Overview of Talent Services
Created in 2011, JobsOhio (JO) is a private economic development organization that helps businesses relocate, expand, and prosper in Ohio.

JO is governed by business & civic leaders, has a significant recurring funding source (~$150mm+ per year) and is led by 7 Managing Directors who generally possess over 20 years of relevant industry experience.

In addition to providing industry expertise, JO operates loan & grant programs and facilitate state tax credits.

- Evaluation criteria include job creation, additional payroll, fixed-asset investment, ROI & location.

JO Regional Network is comprised of 6 partners:
- APEG
- Columbus 2020
- DDC
- REDI Cincinnati
- RGP
- Team NEO/Cleveland+
The Dayton Development Coalition

Dayton Development Coalition: Private, not-for-profit, established in 1994 to lead regional economic development and advocacy

Mission: To retain, expand, and recruit jobs in the Dayton Region.

Working as a public/private partnership, we are growing the Dayton Region and we are one of the most livable regions in America.

12-county market
1.3 million citizens
Primary Forms of JobsOhio Assistance

- **Comprehensive Project Facilitation**: Proactive, business-minded industry experts providing value added in-state expertise (Example: new power development facilitation with PUCO, Ohio EPA and other stakeholders)

- **Economic Development Grants**: Funding for eligible projects typically fixed-asset and infrastructure investment by companies

- **Workforce Grants**: Funding for the improvement of worker skills and abilities across the State

- **Revitalization**: Site preparation for end-users that support future job creation. The program, comprised of both loans and grants, is available to public and private entities seeking to cleanup and redevelop sites

- **Growth Fund Loans**: Loans to companies that are in the growth, established or expansion stage, and that have generated revenues through a proven business plan

- **Research and Development Grants**: The Research and Development Grant facilitates the creation of corporate Research and Development centers in Ohio to support the development and commercialization of emerging technologies and products
Talent and Workforce Incentive Outline

**JobsOhio Workforce Grant**

**JobsOhio Customized Talent Services**

**Timeline:**
- Talent Services Requirements Meeting – TBD
- Review Incentives and Services – TBD
- Customized Talent Plan developed
- Company Confirms Talent Plan Outline – TBD

**JobsOhio Talent Services Agreement:**
- Development of agreement by JobsOhio
- Company reviews/signs/returns agreement to JobsOhio
- JobsOhio agreement execution
- Talent strategy deployment begins
Combinations of talent services are available based on client requirements.
JobsOhio Talent Services

Talent Attraction

- Systematic outreach with artificial intelligence algorithms monitoring and analyzing trends among millions of career conversations across multiple social media platforms.

- Targeting social media conversations identifying the most useful audience segments and mediums for nationwide talent engagement coupled with region specific advertising strategies.
**Talent Attraction – Multiple Options Customized to Client**

<table>
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<tr>
<th>Broadcast Radio / TV</th>
<th>Cable &amp; Satellite TV</th>
<th>Mobile Campaign</th>
<th>Streaming Audio</th>
<th>Digital Ads</th>
<th>Print</th>
<th>Billboards</th>
<th>Job Boards</th>
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<td>Ohio has over 750 broadcast radio stations and over 125 TV stations serving the state’s 88 counties. The JobsOhio talent team can identify the right combo of stations to reach candidates.</td>
<td>Cable and Satellite TV provide an opportunity for targeted ad campaigns which can increase the effectiveness of an TV ad buy. The JobsOhio Talent team will identify opportunities to spend dollars to generate the highest ROI.</td>
<td>One of the most effective way to reach candidates is with a targeted digital campaign reaching them on their phones. Smartphones capture 81% of the USA population (13+) and those users on average spend 69% of their media time on their phone.</td>
<td>Three out of four US consumers use streaming audio in some form. Of those only 30% have a paid subscription which means a large targeted audience can be reached through streaming platforms like Spotify and Pandora.</td>
<td>Spending on digital campaigns surpassed television in 2017 for the first time. Digital campaigns are expected to top $269 billion in 2018. Google (41%) and Facebook (16%) control the digital ad market accounting for 57% of digital ad spending.</td>
<td>Over 200 daily, weekly and college newspapers serve the State of Ohio. While circulation for print has dropped in recent years, traffic to publications websites and mobile apps has risen. Print can be an important component to an attraction plan.</td>
<td>Ohio is ninth in total lane miles in the USA with over 261,000. Billboards have long been a effective way to reach a mobile population along busy highway and rural routes. A billboard strategy is an important aspect to a comprehensive ad campaign.</td>
<td>Over 18.6 million Americans will find their new career opportunity online in 2018. While networking remains the primary way most people find a new job, online postings are continuing to grow and the percentage of online job seekers has doubled in the last ten years.</td>
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- **93% of Americans engage with broadcast radio each week. 89% engage with broadcast TV.**
- **Despite a trend of cord cutting, 196 million Americans have some form of cable or satellite TV.**
- **94% of USA millennials have a smartphone.**
- **Smartphones are the primary way most consumers (63%) listen to their streaming service.**
- **The three most visited websites in the world are Google, YouTube and Facebook.**
- **78 Daily newspapers 119 Weekly Papers 14 college papers serve the 88 counties of Ohio**
- **21 different companies control the billboard inventory across the state of Ohio.**
- **JobsOhio has access to thousands of career sites and can optimize the placements through a programmatic campaign.**

JobsOhio will provide a single point of contact to manage the entire attraction campaign.
Talent Sourcing

- Deep expertise of external markets to leverage multiple pre-established partnerships.
- Relationships with 500+ sourcing channels/outlets.
JobsOhio Talent Services

Pre-screening for Talent

- Access to thousands of nationally recognized and validated assessment tools tailored to specific occupations, skillsets, and job requirements.
JobsOhio Talent Acquisition Services

Training

Ohio Public Institutions of Higher Education

Network of Private National Partners

- Pre-developed programs via a menu of subject matter experts and partners.
- Customized programs created for specific skill requirements.
- Experiences range from entry and intermediate to expert levels.
JobsOhio Talent Services: Value to the Client

**Speed**
- Dedicated team with HR-specific expertise offering *single-point of contact* throughout the project lifecycle.
- Expansive recruitment capacities enabling continued focus on business strategy.

**Risk**
- Private funding vs. other state-funded programs enables *productive solutions* reducing “speed to volume” at start.
- Technology driven attraction strategies reduces the cost and time to advertise and find talent (local/regional/super-regional/national).

**Money/Cost**
- Immediate and positive impact reducing attraction, sourcing, screening and training budget requirements.
- Broad *array of customizable talent service solutions* tailored to requirements.
Thank you!

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