



The Southwest Ohio Region
WORKFORCE INVESTMENT BOARD

The latest news from
The Southwest Ohio Region
Workforce Investment Board

NEWSWIB

February 2014

Round of applause for our 2014 SuperAward winners!

Congratulations to our 2014 SuperAward winners! They rocked it when it came to helping those who were out of work find jobs, or receive training, or, in the case of one winner, drive a young man (one of our WIA youth) to college in Tyler, Texas. The SWORWIB was thrilled to honor these employers, labor organizations, youth advocates and employees for their outstanding work in 2013, and we were delighted to have **Mayor John Cranley** kick off the proceedings at our Annual Meeting Feb. 13.

Employers:

General Electric, for its Get Skills to Work program to train and place veterans into manufacturing jobs; **Great American Insurance Co.** and **Paycor** for their partnership in developing IT training for displaced workers, and hiring those workers; **Richards Industries**, for partnering with the SuperJobs Center to hire employees using on-the-job training accounts; **Bob Evans**, for using the public workforce system to hire displaced workers and high school students for its new Finneytown restaurant; and **Element Materials Technology** for partnering with the SuperJobs Center as it expanded its workforce.



Mike Conner, left, SWORWIB; Lori Haddle, Bill Koopmans and Zhen Tao, all of Paycor; and Rene McPhedran, SWORWIB.

Labor:

The **Greater Cincinnati Apprenticeship Council** and the **Greater Cincinnati Construction and Building Trades Council**, for working with the SWORWIB and other partners to set up a Construction Apprenticeship Job Fair in 2013 and for their outreach to youth to educate them about careers in the construction trades.

Youth Advocates:

Tim Arnold, founder and Program Director of Lawn Life, for hiring more than 400 at-risk youth since 2008 and teaching them good work habits as well as skills in lawn care, landscaping and rehabbing homes; **Shawn Kerley**, Director of Youth Development at the Community Action Agency and basketball coach at Western Hills High School, for making a difference in the lives of many young men; and **Leta White**,

Program Manager at Cincinnati Youth Collaborative, for helping youth at Withrow High School and Oyler School earn the National Career Readiness Certificate.

Employees

Wesley Miller, Building/Facilities Manager; **Tim Scott**, Career Coach Manager; **Lynn Murphy**, Outcomes Manager, and the **Employer Services Team**, managed by **Chuck Walters**.

From Pat to Patti: The SWORWIB also said farewell to Pat Massey, who retired that day, and welcomed Patti Mullikin, our new Operations Coordinator.

Board members lead strategy session



Jack Cameron, Administrative Assistant to the Mayor of Evendale, debriefs the Southwest Ohio Region Workforce Investment Board, during the strategy session held Feb. 13 after the board's Annual Meeting and Super Awards ceremony. Cameron led his group in discussing better targeting of employers for one stop services. Thanks to all our discussion leaders -- your group's input is very valuable to developing our strategy for the next two years. Other strategy groups included business engagement, outreach to public officials, youth services, metrics and continuous improvement, volunteer opportunities at One Stop, and maximizing rebranding.

Marshall attends meeting at White House on long-term unemployed

President Marshall joined Cincinnati **Mayor John Cranley** and other regional representatives at a meeting at the White House Jan. 31, 2014, at which President Obama announced new [initiatives](#) to help the long-term unemployed get back to work.

The session included the President signing a [memorandum](#) saying that the federal government would not discriminate against the long-term unemployed in hiring. Obama announced that more than 300 companies had signed a pledge not to discriminate against this population. Cincinnati-area companies included Procter & Gamble, Kroger Co., American Fan Co., Jostin Construction Inc., and Tipco Punch Inc.

The [U.S. Department of Labor](#) estimates that more than 4 million people fall under the category of long-term unemployed.

"It was a privilege to be at the White House among so many who have been working on this issue, which has been one

of the most challenging to emerge from the Great Recession," said Marshall. "Knowing that the President, the Department of Labor and the Department of Commerce are united in addressing this problem gives hope that we can find solutions." Full story is [here](#).



Joe Carbone, Platform to Employment, and President Marshall at White House.

25% of American adults have earned credential

The SWORWIB has long been a proponent of industry-recognized and portable credentials, which demonstrate industry-defined competencies and skills. We have encouraged the Census Bureau to broaden its definition of education in the decennial Census to include credentialing.

So we were heartened by a recent Census report noting that more than 50 million U.S. adults - one in four - have earned a professional certification, license or educational credential, not including post-secondary degrees.

"Getting an academic degree is not the only way for people to develop skills that pay off in the labor market," said **Stephanie Ewert**, a demographer with the Census Bureau's Education and Social Stratification Branch and co-author of the report, [Measuring Alternative Educational Credentials: 2012](#).

According to the data summarized in the report, these credentials provide a path to higher earnings. Among full-time workers, the median monthly earnings for someone with a professional certification or license only was \$4,167, compared with \$3,433 for one with an educational certificate only; \$3,920 for those with both types of credentials; and \$3,110 for people without any alternative credential.

37 Hamilton County employers receive incumbent training vouchers

Congratulations to these Hamilton County companies, which received Incumbent Worker Training Vouchers from the State of Ohio: General Electric, Kroger, Edelman Provision Co., American Financial Group Inc., Roundtower Technologies, Cincinnati Bell Technology Solutions, Able Tool, Cincinnati Test Systems, Standard Textile, Whitehall, United Audit Systems, Vega Americas, Kao USA, Ingage Partners, Construction Process Solution, Lerner Sampson & Rothfuss, Formica, Paycor, Omnicare Management, Vantiv, Triplefin, Western & Southern Life, Partnership Center, Netherland Rubber, Gorilla Glue, Richards Industries, Process Plus, Seilkop Industries, Enerfab, Williams Engineering, Printink, Gold Medal Products, Givaudan Flavors, Hydro Systems, Horan Associates, AAA Allied Group, and Cincinnati Bell.

In January, the state announced the release of \$30 million to 600 companies, impacting more than 50,000 workers. The program was set up to help businesses keep their workforce trained and competitive. Funding is made in the state's priority industry sectors, including advanced manufacturing, aerospace and biohealth. For more, read [here](#).

Short takes

Monzel praises SWORWIB in annual address

Chris Monzel, President of Hamilton County Commissioners, congratulated the SWORWIB for its accomplishments at his annual State of the County address on Feb. 20. The board was recognized for its major national (NAWB) and state (OEDA) awards in 2013. Thanks for the kind words, Commissioner Monzel!

Kasich headlines Siemens conference

Saying he wanted to see vocational education made available to Ohio students as early as the seventh grade, **Gov. John Kasich** was the keynote speaker at the Atlantic Magazine conference that focused on the future of manufacturing. The conference was held at Siemens Motor Manufacturing plant in Norwood Feb. 19. The workforce panel included **President Marshall**, along with **Todd Kinser**, Vice President, Ethicon, and **Dr. Teik C. Lim**, Interim Dean, University of Cincinnati. Cincinnati **Mayor John Cranley** spoke on the importance of manufacturing to Cincinnati, and said that Cincinnati and Dayton would be partnering on a Manufacturing Communities Partnership designation that will be awarded to 12 regions. The total grant is worth \$1.3 billion. Other big news out of the conference: Siemens made a gift of \$67 million in PLM (product lifestyle management) software to Cincinnati State. For coverage on the conference, see [here](#), [here](#) and [here](#).



Gov. Kasich

Luxottica mentoring program recognized nationally

Congratulations to board member **Alicia Tidwell**, Senior Manager of Diversity and Inclusion at Luxottica. Luxottica's mentoring program was celebrated at an awards ceremony in Washington, D.C., on Jan. 30. The company has worked with Withrow High School for several years, each year mentoring 45 students. Luxottica's award is from the Corporate Mentoring Challenge, launched by **First Lady Michelle Obama** in 2011.

Marshall leads workshops at ACT Ohio conference

President Marshall led several workforce oriented workshops at ACT Ohio Council's annual meeting in January. Other workforce attendees included **Eudora Coker**, Employers First Regional Workforce Network, and **Sharron DiMario** and **Sean Kelley**, both with Partners for a Competitive Workforce.

In the news

Marshall to attend White House [summit](#) (WCPO)

Cranley, Marshall at [White House](#) (Chamber's Currents)

Bob Evans gets [helping hand](#) from SWORWIB (Hilltop Press)