

## Purpose

- To address Ohio’s Workforce Development Skills Gap.
  - Too few youth/adults, and the adults who guide them, recognize the earning potential of technical occupations / skilled trades and their career pathways.
- To work with community and business partners to convene and localize the message of promoting in-demand careers, building pathways to those careers, and connecting job seekers with appropriate training and employment strategies.
- To support partner efforts in addressing the workforce development skills gap.
- To use our broadcast medium to share this information for our listening community.

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## Desired Outcomes

- Leadership and development of a one-of-a-kind statewide public media collaborative, featuring ideastream (Cleveland), CET (Cincinnati), and WOSU (Columbus).
- Development of national partnerships, through collaboration with lead station (Nine Network, St. Louis) and The Corporation for Public Broadcasting.
- Creation of local and statewide content, designed to tell the story of challenges and opportunities facing job seekers in Northeast Ohio and across the state.


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## Work to Date

- Engagement of community partners (businesses, advocacy groups, K-12 schools, higher education) in order to form the ideastream Workforce Development Task Force.
- Creation of an online hub for all American Graduate and Ohio Collaborative content, events, and resources [ideastream.org/AmericanGraduate](http://ideastream.org/AmericanGraduate)
- Digital content created for dissemination to target audience (students and young adults ages 16-26) via social media and Web.
- Collaborative engagement partners to develop unique ways in which to share positive efforts supporting job seekers and employers.
  - Promotion of partner-sponsored events, such as those with *Ohio’s In-Demand Jobs Week*
- Audio public service announcement for public transportation about in-demand careers, wages, training and education with call to action to visit [ideastream.org/workresources](http://ideastream.org/workresources)
- TV & Radio American Graduate promos on air

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## Past Programming

- *Talking Jobs with Ohio’s Next Governor – October 4, 2018*

  - Interactive, live event providing the opportunity for students and young adults to ask workforce-related questions of Ohio’s leading gubernatorial candidates, Richard Cordray and Mike Dewine; hosted at the Idea Center® attended by 200 target audience members (5 HS & 6 College & Universities); Livestream [ideastream.org/TalkJobs](http://ideastream.org/TalkJobs) (website visits before event 6,424 and day of event 2,273) +325 questions submitted across Ohio

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## Future Programming within Content Plan

- TV American Graduate shared content upcoming for air on workforces topic: *Dialogue Series, Job Centered Learning & Road Trip Nation: Skill Powered*
- Digital CEO series for job seekers and Ohio Collaborative Career Technical Education Documentary in development (see back for summary)