

# LCDPD Exceeds Recruitment Goal By Nearly Double

DEPARTMENT OF  
PLANNING & DEVELOPMENT



## Case Study:

### WorkReady Manufacturing

When a large, international, Fortune 500 manufacturer opened a new plant in Toledo, Ohio, they announced the need for 300 new employees before the end of 2017.

Through a partnership between the Lucas County Department of Planning and Development (LCDPD) and OhioMeansJobs Lucas County, this company received the recruiting assistance they needed via a newly-created WorkReady Manufacturing program.

### Challenge

In summer 2016, the manufacturer broke ground on their new plant. Their plans were to hire 300 workers for the new Toledo plant before the end of the following year.

Faced with the challenge of recruiting 300 workers for its new manufacturing facility, the manufacturer turned to LCDPD for assistance. LCDPD then met with company executives to learn specifically what they wanted in new employees.

Combining the information LCDPD had gathered from the company with information they had collected from other area manufacturers, they determined the need for a process that:

- Helped job seekers become viable interview candidates in the eyes of the employer
- Addressed the job seekers' barriers to employment so that personal life issues would not be an impediment to retaining employment



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## Process

Once LCDPD figured out an approach, they established goals, created a plan, and began implementing the new recruitment strategy centered on the National Career Readiness Certificate (NCRC), branded as WorkReady Manufacturing.

Created as a direct result of conversations with several major area manufacturers, LCDPD built this program through employer endorsement and participation.

Their process included the development of two new tools. The first tool was the **“Manufacturing Readiness Checklist,”** a list of 10 items job seekers should prepare prior to any interview. LCDPD designed this to mitigate and prevent common grievances from local employers like a lack of a high school diploma or its equivalent.

The second tool they developed was the **“Work Support Questionnaire.”** This was designed to identify the issues that will either eliminate the job seekers from employment consideration or hamper the job seekers’ abilities to maintain their employment later on. Common major barriers to employment include reliable transportation and/or childcare, banking, legal background status, etc.

To overcome these barriers, all job seekers participating in the WorkReady Manufacturing process were case managed. As a result, LCDPD ensured that follow-up was performed and that no job seekers were overlooked.

The form is titled "Manufacturing Readiness Checklist" and is part of the "OhioMeansJobs Lucas County" initiative. It includes fields for Job Seeker Name, Date, Address, City, State, Zip, Phone, and Email. A section titled "10 Steps Toward Becoming WorkReady?" lists 10 items with checkboxes and a "Done" column. The items are: 1. Attend a WorkReady Manufacturing Orientation workshop, 2. Complete the Work Support Questionnaire, 3. Register on OhioMeansJobs.com and create your personal profile, 4. Register with OhioMeansJobs Lucas County, 5. Take the Career Ready 99 assessment or have proof of a National Career Readiness Certificate at a Bronze Level or higher, 6. Have or create a quality resume that highlights your work experience, skills and training - this is also a good time to identify three people who are willing to act as a reference and to make sure you have their correct contact information, 7. Have proof of a high school diploma, GED or equivalent, 8. Submit two forms of identification to show you are eligible to work legally in the United States, 9. Complete the final WorkKeys assessment and earn a National Career Readiness Certificate at the Bronze Level or higher, 10. Submit your resume, identification information and WorkKeys scores to OhioMeansJobs Lucas County or your career coach. An "Important Note" states that candidates must be drug tested and must be drug free. The form is signed by the Department of Planning & Development, Lucas County, Ohio.

Manufacturing Readiness Checklist

The form is titled "Work Support Questionnaire" and is part of the "OhioMeansJobs Lucas County" initiative. It includes a table with columns for "Yes", "No", "N/A", and "Comments". The table lists various barriers to employment, such as "Legal Issues", "Physical & Mental Health Needs", "Childcare", "Education Needs & Basic Skills", "Transportation Needs", and "Financial Needs". Below the table, there are fields for "Additional comments or concerns" and "Job Seeker Signature" and "Date". A disclaimer at the bottom states that the information provided is confidential and that the job seeker agrees to the terms of the questionnaire.

Work Support Questionnaire

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## Solutions

After two months of meetings, LCDPD began the worker recruitment process for this company under the WorkReady Manufacturing brand.

They initially requested that 150 "WorkReady" job seekers be ready for interviews by February 2017 and then another 150 "WorkReady" job seekers by July 2017. LCDPD set an internal goal to meet with 1,000 people by the end of January 2017.

LCDPD exceeded its initial goal by meeting with 1,260 people by the end of December 2016 and delivering over 300 WorkReady job seekers to the manufacturer by April 2017. As of June 2017, LCDPD has met with over 3,000 job seekers since the start of WorkReady Manufacturing in October 2016.

The program's follow-up has also proved to be a key factor in helping job seekers efficiently navigate available services, write resumes, and begin the NCRC. All job seekers were contacted three times, either by phone or by email.

**This deliberate approach allowed LCDPD to exceed the terms of their agreement with this manufacturer, delivering more candidates than requested two months ahead of schedule.**

**150**

Manufacturer requested number of WorkReady job seekers.

**1,000**

LCDPD's internal goal for number of people we meet with.

**300**

LCDPD exceeds its internal goal.

**1,260**

WorkReady job seekers to the manufacturer by April 2017.

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