



***Mission: "To passionately connect talent with employment opportunities"***

### Meeting Minutes

May 19, 2021 – Trinity Evangelical UMC, Upper Sandusky

#### Attendance:

Jason Eibling - Mid-American Therapy  
Greg Moon – Wyandot County Economic Development  
Amanda Fleming – Wyandot Chamber of Commerce  
Jennie Dranschak – Bridgestone APM Company  
Amy Wood – Northwest Career Ready  
Frank Gibson – North Central Ohio Industry Manufacturers Workforce Alliance  
Brian Kimmel – Kimmel Corporation  
Leanna Barnes – Vaughn Industries  
Mike Augenstein – Marion Technical College  
Laurie Vent – Retired (Upper Sandusky Schools)  
Dave Courtad – Wyandot County Commissioner

#### Call to Order:

Jason Eibling called the meeting to order at 8:20 a.m.

#### Industry Partner Spotlight:

Jennie Dranschak - Training Manager, Bridgestone APM Company

- BAPM has a reputation for a lot of overtime, which they have been looking for ways to change.
- Recently they created a "Weekend Warrior" Crew to take on the normal overtime work.
  - The company has also been dealing with one supplier that has not been able to keep up with production schedules, so a lot of that work is going to be brought back in house and done by the new weekend crew.
  - All of this is being done to provide everyone else a more regular, 8 hour per day shift although there are still 8+ hour days normally needed.
- The work that has been done to curb overtime has helped BAPM with retention, and the rate has started to trend down since the beginning of the year.
- BAPM also recently created the "17 Support Project".
  - The company is welcoming 17-year-old individuals Monday through Friday for 4 hour per day shifts.
  - These individuals complete mostly simple tasks to keep that free up regular BAPM employees to focus on their primary tasks.
  - Also recently started was a mentor program that pairs the 17-year-olds with department heads for hands on guidance.
  - The thought is not only to retain these younger kids, but that they will go home and tell their parents how great BAPM is, which could also help to source them as employees.

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- Another new effort has been BAPM’s use of geo-fencing to source new talent.
  - They are using a company out of Kansas, which has created heat maps showing where current employees are from and where there are nearby gaps.
  - BAPM has begun to target certain demographics in these geographies.
  - Individuals that fit the targets are then presented banner ads within over 600,000 apps and online.
  - The new campaign started on May 7<sup>th</sup> fencing certain businesses, mostly retail and restaurant locations, of where they think potential employees may go.
  - Since that time, BAPM has seen over 66,000 impressions, and 111 people have clicked through to the BAPM careers landing page.

### **Presentation:**

Amy Wood – Northwest Career Ready

- NCR is a new organization serving as a Regional Business Advisory Council for 15 school districts in NW Ohio.
  - The combined NCR business advisory council includes school districts from Wyandot, Seneca, Morrow, Richland, and Crawford.
- NCR was created due to the lack of essential professional and technical skills in students to enter the workplace.
  - Working with regional partners, feedback showed that employers needed better ways to engage with schools and students, and that different efforts were happening in isolation across the region.
  - The NCR was developed through a grant with contracted the expertise of Jobs for the Future, an organization that was working with 60 different communities trying to do similar efforts on a regional level.
- Now, a few different Business Advisory Councils voted to merge under the new NCR framework to better collaborate and develop shared resources.
- The NCR is capturing what activities are being done on the work-based learning (WBL) continuum from Pre-K through Post-secondary within each of these school districts.
  - Examples include any activities from “touch-a-truck” to educator business tours and in class business speakers.
- NCR is working with regional partners to implement efforts for the next school year including reverse career fairs, more employer advising in the classroom, and building employer & teacher engagement events. More NCR structural pieces including communications development (logo, website, etc.) are in process as well.

### **Action Recap/Partner Updates:**

Members shared updates and recent information relevant to the WETF:

- Partner Updates
  - Amanda – Think Local First Day took place last Thursday, and it seemed that most local businesses have already implemented the new, “no mask required” guidelines.

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- The Secretary of State of Ohio will be coming today as the Chamber hosts a local visit.
- Leanna – Vaughn Industries just hired 68 apprentices, including 18 high school seniors, for its most recent class.
  - They are hiring for almost every position right now.
  - There is a struggle to hire local people, and recently the company has seen a large influx of people who are coming from the coal industry in KY who are traveling to remote jobs.
- Frank – Held a Strategic Doing session for the NCR yesterday, which included about 14 businesses and 10 schools among others. The results were that all of the participants walked away with new efforts to push NCR forward.
- Jennie – Bridgestone APM is going to continue wearing masks as that is the directive from Japanese leadership. About 30% of their workforce is vaccinated. BAPM did hold paid-time onsite vaccination clinics.
- Mike – Frank LaRose is coming to MTC on Monday to learn more about The Forge, MTC’s entrepreneurship program.
  - MTC Downtown will also be hosting Frank Gibson’s NCOIMWA meeting on Tuesday.
  - Made In Marion Expo will be held in person in October, which includes getting all of the high school freshmen together at the Marion Coliseum with area manufacturers.
- Laurie – Glad to hear Scott Emerick is continuing work related to this group. Laurie noted the current USHS principal is leaving so there will be a new face there next year.
- Brian – Kimmel Corp. changed production from a 5 to a 4-day workweek as it was more popular with their workforce.
  - They also hosted an onsite vaccination clinic and probably have close to a 50% acceptance rate.
  - Did lose a lot of business due to their hospitality related customers and it does seem that many of those customers are working to operate with less staff, but Kimmel Corp. has seen an uptick among their other business customers and with new customers.
- Dave - American Recovery Act funds will be coming soon to the county, but the guidance is still minimal on what the money can actually be used for.
  - The county will have until 2024 to use the funds.
- Jason – From a business owner / operator standpoint, the Job Readiness Seal would be something of great value to him as they recruit staff.
- WIN – Community Branding Effort
  - The community branding effort that will result in logos for the City of Upper Sandusky, Village of Carey, Village of Sycamore, County of Wyandot, and a template for other outlying Wyandot County communities began in April.
  - Poggemeyer Design Group has been contracted to carry out the effort and will be holding community focus group sessions on June 10<sup>th</sup> in Upper Sandusky and Sycamore.

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**Theme Team Breakouts:**

- Time ran out before the group could organize into its theme team breakout groups.
- Greg mentioned this is an item the group needs to get back to so that we have tasks to leave the meetings with.
- The June meeting is planned for in-person again, and a review of the current action plan will be done by each of the 4 teams (Communication, Education, Attraction, Retention) to update goals and tasks.

**Meeting Adjourned:**

The next regular meeting will be June 16<sup>th</sup> (3<sup>rd</sup> Wednesday) in-person.

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