



# EMPLOYER SERVICES

**IS YOUR RECRUITMENT PROCESS DOING MORE HARM THAN GOOD?**

**& How to fix it**

## **Recruitment** **VIDEOS**

why your company should have one...



OhioMeansJobs.  
Allen County  
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## **2024 SPRING** **CAREER FAIR**

**Recap**

**ALL ABOUT OUR STUDENT  
EMPLOYEE OF THE MONTH**

**Inspiring our Youth**





# OhioMeansJobs

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**Empowering our local workforce.**



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# TRAINING & DEVELOPMENT

*Investing in Your Workforce*





**"An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage."**

**JACK WELCH** Former GE CEO

In Allen County, Ohio, where the workforce is thriving, being proactive is crucial. The key to achieving success lies in implementing consistent training and development programs. By investing in the growth of your employees, you not only enhance productivity and innovation but also employee satisfaction and loyalty. Ultimately improving retention rates.



Imagine your team constantly updated on industry trends, technologies, and best practices. Continuous training transforms this vision into reality. Whether your business is in manufacturing, healthcare, IT, or any other sector, maintaining your team's skills enhances efficiency and quality. Well-trained employees work more efficiently and accurately, leading to increased productivity and reduced errors. Additional leadership and management training can also help identify potential future leaders within your organization, ensuring a solid succession plan.



Showing your employees that you're invested in their growth can significantly boost morale and loyalty. When they see clear paths for professional development, they're more likely to stay and contribute their best.



## LEVERAGING OHIOMEANSJOBS ALLEN COUNTY SERVICES

OhioMeansJobs Allen County offers various grants and funding opportunities to assist with training expenses, making it more feasible for businesses to invest in their workforce.

The **On-The-Job Training Program** helps local employers by reimbursing 50% of a new hire's wages during their training period. This lowers the cost of training new employees and helps them become productive faster. You can also adjust the training to fit your company's needs.

The **Incumbent Worker Training Program** covers the cost of additional training for employees who have been with your company for at least six months. This boosts their skills and can make your team more effective and satisfied with their jobs.

Both programs are great ways to support your business' growth, reduce training costs and increase a company's competitive advantage in our local workforce.

For employers in Allen County, prioritizing training and development is crucial. By improving employee skills, enhancing productivity, and increasing retention rates, businesses can experience significant growth and success. OhioMeansJobs Allen County provides a range of resources and services to ensure the success of your training programs, helping to create a more skilled workforce that drives our community forward.





Recent success stories include Nutrien, which utilized Incumbent Worker Training funds for training on Advanced Industrial Fire Brigade Tactics. Also, Lima Memorial Health System, which sent employees to the Ohio Association of Medical Staff Services Conference. Employees from Signs Ohio enhanced their skills in sales strategies, new products, project management, and design training by attending a Sign Expo conference.



**Are you ready to enhance your employees' skills with financial assistance for training?**

**Explore more at [OhioMeansJobs Allen County Incumbent Worker Training](#).**





# MAKE A CONNECTION: HIGHLIGHT YOUR BUSINESS WITH EMPLOYER VIDEOS



**"Custom videos tailored specifically to a business's needs not only reach more audiences but also form a connection to the brand, making recruitment efforts more effective."  
- Josh Luke, Business Services Manager**

In today's digital age, it can be difficult to capture and maintain the attention of potential employees. One powerful way to reel in talent is to spark their interest and connect on a deeper level through the use of video! OhioMeansJobs Allen County offers free recruiting video resources to Allen County employers.

"Our Employer Videos promote the employer while providing a realistic preview of their positions to job seekers," says Josh Luke, OhioMeansJobs Allen County Business Services Manager. "By seeing the facilities and employees in action, it demystifies the process and gives them a realistic idea of what to expect."





## Realistic Expectations

Fear of the unknown can deter job seekers from applying to positions they may be qualified for.

“Sometimes job seekers will not apply to a particular employer, or for a certain position, because they have a misconception or lack of knowledge of what it’s like to work there,” Luke explained. “Showcasing real employees behind-the-scenes in their work environment can clear up unknowns and provide valuable insight.”

## Making the Connection

Employer videos also allow employers to showcase some of their best employees, convey their hiring needs and benefits, and highlight what makes them unique to potential employees. Across all digital media platforms, videos are one of the most consumed and sought-after types of content.

Through a custom video tailored specifically to the needs of each business, more audiences are not only being reached, but are also forming a connection to the brand. This connection and visual explanation allows candidates to make more informed decisions about whether a company or specific position is right for them.

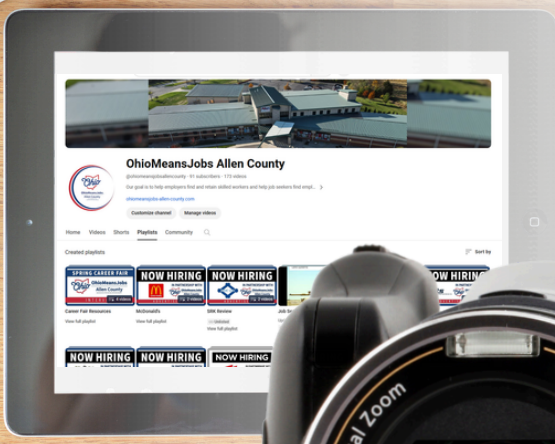
## Assisting with Advertising & Recruitment

As one of the many business services offered by OhioMeansJobs Allen County, this free resource has been utilized by nearly 40 local businesses including Procter & Gamble, Bob Evans Farms Manufacturing Division, Ohio Department of Transportation, and so many more!

Luke stated, “The Employer videos are very adaptive and can be used in a number of ways. Many employers post them on their social media, website, lobby screens, run them as TV commercials, and even display them at career fairs.”

“If you are undecided on whether or not you should have an Employer Video done for your business, watch some examples of videos we’ve recently completed on our YouTube channel! This will give you a good idea of what the videos look like and how your business could utilize something similar in your recruitment effort,” Luke said. “We’d like the opportunity to have the conversation with you on the benefits of this free service and answer any questions you may have.”

# Revolutionize Your Hiring Process With A FREE Video!



## Capture the attention of potential candidates with a FREE Employer Video produced by OhioMeansJobs Allen County!

Advertise open positions and recruitment needs while providing job seekers with a realistic preview of what your employees do. We can even include your job requirements, benefits, and more!

The video is yours to use however you want! Commercials, social media, career fairs, lobby TVs... the options are endless!



## Attract Candidates & FILL OPEN POSITIONS

# IS YOUR RECRUITMENT PROCESS hurting your ability to attract top talent?

In today's competitive job market, attracting and keeping top talent is crucial for business success. However, many companies accidentally harm their own hiring efforts through old or ineffective hiring practices. Here are some common problems and how to fix them:

✗ **Slow Hiring Processes:** Candidates often lose interest if the hiring process takes too long. With many rounds of interviews, long delays in communication, and slow decision-making, top talent might accept offers from other companies before you've had a chance to act.

✓ **Speed up your hiring process:** Set clear deadlines, reduce the number of interview rounds, and ensure prompt communication with candidates at every stage.



✗ **Unclear Job Descriptions:** A vague, outdated, or overly complicated job description can discourage potential applicants. If candidates can't quickly understand the role and its requirements, they may not apply or might drop out of the process early.

✓ **Write clear, concise job descriptions:** Highlight the key responsibilities, necessary qualifications, and what makes your company a great place to work. Avoid jargon and make sure the description is easy to understand.



× **Poor Candidate Experience:** From the application process to the final offer, candidate experience matters. A difficult application process, lack of feedback, and impersonal interactions can create negative impressions about your company.

✓ **Focus on candidate experience:** Simplify the application process, provide regular updates, and ensure positive and respectful interactions throughout. Personalized communication can greatly improve how candidates view your company.

× **Ignoring Employer Branding:** A strong employer brand can attract top talent. If potential candidates don't see your company as an attractive place to work, they might not even consider applying.

✓ **Invest in building a strong employer brand:** Showcase your company culture, values, and employee testimonials on your website and social media platforms. Highlight what makes you different from other employers.



× **Overlooking Diversity and Inclusion:** A lack of focus on diversity and inclusion can severely limit your talent pool. Diverse teams bring different perspectives and drive innovation, which is crucial for business growth.

✓ **Implement a diversity and inclusion strategy:** Make sure your job postings are welcoming and inclusive.



# 2024 SPRING CAREER FAIR

**OhioMeansJobs®**  
**Allen County**  
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## RECAP



**900+**

**Job Seekers & High School Seniors attended**

**100+**

**Local Employers were present**





The 3rd annual OhioMeansJobs Allen County 2024 Spring Career Fair was a success, drawing over 900 job seekers and local high school seniors. With more than 100 diverse employers on hand, the event was a bustling hub of networking and opportunity.

Attendees not only connected with potential employers but also took advantage of professional headshots and built valuable relationships, making it a standout moment for career development in our community!

A big **THANK YOU** to all of our employer partners who attended; your involvement was crucial in making this event possible!





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## Student **EMPL** **YEE** OF THE MONTH



Abigail Cover (March SEOM) of Shawnee High School and Shawnee Manor with Job Coach, Kyler Washam

### **OHIO MEANS JOBS ALLEN COUNTY CELEBRATES OUR YOUNG WORKFORCE!**

OhioMeansJobs Allen County is excited to announce its Student Employee of the Month Campaign, designed to celebrate and recognize the outstanding contributions of young student workers in our community. This initiative underscores the value of student employees in Allen County and their role in enhancing local businesses and organizations. Starting in March of 2024, OMJ has recognized a student monthly for their academic and workforce achievements, celebrating 4 local high school seniors so far!



Brayden Conley (April SEOM) on the job site at ATR

## The Student Employee of the Month Campaign aims to:

- Highlight Outstanding Achievements: Acknowledge high school students who excel in their roles by showcasing exceptional work ethic, skills, and dedication.
- Encourage Professional Development: Motivate other students to seek part-time employment for valuable work experience.
- Strengthen Community Ties: Cultivate relationships among local employers, high schools, and the student workforce.

### Nomination Process:

OhioMeansJobs Allen County School Job Coaches nominate high school seniors they have met with during their time at school, noting their significant contributions at work, while also excelling academically. Nominees must meet the following criteria:

1. Actively employed in a position within Allen County.
2. Enrolled in an Allen County high school.
3. Demonstrate exceptional performance, reliability, and a positive attitude.

Nominations are assessed on a monthly basis.

"Student Employee of the Month (SEOM) recognizes employers who are committed to developing the future workforce by hiring local youth and giving them the valuable work experience they need. SEOM also lets us celebrate exceptional students who excel both in school and in their jobs. I believe that SEOM helps shine a light on hardworking and dedicated young people, showing them that their efforts are truly impressive and deserve praise and recognition," says Job Coach, Kyler Washam.



*Mathew Miller, Jr. (May SEOM) with Funeral Directors Thomas Bayliff and Cole A Frank, along with Job Coach Cat Neal.*



*Payton Plescher (June SEOM) assisting All American Home Care clients.*

This campaign not only celebrates the amazing achievements of individual students but also highlights how valuable early work experience is for high schoolers. By featuring these outstanding young workers, OhioMeansJobs Allen County aims to inspire other students to think about their future careers and see the benefits of gaining real-world experience while excelling in their studies. This initiative is a win-win, helping both students and local businesses, and promoting a committed and skilled future workforce.

OhioMeansJobs Allen County is passionate about empowering today's young workers to build a stronger, more resilient local economy for tomorrow.

Let's meet the SEOMs of 2024 so far...



**OhioMeansJobs Allen County celebrates our young workforce!**



## March - Student Employee of the Month

### Abigail Cover

**School:** Shawnee High School

**Employer:** Shawnee Manor

**Role:** STNA

This recognition highlights Abigail's unwavering passion, professionalism, and outstanding work ethic.

Her determination towards her career path and dream of becoming a Nurse is truly admirable. Abigail's dedication is a shining example of inspiring hard work and commitment.



## April - Student Employee of the Month

### Brayden Conley

**School:** Delphos St. John's High School

**Employer:** All Temp Refrigeration

**Role:** HVAC Intern

Brayden excels as a HVAC Intern at All Temp Refrigeration with his unwavering dedication and excellence. His commitment, exceptional work ethic and passion for his chosen career path have truly set him apart as a standout student employee. His dedication to learning and growing in the HVAC field is inspiring to those around him.





## May - Student Employee of the Month

**Mathew Miller, Jr.**

**School:** Spencerville High School

**Employer:** Thomas E. Bayliff Funeral Home

**Role:** Funeral Associate

Matthew Miller Jr. showcases his dedication and expertise not only in his professional endeavors but also in his academic pursuits. He is currently pursuing Pre-Mortuary Science at Terra State Community College, paving the way for a future leadership role in funeral services.



## June - Student Employee of the Month

**Payton Plescher**

**School:** Delphos Jefferson High School

**Employer:** All American Home Care

**Role:** Caregiver

Payton works as a dedicated Caregiver at All American Home Care, where she consistently goes above and beyond to provide exceptional care for her clients. Her commitment and compassionate spirit have made a significant impact on those she serves. This fall, Payton will begin her studies at Rhodes State College, aiming for a degree in Respiratory Therapy.



## July - Student Employee of the Month

Ethan Reed

School: Apollo Career Center

Employer: Washam Plumbing Heating & Air Conditioning

Role: HVAC

Ethan started his career at Washam Plumbing Heating & Air Conditioning in June 2023 while still in high school. Balancing his academic and professional commitments, he excelled in his HVAC courses at Apollo, earning four industry certifications. This solid foundation enabled him to transition seamlessly into a full-time role as a general apprentice, a position he now thrives in.



## August- Student Employee of the Month

Joe Mosley

School: Bath High School

Employer: GROB

Role: Apprentice

Joe, who graduated from Bath High School this past school year, is now excelling in the GROB Apprenticeship program. Joe's journey from high school to a promising career path in manufacturing exemplifies the success that comes from hard work, planning, and determination. His participation in the GROB Apprenticeship program highlights his commitment to developing his skills and knowledge in the field.





## September - Student Employee of the Month

**Landen Poling**

**School:** Allen East High School

**Employer:** Spallinger Millwright

**Role:** Millwright Apprentice

Landen graduated from Allen East High School and spent the summer as a Millwright Apprentice at Spallinger Millwright Services, where he excels in his role and is obtaining welding certificates needed for the trade. His outstanding performance reflects his focus on career readiness, and he's a shining example of the positive impact of combining education with hands-on work experience.



## October - Student Employee of the Month

**Giy'lynn Grisby**

**School:** Lima City Schools

**Employer:** Lima Convalescent Home

**Role:** STNA

Giy'Lynn, a senior at Lima City Schools, also serves as a State Tested Nursing Assistant (STNA) at Lima Convalescent Nursing Home, where she consistently demonstrates a strong work ethic and commitment to excellence. Her ability to balance the demands of school while excelling in her job highlights Giy'Lynn's determination to succeed both academically and professionally.



*Lima Convalescent Home  
Lochhaven Apartments  
The Greens  
419-224-9741*

## November - Student Employee of the Month

**Amarion Jackson**

**School:** Perry High School

**Employer:** U.S. Army

**Role:** Enlisted

November is “Hire a Veteran Month”, a time dedicated to honoring those who serve our country. This year, OhioMeansJobs Allen County is proud to celebrate a high school senior who’s already shown his dedication to service: Amarion Jackson. Amarion is a senior at Perry High School and he’s committed to joining the military after he graduates.



## December - Student Employee of the Month

**Tanner Layman**

**School:** Elida High School

**Employer:** R.D. Jones Excavating

**Role:** Heavy Machine Operator

Tanner’s dedication and strong work ethic have truly made an impact at his workplace, R.D. Jones. His success reflects the value of real-world experience, which was made possible through the amazing programs at Apollo Career Center. Balancing his job, academics, and involvement in Elida’s FFA, Tanner has been a standout student!



The “Student Employee of the Month” will air on the first Wednesday of the month on Your Hometown Stations, on FOX Lima at 5PM and Your News Now at 6PM.

# COMMUNITY CAREER JOURNEYS

*Where Every Career Has a Story*



We are excited to introduce a new campaign that aims to showcase the diverse range of successful occupations flourishing within our local community. We will handle all of the videography and editing, we just need local workforce gurus like YOU! Unlike our recruitment videos that focus on the company as a whole, these videos will capture each occupation on its own, and what makes it unique.

#### **Here's how you can get involved:**

- We are looking to collaborate with employers who are passionate about their professions and eager to share their career paths.
- Whether you work in Human Resources, Skilled Trades, or any other field, we want to capture your journey through engaging highlights.
- These videos will offer valuable insights, advice, and a glimpse into your daily professional life.

#### **Why are we launching this initiative?**

- Our goal is to inspire the upcoming generation of professionals by presenting authentic stories from our community.
- By participating, you can connect with potential future talent and portray the fulfilling and challenging aspects of your career.

#### **How will we showcase these captivating short videos?**

The videos will be featured on our social media channels and shared with local high schools to engage a younger audience and encourage career exploration.

If you are interested in sharing your story please get in touch with us. Let's celebrate the diversity and talent of careers in our community together!

Contact Tessa Laing, Marketing and Social Media Coordinator at OhioMeansJobs Allen County, at 419-999-0233 or [Tessa.Laing@jfs.ohio.gov](mailto:Tessa.Laing@jfs.ohio.gov)



Local employers and employees should get involved with this campaign because it offers a unique opportunity to showcase their organization and industry while contributing to the community. By sharing their career journeys and insights through engaging short films, this can help:

**Inspire Future Talent:** By showcasing real stories and experiences, employers can inspire young individuals to explore careers they may not have considered otherwise. This can help in attracting motivated and passionate individuals to their industry.

**Build Brand Awareness:** Participating in the campaign allows employers to increase visibility within the community and among potential future employees. It enhances their employer brand as an organization that invests in its workforce and supports career development.

**Contribute to Community Engagement:**

Engaging in initiatives that promote local careers demonstrates commitment to the community's growth and development. It strengthens connections with local high schools, students, and families, fostering a positive reputation as a community-centered employer.

**Recruitment Opportunities:**

The campaign serves as a platform to attract potential talent who resonate with the organization's values and mission. It can lead to networking opportunities and connections with students, graduates, and job seekers who are exploring career options.

**Educational Impact:**

By participating, employers can educate the community about the diverse career paths available locally. This helps acknowledge misconceptions and stereotypes our local job seekers have about certain occupations while promoting the value of local employment opportunities.

Overall, involvement in this campaign not only benefits the employer by enhancing recruitment efforts and brand reputation but also contributes to the broader goal of inspiring and educating the next generation of local workforce talent.





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