

# Workforce UPDATE

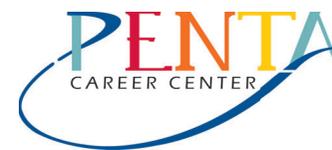
DECEMBER 2019



OWENS  
COMMUNITY COLLEGE



Lucas County  
Wood County



## Top 10 Corporations Hiring

1. ProMedica
2. Mercy Health
3. Walmart
4. The Dollar General
5. Blanchard Valley Health System
6. University of Toledo
7. Lowe's
8. FedEx
9. Bob Evans Farms, Inc.
10. Lima Memorial Hospital

## Top 5 Corporate Occupations

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

## Top 10 Manufacturers Hiring

1. Owens-Illinois
2. Whirlpool
3. First Solar
4. Midway Products Group
5. Pepsi
6. Owens Corning
7. Patheon Inc.
8. FirstEnergy
9. Oldcastle
10. Continental Structural Plastics

## Top 5 Open Manufacturing Occupations

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

Source: CEB Talent Neuron Analytics 11/11/2019

## 3<sup>RD</sup> QUARTER INTERNSHIP REPORT: NORTHWEST OHIO

### TOP FIVE COMPANIES ADVERTISING INTERNSHIPS

1. Owens-Illinois
2. Cooper Tire
3. Nutrien Ag Solutions Inc
4. Husky Energy
5. Dana

### TOP FIVE INTERNSHIP POSITIONS ADVERTISED

1. Nursing Assistants / Institutional Cooks
2. Industrial Engineers
3. Pharmacists
4. Mechanical Engineers
5. Accountants

Source: Conference Board (<http://ohiolmi.com/asp/omj/hw.htm>)

## Lowest Unemployment in 10 years

Unemployment in Northwest Ohio averaged 4.2% for the 3rd quarter of 2019. It was 4.4% for the same period in 2018. This is the lowest third quarter unemployment percentage in 10 years. The third quarter average unemployment was 3.6% for the nation and 4.1% for Ohio in 2019.

The average total available workforce for Northwest Ohio—which includes all employed and unemployed people—was 614,033 for the third quarter of 2019. 588,033 people were employed in the third quarter, which is the highest number of people employed in the region in 10 years.

As of September 13, 2019, 17,580 job openings were advertised in Northwest Ohio according to Wanted Analytics. The top four occupations in demand were Registered Nurses, Retail Sales Supervisors, Customer Service Representatives, and Food Service supervisors. These four categories—Sales, Healthcare Practitioners, Office Support, and Food Service—represented 49% of all jobs posted in Northwest Ohio. The Sales Support and Healthcare categories represented 30% of all jobs posted. There were 937 RN jobs posted in September. Transportation related positions were in fifth place among all advertised openings and had 456 Heavy Truck positions posted.

Of all jobs posted in September 2019, approximately 55% required

a high school education, 15% required a two-year degree, and 30% required a four-year degree or more. The total number of internships advertised was 331. This was a 16% increase from the 3rd quarter last year. Sixty-seven percent of the internships wanted a bachelor's degree or more.

The number one certification sought was a driver's license. The second was CPR certification. Four of the top 10 non-manufacturing corporations hiring were in healthcare. The top five occupations in the manufacturing area were First Line Supervisors, Industrial Engineers, HD Truck Drivers, Production Workers, and Maintenance/Repair/General workers.

The Gross Regional Product for the region was up \$10.84 billion at \$70.66 billion compared to 2009. The State of Ohio was up \$117.69 billion at \$673.75 billion from 2009. The region's share of this amount was down 0.32% from 2009.

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.

## Generating Growth for Northwest Ohio



Dean Monske,  
President & CEO,  
Regional Growth  
Partnership

The Regional Growth Partnership's marketing efforts in the third quarter focused heavily on lead-generation initiatives. These activities have served as a cornerstone for marketing and continue to provide a positive return on investment.

The RGP initiated an automotive email campaign in the third quarter, targeting industry executives and national site consultants. The three-week program highlighted the assets and successes across Northwest Ohio's 17-county region. Focal points of the campaign included future industry trends tied to Northwest Ohio, product development and spec buildings, video testimonials and regional investment numbers. This campaign led right into the RGP's attendance and sponsorship at the CAR MBS show in northern Michigan — recognized as one of the leading events for the automotive industry.

Another significant initiative for the RGP in the third quarter was the kickoff of its Site Marketing campaign. Leading into this initiative, the RGP worked in developing a new Site & Building database page, featuring the top 24 sites across the region. This newly created webpage fell under *WhyNorthwestOhio.org*, which was created in 2018 for the RGP's industry email campaigns. The first two marketing emails for this campaign highlighted two Northwest Ohio Authenticated Sites through JobsOhio's SiteOhio program. The RGP utilized tools created by JobsOhio to help in the design and marketing. The campaign produced 300 prospect names for follow-up.

To support the automotive email campaign referenced above, the RGP did some video production and collateral development. The video featured automotive industry analyst Kim Hill discussing the growing trends in the industry and how the Toledo region and Northwest Ohio both fit in nicely. Collateral development featured the purchasing, writing and placement of two Investment Profiles in *Site Selection* magazine. The topics were alternative fuels for the automotive industry (and how Northwest Ohio ties in) and a new logistics park going up in North Baltimore. The latter will be utilized in the

RGP's upcoming logistics campaigns.

The RGP continued its social media / content marketing efforts in the third quarter of 2019. This campaign is designed to enhance engagement with target audiences through LinkedIn and Twitter. Captured metrics of significance for this program in Q3 included:

- Impressions on Twitter peaked at 65,000 at the end of Q3. LinkedIn impressions remained the same for much of Q3.

- Twitter saw almost triple the number of new followers, as compared to Q2, and LinkedIn saw almost double the number of new followers compared to Q2.

- While profile visits on Twitter were down, the number of Likes and Retweets were higher.

The takeaway is that followers are engaging with our content marketing Northwest Ohio.

Moving forward through Q4, the RGP will focus its marketing efforts on lead generation programs highlighting our regional logistics and automotive industries, as well as top available sites across Northwest Ohio.

# Apprenticeships: The Solution is Now



By Pete Prichard,  
Northwest State  
Community College

Since the period of the English indentured agreement in 1640—a forerunner to the apprenticeship, which provided room and board,

clothing, and small spending allowance—apprenticeships have come a long way. Throughout our world history, society has relied heavily on craftsmen to deliver our basic needs. Fathers would pass their trade to their sons for generations. So highly valued were these masters of their craft they would be revered by many—including ancient royalty. Although many kingdoms have come and gone, the need for and acceptance of tradesmen has continued into the future.

Today, we still have a high demand for tradespeople and will continue to in the

future. Although technology has changed many of the procedures of our ancestors, the need for their expertise has not. This is evident in our need for electricians, mechanics, machinists, tool and die makers, carpenters, drafters, and welders. As we are in the midst of an epic shift in our labor markets the pace to replenish our supply of tradespeople has increased dramatically. For that reason, federal and State initiatives have been designed to address the current and future needs of our workforce.

Here in Ohio, the Lieutenant Governor has taken charge of Workforce Transformation and has introduced programs that encourage and assist employers to up-skill their labor. This is done in combination with OhioMeansJobs programs that provide both consultative and financial assistance in developing a pipeline of workers. Direct access to high school students to registered apprenticeship programs is now a reality.

Although the Career Centers and Community Colleges in Ohio have done an ex-

ceptional job of keeping pace with what is needed for today's workforce, they can no longer bear this burden alone. Parents participating with their kids in deciding a career are crucial. Students taking advantage of pre-apprenticeship programs that lead to an apprenticeship program with employers is happening throughout the state. The solution is now for apprenticeship. Opportunities for our youth are more abundant than in years past, and a sound financial future is more realistic.

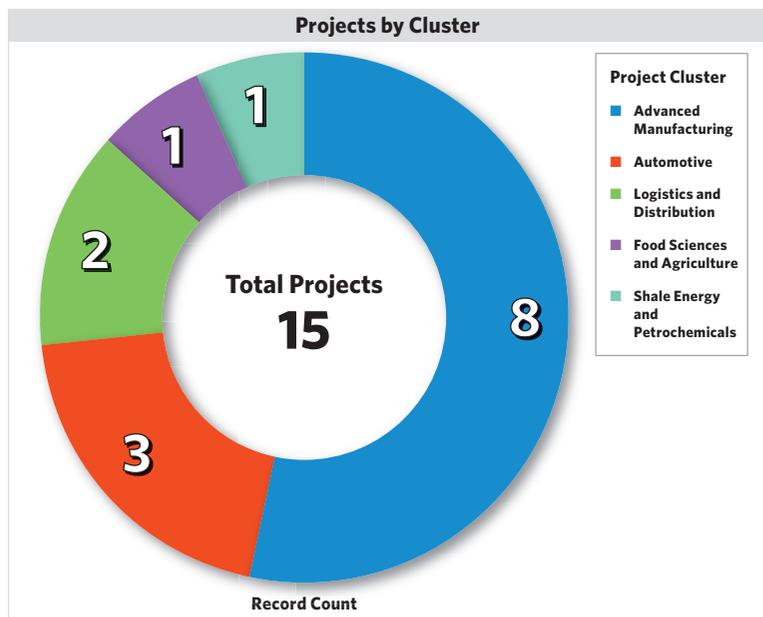
The demand for skilled workers hasn't changed for thousands of years. The types of skills needed have changed, which has precipitated a skilled trade deficit. The good news is that we can close the gap through pre-apprentices and apprenticeship programs. Engagement of our youth with employers is easier than ever before. Take time and talk to school counselors and local employers, they can help give you the direction you need and in doing so build a prosperous future for all in Northwest Ohio.



## Wood County

Wood County Job and Family Services through its OhioMeansJobs Center, in partnership with Northwest State Community College, is reaching out to local businesses and school districts to help identify pre-apprenticeship programs.

If any local school district or businesses are interested in learning more about this initiative, please contact Mary DeWitt, Workforce Administrator at the OhioMeansJobs Wood County Center, at 419.373.6970 or email [mary.dewitt@jfs.ohio.gov](mailto:mary.dewitt@jfs.ohio.gov).



## JOBSONIO INVESTMENT - 3RD QUARTER 2019

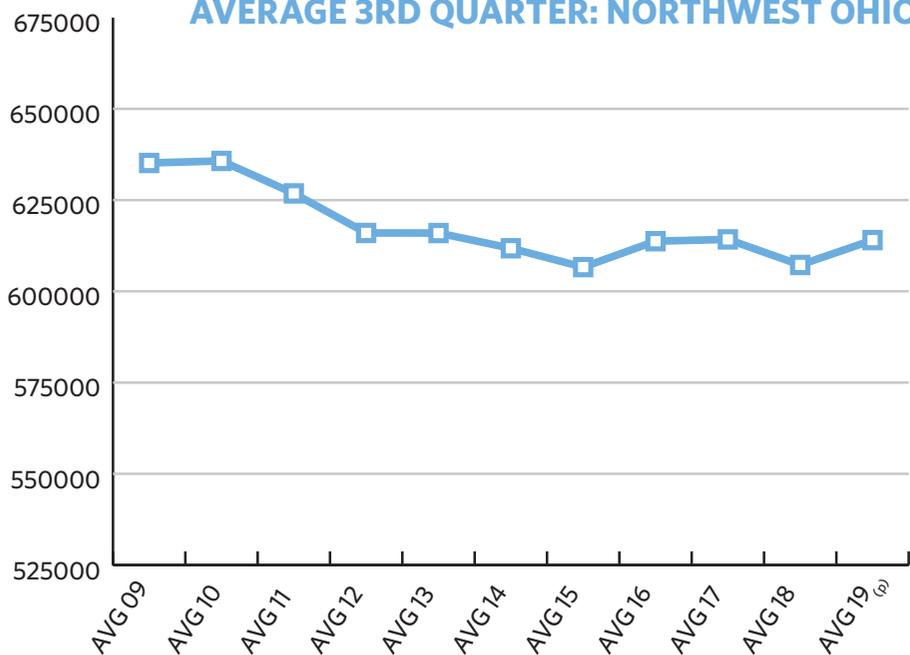
**1,565** Jobs Created

**2,850** Jobs Retained

**\$308,867,838** Capital Investment

### TOTAL AVAILABLE WORKFORCE

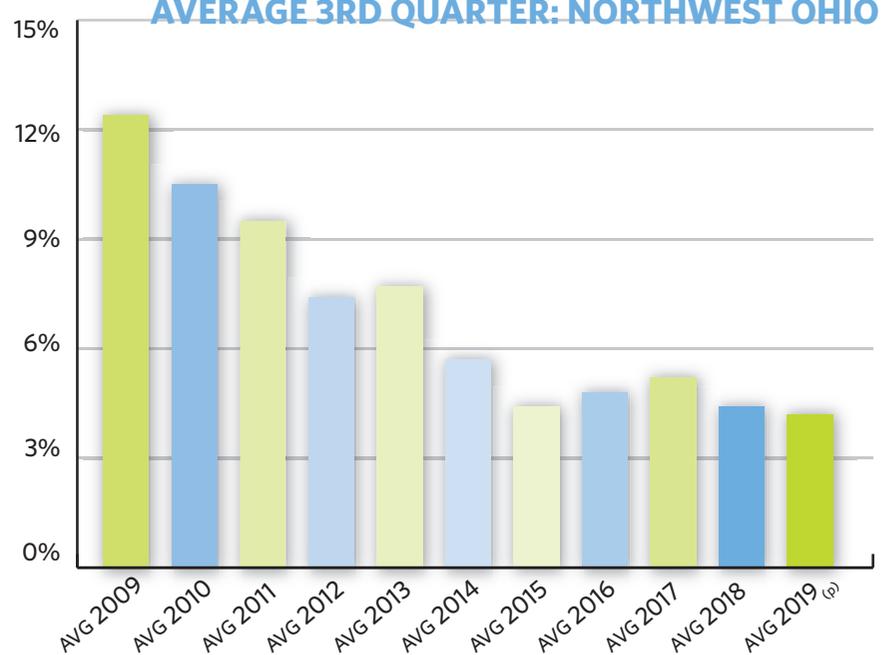
AVERAGE 3RD QUARTER: NORTHWEST OHIO



Source: OhioLMI

### UNEMPLOYMENT RATE

AVERAGE 3RD QUARTER: NORTHWEST OHIO



Source: OhioLMI