



# BCW|Workforce

**Ohio**  
**MEANS**  
**Jobs**

Butler County  
Clermont County  
Warren County

A proud partner of the American Job Center network

## Mid-Year Report

### Building a Firm Foundation

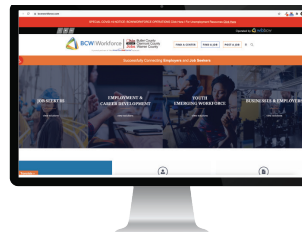
1. Acclimate BCW|Workforce Area and its OMJ One-Stops
2. Streamline and digitize current processes
3. Continually enhance website as a hub for resources
4. Compile audience contacts
5. Communicate/distribute our messaging to the public to promote programs & services
6. Promote the area's OMJ One-Stops as the "go to" place for Employment and Career Services

### Accomplishments Snapshot

- 100k+ individuals reached and engaged, so far
- Email blasts sent for workshops, hiring events and other OMJ program & services
- Digital communications on Facebook, Twitter and LinkedIn
- Media recognition / publication in Franklin paper for Virtual Career Fair
- Customized email templates
- Crafted Mission, Vision, Value, Purpose one-pager
- Created job seeker journey graphic
- Submitted 525+ jotform submissions for workshops
- Ongoing website updates – incl. adding locations info, contact names, updating BEST page, adding pages for Partner and Success Stories
- Orientation digital flipbook for new board members
- Prospectus digital flipbook for potential board members
- OMJ collateral rebrand
- OMJ social media alignment strategies
- Digitizing WIOA intake forms
- Ongoing OMJ Director/BEST Meetings

### Google Analytics

[February 1-May 13, 2021 compared to October 19-January 31, 2021]

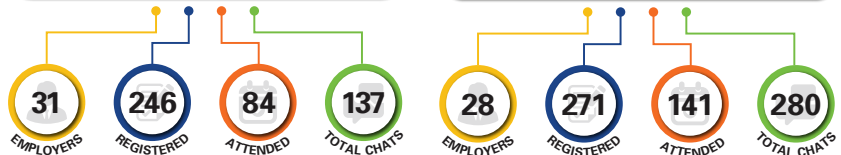


**9,592 (+346.35%) PAGEVIEWS**  
**4,314 (+793.17%) USERS**  
**5,637 (+601.99%) SESSIONS**

### Career Fair Stats

Virtual Career Fair | May 4<sup>th</sup>

Virtual Career Fair | March 9<sup>th</sup>



### Email Campaigns



**BCW Average**

Open Rate  
**13%**  
Click Through Rate  
**7%**  
Unsubscribe Rate  
**0%**

**Industry Average**

Open Rate  
**10-20%**  
Click Through Rate  
**1-3%**  
Unsubscribe Rate  
**.3%- .5%**

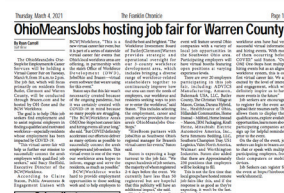
### Social Media



- Ongoing communications of events, services, etc
  - Master editorial calendar content
- Alignment and promotion of employers

### In the News

The Franklin Chronicle



# 36

# Design Projects Since Oct

**STNA Material Handler** **Press Operator** **Sanitation**  
**Welder** **CNA** **General Labor** **Assembler** **Machine Operator**  
**Home Health Aide** **Maintenance Technician** **Automotive Painter**

**BCW | Workforce Virtual Career Fair**  
 May 4, 2021 | 10am-2pm

**BCW | Workforce** **Ohio Jobs** **Butler County** **Clermont County** **Warren County**  
 A proud partner of the **AmeriCare** CenterNetwork

**Register for the OHZone Virtual Career Fair in Butler, Clermont, and Warren Counties. This virtual event connects you to companies like:**

- Amazon
- Empire Packing, LP
- Honeywell Intelligent
- Koch Foods
- Kroger
- Menke Poured Walls
- O'Gara Amoring
- The Armor Group
- Thyssenkrupp Bilstein
- And More

For more information and to register visit: [hireboom.work/bcwf](https://hireboom.work/bcwf)

**STNA Material Handler** **Press Operator** **Sanitation**  
**Welder** **CNA** **General Labor** **Assembler** **Machine Operator**  
**Home Health Aide** **Maintenance Technician** **Automotive Painter**

**IN-DEMAND JOBS WEEK**

Successfully connecting job seekers and employers.

**JOIN US**  
**Virtual Career Fair**  
 May 4th | 10am - 2pm

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**How to Register for the BCW | Workforce Virtual Career Fair**  
 May 4, 2021 | 10am-2pm

- 1 Go to [hireboom.work/bcwf](https://hireboom.work/bcwf)
- 2 Desktop: Click the RED REGISTER BUTTON Mobile: Click the GRAY REGISTER BUTTON
- 3 Once you click the register button, you'll see a sign up form on **Brazen.com**. Enter your name and email address. Then give it a password.
- 4 Finish registering by completing your Brazen profile. Include as much information as you can so companies can easily connect with you. Click the orange submit button.
- 5 Once you complete your event registration, you can add the event to your calendar so that you don't miss it! Click the orange Enter Event button.
- 6 Brazen.com will then send you an email with the subject "Verify your email address". Click the button that says "VERIFY YOUR EMAIL".
- 7 When you have verified your email, you can finally enter the event. Be sure to check out all of the company booths and their opportunities!
- 8 Now you're all set! Be sure to login to Brazen.com on May 4th at 10am prepared to make some great connections with top local companies!

[hireboom.work/bcwf](https://hireboom.work/bcwf)

**OH-ZONE VIRTUAL CAREER FAIR**  
 Butler, Clermont, Warren Counties

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**BCW | Workforce Virtual Career Fair March 9th, 2021**

Looking for a new job, better job or new career? Explore exciting opportunities from great local companies in the industries of Manufacturing, Healthcare, and Logistics & Distribution.

Register today to get your skills and qualifications in front of several Southeast Ohio employers and access to immediate job openings. Connect online with employers committed to hiring new candidates. The online chat will connect you directly with organizations from the comfort of your home, office, smartphone, or tablet.

**HOW IT WORKS:**

- 1 Register Create an account and complete the registration form to attend.
- 2 Prepare Log in early to view employer information and career opportunities available.
- 3 Explore On March 9th log in to join the chat with employers from any device.

For more information and to register visit: [hireboom.work/bcwf](https://hireboom.work/bcwf)

**Deceuninck HIRING EVENTS**

**WHEN** May 14th & 21st  
 10:00am-2:00pm

**WHERE** Deceuninck  
 351 N. Garver Road  
 Monroe, Ohio 45050

For more information or to register:  
[www.WorkatDNA.com](https://www.WorkatDNA.com) | 513-433-9588

**deceuninck**

**Ohio** Department of Rehabilitation & Correction

**Warren Correctional Institution IS HIRING!**

Warren Correctional Institution is looking for dedicated, career-oriented individuals interested in becoming Correction Officers!

**What is a Correction Officer?**  
 Correction Officers perform a variety of duties including:

- Supervision of offenders in living, dining and work areas
- Transportation of offenders
- Aid in rehabilitation
- Medical, dental and vision benefits
- Supportive staff
- Free Associates Degree Program

**Perks of being a Correction Officer:**

- \$19.15/hr plus shift differential & overtime
- Five day workweek with 2 consecutive days off
- Sick, vacation, & personal time
- Opportunity for growth
- Career care
- Supportive staff
- Free Associates Degree Program

Interested? Apply online at [www.careers.ohio.gov](https://www.careers.ohio.gov)  
 (Under job title select "Warren Correction Institution: Correction Officer")

Email: [andrew.crosby@odrc.state.oh.us](mailto:andrew.crosby@odrc.state.oh.us) to schedule an interview

**OhioMeansJobs (OMJ) Virtual Workshops**

04 TUES	05 WED	06 THURS
9-10am Keyboarding 1-3pm Resume Workshop 3pm Financial Literacy	11-12am Interview Prep	10-11am Job Search Basics 1-3pm Computer Basics
11 TUES	12 WED	18 TUES
9-11am Resume Workshop	9-10am OMJ Workshop (Job Search Basics) 1-3pm Resume Workshop 3pm Financial Literacy	9-10am Keyboarding 1-3pm Resume Workshop 3pm Financial Literacy
19 WED	20 THURS	25 TUES
11-12am Interview Prep	8-30-10am Computer Basics	9-11am Resume Workshop 11am Basics of Microsoft Excel

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**BCW Workforce**

**OUR MISSION**  
 To equip job seekers with the skills and resources to find a job and build a successful career. We will be a partner's primary resource for human resources. They will look to us first as a place to go to find a better job, a better life, a better future.

**WHAT DOES BCW WORKFORCE DO?**  
 Equip job seekers with the skills and resources to find a job and build a successful career.

**BCW HELPS JOB SEEKERS:**  
 1. Find a job  
 2. Find a better job  
 3. Increase pay or income

**IN RETURN THIS HELPS THEM:**  
 1. Increase pay or income  
 2. Find a better job  
 3. Increase pay or income

**HOW DOES BCW HELP EMPLOYERS?**  
 Provides a stress-free, convenient way to source and retain talent.

**AS THEIR GO-TO RESOURCE, WHAT DOES BCW OFFER?**

1. Career services
2. Job matches
3. Events
4. Interview preparation
5. Education
6. Referrals
7. Support services (child care, transportation)
8. Targeted services for targeted individuals
9. And more!

**VALUES**

- Relevant
- Curated
- Valuable
- Quality
- Trustworthy
- Solutions
- Results
- Collaborative
- Customer-Centered
- Transparent
- Integrity
- Secure
- Stable

We create tax payers by providing a hub of resources and connecting job seekers and employers.

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**BCW WORKFORCE MISSION & VISION**

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**Your Job Resource Hub**  
 Equipping Job Seekers and Connecting You to Employers

**I am seeking to either:**

1. Find a job
2. Find a better job/career
3. Increase my education
4. Increase my income

**BCW Workplace Offers:**

1. Career services
2. Job matches
3. Job seeker events
4. Interview preparation
5. Continued education
6. Career care
7. Transportation
8. And more!

**Connect With Us By:**  
 Visit [bcworkforce.com/job-seeker-solutions](https://bcworkforce.com/job-seeker-solutions) to access your job resources hub today!

Let us help you be self-sufficient, stable & secure.