

# NORTH CENTRAL WORKFORCE ALLIANCE OF OHIO



Erv Howard, Executive Director

## OUR MISSION

The North Central Workforce Alliance of Ohio (NCWA) is a business-driven partnership consisting of employers from North Central Ohio whose focus is to share resources and ideas to solve common problems in attracting, training, and retaining the qualified and dedicated employees needed to grow area businesses.



Erv Howard, Executive Director

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## WHO WE ARE

NCWA is comprised of regional businesses in Agriculture/Animal Science, Construction, Heavy Equipment, Information Technology, Manufacturing, Medical/Bio-tech, Service/Retail, and Welding.

## OUR VISION

Dedicated to serving the workforce needs of all North Central Ohio business and industry.

## OUR FOCUS

- Identify and understand common needs
- Influence individual sector perceptions
- Implement strategies to improve employee recruitment and retention
- Identify workforce development and training funding
- Influence education and training
- Share information in on-going forums
- Share a single, powerful voice
- Share strategic discussions and strategies

## OUR SOLUTION

### Attract the next generation

- Community education and awareness
- Educator and school counselor awareness
- Company and plant tours
- Career fairs

### Training new and existing employees

- Skills validation pre-testing
- Industry consortium training
- OJT for new hires

### Develop relevant training programs

- Curriculum development
- Common standards among training providers
- Internship and apprenticeship opportunities

## Executive Board

**Executive Director** – Erv Howard

**President** – Troy Snyder

Brethren Care Village, Chief Executive Officer

**Vice President** – Dan Moore

Simonson Construction Services, Inc., President

**Treasurer** – Dennis Miller, Sutton Bank, Vice President

**Secretary** – Beth Gaubatz, Tri-County Educational

Service Center, Career Connections Consultant

**Advisor** – Mike McDaniel

**Advisor** – Barbie Lange

**American Augers** – Julie Moore, Human Resource Director

**Ashland Area Chamber of Commerce**

**Ashland Comfort Control** – Jeff Reep, President

**Ashland County Community Foundation** – Jim Cutright

President/CEO

**Ashland County-West Holmes Career Center** – Rod Cheyney

Superintendent

**Ashland County-West Holmes Career Center** – Andy Huffman

Technology Coordinator

**Centerra Co-op** – Karen Alsop, Human Resources Director

**DRM Productions** – Jay Miller, Chief Executive Officer

**Packaging Corporation of America** – Rick Geething

Ashland Plant Controller

**Simonson Construction Services** – Jason Chio, Safety Director

## Strategic Partners

Thomas P. Miller & Associates (TPMA) was instrumental in the initial structure of NCWA of Ohio. TPMA has a long history in workforce development, sector partnership development, and strategic planning. This partnership has been invaluable over the years, allowing NCWA to create new partnership opportunities with business, industry, and education.



## NCWA OFFICERS



### PRESIDENT

Troy Snyder  
President/CEO  
Brethren Care Village



### VICE-PRESIDENT

Dan Moore  
President  
Simonson Construction, Inc.



### TREASURER

Dennis Miller  
Vice-President  
Sutton Bank



### SECRETARY

Beth Gaubatz  
Education Consultant  
Tri-County Educational Service  
Center

## COUNCIL OF CHAMPIONS

The Council of Champions is responsible for providing guidance and direction to the activities described in the strategic plan and to oversee and monitor implementation of proposed action plans.

## SECTOR COMMITTEES

Sector Committees provide subject matter expertise, guidance, and support to the Champions Council on industry-specific action items and workforce needs. Sector Committees are made up of industry members with two representatives on the Council of Champions. The eight sectors are: Agriculture/Animal Science, Construction, Heavy Equipment, Information Technology, Manufacturing, Medical/Bio-tech, Service/Retail, and Welding.

## ACTION TEAMS

The Action Teams are designated to provide input, oversight and monitoring for categories of activity associated with the Strategic Plan. Composition of the Action Teams is based on the categories of activities and include the partners necessary to successfully implement the projects and activities. Action Teams report to the Council of Champions on their progress and results.

# OUR SUCCESSES

## Women in Hard Hats



NCWA had a great opportunity to partner with Ashland County-West Holmes Career Center to introduce their Junior and Senior girls non-traditional “hard hat” careers “It’s a very awesome event” said one of the girls who attended the event that was hosted by ODOT District 3 in Ashland, Ohio.

## 2 BE Connected Teacher Tour



Teachers visit Brethren Care Village, Packaging Corporation of America, and other local businesses to learn more about what skills students need to enter the job market.

## Career Fair

ACWHCC



Simonson Construction and Centerra Co-op talk with Ashland County-West Holmes Career Center students at the Career Fair.

## Girls with Goggles



Pictured here is a group from the first annual Girls with Goggles event. This event invites girls from the Ashland area schools to explore non-traditional programs at Ashland County-West Holmes Career Center. Girls with Goggles is now held each year. Recently, one of the girls who attended said “I learned I’m capable of much more than I thought”.

## Annual Summit



Joanne Mueller, Vice President, Human Resources at Cedar Point Amusement Park speaks at the 2019 NCWA Annual Summit. Ms. Mueller shares innovative methods Cedar Point is using to attract employees. Each year, NCWA hosts speakers who share resourceful information about employment challenges to members and guests.

# COMMUNITY PARTNERSHIPS

## Business Advisory Council

The Tri-County Educational Service Center Business Advisory Council provides a partnership between member schools and the business communities of Ashland, Holmes, and Wayne Counties. The NCWA of Ohio serves as one of the regional business leaders and partners of the Tri-County ESC BAC. The BAC is committed to building curriculum and broadening exposure to the business world in order for students to extend their learning beyond the classroom by gaining valuable input from members regarding essential skills students need to be successful in the 21<sup>st</sup> century and beyond.

## Ashland County-West Holmes Career Center

Ashland County-West Holmes Career Center (ACWHCC) has partnered with NCWA by serving as the fiscal agent, and providing marketing and IT services. The Career Center's vision is to drive economic growth of the region through prepared graduates who meet the needs of employers. The mission is to inspire students to career success by providing real-world skills, credentials, apprenticeships and externships.

## Ashland Area Economic Development

As Ashland County's primary economic development agency, workforce development is critical to growing our local economy. The NCWA is leading our county's effort to connect our local businesses with the men and women who will fill our company's positions in the years to come. We have been a proud partner in supporting their efforts to educate our area students and school personnel on the many unique and exciting careers that are available across our county.

A message from Erv Howard, Executive Director

In 2014, numerous area businesses began meeting with Ashland County-West Holmes Career Center (ACWHCC) to discuss the challenges they were experiencing as companies. It quickly became clear that no matter the industry, the number one concern was with workforce. Whether it was creating a pipeline of future employees, or retaining current employees, it was becoming more and more difficult to keep the volume of employees they needed. As discussions progressed, it became apparent, businesses would need to be proactive in addressing their own needs, thus North Central Workforce Alliance of Ohio was established.

Employers quickly realized they would need to look beyond the scope of available employees, to the younger generation who had not yet entered the workforce, the generation that would choose college or work. Businesses would need to persuade these young people to consider a future that may require credentials instead of, or at least prior to, college. Women in Hard Hats became the first initiative to start addressing the need of future employees. This program introduced high school girls to non-traditional jobs in construction. Members soon realized that by the time students entered high school, many had already decided what their future would hold. This meant reaching younger students, so Girls with Goggles was created to introduce sixth-grade girls to non-traditional careers. In its first year, over 300 girls had the opportunity to explore non-traditional careers. The following year, Guys with Gloves was added.

Educating students about careers in industry cannot be accomplished without the support of teachers. To help teachers understand their role, Teacher Bootcamp was created in 2017 to give teachers the opportunity to visit regional businesses and learn what employers expect from new employees. This sparked teachers to explore their curriculum and discover how they could make changes that would better prepare their students to be successful employees.

Employers wanted the opportunity to connect with students face-to-face. While many already visit local schools and career centers, in 2018, ACWHCC started an annual Career Fair, offering NCWA members first option to attend.

NCWA hosted their first Annual Summit in 2015, with panel discussions, student attendance, and breakout sessions to share new ideas and successful methods regional businesses are using to address their challenges.

I invite you to join us in creating and establishing a continuous pipeline of talented employees for the success of your business. Be a part of the solution for the future.

## FOUNDATION MEMBERS

American Augers  
Ashland Area Chamber of Commerce  
Brethren Care Village, LLC  
DRM Productions  
Simonson Construction, Inc.  
Spherion Staffing Services  
Schaeffler/LUK

## REGULAR MEMBERS

Ashland Comfort Control  
Centerra Co-op  
J&F Construction  
Packaging Corporation of America  
PNC Bank

## ASSOCIATE MEMBERS

## INDIVIDUAL MEMBERS

Mike McDaniel  
Barbie Lange

## EDUCATION MEMBERS

Ashland County-West Holmes Career Center  
Loudonville/Perrysville EVSD  
Tri-County Educational Service Center

## GOVERNMENT/COMMUNITY

## ORGANIZATION MEMBERS

Ashland Area Economic Development  
City of Ashland  
Ashland County Community Foundation

## BENEFITS OF JOINING:

### Reduce Turnover

**Validate the skills** of applicants and existing employees by implementing nationally recognized assessments and credentials into your hiring practices.

**Implement strategies** to improve employee recruitment and retention so you can hire with confidence, increase employee commitment, make better promotion decisions and assist managers in carrying out business strategies

### Increase Productivity

**Influence education and training** so schools can offer training programs that reflect real-time market needs and ensure a well-qualified pool of graduates.

**Provide an on-going forum** for information sharing and strategic discussion to share ideas and best practices through networking and generate discussion for solutions on common issues.

### Reduce Costs

**Decrease recruitment and training costs** by ensuring a pool of qualified workers is ready for industry recruitment and/or advancement with skills based on industry needs.

**Connect with funding opportunities** that can help your bottom line by offsetting on-the-job training costs and up-skilling your current workforce; receive priority consideration to participate in grant-funded activities and work collaboratively to get new funding to support regional priorities.

### Change Perceptions

**Create a single, powerful voice** to communicate your needs to the education and workforce development communities. Working together as a cohesive group provides a greater and more effective means to address workforce challenges and open up opportunities that individually, businesses cannot afford to pursue.

**Change perceptions** about the industries to attract a more highly skilled workforce by using common messages and promoting careers throughout the community.

## MEMBERSHIP DUES

NCWA relies on the investment of its members, but the return is even greater.

Annual dues ensure that the regional workforce is ready to meet the needs of your business. Membership dues are expected at the time of application; checks will be payable to Ashland County-West Holmes Career Center, the alliance's fiscal agent.

**JOIN AT:** <https://ncwaofohio.org/membership/>

# NCWA

Is a non-profit organization  
that exclusively relies on  
the investment of its  
members.

**FOUNDATION MEMBERS** - (multi-year commitment) \$3,000

### REGULAR MEMBERS

More than 250 employees \$2,000

More than 100 employees \$1,000

More than 25 employees \$750

25 or fewer employees \$500

**ASSOCIATE MEMBERS** - \$500

**INDIVIDUAL MEMBERS** - \$100

**EDUCATION MEMBERS** - \$500

**GOVERNMENT AGENCY MEMBERS** - \$500

Thank you for taking time to learn more about the North Central Workforce Alliance of Ohio (NCWA). We hope you will take a moment to consider the benefits of becoming a member. It's more important than ever that your company has the resources it needs to grow and increase your bottom line. Reducing turnover and costs, increasing productivity, and changing the perception of industry are all vital to take your company to the next level.

We cordially invite you to become a member. Partnering with NCWA will help you build those relationships that connect employers with future employees. Your investment as an NCWA member gives you the ability to influence change. To begin your membership, just complete the application below and return it with your check to the address at the bottom of the form. Erv Howard, Executive Director, is available to answer your call or meet with you to discuss any questions you may have about NCWA.

MEMBERSHIP APPLICATION						
Contact					Date	
Business						
Address						
City		P.O. Box		State		Zip Code
Phone		Fax		Email		
BUSINESS DESCRIPTION						
Primary type of work performed						
Years in business		# of Employees		Annual Sales		
Current Certifications						
Professional Organizations						
TYPE OF MEMBERSHIP						
Regular Member	<input type="checkbox"/>	\$2,000.00 per year	More than 250 employees			
	<input type="checkbox"/>	\$1,000.00 per year	More than 100 employees			
	<input type="checkbox"/>	\$750.00 per year	More than 25 employees			
	<input type="checkbox"/>	\$500.00 per year	25 employees and less			
Associate Member	<input type="checkbox"/>	\$500.00 per year	Vendors			
Education and Government Member	<input type="checkbox"/>	\$500.00 per year				
Individual Member	<input type="checkbox"/>	\$100.00 per year	Retiree or non-member companies			
Donation	<input type="checkbox"/>	\$	No Membership Required			

*Thank you for your interest in the North Central Workforce Alliance of Ohio. We look forward to partnering with you!*

**Checks Payable to NCWA Fiscal Agent: Ashland County-West Holmes Career Center**

**Mail to: 1783 State Route 60, Ashland, OH 44805**

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