



# conxusNEO

## Connecting Partners to Build a Thriving Workforce

Jean Barbato, Senior Manager, Manufacturing Sector Partnership

**Introduction to Good Jobs Challenge - April 12, 2023**

# About ConxusNEO

Our primary goal is to build a **thriving workforce** so companies and residents prosper. To improve the performance of the talent ecosystem, we partner with **companies to identify the skills they need** and support them to **work with educators, workforce programs, the public sector, economic and community organizations to generate positive outcomes.**



## LEAD AND FACILITATE

We provide leadership, expertise, and facilitation to help our community understand, improve, and navigate the talent ecosystem. We help shape initiatives to innovate solutions, but we don't run programs.



## TALENT ECOSYSTEM

We drive system improvement by supporting our partners in their efforts to **generate awareness about in-demand occupations, provide experiences for exploring critical industries, develop competitive talent, connect people to good jobs, and upskill workers.**



## INDUSTRY SECTOR FOCUS

We focus on our region's most important economic drivers to make progress together. Each industry sector provides high-demand, high-wage jobs and offers economic development opportunities.



# USEDA's Good Jobs Challenge Grant

"EDA's American Rescue Plan \$500 million Good Jobs Challenge is an investment in high-quality, locally led workforce systems to transform America's communities. The focus is on **equity, to expand career opportunities for more Americans to reach their full potential and secure good-paying jobs**. This plan will produce a skilled workforce to ensure the United States is prepared to innovate, compete, and succeed in a 21st Century global economy."







# What About Good Jobs Challenge in Ohio

OMA was awarded \$23.5 million for the GJC project for Ohio, and ConxusNEO's manufacturing industry sector partnership is one of 13 throughout the State to carry out specific recruiting and upskilling components of OMA's workforce development action plan in Summit and Portage Counties.



# What Does This Mean for Summit and Portage Counties?

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We can come together as a community to work as partners, combining our organizational strengths and fill in any gaps to reach our collective goal:

**“To train and increase the workforce in the manufacturing sector and decrease unemployment in Summit and Portage Counties.”**





CAN WE COLLECTIVELY CHANGE

150 LIVES ?



# WorkAdvance

## A Path to an Untapped Pool of Applicants

Introducing WorkAdvance:

Connecting low-income jobseekers to high-demand, low- and medium-skilled manufacturing jobs with strong career pathways.

### The WorkAdvance Model



# Opportunity

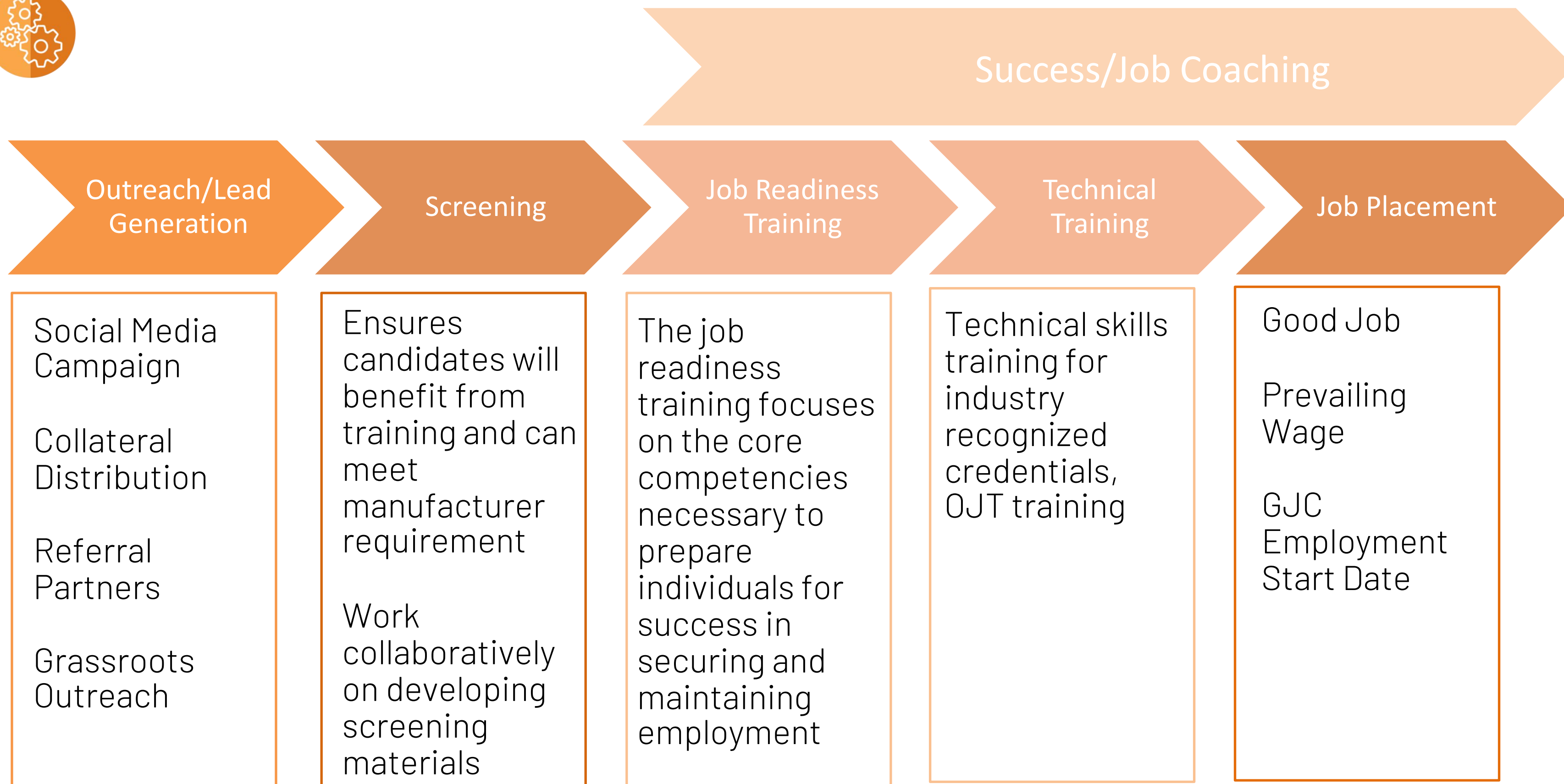


- Change 150 lives
- Remove barriers to employment
- Train participants for entry-level positions for Summit and Portage County's untapped workforces
- Upskill Ohioans for jobs in the manufacturing industry, strengthening this sector while strengthen Ohio's economy and the rest of our workforce.

# Goal

- 150 participants with technical and job readiness training
- 120 job placements
- 220 participants upskilled for job progression





Career Coach - Serves as a liaison between the participant, employer and project manager for 12 months.

# Outreach

## Targeted Populations

- History of low-wage jobs
- Long-term unemployed
- Career switchers
- College alternative
- 18-39 years-old
- Military and vocational work
- Women
- People of color
- Restored citizens
- Differently abled
- Refugees



- **GOAL**
  - 150 Entry-Level Participants
  - 120 of the Participants Placed in Good Jobs
  - 220 Participants for Upskilling

- **WHO**
  - Meets company requirements
  - Interested in manufacturing
  - Can pass a drug screen
  - Willing to attend pre-employment training
  - Committed to growing their career post-employment
  - Eligible to work in Ohio

- **GRASSROOTS OUTREACH**

Community outreach and engagement- door-to-door and in areas where people congregate

# Screening

Work collaboratively on the development of communication recruiting, and screening materials (including passage of aptitudes and interests screening).

- **Implement**  
Implement recruiting tactics with an emphasis on **unemployed, underrepresented** individuals.
- **Identify**  
Identify quality candidates (unemployed, underrepresented individuals) through approved screening process (aptitudes and interests) that is informed by project milestones and manufacturing workforce programming guidelines.
- **Host**  
Host recruiting and orientation events (recommended a minimum of approximately 40 candidates to generate a pilot cohort of 8-15 participants).





# Job Readiness Training

*The job readiness training focuses on the core competencies necessary to prepare individuals for success in securing and maintaining employment.*

- **Topics (Curriculum Example)**
  - Career Planning
  - Career Exploration
  - Technology
  - Employability
  - Soft Skills
  - Financial literacy
- **Identify and Coordinate**
  - Identify individual barriers to success and notify the career coach within 24-hours.
  - Coordination and communication with career coach and project manager, as needed.
- **Evaluate**

Conduct an evaluation of each participant's job readiness skills.



# Technical Training

## In-demand occupations:

- CNC machining
- Production technician
- Welding
- Industrial maintenance
- Automation
- Robotics

**This is not a complete list. We are still reaching out to other educational providers for the training that employers are looking for!**

- **FANUC ROBOTICS**  
University of Akron  
Portage Lakes Career Center
- **Certified Manufacturing Associate**  
ToolingU  
Barberton Schools Year 13  
Cuyahoga Valley Career Center
- **2G Welding & Other AWS Training**  
Stark State College – Akron Perkins Campus  
Portage Lakes Career Center
- **Certified Production Technician (CPT)**  
Cuyahoga Valley Career Center  
Portage Lakes Career Center
- **Machining Fundamentals**  
Cuyahoga Valley Career Center
- **NIMS CNC Mill & Lathe Operation**  
Portage Lakes Career Center
- **AutoCAD & SolidWorks**  
Portage Lakes Career Center



# Technical Training

What training from this list would you be interested in for entry-level employees?

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University of Akron  
Portage Lakes Career Center
- **Certified Manufacturing Associate**  
ToolingU  
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# Job Placement

**ELLE** – Entry-Level Learn & Earn

Should have retention & advancement – Supports job performance and career mobility after initial placement.



- **Good Job**
  - A job that exceeds the local prevailing wage for the industry in the region.
  - Includes basic benefits and/or is unionized.
  - Helps the employee develop the skills necessary to advance along the career path. (Upskilling)
- **Prevailing Wage**

The average wage paid to similarly employed workers in a specific occupation.
- **GJC Employment Start Date**

The date that an employee is placed into a “Good Job” following the completion of their training program.



# Job Placement

Do you have entry-level positions that you will fill this quarter? This year? Next year?

Are you having trouble filling those positions?



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# Success/ Career Coaching

Serves as a liaison between the participant, employer and GJC project manager.

## Primary Responsibilities

- Begins developing the **professional relationship** with participants on Day 1 of programming
- Provides supports to reduce attrition and promote completion of job readiness and technical training
- Is actively involved in training by facilitating goal planning and career mapping group sessions
- **Develops individual goals and a career map** with each participant
- **Addresses barriers** through access to community resources or provision of support services
- Provides individual preparation for job interviews
- Supports participant acclimation to the job and longer-term job retention
- With the career map as a guide, supports individual career advancement







# Employer Partners

## Commitment to living wages

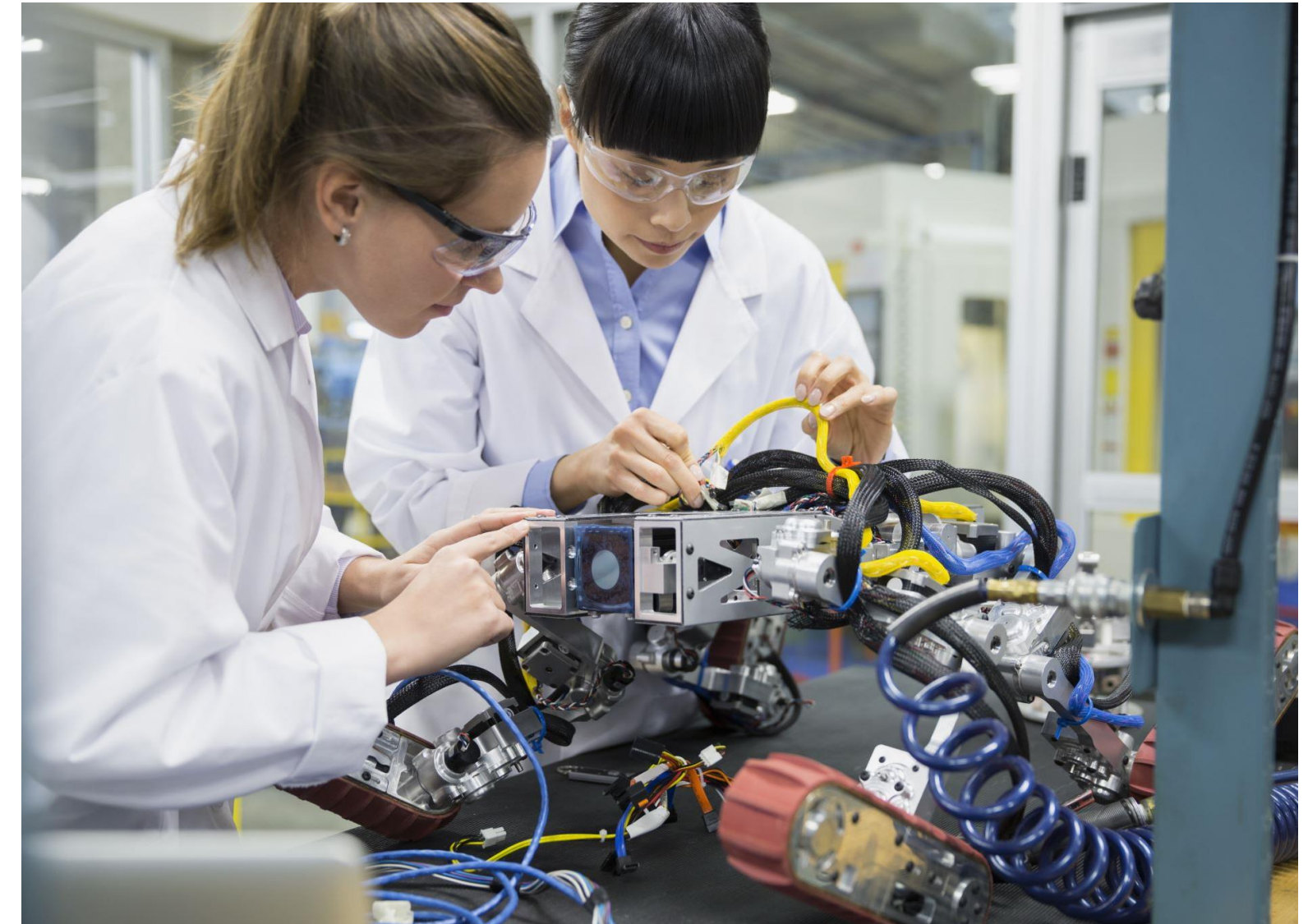
- Reasonable starting wage
- Advancement opportunities
- Has or is interested in building career pathways

## Interest in a broader candidate pool

- Recognition that the current candidate pool is insufficient
- Will support training initiative develop candidates
- Will look in new places for job seekers

## Invested in WorkAdvance

- Commitment to provide an organizational champion
- Commitment to interviewing candidates
- Views career coaching as an asset







## Pilot Program

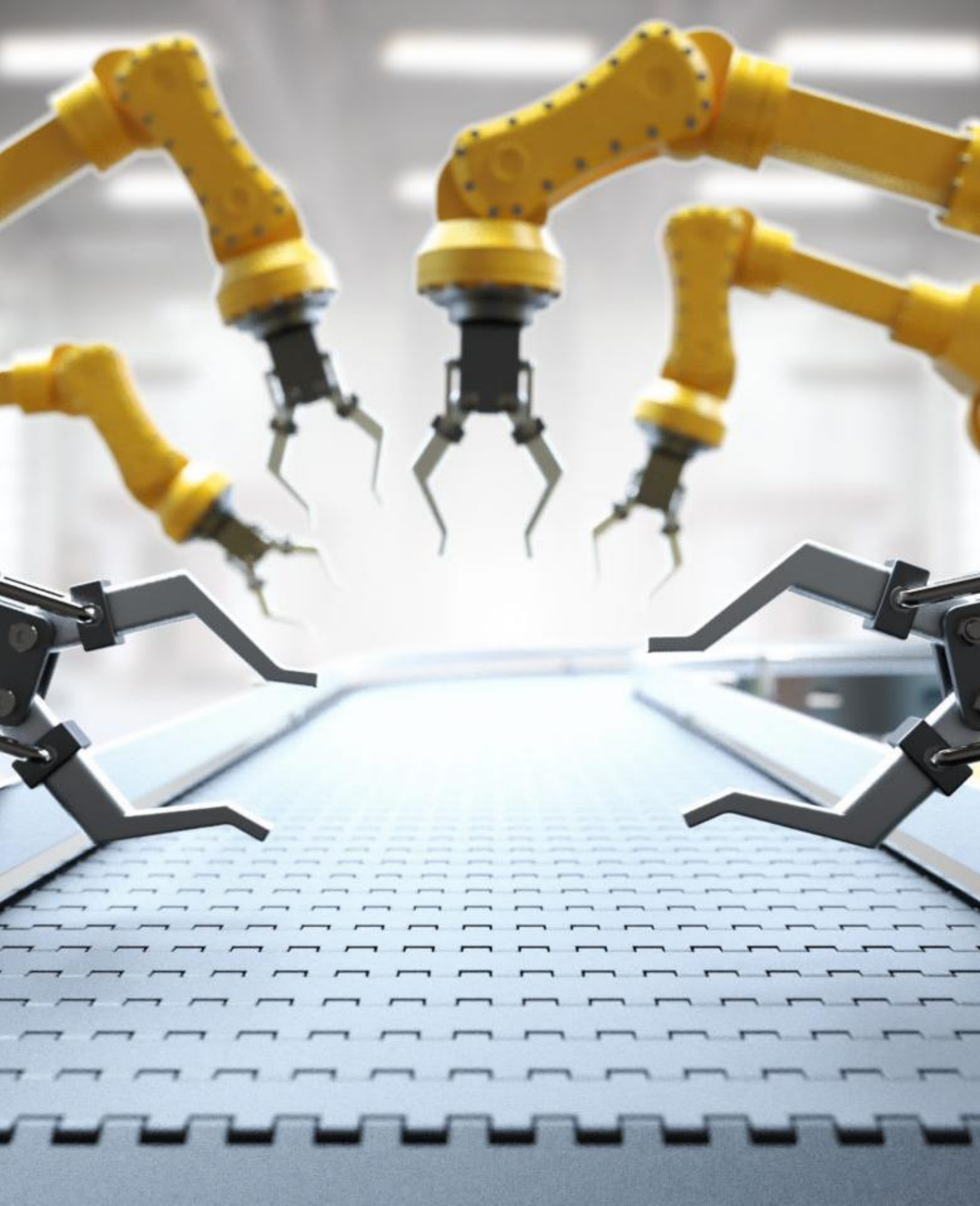


National Center for Urban Solutions (NCUS) is an African American-owned, privately held corporation. For more than 25 years, the company has been a conduit in helping African Americans achieve self-sufficiency.

# REACHING OUR MOST VULNERABLE







# Contact

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## manufacturing/

sector partnership  
supported by conxusNEO

