

SWORWIB

The Southwest Ohio Region
WORKFORCE INVESTMENT BOARD

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Spotlight on Millennials

Facts about the Millennial Generation

Under the new Workforce Innovation and Opportunity Act (WIOA), effective July 1, 2015, opportunities for year-round work experience for in-school youth (ages 14-21) and out-of school youth (ages of 16-24) are a primary focus. These youth fall into the Millennial generation. Millennials, like Baby Boomers, Gen-Xers and the Silent Generation, have their own values and behaviors, particularly those that will effect the future workforce. The following article, recently published by **Brookings Institute**, shares interesting facts about this generation.

Millennials, those born between 1982 and 2003, are "a cohort whose dominating presence will make its behaviors the major "motif of American life in the next decade," write the authors of a new paper, "How Millennials Could Upend Wall Street and Corporate America." Morey Winograd, a senior fellow at USC's Annenberg School for Center on Communications and Leadership Policy, and Michael Hais, former VP for entertainment research at Frank N. Magid

Associations, present new findings about how members of the Millennial generation view banking, finance and corporate America.

Key Millennial values shaping the future of the American economy include:

- Millennials will comprise more than one in three of adult Americans by 2020.
- Millennials will make up as much as 75% of the U.S. workforce by 2025.
- 89% expressed a stronger likelihood that they would buy from companies that supported solutions to specific social issues.
- Millennials account for more than \$1 trillion in U.S. consumer spending.
- 87.5% of Millennials disagreed with the statement that "money is the best measure of success," compared to about 78% of the total population.
- The top ideal employers of currently employed Millennials are Google, Apple, Facebook, the U.S. State Department, and Disney. Five of the top 15 most ideal employers are government agencies (State Dept., FBI, CIA, NASA, and Peace Corps).
- 63% of Millennials want their employer to contribute to social or ethical causes they felt were important. About half of older Gen Xers and Boomers felt the same.
- 64% of Millennials would rather make \$40,000/year at a job they love than \$100,000/year at a job they think is boring.
- 19% of Millennials agreed with the statement, "most people can be trusted." This compares to 31% of Gen Xers, 37% of the Silent Generation (those born during the Great Depression and World War II), and 40% of Boomers.
- 83% of Millennials agreed with the statement, "there is too much power concentrated in the hands of a few big companies," more than all other generations.
- The average investor aged 21 to 36 has 52% of their savings in cash, compared to 23% for other age groups.

To download and read the paper, click [Here](#).

Spotlight on Youth Employment *Cincinnati-Hamilton County* *Summer Youth Employment*

Mayor's Youth Career Path Expo

This past March, Mayor John Cranley and his staff held a Youth Career Path Expo offering job-related information and advice to young people between the ages of 14 and 18. The event featured more than 50 vendors that provided information about possible jobs - including those with the City's Youth 2 Work program.

Summer Youth Employment Program

Hamilton County Job and Family Services' Summer Youth Employment Program (SYEP), available through Trade Assistant for Needy Families (TANF), provides funding for paid work experiences for youth ages 14-24. Starting in June, Hamilton County JFS began collaboration with OhioMeansJobs, Talbert House, Urban League, Easter Seals TriState, Community Action Agency, employers and additional organizations to provide eligible youth with employment opportunities beneficial to them by teaching effective work habits, accountability, responsibility, time management and organizational skills.

The SYEP is designed to be the first step towards financial stability and economic independence for eligible Hamilton County youth. Youth have begun work at one

or more than 100 local employers, non profits and government agencies, where they are doing real work activities that prepare them for their next job.

These work placements are designed to match their academic and professional interests. For some youth, placement will prepare them to enter the workforce immediately after the SYEP program ends. Others may use their work experience to begin prioritizing their education and career goals.

To learn more, click [Here](#) to access Hamilton County Job and Family Services.

Spotlight on Graduations
*Cincinnati Youth Collaborative
Jobs for Cincinnati Graduates
2015 E-Camp*

The Greater Cincinnati Microenterprise Initiative (GCMi) joined forces once again with Cincinnati Youth Collaborative's Jobs for Cincinnati Graduates (CYC/JCG) program for its 4th annual Entrepreneurial Camp called "E-Camp," funded by the Workforce Investment Act (WIA) and The Area 13 Southwest Ohio Region Workforce Investment Board (SWORWIB). E-Camp is a month-long summer program for high school seniors and recently graduated seniors that offers entrepreneurial education with an emphasis on life skill enhancements.

This year, 15 graduates successfully completed the 2015 E-Camp! The month-long program consists of a daily 4-hour classroom and interactive training and workshops, which encompass Entrepreneurship Education, Business Development, and Financial Education. Youth learned how to develop ideas into concepts and concepts into actual business opportunities. They also had the opportunity to participate in open discussions with real Entrepreneurs and CEOs from some of Cincinnati's top corporations.

This year's graduating students include: Oyer - Samuel Miller, Brittney Campbell, Angel Archer; Purcell Marian - Dwight Williams; Aiken - Dumariyea Ballew, Tiesha Elmer; Winton Woods - Jodi Allen, Joseph Allen; Western Hills University High School - Richeal Williams, Isabella Goodlander, Starr Thomas, Tanaria Payne, Laurene Darby, Ravae Brice, Daymeshia Shelton



Throughout the program, students worked in teams to create their own product or service and business model. At the June 30th graduation ceremony, each E-Camp group presented their project to a panel of judges in a "Shark Tank"-style competition. This year's winner was "Therma-Stock", the business concept and development of an all-in-one cooler featuring heating and cooling compartments, Bluetooth speaker system, solar panels, adjustable stilt wheels, and several other unique features.

The 2015 E-Camp Business Development winning team included (from left to right) Jodi Allen, Angel Archer, Ravae Brice, Brittney Campbell, and Daymeshia Shelton.

Santa Maria/Literacy Center West 2015 Graduation

Santa Maria Community Services celebrated 15 GED program participants at its graduation in May at Elder High School's Schaeper Center. Keynote speaker, Dr. Eric Abercrombie from the University of Cincinnati, provided several rousing moments of accolades for the graduates.

The GED class of 2015 consisted of graduates who come from very different backgrounds and experiences, but each share the fact that they persevered through long hours studying for and completing the GED 2014.

The 2014 GED test version is completely computer based and adapted to the Common Core Curriculum. Students were able to take one test at a time, focusing on a single content area, allowing students to identify key areas for improvement before moving on to the next test.

Congratulations to the Santa Maria graduates and the Workforce Development staff for their support in helping the students obtain their GEDs.



Spotlight on Career Pathways
*DOL Deputy Secretary Christopher Lu
Meets with Greater Cincinnati
Health Careers Collaborative (HCC)*

At the invitation of Greater Cincinnati Health Careers Collaborative (HCC) and Partners for a Competitive Workforce, Christopher Lu, Department of Labor Deputy Secretary, met on July 29 with member HCC organizations to discuss the successes of the collaborative at the OhioMeansJobs Center, Cincinnati-Hamilton County. The agenda included presentations from Hamilton County Job and Family Services, Cincinnati State Technical and Community College, TriHealth and HCC members.

The backstory of this collaborative started in 2001, when the Department of Labor awarded a \$19.6 million grant to fund a Health Career Pathways initiative to nine community colleges in five states, through a discretionary grant from the DOL Trade Adjustment Assistance Community College and Career Training (TAACCT) program. The primary focus of the program was to better prepare trade, displaced and lower-skilled workers for careers in healthcare. Cincinnati State Technical and Community College took the lead on the Health Professions Pathway (H2P) consortium grant comprised of nine community college co-grantees and five partner organizations. In addition, consortium colleges partnered with local employers, community and workforce agencies.

In 2003, the Greater Cincinnati Health Careers Collaborative (HCC), an employer-driven career pathway initiative, was formally developed, aligning with the goals of the H2P initiative. Through rigorous partnership building, academic programming and employer involvement, member organizations (SWORWIB,

Cincinnati State, Great Oaks, Gateway Community College, TriHealth, Mercy Health, UC Health and numerous local, regional and national healthcare, education and workforce organizations) began to work together to meet the goal of building a talent pipeline for healthcare employers.

To see the HCC at work, Deputy Secretary Lu toured the OhioMeansJobs facility and was excited to have his blood drawn by a Great Oaks STNA instructor to check his blood sugar level - which was perfect! He spoke highly of the sustained success of the HCC and was most interested in best practices that could be shared nationally. He heard stories from TriHealth employees/trainees who were upskilling their talents, starting careers in healthcare or completing a milestone after years of difficulty with funding and/or additional barriers to following their healthcare career path.



Rhonda Bennett, RN, performs a blood sugar test on Secretary Lu at the Ohio Means Job center in Cincinnati. The facility provides for nursing training administered by Great Oaks Health Professional Academy.

Healthcare organizations reported on Return on Investment (ROI) data and Partners for a Competitive Workforce shared how the HCC model will be used to support career pathways in IT, Manufacturing and Transportation, Distribution and Logistics. Deputy Secretary's most telling comment was that HCC's outcomes would not have been successful without a "model" collaboration vs. competition. He commended Cincinnati and the region for the "great work in the field" and challenged HCC to continue to look for ways to overcome what appears to be the primary barrier of "cost" for entry and/or completion of a healthcare credential or degree.



DOL Deputy Secretary Lu and TriHealth employees/trainees and staff.

To read about Deputy Secretary Lu in action as he spent a "Day in the Life in Ohio," go to <https://blog.dol.gov/2015/07/30/a-day-in-the-life-ohio/>.

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The SWORWIB has a [Facebook](#) page where we post news, pictures, events and up-to-date information. Also, follow us on Twitter @CincyWorkforce and we'll keep you informed throughout the month. The SWORWIB now has 169 followers on Twitter and is excited to report that Susan Bennett @SiriouslySusan, the voice of Siri on your iPhones, is one of our newest followers!

To make donations to the SWORWIB in support of Southwest Ohio workforce initiatives, click [Here](#).

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