

Greetings!

The Southwest Ohio Region Workforce Investment Board ([SWORWIB](#)) is delighted to announce a distinguished roster of new board members. They include: **Judy Clark**, Economic Development Director for the [City of Blue Ash](#); **Dayle Deardurff**, Director of Lifelong Learning at [Union Institute & University](#); **Derek Jackson**, Managing Partner of [Summit Solutions Group](#); **Johnmark Oudersluys**, President of [City Link](#); **Eric Rademacher**, Co-Director for the Institute of Policy Research at the University of Cincinnati; **Safi W. Safi**, Owner and President of Wally Construction Inc.; **Carol Sorenson-Williams**, Director of HR at [Empower Media Marketing](#); **Mark Stroeber**, Director of HR at [Senco Brands](#); and **Barry Strum**, Senior Development Specialist for the [City of Cincinnati](#).

"We appreciate the commitment to the public workforce system our new board members are demonstrating as they join the SWORWIB," said **Sherry Kelley Marshall**, President and CEO. "We know that these new members will offer valuable insight as we continue to help prepare our local workforce for 21st century jobs."

SPIRIT OF CONSTRUCTION AWARDS \$60,000 GRANT FOR MIDDLE SCHOOL OUTREACH

The [Spirit of Construction Foundation](#) has provided continued funding for the Middle School Construction Industry Advocacy Program of the SWORWIB, known as [Build Your Future](#).

In presenting this award, the SOC Board of Directors recognized the progress made in developing a "workforce pathway" in construction that is marketed to middle school students. The program, now in its third year, focuses on increasing the diversity pipeline for the construction industry by educating students about the rewards of a career in construction, and has been successful in reaching girls and minorities in inner-city middle schools.

"The Spirit of Construction Foundation is pleased to provide this support and is delighted with the wonderful progress which has been made these past three years," said **Dr. Dennis N. Ulrich**, Chair of the Outreach Committee and Executive Director of the [Workforce Development Center](#) at Cincinnati State. "We look forward to learning more about the results of the program this year and we remain committed to support this exciting program in any way possible."



Kevin Murray, right, with CBC Specialties, shows Jodi Cullom the correct way to operate a saw during a Construction Camp held in Price Hill last summer.

Anne Mitchell, Construction Industry Advocate, has led the effort since it began, and in the past year has expanded the program into Cincinnati Catholic schools.

ODJFS OFFERS UPDATED TRAINING TO YOUTH PROVIDERS

Taking advantage of training on a variety of WIA program updates and data collection, staff from the SWORWIB's five youth providers and Hamilton County Job and Family Services attended a day-long event Jan. 4 at the SuperJobs Center.

On hand were experts from the State: **Bob Haas**, Chief of Performance and Reporting for WIA, and **Paul Bounds** and **Graig Pellman**, both in Technical Support at the Ohio Department of Job and Family Services.

Bounds spent the morning reviewing how to develop Individual Service Strategies for youth customers, and sharing ISS forms from other workforce areas in Ohio. Haas covered Performance Measures - how they are selected, how goals are negotiated with the federal government, and why they are important, but "not the bottom line." Good services tailored to the youth customer are the most important indicator of success, he said.

Participants included staff members from the SWORWIB's current youth providers: Connect2Success, Easter Seals Work Resource Center, Jobs for Cincinnati Graduates, Lighthouse Youth Services and Literacy Center West, as well as Youth Coordinator Kathleen Williams and Tim Dingler, HCJFS Monitoring Coordinator for WIA.



Paul Bounds, center, oversees some role-playing during training for youth providers. Participating were Evelyn Chaffin of Connect2Success and Nathan Lynch of Lighthouse Youth Services.

EMPLOYERS FIRST TO HOLD MANUFACTURING SYMPOSIUM

Jennifer McNelly, Senior Vice President of the National Association of Manufacturers (NAM), will be the keynote speaker at a manufacturing symposium to be held 8-11 a.m. Feb. 28, sponsored by Employers First Regional Workforce Network. The event will be at Toyota Motor Engineering and Manufacturing in Erlanger, Ky.

The Toyota logo, consisting of the word "TOYOTA" in a bold, red, sans-serif font.

"Manufacturing: From Today to Tomorrow" will provide manufacturers with information relating to local, state and national initiatives regarding workforce resources, training programs, state-driven technology advancements and the development of new manufacturing credentials.

McNelly will provide an overview of new and existing industry credentials developed by NAM. Other speakers will include **Dr. Angie Taylor**, Vice President of Workforce Solutions with Gateway Community and Technical College, and **Beth Brinly**, Commissioner of Kentucky's Workforce Investment Cabinet. More than 100 manufacturers from throughout the region are expected to attend the event. Interested participants may register by clicking here to be directed to the events website. All members of the manufacturing community are welcome to attend.

CINCINNATI CHOSEN FOR CREATING IT FUTURES TRAINING PROGRAM

Cincinnati is one of two cities across the nation selected for a program to train the unemployed and underemployed in IT skills. Called the IT Ready Apprenticeship Program, the program involves intensive training for eight weeks, which includes training to the CompTIA A+ certification as well as professional skills training, according to the Creating IT Futures Foundation, which sponsors and pays for the training. Trainees who receive their A+ certification qualify for a six-month paid apprenticeship doing full-time entry-level IT work such as desktop or help-desk support with an employer in their area, the Foundation says.

The logo for the IT Ready Apprenticeship Program. It features the text "IT>READY" in a large, blue, sans-serif font, with a blue arrow pointing to the right between the "I" and "T". Below "IT>READY" is the text "APPRENTICE PROGRAM" in a smaller, blue, sans-serif font.

The SWORWIB will work to help IT Futures identify and assess candidates and facilitate the program's implementation, said **Sherry Kelley Marshall**. "As a community we thank Creating IT Futures Foundation leaders with helping to fill this workforce gap," she said.

Creating IT Futures is currently recruiting employers who will agree to hire the apprentice for six months at \$15/hour, said **Erik Larson**, Director of External Relations at the Foundation. The Foundation hopes to have 15 to 25 students in the first training class, which is to convene in May. "We'd like to train 50 individuals a year with the goal of placing at least 35 apprentices a year in Cincinnati through 2015, for a total of at least 140 apprentices," he added. Minneapolis-St. Paul was the other metro area chosen.

SHORT TAKES: SUPERJOBS, RFPS AND AGENDA 360

EXPLORING OPTIONS: In the face of continuing cuts in federal workforce funding, the Southwest Ohio Region Workforce Investment Board is exploring options for cost efficiencies and effectiveness in the operation of the SuperJobs Center, our largest dedicated workforce investment in the City and the County.

YOUTH RFP: Four organizations have been selected to provide services to WIA-eligible youth from July 1, 2012-June 30, 2014. "Our current five youth providers will have served more than 1,000 youth over the length of their contract, and exceeded state performance measures each year of the contract," said Kathleen Williams, Youth and Public Information Coordinator for the SWORWIB. "We know that our new providers will perform just as strongly."

In response to the State's recommendation that more WIA resources be directed to young people as they age out of foster care, a new RFP will be issued to serve such youth in Hamilton County. Additionally, the SWORWIB has volunteered to participate in the Ohio Department of Job and Family Services application for funding from the Department of Labor's recently released Workforce Innovation Fund. If awarded, this initiative would focus on integrating foster care and WIA Youth and Adult services more tightly.

THE IMPORTANCE OF WORKFORCE: In Agenda 360's Community Update, published in December 2011, workforce development goals were front and center. Agenda 360, the regional action plan developed by the Cincinnati USA Partnership, noted three overarching goals, all of which had workforce components: Grow new jobs and retain existing jobs; keep talented workers in the region and attract new ones; provide economic opportunity and a good quality of life for everyone who calls the region home. The report also highlighted the efforts of the Employers First Regional Workforce Network, the collaborative of Tri-State Workforce Investment Boards.

ELECTED OFFICIALS OPEN HOUSE: The SWORWIB will hold an open house and tour of the SuperJobs Center for elected officials representing Cincinnati and Hamilton County on Feb. 27. Sherry Kelley Marshall will present an overview of the current state of workforce development in Hamilton County, and the funding challenges the area continues to face.

SWORWIB SOCIAL NETWORKING: The SWORWIB has a new LinkedIn group, so if you are on LinkedIn, please join our group (Southwest Ohio Region Workforce Investment Board). You can also follow kathbwilliams on Twitter for the latest workforce news - and post your own workforce updates with the Twitter hashtag #Cincyworkforce.

APPRENTICESHIP OPPORTUNITIES: The International Brotherhood of Electrical Workers, Local 212, and the National Electrical Contractors Association, Cincinnati Chapter, are taking applications for electrical and telecommunications apprenticeship programs in the Cincinnati area. Those who are interested in applying should go to www.electricaltc.org to find out more.

LEAD ABATEMENT TRAINING: Free training from 8 a.m.-noon Jan. 28 is available in lead abatement, asbestos removal and workplace safety awareness. Register with Gina Maglionico, 513-318-8918; gina@cincinnatiiaflcio.org. Training will take place at the IBEW Local 212 Hall, 5179 Fishwick Drive, Cincinnati 45216.

DUKE DIVERSITY JOB FAIR: Duke Energy will hold a Diversity Job Fair 10 a.m.-3 p.m. Jan. 25, Conference Room C, SuperJobs Center, 1916 Central Parkway.

IN THE NEWS: The National Association of Women in Construction noted in its December newsletter that the Construction Users Roundtable had recognized the Construction Collaborative of Greater Cincinnati with a national Workforce Development Award.

The Winter 2012 edition of Compelling Witness, a publication of the SC Ministry of Cincinnati, featured a story about the Construction Clubs held at Resurrection and St. Lawrence schools in

Price Hill this past fall. The clubs are part of a Middle School outreach initiative the SWORWIB has led since 2009 (see story above).



Try it FREE today.