



Area 10 Workforce Development Board which consists of Richland and Crawford Counties is seeking an intensive outreach campaign. The goal of the campaign is to meet the workforce needs of the community in manufacturing and healthcare. The desired outcome is to increase the number of individuals who participate in training that leads to family sustaining wages in the manufacturing and healthcare sectors. Another desired outcome is to increase the number of employers using OMJ Centers services, such as on the job training contracts and customized training.

The funds are available January 1, 2023 and must be spent by December 31, 2023.

The Area 10 Workforce Development Board is looking for quotes for outreach services to reach out to businesses to take advantage of on-the-job training contracts and customized training and to reach underserved job seekers, youth ages 13-24 years old, adults who are entering the workforce, and adults interested in upskilling. The goal of the outreach is to engage job seekers to utilize the services of the OhioMeanJobs Centers and other workforce partner agencies. The selected vendors will be working with a committee of the Workforce Board to execute this outreach plan. See attached draft plan.

Quotes will be accepted by email through November 15, 2022, by 4:00 p.m. Please email quotes to [teresa.alt@jfs.ohio.gov](mailto:teresa.alt@jfs.ohio.gov) by 4:00 p.m.

Questions can be directed to [Teresa.alt@jfs.ohio.gov](mailto:Teresa.alt@jfs.ohio.gov). Questions and answers will be posted on the Area 10 website as they are received and answered.

Projected budget for the outreach campaign is \$75,000-100,000.

**Expected Outcomes:**

Increase the number of inquires to the OMJ Centers by phone and by internet.

Increase the number of businesses using on the job training contracts and customized training by 10%.

Increase the number of individuals who enter a training program in healthcare and manufacturing by 10%.

Goal: To develop the workforce for manufacturing and healthcare positions in Area 10. Focus on short term training that connects to local jobs that offer family sustaining wages and have a career pathway.

Focus on flexibility, wage, and benefits of these positions.

Increase participation in training programs by 10%.

Two distinct audiences – 13–24-year-olds and adults who are returning to the workforce.

### **Jan, Feb, March**

Theme: **Introduction of workforce development and awareness campaign**

Target Audience: General audience

Message: Services available in OMJ Centers for businesses, especially On the Job training and customized training.

Goal (Where are we sending them?): To OMJ Centers by phone or by website

### **April, May, June**

Theme: **Seasonal jobs such as construction**

Target Audience: young adults

Message: Earn and learn opportunities, promote on the Job Training to employers and seekers, utilize participant stories to relate to young adults and underserved populations

Goal (Where are we sending them?): To OMJ Centers

### **July, August, September**

Theme: **Education and Training Opportunities**

Target Audience: Adults, 18 years old and older

Message: Gain skills for in-demand, high-wage careers!

Goal: Increase the number/percentage of individuals w/ post-secondary credentials (certificate, certifications/licensures, degrees, etc.).

Goal: Increase the number of skilled individuals to fill local workforce needs!

### **October, November, December**

Theme: **Manufacturing/Apprenticeships**

Target Audience: Young adults and teens

Message: There are good careers in manufacturing and apprenticeship, you can earn and learn without going into debt.

