



The Southwest Ohio Region
WORKFORCE INVESTMENT BOARD

The latest news from
The Southwest Ohio Region
Workforce Investment Board

NEWSWIB

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Greetings!

Cincinnati and Hamilton County have been selected as one of 10 metro areas across the country to expand the **Platform to Employment (P2E)**, an initiative to put the long-term unemployed back to work.

P2E, which began in Southwest Connecticut in 2011, and has been featured on *60 Minutes* and other national news programs, combines job readiness training, personal and family support services, and financial counseling. The program in Connecticut has placed 70 percent of its participants into work experience, with 90% moving to full-time employment.

The expansion, which will begin in the first quarter of 2013 in Cincinnati, Chicago, Dallas and San Diego, is being underwritten by grants from the [AARP Foundation](#), [Citi Community Development](#) and the [Walmart Foundation](#). The expanded program will also address the needs of unemployed workers who are older than 50 as well as veterans - both populations that have been hard hit by the recession.

The [Southwest Ohio Region Workforce Investment Board](#) (SWORWIB) is partnering with [The WorkPlace](#) (the Workforce Development Board in Southwest Connecticut) to roll out P2E. "We welcome this opportunity to build on The WorkPlace's successful model," said **Sherry Kelley Marshall**, President/CEO of the SWORWIB. The SWORWIB will work with local partners, including the [SuperJobs Center](#), Cincinnati and Hamilton County's One Stop for job seekers and employers, to identify possible candidates for the program.

Click [here](#) for more information.

YOU HIRE. YOU TRAIN. WE PAY

Just a reminder, employers, that if you are in the process of hiring, you may be able to get up to \$5,000 to defray the cost of training a new employee.

This incentive is called [On The Job Training](#), and is available to employers who hire someone who is currently unemployed, or may otherwise be eligible under guidelines established by the Workforce Investment Act. **Chuck Walters**, Employer Services Manager at the [SuperJobs Center](#), can fill you in on more details and the Employer Services team will make the paperwork easy for you.

A number of Hamilton County companies have hired employees using OJTs this year, including [Ineos ABS](#), [Armstrong Group](#), [Miracle Home Care](#), [Pride Cast Metals](#), [Michelman](#) and [General Electric](#). So far this year, SuperJobs has signed contracts for more than 40 OJTs, well on its way to making its goal of 100 OJTs.

"We can help employers find the right people for their job openings, and pinpoint those who are eligible for OJTs," says Walters. "Anytime a new person is hired, they must go through some training. An OJT helps to cover the cost of that training for the employer, and helps put someone who is unemployed back into the workforce."

For more information, call Walters at 513-946-7242 or email him at waltec03@jfs.hamilton-co.org.

SHALE INDUSTRY CHANGING OHIO ECONOMY

The shale exploration and drilling industry is rapidly transforming Ohio's economic and workforce landscape. The "value-added" impact of developing the Utica Shale in Northeast Ohio is expected to be \$4.9 billion and an additional 65,000 direct and indirect jobs, according to research from the [Ohio Shale Coalition](#).

"The ripples from this will affect the workforce throughout Ohio," says **Sherry Kelley Marshall**. Marshall attended the fourth annual **ShaleNET Workforce Forum** Oct. 22-24 in Seven Springs, Pa. Pennsylvania, Ohio and West Virginia, which have massive shale deposits, are benefiting from new methods of drilling that allow the extraction of natural gas and oil.

ShaleNET, funded by a three-year \$4.9 million Department of Labor grant, is a coalition of community colleges, workforce boards, one stops, and industry leaders to build a uniform training and certification program around the development of the Marcellus Shale, which covers New York, Pennsylvania, Ohio and West Virginia.

The growth of the shale industry in Eastern Ohio and Western Pennsylvania and West Virginia has important implications for employers and workers in Southwest Ohio, said Marshall. If the industry can't train a local workforce quickly, it will recruit skilled trades workers from throughout the state, she noted. As for job seekers, especially those looking for new opportunities and good wages, the shale boom could represent a fresh start for them.

JCG STUDENTS ELECTED TO CITYWIDE POSTS



Front row: Zipporah Fant, left, Aliah Jackson, Shawnnel Phillips, Destiny Webb. Back, Tyrone Little, Shannon Chambers, Antonio Bryant, Brandon Prayer, Tim Moss, Kenneth Tinker

Students in the **Jobs for Cincinnati Graduates (JCG)** program participated in a Leadership Development Conference at Woodward High School on Nov. 3 where citywide Career Association officers were elected. JCG specialists conducted leadership workshops in which students gave campaign speeches and elected the 2012-2013 Leadership Team.

Congratulations to these student leaders:

Co-Presidents: **Brandon Prayer**, Aiken; and **Antonio Bryant**, Career Connections-Gateway

Vice President, Communication: **Tyrone Little**, Withrow

Vice President, Treasurer: **Zipporah Fant**, Western Hills

Vice President, Leadership Development: **Shannon Chambers**, Aiken

Co-VP, Civic/Community Affairs: **Timothy Moss**, Winton Woods, and **Kenneth Tinker**, Withrow
Vice President, Career Preparation: **Aliah Jackson**, Withrow
Vice President, Community Service: **Destiny Webb**, Purcell Marian
Vice President, Social: **Shawnnel Phillips**, Aiken

The SWORWIB contracts with JCG to provide services to eligible youth.

SHORT TAKES



Employers First Regional Workforce Network met on Nov. 14 with Connie Laug, in red coat, Southwest Ohio District Director for Sen. Rob Portman, to discuss Sen. Portman's CAREER Act (Careers through Responsive, Efficient, and Effective Retraining). Also joining the group via phone was Nick Butterfield, a workforce specialist in Portman's office. From left, Andrew Lotter of EFRWN, Doug High of Workforce One, Barb Stewart of the Northern Kentucky WIB, Ross Meyer of Partners for a Competitive Workforce, Laug, and Sherry Kelley Marshall.

CONNECTIONS: At the annual meeting of the Ohio Economic Development Association Oct. 24-25 in Columbus, **President Marshall** joined other Ohio Workforce Investment Board executives in a panel discussion on how to better connect economic development and workforce development organizations throughout the state. To create and keep jobs in Ohio, the both stakeholders must work together, she noted.

URBAN LEAGUE CONTRACTS FOR CALL CENTER JOBS: Building on its expertise in call center skills training, the Urban League of Greater Cincinnati announced Oct. 19 it was teaming with Total Outsourced Systems (TOS), a call center operator, and the Kroger Co., to operate a call center at its Avondale headquarters. The call center will initially employ 20 workers, and that is expected to grow to 100 within two years, the Urban League said. Kroger is the first corporate client of the call center. The Urban League is known for its Accelerated Call Center Education program, a four-week training program.

OKI SEEKS FEEDBACK: The OKI Regional Council of Governments is updating its strategic policy plan in Southwest Ohio, Northern Kentucky, and Southeast Indiana, and the organization wants community input. OKI's current plan was adopted in 2005. The questionnaire can be found at www.howdowegrow.org and will be available until the end of the year.

IN THE NEWS:

SuperJobs holds multiple job fairs