



**Governor's Ohio Workforce Policy Board Meeting  
Talent Development Committee Meeting  
Meeting Minutes – May 27, 2009**

**Committee Members Present:** Co-Chair Matt Harris, Co-Chair Cindy Hilsheimer, Dr. Val Moeller, John Peterka, John Roebel

**Additional Attendees:** Andrea Applegate, Mark Birnbrich, Dave Cofer, Michael Evans, Patti Hopkins, Scott Layson, Rich Markham, Sue McKitrick, Barbara Riley, Terri Burgess Sandu, Emily Scardena, Ralph Sinistro, Eric Troy

***Welcome & Committee Member Introductions***

Co-Chairs Harris and Hilsheimer called the meeting to order and welcomed those present. The committee members and guests introduced themselves. Co-Chair Hilsheimer briefly went over the meeting agenda and an overview of the committee meeting.

***OhioMeansJobs.com Presentation***

Mark Birnbrich of the Department of Job and Family Services was a guest of the committee and gave a very detailed presentation of the Ohio Means Jobs Initiative. Ohio Means Jobs is a major initiative that offers employment services for job seekers and employers. The website was launched in October of 2008 and has much success during the first 7 months of active service. Ohiomeansjobs.com is a one of a kind partnership between the State of Ohio, Monster.com and Indeed.com. Monster.com is the national leading resume provider Monster.com and Indeed.com is a cutting edge company that is a search engine for jobs, allowing job seekers to find jobs posted on thousands of company career sites and job boards.

**For Job Seekers**

The website allows individuals to search all electronic job opportunities which include Ohio employers, national commercial job boards and niche industries. The website also allows job seekers to post their resume for review by Ohio companies at no cost.

The job aggregator technology from Indeed.com allows job seekers to search the most current job opportunities posted by employers over the last 30 days. By starting with

OhioMeansJobs.com, the website links job seekers directly to search results and apply for that particular opportunity. The partnership between Monster.com and OhioMeansJobs.com ensures job seekers that their resume will be visible by all Ohio based employers registered on OhioMeansJobs.com.

### **For Employers**

OhioMeansJobs.com is a window for employers to look for Ohio-based talent, post job opportunities, and integrate employment events into a single, cost free point of contact. The website also provides Ohio employers the opportunity to find prospective employees for free by searching the resumes posted on the website. OhioMeansJobs.com provides Ohio-based companies access to the talents and skills within millions of resumes belonging to Ohioans and those looking to locate to Ohio.

Two site options free for Ohio businesses:

Quick Post - Lets you post a job notice quickly and easily. This option requires no employer registration, but the job opportunity posted cannot be edited and can only be posted for 30 days.

Advanced post - Once you've registered your business, you can edit and manage your posted opportunities as well as keep them listed past 30 days.

### **OhioMeansJobs.com and Marketing to Link Employers With Top Talent**

After Mr. Birnbrich gave his presentation the committee engaged in a conversation regarding the marketing and promotion of the OMJ Initiative. Many attendees as well as committee members voiced that they were very impressed with the product but believe that it needs better marketing and promotion so most of the small and medium businesses in the state are aware of the services offered by OMJ. Committee member John Peterka voiced that his company has had a very difficult time finding qualified candidates to fill the positions in his company. Mr. Peterka said that they will typically have over 200 applicants for a position but may only have 1 qualified individual. Great energy was focused on how the GWPAB can assist with fostering OhioMeansJobs.com to move Ohio forward.

Mark Birnbrich also suggested that other great State of Ohio websites need to be linked to OhioMeansJobs.com. OhioMeansJobs.com could act as a one-stop portal to connect employers and jobs seekers to other great tools and state initiatives.

Mr. Birnbrich showed the committee an example of how an online resource for the Base Campus of the Central Ohio Aerospace and Technology Center located in Heath, Ohio currently links job seekers to OhioMeansJobs.com. The Base Campus of the Central Ohio Aerospace and Technology Center has utilized a feature on the website that links job seekers to OhioMeansJobs.com looking for employment within a 10 mile radius of the community. Mark explained that the feature is very simple to implement and could be utilized by all local communities. The committee suggested that the Career Development Centers located at Universities and Colleges around the state should implement this

feature on their websites. The committee also suggested the local area Chamber of Commerce should also implement this feature. The committee discussed the possibility of creating a recommendation to the Governor that provides all Universities, Colleges and local Chambers a one page explanation of how to implement this feature on their website.

### **OhioMeansJobs.com and Data Collection to Track Top Talent**

The committee asked Mark to explain what sort of data analysis capabilities Ohiomeansjob.com currently has and utilizes. Mark explained the various types of data that is collected but expressed that currently he does not have the man power to analyze the data. Dave Coffey of the Columbus Chamber suggested that it would be a great opportunity for both the state and a college student to offer a data analytics internship that evaluates the data and generate reports for tracking purposes. Committee member John Roebel also suggested that college staff and professors who specialize in data analytics could also aide with the analysis. The committee agreed that both options seemed very logical and the committee will discuss at future meeting.

The committee also discussed the American Reinvestment and Recovery Act of 2009 and the Governor's 4 workforce initiatives. The Project HIRE initiative requires that all new jobs created through the program must be posted through Ohiomeansjobs.com. The committee discussed how having a data analysis team in place could further support transparency and tracking of the new jobs created with the ARRA funds.

The committee further discussed how the site could have a link that explains the Governor's ARRA workforce initiatives to smaller companies who aim to create new jobs under the ARRA initiatives.

### ***Additional Conversation***

Eric Troy of the Department of Education suggested that more stakeholders need to be at the table when discussing workforce development. He proposed that the Governor's Workforce Policy Advisory Board host a summit in 2010 that offers key stakeholders perspective and involvement with the board's activities. Co-Chair Harris agreed that this could be something the committee and the board could explore. Co-Chair Harris has agreed to have conversation with Board Chair Nancy Kramer to further discuss this possibility.

The meeting was adjourned at 2:55 pm.