Greetings!

The SWORWIB expects 2010 to be a busy year for workforce development, both regionally and nationally.

I want to welcome Mike Conner as the new chairman of the SWORWIB for 2010. Mike is the vice president of Human Resources at Frisch's Inc., where his department is responsible for 8,200 employees. He has been a member of our board since 2001. Mike is particularly interested in focusing on Greater Cincinnati's emerging workforce and making sure young people are preparing for skilled jobs of the future. I look forward to working with Mike.

At the same time, I am very grateful to Walter McLarty, Chief Human Resources Officer at TriHealth, who has been chairman of the board these past two years, and my partner in so many initiatives. I am delighted that Walter will continue to remain on the board.

For more on Mike (at right) and Walter, click here. You'll find more on our other new board members in this newsletter as well.

Let's hope 2010 starts to see our region and our country emerge from this Great Recession with employment on the upswing!

Sincerely,

Sherry Kelley Marshall/President/CEO

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ALL ABOUT EMPLOYERS: SJC FINDS RIGHT FIT FOR SECURITY FIRM

Rodney Hale was looking for a few good men and women to hire as security officers for his firm, Aegis Protective Services. Trouble was, he got so many walk-ins and over-the-transom applicants, he didn't have time to properly screen them.

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LATEST NEWS & NOTES

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MARK YOUR CALENDARS

SWORWIB

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

Jan. 28: Board strategy session and new member orientation, 8 a.m.-noon

Feb. 5: Emerging Workforce Development Council, 8:30-10 a.m.

Feb. 11: Annual board meeting, 8-10 a.m.

SUPERJOBS

* All workshops held at 1916 Central Parkway unless otherwise noted

Orientation for new job seekers, 9-11 a.m. on Mondays (closed President's Day)

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

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

Surviving Job Loss, 10:30 a.m.-noon, Jan. 28

Communication @work, 9-10:15 a.m., Jan. 28

8 Steps to Successful Employment, 9-10:15 a.m., Jan. 29

Finding Work Is Work, 9-10:30 a.m. Feb. 4
Enter the SuperJobs Center. At a career fair at Southwestern College in Cincinnati, Hale, director of operations at Aegis, found out about the applicant-screening services SuperJobs offers. He then met with Business Services representative Keith Tyler (pictured below), who proposed a hiring event at the SuperJobs Center, the one-stop on Central Parkway that matches job seekers and employers.

“We see 20 to 30 people a week who just stop in, or apply online,” says Hale. “There are so many people looking for work, it’s time-consuming to screen them and find the best candidate.

“I met Keith, and he told me ’I can vet your candidates, do your paperwork, and give you a list of well-qualified candidates.’ ”

Hale hopes to hire six to 10 employees who will work as security officers. What he looks for above all in candidates, he says, are good people skills. These officers, who are not armed, may be posted in hotels, office buildings, warehouses and schools, and must be effective in interacting with the public.

Tyler set up two hiring events for Aegis. At the first one, on Jan. 8, about 15 people ranging in age from the 20s to early 70s, came to SuperJobs at 1 p.m. to fill out paperwork and a questionnaire from Aegis. Most were dressed in business casual, but one young man wore a suit and tie. Tyler will vet the candidates from this event, plus another one, and send the strongest candidates to Hale, who will then decide whom he wants to interview.

For more information on SuperJobs Business Services, contact Manager Chuck Walters at 513-458-6599, or cwalters@superjobs.com.

JOBS CLUB HELPS WITH NETWORKING

On a recent January morning when the temperature hovered around 20 degrees, about a dozen people were gathered around a conference table at the SuperJobs Center to brainstorm, network, and share ideas for finding jobs.

Most of them were professionals who had lost their job in 2009, victims of the Great Recession, as the current economic downturn has come to be known. They included two accountants, a purchasing agent, human resource staffer, a mechanical engineer and a truck driver.

Kathy Nienaber (at right), a Business Services consultant at the Super Jobs Center, the one-stop that connects job seekers and employers in Hamilton County and Cincinnati, had led this Job Club since it began in mid-November. Many of the participants have found themselves downsized and without work for the first time in their adult lives. All are looking for help to land back on their feet.

“These are people who are good workers, have a long history of being employed, and are frustrated with the
 job search,” Nienaber says. Each week, the Job Club focuses on a single topic, such as networking, how to avoid cover letter mistakes, and how to give a good interview.

For more on the Job Club at SuperJobs, click here.

CONGRESS MUST REAUTHORIZE THE WORKFORCE INVESTMENT ACT

Every stakeholder in workforce investment is focused on the reauthorization of the Workforce Investment Act of 1998, and the SWORWIB is no exception.

It’s vital that WIA be reauthorized and funded more robustly in 2010 if the United States is serious about keeping its workforce globally competitive, says Sherry Kelley Marshall, President/CEO of the SWORWIB, who wrote a recent op-ed published in the Cincinnati Enquirer on the subject.

Moreover, two recent studies show just how closely the SWORWIB is aligned with major institutions advocating for reauthorization.

In August 2009, the ALF-CIO Working For America Institute polled Labor members of Workforce Investment Boards across the country. Out of that came six findings that were sent to the Department of Labor. In each case, the SWORWIB outperformed the findings. Click here for more on the study and the SWORWIB’S practices.

In addition, the U.S. Conference of Mayors sent its proposals on WIA reauthorization to Congress. Click here to find out how the SWORWIB supports those recommendations.

The National Workforce Association met in December in Tampa, with a heavy focus on the reauthorization of the Workforce Investment Act. Kathleen Williams, public information officer at the SWORWIB, attended.

U.S. Reps. Betty McCollum, D-Minn., who serves on the House Appropriations Committee, and John Tierney, D-Mass., Committee on Education and Labor, both spoke. The House and Senate differ on significant segments of the act, they said. They urged local Workforce Investment Boards to keep their members apprised of demand for services and outcomes.

WORKFORCE GROUP ADVANCES TO ‘TRAINING THE TRAINERS’

Participants in the “Training the Trainers” class display their certificates Jan. 21 after completing the coursework at the SuperJobs Center.

First they went through the training. Now they have learned how to do the training themselves.

Nine workforce specialists who received Global Career Development Facilitator certification in May 2009 underwent “Training the Trainer” instruction Jan. 19-21 at SuperJobs Center. The 24 hours of instruction will allow them to teach the competencies required for the GCDF, says Emily Hatfield, a Master Trainer with the Tennessee Career Center in Knoxville, Tenn., who led the classes.

The CGDF certification, which required 120 hours of classroom time, covered 12 competencies considered necessary for effective workforce training. These included mastering labor market information and resources; recognizing and adapting services to fit the special needs of diverse populations; understanding career development models and techniques; and understanding job search strategies and placement techniques.
Participants in "Training the Trainer" included Reginald Brazzile, Urban League of Greater Cincinnati; Juanita Bohannon, Cincinnati Human Relations Commission; Kim Hopper, SuperJobs Center; Tina Kavanaugh-Gilroy, United Labor Agency AFL-CIO; Ann Kruse, Clermont County Common Pleas Court/Adult Probation; Frederick McQueen, contract training specialist; Steve Schumacher, Cincinnati-Hamilton County Community Action Agency; Stephen Tucker, Urban League of Greater Cincinnati; and Barbara Wiles, Life Learning Center, Covington, Ky.

Among them they have about 180 years in workforce development experience, says Hatfield, who urged them to share that experience and knowledge with each other as the class progressed.

Sherry Kelley Marshall, president/CEO of the SWORWIB, said that “having this additional level of training expertise in our region is important to Cincinnati’s continued efforts to develop a workforce capable of competing with any in the country and the world.”

The "Training the Trainer" instruction is funded by the Greater Cincinnati Foundation and the Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation. The initiative was overseen and developed by the Workforce Partners Council, led by Marshall; Ross Meyer, Executive Director of the Greater Cincinnati Workforce Network; and Lucy Crane, Manager of Community Impact at the United Way of Greater Cincinnati.

WORKFORCE AGENCIES TRAIN ON G*STARS

Workforce partners in Greater Cincinnati continue to move toward the G*Stars client-tracking system that allows for quick data reporting and apples-to-apples measurement of outcomes.

The Southwest Ohio Region Workforce Investment Board, which began using G*Stars in 2006, encouraged the Greater Cincinnati Workforce Network and the United Way of Greater Cincinnati to join the SWORWIB in electronic data collection and reporting to the community through the G*Stars system. Both have, and on Dec. 14-15, 2009, the United Way's client agencies in workforce development were trained in G*Stars at the SuperJobs Center.

In addition, Workforce One in Butler, Warren and Clermont Counties, is using G*Stars. When all agencies are using the system, Greater Cincinnati will be the first region in the country to report outcomes on a common platform, and thus show the true regionwide impact of workforce training and development, says Sherry Kelley Marshall, President/CEO of the SWORWIB.

About 40 participated in the December training, says Susan Harden, Vice President of Sales and Marketing at American Government Services, who did the training. The United Way Workforce Partners that participated included:

- Brighton Center, Inc. - Center for Employment Training
- Catholic Charities SouthWestern Ohio - DIVERSE: Developing Immigrant Vocations Effective Resources
- Cincinnati Works - Advancement
- Cincinnati Works - CIRV / Job Readiness
- Cincinnati-Hamilton County Community Action Agency - Blueprint for Success
- Council on Aging of Southwestern Ohio - Council on Aging Learning Advantages (COALA)
- Easter Seals Work Resource Center - Career Design-Build
- Family Service of the Cincinnati Area/Clermont Counseling Center - Counseling Clinic-SpringBoard Initiative
- Family Service of the Cincinnati Area/Clermont Counseling Center - International Family Resource Center Employment Services
- Freestore Foodbank - Cincinnati Cooks!
- Great Oaks Institute Health Professions Academy - Career Pathways
- Greater Cincinnati Workforce Network - Career Pathways
- Life Learning Center - Employment Track
- Supports to Encourage Low Income Families (SELF) - Project 2 Empower
- Talbert House - Workforce Re-Entry for Non-Custodial Parents
- Urban League of Greater Cincinnati - LifeReady
- Welcome House of Northern Kentucky, Inc. - Employment Services and Support
- YWCA of Greater Cincinnati - Employment & Literacy Services Program

"United Way is excited to be participating with the local WIBs and the Greater Cincinnati Workforce Network on the Regional Workforce Dashboard. The Dashboard will enable us to identify our strengths and gaps across the region, ultimately enhancing services to those seeking employment and those needing employees," says Lucy Crane, Manager of Community Impact at United Way.
Almost 348,000 American youth were enrolled in 2009 summer employment programs funded by the American Recovery and Reinvestment Act.

That was among the findings reported at "Recovering America's Youth Summit" held in Dallas, Texas, Dec. 1-2. Nicole Ware, Emerging Workforce Coordinator, and Evelyn Chaffin, Measurement and Improvement Coordinator at the SWORWIB, both attended. About 660 youth from Cincinnati and Hamilton County were enrolled in those programs this past summer (click here to see summary of summer programs).

Other findings include:

- More than 306,000 of those youth were placed in jobs during the summer.
- 71 percent of the enrollees completed the programs
- About 10,000 youth found permanent unsubsidized jobs as a result of the program.

There was some discrepancy in reporting results because the methodology to measure work readiness varied from state to state, says Chaffin.

The conference recommended that more guidance come from the Department of Labor on establishing a system-acceptable tool that will report more consistent national data.

**SUMMER YOUTH DVDs IN ROTATION ON MEDIA BRIDGES**

DVDs covering the Summer Youth Employment Programs and Construction Career Days are now in rotation on Media Bridges’ Youth Channel. Media Bridges operates four public access stations for Cincinnati that showcase educational and community videos.

The DVDs include a 27-minute and 9-minute video overview of the summer youth programs; as well as a DVD of each graduation ceremony of the five providers: Arbor E&T’s Career Works, Easter Seals Work Resource Center, Great Oaks, Jobs for Cincinnati Graduates, and the Urban League of Greater Cincinnati. About 660 youth were enrolled in the programs.

The videos are in rotation on Youth Block Tuesday and Thursday, 4-6 p.m. and 8-10 p.m., and Youth Block Wenesday, midnight-2 a.m. One graduation DVD will be shown per month.