

Workforce UPDATE

SEPTEMBER 2014



Unemployment in Northwest Ohio decreased from 6.3 percent in March 2014 to 5.7 percent in June 2014. During the same March through June time period, the national percentage dropped from 6.8 to 6.3, while in Ohio, unemployment declined as well, dropping from 6.2 percent to 5.9 percent.

The total available workforce for Northwest Ohio, which includes all employed and unemployed people, was 609,000, an increase of 13,000 people as of March 2014. The number of people in the workforce is increasing 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 remained the same as last quarter as well. They were transportation, retail sales, and office/administration support.

Wanted Analytics identified a total of 18,465 job openings advertised in Northwest Ohio in May 2014. 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. ProMedica
2. Lowe's
3. HCR ManorCare
4. Tires Plus
5. CRST
6. Sears Holding Corporation
7. University of Toledo
8. Uber LLC
9. Dollar General
10. U.S. Xpress

Top 5 Open Occupations

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

Top 10 Manufacturers Hiring

1. Dana Holding Corporation
2. Owens Illinois
3. Cooper Tire & Rubber
4. First Solar
5. PPG
6. Magna International
7. Therma-Tru
8. Owens Corning
9. Whirlpool
10. Campbell Soup Company

Top 5 Open Manufacturing Occupations

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

Source: Wanted Analytics

Selling NW Ohio across the World



Dean Monske
President/CEO
Regional Growth Partnership

It's not surprising that most people in Northwest Ohio consider this region a great place to live and do business. We all agree this 17-county region offers tremendous assets and opportunities for both work and play. In fact, most of us can quickly rattle off the many benefits of Northwest Ohio – reasons that make this an ideal place.

For instance, any region would be hard pressed to match our geographical advantages and logistical assets for businesses. In addition, our educated and trained workforce is the envy of many across this country. And when it comes to cultural and entertainment options, would anyone trade what we have?

So who is telling that story? The Toledo Region branding initiative has taken a lead role in promoting the quality of life and helping to attract new talent. On the corporate side, the Regional Growth Partnership (RGP) serves as the primary source to communicate our economic advantages to businesses both nationally and internationally.

The RGP is a sales and marketing organization. Our purpose is to attract new investment and jobs into the Northwest Ohio/Southeast Michigan region. We accomplish this through direct, proactive outreach to targeted audiences. These audiences include site consultants and key executives at companies in strategic cluster industries.

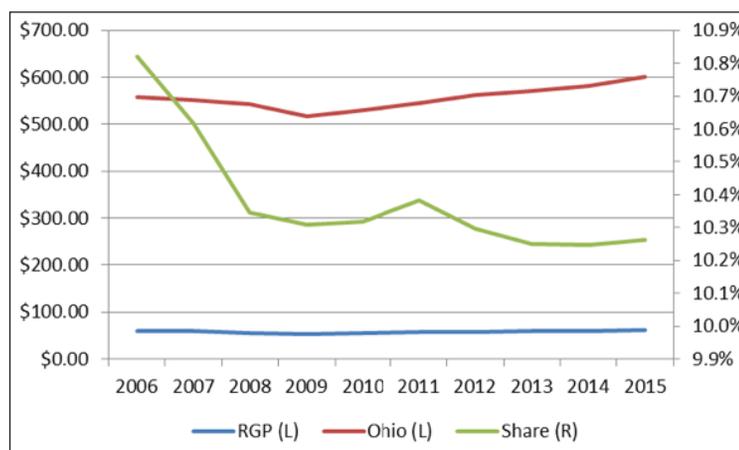
For example, earlier this summer, the RGP hosted 10 national site consultants over a two-day period, allowing

them the opportunity to learn more about doing business in Northwest Ohio. Much like any sales effort, our ability to develop, enhance and nurture relationships with such a crucial audience ultimately pays dividends when it comes time for corporate expansions or relocations. In addition, the RGP travels across the world meeting with consultants and corporate executives. In 2013 alone, the RGP's business development team visited dozens of U.S. and foreign cities - Dallas, Tokyo, Atlanta, Munich and Philadelphia to name a few – selling the assets of this region.

Another proactive effort intended to sell this region nationally and globally is the RGP's editorial marketing program. This direct outreach to reporters and editors has helped the RGP communicate the successes of the Toledo/Northwest Ohio region in media outlets across the world. Our initiative has produced hundreds of prominent placements in major print and broadcast mediums including CNN, The Wall Street Journal, ABC World News and Newsweek magazine.

Ultimately, these proactive sales and marketing efforts are measured by the number of new jobs and capital investment. Last year, the region secured more than 2,000 new jobs with nearly \$2 billion in capital investment. More recently, in the second quarter of 2014, the RGP led efforts to create and retain more than 6,000 jobs which produced a capital investment of nearly \$330 million.

Without question, the assets, resources and successes in this region are numerous and offer businesses the opportunities to thrive. The RGP will continue its proactive outreach of selling and marketing the Northwest Ohio/Southeast Michigan region on a national and global scale to further drive growth in jobs, capital investment, and wealth.



Gross Regional Product

All dollars are reported as real 2013 dollars

There appears to be some revision of the data since the last time it was reported. Both Ohio's GSP and RGP's GRP have been revised upwards (including history), but it appears that Ohio's was raised more (as a share) than RGP's. This has the effect of changing the share of RGP as a part of Ohio downward slightly.

Close the Skills Gap with Online Learning

In today's fast-paced workplace, learning on the job is not enough to gain a competitive edge. Online learning is becoming a realistic option to close skills gaps with the least disruption. When you complete an online course, you have the knowledge that you are a self-motivated person who takes responsibility for your personal growth.

This trait is highly desirable in employees. One study on the effectiveness of online learning concluded that "working professionals' studying online significantly outperformed full-time graduate and undergraduate students in traditional classrooms." This effectiveness is due to professionals learning requirements that were connected to their real work experience. They had a vested interest in learning this new material. The single most important aspect of successful online training is that it provides information that managers need to do their jobs better.

Consider how Starbucks recently announced online education for all their employees. A growing number of employers are turning to online training for a hands-on, interactive way to learn. It is economical in both time and money and is becoming more popular as Internet technology and access has improved. The American Society for Training and Development (ASTD) estimates that nearly one-third of all learning content is in the form of E-learning.

Is Online Learning for You?

- Are you able to pace yourself and keep up with assignments?
- Are you able to express yourself in writing? Online courses require good writing skills.
- Are you able to discuss course problems using online technology with your instructor?
- Are you comfortable using computers and the Internet?

Online Learning Benefits

- 24/7 flexibility to access training whenever you want.
- Relevant up-to-date courses.
- Learn at your own pace and review material as needed.
- Reduced cost of training.
- Immediate feedback on how you are doing.

What to Look for in Online Training

- Is it easy to use?
- Is it interactive and keep one engaged in the training?
- Do the materials cover all the pertinent regulations and meet business goals?
- Does the program track the learner's progress, test scores, and completion rates?

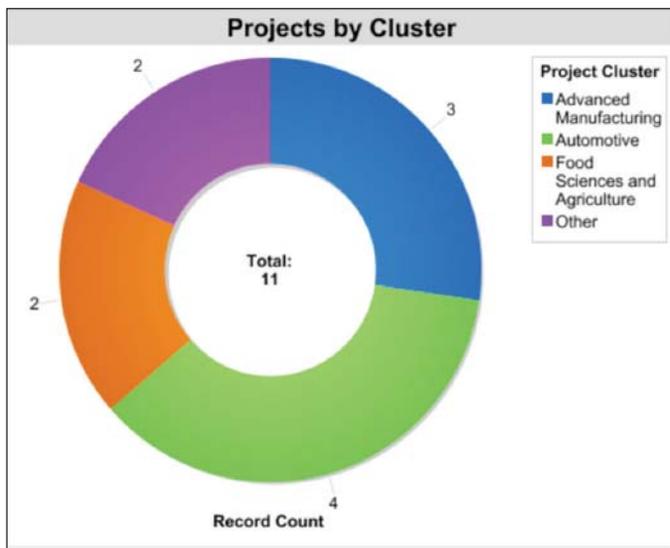
Owens Community College offers online training courses on its website at www.OwensWorks.com. Click on the Online Certificates link.

Career Training Courses – more than 300 online career training courses designed by college instructors to provide skills necessary to enter a new field or advance your current career. Courses include instructor feedback and are scheduled for specific registration periods.

Professional Development Training – highly interactive professional development courses that you can take entirely online and includes expert instructors. Popular offerings are Hospitality and Service, Management and Supervisory, and Skilled and Industrial Trades.

Workforce Continuing Education – more than 1,000 cost-affordable, continuing education courses as low as \$79 per course. You have access to the courses for a year so you can take your own refresher! Most popular are Business Writing, Technical Communication, and Supply Chain Management.

For more information, contact gary_corrigan@owens.edu or (567) 661-7455 to develop an online training strategy to close skills gaps and grow your business. Find new professional development courses at www.OwensWorks.com



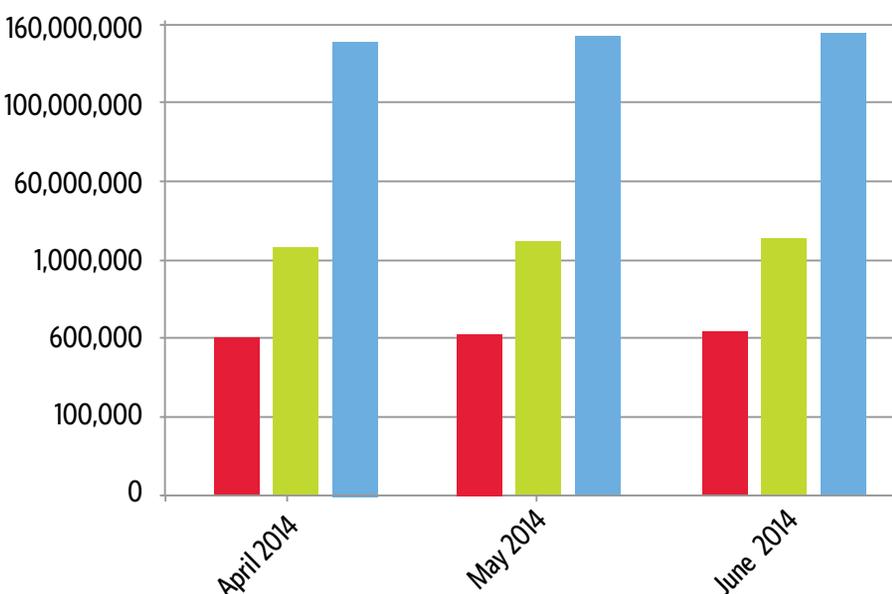
JOBSONIO AND INVESTMENT - 2ND QUARTER 2014

6,274 Jobs Created and Retained

\$329,435,000 Capital Investment

TOTAL AVAILABLE WORKFORCE

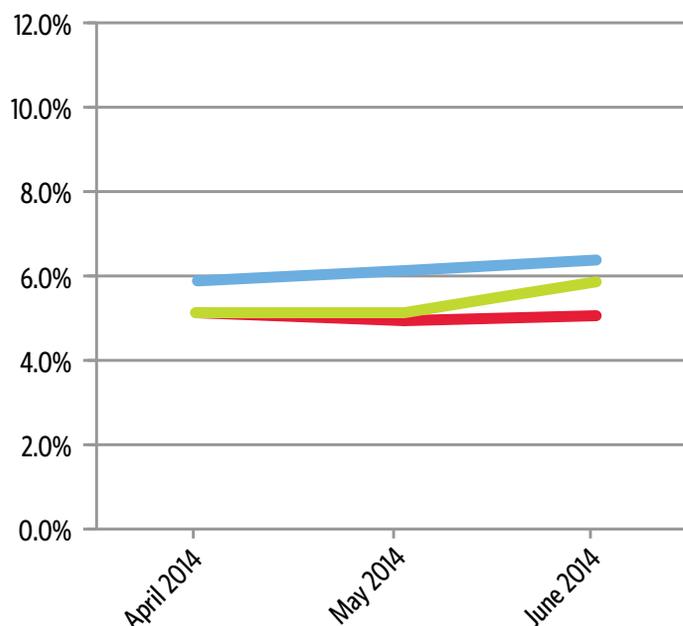
Northwest Ohio Ohio U.S.



Source: OhioLMI

UNEMPLOYMENT RATE

Northwest Ohio Ohio U.S.



Source: OhioLMI

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