



“To passionately connect talent with employment opportunities”

Working Action Plan

Theme: Communication

(Team lead: Leanna Barnes & Deana Piekos)

Goal 1: Create a Wyandot County human resources network.

Measurement Plan: Track number of group participants and the percentage of top employer involvement.

Action Items:

1. Local HR representatives reach out to other county HR leaders to participate. - done
2. Create a social media page/group to house consistent communications. - done
3. Compile a network contact distribution list. - done
4. Organize educational events and meeting/networking times among participants.
5. Share HR contact list with schools so the Education Team can engage these HR individuals with their efforts.

Progress Notes:

- Leanna to send out HR contact list to Laurie Vent and the rest of the Comms. Team.
- Invitation effort underway-compiling a single spreadsheet with current enrollees in the Network
- Wyandot Employer Network (provisional-need to vet with Deana)
- Linked In page created, need to create email group for simple outreach from our team
- Contact distribution list (same as noted in 1.)
- No efforts yet on events until roster is more fully populated
- Consolidating core group of employers for Laurie Vent to meet her goal of written outreach to employers in next 4 weeks.

Goal 2: Promote and increase career fair attendance

Measurement Plan: Count hits on media outreach. Log attendance and compare to prior career fairs.

Action Items:

1. Formulate a comprehensive list of job/career fairs each in in Wyandot and other counties so they can be promoted to the HR Network.
2. Create a specific social media outreach
3. Work with schools to increase the attendance/facilitate



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4. Involve student groups in promotion
5. Involve adult groups in promotion

Progress Notes:

- Leanna to create a comprehensive list of area career fairs upcoming.
- No efforts yet in media outreach
- Will take a fresh look at overall job fair concept with schools and groups due to decreasing job fair attendance. Laura Gier noted 2019 Career Fair attendance:
 - a. 20 adults and 200 high school students
- Tabled current efforts to chase Goal #1 at this time



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Theme: Attraction

(Team lead: Kyle McColly)

Goal 1: Create student loan assistance programs to entice educated residents to local municipalities.

Measurement Plan: Have at least 1 Wyandot County municipality implement a student loan assistance program.

Action Items:

1. Research the parameters of student loan assistance programs implemented by other Ohio communities.
2. Develop a business case surrounding the benefits of offering such a program locally.
3. Approach municipal leaders to present the case.
4. Work with local municipalities to put the program into place, and then to market the program regionally.

Progress Notes:

- Research completed
- Scenarios built for Upper Sandusky and Carey and Meetings held with mayors and fiscal officers of both municipalities:
 - Upper Sandusky requesting private support; Carey researching possibility of setting aside annual funds
- 6/19/19 – Village of Carey hired new fiscal officer 2 weeks ago. Allowing her time to acclimate before tasking with funding mechanisms possible for the program.

Goal 2: Establish a countywide marketing effort to target new workers and residents.

Measurement Plan: Develop marketing video(s) tailored for target audiences, and track engagement through online distribution.

Action Items:

1. Identify and recruit local individuals and organizations to assist in the marketing effort. - done
2. Develop a marketing strategy to identify target audience(s), and the aspects of Wyandot County to promote. - underway
3. Work with local experts and/or a contracted party to develop video script and story board. - underway



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4. Produce promotional video(s).
5. Use online resources such as YouTube and Facebook to spread the videos to target audiences. Share with local community organizations to help with distribution.
6. Track online viewership.

Progress Notes:

- Communication made with individual capable of producing/editing video – on board with the project – Dead Shark Productions (Tiffin)
- Financing needed – Wyandot County Young Professionals have agreed to help fund up to \$2,000.
- Group researched potential project costs from area video production suppliers – more than likely well out of a budget that could be obtained.
 - Decided best route would be to use all local assistance: video capturing, editing, script creation, and possibly narration
- Group reached out to local photographers and camera enthusiasts. Will possibly use some of their footage already captured.



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Theme: Retention

(Team lead: Bonnie Shaw)

Goal 1: Establish a licensed daycare facility.

Measurement Plan: Develop at least 1 licensed daycare facility in Wyandot County.

Action Items:

1. Identify and approach owners of potential daycare facility locations.
2. Approach businesses who see a need for licensed daycare among employees. Discuss the possibility of offering benefits/stipends for daycare assistance and/or contributions to establish a daycare operation.
3. Identify and approach daycare operators in the region to gauge interest and offer proposals for a Wyandot County location.

Progress Notes:

- A lot of communication with private sector on possibility of offering daycare stipend as part of benefits package
 - Many are in favor
- Communication also with daycare operators in the region – have pitched the concept of a Wyandot location
 - One supplied its own survey, which was distributed community-wide
- Apostolic Church of God to establish a 35-child facility in Upper Sandusky – not done...
 - Amanda Fleming is communicating with ACG, but is still waiting on a response. She was not available to report out for today's (6/19/19) meeting.
 - Contact also made with a second church to see if they have an interest on opening a daycare facility.
 - Consideration as to whether churches in Carey or Sycamore should be contacted to see if they have adequate facilities and would entertain the willingness to provide daycare.

Goal 2: Ongoing public transportation.

Measurement Plan: Have a sustainable public transit system for all Wyandot County residents.

Action Items:

1. Help to promote the service offerings provided by the Wyandot Ride Service public transportation system.



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2. Assist in the systems’ longevity by promoting its benefits to local workers and employers during its initial pilot period.

Progress Notes:

- System operations still being organized.
- Start date was mid-August
- Helping to distribute marketing materials.

Goal 3: Provide local educational offering to businesses regarding employee retention.

Measurement Plan: Offer at least one educational session over the next year to bring best practices in employee retention to local employers.

Action Items:

1. Plan a “Bagels & Business” course offering over 6 months that would take place in both Carey and Upper Sandusky.
2. Teach a module of the Getting Ahead in the Workplace programming each month.
3. Build a new outlook with ideas for business owners and HR leaders to connect/relate to the different classes and generations of workers.

Progress Notes:

- Retention Team looking at different locations, considering sponsors, and schedules for offering these courses.



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Theme: Education

(Team lead: Laurie Vent)

Goal: To increase student awareness of local and regional opportunities through employer engagement inside and outside of the schools.

Measurement Plan: Development of a list of HR specialists employed locally who are willing to meet and talk with individual students. Documentation of the use of the list by school counselors and connections made. Track business student engagement numbers.

Action Items:

1. Research/recruit HR specialists willing to participate.
2. Discuss the viability and different engagement options with schools.
3. Develop procedures for contact and create list.
4. Share list with all participants and begin to use.

Progress Notes:

- Currently waiting on final HR Network list.
- An introductory letter and interest signup sheet was developed to ask employers for willingness to connect with a student (or students) by offering some way for them to get involved with the company (i.e. a part-time job, internship, exploration, etc).
 - Laurie Vent distributed the sheet at the recent Economic Development meeting
 - Will have PDF to send to WETF list, WCOED list, and Chamber list.
- Would like to engage local HR representatives that would have interest
- Considering the idea of teacher boot camps (employer facility tours) as professional development to help teachers become aware of local businesses and plan ways to incorporate what they learn into lessons throughout the year.
 - Greg Moon & Frank Gibson to attend event to learn more about this program.
- Mr. Wheeler, Upper Sandusky Middle School Principal, will take his teachers (grades 6, 7, 8) on a tour of Sentinel to learn about what is offered there in February.