

Greetings!

I had the pleasure of meeting with [Jane Oates](#), Assistant Secretary of Employment and Training Administration at the U.S. Department of Labor, at the annual educational [forum](#) held Oct. 29-30 by the Ohio AFL-CIO Workforce Rapid Response program.

Oates was the keynote speaker, and was also there to find out what works in Ohio when it comes to retraining our workforce. I spoke to her about the reauthorization of the [Workforce Investment Act](#), which is likely to happen in 2010. Oates testified about reauthorization earlier this year before a [subcommittee](#) of the [Senate Health, Education, Labor and Pensions Committee](#).

As it undertakes reauthorization, Congress needs to reconsider how training dollars - i.e., tax dollars -- are spent. It's not enough to leave it up to the "personal choice" of the job seeker. Training dollars should be spent on those skills that will pay off for the region and strengthen its economy, which is the SWORWIB's policy.

Moreover, industry-certified credentials and skill-based certificates should be also dual credited toward a post-secondary degree. That would directly elevate Ohio's ranking in census surveys that note a state's level of post-secondary education, and it would promote our state's skilled workforce.

A happy Thanksgiving to all of our workforce partners!

Sherry Kelley Marshall/President/CEO



Sherry Kelley Marshall and Jane Oates.

**ALL ABOUT EMPLOYERS:
SJC HELPS TO FILL SEASONAL HIRING NEEDS**

The holiday shopping season is upon us. How much shopping do you plan to do?

Retailers must determine how much staff they need to accommodate the rush, or lack thereof, of shoppers every year. While some retailers are scaling back seasonal help because of the recession, many in Greater Cincinnati are hiring.



At the [SuperJobs Center](#), two employers held hiring events in November to ramp up holiday

LATEST NEWS & NOTES

SJC HELPS WITH SEASONAL HIRING

BANKS PROJECT MEETING GOALS

WIBS, REGENTS WORK ON 'SHIFTING GEARS'

NEW STAFFERS JOIN SWORWIB

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MARK YOUR CALENDARS

SWORWIB

Dec. 4: Emerging Workforce Development Council, 8:30-10 a.m., [SuperJobs Center](#), 1916 Central Parkway

Jan. 28, 2010: Board strategy session and new member orientation, 8 a.m.-noon, [SuperJobs Center](#), 1916 Central Parkway

Feb. 11, 2010: Annual board meeting, 8-10 a.m., [SuperJobs Center](#), 1916 Central Parkway

SUPERJOBS

Orientation for new jobs seekers, 9-11 a.m. **Mondays**, 1916 Central Parkway

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

Resume writing 101 workshops held 9-10:15 a.m. **Tuesdays**, 1916 Central Parkway.

Resume writing 102 workshops held 9-10:15 a.m. **Wednesdays**, 1916 Central Parkway

Computer basics 101 held 10:30-noon **Wednesdays**, 1916 Central Parkway

I Got The Job! Now What? workshop held 9-10:30 a.m. **Dec. 11**, 1916 Central Parkway

Job Corps orientation, 4:30-6 p.m. **Dec. 6, Dec. 16**, SuperJobs Center

KIDS GET MESSAGE ON CONSTRUCTION CAREERS

The word is spreading among middle-schoolers that construction can be a rewarding career.

SWORWIB Construction Advocate Anne Mitchell has [presented her powerpoint program](#) to 553 students in seven different venues since late May.

Mitchell has visited Finneytown Middle School, Bond Hill Academy, Lockland Middle School, Colerain Middle School, and Boys and Girls Clubs in Avondale, Over the Rhine and Price Hill. Her work is funded by a Spirit of Construction grant.

You can follow Mitchell on <http://twitter.com/buildyourfuture>. If you have middle school contacts that might lead to an invitation to present her program, please e-mail her at amitchell@gccc.com.

WORKFORCE RESOURCES

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

help: [Panera Bread](#) and [T.J. Maxx](#). The two chains combined planned to fill at least 35 seasonal positions for their area stores.

Chuck Walters, Business Services Manager at SuperJobs, has seen reports showing that recruiters nationwide are posting more seasonal positions online this year than last year. Eighteen percent of hiring managers [surveyed](#) by Career Builder earlier this fall said they planned to make seasonal hires, compared to 17 percent in 2008. "Even though increases in seasonal employees are small, it is still encouraging," says Walters.

Meanwhile, the SuperJobs Center was highlighted in two local media reports on seasonal hiring: WCPO on [Oct. 6](#) and the Enquirer on [Oct. 27](#).

Note: Each month the NEWSWIB will highlight an employer that has used the services of the SuperJobs Center in "All About Employers."

BANK ON IT: INCLUSION GOALS MET

A workforce inclusive of minorities and women was one of the goals set for the publicly- and privately-financed [Banks project](#) in downtown Cincinnati - a \$600 million mixed-use development that is now rising on the banks of the Ohio River - and those goals continue to be met.

With a workforce of about 400 people thus far, the total of combined female and minority hours stands at 25.29 percent, says Patricia Bready, a member of the [Economic Inclusion Team](#) for the Banks. The goal was 22 percent.



The Banks also has exceeded its goal of small, minority- and women owned- business participation. That goal was 30 percent, and currently 34 percent of the Banks contractors qualify.

The Economic Inclusion Team discussed these and other data points on [The Lincoln Ware Show](#) on WDBZ Oct. 29 followed by an outreach session the same day at the [Community Action Agency](#).

Some community groups continue to hold the Banks project to a different standard, focusing only on minorities employed from inner-city neighborhoods. The Banks' goals are broader than that, says Bready. About 30 percent of the Banks workforce live in Cincinnati, she says, while upwards of 80 percent come from the 15-county Cincinnati Metropolitan Statistical Area, which is comprised of the Tri-State area.

Contractors have praised the Banks project for allowing them to retain workers in a difficult economy where construction has fallen off, Bready notes. "Contractors told us they would have laid off up to 75 percent of the people working on this project otherwise," she says.

Meanwhile, the SuperJobs Center's [Construction Employee Readiness Program](#) connects jobseekers to the construction industry through preparation for union and nonunion apprenticeship programs or for entry-level building and construction jobs, in anticipation of the time when more

Hamilton County [Job and Family Services](#)

Ohio's [Workforce Information Center](#)

[Cincinnati USA Regional Chamber](#)

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

Latest on [Ohio's labor market](#)

Latest on [U.S. labor market](#)

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](#).

construction jobs will become available, says Sherry Kelley Marshall, President/CEO of the [SWORWIB](#).

In addition, thanks to statewide stimulus funds, the Greater Cincinnati region has obtained almost \$1 million for a "Constructing Futures" grant to implement an effective pre-apprenticeship strategy in the construction field, Marshall notes.

LEADERSHIP PANEL TAKES WORKFORCE 'DIVE'

For the last three years, business and civic leaders in Cincinnati have traveled to other cities to pick the brains and cull best practices from their counterparts in Boston, Charlotte, and Minneapolis. It's the [Cincinnati USA Regional Chamber's](#) Leadership Exchange, which started the path to [Agenda 360](#), the Chamber's comprehensive plan to make the region an economic powerhouse by 2020. This year, the Chamber decided to hold the Leadership Exchange at home in the Queen City. Sixty-two leaders participated Oct. 19-20.

Among the "deep dive" sessions held was one on "Workforce: Closing the Skills Gap" at the [Health Careers Collaborative of Greater Cincinnati](#). Moderated by Ross Meyer, Executive Director of the [Greater Cincinnati Workforce Network](#), the panel included Sherry Kelley Marshall, president/CEO of the SWORWIB; Kathy Merchant, President/CEO of the [Greater Cincinnati Foundation](#); Pete Strange, Chairman of [Messer](#); and Bill Lecher, Senior Clinical Director of [Cincinnati Children's Hospital and Medical Center](#).

A qualified workforce is one of the priority focuses of Agenda 360. Goals include improving the system of urban education from birth through college; increasing college graduation in the region; and aligning/expanding workforce training and job placement.

WIBS, REGENTS START TO WORK ON 'SHIFTING GEARS'

Needless barriers within higher education and between education and the workforce system are obstructing progress in ensuring that Ohio's workforce is better trained and educated to meet the challenges of the 21st century.

That was the focus of a lively discussion Nov. 5 in Lebanon at Warren County's one-stop that was convened by the [Ohio Board of Regents](#) and included participants from workforce development and educational institutions in Southwest Ohio.

William Russell, Associate Vice Chancellor in Adult Education and Institutional Collaboration, moderated the gathering. It was held as part of the [Ohio Shifting Gears Initiative](#), funded by the [Joyce Foundation](#), which aims to raise the earnings potential of lower-income working adults by easing their path toward post-secondary workforce education, degrees and credentials.



All the participants agreed that much needed to be done. Ohio's workforce statistics generally fall below the national average: More than two-thirds of Ohio's adult population have not earned a college degree and only 22 percent have taken any college courses. Only 62 of every 1,000 adults without even a high school degree are participating in adult basic education programs - below the national average.

Collaboration between the workforce system and educational institutions in Greater Cincinnati has been ongoing for the last 10 years, said Sherry Kelley Marshall, President/CEO of the Southwest Ohio Region Workforce Investment Board, who was recruited by the Joyce Foundation to share best practices. These initiatives have included developing career pathways in health care, construction, advanced manufacturing, and now energy efficiency. Partners have included [Butler Tech](#), [Great Oaks](#), [University of Cincinnati](#), [Cincinnati State Technical and Community College](#), [Sinclair Community College](#), [Miami University](#), [Northern Kentucky University](#), and [Gateway Technical and Community College](#).

Marshall said that the workforce half of the equation "gets it" -- how important an educated and trained workforce is to effectively promote the resources of the region and the state to potential new employers, and keep long-standing ones here. She argued that the Board of Regents needs to convey, in its funding, how crucial it is that education lead to employment.

NEW STAFFERS JOIN THE SWORWIB

The Southwest Ohio Region Workforce Investment Board recently added three staff members to fill vacancies.

Evelyn Chaffin was named **Measurement and Continuous Improvement Coordinator**. Chaffin came to the SWORWIB after working 9.5 years at [Hamilton County Job and Family Services](#) in WIA/Workforce Development and Child Day Care. She is an expert in WIA policy implementation, performance improvement and workforce software systems for the State of Ohio. She replaces Amy Nock, who left in July to take a job with the [Hamilton County Educational Service Center](#).



William Ware replaces Tim Riordan as the SWORWIB's **Liaison** to [Mayor Mark Mallory](#), who is the Lead Elected Official of the board. Ware had a long career with the [Cincinnati Metropolitan Housing Authority](#), and has been a national housing consultant, working with the Atlanta Housing Authority most recently. Riordan left to become interim city manager for Dayton.

Nicole Ware (no relation to William) was named **Emerging Workforce Development Coordinator**. She will coordinate with the SWORWIB's Emerging Workforce Development Council to ensure that the Cincinnati/Hamilton County workforce development system prepares at-risk young people to meet the demands of a competitive and changing labor market.

Nicole Ware was previously director of Community Relations and Marketing at [Cincinnati Works](#), where she developed strategic approaches that enabled the organization to surpass its goals of getting more of the chronically poor into jobs.



"We are delighted to have these three join our staff," said Sherry Kelley Marshall, President/CEO. "Their expertise and dedication will help us as we work with our providers to get more people in Cincinnati and Hamilton County work ready."

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