:

1. What is my knowledge base for economic development?
2. Do I have the skill-set that is required to be an economic development practitioner?
3. Do I have informed intentionality, i.e., clear goals and objectives pursued strategically?
4. Do I have a collaborative leadership style that understands how to leverage knowledge, skill, and intentionality for community betterment?

I believe there are five strategic objectives that leaders need to embrace and own to be successful in economic development.

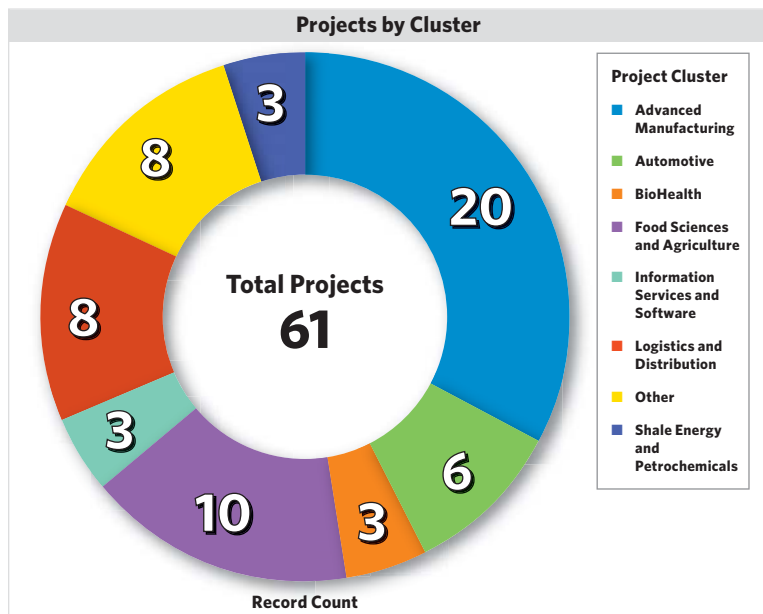
- I. Clarity of vision:** Where do we want to go? Can we describe our objectives and what we are attempting to accomplish? We need to know where we are headed. Do we want a larger population, better schools, more jobs, increased diversity in the workforce, greater investment, more companies, or something else? Launching an economic development initiative without a clear vision is like boarding a plane without knowing the destination.
- II. Importance of education:** I believe the single most important key to economic development is education at all levels. Education prepares your workforce, serves as an attraction to companies and corporations, is correlated with personal income, and adds to the quality of life. Those leading economic development must give education their highest priority.
- III. Leverage your assets:** The best and most practical advice for growing your economy is to “build on your strengths.” Most strategic plans begin with identifying “strengths.” What are these strengths? What are your major assets? But, equally important, how do you leverage these strengths and assets? Leveraging comes by team-building, nurturing connections, and fostering collaboration. Coming together, connecting strength-to-strength, and building on these connections increase

your competitive position.

- IV. Be aggressive... Assertive:** Don't wait until that new company comes to you; go after it with all the strengths and assets in your possession. Once you have decided where you need to go as a community and prepared your workforce educationally for this objective, be proactive. Leverage and present your assets in a way that make you attractive to that new company or investor. Waiting opens the door for other regions and communities who are also seeking to attract that company or investor.
- V. Be accountable... Measure and report:** What metrics will measure your progress toward your goals and vision? Identify those metrics by which you will hold yourself accountable and make them public. Focus on outcome measures rather than inputs. It is not the number of hours invested that counts but rather the outcomes of that investment.

Economic development requires leadership and these are tools that will help you lead.

*Leading Economic Development: A Toolkit for Public Officials and Civic Leaders* by Daniel M. Johnson is available through the University of Toledo Press ([utoledopress.com](http://utoledopress.com))



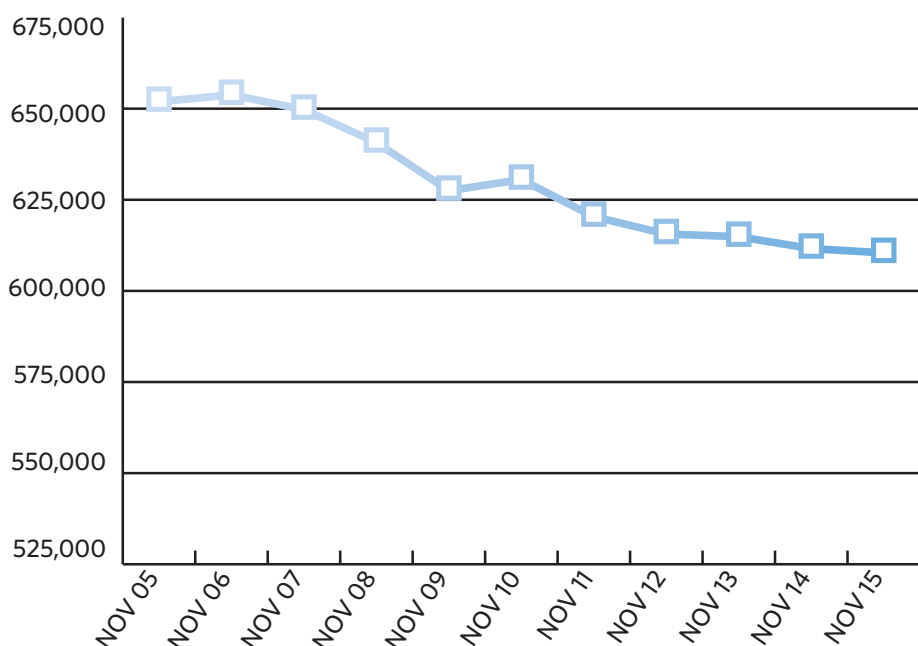
## JOBSONIO AND INVESTMENT - 3RD QUARTER 2015

**2,207** Jobs Created

**11,142** Jobs Retained

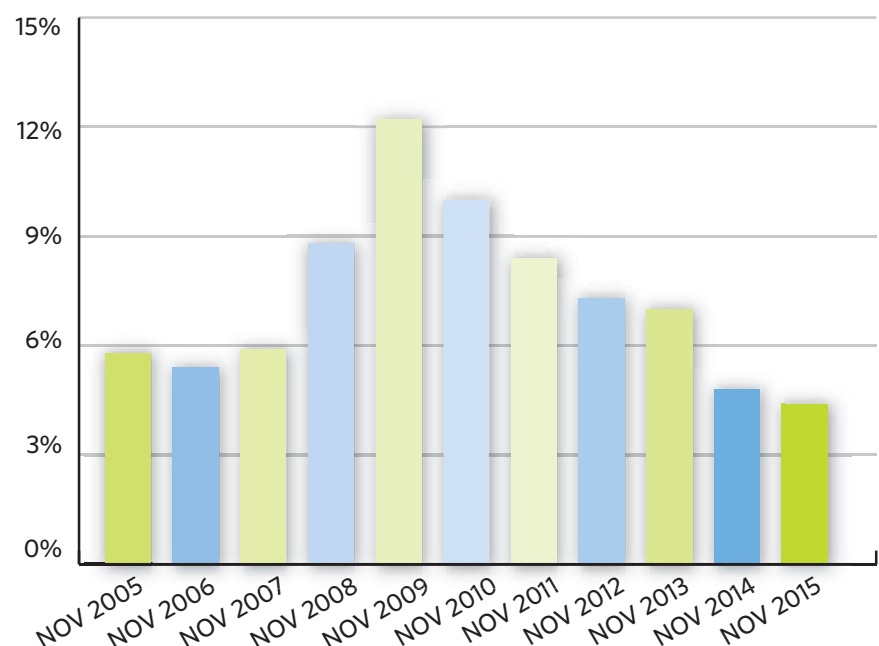
**\$490,000,000** Capital Investment

### TOTAL AVAILABLE WORKFORCE NORTHWEST OHIO



Source: OhioLMI

### UNEMPLOYMENT RATE NORTHWEST OHIO



Source: OhioLMI

For more information about Workforce Update, contact [garyjcorrigan@aol.com](mailto:garyjcorrigan@aol.com).