

IN-DEMAND JOBS WEEK

A Guide for Businesses
and Workforce Professionals



WHAT ARE IN-DEMAND JOBS?

In-demand jobs are jobs that have a sustainable wage and a promising future based on the projected number of openings and growth. Ohio has in-demand jobs in more than **200 occupations** across a wide range of industries. The state's In-Demand Jobs List was developed using labor market information, job postings on **OhioMeansJobs.com**, JobsOhio regional forecasts and employer forecasts. For more information, visit omj.ohio.gov/OMJResources/InDemandBooklet.stm.

WHAT IS IN-DEMAND JOBS WEEK?

In-Demand Jobs Week is a statewide celebration of the jobs, industries and skills that are in-demand in Ohio. Communities statewide are encouraged to plan events and activities that will inspire excitement and awareness among students and job seekers. In-Demand Jobs Week occurs annually during the first full work week in May (May 7-11, 2018).

FOR STUDENTS AND JOB SEEKERS

In-Demand Jobs Week is an opportunity to learn more about the rewarding and high-demand careers available locally through events and activities in your area.

FOR EMPLOYERS AND WORKFORCE PROFESSIONALS

In-Demand Jobs Week is an opportunity to open your doors to students and job seekers to increase interest in local jobs and build a talent pipeline.

FOR EDUCATORS

In-Demand Jobs Week is an opportunity to inspire students by exposing them to in-demand careers and pathways in the classroom and beyond.

FOR COMMUNITIES

In-Demand Jobs Week is an opportunity for like-minded stakeholders to partner, plan events, and increase awareness about jobs available in the community.

INSPIRE YOUR FUTURE WORKFORCE!

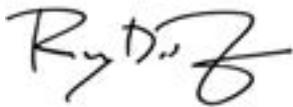
You've helped us identify your most in-demand occupations and urgent training needs. Together, we've built Ohio's In-Demand Jobs List, which forecasts the jobs that are most in-demand among employers now and five years into the future. We use the In-Demand Jobs List daily to guide our education and training efforts. Now, we have an opportunity to engage and inspire students and job seekers in a direct and meaningful way, and we need your help.

May 7-11, 2018, will be our first-ever In-Demand Jobs Week in Ohio. This is your opportunity to open the doors of your business to students, parents and teachers to help spread the word about your industry's in-demand occupations and all the benefits they offer for future generations of workers.

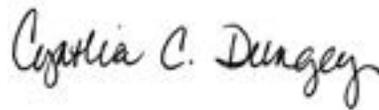
Every day, as we commute to and from work, we pass dozens if not hundreds of buildings bustling with activity: everything from medical procedures to robotics, from site surveying to cyber security. All of this work is done by professionals in in-demand occupations. We need to demystify those occupations for commuters, passers-by, students, job seekers and anyone, anywhere who has or could gain the skills needed to fill these and other in-demand jobs throughout Ohio.

We challenge you to inspire your future workforce by hosting an event during In-Demand Jobs Week. Open your doors to students, parents and teachers. Help educators understand the skills you're seeking and the jobs you need to fill so you can work together to create successful futures for Ohioans while building a talent pipeline to meet your hiring needs.

Join the movement. Engage your community. We look forward to celebrating In-Demand Jobs Week with you this May.



Ryan Burgess, Director
Governor's Office of
Workforce Transformation



Cynthia Dungey, Director
Ohio Department of
Job and Family Services

JOIN THE MOVEMENT. ENGAGE YOUR COMMUNITY.

CAREER EXPOSURE IDEAS

Engage with your local schools to recruit talent by:

- **Hosting Tours and Open Houses:** Welcome students, educators and parents to show them what a career at your company looks like.
- **Participating in a Career Fair:** Work with your local K-12 and higher education institutions to bring engaging information and recruitment to students. Bring student ambassadors, hands-on demonstrations and learning opportunities.
- **Creating Work-Based Learning Opportunities:** Engage school partners to create work-based learning opportunities for students. The Ohio Department of Education has developed **tools** to aid your business in the development and management of these opportunities.
- **Volunteering to be a Classroom Speaker:** Visit schools as a guest speaker to talk about careers at your company and in your industry.
- **Participating in Middle School Career Immersion Days:** Call your local middle school and ask how you can participate in a career immersion day by bringing hands-on, engaging activities to sixth through eighth graders.
- **Coordinating a Signing Day:** Hiring students from your local high school? Give them an opportunity to showcase their success and your company by participating in a signing day. Bring your marketing materials and ambassadors to begin recruiting younger grades.
- **Interviewing OhioMeansJobs-Ready Students:** Are you seeking students with soft skills? Conduct interviews with students who have earned the **OhioMeans-Jobs-Readiness Seal**, which they can earn for demonstrating the professional or “soft” skills required for success in the workplace.
- **Becoming a Career Mentor:** Offer your participation as a mentor to a student or become more involved in mentoring a student employee.
- **Offering to Lead Problem- and Project-Based Learning:** Communicate a real challenge your business is facing to K-12 or college educators and help them engage students in addressing the challenge.
- **Inviting Informational Interviews:** Offer your participation in informational interviews with students.
- **Hosting Competitions:** Encourage critical thinking and hands-on skills by challenging teams of students to come up with a solution or build something the best or fastest.
- **Engaging Student Ambassadors:** Do you have current or former students involved in internship, apprenticeship or co-op programs? Students relate best to other students. Let the ambassadors sell their experiences and your company.
- **Hosting a Parent Night:** Show parents, who often influence their kids’ career choices, what a job at your company looks like. **See how a manufacturer in Colorado did just that.**
- **Offering to be a Business Advisory Council Member:** Reach out to your local superintendent to offer your support as a member of the school’s business advisory council. Learn more about Business Advisory Councils **here**.

FIND LOCAL PARTNERS!

BUSINESS–EDUCATION PARTNER SEARCH MAP

To make your event a success, we recommend teaming up with your local partners. To help you find them, we created a **Business–Education Partner Search Map**. The map shows the location and contact information for Ohio schools, chambers of commerce and higher education institutions. It can help build partnerships not only for In-Demand Jobs Week, but also for long-term business-education relationships. To access the map, visit omj.ohio.gov/indemandjobsweek.

SAMPLE RESOLUTION

Public proclamations can be great ways to generate excitement about In-Demand Jobs Week – and educate the public about in-demand job opportunities right in your own community. Here’s a sample:

WHEREAS, Ohio is home to hundreds of occupations designated as “In-Demand Jobs” because they offer good pay, the potential for growth and many current job openings and

WHEREAS, Ohio’s In-Demand Jobs are chosen using various industry- and occupation-focused measures to determine the occupations most sought after by employers and most vital to the region’s economic future and

WHEREAS, for students and job seekers, In-Demand Jobs Week is an opportunity to learn more through local events and activities about the rewarding and high-demand careers available in our region and

WHEREAS, for employers and workforce professionals, In-Demand Jobs Week is an opportunity to open their doors to students and job seekers to increase interest in local jobs and build a talent pipeline and

WHEREAS, for secondary and postsecondary educators, In-Demand Jobs Week is an opportunity to inspire students by focusing on in-demand careers and pathways in the classroom and beyond and

WHEREAS, it is the responsibility of teachers, businesses and all Ohioans to inspire excitement and awareness about In-Demand Jobs and

WHEREAS, communities statewide are encouraged to plan engaging events and activities that will inspire excitement and awareness among students and job seekers

NOW, THEREFORE, on this [Date] of May 2018, [Government Official(s)] do hereby recognize May 7-11, 2018 as

IN-DEMAND JOBS WEEK

in [City/County Name].

SAMPLE PRESS RELEASE

Once you've planned an In-Demand Jobs Week activity or event, you'll need to spread the word about it. Here is a sample press release template you can email to local reporters to let them know about your event:

FOR IMMEDIATE RELEASE
May XX, 2018

Contact:
Phone:
Email:

May 7-11 is In-Demand Jobs Week in Ohio

CITY, OHIO – May 7-11, 2018, is In-Demand Jobs Week in Ohio, and [Insert Business/Organization Name(s)] is/are hosting [insert event/activity] to spread the word that many good-paying jobs are available locally in [insert name of industry] industry.

[Insert quote]

[Insert more specifics about the event/activity, the in-demand occupation(s) and/or the host organization.]

[Insert any additional local information and/or another quote.]

More than 200 jobs in Ohio are considered “in demand,” based on labor market information, job postings on OhioMeansJobs.com, JobsOhio regional forecasts and employer forecasts. To see a list of in-demand jobs in Ohio, visit OhioMeans-Jobs.com and click on the orange “thumbs up” icon.

In-Demand Jobs Week is an opportunity for students and job seekers to learn more about the rewarding and high-demand careers available locally. To find a list of In-Demand Jobs Week events in your area, visit [website].

ENGAGE YOUR FUTURE WORKFORCE ON SOCIAL MEDIA!

Social media is one of the easiest ways to let people know about your organization's many opportunities and its participation in In-Demand Jobs Week. From March through May 2018, be sure to promote any events you're planning on Facebook. You can download graphics at omj.ohio.gov/indemandjobsweek and use the sample posts on the following page. Be sure to use the hashtag #InDemandOhio!

FACEBOOK EVENTS

Creating a Facebook event for In-Demand Jobs Week is an easy, cost-effective way to plan, coordinate and generate interest in your event. Facebook events allow users to RSVP, obtain more information about the event and interact with organizers. When creating your event, be sure to tag OhioMeansJobs and the Ohio Department of Education as co-hosts so we can share your events on our pages.

For instructions on how to create an event, visit facebook.com/help. For your convenience, we've created a Facebook event cover photo that we encourage you to use. Download the cover photo at omj.ohio.gov/indemandjobsweek.

Here are some tips for making your event a success:

- Use Facebook-recognized venues and tag those venues.
- Use compelling and thorough details about your event in the description. Don't leave people guessing; be specific.
- Use keywords specific to your event in the tag under "category." Facebook recommends events to users based on their interests.
- Let people post to the event wall and interact with commenters.

SOCIAL MEDIA GRAPHICS

Posting a graphic instead of plain text will attract more attention to your message and could inspire others to share. You can download samples like the one below at omj.ohio.gov/indemandjobsweek. Feel free to share!



SAMPLE POSTS: FACEBOOK AND LINKEDIN

#InDemandOhio Jobs Week is May 7-11. Help us spread the word about these great careers in Ohio. [event website](#)

Everyone wants their event to be a success! Check out this in-depth guide from our state of Ohio partners: event guide link. [#InDemandOhio](#)

Don't forget to register your #InDemandOhio Jobs Week event. It takes just a few minutes, and you can use your **OhioMeansJobs.com** employer log in! [event website](#)

Ready to get your #InDemandOhio Jobs Week event on the map? Get started here: [event website](#)

Here at [Company Name] we are proud to offer jobs in [sector] that are considered in-demand! Join us for our #InDemandOhio Jobs Week event on [date]. [event website](#)

Interested in a job in [sector] with us? Come check out what we have to offer at our #InDemandOhio Jobs Week event [date]. [event website](#)

Can't make our #InDemandOhio Jobs Week event on [date]? No problem. We'll be posting live! [event website](#)

Careers with us are not only #InDemandOhio, but they pay great too! Apply for a job online at **OhioMeansJobs.com**.

A job in [sector] has a promising future here at [Company Name]. Check out our openings at **OhioMeansJobs.com**. [#InDemandOhio](#)

Why do we need #InDemandOhio Jobs Week? Because Ohio has so many great opportunities in fields like engineering, graphic design, nursing, telecommunications and more! Check out the list below. [event website](#)

SAMPLE POSTS: TWITTER

#InDemandOhio Jobs Week is May 7-11. Help us spread the word about these great careers in Ohio. [event website](#)

Don't forget to register your #InDemandOhio Jobs Week event. You can use your **OhioMeansJobs.com** employer log in! [event website](#)

Here at [Company Name] we are proud to offer jobs that are considered #InDemandOhio! [event website](#)

Join us for our #InDemandOhio Jobs Week event on [date]. [event website](#)

Can't make our #InDemandOhio Jobs Week event on [date]? Follow us live on Twitter all day! [event website](#)

Careers with us are not only #InDemandOhio, but they pay great too! Apply for a job with us online at **OhioMeansJobs.com**.

A job in [sector] has a promising future here at [Company Name]. Check out our openings at **OhioMeansJobs.com**. [#InDemandOhio](#)

Why do we need #InDemandOhio Jobs Week? Because Ohio has so many great opportunities in fields like engineering, graphic design & nursing!