

Greetings!

By Labor Day, the lower level of the SuperJobs Center will be bustling with students and job seekers. Once an underutilized storage space, the lower level has been converted to high-tech classrooms and offices for faculty and administrators from Cincinnati State Technical and Community College and Great Oaks Joint Vocational School District, both of which are Required Partners of the SuperJobs Center.

The space is ready to house Cincinnati State's Pathway to Employment Center (PTEC), a "one-stop" career assessment, planning and placement center. PTEC will provide Work Keys assessments to job seekers, allowing them to earn their National Career Readiness Certificate, an industry-recognized credential that certifies workplace skills, says **Andrea Milani**, the Director of PTEC. PTEC is funded through a Department of Labor grant awarded in 2011 to a consortium of community colleges for which Cincinnati State is the lead grantee.

The lower level is also the new home for the Health Careers Collaborative, a longtime partnership of Cincinnati hospitals, community organizations, Great Oaks, Cincinnati State and the **SWORWIB**. Great Oaks and Cincinnati State staff the Health Professions Academy, which offers entry-level training in health care careers, including STNAs and Patient Care Assistants.

On Aug. 9, following the quarterly SWORWIB board meeting, Milani gave board members a tour of the facility. Stretchers dotted classrooms; dummies slumped in wheelchairs, awaiting students. "The SuperJobs Center offers an ideal location for PTEC and the HCC," says **Sherry Kelley Marshall**, President/CEO of the SWORWIB. "The customers who come to SuperJobs seeking help in upgrading their skills to find jobs are the customers that PTEC and HCC serve. This will leverage the strengths of all these partners and help us all to serve more people more effectively."



Andrea Milani, center, brings SWORWIB board members on a tour of the lower level of the SuperJobs Center. A patient dummy to be used by students slumps in his wheelchair.

IRING STARTS AT HORSESHOE CASINO

As the construction of Horseshoe Casino Cincinnati continues, plans to recruit 1,700 staffers are underway. Casino executives are looking for those with a positive, energetic attitude and a determination to satisfy customers. That's what **Sherry Kelley Marshall** and other workforce professionals learned at an information session held Aug. 13 by Horseshoe HR executives as they engage community organizations to understand their hiring plans and assist the local workforce to apply.



The casino, located at Broadway Commons, is hiring in three phases. From late August through October, the casino plans to fill 750 table game positions. These positions take as much as three months of training, which is provided free to selected candidates at Horseshoe's Table Games

Service Academy. In December, the casino will start to hire for operational positions. Next winter, food service positions will be filled. Horseshoe Casino Cincinnati is scheduled to open next spring.

"Quite frankly we want people who want to be entertainers," **Lisa Rexroat-Steele**, the casino's head of human resources, told the Cincinnati Enquirer. "They are our front-line ambassadors, and they have to be passionate about what they do."

Employees will enjoy comprehensive benefits, tuition reimbursement, training, and many career opportunities, executives say.

Horseshoe Casino Cincinnati, which is owned by Caesars Entertainment Corp., will only accept online applications, which also include a digital interview. Applicants should visit the Careers section at www.horseshoecincinnati.com. The SuperJobs Center welcomes anyone to use its computers to apply for a casino job

YOUTH SPOTLIGHT: FIFTH THIRD, OTHERS NURTURE YOUNG IT TALENT

Fifth Third Bank takes seriously its commitment to a Cincinnati's workforce of tomorrow. The bank is a founding member of **The INTERalliance of Greater Cincinnati**, an organization comprised of Cincinnati's most prominent employers who want to cultivate and keep IT talent in Southwest Ohio.

When INTERalliance was launched, in 2005, it addressed the concerns of employers about the lack of IT candidates coming out of area colleges. "At Fifth Third, we were facing challenges in recruiting IT talent to the Cincinnati area. And we knew we were not alone. At the same time, universities here told us they were struggling to find enough students who wanted to major in IT," says **Joe Robinson**, Chief Information Officer at Fifth Third.



Team Fifth Third at IT Camp this summer.

If this was going to change, it had to start in high school. Enter **Doug Arthur**, co-founder and Executive Director of INTERalliance and also Director of Business Partners for **Atos**, an international IT services firm with offices in Cincinnati. Arthur put together the parties that would become and grow INTERalliance - Fifth Third, **Procter & Gamble**, **Cintas**, **Kroger**, **Microsoft**, **Toyota**, **General Electric**, and many other employers; the **University of Cincinnati**, **Miami University** and **Northern Kentucky University**; and now more than 73 high schools ranging from **Walnut Hills** and **Indian Hill** to **Moeller** and **Seton** to **Woodward** and **Hughes**.

"I thought this strategy made all the sense in the world," Robinson says. "Getting the students interested in IT during high school would be more effective than trying to persuade them to major in IT in college."

Teresa Tanner, Executive Vice President and Chief Human Resource Officer at Fifth Third, and a longtime member of the SWORWIB, believes that programs such as INTERalliance make sense for employers. "With INTERalliance, businesses have a stake in developing young IT talent, and working with high schools and colleges in Greater Cincinnati to make it happen," she says. "If we can grow our own talent, and keep them here, those same young people will help our companies grow, and our region thrive." Other employers that are on the SWORWIB board and participate in INTERalliance include **Convergys**, **Duke Energy**, Kroger and Procter & Gamble.

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

EMPLOYER SPOTLIGHT: MAKING OJTS WORK FOR THEM

The **Employer Services Team** at the SuperJobs Center is busy working with local businesses that

plan to hire workers using **On-the-Job Training (OJT)** accounts. As a result of on-the-job training efforts funded by federal National Emergency Grant dollars, the State of Ohio has emphasized OJTs as an incentive for employers to hire those who are currently out of work. Employers who hire someone currently unemployed can get up to \$5,000 reimbursed to them to cover the costs of training, says Employers Services Manager **Chuck Walters**.

Recently, the SuperJobs team worked with human resources professionals at **General Electric** and **Ineos ABS** to help them hire OJT-qualified workers. To date, INEOUS has hired seven people using OJTs, and GE has either hired or has several OJT hires pending, says Walters.



"Our managers are very excited about this program," says **Karen Clark**, Manager of the Hourly Placement Office at GE. "All of our new hires require training, so a program like this makes sense for us." Clark says the OJT hires have ranged from entry-level facilities services to mechanical maintenance apprenticeships.

SuperJobs has published a [flyer](#) with OJT pointers. Among them, each job seeker has to be assessed and found suitable for OJT by SuperJobs; employers must pay a minimum wage of \$9 an hour and guarantee a minimum workweek of 32 hours; and the length of training must not exceed 6 months. Interested employers should contact Walters at waltec03@jfs.hamilton-co.org.

EMPLOYERS FIRST TO SPONSOR HR PROGRAM

A program focusing on Behavioral Analysis during Pre-Employment Interviews, sponsored by **Employers First Regional Workforce Network** and hosted by the **Greater Cincinnati Human Resources Association** (GCHRA), will be held at 8 a.m. Sept. 18 at the Taft Center on Fountain Square.

Brett L. Ward, CFI, Vice President of Client Relations with **Wicklander-Zulawski & Associates**, will present the program, helping employers understand the process of negotiating the truth during pre-employment conversations. During this program, HR professionals will learn how to recognize physical and verbal behavior during an interview.

As a sponsor of this program, Employers First will provide an overview of workforce services throughout the TriState. Participating in events such as this program provides Employers First with an excellent opportunity to reach multiple employers at one time, says **Andrew Lotter**, Regional Liaison for Employers First, a collaborative of Workforce Investment Boards from Southwest Ohio, Northern Kentucky and Southeast Indiana. "This puts us right in front of employers that face workforce challenges every day," he says.



For more information on this event and how to attend, visit the "Calendar of Events" section of the GCHRA [website](#).

SHORT TAKES

OHIO AND KENTUCKY WORK TOGETHER ON COMAIR CLOSING: **Denise Becker**, Rapid Response coordinator for Hamilton County and Area 13, will be working closely with **Jason Ashbrook**, One Stop Director in Florence, to coordinate services for the workers who are losing their jobs as **Delta Airlines** shuts down its regional carrier, **Comair**. Comair employs about 1,700; of those 702 live in Northern Kentucky and 329 in Ohio, according to media reports. The airline is scheduled to end service on Sept. 29. On Aug. 28, Becker will join her colleagues from Kentucky to conduct several Rapid Response informational sessions and a Job Fair at the Holiday Inn in Erlanger. Pilots, flight attendants, mechanics and general office workers are expected to attend.

NEW REPORT SHOWS GROWING OCCUPATIONS: Occupations related to healthcare, education, business, finance, and technology are the fastest growing and best paying in Greater Cincinnati, according to a new report, [2020 Jobs Outlook](#). The report also shows that the Cincinnati region is projected to grow, and remain one of the largest economies of those regions we compete with. We are projected to have 338,632 job openings through 2020, 69% of which are due to replacement needs. Among jobs paying above the median wage, 9 out of 10 will require some combination of post-secondary education, on-the-job training, and/or work experience beyond one year.

The report was researched and written by **Center for Economic Analysis and Development** at Northern Kentucky University and the **Institute for Policy Research** at the University of

Cincinnati. It was produced by Partners for a Competitive Workforce, Agenda 360, Vision 2015, and The Strive Partnership.

STATE PUTS FINISHING TOUCHES ON INCUMBENT WORKER TRAINING: Jennifer Spohr, Regional Workforce Director at the **Department of Development**, told Board members at the quarterly SWORWIB meeting Aug. 9 that the State would soon be releasing details about its Incumbent Workforce Training Voucher program to private employers throughout the state. Targeted industries include advanced manufacturing, aerospace and aviation, automotive, biohealth, energy, financial services, food processing, information technology and services, and polymers and chemicals.

NEW WEBSITE: Hamilton County Job and Family Services has redesigned the SuperJobs website to make it more user-friendly and easier to navigate. You will find it here.

IN THE NEWS: Applicants for casino jobs look for opportunity.

Chamber's Currents touts Construction Camp

Ohio overhauls job-matching system



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