

SWORWIB wins top workforce award

Ohio Economic Development Association cites career pathway innovations

The Ohio Economic Development Association named the Southwest Ohio Region Workforce Investment Board its winner for Excellence in Workforce Development Innovation at the OEDA's 2013 Annual Summit Oct. 25.

The SWORWIB, which oversees policy and federal funding for the public workforce system in Cincinnati and Hamilton County, was awarded for its longtime commitment and support of career pathways in Southwest Ohio. Pathways include health care, advanced manufacturing, construction and information technology.

"Career pathways provide a framework for low-income, displaced and incumbent workers to obtain credentialed training in entry-level and mid-level skills," said **Sherry Kelley Marshall**, President/CEO of the SWORWIB. "They also provide a way for workers to move up the economic ladder. Our longtime partnerships with employers, schools, labor and non-profits have made these pathways a success in Greater Cincinnati."



Mike Conner, left, former SWORWIB Chairman; Ellen Heinz, President, OEDA; Sherry Kelley Marshall; Kevin Powell, SWORWIB Chairman.

In March, the SWORWIB was awarded the 2013 WIB Excellence Grand Prize by the National Association of Workforce Boards. And making it a trifecta in award news, **Kathleen Williams**, Youth/Public Information Coordinator for the SWORWIB, won a Bronze Award from the Cincinnati chapter of the Public Relations Society of America for media relations work on behalf of Platform to Employment, which launched in Cincinnati early in 2013.

The Ohio Economic Development Association represents more than 300 economic development professionals across Ohio and advocates on behalf of economic development issues important to Ohio.

See coverage in the Chamber's Currents [here](#).

Members of Governor's Workforce Board meet SWORWIB team

Members of the Governor's [Executive Workforce Board](#) with connections to Southwest Ohio met with SWORWIB Chairman **Kevin Powell** and **President Marshall** on Oct. 31 at the SuperJobs Center. **State Rep. Timothy Derickson**, of Oxford; **Jamie Regg**, Senior Executive, [GE Aviation](#), and **Doug Reffitt**, Director, [Indiana, Kentucky and Ohio Regional Council of Carpenters](#), toured the SuperJobs Center before meeting with Powell and Marshall. Board members **Mike Conner**, **Gail Holloman** and **Gregg Oshita** and SuperJobs Director **Kevin Holt** also attended the meeting.



Jamie Regg, left, Tim Derickson and Doug Reffitt tour the SuperJobs Center.

The purpose of the meeting was to acquaint Derickson, Regg and Reffitt with some of the accomplishments, and challenges, of Cincinnati and Hamilton County's workforce system. Marshall expressed concern over the continued drop in formula funding, and the particular impact of sequestration budget cuts for Area 13 -- a 26% cut in funding for the current year.

The group also discussed the pending change to a common brand among all One Stops -- OhioMeansJobs, which will also reinforce connections to the state's job search website, www.ohiomeansjobs.com. Marshall also spoke about the SWORWIB's support for the National Career Readiness Credential as an alternative credential to the GED.

Mayor appoints 12 new board members

Mayor Mark Mallory appointed 12 new board members, all representing the private sector, for the term 2014-15. They are **Doug Arthur**, Managing Director, Community Engagement Services, Tier1 Performance Solutions; **Shawn Harter**, Senior VP, Director of Talent Acquisition, Fifth Third Bank; **Laurence F. Jones III**, Director, Brixey & Meyer; **Andrew Lotter**, Human Resources Director, 21C Museum Hotel; **Ruth Nkrumah-Martey**, Manager, Michael Staffing Services; **Trish Nash**, HR Director, Lowe's; **Alicia Tidwell**, Senior Manager, Diversity & Inclusion, Luxottica; **Greg Toebbe**, Senior VP, Great American Insurance Co.; **George Wilson**, Logistics Director, Perfetti Van Melle; **Pamela Wilson**, Director, Operations and Compliance, Humana; **Steve Yancey**, Manager of HR and Labor Relations, Kroger Co.; and **Christopher Young**, Director, Client Relations, ClaimLinx.

Departing the board are **Dayle Deardurff**, Betts House; **Brenda Gumbs**, Perfetti Van Melle; **Richard Harris**, P3 Critical Commodities; **Greg Howard**, attorney; **Joseph Hummel**; **Lisa Rexroat-Steele**, Horseshoe Casino Cincinnati; **Teresa Tanner**, Fifth Third Bank; and **Todd Uterstaedt**, Baker & Daboll.

We welcome our new members and thank those members who are leaving for their dedicated service.

Carbone says thanks for P2E support

Joe Carbone wanted to say thanks. So he flew into Cincinnati to attend the SWORWIB'S quarterly meeting on Nov. 14 and thanked **President Marshall** and the board for their support of [Platform to Employment](#) (P2E). "This community rose to the occasion," he said. "From the board to the staff to the One Stop, everyone pitched in."

Carbone, President/CEO of the [The WorkPlace](#) in Southwest Connecticut, founded P2E in 2011 as a structured program involving classes, counseling and subsidized employment, to help the long-term unemployed get back into the workforce. In 2013, the program expanded to 10 cities across the United States, funded by grants from the [Walmart Foundation](#), the [AARP Foundation](#) and [Citi Community Development](#). Cincinnati launched its program in March. Of the 17 people locally who completed the program, all found a job.



Carbone reviewed outcomes from the four cities that launched P2E in the first half of the year -- Dallas, Cincinnati, San Diego and Chicago. A total of 94 people enrolled in the program, with 19 dropping out. Sixty-four found "work experience," and of those, 55 were hired after the work experience. He said he hopes to expand the program next year to 25 cities.

"Success is not just measured in numbers. It's also measured in creating public awareness of this problem. And it's also about re-inspiring our long-time workers with hope to be able to be back in the workforce," he said. "Our obligation is to create a level playing field so that the long-term unemployed can compete for work."

Get Skills program helps veteran get dream job



At the age of 55, **Rick Franceschina** is realizing his lifelong dream of working at General Electric. The [Get Skills to Work Program](#), launched nationwide in October 2012, got him there.

A national collaborative of [The Manufacturing Institute](#) and General Electric, among other companies, Get Skills to Work is an accelerated skills training program that aims to train and match 100,000 veterans to manufacturing jobs by 2015. In Cincinnati, the training is being done at Cincinnati State's [Workforce Development Center](#). Veterans are also supported by the Pathway to Employment Center (PTEC) at the SuperJobs Center.

Veterans who are selected for the program must earn the [National Career Readiness Certificate](#) before beginning classes based on the [Manufacturing Skill Standards Council's](#) curriculum. Graduates leave with a Certified Production Technician credential, the baseline credential in manufacturing. The SWORWIB has been a proponent of the value of this credential since 2010.

Franceschina, left, at PTEC, completed the program in April, and was hired in July at GE's plant in Beavercreek, where he is a metal-joining specialist. "You have to pinch me every day I come to work," he said. Read his story [here](#).

City Youth Summit a success

About 200 youth turned out for the City of Cincinnati 2013 Youth Summit, held Nov. 2 at Cincinnati State. Workshops ranged from "A Walk in their Shoes: Experiencing Poverty and Homelessness" to "Be the Change in Your Community." A team from [CYC/Jobs for Cincinnati Graduates](#) led workshops on "On the Job Behavior" and "The Hireable Candidate."

Walnut Hills High School student **Joseph Malek**, right, who is a Youth Commissioner on the City's Youth Commission, helped lead JCG's workshops. (JCG is one of five contracted providers of youth services with the SWORWIB.)



Galen Gordon and

Kimberly Smith, co-founders of [LAUNCHCincinnati](#), also led "On the Job Behavior" workshops. Smith is a member of the Emerging Workforce Development Council.

Short takes

Students take JCG pledge



Junior and senior students at Finneytown High School participate in the JCG induction ceremony Nov. 13. Students pledge to "reflect honor upon my organization and maintain high standards in my business activities." This is JCG's second year at Finneytown. The program is led by Specialist Carmen Gaines.

Sen. Brown promotes Troop Talent Act at SuperJobs

Sen. Sherrod Brown promoted his bill, the [Troop Talent Act of 2013](#), at a press conference at the SuperJobs Center Oct. 25. The Troop Talent Act, sponsored by 15 other senators, would provide more job training assistance to veterans, and would help translate military training into credentials recognized in the private sector. "These people have had great discipline and a great work ethic, and a number of them are trained to do jobs that translate to civilian employment," Brown said. "If they are a medic on the battlefield, they ought to be able to be an EMT in Ohio." Read the Enquirer story [here](#).

TQL named top job generator

Congratulations to [Total Quality Logistics](#), named the top job creator among privately owned Ohio companies, according to the latest issue of Inc. magazine. TQL, a transportation logistics company based in Clermont County, created more than 600 jobs from January 2012 to June 2013, Inc. reported. **Tracy Burnett**, Senior HR Manager at TQL, is a member of the SWORWIB, and also has led workshops at the SuperJobs Center for job seekers. Read more [here](#).

Lighthouse wins grant

[Lighthouse Youth Services](#), one of the SWORWIB's contracted youth providers, has been awarded a two-year annual \$360,000 grant from the Department of Health and Human Services to research the causes of homelessness among older youth in foster care so as to better prevent it. Lighthouse will partner with the Ohio Department of Job and Family Services and Hamilton County Job and Family Services. The SWORWIB supported the grant application and **President Marshall** will serve on the Planning Committee.