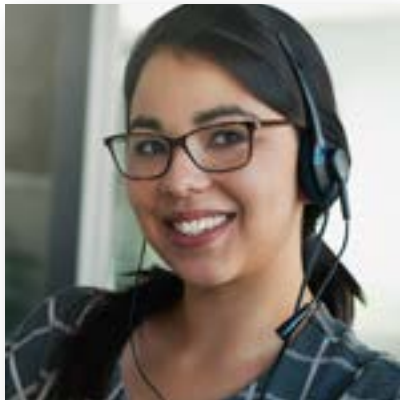




IN-DEMAND JOBS WEEK

A Guide for Educators



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 jobs, industries and skills that are in-demand in Ohio. Communities statewide are encouraged to partner to plan engaging events and activities that will inspire excitement and awareness among students and job seekers. The inaugural In-Demand Jobs Week is May 7-11, 2018, and will occur annually thereafter during the first full work-week in May.

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 your region.

FOR EDUCATORS

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

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 COMMUNITIES

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

INSPIRE YOUR STUDENTS TO LEARN ABOUT AND PURSUE IN-DEMAND JOBS!

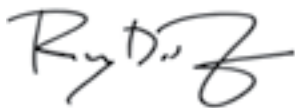
Today's students likely will hold jobs that don't even exist today. The talent needs of businesses are changing quickly, which means workers will need to be flexible, adaptable and ready to acquire new knowledge and skills in real time. Now is a great time for business, education and workforce to come together to address skills gaps, build a talent pipeline and help students prepare for a successful journey along their career pathways.

Many students in Ohio aren't aware of the rewarding and in-demand careers available in their own communities. In-Demand Jobs Week is an opportunity for businesses, educators and workforce professionals to collaborate to inspire students and job seekers to pursue in-demand jobs in their areas.

While many communities across the state already are engaged in collaborative efforts to promote in-demand jobs, it is not happening consistently. Business, education and workforce leaders cite a common obstacle of not knowing where to begin or how to engage others. We want to help you start that conversation, so we've included a guide with suggested activities and a stakeholder map to inspire creativity and action in communities across Ohio.

As educators, you are uniquely positioned to help guide students as they pursue career pathways. We encourage you to call your local business and workforce leaders and challenge them to open their doors to students and staff. By building strong relationships and collaborating with local business and workforce leaders, you and your community will be better positioned to help students launch successful careers. When everyone is invested, the whole community benefits. Businesses build a talent pipeline, educators help students find their passions and career pathways, and students, job seekers and families benefit by finding purposeful employment in their local communities.

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



Ryan Burgess, Director
Governor's Office of
Workforce Transformation



Paolo DeMaria, State Superintendent
of Public Instruction,
Ohio Department of Education



John Carey, Chancellor
Ohio Department of
Higher Education

JOIN THE MOVEMENT. ENGAGE YOUR COMMUNITY.

CAREER EXPOSURE IDEAS

Engage with your local businesses to inspire students by:

- **Scheduling Business Tours and Open Houses:** Visit a workplace with students and interview employees about knowledge and skills needed in different occupations.
- **Hosting a Career Fair:** Organize a career fair with business partners. Encourage them to bring hands-on learning opportunities for students.
- **Hosting a College Fair:** Encourage college and university representatives to tell students about the majors that lead to in-demand careers.
- **Creating Work-Based Learning Opportunities:** Engage businesses to create work-based learning opportunities for students. The Ohio Department of Education has developed **tools** to help schools in the development and management of these opportunities.
- **Using Career Connections in the Classroom:** Use **Ohio's Career Connections Learning Strategies** to connect academic standards to career concepts.
- **Scheduling Classroom Speakers:** Invite business and community partners to talk to students about their career fields and industries.
- **Creating Middle School Career Immersion Days:** Work with local businesses to coordinate a career immersion day with hands-on, engaging activities for middle schoolers.
- **Coordinating a Signing Day:** Hold a signing-day event at your school where seniors announce their commitment to postsecondary programs, employment opportunities or military enlistment.
- **Recognizing OhioMeansJobs-Ready Students:** Formally recognize students who have earned the **OhioMeansJobs-Readiness Seal** during In-Demand Jobs Week and allow businesses to conduct interviews on-site with OhioMeansJobs-Ready students.
- **Finding Career Mentorship Opportunities:** Work with local businesses to identify potential mentorship opportunities for students.
- **Conducting Informational Interviews:** Ask your students to conduct informational interviews with an adult in a career of their interest.
- **Organizing Service Learning:** Create a service learning project for students to interact with the community and learn about careers in the service area.
- **Using OhioMeansJobs K-12:** Engage students in OhioMeansJobs K-12's Guided Tour to begin or continue their career exploration.

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

If your school will be participating in In-Demand Jobs Week, consider spreading the word about it with a press release. Here's a sample:

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 School Name] students will be participating by [insert event/activity] to learn more about opportunities in the [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 **OhioMeansJobs.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 STUDENTS AND PARENTS ON SOCIAL MEDIA!

Social media is one of the easiest ways to let everyone in your community know about your school's 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. For instructions on how to create an event, visit facebook.com/help.

When creating your event, be sure to tag OhioMeansJobs and the Ohio Department of Education as "co-hosts" so we may share your events on our pages, too. For instructions on how to add co-hosts, 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 SOCIAL MEDIA POSTS

#InDemandOhio Jobs Week is May 7-11. We will be [short event description]. Help us spread the word about great careers in Ohio: [event website](#)

At [district/school name], we are helping students find jobs that are considered in demand! Students: join us for our #InDemandOhio Jobs Week event on [date]. [event website](#)

We are celebrating #InDemandOhio Jobs Week on [date]. Students can discover the Ohio jobs that employers need filled at our event: [event website](#)

Jobs on the #InDemandOhio list can not only get you employed, but they pay great too! Apply for a job online at **OhioMeansJobs.com!**

#InDemandOhio Jobs Week on May 7-11 celebrates great opportunities in fields like engineering, graphic design, nursing, telecommunications and more! Check out the list here: [event website](#)