



The OMA WorkAdvance Strategy

January 21, 2025



About Me

- Over 20 years in organizational leadership with a large-scale workforce development organization in NE Ohio. Placed 400-600 new workers into careers annually. Focus on career advancement through longer-term career coaching
- Five years as a workforce development consultant:
 - Led career coaching learning community in Ohio
 - Oversaw new and incumbent worker programming for a WORC grant in Ohio and western PA
 - Provide workforce development support for industry-specific, career pathways initiatives
 - Subject matter expert on WorkAdvance for an EDA Good Jobs Challenge grant



The
Chelsea Mills
Group



Offers workforce
development services
to organizations
committed to
building a more
equitable economy.

Beth Hahn

Sr. Director, OMA
Workforce Services

Statewide WorkAdvance Strategy





— OUR MISSION —

PROTECT & GROW
OHIO MANUFACTURING

GJC OPPORTUNITY



- **\$23.4 million in September of 2022**
- **Goal of 6000 people trained, 3600 placed in good jobs, 50% untapped talent;**
- **Focus on recruitment innovation:**
 - Incorporates lead generation, nurturing, and conversion;
- **WorkAdvance:**
 - ISPs are key implementation partners
- **Upskilling and Technology Innovation; and**
- **80 Implementation Partners:**
 - Extensive collaboration among state agencies, 16 ISPs, and local implementation partners.

THE OMA-ENDORSED ISP NETWORK



- 19 OMA-Endorsed ISPs
- 79 / 88 counties covered in the network...and growing
- 1,200 manufacturers involved in local ISPs across Ohio

WORKADVANCE ADVANTAGES



For Employers:

- Statewide manufacturing recruitment structure;
- Innovative recruitment strategies
- Increased pool of qualified applicants = untapped talent;
- Applicants prepared with manufacturing fundamentals; and
- Grant-funded career coaching to support workers.

For Jobseekers:

- Higher wages and benefits;
- Stackable credentials for upward mobility;
- Predictable hours, job stability; and
- Career coaching and support.

Chelsea Mills

Principal
The Chelsea Mills Group

WorkAdvance Deep Dive



WORK ADVANCE

WorkAdvance is a customizable career pathway model that connects workers to high demand sectors that offer quality jobs with opportunities for advancement.



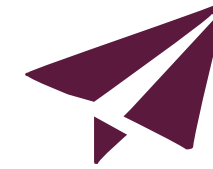
Sector specific
programming



Long-term career
coaching



Job readiness and
technical skills
training



Wrap-around
supports

MODEL INTEGRITY

TESTED AND PROVEN

- Launched in 2011
- Over 700 people in research study – half received services; half did not.

Two years later, WA participants earned \$5k more than the control group.

Positive cost benefit analysis – \$2 return for every \$1 invested.

Program participants were 50% more likely to work full-time in targeted sector.

Seven years later, WA participants are more likely to earn \$40k/year than the control group.

Employer Partner Characteristics

Commitment to living wages

- Competitive wages and benefits
- Advancement opportunities
- Has or is interested in building career pathways

Interest in a broader candidate pool

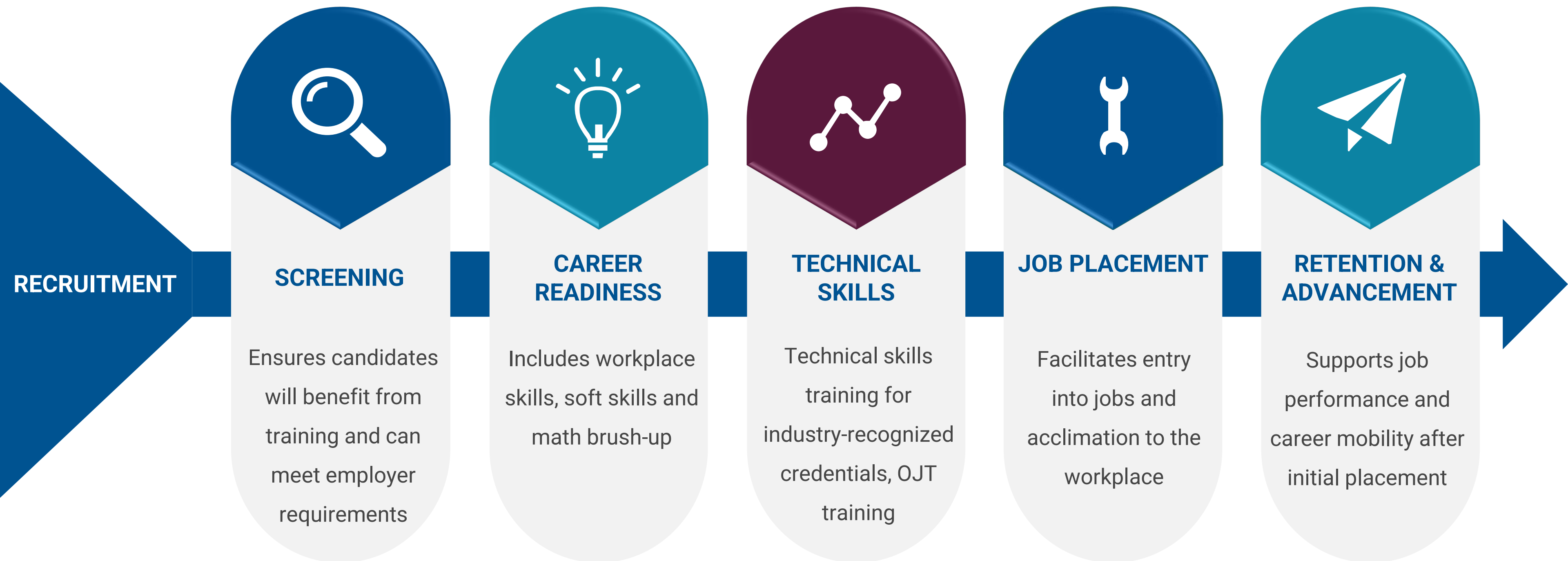
- Recognition that the current candidate pool is insufficient
- Will look in new places for job seekers
- Will support training initiatives to develop workers

Invested in WorkAdvance

- Will provide an organizational champion to support program
- Commitment to interviewing candidates
- Views career coaching as an asset

WorkAdvance Career Pathway

(Job Seeker Perspective)



Career Coaching



Key service provider throughout model



Supports completion of job readiness and tech training



Develops individual goal plans with participants



Contributes to job placement; supports retention and advancement

Partner Characteristics

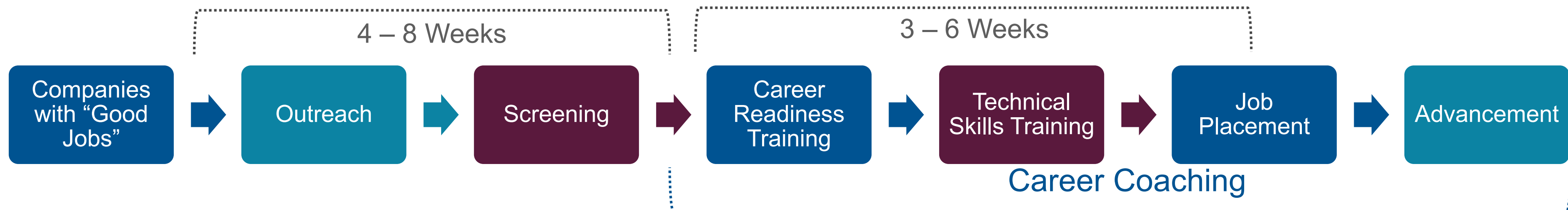
- Experience working with both employers and job seekers
- Understanding of career pathways and career ladders
- Proven protocols and tracking systems for job placement and retention recordkeeping
- Access to emergency assistance and supportive services

New Worker Customizations

Adult Job Seekers

Designed for adults interested a career in manufacturing and willing to participate in short-term training

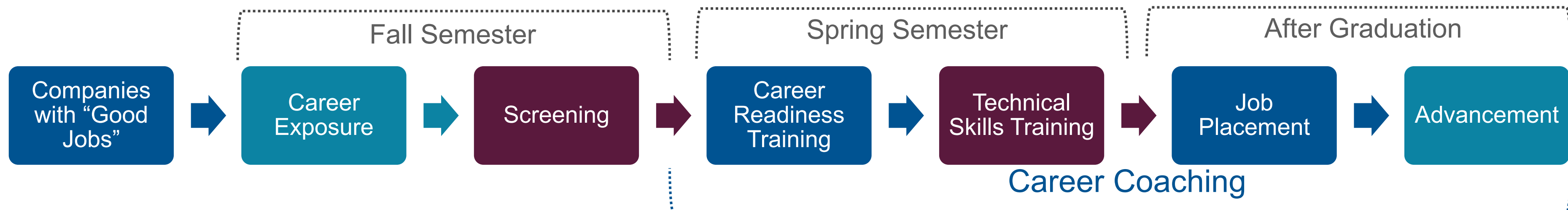
- Ideal for companies interested in expanding and diversifying their candidate pool
- With optimal partnerships, programming can be launched relatively quickly and once a pipeline forms, a new group of prospective employees will be available monthly
- Participant outreach and recruitment should include several strategies – marketing blitz, grassroots efforts and referrals partnerships with local CBOs
- Based on targeted recruitment strategies, many population-specific iterations of this model are possible



High School Seniors

Designed for seniors with an undefined plan for education or employment after graduation

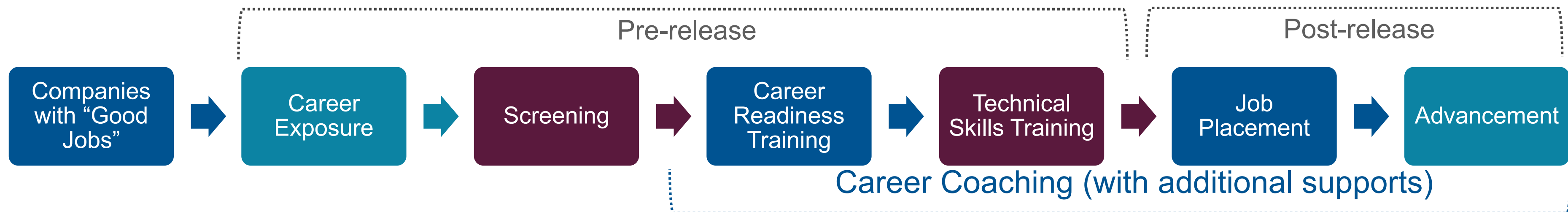
- This model is time dependent. Seniors are identified early in the academic year and skills training is integrated into their academic work, job placement directly following graduation
- For outreach, partner with secondary schools, ideally where graduates are less likely to go on to college or enlist in the military
- Though this model can take an entire academic year to yield new employees, benefits include a steady stream of eager young workers who can be oriented to your workplace culture.



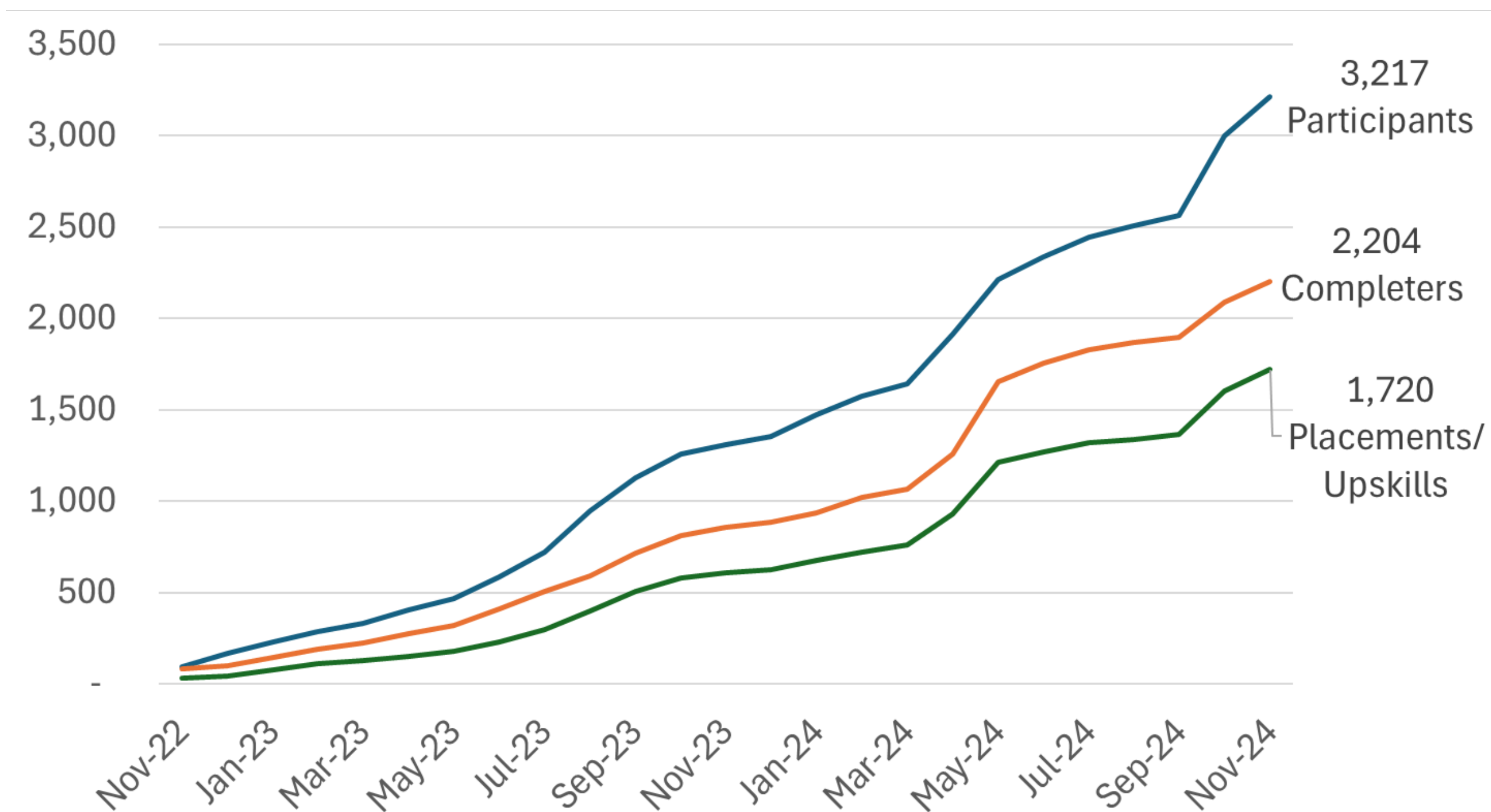
Justice Impacted Prerelease

Designed for participants with justice system involvement who are in a corrections facility

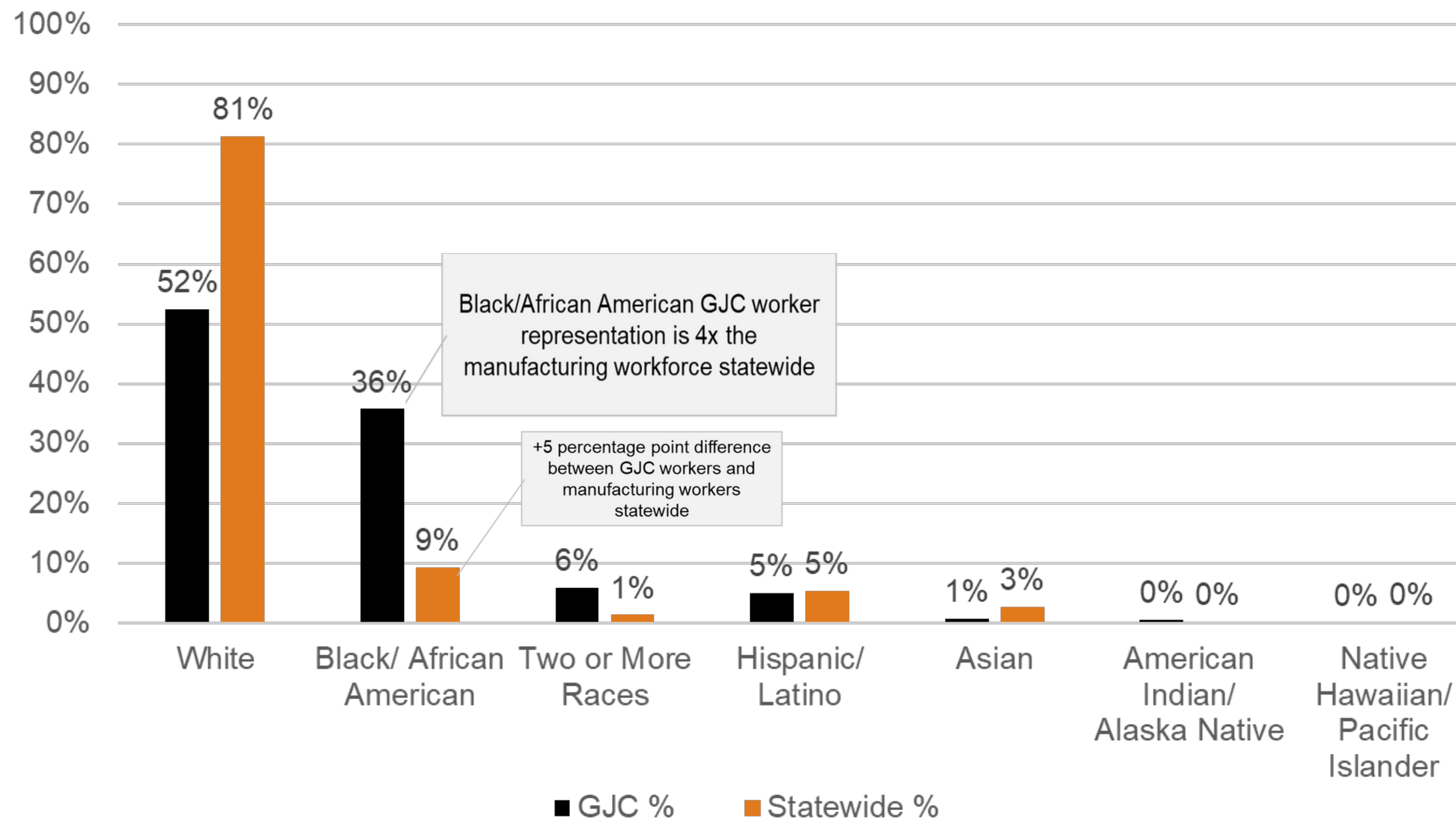
- Identify companies willing to hire recently released program participants; have a clear set of accepted/non-accepted backgrounds
- In partnership with a corrections facility, recruit individuals who are soon to be released. Provide career exposure to ensure interest in a manufacturing and cross-reference the job opportunities with the individual's background
- To minimize program attrition, skills training and establishing a relationship with the career coach should take directly prior to release



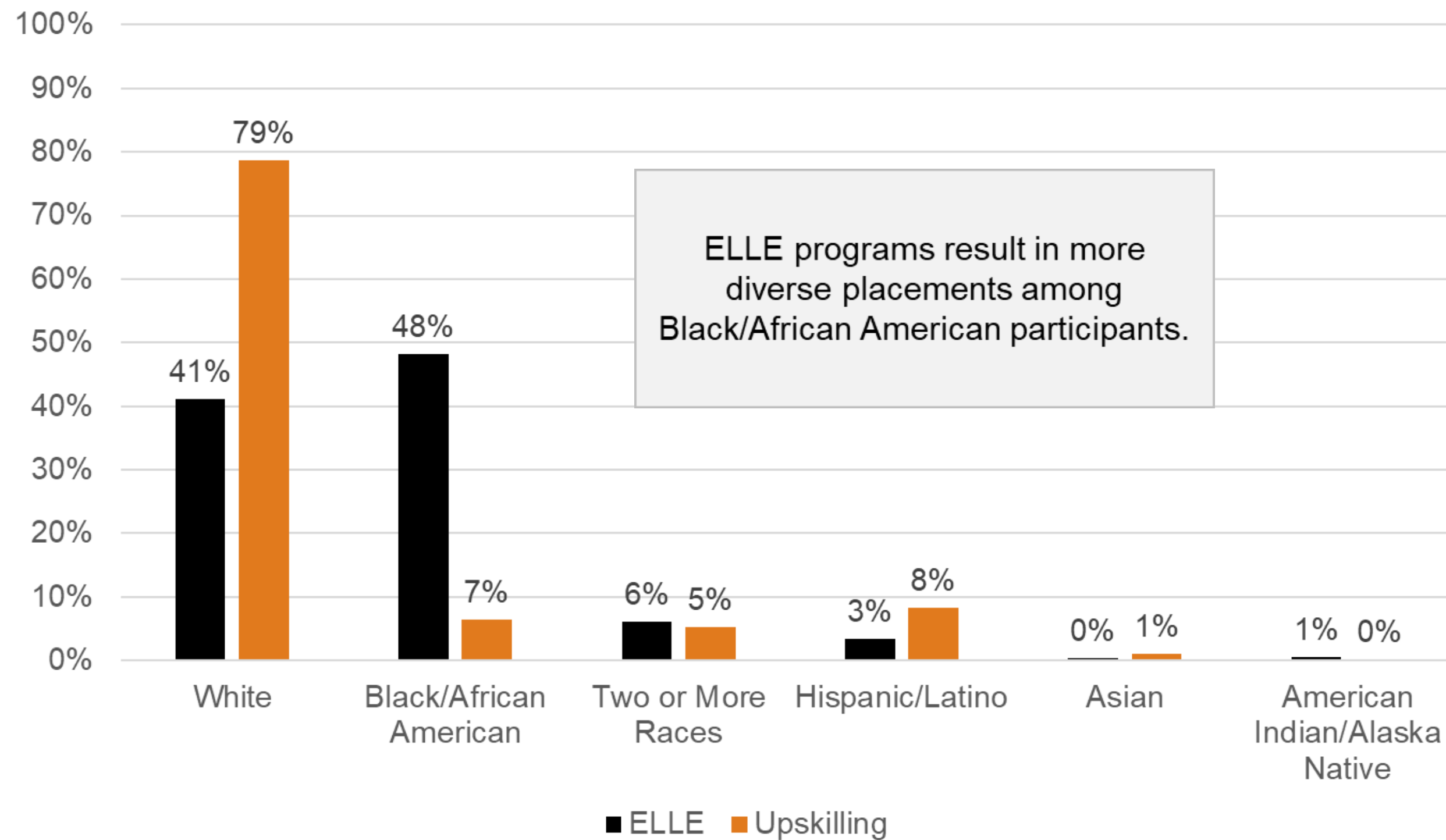
OUTCOMES TO DATE



OUTCOMES TO DATE



NEW WORKER VS. UPSKILL



TOP CREDENTIALS

- Certified Manufacturing Associate (CMfgA)
- CPT 4.0
- FANUC Robotics
- WISE Pathways
- OSHA

QUESTIONS?

Questions?

Contact Info

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OHI/O

OHIO STATE'S HACKATHON PROGRAM

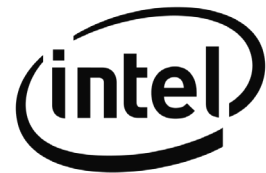
The OHI/O Program fosters a thriving tech community, ultimately providing students the opportunity to learn and build with real technologies outside of the classroom. Through the platform, OHI/O better connects students to real world problems and opportunities by engaging with the community and industry partners.

MakeOHI/O

March 27-29 @ Ohio State and Online

Rapid prototyping hardware solutions

Over 250 students design, build, and demo their rapid prototyping skills with the support of tech mentors, software and hardware to grow their skills while competing for prizes.



01

Encourage Students to Participate

Students get hands-on experience, teamwork skills, and opportunities to innovate and solve real-world problems brought to them directly from our industry partners.

02

Host a Maker Location

Hosting a satellite location for the make-a-thon builds community, connects students to the broader Ohio State experience, and benefits from main campus support, including live streaming, online judging, and remote access to mentors.

hack.osu.edu/make/2025

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