

Welcome new board members, officers

Meridian's Powell is new chairman

The [SWORWIB](#) welcomes its new slate of officers and board members. **Kevin Powell**, pictured at right, Senior Director, Commercial Operations Integration at [Meridian Bioscience Inc.](#), is our new Chairman for 2013. **Gail Holloman**, Vice President of Human Resources at [XLC Services](#), and **Mark Stoeber**, Director of Human Resources at [Senco Brands](#), are new Vice Chairs. **Steve Browne**, Executive Director of HR at [La Rosa's](#), is Team Leader of the Business Engagement Team.

Twenty three people are joining our board, representing businesses, Required Partners, community non-profits and Economic Development. Read more [here](#).



P2E accepting applications

Program targets long-term unemployed and veterans

The SWORWIB and SuperJobs Center are gearing up for **Platform to Employment (P2E)**, a program focused on getting the long-term unemployed and unemployed veterans back to work. P2E offers training, financial and behavioral counseling, and then places job candidates into subsidized employment. This program, which originated at [The WorkPlace](#) in Connecticut to great success, is being rolled out nationally, with Cincinnati one of four cities to go live in the first quarter of 2013. Those interested in applying can register [here](#); for more information, read our [press release](#).

Dislocated workers get new certifications

Cincinnati Bell trained in IC3

Dislocated workers from Cincinnati Bell display their certifications in [IC3](#) (Internet and Computer Core Certification) after passing their exam Jan. 3. The workers, who were laid off from the Cincinnati Bell Call Center, were trained in IC3 by instructors **Dave Cash** and **Steve Shope** from the [Cincinnati Labor Agency for Social Services](#). The training, arranged through Area 13 Rapid Response Coordinator **Denise Becker**, took place at the American Postal Workers Local 164 Hall. "The training was very valuable," said **Shanta Pickett**. Added **Donna Marksberry**, "The instructors were very professional. They gave us confidence." IC3 certifies the digital literacy of the students, said **Cathy Metcalf**, Executive Director of CLASS. CLASS assists these dislocated workers in preparing resumes, interviewing, and job leads.

Earlier, CLASS also offered fiber optic training to other dislocated workers from Cincinnati Bell.



Incumbent Worker Training program launched

Employers -- it's first-come, first-served

Good news for employers who have been awaiting the start of **Ohio's Incumbent Workforce Training Voucher Program** -- it's here! If you are interested, go [here](#) to can find out more about the program and apply. This program is aimed at employers who want to upgrade the skills of their current workforce, and will help offset the cost of that training.

Quick facts: Program is first come, first served. Reimbursement is capped at \$500,000 per company and/or \$4,000 per eligible employer, with a reimbursement rate of up to 50%. All training must begin and be completed between Feb. 4, 2013, and June 30, 2013.

The program helps to keep Ohio's industries and businesses competitive, especially in key sectors of the economy.

Duke embraces bootcamp model

It gets non-traditional candidates into the recruitment pipeline

[Duke Energy's](#) partnership with the [SuperJobs Center](#) to cultivate a more diverse pipeline of potential employees will be used as a model throughout the company, says **Lawrence Brightwell**, Supervisor of Construction Maintenance at Queensgate, who worked closely with the SuperJobs Center to develop the approach.



Last spring, Duke held informational sessions at SuperJobs to attract non-traditional candidates and educate them about careers at Duke. Duke staff conducted preliminary interviews with potential candidates, and gave them tips about how to improve their presentation skills. To help bolster the work readiness skills of those candidates, SuperJobs held resume-writing and coaching workshops as well. Duke then held boot camps to prepare candidates for the very rigorous Construction and Skilled Trades (CAST) exam, which has a heavy emphasis on math, Brightwell noted. Fourteen candidates were invited to take the CAST exam, he said, and of those seven passed; the 50% pass rate is typical of the CAST test, he said. "We're proud of the fact that we had that passing rate," Brightwell said.

Duke used the bootcamp model to prepare meter readers whose jobs were being phased out due to automation as candidates for groundspersons positions, Brightwell said, and was pleased with the results.

Short takes

We're looking for SuperAwards nominations

The 2013 SWORWIB's **SuperAwards** will focus on employers and business partners who have engaged with the public workforce system, perhaps by hiring those who are currently unemployed, or have shown a commitment to their workforce through education and training, or have cultivated a pipeline of young people to consider careers with that company or in that field. Please send any nominations to Sherry Kelley Marshall, smarshall@gccc.com. Tell us a little about the company or employer and please provide a contact name, phone number and email. The SuperAwards will be presented at the SWORWIB's Annual Meeting Feb. 14.

Hats off to our board members!

A number of our board members, many of whom are human resources executives, have signed up to take the **Work Keys** assessments leading to the [National Career Readiness Certificate](#) (NCRC). The NCRC ascertains to an employer that a job candidate has a certain level of workforce competencies, including understanding instructions, ability to solve problems and think critically. Locally and nationally, more employers are embracing this certificate; it is the baseline credential in several career pathways in the region, and the SWORWIB is a strong proponent of its value. The SWORWIB and [Great Oaks](#) have arranged with ACT, which administers Work Keys, for the tests to be offered to those board members who are interested in taking them.

New director at Office of Workforce Transformation

Gov. John Kasich named his former Cabinet Secretary, **Tracy Intihar**, to lead the Office of Workforce Transformation and oversee efforts to better align Ohio's workforce training system with the needs of workers and job creators. Intihar has more than 19 years of Ohio public policy experience, having served in senior positions for two Speakers of the Ohio House as well as managing her own policy consulting business. Read more [here](#).

Marshall to lead NAWB workshops

President Marshall will conduct three workshops at the [National Association of Workforce Board](#)'s annual meeting March 9-12 in Washington, D.C. A presentation with Marianne Krismer of Cincinnati State will focus on innovations in community college and WIB partnerships; one with Bart Brown of Indiana 9 will focus on Employers First Regional Workforce Network; and a third will cover working with the National Fund for Workforce Solutions.

Mayor Mark Mallory has nominated President Marshall to serve on the Workforce Development Council of the [U.S. Conference of Mayors](#).

In the news

P2E to start accepting applications, stories [here](#) and [here](#)

Finneytown [adds](#) JCG program; Enquirer story [here](#)

Chamber's Currents [publicizes](#) OJT program

Solutions newsletter [highlights](#) MSSC training program

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