

Workforce UPDATE

MARCH 2021



OWENS
COMMUNITY COLLEGE



Lucas County
Wood County



Top 10 Corporations Hiring

1. Mercy Health
2. ProMedica
3. FedEx
4. Amazon
5. Walmart
6. HCR ManorCare
7. Domino's Pizza
8. The Dollar General
9. University of Toledo
10. Blanchard Valley Health System

Top 5 Corporate Occupations

1. Heavy & Tractor-Trailer Truck Drivers
2. Registered Nurses
3. First-Line Supervisors of Retail Sales Workers
4. Laborers and Freight, Stock and Material Movers, Hand
5. Retail Salespersons

Top 10 Manufacturers Hiring

1. Roppe Corporation
2. First Solar
3. Whirlpool
4. Pepsi
5. Continental Structural Plastics
6. FedEx
7. Owens Corning
8. Old Castle
9. Midway Products Group
10. Magna International

Top 5 Open Manufacturing Occupations

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

Source: CEB Talent Neuron Analytics 02/11/2021

4TH QUARTER INTERNSHIP REPORT: NORTHWEST OHIO

TOP FIVE COMPANIES ADVERTISING INTERNSHIPS

1. Sherwin-Williams
2. SAP
3. Loves Travel Stops
4. O-I Corporation
5. Bon Secours Mercy Health

TOP FIVE INTERNSHIP POSITIONS ADVERTISED

1. Pharmacy Tech and Pharmacists
2. Market Research
3. Sales Representatives
4. Industrial Engineers
5. Bus and Truck Mechanics

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

Lowest Total Available Workforce in Ten Years

The average total available workforce for Northwest Ohio - which includes all employed and unemployed people - was 601,800 in the fourth quarter of 2020. This is down 4.6% from 2010.

Unemployment in Northwest Ohio averaged 5.3% for the 4th quarter of 2020. It was 4% for the same period in 2019. This is the highest 4th quarter unemployment percentage in seven years. The fourth quarter average unemployment was 6.8% for the nation and 5.8% for Ohio in 2020.

As of December 13, 2020, 22,706 job openings were advertised in Northwest Ohio according to Wanted Analytics.

This is a 3% increase from the 4th quarter in 2019. The top four occupations in demand were Heavy Truck Drivers, Nursing, Supervisors of Retail Sales, and Delivery Services. These four categories - Sales, Healthcare Practitioners, Office Support, and Transportation represented 59% of all jobs posted in Northwest Ohio. There were 1,430 RN jobs posted as of December 13. There were also 3,946 Heavy and Light Duty Truck Driver positions advertised during the same period. These two positions accounted for 23% of all positions advertised.

Of all jobs posted in December of 2020, approximately 51% required a high school education,

25% required a two-year degree, and 24% bachelor and more. The total number of internships advertised was 390. This was a decrease of 12% from the 4th quarter last year. Fifty-six percent of the internships wanted a bachelor's degree or more.

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

The Gross Regional Product for the region was up \$9.9 billion at \$71.06 billion compared to 2010. The State of Ohio was up \$78.29 billion at \$656.75 billion from 2010. The region's share of this amount was up 9.25% from 2010.

The Regional Growth Partnership and JobsOhio, Owens Community College, NORED, 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.

Help Available for Help Wanted

Lucas County Workforce Development Board

Finding a new job is always a challenge, but when a search for a good job occurs during a global pandemic, the process becomes even more difficult. However, COVID-19 has brought into sharp focus the fact that people can quickly adapt, especially with the use of modern technological tools.

Prior to the pandemic, video calls were a rarity - often saved for times when meeting in person wasn't a viable option. Many of us had never heard of Zoom, Teams, Meet, Webex, or any of the many other video conferencing platforms available. And for those familiar with them, their experience was more likely as a participant in a webinar.

Initially, holding video meetings was cumbersome. Over time, however, using this technology became almost second nature for many people. Still, for businesses, the process of hiring new workers presented a different set of challenges. Human resource professionals can still recruit new workers using most of their typical tools, such as online job postings and applications. Taking the next steps with the most promising

candidates continues to be complicated given public health restrictions.

To conduct job interviews by video conference, not only must an employer have the necessary skills, ability, and access to technology, but prospective candidates must be familiar with it as well. Applicants for low- to mid-level positions who often had barriers evident prior to the pandemic may have additional difficulty utilizing video conferencing platforms, compounding their challenges in obtaining employment.

Accessing suitable computers with integrated cameras or add-on webcams is only one obstacle job seekers face. Insufficient internet bandwidth can also quickly bring an important interview to a stumbling halt. Attempting to use a cell phone, regardless of the video capability of the phone, has a host of potentially disastrous scenarios as well.

As one strategy for addressing this technology gap in the community, OhioMeansJobs Lucas County had partnered with the Toledo Lucas County Public Library and PCsForPeople, a non-

Prior to the pandemic, video calls were a rarity

profit organization with offices in Cleveland, to make refurbished computers and other technology available to those most in need. Companies and individuals can donate unneeded computers that are then refurbished and returned for distribution in the community where they originated.

While the computers are not free, the organization makes them available at a fraction of the cost of a new computer. In addition, individuals meeting certain eligibility requirements may qualify for "financial aid" which can further reduce the cost or potentially cover the full amount. To overcome internet bandwidth deficiencies, PCsForPeople also makes available mobile hot-spots with discounted 4G LTE internet service. People engaged in certain career development programs through OhioMeansJobs Lucas County and the Lucas County Department of Planning and Development may qualify for subsidies covering the full cost.

More information about the program is available by calling OhioMeansJobs Lucas County at 419-213-5627 (JOBS), by visiting the library website at toledolibrary.org/pcsforpeople, or by visiting the PCsForPeople website at pcsforpeople.org. Companies interested in donating used technology are encouraged to contact any of the participating organizations as well.

Finding Hidden Talent in Northwest Ohio's Workforce



Gary J. Corrigan,
Corrigan and
Associates LLC

Where will businesses find skilled workers for their future needs? There are alternative routes to skill development that may not always be considered in the hiring process. This information can be found in a research study called **Workers Skilled through Alternative**

Routes, STARS ("Reach for the STARS: The Potential of America's Hidden Talent Pool." Published by Opportunity@Work and Accenture, March 2020).

The study identified the marketable talents of those that have a high school diploma and alternative training such as associate's degrees, training programs / on-the-job learning, self-guided learning, and entrepreneurship. It recognizes that high-value, in-

demand skills are practiced by lower-wage workers on their jobs. These people are the core of hidden talent in the workforce.

Being able to identify such people greatly increases the labor resources and diversity in an economy that faces increasing demands for skilled workers. Such individuals have the potential to perform a different role than they do now based on skills they have developed through alternative routes.

The Worker Skills Study indicates that every experienced worker has the potential to perform a different role if they have successfully demonstrated the skills required in their current role. Consider these workers for other roles in order to not miss out on hiring skilled talent. The study presented three key findings that have implications for finding hidden talent.

Finding #1: Low-wage does not mean low skill.

Equating wage levels with skill levels often

underestimates and undervalues low-wage workers' skills and the potential to fill open positions employers need to be successful.

Finding #2: There is a vast overlooked pool of talent.

Barriers such as four-year degree requirements and limiting access to roles in their companies hide a large and diverse talent pool.

Finding #3: Hidden talents have skills that are transferable

Hidden talents currently work in jobs with skill requirements suggesting they can perform a job in other, more advanced areas.

An analysis by LinkedIn shows that people can acquire relevant skills in many different functions. For example there are more than 3,000 pathways into the IT Support Specialist role and there are more than 2,500 pathways into the Inside Sales Specialist role.

Those with hidden talent could be leveraged

The most common alternative indicator of hidden talent is an associate's degree or some college credit.

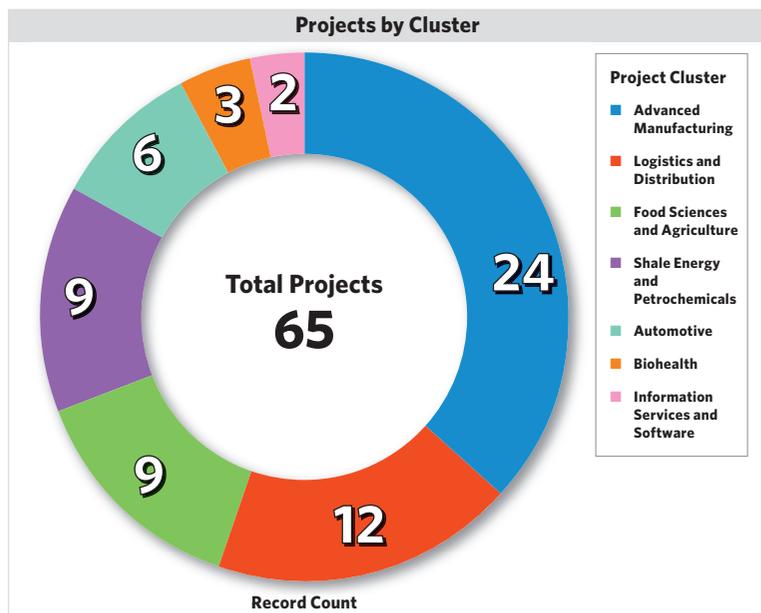
to fill in-demand jobs if their hiring was based on their skills profiles. The most common alternative indicator of hidden talent is an associate's degree or some college credit.

The following are ways to identify hidden talent when trying to fill positions in a tight labor market:

1. Shift to skills-based hiring and talent development practices.
2. Open career pathways for those already inside your company.
3. Consider alternative experience sources such as courses, certificates, and on-the-job training experience.
4. Identify people's employment experience commitment.

Northwest Ohio has talent. Additional resources are available to Ohio businesses by going to **Search Talent** on the OhioMeansJobs site and select from millions of resumes of candidates with specific skills and qualifications. Questions and requests, please refer to **Communications@jfs.ohio.gov**.

JOBSONIO INVESTMENT - 4TH QUARTER 2020



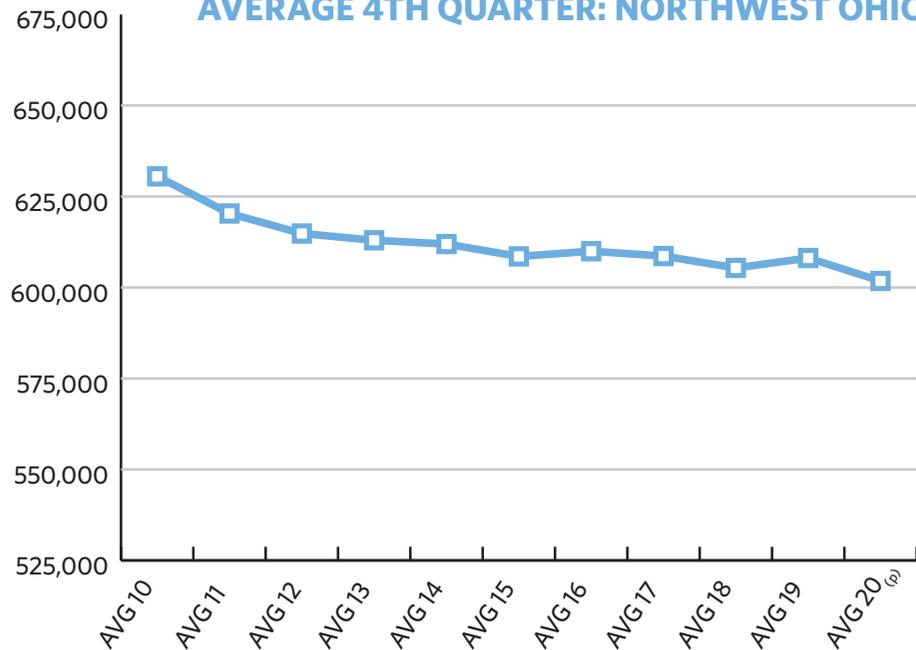
2,977 Jobs Created

11,559 Jobs Retained

\$955,411,355 Capital Investment

TOTAL AVAILABLE WORKFORCE

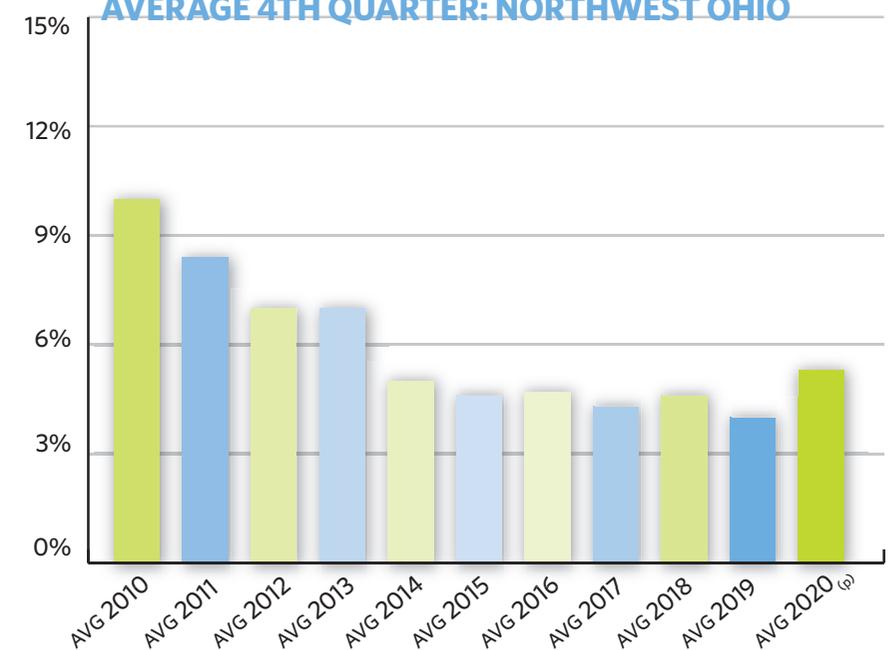
AVERAGE 4TH QUARTER: NORTHWEST OHIO



Source: OhioLMI

UNEMPLOYMENT RATE

AVERAGE 4TH QUARTER: NORTHWEST OHIO



Source: OhioLMI