

## Greetings!

Below, we compare the month of February 2010 to January 2010 and February 2009 in these categories: Number of people who have registered at the SuperJobs Center; number of people enrolled in training; number of people placed in jobs; initial claims of unemployment in Hamilton County; continuing claims; and the region's unemployment rate.

	FEB 2010	JAN 2010	FEB 2009
New registrants	1,101	1,317	1,920
Training Enrollments	37	47	29
*Initial claims/unem	3,389	4,507	4,710
*Continuing claims	41,303	49,218	44,109
**Unemployment rate	10.8%	10.8%	8.9%

\*Hamilton County; \*\* Region

## LATEST NEWS & NOTES

- COMMUNICARE TAPS INTO SUPERJOBS FOR HIRES
- RETURN TO WORK CENTER CELEBRATES ANNIVERSARY
- YOUTH SUCCESS STORY: LIGHTHOUSE YOUTH SERVICES
- DRESS FOR SUCCESS SEES GREATER DEMAND
- SHORT TAKES

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## MARK YOUR CALENDARS

### SWORWIB

*All meetings held at SuperJobs Center, 1916 Central Parkway, unless otherwise noted.*

**May 7: Emerging Workforce Development Council, 8:30-10 a.m.**

**May 13: Quarterly Board Meeting, 8-10 a.m.**

### SUPERJOBS

*All meetings held at SuperJobs Center unless otherwise noted.*

**Orientation for new job seekers, 9-11 a.m. Mondays**

**Orientation also held 1-2 p.m. Tuesdays, Jordan Crossing location, Community Action Agency, 1740 Langdon Farm Road**

**Resume Writing 101, 9-10:15 a.m. Tuesdays**

**Resume Writing 102, 9-10:15 a.m. Wednesdays**

**Job Club, 9-11 a.m. Wednesdays**

**Computer Basics 101, 10:30 a.m.-noon Wednesdays**

**Employment Solutions and Alternatives, 11 a.m.-12:30 p.m. Thursdays**

**Job Search Techniques**

## ALL ABOUT EMPLOYERS: COMMUNICARE HIRES THROUGH SUPERJOBS



Mickey Fishman, left, Recruitment Coordinator at CommuniCare, Nina Tyshenko, HR Manager at Burlington House, and Jason Sparks, Regional Director of HR at CommuniCare, stand outside Burlington House, where a hiring event coordinated by the SuperJobs Center was held earlier this year.

Mickey Fishman was trying to expand his hiring options when he decided to contact the SuperJobs Center for advice.

Fishman, Recruitment Coordinator at [CommuniCare](#), which operates long-term care facilities in Ohio, Maryland, Missouri, and Pennsylvania, is always looking for health care professionals. With 7,000 employees and 43 facilities, CommuniCare, which is headquartered in Cincinnati, needs a full pipeline of strong candidates at any one time. But those high-demand candidates can be hard to find. So Fishman decided to try the [Ohio Means Jobs](#) website, which encourages employers to post resumes and also directs them to their local one-stops.

Denise Becker, a Business Services Representative at SuperJobs who specializes in health care hiring, began to work with Fishman and Ann Birsa, Vice President of Human Resources. "I toured CommuniCare's facilities and spoke to managers to find out more about their staffing needs and I met with their staff as well," she says.

Adds Fishman: "Denise got a true feeling for our company and our culture."

In January 2010, Becker set up a hiring event for CommuniCare at their Burlington House facility. The company was looking for RNs, LPNs and STNAs -- all positions in high demand. The key to a good turnout was marketing the event, and Becker did just that. She posted the job, created a flyer, had the event announced on WKRC Channel 12, and sent out word on SuperJobs e-mail distribution list.

"More than 40 health professionals turned out for this," says Fishman. "We were very happy with the turnout. Denise was there, very professional, greeting candidates, and helping them with their applications. It was very helpful to us."

CommuniCare was so pleased with this event, they asked Becker to help them set up a second hiring event in March, this time at their Wood Glen facility in Dayton. Thanks to smart marketing by SuperJobs, CommuniCare again had a strong turnout.

"We were very impressed with the number of applicants at both events and the SuperJobs staff helped us tremendously with the flow of candidates," says Jason Sparks, Regional Manager of Human Relations at CommuniCare.

"As a result of these job fairs, we have hired 10 health professionals," adds Fishman, "and we have a very strong talent pool for future hiring."

## RETURN TO WORK CENTER CELEBRATES ANNIVERSARY

In March 2009, Great Oaks' [Return to Work Center](#) opened at the Scarlet Oaks campus to serve those who found themselves without a job, discouraged, disappointed and sometimes desperate.

, 9-10:15 a.m., May 20  
Employer Expectations, 9-10:15 a.m., April 30

Skills ID Workshop, 9-10:15 a.m., May 7, June 4

7 Phases of Interviewing and Mock Interviewing, 9 .m.-noon, May 21

## WORKFORCE RESOURCES

[SuperJobs.com](#): Help for job seekers and employers at the SuperJobs Center

Hamilton County [Job and Family Services](#)

Ohio's [Workforce Information Center](#)

[Cincinnati USA Regional Chamber](#)

United Way [211](#): Information on health and human services

Latest on [Ohio's labor market](#)

Latest on [U.S. labor market](#)

## SWORWIB'S MISSION

We will create, develop, and maintain a comprehensive workforce development system that engages the entire community towards ever-increasing levels of self-sufficiency.

The SWORWIB drives policy, direction and funding oversight for the public workforce investment system in the City of Cincinnati and Hamilton County.

The SWORWIB promotes employment through jobseeker and employer services, training and education, workforce readiness preparation and economic development.

For more information on the SWORWIB, click [here](#).

One year later the Return to Work Center has served more than 600 clients and logged almost 4,000 visits. Its mix of constant networking, helpful workshops, job leads, and strategic advice, leavened with humor and optimism, has brought together a community of job seekers who are there for each other, says Lisa Slutsky, job placement specialist.



Lisa Slutsky and Sheldon Scott

And thanks to Bob Scarborough, Director of External Operations at Great Oaks, and Sherry Kelley Marshall, President/CEO of the Southwest Ohio Region Workforce Investment Board, Return to Work has a strong partnership with the [SuperJobs Center](#), Cincinnati and Hamilton County's one-stop that serves employers and job seekers.

To find out more about the SWORWIB's partnership with Great Oaks and the Return to Work Center, click [here](#).

### OUR YOUTH SUCCESS STORY: LIGHTHOUSE YOUTH SERVICES

Second chances can be hard to come by, but that is what [Lighthouse Youth Services Re-Entry Program](#) offers to young people who have broken the law, some in very serious ways, and are serving time for their offenses.

"Re-entry is a concept that has gotten a lot more emphasis in the last several years," says **John Kelly**, program director of the Re-Entry Program. "It's a bridge from institutional life to life back in the community."

Lighthouse is one of five agencies currently funded by the Southwest Ohio Region Workforce Investment Board to provide services to youth who have dropped out of school or are at risk of dropping out. During the two-year contract that extends from July 1, 2009-June 30, 2011, more than 1,000 youth will be served by the five agencies at a total cost of approximately \$3.9 million.

Lighthouse is working with 76 youthful felony offenders, ages 15 through 21, who are housed at Hillcrest Training School in Hamilton County or are at one of six facilities across the state operated by the Department of Youth Services (DYS).

To read more on Lighthouse, and the story of one youth offender who has been helped by the agency, click [here](#).

### BANKS CONTRACTORS HOST MEET-AND-GREET AT CAA

Get to work on time. Show up every day. If your car breaks down, call us. Be honest.

Those qualities are what we are looking for in potential employees, contractors with [The Banks](#) told a group of young people April 19 at a meet-and-greet at the [Cincinnati-Hamilton County Community Action Agency](#). Representatives from [Carter](#) and the [Dawson Co.](#), the master developers of the 18-acre mixed-use development now rising on the banks of the Ohio River in Downtown Cincinnati, were among The Banks principals at the event.

The young men and women are enrolled in one of two CAA programs devoted to preparing at-risk young adults for careers in construction and adding to Cincinnati's pool of diverse qualified construction workers. [Blueprint](#)



Gene Ellington left, President/CEO of Ellington Management Services, and Alan Williams of Brasfield & Gorrie, talk about the qualities they look for in entry-level construction workers.

[for Success](#) is a nine-month pre-apprenticeship construction training program for those 18 and over with a high school diploma or GED. Thirty-five are now enrolled in Blueprint, which is led by Vada Lawrence. [YouthBuild](#), for youth 16-24, integrates GED classes into its program and has 41 students. It is directed by **Tim Johnson**.

"It's been nothing but joy for me," said an enthusiastic **Desmond Riley**, 23, who is in the YouthBuild program and is close to getting his GED. He credits the month of "mental toughness" training that kicks off the YouthBuild course which works on character-building and self-awareness. Now he's taken classes in blueprint reading, drywall preparation, electrical wiring and wood framing. He and his classmates have built a room and bathroom module at CAA to demonstrate their skills to prospective employers, and they are also working on a Habitat for Humanity home in Walnut Hills.

"Eventually I want to own my own welding shop," said Riley, and he also wants to rehab old houses and sell them. He hopes to attend college but in the meantime, he's eager to get his foot in the door in the construction industry.

The industry has been hard hit by the recession, and The Banks is one of the few regional projects that offers glimmers of opportunity to young people. The infrastructure of the project is done, and now work aboveground is starting, primarily on an apartment and retail complex, said Trent **Germano**, Vice Chairman of **Carter**, a commercial real estate firm from Atlanta.

**Alan Williams**, operations manager at [Brasfield & Gorrie](#), the general contractor at the Banks, introduced a number of sub-contractors who specialized in lumber, steel, electrical, concrete, and sprinklers, among other trades. Their message? They look for people with a strong work ethic, commitment, and eagerness to learn. Everything else can be taught. "You have to show up on time, work all day, go to school at night for four years to complete your apprenticeship," said Steve Ortner, President of [Ohio Valley Electrical Services](#). "It's hard work."

The young adults met with contractors after the presentation, handing out their resumes and touting their skills. Both YouthBuild and Blueprint have good track records to build on -- in the past year, 20 individuals from these programs have been hired by various construction companies, Lawrence said.

## RECESSION DRIVES MORE REFERRALS TO DRESS FOR SUCCESS

Lettie Reid found a new job thanks to her persistence and the help she got from the SuperJobs Center. And she has a new wardrobe as well, thanks to one of SuperJobs' most trusted partners, [Dress for Success Cincinnati](#).

"It's the most wonderful thing anyone has done for me," Reid says of Dress for Success Cincinnati, the non-profit with more than 80 affiliates across the United States that provides a professional wardrobe and support services for disadvantaged women trying to enter the workforce.

"One of the services SuperJobs provides to women who qualify is a referral to Dress for Success Cincinnati," says Sherry Kelley Marshall, President and CEO of the SWORWIB, which oversees the operation of the SuperJobs Center. "Dress for Success Cincinnati fills a need. They prepare female candidates for the workplace by helping them look their best, and they offer other crucial support services to smooth their paths professionally."

Reid is one of 217 clients who have been referred to Dress for Success Cincinnati through February of this year - up 40 percent compared to 2009, says Lawra Baumann, Chief Operating Officer of the affiliate. And as the recession continues, Dress for Success Cincinnati has seen an influx of professional women like Reid who have been laid off and are looking for help.

To find out more about Dress for Success and the challenges it is facing, click [here](#).



Lettie Reid after her "suiting" at Dress for Success Cincinnati.

**\$17 MILLION TO GCEA:** Congratulations to the [Greater Cincinnati Energy Alliance](#) -- it's been awarded a \$17 million grant from the Department of Energy as part of a "Retrofit Ramp-Up" initiative. The SWORWIB supported the GCEA as it sought the competitive grant. GCEA was one of 25 award recipients; about \$450 million in funding was available.

GCEA will use the funds to leverage private capital, says Executive Director **Andy Holzhauser**. Its mission is to reach out to neighborhoods in Hamilton County and Northern Kentucky to retrofit homes and commercial buildings, and also non-profits. Holzhauser says the funding will allow GCEA to create or retain up to 700 direct and indirect jobs over three years, and reduce greenhouse gases by 250,000 tons during that time.

**SUPERJOBS IMPROVES ACCESS:**

Repair work continues on the entrance to the SuperJobs Center, and is expected to be completed by late May.

Among the repairs: The entire front vestibule is being replaced, making the entrance fully accessible to people with disabilities; drainage problems associated with this new ADA entrance have been corrected; and expansion joints have stabilized the corners of the building to support the new accessible entrance.



**BRANDING CHANGE:** Ohio Means

Jobs is coming to a one-stop near you. The moniker, which many people know as the name of the state's job matching [website](#) for employers and recruiters, will now be used to co-brand the state's workforce system and its one-stops.

The move comes after a resolution was passed in January by the [Governor's Workforce Policy Advisory Board](#) recommending that Ohio Means Jobs be adopted as a brand throughout the state's workforce system, says **Dan Reynolds**, Director of Workforce and Talent for the [Department of Development](#).

The reason was simple, he says. Too many people did not realize that one-stops - which have different names throughout the state - were part of the same workforce system and offered the same services. This approach toward a common identity should alleviate that, he says.

This doesn't mean that one-stops, like the SuperJobs Center in Hamilton County, will change their name, he says. But one-stops throughout the state will start to identify themselves as an affiliate partner with Ohio Means Jobs, and use the logo in a co-branded way on materials such as brochures and websites.

**Sherry Kelley Marshall**, President/CEO of the SWORWIB, welcomes the change. "It makes sense for the workforce system in Ohio to have a common underlying brand," she says. "Ohio Means Jobs is known by citizens and employers throughout the state, and this lets everyone know we are part of the same system."

**REECE TOURS SJC:** **Alicia Reece**, who was recently appointed to [House District 33](#), toured the SuperJobs Center March 29.

Reece, formerly a member of Cincinnati City Council, filled the seat vacated by Tyrone Yates, who was appointed a Municipal Court judge in January.

**Sherry Kelley Marshall**, President/CEO of the SWORWIB, conducted the tour and debriefed Reece about current workforce issues. Marshall has conducted several tours of the SuperJobs Center this year for elected officials to acquaint them about SJC operations.



State Rep. Reece, left, with Sherry

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