

October 2014

SWORWIB Finalizes Move to Great Oaks Campus

The SWORWIB has finalized the office move to Great Oaks Instructional Resource Center, 3254 East Kemper Road, Cincinnati, Ohio 45241. President Marshall and staff are located in Room 102, phone number 513.612.3678. Our sincere thanks to the supportive Great Oaks staff who have welcomed us to their facilities, the Chamber for their ongoing technology and payroll assistance, and Great American Insurance for putting our new IT together, as well as Wesley Miller, OMJ facilities contractor.

Join us for a January 2015 Reception - date and time announced in next month's NewsWIB!

Find our location and directions on the web.

<http://www.greatoaks.com/sites/highschool/Campuses/Scarlet%20Oaks/Documents/Scarlet%20Oaks%20Map.pdf>

Spotlight on Jobs *Jobs Available in Greater Cincinnati and Northern Kentucky*

The SWORWIB works with regional employers to promote jobs available in our region. With so many individuals still looking for jobs, why is it that employers are still looking for skilled workers? Being out of work takes a toll. Individuals need the motivation, confidence and skills to take on a new job or transition their current skills to a new career choice. The SWORWIB provides out-of-work youth and adults with the skills necessary to be successful. Be sure to read Jason Williams' article below recently published in the Cincinnati Enquirer which highlights jobs available in our region.

Williams writes, "Jobs paying around \$40,000 a year that require nothing more than an associate's degree and in many cases less training are available across Greater Cincinnati and Northern Kentucky - and are expected to grow in the next few years. The problem: few seem to want jobs in truck driving, plumbing, HVAC and other non-medical, middle-skill professions that provide a livable wage and do not require a college degree. That's a dilemma for regional employers, and many companies fear they won't be ready for the projected growth. The Cincinnati area is forecast to add nearly 11,000 middle-skill medical and non-medical jobs between 2013 and 2017 - ranking in the top one-third among 125 U.S. metro areas for mid-skill job growth, according to a new USA TODAY and Enquirer analysis."

Read more of Jason Williams' story at <http://www.cincinnati.com/story/money/2014/10/01/help-wanted-plumbers-truckers-hvac/16498931>.

Spotlight on Employers *Bridgestone/Firestone Successes!*



Bridgestone Americas' corporate family traces its roots to the establishment of The Firestone Tire & Rubber Company in August 1900. It was then that 31-year-old Harvey S. Firestone (1868-1938) started tire production with 12 employees in Akron, Ohio. Today, Bridgestone/Firestone provides one-stop shopping for all vehicle needs. From tires, auto service, batteries, brakes, alignment to their DriveGuard run-flat tire technology, their skilled technicians are ready to serve.

Phil Lambert, Technical Trainer/Recruiter consultant for the "Back to Work" program at Bridgestone/Firestone, recently reported on the status of three Bridgestone/Firestone teammates recently hired as a result of referral by the OMJ Center including On-the-Job training accounts. The "Back to Work" program started at Bridgestone/Firestone with new teammates: Craig Manning, Earnest Schleyer and Robert Henry.

Craig and Earnest, vehicle service teammates, have been moved from entry-level status to flat-rate which is their next step up the ladder in their development as automotive techs. Earnest is prior military and is currently being supervised by a manager who is also prior military!

Robert Henry is a great success story. He is a highly intelligent former ComAir pilot who couldn't catch a reemployment break due to the over-qualification stigma. Since going to the Northgate service center, he has used his intellect and natural leadership skills to help build a strong Bridgestone/Firestone team.

"The OMJ Center and Kathleen Busemeyer have been great to work with and we hope to continue recruiting with them," said Lambert.

Retrospective on Our Youth *Shannon Chambers* *Prior JCG Student*

NewsWIB readers might remember Shannon Chambers, JCG student, from a June 2013 NewsWIB story.

Shannon learned a lot from his first semester at UC and has changed his major from Mechanical Engineering to Marketing with a minor in Spanish. He is the VP of Community Engagement for the Sales Leadership Club and a member of the NAACP and the UBSA (United Black Student Association). Shannon has also taken on work-study at the African American Cultural Resource Center. Shannon's transition to higher education took rigorous effort, time management, and above all, discipline. Congratulations, Shannon!



Brandon Prayer and Shannon Chambers
in June 2013 NewsWIB

Spotlight on Workforce *US Conference of Mayors*



President Marshall joined leading Workforce Board executives from across the country at the September 28-30 Fall Session of the US Conference of Mayors Workforce Development Council in Washington, DC, which focused on the new federal workforce legislation, Workforce Innovation and Opportunity Act. Speakers from a variety of agencies shared the vision and intent of the new law as well as specifics related to alignment, infrastructure, one-stop services, board governance, serving people with disabilities and new performance measures. New roles for workforce boards were also explained. Workforce Boards, as providers of labor market information and evaluators of eligible providers, are now required to provide a public display of results to produce informed customer choice - a philosophy the SWORWIB has advanced since 2007.

Scott Cheney, Senior Advisor, Senate Budget Committee; Portia Wu, Assistant Secretary, DOL Employment and Training; Gerri Fiala, Deputy Assistant Secretary, DOL Employment and Training; Janet Labreck, Commissioner, US Department of Education; John Uvin, Acting Assistant Secretary, DOE Career, Technical and Adult Education; and other speakers addressed their unique focus points within the new legislation.

Spotlight on Workforce *International Association of Workforce Professionals (IAWP)*

Participants at the Fall Ohio IAWP State Conference held October 2nd addressed the challenges of the long-term unemployed. Carbone and Marshall elaborated on their joint experience with the implementation of the Platform to Employment national program in Hamilton County and their plans for repeating the opportunity for 100 Southwest Ohio long-term unemployed if the Ready to Work grant is awarded to The Workplace.



(Left to Right) SWORWIB President, Sherry Kelley Marshall; The Workplace President, Joseph Carbone; Ohio IAWP President, Jeanette Vert; International Association of Workforce Professionals (IAWP) President, Mikell Fryer; and Ohio IAWP Past President, Gina Mee



(Left to Right) Kathy Atkinson, Mercy Ministries; Sherry Kelley Marshall, President & CEO, SWORWIB; Jane Oates, Vice President for External Affairs, Apollo Education Group; Kathy Metcalf, Labor Institute for Training; and Jeff Finkle, President & CEO, International Economic Development Council met at the ACT Work Ready Conference and discussed Hamilton County and the region's plan to apply for Work Ready Certification.

Spotlight on Workforce *ACT Work Ready Symposium in St. Louis*

Sherry Kelley Marshall attended the ACT Work Ready Communities Academy 2014 Best Practices Symposium, in St. Louis, Missouri, October 7-8, 2014.

The ACT Work Ready Communities initiative is a core element in the effort to build a truly national system for work readiness. At the core of this aspiration is ACT National Career Readiness Certificates (NCRCs) that focus on certifying three essential skills - applied math, reading for information, and locating information. The NCRC is an evidence-based credential that has been proven to accurately predict work readiness and job performance. This predictive power applies to all three key groups of people: new workers, transitioning workers and individuals who already have jobs.

The Symposium focused on approaches and topics that have worked at the County level across the country as part of the consideration for applying as Hamilton County and the tri-state region.

Spotlight on Governor's Office of Workforce Transformation *Unified State Plan Released*

The Kasich Administration sought and received approval from the Ohio General Assembly under Ohio House Bill 486 (130th General Assembly) to submit a single unified state plan for the three largest workforce programs:

1. **Workforce Investment Act (WIA)**, which funds county OhioMeansJobs Centers and job training and job search assistance programs for adults, dislocated workers and low-income youth;
2. **Adult Basic and Literacy Education (ABLE)**, which funds GED preparation, adult math, reading and literacy courses; and
3. **Carl D. Perkins Career and Technical Education Improvement Act (Perkins)**, which provides funding for career technical training for secondary and post-secondary students.

The state will hold public hearings on the Unified State Plan. The following website also provides a 30-day opportunity to share comments regarding the Unified State Plan.

<http://workforce.ohio.gov/Initiatives/UnifiedStatePlan.aspx>.

Spotlight on the SWORWIB Team *Welcome Cheryl Brueggeman*



On October 1, 2014, Cheryl Brueggeman joined the SWORWIB as a contractor for the vacated Youth Services and Public Information duties previously performed by Kathleen Williams and Dominique Springs. Cheryl is now the primary contact for Youth Services, the Emerging Workforce Development Council, the SWORWIB NewsWIB and all media services.

Cheryl has Bachelor degrees in Management and Business Education as well as a Master's degree in Education with a focus on curriculum development and workforce training. Cheryl has a long history of consulting experience and an array of clients and is dedicating time to these tasks with the SWORWIB. She comes to the SWORWIB from the Ohio Board of Regents (OBR), where she spent the last three years working in the State ABLE Office in Columbus as the State Leadership Manager for professional development.

Prior to her position with OBR, Cheryl was a faculty member for nearly 20 years and the Assistant Dean for Workforce Development at the University of Cincinnati Blue Ash campus.

Cheryl brings a wealth of expertise and experience in workforce development, grants and contract management, marketing and strategic planning.

In the News:

SWORWIB Board Member, Mike Kelly, named Mars Hill Alumni of the Year...

<http://www.citizen-times.com/story/news/local/2014/10/13/mars-hill-u-names-sherer-kelly-alumni-year/17222277/>

Short Takes:

New Ohio Means Jobs K-12

Check out the OMJ section for K-12 students. To view this new addition to the OMJ website, go to

<https://jobseeker.k-12.ohiomeansjobs.monster.com/>.

Youth RFP Release

The RFP for Youth Services is being developed and will be released by the end of the year.

The RFP will request the submission of applications for the procurement of youth services. If you want to be on the bidders list for the youth RFP contract, contact **Tim Dingler** at Dinglt@jfs.hamilton-co.org.

Reminder

SuperAwards 2015 Nominations - Nominations are being accepted for the SWORWIB's 2015 SuperAwards.

We invite you to nominate a person or organization or business that has demonstrated a commitment to the public workforce system, either by using the services of the system; or by hiring those who are unemployed; or by partnering on or developing initiatives that further the goals of the public workforce system, or other activities that help the SWORWIB meet its mission. Submit your nomination

to **Sherry Kelley Marshall** at SMarshall@sworwib.org or smarshall@cincinnati-chamber.com.

Follow us on Facebook and Twitter!

The SWORWIB has a [Facebook](#) page where we post news, pictures, events and up-to-date information. Also, follow us on [Twitter](#) @CincyWorkforce and we'll keep you informed throughout the month!

Contact:

Cheryl Brueggeman
Youth/Public Information Contractor
cbrueggeman@sworwib.org



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