

SWORWIB

The Southwest Ohio Region
WORKFORCE INVESTMENT BOARD

The latest news from
The Southwest Ohio Region
Workforce Investment Board

NEWSWIB

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Cincinnati Student Wins Scholarship In Best Communities For Young People Contest

Cincinnati achieved national recognition as one of America's Promise Alliance's 100 Best Communities for Young People. Presented by ING for its initiatives to help young people, the competition recognizes communities across the country that focus on reducing high school dropout



Genine Gray, left, accepts her award with Mrs. Colin Powell, chair of America's Promise Alliance, and Judith Moore, JCG High School Program Manager

nurse thanks to my team Cincinnati." Ms. Gray is the only student to receive this award nationwide.

Ms. Gray graduated from Western Hills Engineering High School in June where she participated in the [Jobs for Cincinnati Graduates](#) drop-out prevention program, overseen by Barbara Seibel since 2001. Funded by the SWORWIB, the program is one of the social programs praised by America's Promise Alliance in its recent recognition of Cincinnati as one of 100 Best Places for Young People.

rates and providing service and support to their youth.

In addition to receiving this recognition, one of Cincinnati's own students, Genine Gray, who said she "was homeless and had no where to go" until she received services as a Workforce Investment Act youth customer under the SWORWIB's youth series provided contract. She was selected to receive a \$2,500 scholarship from America's Promise Alliance and ING.

"Jobs for Cincinnati Graduates has taught me that team work makes the dream work, and all these programs have been part of my team and are helping me live and believe in my dream," Gray said. She added, "I'm on my way to becoming a

Genine obtained her State Tested Nursing Assistant (STNA) certification this summer and hopes to work in a local hospital while using her America's Promise scholarship to become a registered nurse. Genine, whose testimonial theme was "Teamwork makes the Dreamwork," named Jobs for Cincinnati Graduates, Bethany House, Dress for Success and Bridging the Gap as her "Team Cincinnati."

This marks the second time America's Promise Alliance has named Cincinnati one of its 100 Best Communities for Young People. "We are proud of Cincinnati for being named one of the America's Promise Alliance's 100 Best," Cincinnati Mayor Mark Mallory said. "This award recognizes the hard work of many community members that have dedicated their time to making a difference in the lives of our young people."

Cincinnati will receive a \$2,500 grant for signage identifying the community as one of the nation's 100 Best Communities for Young People, and access to America's Promise Alliance's community development resources. This year's competition had participants from more than 300 communities from all 50 states, the District of Columbia and Puerto Rico. The competition was first held in 2005.

\$19.6 Million To Be Coordinated By Cincinnati State To Advance Health Careers Pathways

Cincinnati State Technical and Community College (CSTCC) will be the lead partner with 10 community colleges across the country in a \$19.6 million federal workforce training grant that targets the health professions. The grant was announced by the U.S. Department of Labor as part of a \$500 million round of workforce training awards to community colleges by the Obama administration.



Part of the impetus for the Cincinnati State grant came from the Bill and Melinda Gates Foundation as a result of its research into a pioneering health workforce training program launched in Cincinnati. That program, known as the Health Careers Collaborative, has seen Cincinnati State, hospitals, the SWORWIB and SuperJobs Center, and other organizations in the area work together to help individuals get the training they need to land jobs or improve their chances for promotion.

"The resources provided by this grant will allow Cincinnati State to enhance its ability to support students' successful completion of training, as well as assist them in identifying employment opportunities, Lawra Baumann, CSTCC grant director, said. "Strengthening relationships with workforce development partners through the region will be critical to meeting grant outcomes, and as such, the college looks forward to exploring new opportunities to partner with the SuperJobs Center and the SWORWIB. "

Partnership With 3CRC And Green Manufacturing Alliance Expands



Through an expansion of the partnership between the Green Manufacturing Alliance and the SWORWIB, additional helpful classes are being offered at the SuperJobs Center for both the Manufacturing Skill Standards Council (MSSC) Certified Production Technician (CPT) Certificate and the National Career Readiness Certificate (NCRC) program.

According to Cathy Metcalf, MSSC program manager in southwest Ohio, Fit and Talent assessments

under the NCRC will be offered to CPT graduates and SJC customers in addition to the core assessments on reading, applied math and locating information. Metcalf believes the expansion helps add additional credentials for successful program graduates.

The National Career Readiness Certificate is a portable, evidence-based credential that measures essential workplace skills and is a reliable predictor of workplace success. It is an easily understood, conveniently attained, and a universally valued workforce credential.



By design, it enables employers to interview applicants who have the skills required for the job and allows employers to target their training budgets for job-specific skills rather than basic skills.

Success Story: MSSC CPT Improves Job Options For Dislocating Worker

Michael Cooper of Cincinnati knows now how valuable his Manufacturing Skills Standards Council Certified (MSSC) Production Technician (CPT) is. So much so that he hopes others will derive the same success from it that he did when it caught the eye of a hiring manager and made the difference that landed him a job paying more than the one he applied for first.



Working at Jim Beam in Cincinnati, Cooper gave credit to the MSSC course given at the transition center for improving his future job opportunities.

Cooper said he took the course prior to losing his job through lay off. Applying for "general helper" position at Jim Beam in Frankfort, KY, Cooper said the manager noticed the CPT certification on his resume. "I believe he looked at this as experience since I only had eighteen months of actual work experience" in distilling. Cooper was subsequently offered the position of Processor, which he said pays more and has better opportunities to advance.

In a letter shared with the SWORWIB, Copper commented, "I just wanted to thank you for such an excellent program, and let you know how this opportunity has benefited me and hopefully others."

Construction Clubs Continue To Build

When most people think of construction they think of building a structure, but at the SWORWIB's

after school construction clubs, middle schoolers are building so much more.

Construction Clubs at St. Lawrence and Resurrection Schools in Price Hill are building student interest in construction careers, but they're also building self-confidence and reinforcing academic skills. The 34 students who are currently in the



program, which is funded by a new grant from SC Ministries, use math in real-world ways, like measuring lumber prior to cutting it.



The clubs also build friendships between students. Club members from Holy Family walk to the St. Lawrence program where they team up with new friends on their building projects.

The clubs are building respect for adults who work in the construction trades, and respect for the built environment. Students applaud and thank the volunteers who help them every week.

SJC, Kelly Services, Two Hawk Employment Services Team Up In Community Wide Hiring Event

The SuperJobs Center (SJC) partnered with Kelly Services and Two Hawk Employment Services in early October to offer a community-wide hiring event. Kelly Services had 40-50 Document Clerk Positions available and received over 300 applicants for those positions. These positions, which offered a first-shift starting pay rate of \$10.00 per hour, are located in downtown Cincinnati.



Renee Flowers of Kelly Services was impressed with the manner in which the hiring event was organized. "It was

awesome," she said of the event at which SJC helped in the pre-screening of applicants prior to the hiring event. Flowers added, "The flyer sent out by the SuperJobs Center was helpful in pre-screening applicants and as a result of this hiring event, we have some really good candidates."

Two Hawk Employment Services had first, second and third shift Line Attendants positions

available with a starting pay rate of \$8.25 per hour and Loader Picker positions with a pay rate of \$8.50 per hour. These positions were located in Florence, KY with the possibility of becoming a permanent position after successfully completing 320 work hours.



Robert Williams of Two Hawk said there was a "great turn out" and SuperJobs was very helpful in the event and candidate recruitment. During the course of the hiring event, some individuals were identified as having barriers to employment, including inappropriate dress, criminal history or lack of office experience. As a result, these individuals were referred to other resources within SJC.



Both companies are currently completing the process of interviewing and selecting applicants for the open positions and will follow up with the SJC with the total number of participants hired as a direct result of this hiring event at a later time.

WIA Funding Update

In a follow-up to last month's short take on the status of WIA funding in Congress, a compromise agreement on the FY 11 Continuing Resolution (CR) to keep the government running through November 18 has been completed.

The bill includes a 1.5% across the board cut to all programs during the duration of the CR to comply with the funding limitations in the debt limit agreement signed in August. The CR also includes a continuation of FY 11 language limiting states to 5% of WIA formula funds, requiring 95% of WIA formula funds be directed to the local level. A drafting error in the original FY 11 bill only required this 5% limitation on the states to be in place through October 1, 2011. The technical fix made in the CR continues this limitation on the states through the duration of the CR.

The House has not yet introduced its FY 12 Labor-HHS Appropriations bill due to lack of agreement over the overall spending level in the bill. Some House conservatives would like to make far greater cuts to the bill than agreed to in the debt limit agreement, but others have so far resisted these efforts.

Regardless of whether the House eventually moves its version of the Labor-HHS bill, there will be a giant FY 12 Omnibus Appropriations bill that will combine all the appropriations bills to

complete the spending bills this year.

House and Senate negotiators would like to complete their negotiations on the Omnibus bill by November 18, the end of the current CR. Historically, it has been difficult for Congress to complete its work so quickly, but both parties have an incentive to complete their work before they turn to the Supercommittee's recommendations, which will contain at least \$1.2 trillion in proposed cuts.

Marshall Testifies Before Ohio House Workforce Committee

SWORWIB President/CEO Sherry Kelley Marshall offered testimony before the Workforce Development Study Committee, chaired by State Representative Tim Derickson (R-Oxford) of Ohio House of Representatives, which convened at Miami University - Middletown.

Marshall reviewed workforce development in Hamilton County and shared information about the continuous improvement the SWORWIB has achieved in serving employers, jobseekers, dislocated workers and youth. Pointing to statistics gathered since 2004, Marshall told committee members that 4,428 employers and 99,116 jobseekers were served, 14,437 jobseekers obtained employment and 2,862 jobseekers were trained.



Ohio Rep. Tim Derickson (R-Oxford)

Marshall noted where improvements can be made. Additional attention to the manufacturing industry and launching a coordinated pursuit of federal, corporate and foundation grants to improve funding and collaboration within Ohio, is needed, she said. So is the need to call for better understanding that local areas may have multi-state economies and greater partnership is needed from the Ohio Department of Jobs and Family Services (ODJFS) and the Ohio Board of Regents (OBR) with respect to the public workforce boards and one stops statewide.

Among what Marshall called "possible great next things" are an expanded focus on data collection, improving Ohio's records systems with technology advances of the last ten years, and expanding on Wanted Technology and Talent Dashboard capabilities. She also made a plea for the Ohio Department of Education to adopt the National Career Readiness Credential for all graduating high school students, so high school completion can be about readiness for work - not just readiness for college. She said requiring OBR to encourage higher education to crosswalk industry credentials to college credit would also be helpful in raising the Census data on workforce competence in Ohio, as would permitting the use of Casino funds for a split of both incumbent

worker training and resources for dislocated workers.

Marshall also asked the committee to encourage Ohio Gov. John Kasich to request that the administration research and evaluate career pathway efforts throughout the state and support expanding career pathway approaches that have proven successful in serving employer workforce needs. She advised undertaking survey work with the workforce development leadership of the workforce investment system and the ODJFS state agency, in a similar fashion as was undertaken for the improvement of the Development Department.

Marshall included recognition of Cincinnati Mayor Mark Mallory and Cincinnati City Council, as well as the Hamilton County Board of Commissioners, including President Greg Hartmann, who also serves on the SWORWIB, for their "leadership, commitment, innovation, and continued support on issues of employment, jobs and training" in the southwest corner of the State of Ohio.

Regional Workforce Team Travels To Detroit For Competitive Workforce Forum

A team composed of Tom Ewing from the CincinnatiUSA Regional Chamber, Andrew Lotter of First Employers Regional Workforce Network, Nancy Spivey from the Northern Kentucky Regional Chamber, Barbara Stewart from the Northern Kentucky WIB, Dennis Ulrich of Cincinnati State Technical and Community College, Jeff Weber of Workforce One in Butler County and SWORWIB President/CEO Sherry Kelley Marshall traveled to Detroit recently to attend a competitive workforce forum on key education and workforce connection points with the national consultant team for the Institute for A Competitive Workforce. The regional team attended the forum to learn from others across the country and focus on a plan of action for improving connections between workforce and education.

Earlier this year, SWORWIB President/CEO Marshall attended the Institute for Competitive Workforce conference on postsecondary education in Washington, DC. Marshall subsequently proposed taking advantage of this initiative to form a team to participate in the October 11th institute with teams from other areas with a focus on assembly of best strategies for connecting education and workforce systems.



Tri-State area participants that attended the ICW Detroit Education Forum from left to right, Dennis Ulrich, Tom Ewing, Andrew Lotter, Jeff Weber, Barbara Stewart, Sherry Kelley Marshall and Ross Meyer. Nancy Spivey is not photographed but was in attendance.

Short Takes

Green Manufacturing Alliance Holds Conference In Dayton



Jane Oates Assistant
Secretary of
Employment and
Training Administration

SWORWIB President/CEO Sherry Kelley Marshall and MSSC Program Manager Cathy Metcalf attended the October 17-18 Green Alliance Conference in Dayton, where they presented their successful partnership to participants. Jane Oates, Assistant Secretary of Employment and Training Administration, U.S. Department of Labor, was also a speaker. Oates commended the partnership for the written report, available at www.superjobs.com.

State Workforce Data Shows Area 13 Leads In Key Areas

The SWORWIB and its partners take pride in the latest Ohio workforce statistics for adults and dislocated workers showing our area excelled over Ohio's other urban area WIBs. According to information provided by Bob Haas and available at the [Ohio Workforce Board](http://www.ohioworkforceboard.org), Hamilton County (Area 13) had more employments (1,508) for program year 2010 than any other Ohio county. Cleveland (Area 3) recorded 1,119 employments and Columbus with 788 employments.

Cincinnati can also boast that it had the lowest per cost of employment figure of \$2,070. The next lowest figure to Cincinnati came from Toledo, whose figure was \$2,570. Other areas were higher in cost. Find this information and more at: <http://www.ohioworkforceboard.org/>

Youth Request For Proposal (RFP) Released

The SWORWIB's youth services contracts end 6/30/2012, so Area #13 has released our RFP for youth services providers for the period beginning 7/1/2012. The RFP includes requests for in-school and out-of-school youth services and focus area attention for youthful offenders and Foster Care exiters.

Interested organizations can download the RFP, which includes various deadlines for indicating interest and submission, at <http://www.hcjfs.hamilton.co.org/RFFP/SCO411-R%20RFP.pdf>

In the News

Soapbox Cincinnati: My Soapbox: Barbara Seibel, [Jobs for Cincinnati Graduates](#)

Soapbox Cincinnati: [Cincinnati ranks in top 100 communities for youth](#)

EMSI, which recently partnered with the Southwest Ohio Region Workforce Investment Board (SWORWIB) to create a brand new web-based "Training Portal" as part of the new [Employers First website, featured the announcement on its Website.](#)