

SuperJobs team exceeds goals for 2012-13

Efficiencies allowed more funding for direct services to customers



When **Tim McCartney**, Chief Operating Officer for [Hamilton County Job and Family Services](#), spoke at the SWORWIB's quarterly meeting on Aug. 8, he was brimming with pride. Justifiably.

"I am so proud of the team at SuperJobs," McCartney said. "When Hamilton County Job and Family Services assumed operations of the [SuperJobs Center](#), we pledged that we would operate more efficiently and put more dollars into direct services. We have done that."

The team at the SuperJobs Center, led by Executive Director **Kevin Holt**, met, and in most cases way exceeded, all goals for Program Year 2012 (July 2012-June 2013.)

The numbers tell the story:

Goal	Result
Increase spending on direct services to \$1.3M	Spending increased to \$1.7M
Cut operating costs \$500,000	Operating costs cut \$707,000
Enroll 750 people into WIA	1,631 people enrolled into WIA
Provide training & wage subsidies to 200 people	478 people received training & wage subsidies
Help 450 people find employment	665 received services leading to employment
Serve 200 employers more than once	Served 302 employers more than once
Meet or exceed Common Measures	Met 4; exceeded 2

Another impressive number: SuperJobs hosted or helped to develop 127 hiring events in Program Year 2012, and signed 113 On-the-Job Training account contracts with employers.

Moreover, the SuperJobs team accomplished these goals despite its staff size declining by a third compared to the operator of the previous year.

"Our team is dedicated to serving customers, whether it is someone who has just lost their job, or an employer that is desperate to find qualified workers," said Holt. "The SuperJobs' staff have risen to the challenge of growing demands and falling budgets with pride, efficiency, and innovation."

Sherry Kelley Marshall, President/CEO of the [SWORWIB](#), said she was very proud of the team's accomplishments. "The SWORWIB's mission is to provide our employers with a prepared workforce, and to help connect job-seeking customers to these opportunities. The team at SuperJobs contributed in a very meaningful way to this mission during the year and we are grateful for their effort."

21 employers requested layoff services in 2012-13

Although Hamilton County has emerged from the worst of layoffs, downsizings and plant closings that characterized the Great Recession, Rapid Response services were provided to a significant number of companies from July 2012-June 2013.

These specific services, known as "Rapid Response" to a layoff situation, are offered to employers and soon-to-be-displaced workers once word gets out that a company is downsizing or closing its local operations. Employers with 100 or more employees are required to file [WARN](#) notices with the State of Ohio.

"I may find out about layoffs at a local company through a WARN notice, or in the media, or when a union notifies me," said Rapid Response Coordinator **Denise Becker**, who works at the SuperJobs Center.

From July-June, Becker worked with 21 Hamilton County employers, ranging from the **Cincinnati Enquirer** to **Cincinnati Bell** and **Mercy Franciscan Terrace**. Almost 1,000 employees were dislocated, and of those, 275 were enrolled in WIA services. A Transition Center was set up at the **Communication Workers of America Local 4400** where training was provided in fiber optics installation for Cincinnati Bell's dislocated workers.

Kasich signs workforce bills in Middletown



Gov. John Kasich spoke about the rebranding of Ohio's One Stop job centers at a ceremonial bill signing in Middletown Aug. 8. Within a few months, all job centers will be rebranded OhioMeansJobs followed by the county name, or, in the case of metro areas, by the city and county name. **President Marshall** attended the event and was commended by the governor for the SWORWIB's national recognition under her leadership. Next to her is **State Rep. Tim Brown** of Bowling Green.

SWORWIB, Community Link to participate in Ohio Works Incentive Program

The SWORWIB and [Hamilton County Community Link](#) have been selected to administer a new program to help place TANF customers into employment called **Ohio Works Incentive Program**.

This program is aimed at serving TANF (Temporary Aid to Needy Families) customers who have had the most difficulty finding work, said President Marshall. Community Link consists of [Talbert House](#) and [Easter Seals TriState](#) and currently contracts with Hamilton County Job and Family Services as the work participation provider for the county.

Under this program, Community Link will provide vocational assessments, a career and/or educational plan,

and weekly workshops related to getting and keeping a job. Other work-ready services will include resume and interviewing workshops, referrals for appropriate attire, and job leads. Each customer will be assigned a retention specialist who will meet with the customer on a regular basis during their first several months on the job. Customers can also be co-enrolled in WIA services, noted Marshall.

Community Link will receive incentives for certain milestones that its customers pass: Getting a job, working in unsubsidized employment for 90 days and 180 days. Community Link plans to enroll 800 into this program through June 30, 2015. The state awarded the SWORWIB \$150,000 to initiate the program, which will include adding staff to Community Link.

Financial education nonprofit to hold focus groups

Every few years, the **National Endowment for Financial Education (NEFE)**, a leading national non-profit that provides financial education services to people of all income levels, conducts focus groups in different areas across the United States to determine how to best update its financial education and literacy offerings.

Working with SWORWIB President Marshall, NEFE has selected Cincinnati for its research trip for 2013. In September, it will conduct several focus groups that reflect diverse interests and circumstances. These focus groups will include dislocated workers seeking new skills at **Gateway Community & Technical College**, customers of the foodbank at **St. Vincent de Paul**, and **SmartMoney Community Services** staff.



Billy Hensley

"Many people have suffered great financial shocks throughout and since the Great Recession. Their old jobs have gone away, and perhaps they've never had to use a foodbank but now they do," said **Billy Hensley**, Director of Education at NEFE. "We want to make sure we are providing relevant information at NEFE for these kinds of circumstances." In addition to talking to area nonprofits, NEFE will conduct focus groups at a local research firm with those who have significant child care costs, those with large student loan balances, and those just starting their careers.

Among other things, NEFE provides a free financial education program for both high school and college students; financial literacy sites for consumers and "intermediaries" -- organizations such as SmartMoney that work with consumers to help them plan a budget, for example. The foundation provides grants for academic research that seeks a deeper understanding of financial capability and financial behavior.

Short takes

Marshall joins ACT Ohio Council

President Marshall has been invited to serve on the **Ohio ACT Council**, to help the organization better blend its workforce and academic agendas. The state council is the leadership team representing various constituencies from across the state, according to **Victoria Thompson Campbell**, Account Executive with ACT. These constituencies include secondary schools and higher education institutions, businesses, government agencies, and workforce development organizations. Marshall has been a strong advocate for ACT's **National Career Readiness Certificate**, and the value it signifies to students, job seekers and employers.

Cincinnati partnership included in DOL webinar

President Marshall and **Dr. Marianne Krismer** participated in a webinar Aug. 20 hosted by the U.S. Department of Labor on the partnership between WIBs and community colleges in administering **Trade Adjustment Assistance Community College and Career Training** grants. In 2011, **Cincinnati State Technical and Community College** was awarded a \$19 million DOL grant as the consortium leader for the **Health Professions Pathway Consortium**, which spans community colleges and partner institutions across the country. Krismer is national director of the consortium.

Video offers help on tax credit

The **Ohio Department of Job and Family Services** has a new video to educate employers and others about the Work Opportunity Tax Credit (WOTC) program. WOTC is available to employers for hiring individuals from certain target groups that have consistently faced significant barriers to employment. The tax credit ranges from \$1,200 to \$9,600. For more information, email WOTC_Contact@jfs.ohio.gov.

In the news

SHRM newsletter [covers](#) WIA reauthorization

Kasich talks about [rebranding](#) of One Stops

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