



---

---

---

---

---

---

---

---

## PCW IS OUR REGION'S EFFORT TO CLOSE THE SKILLS GAP

Partners for a Competitive Workforce is a tri-state partnership, managed by United Way

We are 150+ organizations joining efforts...

- > employers
- > workforce boards
- > chambers and economic development entities
- > education and training institutions
- > community organizations

... to go farther, faster.

---

---

---

---

---

---

---

---

## Sector partnerships are closing the skills gap in key industries



HEALTH CARE



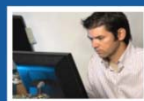
ADVANCED MANUFACTURING



SUPPLY CHAIN



CONSTRUCTION



INFORMATION TECHNOLOGY

---

---

---

---

---

---

---

---

**WE ARE DELIVERING RESULTS FOR WORKERS**

13,191+ served

80% obtaining employment

67% retained for 12 months

Increased annual earnings by up to \$7,500; \$7.3M per year total




---

---

---

---

---

---

---

---

**INDEPENDENT EVALUATION**

Compared to traditional job training programs, PCW-supported programs deliver:

- **40%** higher employment rates
- Up to **58%** higher earnings
- Up to **\$3** returned for every \$1 invested

LIVE UNITED.

---

---

---

---

---

---

---

---


**WE ARE DELIVERING RESULTS FOR EMPLOYERS**

**Health Careers Collaborative ROI Studies**

- Monetized benefits:
  - Increased retention provides up to \$69,000/year savings, 11.9% ROI
  - Wage gains for employees: \$18.95/hr. vs. \$16.15/hr.
- Non-Monetized benefits:
  - Increased racial diversity: 8-12% difference in team composition
  - Improved staff morale and engagement

**Manufacturing Industry Partnership ROI Study**

- 875% ROI for entry level machine operator training
- 30% reduction in OJT time for trainees



LIVE UNITED

---

---

---

---

---

---

---

---

## TALENT PIPELINE IMPACT

- Over 31,000 youth reached in 2016 and 2017
  - Greater Cincinnati STEM Collaborative projects
    - Summer of STEM
    - 3D Printer Clubs
    - Bike Clubs
    - Girls in STEM
  - Industry-specific outreach, e.g.,
    - What's so cool about manufacturing video contest
    - Youth co-op, internship, and apprenticeship programs
    - Tours, job shadows, career fairs

LIVE UNITED.

---

---

---

---

---

---

---

---

## EMPLOYER PRACTICE WORK

2017-2018 Project with 3 manufacturers to improve recruiting, retention, advancement

### Preliminary results:

- 270 jobs improved
  - \$2/hr wage increase
  - More affordable benefits
  - Improved communication practices
  - Leadership team development
  - Front line manager training
- Final impact report summer of 2018 (pre/post analysis)

LIVE UNITED.

---

---

---

---

---

---

---

---

**WHY CAN'T YOU FILL YOUR OPEN POSITIONS...IS IT ONLY A SKILLS GAP?**

---

---

---

---

---

---

---

---

**SUPPLY – why can't you fill your open positions?**

- Skills gap
  - yes...90% of jobs require some education or training after HS but only 50% of us have that
- Awareness/Parent role
  - Yes...parents are biased against some sectors or non-bachelor degree programs

LIVE UNITED.

---

---

---

---

---

---

---

---

**SUPPLY – why can't you fill your open positions?**

- Barriers to overcome
  - Transportation to school and/or work
    - Transit study/Regional indicators report – only 59% of regional jobs are reachable by public transit
  - Access to affordable, quality child care that meshes with job and/or school schedules
    - Quality child care is more expensive than college tuition
    - Home based care vs. center based care is preferred for evenings/overnights i.e. 2<sup>nd</sup> and 3<sup>rd</sup> shift
  - Intimate Partner Violence
    - On average, 30% (some sites 50%+) of job seekers (81% female/19% male) have some experience with intimidation/intimate partner violence
    - 177 children in the homes of those reporting issues

LIVE UNITED.

---

---

---

---

---

---

---

---

**SUPPLY – why can't you fill your open positions?**

They can't afford to go back to school...  
...or to take that job

LIVE UNITED.

---

---

---

---

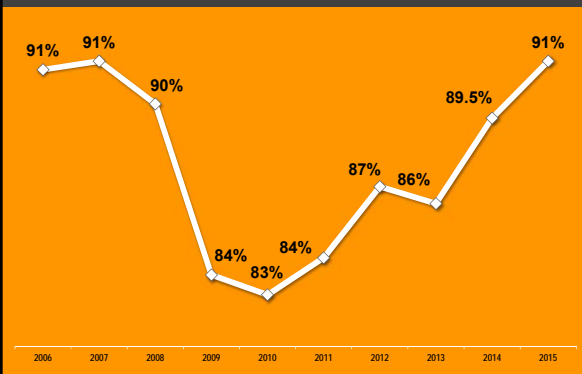
---

---

---

---

### DASHBOARD : 90% GAINFULLY EMPLOYED




---

---

---

---

---

---

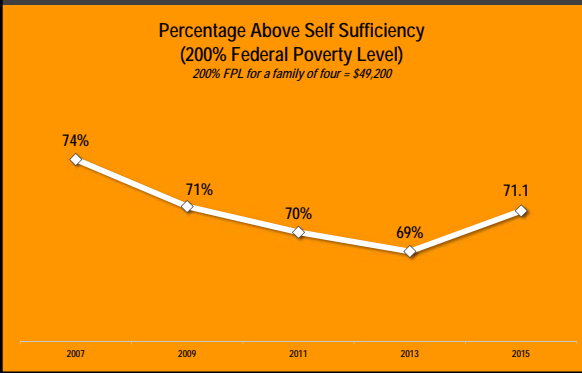
---

---

---

---

### EMPLOYED, BUT ARE THEY GETTING BY?




---

---

---

---

---

---

---

---

---

---

### Understanding "Self Sufficiency"

2018 Federal Poverty Level Guidelines				
Family Size	100% Annual	200% Annual	200% Monthly	200% Hourly (2080 hrs/yr)
1	\$12,140	\$ 24,280	\$2,023	\$11.67
2	\$16,460	\$ 32,920	\$2,743	\$15.83
3	\$20,780	\$ 41,560	\$3,463	\$19.98
4	\$25,100	\$ 50,200	\$4,183	\$24.13

200% of FPL covers just the basics – food, rent, utilities. Nothing is left over for saving for college, or car repairs, or medical emergencies

52% of all families with children under 18 in the region, married or not, have a single wage-earner

72% of all jobs in the region (78% of manufacturing jobs) pay less than \$50,000/year.

70% of Gateway students have household incomes below \$25,000/year (similar for Cinti State).

---

---

---

---

---

---

---

---

---

---



So, \$50K/year seems high...

- For perspective – purchasing power over time
- CPI – Consumer Price Index on-line tool:

	P&G Engineer
1983 wages	\$27,600
2017 wages needed for equivalent purchasing power	\$68,000

---

---

---

---

---

---

---

---

SO, ARE YOU TELLING ME THAT RAISING WAGES IS THE ONLY ANSWER?

No, but it is a consideration in a broader Good Jobs Strategy

---

---

---

---

---

---

---

---

Simply Put...

Solving the talent issue...

Begins and ends with you, the employer...

---

---

---

---

---

---

---

---

## Focusing on the skills gap

Is solving yesterday's problem...

Today's problem is that people have choices and you are selling a product that people don't want to buy - your jobs

---

---

---

---

---

---

---

---

And...who are the people to be trained?

- The answer is NOT exclusively high school students
- The largest pools of labor available now are:
  - The UNDERemployed
  - The long-term unemployed (labor participation rate)
    - Women
    - 2<sup>nd</sup> chance citizens
    - People with disabilities
  - There are up to 20x more underemployed/long term unemployed ppl available than HS grads

---

---

---

---

---

---

---

---

## You know how to fix this

New Client/Product/Market	Talent Marketplace
<ul style="list-style-type: none"> <li>• Segmentation analysis                             <ul style="list-style-type: none"> <li>– Aviation, automotive etc.</li> <li>– What are their needs? Pain points?</li> </ul> </li> <li>• Value proposition and points of differentiation vs. competition</li> <li>• Value/service after the sale</li> </ul>	<ul style="list-style-type: none"> <li>• Underemployed, women, ex-offenders etc.                             <ul style="list-style-type: none"> <li>– What are their needs? Child care? Transportation? Training?</li> </ul> </li> <li>• How you can solve their needs – and better than other employers                             <ul style="list-style-type: none"> <li>– Shuttles, paid training, etc.</li> </ul> </li> <li>• Career ladders to higher skills and pay, bonus system, workforce coach, etc.</li> </ul>

---

---

---

---

---

---

---

---



## CALL TO ACTION

### Employers:

- Calculate your cost of turnover *and* cost of lost business opportunities
- Survey your managers & *front line workers* to identify issues/opportunities
- Use tool-kit to identify interventions that can be *co-created* with your staff
- Look at your pay structure vs. self-sufficiency
- Don't leave talent on the table!

### Community/Economic Developers:

- How can CDFI's or other funding incentivize *better jobs* vs. just any job?
- How can you influence large businesses to drive better jobs through their supply chain/procurement practices?

---

---

---

---

---

---

---

---

## CONTACT US!



Janice Urbanik  
Executive Director  
Partners for a Competitive Workforce  
Janice.Urbanik@uwgc.org  
513.762.7160

---

---

---

---

---

---

---

---