



# Partner Success Story

## Challenge

The public workforce system in Summit and Medina counties faced a two-fold challenge: (1) De-mystify the system to the constituents it serves—employers and job seekers, and (2) pursue sector development projects that best align with present-day community needs.

## OPPORTUNITY

**The public workforce system helps job seekers pursue career pathways** and connects employers to qualified talent, mainly through its two OhioMeansJobs centers. The system recognized the need to first understand the most pressing hiring challenges within various industry sectors. It naturally partnered with ConxusNEO to engage regional business to identify high-demand technical and foundational skills and generate solutions. “There are things they do that directly support and enhance our work while also helping to boost awareness in the community of who we are and what we do,” says Christine Marshall, Executive Director of the Summit & Medina Workforce Area Council of Governments (SAMWA COG)

## OUTCOME IN PARTNERING WITH CONXUSNEO

**Partnering with an organization that’s nimble, analytical and results-oriented fills a vital role**, says Marshall. Together with ConxusNEO, a continuous improvement plan outlining seven strategies was designed and several components have been implemented. For instance, ConxusNEO piloted a career advisor within the public system that helped jobseekers utilize WorkKeys skills scores to pursue middle-skill jobs offering career pathways. The public system now commits federal funds for this position through its Career Services agreements. The system’s Ohio Means Jobs business services team is also more strategic in how it meets the talent needs of the community’s businesses, drawing on ConxusNEO’s knowledge of innovative hiring practices and greater coordination and communication among partners.

## WHAT’S AHEAD

**Marshall holds monthly strategic meetings** with ConxusNEO to address workforce challenges and explore potential solutions. As the SAMWA COG pursues new and innovative ways of connecting job seekers and employers in key market sectors in the future, it will continue to partner with ConxusNEO for vital support in its efforts.

For information on how to engage with ConxusNEO, please contact 330.630.9969

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“IN THE MANUFACTURING SECTOR ALONE, CONXUSNEO HAS BEEN INSTRUMENTAL IN GETTING COMPANIES TO COME TOGETHER AND TALK TO ONE ANOTHER.

ALREADY IN A SHORT PERIOD OF TIME, THE POOLED RESOURCES AND IDEAS GENERATED THROUGH THIS EFFORT HAVE LED TO INNOVATIVE SOLUTIONS WITH POTENTIALLY DEEP IMPACTS.”

– Christine Marshall,  
Executive Director, SAMWA COG