

## Greetings!

After engaged discussion and participation that lasted several months - at meetings and over e-mail -- the SWORWIB adopted a new Purpose, Vision and Mission at its May 10 meeting.

**PURPOSE:** The purpose of the Southwest Ohio Region Workforce Investment Board is to set policy and oversee federal Workforce Investment Act and other funds obtained by the SWORWIB within the City of Cincinnati and Hamilton County under the guidelines and for the designated outcomes of the funding sources.

**VISION:** To lead the way in public workforce innovation providing outstanding service to our diverse customer base, community and region.

**MISSION:** To provide our employers with a prepared workforce by connecting job-seeking customers to opportunities that build their career readiness, thereby contributing to the growth of our community and region.

"We thank the Board for its involvement and commitment as we reflected on and determined our Purpose, Vision and Mission for the future," says **Sherry Kelley Marshall**, President/CEO of the SWORWIB.

## STATE GEARS UP FOR END OF EMERGENCY UNEMPLOYMENT

Those 99 weeks of unemployment you've heard about for the last couple of years -- extended benefits to help people who lost their jobs during the Great Recession -- are ending now in Ohio. Other extended "tiers" of unemployment will end in the next several months. And by December 2012, all of this Emergency Unemployment Compensation (EUC) will cease, leaving the basic 26 weeks as the standard.

That means Ohio will be faced with multiple challenges as more and more people come off emergency unemployment. These "exhaustees," in the state's parlance, mean that a lot more people will be looking for jobs. In many cases, these job hunters will not have worked at a formal job for well over a year.

The State of Ohio is estimating that 300,000 residents will be exhausting their unemployment, says **Kathy Maybriar**, Regional Coordinator for the Department of Job and Family Services Office of Workforce Development and SWORWIB board member. "The State has not experienced this large of a spike in the number of exhaustees during this economic downturn," she says. To help get these people back in the workforce, ODJFS is ramping up "Re-employment Sessions" at one-stops throughout Ohio, including the SuperJobs Center. These sessions are mandatory for those who are on one of the tiers of Emergency Unemployment Compensation.

"Each session provides information on how to look for work, write a resume and use [www.OhioMeansJobs.com](http://www.OhioMeansJobs.com)," says Maybriar. They also give an overview of all the services available through the One-Stops. ODJFS representatives review claimants' weekly job contacts to make sure they've met the requirements for benefits. If a claimant has not provided appropriate verification of job contacts, it could jeopardize unemployment benefits, Maybriar notes.

SuperJobs is holding four sessions each week, and a makeup session every other Friday, says **Kate Lindsey**, acting ODJFS Supervisor at SuperJobs. The sessions are 90 minutes long.

Hamilton County's unemployment rate is currently 7.5 percent, down from its high of 10.5 percent in January 2010.

#### MSSC PARTNERSHIP CAPPED BY 425 PLACEMENTS

When the indignity, panic and upheaval of a layoff can be replaced by focus, purpose and a pathway to a new job, and possibly new career, then that is a win.

The **Alliance for Green Manufacturing Skills Training Team**, which included the **SWORWIB** as a major partner, had 425 wins in its just concluded Ohio training project (January 2010-January 2012), which was funded by a Department of Labor grant.

The project exceeded every goal: 1,291 dislocated workers served (goal 1,000); 2,114 Manufacturing Skill Standards courses completed (goal 900); 2,828 certifications earned (goal 1,200); 422 Certified Production Technicians (goal 175), and 425 placed into jobs (goal 420).

The project focused on training workers laid off from plants in Southwest Ohio, and other regions of the state, in the MSSC courses, giving them nationally recognized credentials in baseline manufacturing skills, as well as assessing them in Work Keys, including, at the SWORWIB's request, all the assessments that lead to the National Career Readiness Certificate. The SWORWIB partnered with the Cincinnati Labor Agency for Social Services (CLASS) to bring the training to workers from Avon, Beam Global Spirits, and Graphic Packaging in Hamilton County. That training was later extended to Butler County, which had a slew of plant closings in 2010-2011.

"CLASS, particularly **Cathy Metcalf** and **Betty Robinson**, was instrumental in rolling out this training to our dislocated workers, and then connecting them with the SuperJobs Center and regional job leads," said **Sherry Kelley Marshall**, President/CEO of the SWORWIB. "The success of this project shows how partnerships can succeed when all the partners are moving in the same direction."



*Jennifer McNelly, left,  
and Sherry Kelley Marshall at NASCO*

The project was led by **Kevin Celata** of the National Education and Training Trust for the Communication Workers of America.

The success of the NCRC/MSSC project was one of the reasons Marshall was selected to speak at the 2012 North American Workforce Symposium April 26 in Fort Worth, Texas. The symposium was sponsored by North America's Corridor Coalition (NASCO), which addresses trade, transportation, security and environmental issues along the 2,500-mile corridor that spans Canada, the United States, and Mexico. The symposium focused on advanced manufacturing and logistics training, and Marshall discussed the Labor-SWORWIB partnership that brought MSSC training to dislocated workers in Southwest Ohio. Jennifer McNelly, President of the Manufacturing Institute, delivered the keynote address.

#### YOUTH PROVIDERS PRESENT TO EWDC

Wanting a more in-depth understanding of Area 13 youth programs funded through the Workforce Investment Act, the Emerging Workforce Development Council (EWDC) had its first on-site meeting May 4 at Woodward Career Technical High School, hosted by Jobs for Cincinnati Graduates.

Since this was the last EWDC meeting of the current program year, and June 30 also marks the end of the three-year contracts with the current five youth providers, each provider gave a summary of its program. Administrative Entity Tim Dingler reported that youth enrollments were at 88 percent of goal of 323, and that he expected enrollment goals to be met.

**Brandy Davis** presented for Connect2Success; **Debbie Smith** for Easter Seals Work Resource Center; **Nathan Lynch** for Lighthouse Youth Services; **Jeremiah Griswold** for Literacy Center

West, and Barbara Seibel Boudi for Jobs for Cincinnati Graduates. Among the success stories they shared: Dion, a homeless young man whose mother was in prison and father was dead, enrolled in C2S at age 19, passed his GED, and is now attending Cincinnati State and working full time. Lighthouse is graduating five young men in May, whom the staff has worked with since they were in "pre-release" at a juvenile facility. Briana, 20, a customer of Easter Seals WRC, just received her Associates degree. Kianna received her GED while studying at Literacy Center West and was awarded a scholarship to take a pharmacy tech certification program at Great Oaks. *For JCG success stories, see story below.*

Also, the EWDC welcomed new members: **Eduardo Maisonet III**, an analyst at the Nielsen Co.; **Kimberly Smith**, an analyst at Fifth Third Bank and co-founder and Executive Director of LAUNCHCincinnati; and **Antonio Woods**, Probation Department at Hamilton County Juvenile Court.

#### YOUTH SPOTLIGHT: THESE JCG GRADUATES SHINE

**Whitney Hollingsworth** and **Jaliesha Brown** are the kind of young women who would make any parent and teacher proud. Both high achievers, they used the opportunities afforded through Jobs for Cincinnati Graduates' high school program, much of it funded through the Workforce Investment Act, to prepare for college and careers.

Whitney, 17, is valedictorian and student body president at Western Hills Engineering High School. She has been awarded several scholarships, including the YWCA's prestigious Mamie Earl Sells Scholarship, which is presented annually to an outstanding female black high school senior. Whitney will attend the University of Cincinnati.



*Whitney Hollingsworth, left,  
and Jaliesha Brown*

Jaliesha Brown, 17, is a senior at Winton Woods High School, and is also student body president. As a foster care youth living independently, she faces the kind of challenges most teens don't have to worry about. She received a full-ride scholarship to Wright State University that provides year-round housing - a huge benefit for a young woman who is emancipating from foster care.

Read full press release [here](#).

#### JOB SEEKER SPOTLIGHT: NEW CAREER AS PHARMACY TECH

After working seven years at the University of Cincinnati as a research associate, **Rolanda Olds** found herself without a job. Funding had been cut off for the study that employed her. Like thousands of other dislocated workers from Cincinnati and Hamilton County, Olds turned to the SuperJobs Center to see if she was eligible for funding to learn a new skill. She knew from the outset that she was interested in the pharmacy tech program being taught at Cincinnati State. "I wanted some stability in a new career," says Olds. "I didn't want to be laid off again."



*Rolanda Olds works at the out-patient pharmacy  
at the VA.*

Read full press release [here](#) to find out more about Rolanda, the training she received and the job she got at the Cincinnati VA Medical Center.

#### IT APPRENTICESHIP PROGRAM KICKS OFF

The IT Ready Apprentice Program is up and running, with its first class of 14 starting May 7. Those selected for the eight-week program underwent extensive online academic and behavioral

assessments, culminating in a 30-minute interview, says [Lisa Slutsky](#), the program's local Workforce Manager.

The apprenticeship program is being funded by the [Creating IT Futures Foundation](#), the philanthropic arm of Comp-TIA (Computing Technology Industry Association), which has long wanted to attract more dislocated workers, veterans, and people from disadvantaged backgrounds, into the IT industry. It chose Cincinnati and Minneapolis-St. Paul to launch its training program, "Our current students include people who were in the manufacturing and food service industries, dislocated workers with some college and college degrees, and military veterans. Ages range from 23 to 58," says Slutsky.

After the class, students will take their A+ certification exam and be placed on 6-month apprenticeship positions within the Cincinnati area. Staff at the SuperJobs Center are helping to refer candidates for training. The next class will start in October. For more information about the program, go to [www.itready.com](http://www.itready.com).

### SPRIT OF CONSTRUCTION AWARDS \$60,000 TO MIDDLE SCHOOL PROGRAM

Anne Mitchell, Construction Advocate, accepts a check May 15 from the [Spirit of Construction Foundation](#) on behalf of the SWORWIB. For the third year, the Foundation has funded the SWORWIB's middle school outreach program, which educates students about the potential of construction careers. Mitchell sets up Construction Clubs at two schools a semester; contractors work with children at each school to teach them the basics of construction and reinforce the importance of math. The grant was for \$60,000; the Spirit of Construction awarded \$110,000 in total grants to various programs that work with young people.



### SHORT TAKES

**WORLD CHOIR GAMES LOOKING FOR VOLUNTEERS:** For those of you looking to do something special this summer, or opportunities for your customers, the World Choir Games are coming -- and they still need volunteers.



More than 360 choirs from 48 countries will be participating in the Games, which will be held July 4-14 at venues mostly in downtown Cincinnati. Volunteers, who must be 18 or older, will be scheduled to work three six-hour shifts, and will be trained beforehand. To find out more, visit the [Choir Games website](#), and click on Get Involved.

**MAJOR LAYOFFS ANNOUNCED:** Just when it seemed as though the worst of the recession-fueled layoffs were over, Hamilton County was hit by announcements of three substantial downsizings in May. Hostess said it could cut up to 226 workers in Hamilton County; Cincinnati Bell, up to 137, and Kelly Flavoring, up to 141. "We enter the summer with some opportunities for those being laid off or out of work now, such as the chance to volunteer at the World Choir Games," says Sherry Kelley Marshall. "At the same time, the government is ending extended unemployment benefits, so dislocated workers really need to take advantage of the services offered at the SuperJobs Center to try to get back into the workforce as quickly as possible."

**PROVIDERS FOR FOSTER CARE SERVICES SELECTED:** Cincinnati State and Jobs for Cincinnati Graduates have been selected to provide WIA services to foster care youth in response to an RFP issued by Hamilton County Job and Family Services and the SWORWIB. They will each serve about 30 youth a year. JCG will focus on in-school students, and Cincinnati State on out-of-school. The State of Ohio wants to see services better integrated within Jobs and Family Services as foster care youth age out of Children's Services care. The new contract begins July 1.

**EMPLOYERS FIRST AT MANUFACTURING SYMPOSIUM:** [Andrew Lotter](#), Workforce Liaison for [Employers First Regional Workforce Network](#), staffed a booth at the European

American Chamber of Commerce's Skilled Labor Workforce Symposium on May 16.

Speakers included **Robin White**, President and CEO of Great Oaks Career Campuses; **Lisa Claytor**, Director of Corporate Work Study Program at DePaul Cristo Rey High School; **Neil Hensley**, Senior Director, Economic Development, Cincinnati USA Regional Partnership, and **Ken Maisch** of TechSolve. Workforce topics ranged from the reshoring of manufacturing jobs to sources for new talent for apprenticeship programs.



*Andrew Lotter and Jamie Miller,  
Benefits Employee Relations  
Manager at Deceuninck North  
America*



Try it FREE today.