

REPORT TO THE COMMUNITY

**Stark
Tuscarawas
Workforce
Development
Board
2021-2022**



STARK TUSCARAWAS
WORKFORCE DEVELOPMENT BOARD

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A Message From the Director

JoAnn Breedlove,
Executive Director
Stark Tuscarawas Workforce
Development Board



What an interesting journey we continued to navigate this past year! The workforce system continues to evolve through the Covid-19 journey and one thing that is pretty consistent is the system, staff that support individuals and businesses served, as well as stakeholders and our local elected officials, share in the understanding that we continue to adapt, be flexible and nimble to fulfill the workforce board and system's mission.

Appointed to the executive director position in March 2022, it has been my pleasure to assume the role and responsibilities to lead and serve the public workforce system in Stark and Tuscarawas Counties.

Stark Tuscarawas Workforce Development Board assists our area businesses in meeting their workforce needs by coordinating workforce development activities of employment, education, and economic development entities in the region. And it is the board's vision that coordination of these activities will play a significant role in supporting the economic prosperity of our communities and citizens. Our workforce system plays such a vital, integral role in supporting our communities.

Understanding the significant impact of the workforce system supporting the prosperity of our communities is Dan Sciury, a board member for 40+ years that represented labor. Dan passed away in late 2019 and on March 4, 2020, the Stark Tuscarawas Workforce Development Board unanimously approved naming the Daniel F. Sciury Resource Room at the OhioMeansJobs Stark County Center in his honor. The room was dedicated on October 7th, 2021, in recognition of Dan's contributions to the Stark Tuscarawas Workforce Development Board. Dan's family, including his son Dan Sciury and daughters Missy Baker and Krystina Sciury, attended the event with their families.



Sciury family

We are excited to share stories and metrics from this past year that provide a significant perspective as to how the system has adapted and evolved to continue to serve those that need employment and training assistance, as well as the businesses supported with coordinated programs and resources to help them thrive. Helping individuals, businesses, and our communities prosper, the workforce board continues to be the conduit to listen, adapt, and coordinate workforce development activities to support our region.

Enjoy learning more about the important work of the Stark Tuscarawas Workforce Development Board, its providers, and OhioMeansJobs centers that help individuals and businesses.

Prosper: To become strong and flourishing

Program Year 2021 Highlights

Our
OhioMeansJobs
Centers Served
Over 2,700
Customers - 43%
Dislocated
Workers and 76%
Unemployed

Business
Services
Recorded **1,671**
Placements with
an Average
Wage of **\$15.24**
Per Hour

Business
Resource Network
(BRN) Helped
Local Businesses
Secure over **\$3.8**
Million in Direct
Grants

176 Individuals
Funded for Training
61 Training Related
Placements and
5 Non-Training
Related
Placements

Over **793**
Unemployment
Insurance Recipients
Served by the
Reemployment
Services & Eligibility
Assessment
(RESEA) Program

5 businesses
engaged with
BRN/Economic
Development
teams in Project
Phase with Team
NEO/Jobs Ohio
incentives

Served Over **800**
Youth Through the
Comprehensive
Case Management
& Employment
Program (CCMEP)



Resource Center

Business Services &
Business Resource
Network

Training & Youth
Programs

1,871 Job Orders
11,858 Positions
Posted with an
Average Wage of
\$16.22 in a Variety
of Sectors



Ohio
MEANS
Jobs

Stark and Tuscarawas Counties

A proud partner of the
American Job Center network

Prosper: to become strong and flourishing

Stark County Office

822 30th Street NW
Canton, OH 44709
330-433-WORK (9675)
330-491-2623 (fax)

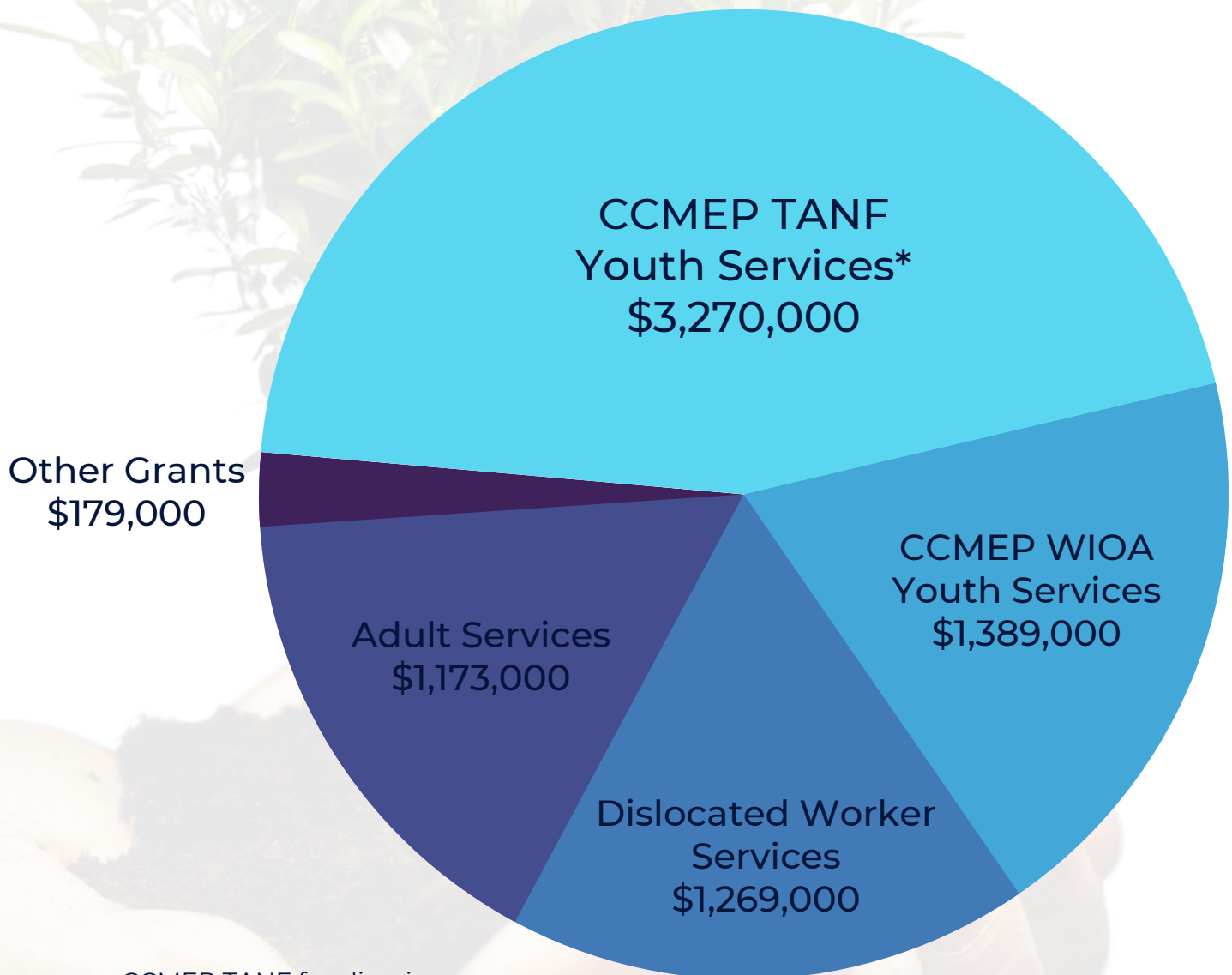
Tuscarawas County Office

1260 Monroe Street
New Philadelphia, OH 44663
330-364-9777
330-602-2858 (fax)



Financial Resources Helping Our Community Prosper

Program Year Total: \$7,280,000



* CCMEP TANF funding is administered by Workforce Initiative Association as the CCMEP Lead Agency for the workforce area.



Helping Our Community Prosper

Digital Media Campaign Targets Young Adults

[Watch the OTT Video](#)

OhioMeansJobs Stark and Tuscarawas Counties began exploring new methods of outreach, in order to better reach the young adult audience. By working with Ethic Advertising Agency, the OhioMeansJobs centers were able to produce a digital media campaign that began in April of 2022.

The campaign's goal was to target 18-24-year-olds to bring awareness about what services the OhioMeansJobs centers provide to help young adults prosper. The main focus of the campaign was OTT (over-the-top TV), which pushes messaging over smart TVs. Social media and radio outreach methods were also included in the campaign.

The results from April 2022-December 2022 are highlighted.



2,689,459
People Reached



282
Conversions

*Took action on website or
visited OhioMeansJobs Center*



2,444
Clicks on Ads



Stark Tuscarawas Workforce Development Board's "Youth Working Group" Convenes

Stark Tuscarawas Workforce Development Board recently convened the "Youth Working Group" of vendors and community stakeholders for a much-needed session to gather and share needs & resources to build capacity as service providers to youth/young adults. Due to Covid-19, the group did not meet, and it was a great opportunity to bring together youth service vendors and stakeholders for conversation.



Former in-school youth program participants also attended and shared their voices on how to better engage with youth and young adults.



Helping Our Community Prosper

Early Childhood Resource Center (ECRC) Participates in the Voices of Experience Technical Assistance (TA) Series

The ECRC and its Comprehensive Case Management and Employment Program (CCMEP) Child Development Associate (CDA) Program was selected to participate in the Voices of Experience Technical Assistance (TA) series, after being nominated by the Stark Tuscarawas Workforce Development Board.

The Employment and Training Administration (ETA) at the U. S. Department of Labor developed a series of short videos that “tell a story” featuring how workforce leaders have been creative with program design and overcome implementation challenges. These stories offered ideas and examples that other programs might find useful. The primary conduit for this TA is the WorkforceGPS (WFGPS) online platform. Numerous examples of Voices of Experience (VoE) videos can be found by searching for “Voices on Experience” on [WorkforceGPS.org](https://www.workforcegps.org).

The Division of Youth Services (DYS) at ETA wanted to share examples of **youth work experience programs** that incorporated both **work and education components**. They further wanted to provide stories about different program formats that met the work experience criteria, such as job shadowing, pre-apprenticeship, virtual, in-person year-round, etc. A canvass of youth work experience programs identified many fine examples – the ECRC’s included!

Watch the video below:



[Work Experiences for Youth,](#)
[Voices of Experience](#)



EARLY CHILDHOOD
RESOURCE CENTER



Helping Our Community Prosper

Job Fairs

City of Massillon



The City of Massillon along with sponsors OhioMeansJobs Stark County, Goodwill Industries of Greater Cleveland and East Central Ohio, Strengthening Stark, and Mix 94.1/News Talk 1480 WHBC Radio successfully organized the City of Massillon Job Fair. It featured a **unique, hybrid element - the first of its kind**. The event was held at the Massillon Recreation Center, as well as virtually on November 4th, 2021.

There were 25 employers who registered for the event - 18 of those employers registered for the online portion of the job fair as well. There were 42 job seekers who attended the in-person event, as well as 18 who attended virtually. By use of the virtual platform, Premier Virtual, the OhioMeansJobs centers were able to source 21 resumes from job seekers, thus being able to further assist those still in their job search.

City of Alliance

The Alliance Area Chamber of Commerce, along with OhioMeansJobs Stark and Tuscarawas Counties successfully organized the City of Alliance job fair, held both in person at the Alliance Area Senior Center as well as virtually on Tuesday, April 19th. In addition, there were multiple entities who supported the event, and helped make it a success! The event supporters included Strengthening Stark, Goodwill Industries of Greater Cleveland & East Central Ohio, Inc., Greater Stark County Urban League, Men's Challenge of Alliance, Project REBUILD, ICAN, the Alliance YWCA as well as other community partners

The in-person portion of the job fair was at max capacity, with 50 employers in attendance. With a wide variety of employers active in this event, there was truly something for everyone: 81 in-person and 21 virtual attendees.

Coastal Pet Products stated they thought the event was a "major success". They found at least four candidates virtually that will be attending interviews, and they intended to hire all four.



Helping Individuals Prosper

Stark County Manufacturing Readiness Cohort Completes Training



Stark Tuscarawas Workforce Development Board and OhioMeansJobs Stark County partnered with Kent State University at Tuscarawas and the Stark County Manufacturing Workforce Development Partnership to complete the first cohort of the Manufacturing Readiness Program on June 10, 2022.

The program was designed to connect individuals with an interest in manufacturing careers to specialized training and on-the-job experience with the assurance of full-time employment after program completion. “Assisting area businesses with their workforce needs through a coordinated workforce development approach is the mission of the Stark Tuscarawas Workforce Development Board” shares JoAnn Breedlove, Executive Director of the Stark Tuscarawas Workforce Development Board. The board supports these efforts to increase the skill attainment and employability of our citizens to help our businesses meet their workforce needs”.

The program was specifically geared toward increasing manufacturing readiness skills for participants and matching candidates with companies that agreed to hire those who successfully completed the program and met employment requirements. Students earned credentials including a **Kent State Manufacturing Readiness Certificate**, **CPR/AED/First Aid certification**, **Lean Six Sigma White Belt**, and **OSHA certification**, each of which is highly portable, and recognized. Faith Sheaffer-Polen of Kent State University stated, “All participants expressed gratitude for being selected to participate and for having the chance to change their lives and the lives of their families.” Sheaffer-Polen also noted that she admired them for persevering despite many personal obstacles.



Helping Individuals Prosper

Stark County Manufacturing Readiness Cohort Completes Training (Continued)

The class's mantra became, "look forward not backward - the past is over." As Faith Sheaffer-Polen stated, "The graduates will have these certificates forever and they cannot be taken away. These skills will always be with them now." Sheaffer-Polen also shared that one of the goals of this program was to have it be a stepping-stone for students learning, so they may continue their development moving forward. All participants have since expressed their interest in wanting to learn more and continuing to grow.

Each of the students overcame personal challenges in order to complete the class and expressed how grateful they were that they chose to persevere. All participants shared that they pushed through the program because of their family, and wanting to make them proud.



Dustin Dashner, a program participant, shared what the program meant to him. He said that he was extremely happy with his internship, as he had never had a company care about him the way he was cared about now. He said on his way to work, he listens to the radio and thinks about how lucky he is for this opportunity. He is able to grab a cup of coffee before his shift officially starts, and then the entire group does stretching activities together because they do not want him to get injured on the job. Dashner shares that his co-workers are very friendly and always help him when he is learning something new.



Helping Individuals Prosper

Rayvon Mayle

Rayvon Mayle is a 35-year-old male who had two children with a baby on the way. He was not employed but **wanted to get back to work to provide for his family.**

Mayle had been interested in CDL training but finally decided to pursue it after receiving encouragement from his cousin once she got her own CDL license. He came to the OhioMeansJobs Center for workforce funding assistance to pursue his Class A CDL training at Big Rig Truck Driving School. He finished and obtained his license in July 2021.

Mayle gained employment as a truck driver in September 2021, working full-time at ARE, making \$18 an hour.



Jane Brown

OhioMeansJobs centers began delivering the RESEA (Reemployment Services and Eligibility Assessment) program in March 2021. This program is designed to provide reemployment assistance to unemployment claimants who are likely to exhaust their benefits before finding employment.

Jane Brown came to the OhioMeansJobs center in March 2021 after being laid off from her job. Melissa McKissick, Employment Specialist with the RESEA program, gave Brown some resume and interviewing tips.

Brown was thankful for the tips Melissa shared, but was seeking additional, in-depth assistance.

One of the tools Brown used for additional assistance was the Interview Practice Center on OhioMeansJobs.com. Individuals can watch videos on how to better prepare for interviews, as well as record their answers to interview questions to see themselves in action. There is a fast track, which has lessons on the most important topics.

Brown was able to use the skills she obtained at an interview for a position in the Title Department with the Stark County Clerk of Courts. She was offered the position and stated that she believes the interview assistance she received was the driving factor in being selected.

PRACTICE

Top 10 Questions

Practice the Top 10 questions you're most likely to get in an interview.

[Practice Now](#)



Helping Individuals Prosper

Brooke Davis

Brooke Davis, of Mineral City, started clearing the path to her future in 2019 when she achieved her GED through Buckeye Career Center (BCC). Davis grew up on a farm and naturally gravitated to the BCC Adult Education Heavy Equipment/CDL A Operator program because of her love of running equipment. Davis, now age 22, recently graduated from the program and is employed in the Operating Engineer's Union. Her instructor, Mr. Don Young, calls her a dedicated student of the trade. "She was determined to do an excellent job, always wanting to do new things. She has the will and desire to become a great operating engineer," said Young.

Davis received workforce funding assistance from OhioMeansJobs Stark & Tuscarawas County, allowing her the opportunity to completely fund her continued education at Buckeye, working with Program Specialist Jennifer Alam. "I have observed a tenacity in Brooke that applies to not only the Heavy Equipment program, but also her life in general, so I have no doubt that she will continue to excel in her chosen field," commented Alam.



Helping Individuals Prosper

Don Nell Hawkins

Don Nell Hawkins, a 43-year-old male, was not employed at the time he came to the OhioMeansJobs Center to apply for funding for CDL training at Big Rig Truck Driving School. Hawkins had an interesting history, but that would not stop him from pursuing his goals.

Don Nell was released from prison after 15 years on a federal drug trafficking conviction. He decided when he got out of prison that **he was ready for a change.**

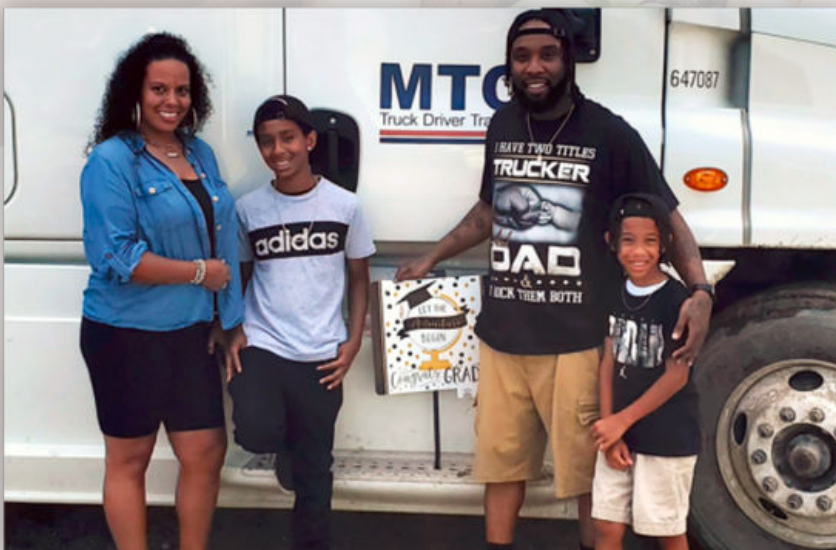
Hawkins had been interested in CDL for a while after hearing about other's jobs in the industry. Upon getting released, Hawkins was sure to get a job, and a car, as well as save up some money before coming in for his training.

Hawkins finished his training, receiving his Class A CDL, and was able to gain employment with Hogan Transportation, as a full-time truck driver. He gets paid 62 cents per mile, plus an additional \$25, \$35, or \$45 (depending) each time he drops off a load.

Cortez Daniels

Cortez Daniels came to the OhioMeansJobs center to apply for funding to support his interest in CDL training. He attended MTC Truck Driver Training to obtain his CDL license and celebrated his graduation from MTC with his 2 children on July 27th, 2022. In December, he accepted a position at Schneider Trucking.

Daniels says, "It was a long challenging journey. However, I beat the odds and the hard work paid off. I'm excited to see what the future holds for me as I continue to reach more milestones and travel all 50 states."



Helping Businesses Prosper



A successful collaboration between OhioMeansJobs Business Services, The Business Resource Network (BRN), and BRN partner Walsh University connected Miller Weldmaster to the Incumbent Worker Training Program (IWTP), a program available through the OhioMeansJobs Center.

The purpose of the Incumbent Worker Training Program (IWTP) is to support training projects that will benefit Stark and Tuscarawas County employers, with a primary emphasis on manufacturing and healthcare industries, by assisting the skill development of existing employees.

Miller Weldmaster utilized funding from the IWTP to provide training for their customer-facing field employees. The training program was customized to fit their business needs. Walsh trained the team on customer service, customer resolutions, cultural norms (domestically & internationally), how to properly represent the brand, and more!

"Miller Weldmaster continues to see the positive outcomes from this training program," says Nichole Simmons, HR Manager. "I recommend this program for any company that is interested in improving their workforce, developing, and engaging their team through education and training.

We have received a full return on investment with results in employee engagement and professional growth from the team members who were involved in this training program."

Powell Electrical Systems, Inc. became engaged with the Business Resource Network in the fall of 2021. After meeting with several local leaders, Powell received a proposal full of references, referrals, and resources.

After meeting with several local leaders, Powell received a proposal full of references, referrals, and resources. Available through the OhioMeansJobs Center, the Incumbent Worker Training Program (IWTP) was one of the resources that came out of their meeting with the Business Resource Network (BRN). Powell used the IWTP grant to fund several training opportunities across 2021 and 2022, including ISO Auditor Training and a corporate initiative called Crucial Conversations.

Powell also learned about the Ohio TechCred grant. Powell now has a cohort identified to complete a 3-part training course that they expect to identify more efficient and cost-effective means to process information. "We are excited about the possibilities ahead," says HR Manager, Lori Sproul.



Local Elected Officials 2022

Stark County Commissioners

Janet Weir Creighton
Richard Regula
Bill Smith

Tuscarawas County Commissioners

Chris Abbuhl
Alan Landis
Kerry Metzger

Stark Tuscarawas Workforce Development Board Members 2022

Officers and Executive Director

STWDB Chair, Scott Robinson, Tuscarawas County Chamber of Commerce
STWDB Vice-Chair, Vacant
STWDB Treasurer, Joseph Sekely, Architect
STWDB Secretary, Damus Cole, Electrical Trades Center of Greater Stark County
STWDB Executive Director, JoAnn Breedlove

Board Members

Marla Akridge, Tuscarawas Economic Development Corporation
John Aldergate, Cleveland Clinic Union Hospital
Stephen Carson, Ohio Department of Job and Family Services
Damus Cole, Electrical Trades Center of Greater Stark County
Deborah Forkas, Stark County Job and Family Services
Para Jones, Stark State College
Alison Kerns, Harcatus Tri-County C.A.O., Inc.
William Larman, Meteor Sealing Systems, LLC
Mark Locke, Alliance Chamber of Commerce
Marc Manheim, Opportunities for Ohioans with Disabilities
Sue Marzano, AEP Ohio
Steven Meeks, Canton Regional Chamber of Commerce
Rick Moss, Iron Workers Local 550 Canton
Steve Rippeth, Buckeye Career Center
Scott Robinson, Tuscarawas County Chamber of Commerce
Tracy Sabo, Aultman Health Foundation
Joseph Sekely, Architect
Darren Van Winkle, Wheeling & Lake Erie Railway
Robin Waltz, United Way of Tuscarawas County
Jennifer Waters, MK Morse

STWDB Office

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Canton, OH 44709
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WORKFORCE DEVELOPMENT BOARD

