



March 2013

## *Marshall accepts WIB Excellence Grand Prize*

Award presented by National Association of Workforce Boards in D.C.



*President Marshall, third from left, and partners who have worked with the SWORWIB.*

When **Sherry Kelley Marshall** was appointed President and CEO of the Southwest Ohio Region Workforce Investment Board in December 2007, the SWORWIB faced a number of challenges, including audit findings, an insufficient number of business members on the board, and weaknesses in youth programs.

In March 2013, after years of accomplishments made possible by President Marshall's determination, a commitment to a culture of excellence, and a belief in the power of collaboration, the SWORWIB was awarded the WIB Excellence Grand Prize by the National Association of Workforce Boards in Washington, D.C.

The award was presented the evening of March 11, before 600 attendees. President Marshall invited several attendees to the stage with her, including **Kathleen Williams**, Youth and Information Coordinator for the SWORWIB; **Doug High**, Director of Workforce One of Butler, Warren and Clermont Counties; **Susan Harden** of American Government Systems; **Marianne Krismer**, National Director of the Health Professions Pathway Consortium; **Kevin Celata** of the Communications Workers of America, and **MaryAnn Lawrence** of the Center



for Workforce Learning. Lawrence conducted the review of the SWORWIB which was presented to Marshall her first week on the job.

"Every workforce board here does wonderful work," Marshall said as she accepted the award. She thanked her workforce partners and stakeholders in Greater Cincinnati whose dedication contributed to the WIB Excellence Grand Prize award.

Marshall also co-presented four workshops while at the NAWB forum. Her fellow presenters included **Bart Brown**, President/CEO of [Indiana 9 Workforce Board](#), on interstate regional workforce collaboration; **Janice Urbanik**, Director of Industry Partnerships for [Partners for a Competitive Workforce](#), on WIB partnerships with National Fund sites; and Krismer, on the Health Professions PathwayTAACCCT Consortium. Marshall also discussed the SWORWIB at a panel devoted to the WIB Excellence winner and honoree. For more, read [here](#).

## *Platform to Employment opens with big dose of hope*

### 24 enroll as program launches in Cincinnati

March 4, 2013, was a day of hope for 24 Cincinnatians who been out of work for a long time - some as long as four years.

On that day, [Platform to Employment](#) launched in Cincinnati, the second of 10 cities nationwide that are hosting the program. P2E was founded by [The WorkPlace](#), the workforce board serving Southwest Connecticut, and the national expansion was funded by the [AARP Foundation](#), [Walmart Foundation](#) and [Citi Community Development](#). Its launch in Cincinnati was facilitated by the SWORWIB.

At a morning roundtable with **Joe Carbone**, President/CEO of The WorkPlace, these older workers -- ranging from a laid-off pilot to medical billing specialist to landscape architect -- talked about their disappointments and frustrations as they recounted similar stories: Hundreds of applications submitted. Never hearing back. Maybe landing a face-to-face interview, and then seeing the glazed look on the interviewer's face and believing they didn't stand a chance.



*Joe Carbone*

Carbone began the program in 2010 to respond to the long-term unemployed in Southwest Connecticut who were coming off 99 weeks of unemployment and had not been able to find a job. The longer they were out of work, the more difficult it became for them to even be considered for any position, he noted. "That's not who we are as Americans," Carbone told the Cincinnati group. "That's not what we do." He decried this "deprivation of opportunity," which Platform to Employment was designed to overcome. Read full story [here](#). Read coverage of the day's events from the [Enquirer](#), [WCPO.com](#) and the [Cincinnati Herald](#).



Flashes pop as veterans and program sponsors pose for pictures after the ceremony.

## 1st class of veterans graduates from Get Skills to Work

The accomplishments of the 11 veterans who completed the first class of the [Get Skills to Work](#) program were celebrated March 14 at a ceremony at [Cincinnati State's Workforce Development Center](#). Speakers included actor **Gary Sinise**, an advocate for veterans through his [Gary Sinise Foundation](#); **David Joyce**, President/CEO of [GE Aviation](#); **Dr. O'dell Owens**, President of Cincinnati State Technical and Community College, and **Jim Golem**, president of the Cincinnati GSTW Advisory Board and Director of HR at [CTL Aerospace](#). Other local companies on the advisory board include [Rhinstahl Corp.](#), [Meyer Tool Inc.](#), [Acuren](#), and [Richards Industry](#).

The veterans earned the [Manufacturing Skill Standards Council's Certified Production Technician](#) credential, a nationally recognized entry-level credential in manufacturing. The MSSC-CPT has long been championed by the SWORWIB, which has partnered to bring the credential to many dislocated workers since 2010.

**Robert Brownlee**, who spent 10 years in the military as an Air Force Security Specialist and was laid off recently from Hostess, spoke for his classmates. "Our graduating class knows sacrifice and putting the greater good before ourselves. We look forward to the next step in our journey, and we are willing to do all that we can to succeed in the manufacturing industry."

## CAA plans to hold 3 MSSC sessions in 2013



Another champion of the MSSC curriculum is the [Cincinnati-Hamilton County Community Action Agency](#), which has held 10 classes since October 2009, and plans to hold three classes in 2013. Since 2009, 132 people have taken the MSSC courses, with 74 passing all four modules to earn the Certified Production Technician credential, reports **Shirley Maul**, Manager of Workforce Development at CAA. Just over 50% -- 68 people -- have gotten jobs since taking one or more of the modules. Employers include Cast Fab Inc., Bilstein America, Chester Packaging, AK Steel, and Coca Cola, Maul said, with an average wage of \$13.10. CAA's customers primarily are low-income and typically face several barriers to employment, so this employment rate is notable.

CAA is now recruiting for its spring class, which it hopes to start in April. Before beginning the MSSC class, applicants must earn a minimum Silver National Career Readiness Certificate by taking Work Keys in Applied Reading, Applied Math, and Locating Information. The MSSC classes are funded through Community Service Block Grants and a United Way grant. Those interested in taking the class should contact Maul at 513-569-1840 ext. 1120.

## Short takes



Marshall invited to Clinton Global Initiative  
**President Marshall** will participate in panel discussions

on public-private employment partnerships in development at the [Clinton Global Initiative America](#) June 13-14 in Chicago.

## Comair pilots being retrained

With a little retraining, even pilots can get back to what they love most -- flying. Some Comair pilots, who lost their jobs when [Delta Air Lines](#) shut down the regional carrier in September 2012, are training in the A320 Initial Type Rating, which would allow them to fly the Airbus A320.

**Tawnya Carpenter**, a Career Coach at the SuperJobs Center, said a class of eight pilots from the Greater Cincinnati area just completed their training at the [Pan Am International Flight Academy](#), in Miami. [Spirit Airlines](#) says it will give preference to those pilots with this certification, according to the [Air Line Pilots Association](#), Carpenter said. The training consists of 40 hours on online work followed by 14 days of hands-on training.



*Congratulations to Mayor Mark Mallory, whose staff recently presented him with the SWORWIB's SuperAdvocate Award for 2013. Mayor Mallory, who was not able to make the SWORWIB'S annual meeting. Feb. 14, was recognized for his commitment to Cincinnati's economy and workforce.*

## Construction Club scores high

Construction Club students take a "before" and an "after" quiz to see how much they learn during the program. For the winter quarter, the contractor volunteers were asked to emphasize measurement in an effort to move the needle on this critical skill. Four of the [Ethel M. Taylor Academy](#) students and one of the [Mount Airy](#) students got perfect scores on their "after" quizzes - more than ever before. **Annie Bogenschutz**, the former resource coordinator at Ethel Taylor, who is now with the [Community Learning Center Institute](#), pointed out that the perfect scores were significant. "These are great kids," she said, "But two of them have severe learning disabilities. They have never succeeded at anything academically related. I am so happy that they did so well at something and maybe even could be a career path for them!"

This success is the result of the hard work and commitment of the middle school outreach program volunteers. New clubs are already underway for spring at Evanston Academy and Westwood School.

## JCG student participates in TechOlympics

**Dominique Jackson**, a senior at [Taft Information Technology High School](#) and a participant in the [CYC-Jobs for Cincinnati Graduates](#) program at Taft, intends to have a career in broadcasting. As a member of Taft's Tech Squad, he got a chance to demonstrate his chops at Cincinnati's TechOlympics, held Feb. 22-24 at the Millennium Hotel. The team showcased the talents of its various members, from robotics to video gaming to advertising and broadcasting. Meanwhile, Jackson is planning to launch a daily news broadcast at Taft. The weekend of the TechOlympics, he heard that he was accepted into the University of Cincinnati's communications degree program. Congratulations to Dominique!



*Dominique Jackson*

TechOlympics was founded by [INTERalliance](#), the collaborative of local companies, universities and high schools that fosters interest in STEM careers among high school students, with a particular emphasis on IT.

**Doug Arthur**, Executive Director of INTERalliance, is a member of the Emerging Workforce Development Council.

## ACT holds webinar based on Cincinnati case study

**President Marshall** recently participated in a national webinar hosted by [ACT](#). Entitled "Reviving Manufacturing Careers with Stackable Credentials," the webinar used as a case study the SWORWIB partnership with the Communications Workers of America and the Cincinnati Labor Agency for Social Services to bring credentials and training to workers laid off from plants in Hamilton and Butler counties. **Gary Nolan**, Project Manager for ACT, said that Marshall's remarks were "an eloquent and passionate commentary on current challenges and means of confronting them." Read the case study [here](#).

## Marshall speaks at Ohio summit

On March 8, President Marshall traveled to Columbus to make a presentation at the [Ohio Economic Development Association](#)'s annual economic development training program.

## In the news

The Chamber's Currents [reports](#) on the SWORWIB WIB Excellence award  
Construction trades [seeking](#) apprentices

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