



The Southwest Ohio Region
WORKFORCE INVESTMENT BOARD

The latest news from
The Southwest Ohio Region
Workforce Investment Board

NEWSWIB

February 2012

Vol 4, Issue 2

Greetings!

Hard work leading to strong outcomes in the workforce world can be its own reward -- but it certainly is gratifying when outside experts recognize the efforts.

The **Government Accounting Office** has just released its report on successful collaborations between Workforce Investment Boards and employers. The **Southwest Ohio Region Workforce Investment Board** and the **Health Careers Collaborative of Greater Cincinnati** (HCC) was one of the 14 initiatives nationwide hailed in the report, "Innovative Collaborations Between Workforce Boards and Employers Helped Meet Local Needs."

On its highlights page, the GAO reported: "Almost all of the collaborations grew out of efforts to address urgent workforce needs of multiple employers in a specific sector, such as health care, manufacturing, or agriculture, rather than focus on individual employers. ... In all the initiatives partners remained engaged in these collaborative efforts because they continued to produce a wide range of reported results, such as an increased supply of skilled labor, job placements reduced employer, recruitment and turnover costs, and averted layoffs. ... For example, in Cincinnati, Ohio, employers who participated in the health care initiative realized almost \$5,000 in estimated cost savings per worker hired, mainly due to lower turnover and recruiting costs, according to an independent study."

"Our partners formed the Health Careers Collaborative more than 10 years ago to meet the workforce training needs of our local hospitals," said **Sherry Kelley Marshall**, President/CEO of the SWORWIB. "We know this pathway approach works, and has led to sustaining careers for many people who previously had few job skills or secure work. We're delighted that the GAO selected the HCC as a best practice."

Read the complete report [here](#); pages 42-43 have details about the Health Careers Collaborative. Below, founders of the HCC win a SuperAward.

2012 WORKFORCE SUPERAWARDS ANNOUNCED

The **Fourth Annual SuperAwards** for workforce innovators, partners, and leaders in Cincinnati and Hamilton County were announced Feb. 9 at the annual meeting of the SWORWIB.

City Council Member **Yvette Simpson** and SWORWIB Chairman **Mike Conner**, Vice President of Human Resources at **Frisch's**, presented the awards at the SuperJobs Center, Cincinnati and Hamilton County's one-stop for job seekers and employers. "These award winners are dedicated to building a better trained workforce in Cincinnati and Hamilton County," said Simpson. "We are fortunate to have employers committed to hiring displaced workers, construction workers training our kids to use tools and build, and health care leaders working to get our neediest citizens into careers that allow them to provide for their families."

Those honored were:

Super Employer Partners: **Ineos ABS**, **Mercer Supply**, and **DHL**. All three companies worked with the SuperJobs Center to hold hiring events, hire dislocated workers and/or partner with on-the-job training.

Super Partners: **Kevin Celata**, with the **Communications Workers of America**; and **Cathy Metcalf** and **Betty Robinson**, with the Cincinnati Labor Agency for Social Services. These partners helped the SWORWIB bring certified manufacturing training to 224 dislocating workers in Cincinnati and Hamilton County. **Liza Smitherman**, Vice President of Professional Development at **Jostin Construction**, for her leadership with the Greater Cincinnati Construction Career Pathway Collaborative. **Timothy Nolan**, retired director of the Greater Cincinnati Tech Prep, for his assistance to the SWORWIB's middle school outreach program.

Super Volunteers: The **Ohio Valley Associated Builders and Contractors**, particularly **Dan Freese** and **John Morris**; and **Kevin Murray**, President of **CBC Specialties**, for their volunteer work with our after-school construction clubs and summer construction camps at Cincinnati public and Catholic middle schools.

Super Connector: **Health Careers Collaborative of Greater Cincinnati (HCC)**, whose key leaders include **Lawra Baumann**, Executive Director of the HCC; **Alan Jones**, former Chairman of HCC's Managing Partners Group; **Harry Snyder**, Vice President of Adult Workforce Development at **Great Oaks**; and **Marianne Krismer**, Dean of Health and Safety at **Cincinnati State**. The HCC was selected for its decade long partnership in healthcare workforce development.



Mike Conner, Alan Jones, Harry Snyder and Yvette Simpson.

Super Employee: **Carolyn Reynolds**, Rapid Response and Marketing Manager at the SuperJobs Center. Reynolds led efforts with three Hamilton County plant closings, Avon, Jim Beam and Graphic Packaging. **Lynn Murphy**, Data and Report Coordinator at SuperJobs, for her work preparing data reports for SWORWIB board and committee meetings.

The Board also gave a special **Super Executive Award** to **Sherry Kelley Marshall**, acknowledging her leadership in setting and attaining ambitious goals to make the Southwest Ohio Region

Workforce Investment Board pre-eminent in workforce development initiatives and partnerships during her tenure the last four years in the midst of the Great Recession. A complete press release is [here](#).

HAMILTON COUNTY JFS SELECTED TO OPERATE SUPERJOBS CENTER

Mayor Mark Mallory announced Feb. 8 that **Hamilton County Job & Family Services** (HCJFS) will manage operations at the SuperJobs Center beginning July 1, 2012.

The move will save several hundred thousand dollars that can be used to increase workforce training funds and provide one-stop workforce investment services to Hamilton County residents, the city said in a press release. **Rescare Inc.**, a private company, currently manages the one-stop.



"Federal funding has gone down over the last few years, so we had to become more efficient and cost effective. By partnering with the county, we are going to be able to cut management costs and reinvest those funds into putting people to work," Mallory said. Mallory is the Lead Elected Official of the SWORWIB, and appoints all board members.

Greg Hartmann, President of the Hamilton County Commissioners and on the SWORWIB board, praised the move. "Mayor Mallory and my fellow Workforce Investment Board members deserve credit for the decision to review the organization's operation model, save money and redirect funding back into employment services for our community," Hartmann said in a [press release](#).

YOUTH VENDORS SELECTED

Easter Seals Work Resource Center, **Jobs for Cincinnati Graduates**, **Lighthouse Youth Services**, and **Literacy Center West** were selected through an RFP process to provide services for WIA-eligible youth beginning July 1, 2012, through June 30, 2014.

The SWORWIB anticipates roughly \$1.8 million a year for WIA youth services. But that number could change depending on the federal budget, according to **Kevin Holt**, Workforce Section Chief at HCJFS.

Each organization serves a somewhat different population, noted **Kathleen Williams**, Emerging Workforce Development Coordinator for the SWORWIB. Easter Seals WRC and Literacy Center West work with out-of-school youth with multiple barriers who do not have a diploma or GED. JCG focuses on in-school low-income students at several Cincinnati and Hamilton County public and Catholic high schools. Lighthouse works with youth in the juvenile justice system.

"These providers have strong track records and we are confident they will exceed their goals -- and our expectations -- during the next two years," said Williams.

HAMILTON COUNTY ISSUES YOUTH FOSTER CARE RFP

Any provider interested in submitting a proposal to provide services to foster youth under the Workforce Investment Act must register with Hamilton County JFS by March 8.

Services would begin July 1, 2012, and would leverage resources between Hamilton County Children's Services, which oversees foster care youth, and WIA-funded providers, and would focus on youth as they age out of foster care.

These young people are particularly vulnerable and often fall between the cracks, according to **Michael Colbert**, Director of the Ohio Department of Job and Family Services, which is putting

more resources into serving older foster care youth.

All proposals are due by 11 a.m. March 15. Click [here](#) for more information.

HOW YOUTH INCENTIVES WORK

Several recent newspaper and TV stories have highlighted a new program at Dohn Community High School, a charter school in Walnut Hills that operates a credit recovery program for high school dropouts. The program, announced by Principal **Ramone Davenport**, offers incentives to students for good attendance, being on time to class, and working productively in class. The incentives are \$25 Visa gift cards for seniors and \$10 for underclassmen. Several of the stories mentioned that **Easter Seals Work Resource Center** is a partner in the program.

To clarify, Easter Seals WRC is working with youth that meet WIA-eligibility criteria and have chosen Dohn as their academic provider. And Easter Seals WRC, like our other youth providers, does offer modest incentives allowed by the Workforce Investment Act if youth successfully achieve academic and/or employment and career goals. Easter Seals WRC and WIA are not the sources of funds for Dohn's incentive program.

"The Workforce Investment Act allows youth providers to offer nominal incentives to youth if they meet certain criteria," said **Sherry Kelley Marshall**. "Our youth are from low-income families who often can't afford the kinds of rewards for academic performance and achievement of goals that students from middle class and affluent families get from their parents. These token amounts reflect that the youth has performed well and met certain goals."

SWORWIB PURSUES WORKFORCE INNOVATION GRANT FUNDS

When news broke that the Department of Labor was accepting applications for a new \$98 million Workforce Innovation Fund, **Sherry Kelley Marshall** and the SWORWIB got busy.

The upshot is the SWORWIB will lead or partner in five separate grant applications to the Fund. The SWORWIB is the lead applicant on behalf of Employers First Regional Workforce Network, a regional partnership of the four Tri-State Workforce Boards and Partners for Competitive Workforce, seeking funding to build the best source for employers to access public resources for their workforce needs.

In addition, the SWORWIB is a partner organization to the State of Ohio on a grant that would expand Ohio's Connecting the Dots foster care initiative; to Workforce Area 7 on developing a virtual one-stop system; to the Central Ohio Workforce Investment Corporation (Columbus area) on expanding our work in manufacturing with a focus on welding; and a multistate application, led by a North Carolina WIB, that would bring Manufacturing Skill Standards Certificate training to dislocated workers.

Deadline for all applications to the Fund is March 22.

BOARD MEMBERS BRAINSTORM AT STRATEGY SESSION

The SWORWIB had a great turnout during its planning and strategy session Jan. 26, and many enthusiastic voices contributed ideas. **Steve Browne**, Vice President of Human Resources at LaRosa's, led discussions on how to better engage local businesses to use the services of the SuperJobs Center. The group also reviewed the SWORWIB's Mission and Vision as well as its Continuing Improvement and Measurement priorities.

Participants learned more about current On-the-Job Training funds available from the State of Ohio, and how the Business Services staff at SuperJobs has mobilized to let more employers know about OJTs. As of mid-February, SuperJobs had delivered 14 OJTs.



The **Emerging Workforce Development Council** also spent part of its quarterly meeting Feb. 3 examining goals and strategy for 2012. The Council resolved to foster better links between existing career pathways and the youth being served through Workforce Investment Act funding.

SHORT TAKES

NEW STATE WORKFORCE OFFICE: With the intent of streamlining worker training programs, **Gov. John Kasich** has created the [Governor's Office of Workforce Transformation](#), to be headed by Executive Director **Richard Frederick**. The governor also created an **Executive Workforce Board**, to be comprised of up to 29 people, mostly private sector business leaders and chaired by someone from the private sector.

MANUFACTURING SYMPOSIUM COMING UP: In the last year, manufacturing has been hailed as one of the bright spots in the recovering U.S. and Tri-State economy. In fact, area companies posted more than 470 new manufacturing jobs over the last three months. Of those posted, nearly a third were from manufacturers in Northern Kentucky. Employers are looking for a range of skills, from manufacturing engineers to general labor positions but say they continue to have a difficult time finding the right candidates.

To help address this, Employers First Regional Workforce Network will present "**Manufacturing: From Today to Tomorrow**" from 8-11 a.m. Feb. 28 at Toyota Engine and Manufacturing in Erlanger, Ky. This event will provide valuable information to employers on public workforce resources available to them and will feature keynote speaker **Jennifer McNelly**, Senior Vice President of the National Association of Manufacturers, as well as Commissioner **Beth Brinly** with the State of Kentucky and **Dr. Angie Taylor** with Gateway Community and Technical College. For more information or to register for this event, please call Employers First at (513) 655-7175.

MARSHALL TO ADDRESS WORKFORCE CONFERENCE: **Sherry Kelley Marshall** has been invited to the 2012 North American Workforce Symposium to present on the successful SWORWIB partnership with the Communications Workers of America that led to certified manufacturing training for dislocated workers from Avon, Graphic Packaging, and Jim Beam. The symposium will be held in late April in Fort Worth, Texas. More information on the event is available [here](#).

MONZEL TOURS SUPERJOBS: Hamilton County Commissioner **Chris Monzel** and his Chief of Staff **Gena Bell** toured the SuperJobs Center and met with Sherry Kelley Marshall on Feb. 13. Marshall is holding a briefing and tour for elected officials from Cincinnati and Hamilton County on Feb. 27.



*Sherry Kelley Marshall and
Commissioner Monzel*

**IT FUTURES LOOKING FOR WORKFORCE
MANAGER:** Creating IT Futures Foundation is seeking a Workforce Program Manager for its new Cincinnati IT-Ready Apprenticeship program. The program is designed to provide intensive IT training to dislocated and adult workers. For more information, click [here](#).

NEW YOUTH COUNCIL MEMBERS: Sharon **Thompson**, Business and Community Liaison at [Job Corps](#), and **Katie Chadwell**, Program Director, Education and Family Life at the YMCA, have joined the Emerging Workforce Development Council.

IN THE NEWS:

JCG program [mentioned](#) in Enquirer story about graduation rates.

Pete Strange of Messer makes the argument for federally funded workforce training in a [column](#) for the Business Courier.

Congratulations to SWORWIB board member **Sean Parker**, who is [profiled](#) in Soapbox, the weekly online magazine.

Announcement on SuperJobs management changed [covered](#) in local media.