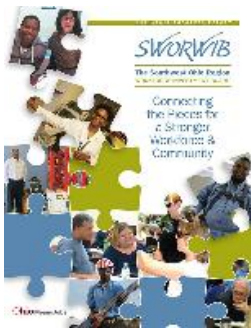


Greetings!



The Southwest Ohio Region Workforce Investment Board's 2011-12 [Annual Report](#) wraps up a year of accomplishments and challenges, from national recognition for our work in career pathways to the many achievements of our youth providers, the SuperJobs Center and Employers First Regional Workforce Network. We hope you enjoy it.

YOUTH PROVIDERS LEARN ABOUT ELECTRICAL APPRENTICESHIPS

In an effort to inform our providers about career pathway options for young people, the SWORWIB invited **Chris Fridel**, Assistant Training Director at the Electrical Training Center, to speak about apprenticeships at the Youth Providers Roundtable at the quarterly meeting Oct. 12.

The **International Brotherhood of Electricians (IBEW) Local 212** and **National Electrical Contractors Association** (Cincinnati chapter) opened a state-of-the-art training facility in a former Circuit City store in Western Hills in March 2011, where they provide apprenticeships in both electrical construction and telecommunications.

The apprenticeships are open to applicants 18 years and older who have graduated from high school or have a GED. A strong grounding in algebra is required for both apprenticeships, Fridel says. The center gets about 300 applications a year, and typically admits 80-90 applicants.



Chris Fridel at the Electrical Training Center.

Electrical apprentices take 900 hours of classroom work and 8,000 hours of on-the-job training over five years. The telecommunications apprenticeship is shorter: 480 hours of class and 4,800 hours of on-the-job training over three years, Fridel says.

Apprenticeships are funded through contracts that unions negotiate with local electrical contractors. Local 212 and the training center work with 50 contractors who provide on-the-job training to the apprentices. Electrical apprentices can earn \$10.44-\$19.06 an hour plus benefits, says Fridel, and as much as \$26.11 an hour plus benefits upon completing the apprenticeship and becoming a journeyed professional.

Apprentices at the Electrical Center must pay a yearly administrative fee of \$500. All other costs are covered. For more information, visit www.electricaltc.org; email Fridel at cfridel@electricaltc.org, or call 513-281-6924.

Fridel also noted many other apprenticeship options exist in the skilled trades. The **Greater Cincinnati Apprenticeship Council** at www.thegcac.org has more information. The SWORWIB will ask other unions on the Apprenticeship Council to present information on their programs to our youth providers at future meetings.

EMPLOYERS FIRST COORDINATES HOTEL JOB FAIR

More than a thousand job seekers applied for hospitality and restaurant positions during **21C Museum Hotel's** job fair Sept. 19-20, and **Employers First Regional Workforce Network** was there to help.



The 21C Museum Hotel, scheduled to open later this year, will hire 160 for its operation in downtown Cincinnati, across from the Aronoff Center. At the job fair, which was held at the Duke Energy Convention Center, hotel hiring managers conducted immediate interviews of job candidates

Coordinated through Employers First, a dozen staff members from regional One Stops assisted hotel hiring managers during the job fair. "We are happy that we were able to partner with the One Stop Centers. The assistance they provided was invaluable and contributed to the success of our job fair," said **Monique Hewan**, HR Manager for the 21C Museum Hotel. "The One Stop staff made it possible for us to conduct nearly 1,100 interviews."

Earlier in the year, Employers First contacted the management at the 21C Museum Hotel and quickly assembled a meeting with the Business Services teams from the area One Stops. Once a date was set for the job fair, Employers First was quick to offer the services of the One Stops. "We had been waiting for this opportunity for the majority of the year, and we were excited to help," said **Andrew Lotter**, Regional Liaison for Employers First.

Employers First Regional Workforce Network is a collaboration of the region's four Workforce Investment Boards in Southeast Indiana, Northern Kentucky and Southwest Ohio and Partners for a Competitive Workforce.

TRAINING LEADS TO NEW CAREER AS TRUCK DRIVER

Marcus Broadnax worked for four years as a machine operator at the Ford plant in Batavia, when he took a severance package in June 2008 as the plant, which employed almost 800 workers, prepared to close. "I was devastated after I lost my job at Ford Motor Company," he said. "I had no idea where I could go, or what I could do to make the kind of money I was used to earning."

At the time, a friend of his was going to Napier Truck Driving School in Hamilton. "I always wanted to be a truck driver," says Broadnax, 45, of Cincinnati. As a dislocated worker, he now had the opportunity to turn that dream into reality.

Broadnax signed up for services at the **SuperJobs Center**, where he connected with a career coach, and was found to be eligible for training under the Workforce Investment Act.

Nationally, the trucking industry is experiencing a shortage in qualified drivers. As more veteran truck drivers retire, companies are finding it tough to fill open positions. So those who earn their Commercial Driver's License have a good chance at getting a job as a driver.



Marcus Broadnax delivers Coke products to convenience and small chain stores.

Broadnax finished the five-week course at Napier in March 2009, and soon found a job working for a local produce logistics company. "It was important for me to begin working as soon as I could after I got my CDL," he said. "I wanted to get back in the workforce as quickly as possible to provide for my family, and to get experience as a truck driver."

Broadnax worked there for more than a year before landing a job with the **Coca-Cola Bottling Plant** in November 2010. He now delivers Coke products to local gas station convenience stores and small chain stores.

"If it wasn't for SuperJobs, I wouldn't have been able to go to Napier," Broadnax said. "Today I make good money and am able to be home nightly with my family!"

CINCINNATI STATE, GE JOIN IN VETERANS MSSC TRAINING PILOT



Over the last two years, the SWORWIB has been in the forefront of introducing the **National Career Readiness Certificate (NCRC)** and the **Manufacturing Skill Standards Council (MSSC)** credential to dislocated workers in Southwest Ohio. "Given our commitment to these two credentials, the news that **Cincinnati State** and **General Electric** are joining in a pilot program to train veterans in the MSSC curriculum that would include the NCRC is very exciting," said Sherry Kelley Marshall, President/CEO of the SWORWIB.

The first program will begin in January, and will include 100 hours of MSSC modules on safety, blueprint reading, quality systems, mechanical principles, production processes and electrical and hydraulic systems. GE is funding the training at Cincinnati State. Others involved in the nationwide **Get Skills to Work** coalition include the **Manufacturing Institute**, **Alcoa Inc.**, **Boeing** and **Lockheed Martin**; other colleges across the country have also committed to the program.

Returning veterans often find it hard to get back into the workforce, and that their skills don't easily translate, sometimes because of a simple mismatch between military and civilian credentials.

"This represents a tremendous commitment to veterans on the part of GE and other major manufacturers in the United States," says Marshall, a member of the Leadership Council of the MSSC. "It also recognizes the importance of national credentials. We have supported the MSSC training of many dislocated workers in Southwest Ohio and we are pleased to see these blue chip employers embrace the MSSC curriculum."

INDY WORKFORCE TEAM VISITS HERE

Members of the **Indianapolis Workforce Capacity Initiative**, which hopes to stem job loss in the region by increasing the numbers of skilled and educated workers, visited Cincinnati in late September to learn more about the **Health Careers Collaborative** here and the workforce partnerships that have made it a success. The team spoke with **Sherry Kelley Marshall** to learn more about the genesis of the **Employers First Regional Workforce Network**, and **Ross Meyer**, Executive Director of the **Partners for a Competitive Workforce**, to learn more about this umbrella organization. This marks the second time in the last couple of months that a workforce team from another region has visited Cincinnati to learn more about its partnerships. A group from Cleveland visited in August.

SHORT TAKES

KIDS THESE DAYS!: Youth providers from Hamilton County attended a day of training in Warren County sponsored by the Ohio Department of Job and Family Services. The session, entitled "Kids These Days: Connecting with and Preparing At-Risk Youth for Workplace Success," was led by **Dr. Steve Parese** of Danbury, N.C., a consultant to organizations working with youth from troubled backgrounds. Organizations that attended included **Cincinnati State**, **Goodwill Services**, **Easter Seals TriState** and **Literacy Center West**.



DUKE, GE ON GOVERNOR'S WORKFORCE BOARD: Julie Janson, President of Duke Energy in Ohio and Kentucky, and David Joyce, President and CEO of GE Aviation, are the local representatives on Gov. John

Steve Parese, back, and staff members from Hamilton County non-profits that work with young people

Kasich's Executive Workforce Board. Board members were named Sept. 24, and include 25 business, government, educational and labor leaders from around the state. The board will advise Kasich and the Office of Workforce Transformation on the "continuous improvement" of Ohio's workforce system, and how best to streamline it.

STATE OFFERS REGIONAL TALENT REPORTS: Workforce professionals, employers and job seekers can now access a regional talent report through [OhioMeansJobs](#) (go to the Employers page). The reports are created when a job title or key word is searched through the Monster.Com Talent Dashboard tool. Each month, OhioMeansJobs will select a job title or key word to highlight. The regional talent reports for that search term show the number of corresponding resumes by skills and educational levels. Here is October's [regional talent report](#) for Greater Cincinnati.

JOBS SPOTLIGHT: The SuperJobs website now has a page spotlighting "[Featured Jobs](#)" -- the latest postings from employers and as well as a list of coming hiring events.

IN THE NEWS:

Local business leaders [call for](#) federal support of workforce training programs

Enquirer [spotlights](#) Civic Justice Corps and Lawn Life. Young men from the Civic Justice Corps have done landscape work at the SuperJobs Center.

Mercy Neighborhood Ministries [wins](#) Impact 100 grant

The Community Impact Report from the World Choir Games [notes](#) the participation of Easter Seals youth



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