

# Careers In My Community



**Christopher Keylor**  
Ohio Valley ESC  
Superintendent



**JOIN THE MOVEMENT**  
CAREERS IN MY COMMUNITY

2018



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



---

**What happens when companies can't fill jobs  
with talented, qualified candidates?**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



---

**What happens when qualified workers think their only option for a great job is to leave home?**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



**What happens when school advisors unintentionally guide young people away from fast-growing, well-paying jobs that require technical education?**



**JOIN THE MOVEMENT**  
CAREERS IN MY COMMUNITY



## **We all know the answers.**

**Businesses suffer and can't make enough products to meet demand.**

**Families suffer when students who graduate high school lose their purpose.**

**Schools suffer because they aren't fulfilling their mission of delivering educated workers into a needy workforce.**

**Communities suffer because businesses leave and communities are gutted.**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



---

**These trends are reversible.**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



**Here's what's happening in Ohio Valley with a project  
championed by...**

**Southeast Ohio Manufacturing Council  
and  
Full Spectrum Marketing.**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



---

# Project: Careers In My Community



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



**CIMC is a website that connects businesses with education, providing thousands of students and adults across Ohio with the opportunity to:**

1. Thoughtfully plan and explore **career opportunities in their community**
2. Showcase successful businesses offering **great jobs AND careers**
3. Learn about and **develop skills necessary for success**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



## A Challenge Facing Ohio Valley (and Ohio):

- Nearly 70% of HS seniors will attend college
- Only 25% will actually earn a degree in 4 years
- Fewer than 12% will earn an Associate's Degree in 2 years

**What happens to students who have debt and no degree?**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



## An Opportunity Facing Ohio in 2018:

- 33% of available jobs will require a college degree\*
- 57% of available jobs will require credentialed, technical skills or a 2-year degree\*
- ALL Graduates need to be “skill ready,” and not only “college ready”

\*Harvard University Study, 2010



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



---

## An Ohio example...



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



**ShaleCrescent USA = gas and  
oil-producing regions in  
Ohio, PA and WV.**

**101,000 JOBS**

THAT WILL BE NEEDED  
IN THE SHALE CRESCENT  
AREA BY THE YEAR 2025



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



---

**During initial gas and oil exploration in 2010-2014 there were workforce shortages.**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



**At the same time, local manufacturers were getting very few applications from high school graduates.**

**Why? Students were unaware of the opportunities.**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



---

**The Shale opportunity is just ONE of many possible opportunities!**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



---

**Aside from awareness, what holds students back from pursuing these types of jobs?**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



# MYTHS



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



---

# Time to bust some myths!



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



## Myth – College is the Only Worthwhile Future

- Only 33% of available jobs require a 4-year degree\*
- 57% of available jobs require credentialed, technical skills\*

**Schools have historically been conditioned to mostly point students toward universities.**

\*2010 Harvard University study



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



---

**The result?**

**A hard to escape cycle of debt.**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



**Let's debunk this myth.**

**Let's get right in front of our  
up-and-coming workers and tell them  
the truth about opportunities...  
right here... right now.**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



**\$25/HR**

MAKE OVER \$25/HOUR  
RIGHT OUT OF HIGH SCHOOL  
WITH A PRE-APPRENTICESHIP

AVERAGE  
SALARY OF AN  
OHIO WELDER

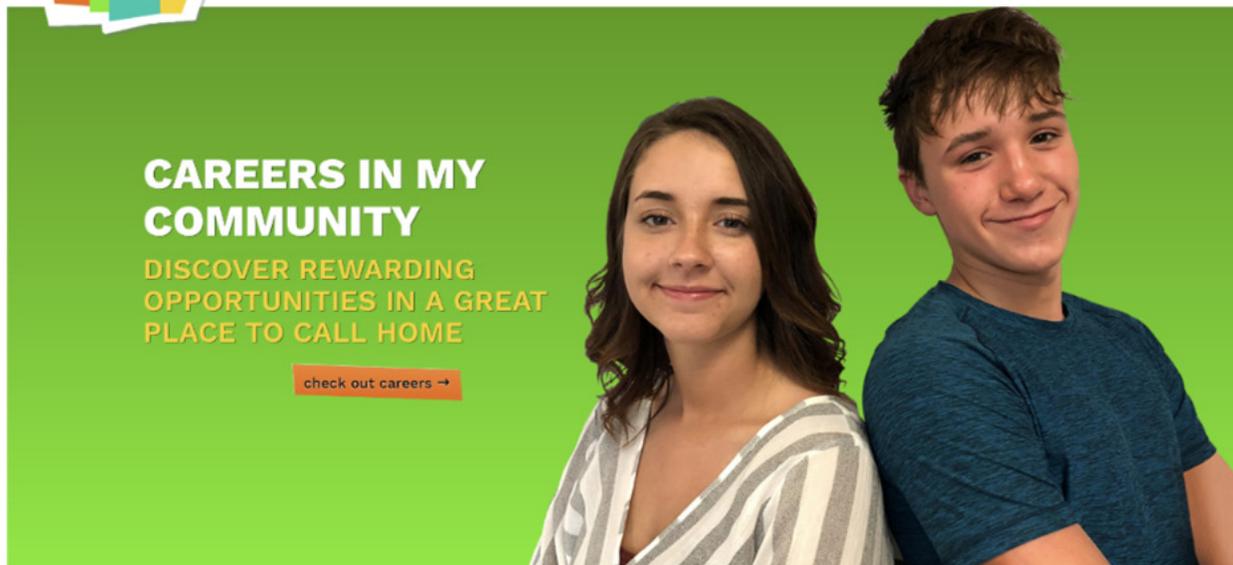
**\$40,620/YR**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



ABOUT PLAN MY CAREER EXPLORE BUSINESSES SKILLS TRAINING HOT CAREERS JOIN THE MOVEMENT



To address this problem, we launched  
CareersInMyCommunity.org



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



---

**A nonprofit, online resource made possible by collaboration between southeast Ohio's business, education and civic communities.**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



## **It's an informative, easy-to-navigate website showcasing great opportunities in southeast Ohio:**

- Real, good-paying jobs and careers
- Tech and professional training that lead to real jobs
- Growing companies looking to the future



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



## Who comes to this site?

Expert digital marketing drives the right audiences to learn more and apply for jobs in your company or explore career and training opportunities at your school.



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



## Who are the right audiences?

### MIDDLE SCHOOL

It's never too soon to start thinking about your future career.





JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



# Who are the right audiences?

## HIGH SCHOOL

Explore your skills. You love it. You're good at it. Maybe you can get paid for it.





JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



# Who are the right audiences?

## CAREER TECHNICAL EDUCATION

Pre-Apprenticeships





JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



## Who are the right audiences?

Mid-career – refocusing on a new direction.

**STUCK IN  
YOUR CAREER** 



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



# What's In It For Your Business?

3 great ways to attract the right audiences!



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



# 1. Connect to Local Talent

Job seekers visit the website to discover businesses and explore real career opportunities.

Prospective students will be led to training centers.



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



## 2. Promote Across Media

Businesses are featured on the website, plus Careers in My Community newsletters, ads and social media posts – drawing audiences directly to opportunity.



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



### **3. Strength At Our Core: Community**

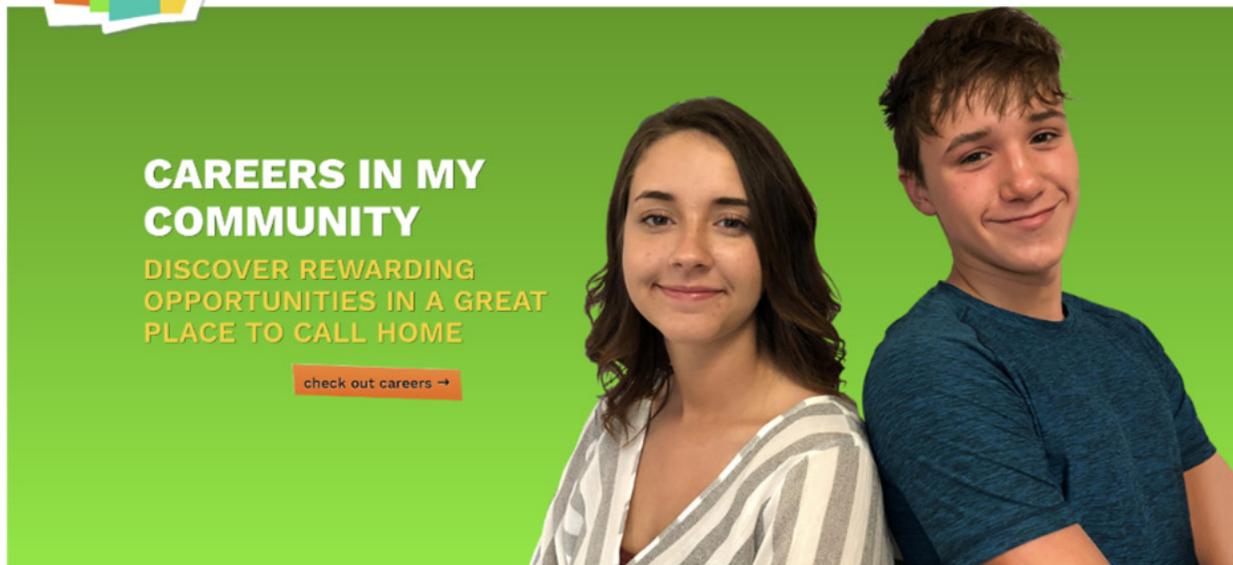
We unite businesses, career seekers, educators and civic leaders – all sharing the mission to keep the best and brightest talent right here in Ohio.



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



ABOUT PLAN MY CAREER EXPLORE BUSINESSES SKILLS TRAINING HOT CAREERS JOIN THE MOVEMENT



How does the site work?



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



# Great Company Homepage Showcase

It's great for recruitment and good community relations that shows your support for the region.

ABOUT PLAN MY CAREER EXPLORE BUSINESSES SKILLS TRAINING HOT CAREERS JOIN THE MOVEMENT

## GREAT COMPANIES CHOOSE SOUTHEAST OHIO

**Quanex**  
building products

- Global company opened in Cambridge in 2012
- Over 300 local employees

**QUANEX IS SYSTEMS - CAMBRIDGE, OH**

Quanex manufactures window and door components. In 2012, Quanex chose Cambridge as a central hub for its state-of-the-art spacer system product, which ships worldwide. Quanex strives for an inclusive, diverse culture that values innovation and continuous improvement. Our success is fueled by passionate people who do what they love every day.

[learn more →](#)

[See all participating businesses →](#)

Online



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



# Career Planning Tutorial

Our custom interactive tool guides users on a journey to discover their talent, skill and interests.

The journey can lead them to a smart match with your business.

<https://www.careersinmycommunity.org/plan-my-career/>



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



## Employer Directory

Your business page promotes your company's strengths, benefits and opportunities.

This links back to your site for further discovery and promotion.

<https://www.careersinmycommunity.org/explore-businesses/>



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



## Hot Careers

What jobs need to be filled? What's the latest in hiring trends?

Here's an attractive, attention-getting page featuring popular jobs – including great opportunities at your business.

<https://www.careersinmycommunity.org/careers/>



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



# Join the Movement!

Which sponsorship works best for you?

Whatever you choose, join now.

Pioneer Discount ends December 31, 2018



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



---

**Your organization will be featured in  
high-traffic [CareersInMyCommunity.org](https://careersinmycommunity.org) sections.**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



## SILVER

Feature page promotes your strengths and opportunities – links to your website so users can explore your company

### **3-Year Sponsorship Also Includes:**

- Quarterly updates to your Feature Page
- Additional Home Page Showcase for 1 full month
- 2 posts on Careers In My Community Facebook – you'll get lots of shares – promoting your special features and events

**1 Year - \$1000 - Save \$250**

**3 Year - \$2500 - Save \$750**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



## GOLD

Feature page promotes your strengths and opportunities - links to your website so users can explore your company

- 4 posts on Careers In My Community Facebook - you'll get lots of shares - promoting your special features and events
- Additional Home Page Showcase for 1 full month

### **3-Year Sponsorship Also Includes:**

- Monthly updates to your Feature Page
- Banner ad runs throughout the site daily for 1 whole month
- Additional Facebook posts
- Hot Careers Showcase for 1 month

**1 Year - \$1500 - Save \$500**

**3 Year - \$6500 - Save \$1000**



**JOIN THE MOVEMENT**  
CAREERS IN MY COMMUNITY



---

**Your sponsorship empowers you to change the conversation.**

**And the new question will be...**



JOIN THE MOVEMENT  
CAREERS IN MY COMMUNITY



**What happens when qualified workers understand the truth...**

**The BEST option for great training and jobs is to STAY right here in **OUR COMMUNITY!****