



Submittal for 2023 Game Ball Award from Strengthening Stark for Talent Development

The Stark County Manufacturing Workforce Development Partnership (SCMWDP), a non-profit 501c3, was officially created on June 18, 2021 through the will of a small group of manufacturing employers working together to address the existing and future workforce shortage issue in Stark County manufacturing. Through collaborative and synergistic efforts, the group has grown since 2021 with just four founders to the robust, workforce development partnership that it is today- with the following mission, vision, and priorities as a guide for programming to achieve the desired outcomes.

SCMWDP Mission, Vision, Priorities, and Goals:

Mission: SCMWDP supports Stark County manufacturers' growth and expansion by offering seamless career pathways, delivering inclusive training and education, and sharing best practices within the manufacturing workforce development community: manufacturers, workforce development professionals, economic development organizations, educators, and community-based organizations.

Vision: SCMWDP manufacturing members pride themselves in being good stewards of our environment and our community, bringing innovation, technology, careers, and advancement opportunities to the industry, its workforce, and all of Stark County.

SCMWDP Priorities:

Priority 1: Career Navigation- Increase the manufacturing knowledge of career coaches/navigators/guidance counselors who are working with students and job seekers so that they can provide more accurate and compelling information to their clients. Provide comprehensive support for job seekers, students, and employees to mitigate barriers to success.

Priority 2: Outreach- Build awareness of manufacturing careers and SCMWDP; recruit individuals into manufacturing careers and businesses into SCMWDP membership.

The SCMWDP received \$155,000 in grants in 2022 for workforce development in promoting manufacturing as a viable career pathway. Grants received included:

- \$100,000 Industry Sector Partnership Spark grant from the state
- \$25,000 from the Stark Port Authority for Workforce Development and Administration as the required match from the state Industry Sector Partnership grant
- \$30,000 from the Ohio Manufacturer's Association (OMA) for the Defense Manufacturers Community for evaluation of existing local training programs that comply with modern



manufacturing and determination of certifications needed and wanted by local manufacturers that are part of Industry 4.0.

Initiatives in support of these two priorities and talent development, were launched by the SCMWDP in 2022. These included:

1. Increased the manufacturing employer roster from 51 to 66 or 29% growth;
2. Coordinated and launched a middle school “Maker’s Camp” which included hands-on activities and tours of manufacturing plants. We collaborated with TomTod Ideas who ran the camp, provided counselors and the curriculum. Certificates of completion were awarded from Sen. Sherrod Brown’s office to the 25 participants. Participation was free of charge and included custom T-shirts. Pre and post surveys of the participants showed positive change of mindsets for both the middle school students and the counselors to consider manufacturing as a viable career pathway;
3. Coordinated and executed a bus tour of 4 manufacturing plants for 11 local non-profit career navigators who participate in the Career Connect program through Strengthening Stark;
4. Coordinated and executed a bus tour of 4 manufacturing plants for 34 Stark County middle-high school educators from 11 different school districts. Educators were awarded certificates of contact hours to apply to professional development hours needed for teaching certifications. Pre and post surveys of the participants showed positive change of mind sets for the educators and counselors to promote manufacturing as a viable career pathway to their students;
5. Coordinated planning and execution of Manufacturing Day (#MadeInStark) which gave tours of local manufacturing plants to local high school juniors and seniors – 250 students from 7 school districts and 15 employers participated. Feedback from the employers, educators and students was very positive to consider manufacturing as a viable career pathway;
6. Hosted 3 free lunch and learns for manufacturing employers. Topics included Active Shooter Policies, Unfit Conditions of Employees in reference to Ohio legalizing medical marijuana, and current National Labor Review Board policies;
7. Helped coordinate a TeamNEO forum with Stark manufacturing employers regarding integration of technology and modern manufacturing;
8. Helped coordinate the base for a stand-alone SCMWDP website with local agency, The Karcher Group;
9. Increased social media reach
 - a. LinkedIn contacts grew from 74 to 324 followers or 338% growth;
 - b. Facebook grew from 35 to 221 followers or 531% growth;
 - c. Instagram grew from 19 to 56 followers or 195% growth;
10. Established a system of manufacturing centric grass roots outreach, vetting, basic job training, referrals and job placement for individuals that were under/unemployed, minority and/or part of the re-entry population. More than 60 individuals have been placed to date with the talent pipeline system with the majority still employed in manufacturing. A group of 8 employers have committed to the referral and potential hiring system. The National Center for Urban Solutions was the SCMWDP consultant that established this manufacturing centric talent pipeline system;
 - a. The SCMWDP talent pipeline initiative for entry level placement is recognized across the state as a successful system that can be replicated in other areas.



Representatives from SCMWDP served on panels at four conferences regarding efforts to place under/unemployed into manufacturing careers. Conferences included the National DEI in Manufacturing, State Manufacturing Extension Partnership, OMA Workforce Committee and EXCEL Workforce Conference;

11. The SCMWDP was recognized through a “Notable in Manufacturing” from Cleveland Crain’s Business magazine;

These initiatives were successfully executed because of partnerships providing monetary support or in-kind services and resources from organizations that include, but are not limited to:

- Ohio Manufacturers’ Association and their network of Industry Sector Partnerships
- Strengthening Stark and the Career Connect network
- Stark Port Authority
- 415 Group
- The Karcher Group
- Krugliak, Wilkens, Griffiths, and Dougherty
- SARTA (Stark Area Regional Transit Authority)
- Stark County School and Career Tech Superintendents
- Stark State College
- TomTod Ideas
- National Center for Urban Solutions
- Massillon/West Stark Chamber of Commerce
- TeamNEO
- MAGNET
- SEDB
- Canton Regional Chamber of Commerce

The SCMWDP was part of OMA’s team in preparing the grant application for the Economic Development Agency’s Good Jobs Challenge competitive grant. OMA was notified in 2022 of the \$23.5 million award, of which \$930,000 will be allocated to the SCMWDP for workforce development over the course of three years.

The SCMWDP is one of 13 manufacturing industry sector partnerships that are designated as a sub-awardee. The grant is allocated for the talent pipeline system to conduct outreach, vet candidates, provide basic job training, provide technical training, job placement and provide 12-month career coaching services.

