

U.S. CONFERENCE OF MAYORS WORKFORCE DEVELOPMENT COUNCIL

BEST PRACTICES

FEATURED BEST PRACTICES PUBLICATION: THE ESSENTIAL ROLE
OF WORKFORCE BOARDS IN MEETING THE U.S. SKILLS GAP



JANUARY 2019



FEATURED BEST PRACTICES QUARTERLY UPDATE: THE ESSENTIAL ROLE OF WORKFORCE BOARDS IN MEETING THE U.S. SKILLS GAP / JANUARY 2019

Americans are experiencing near-record low unemployment and a booming economy. Despite the relative availability of jobs for workers, employers regularly report difficulty in finding qualified persons with the right skills for specific jobs. The persistence of the skills gap over many years has caused many workers and employers to turn to workforce training programs to learn marketable skills and find qualified employees respectively.

The U.S. Conference of Mayors (USCM) Workforce Development Council (WDC) Best Practices Committee developed a quarterly journal to showcase our member cities' best practices. *The Essential Role of Workforce Boards in Meeting the U.S. Skills Gap*, the third publication, showcases how workforce systems have successfully met the job needs of industries in their region and assisted individuals in acquiring the necessary skills to fill available jobs.

Please be on the look-out for the next USCM WDC Best Practice Committee's call for submissions.

For more information on the USCM WDC, please visit our website at: www.uscmwdc.org. If you have any questions regarding the WDC Best Practices Committee, please contact Megan Judge, mjudge@usmayors.org, (202) 861-6735.

DATA POINTS ON UNEMPLOYMENT AND LABOR TRENDS

The unemployment rate for Summit County, Ohio was 4.4% as of October 2018. That is compared to the Ohio rate of 4.3% and the US rate of 3.5%.

According to the 2024 Job Outlook for Akron Metropolitan Statistical Area (MSA) provided by the Ohio Department of Job and Family Services, total employment is expected to increase by 19,300 by 2024.

Projected high growth occupations include, Health Care Practitioners and Technical Operations and Health Care Support; Management and Business and Financial Operations Occupations; Computer and Mathematical Occupations; Food Preparation and Serving Related Occupations; Construction and Community and Social Service Occupations.

Production and Transportation and Material Moving Occupations are projected to decline.

EMPLOYER ENGAGEMENT STRATEGIES AND PROGRAMS

Broad scale employer engagement strategies include coordination with public and private economic development entities through the efforts of the Summit County Business Retention & Expansion Tactics Team. Key members include the City of Akron and Summit County Departments of Economic Development, the Greater Akron Chamber of Commerce, the Summit and Medina Workforce Area Council of Governments, the Summit County Department of Job and Family Services, ConxusNEO, Downtown Akron Partnership and the Development Finance Authority of Summit County. Although not specifically named, this group also works closely with other political subdivisions in Summit County on their respective economic development initiatives.

Tactics Team members from county economic development visit companies, assess needs and refer to appropriate partner. Company

needs range from workforce development to assistance with purchasing land and buildings. The Tactics Team utilizes Salesforce to coordinate and track efforts. Since 2016 staff of the Summit County Ohio Means Jobs Center and Summit and Medina County Workforce Area Council of Governments have worked closely with the Tactics Team to expand the knowledge base on available services and programs and to ensure proper marketing of such to area businesses.

When a workforce need is determined, business services staff from the WIOA system contact employers and work diligently to fill needs. This includes coordination with workforce partners to provide job placement and training in high demand industries. The business services team becomes the talent search liaison as they build relationships with local companies.

Low unemployment means that employers depend on our programs more than ever to deliver the talent they need. Therefore, employers from high demand industries such as health care, services and manufacturing utilize the Ohio Means Jobs Center to conduct recruitment and meet with candidates in our spacious and professional office space at no cost.

We make our facility available to companies such as Meijer Stores which uses our facility as a recruitment home base as they recruit all levels of talent for stores they are opening in NE Ohio in 2019.

Organizations such as the Akron Area Society for Human Resource Management hold monthly executive committee meetings at the facility and the workforce system benefits from this relationship and increased job postings and employer engagement.

The Rubber City Radio Group uses our facility for large scale job fairs. Our system benefits from the marketing that results in new and increased traffic from both companies and job seekers.



We also provide the traditional value added WIOA incentives including on-the-job-training contracts and classroom training through Individual Training Accounts.

RESULTS, KEY TAKEAWAYS, AND LESSONS
Summit County WIOA Adult/Dislocated stats between July 1, 2017 and June 30, 2018:

Total placements: 1004 (873 individuals)
Demographics of individuals hired: 68 veterans, 203 ex-offenders, 269 on public assistance
Individual Training Accounts: 47
OJTs written: 52

Most recent job retention information: Employment 2nd Q After Exit (Exits July 2016 – June 2017) 85% for adults, 87.7% for dislocated

Employment 4th Q After Exit (Exits July – December 2016) 82.8% for adults, 84.7% for dislocated

Services are most effective when coordinated with all aforementioned workforce and economic development entities.

Build relationships with companies to benefit all levels of job seekers from entry level or ex- offenders to executive. New and ongoing business relationships result in opportunities for all levels of job seekers.

Mandated and non- mandated workforce partners share services and costs in the Ohio Means Job Center resulting in successful outcomes for customers.

ADDITIONAL INFORMATION
Local website: <https://www.summitomj.org/>
State website: <https://jobseeker.ohiomeansjobs.monster.com/>
Staff Contact: Ralph Sinistro, OMJ Center Manager, County of Summit Department of Job and Family Services, Ralph.Sinistro@jfs.ohio.gov.



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