

Greetings!

Gov. Ted Strickland designated Cincinnati a Consumer Marketing Hub in a ceremony July 9, 2010 - a key initiative that is expected to contribute to the region's goal of creating 200,000 new jobs by 2020, while also helping to attract and retain young talent, the governor's office said.



Gov. Ted Strickland, left, is accompanied by Doug Moorman of the Cincinnati USA Regional Chamber during Strickland's visit to Cincinnati.

The designation capitalizes on Cincinnati's deep roots in consumer marketing, particularly stemming from the presence of Procter & Gamble. The hub will bring together the [Cincinnati USA Regional Chamber](#), P&G, Kroger Co., the University of Cincinnati and Macy's to strengthen and create job opportunities in Ohio's consumer marketing industry. The SWORWIB supported the Chamber submission, notes Sherry Kelley Marshall, who helped with the applications.

"Cincinnati USA is unique in its strength in the consumer marketing sector and we are focused on leveraging this designation to leverage job growth," says Doug Moorman, Vice President of Economic Development at the Chamber and also on the SWORWIB'S board. "As a result of this intentional development strategy, we will work to attract connected

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SHORT TAKES

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MARK YOUR CALENDARS

SWORWIB

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

Aug. 12: Quarterly Board Meeting, 8-10 a.m.

Aug. 12: Required Partners, 10 a.m. - noon.

Sept 3: Emerging Workforce Development Council, 8:30-10 a.m.

SUPERJOBS

All meetings held at SuperJobs Center unless otherwise noted.

Orientation for new job seekers, 9-11 a.m. Mondays.

Orientation also held 1-2 p.m. Tuesdays, Jordan Crossing location, Community Action Agency, 1740 Langdon Farm Road

TABE testing, 2:30 p.m. Tuesdays

Job Club, 9- 11 a.m. Wednesdays

Resume Writing, 9-10 a.m. Wednesdays

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

Interviewing, 9-10 a.m., Thursdays

Networking workshop, 9-10 a.m. Fridays

WORKFORCE RESOURCES

[SuperJobs.com](#): Help for job seekers and employers at the SuperJobs Center

Hamilton County [Job and Family Services](#)

businesses, encourage and support entrepreneurial growth in this field, and attract more talented workers to this region."

Ohio's [Workforce Information Center](#)

[Cincinnati USA Regional Chamber](#)

United Way [211](#): Information on health and human services

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## YOUTH SUCCESS STORY YOUNG MAN MOVES TO 'NEXT LEVEL' WITH LCW



Thanapat Vichitchot, left, an instructor at Literacy Center West, and Charles Edwards.

For Charles Edwards, a GED is the difference between being stuck or moving ahead.

Edwards has chosen to move ahead. And [Literacy Center West](#) (LCW) helped put him on that path.

In 2009, Edwards completed a program called The Next Level, which offers GED preparation to youth who have dropped out of high school, job readiness workshops, and placement into jobs. The Next Level has been part of LCW's program since 2003, says Program Director Jeremiah Griswold.

Literacy Center West is serving 192 youth like Edwards over a two-year period, and is one of five agencies currently funded by the Southwest Ohio Region Workforce Investment Board (SWORWIB) to work with youth ages 17-21 who have dropped out of school or are at risk of doing so. During a two-year contract from July 1, 2009-June 30, 2011, approximately 1,000 youth will be served by the five agencies at a cost of approximately \$3.9 million.

"Now that I have my GED, I can proceed with my life," says Edwards, 20, of Western Hills. "But it took me a while to get there." To read more, click [here](#).

## SWORWIB'S MISSION

We will create, develop, and maintain a comprehensive workforce development system that engages the entire community towards ever-increasing levels of self-sufficiency.

The SWORWIB drives policy, direction and funding oversight for the public workforce investment system in the City of Cincinnati and Hamilton County.

The SWORWIB promotes employment through jobseeker and employer services, training and education, workforce readiness preparation and economic development.

For more information on the SWORWIB, click [here](#).

## LITERACY CENTER WEST DOUBLES SPACE WITH NEW HEADQUARTERS

After 22 years in its Nativity Church location, Literacy Center West opened a new headquarters on June 30 on Warsaw Avenue in East Price Hill, doubling its size to 3,200 square feet. The Robert P. Ruhlman Center was named in honor of Hamilton County Common Pleas Judge Robert Ruhlman, who has served the organization for more than 19 years.

"Our board of directors named the center after Judge Ruehlman as a way to pay tribute to his leadership," said Jason Hecker, executive director of LCW, in an interview with the Enquirer. Hecker said the judge was a "tireless advocate" of the center's mission, which is GED preparation and work readiness assistance.

With its new offices, Literacy Center West plans to serve 600 students a year, doubling its current load. The Warsaw Ave. location includes an expanded computer lab, counseling rooms, and a dressing room with clothing donated for interviews.



At LCW's dedication of its new building. Top row, Jason Hecker, President; Judge Robert Ruehlman, Jeremiah Griswold, Thanapat Vichitchot. Bottom row, Sarah Fondacaro, Kate Aiello, Brittany Coppoolse.

#### EMPLOYER SUCCESS STORY: PROJECT HIRE GETS UNEMPLOYED BACK TO WORK

Jan Thomas, Business Services Representative at the SuperJobs Center, has become an expert on [Project Hire](#).

That is the State of Ohio's \$7 million initiative funded by the American Recovery and Reinvestment Act, to incentivize employers to hire dislocated workers.

Thomas has worked with several companies that have tapped into Project Hire, including [Ascendum Solutions](#), [General Mills](#) and The Mireagan Group.

"The state started to roll it out in March and April," Thomas says, "and as I looked more closely at it, I realized some of my companies could benefit from this."

Under Project Hire, an employer can be eligible for up to \$6,000 in reimbursable training costs, whether it's classroom training or on-the-job training. The training must be completed by Dec. 31.

Thomas coordinated with her HR contacts to help them find job candidates who would fit the requirements for Project Hire. "You have to start as early in the process as possible to identify prospects for the company," she says. "Employers have to be somewhat flexible as well." SuperJobs will continue to provide support services such as gas cards to those workers who are hired, she adds.

Thus far, 12 dislocated workers have been placed with the three firms, notes Thomas.

#### SHORT TAKES: CITY CONTRACTORS, SECTORS, LIBRARY PARTNERSHIP, EMPLOYERS FIRST

**SUPERJOBS TO HELP CITY CONTRACTORS:** The City of Cincinnati is joining Hamilton County in requiring that all construction contractors and subcontractors post job openings at the Super Jobs Center.

At the urging of Councilwoman Laure Quinlivan, the city passed such an ordinance June 16, 2010. The ordinance states that the SuperJobs Center "serves as the premiere employment resource" in the city and county, that it has a "proven record" of assisting job seekers, including youth, minorities and the hard-to-serve in obtaining employment, and that the SuperJobs Center and SWORWIB consistently "meet or exceed" all performance measures used by the State of Ohio."

"We are delighted that the City of Cincinnati has taken this step," said Sherry Kelley Marshall. "Particularly as construction hiring starts to ramp up, we know that our Business Services team at SuperJobs has the expertise and the partnerships with Blueprint for Success, the Urban League, and Easter Seals WRC's Building Value to link qualified job seekers to construction employers."

Hamilton County passed a similar ordinance in 2009.

**SECTORS MOVES AHEAD:** On July 19, the U.S. House passed the SECTORS Act unanimously, marking a major milestone in workforce investment. It now awaits passage in the Senate, where one of its lead sponsors is Ohio Sen. Sherrod Brown.

The SECTORS act seeks to address skill mismatches in the labor market, according to the [National Skills Coalition](#), which helped develop it. "It will allow businesses, unions, the public workforce system, and education and training providers to develop and implement plans that target job training at the current and anticipated skill needs of industries within a geographic region," the Skills Coalition said.

"Workforce development and job creation go hand-in-hand," Brown said recently. "But we need to do a better job of ensuring that employers in high-growth industries can find local employees who have the right training. That's why the SECTORS Act is so important. By providing tailored education programs for regional industry needs, we can create and retain jobs. This bipartisan bill would ensure that American workers are equipped with the skills for jobs of the 21st century."

Adds Sherry Kelley Marshall, "The SECTORS Act within the Workforce Investment Act provides focus on both short-term training to get people to work and longer-term career pathway development for income growth and improved skills match for building and strengthening productivity for employers. Hopefully, with the passage of SECTORS, there will also be reauthorization of the Workforce Investment Act of 1998, and most importantly, federal funding for both so the public workforce investment system can contribute to the economic turnaround for our community and every community in the United States."

For more information, click [here](#).

**SWORWIB AHEAD OF CURVE:** A recent directive from the U.S. Department of Labor urged collaborations between the workforce investment system and public libraries to help the unemployed get the services they need.

That's been happening in Cincinnati and Hamilton County for a year-and-a-half, notes Sherry Kelley Marshall. In January 2009, the SuperJobs Center and the Public Library of Cincinnati and Hamilton County entered into such a partnership. For much of 2009 and into 2010, SuperJobs staffers conducted workshops throughout the library system on such topics as effective job search techniques and developing interview skills. Those who participated could use the computers and free Internet access at their library branches. "It was and is a great partnership," Marshall says.

**OHIO'S PERFORMANCE LAUDED:** The Midwest (Region 5 under the Department of Labor) led the nation in the expenditure rate of stimulus funds, according to a report from the Department of Labor, said Douglas Lumpkin, Ohio Director of Job and Family Services. And Ohio's average rate was higher than Region V, he notes.

"Ohio's average expenditure rate (71 percent) is higher than the Region V average (67 percent). To put it simply, Ohioans benefited greatly because of efforts to quickly get stimulus dollars into their communities," Lumpkin said in a letter to public workforce executives in the state.

"You were given a very short time in which to administer your areas' allocations, you were charged with doing so with transparency and accountability, and you more than met that challenge," he said.

The SWORWIB administered more than \$5 million in stimulus funds, said Kevin Holt, Workforce Development Section Chief at Hamilton County Job and Family Services. Of that, approximately \$2 million was used in the Summer Youth Employment Program in 2009, which served more than 660 youth, and the balance went toward additional help for dislocated and adult workers and administrative costs.

**EMPLOYERS FIRST SEEKS INPUT:** With consulting firm [Thomas Miller and Associates](#) hired, the Employers First Regional Workforce Consortium is wasting no time reaching out to Tri-State employers to get their input on skills gaps in the workforce.

Roy Vanderford, Senior Vice President of Workforce Strategies at Thomas Miller, is working with the consortium to develop a questionnaire that will be sent to several hundred employers in Southwestern Ohio, Northern Kentucky, and Southeast Indiana. He expects the questionnaire, which will probably be done via Survey Monkey, to be sent out later this summer, with possible follow-up interviews. The survey will probe both skills gaps and, conversely, where employers



find their best employees, he said. It will also examine which public workforce services employers find most valuable.

Thomas Miller is also working on an asset map and collating and assessing the Tri-State's various regional economic development plans, Vanderford said. These elements will provide a baseline of information as Thomas Miller begins to move into its planning phase for [Employers First](#), a consortium that includes the SWORWIB; Workforce One of Butler, Clermont and Warren Counties; the Northern Kentucky Workforce Investment Board; the Northern Kentucky Chamber of Commerce, and Indiana Region 9 Workforce Board.

**ARRA STAFF LEAVES:** Several members of the SWORWIB staff, who had full-time one-year positions funded by the American Recovery and Reinvestment Act, have left. They include Cynthia Sibrel and Eveylyn Chaffin, who both worked on measurement and continuous improvement efforts for youth, adult and dislocated workers; and Kathleen Williams, our public information officer who continues on a very limited basis to do public relations work for the SWORWIB. "The board thanks Cynthia, Evelyn and Kathleen for their contributions in the past year," says Sherry Kelley Marshall. "We made significant strides in a number of areas during that time."

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