

SWORWIB

The Southwest Ohio Region
WORKFORCE INVESTMENT BOARD

The latest news from
The Southwest Ohio Region
Workforce Investment Board

NEWSWIB

September 2011

Vol 3, Issue 9

Employers First Launches Belly Band Marketing via Cincinnati Business Courier

employers' first source for workforce solutions

REGIONAL WORKFORCE SERVICES

- JOB SEARCH & INTERVIEW ASSISTANCE
- CURRENT JOB OPENINGS
- RESUME AND COVER LETTER ASSISTANCE
- JOB SEARCH TIPS
- JOB FAIRS
- INTERVIEWING SKILLS
- RECRUITMENT FOR BEST TALENT
- SERVICES FOR VETERANS

EMPLOYER TRAINING PORTAL

The Employers First Regional Workforce Network's employer training portal will help you locate regional training providers quickly and easily. You can view the profile of 150+ training opportunities for your current employees and 25 search for the website, including graduates you want to hire.

EMPLOYERS FIRST
REGIONAL WORKFORCE NETWORK

Can't find great employees?
visit www.employersfirst.org

Cincinnati Business Courier "Belly Band" marketing tool a national first.

Employers First Regional Workforce Network (EFRWN) is a partnership of the four Workforce Investment Boards in the Tri-State region, specifically Indiana Region 9 Workforce Board, Northern Kentucky Workforce Investment Board, the SWORWIB and Workforce One Investment Board of Southwest Ohio serving Butler, Clermont and Warren Counties. Through EFRWN, these four workforce areas collaborate with economic development efforts to set priority industries for the region, maximize investments in workforce development, satisfy employers' workforce needs and build a talent pool that meets the needs of the region's employers. The first project of EFRWN is the "employer training portal" featured on the www.employersfirst.org website and announced to the employer and economic development community through the region wide advertising in the *Cincinnati Business Courier* today.

There was a time not long ago when employers hung a sign in the window or posted in the classified ads to find help. If they wanted a college graduate or training for their current employees, they had to call every college, and were then usually directed to another place, then another. EFRWN announces a new modern marvel that makes these shot-in-the-dark strategies obsolete.

Today is the launch of a national model that enables GPS-like accuracy to be used by both job seekers and employers making the days of finding a path to your destination in the dark long gone. It may sound too good to be true, but to hear Bruce Evans talk about it, it will do for employers seeking to find the candidates with the training and education they prefer what Rand

McNally maps did to help cross-country travelers decades ago and what today's turn-by-turn GPS device does to guide you from one destination to another.

The first project of EFWRN is the hosting of this training portal on its Website. The launch in late September in the tri-state region of a national model that enables GPS-like accuracy to be used by both job seekers and employers, the days of finding a path to your destination in the dark are long gone. It may sound too good to be true, but to hear Bruce Evans talk about it, it will do employers seeking to find their perfect workforce what Rand McNally maps did to help cross-country travelers decades ago and what today's turn-by-turn GPS device does to guide you from one destination to another.



Bruce Evans, Vice President for Product Development at Economic Modeling Specialists Inc. (EMSI), based in Moscow, Idaho, says the upcoming belly band marketing initiative is a ground-breaking idea he credits to Sherry Kelly Marshall, the SWORWIB's President/CEO. "This national first will inform Cincinnati Business Courier subscribers about a new and unique way to find graduates or upgrade skills of their current workforce." The belly band marketing project, so called because the colorful and information-packed piece wraps around the "belly" of the newspaper, represents a ground-breaking marketing initiative by Employers First Regional Workforce Network ([EFRWN](#)) to spur regional employers to use its training portal.

EMSI's quarterly updated data will be used by employers to find new employees or find skill training opportunities for their existing workforce. Evans at EMSI said employers will now be able to find answers to the question of "what training or program graduates are you looking for?" and simultaneously search for new graduates or help current employees get better at what they do by acquiring new education and skills. "So whether you're looking for a graduate or looking for training for a current employee, it's easy to search for academic programs," Evans said.

The mission of EMSI is to help their clients like community colleges, workforce investments boards and economic development groups better understand their local economies and the economic impact of industry or cluster group dynamics. The belly band marketing initiative Evans gave plaudits to SWORWIB for implementing, will inform workers and employers alike of the powerful information they now have at their fingertips. Employers will now have a new and unique tool that can help them survive and even grow by being able to find the workforce they need to stay in business or better yet expand their operations.

Meet Andrew Lotter: EFRWN's First Regional Employers Liaison

After ten years of work, Workforce Investment Boards in the CincinnatiUSA Ohio-Kentucky-Indiana Tri-State region recognized that while the economy is regional in nature, the responsibilities and



Andrew Lotter

priorities used to address individual local areas and labor markets naturally falls to the individual local WIBs. However, the WIBs likewise learned that that there are issues that they could be more effective and efficient in addressing as a region. To assist the WIBs in this effort, they have hired Andrew Lotter as their Regional Employer Liaison.

Lotter worked for six years at the SuperJobs Center, during which time he primarily focused on business services and was among the top producers of job placement results. Later, he managed a National Emergency Grant designated to provide training to eligible dislocated workers. His work didn't go unnoticed. He won kudos from the SWORWIB at the 2011 Annual Meeting, when he received the Super Award as a great employee.

Lotter says that as a former employer new to the Cincinnati area, he can understand employer frustrations of having to navigate the Tri-State workforce system to find qualified candidates. "I am excited at the opportunity to work with an organization focused specifically on employers," said Lotter.



The interview committee recognized Lotter as a respected leader with solid performance, as well as experience in training and motivating others to achieve strong results by consistently outperforming expectation. Lotter said, "Assisting in the creation of improved processes and empowering people is what makes work more than just a job."

Lotter, who starts work on September 26th, will move forward with the important task of planning the upcoming Southwest Ohio and Northern Kentucky versions of the recent Indiana manufacturing forum.

Regional WIBs Introduced Services at Indiana Forum



EFRWN conducted a regional forum on August 31st that promises to be the first of more such events, at which WIB leaders and others educated participants about how their special services can add value to any organization or business.

Held at Ivy Tech Community College in Lawrenceburg, Indiana, the first forum featured welcoming remarks from Bart Brown, WIB Director for Indiana's Region 9 and presentations from manufacturers about how their companies utilize industry-recognized certifications for developing and selecting qualified workers. The approximately 50 people who attended the EFRWN economic development forum were introduced to professionals in workforce development and education, along with other stakeholders and employers.



Barbara Stewart, Director, Northern Kentucky WIB; Sherry Kelley Marshall, SWORWIB President/CEO; Tom Barnes of ThyssenKrupp Bilstein-America and Scott Ellsworth of Tipco Punch each presented information on the EFRWN's efforts to support manufacturers and their use of Industry recognized certifications.

This event was the result of EFRWN members wanting to conduct regional meetings to introduce the work of the region's workforce development partners in responding to manufacturing employers expressed needs for improved skills. With the arrival of Andrew Lotter, plans are under way to conduct similar events in Ohio and Kentucky.

Super Jobs Center: Job Seeker Success

To hear it from Michelle Kelly, who lost her job at a local printing company last December, the break she needed in finding a new job came when she walked into the Cincinnati Super Jobs Center (SJC).

There she found helpful guidance that directed her to a customer service information training program offered by the Urban League.

"I didn't have a background in sales," Kelly said.

Moreover, she said that had it not been for the partnership between SJC and the Urban League and its good relationship with some area employers, "I would not have been able to get this job." Kelly is now gainfully employed as a customer sales representative at Hubert in Harrison, where she and about 300 other employees are helping the restaurant equipment sales and service company grow and expand.



She credited Analyst and Career Coach, two unique job-seeking programs that employ multiple sets of data to help workers find a new job in their current careers or, as was the case with Kelly, acquire new skills that led to a job in a field she had not previously considered.

The big decision for Kelly was whether to go back to college for another four years, or whether to

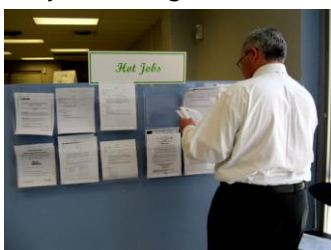
seek a shorter term training program that would help her land on her feet in the near term. Married with two small children, she decided to take advantage of a 4-week training program at the Urban League. Once graduated, the Urban League helped Kelly find the job she has now. Having navigated her 90-day probationary period, Kelly was clearly excited to say she signed up for company benefits like health care and dental insurance, a 401K plan and life insurance.



Kelly has a few words for others who have or may be in her position: "It depends on what you want to do, but look at all your options," she said. Hubert, an international company that promotes from within, offers its workers a chance to advance. Kelly said she finally feels a sense of security, knowing there's room to grow and advance for those who work hard and acquire the skills needed to land that next best job.

WIA Funding

The Workforce Investment Act (WIA) was created in 1998 to encourage public-private partnerships to establish workforce development services so at-risk youth, adult learners, dislocated workers and the chronically unemployed could get the basic education and workplace skills they need to get and



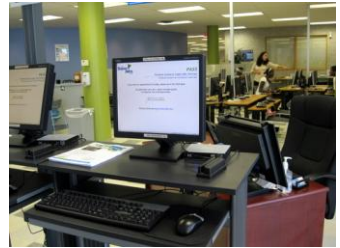
Super Jobs Center job seeker

keep a job. From its inception, WIA has been dedicated to building a strong and effective workforce.

WIA also promoted this public service to employers, prime customers since getting them local workers helps the local economy. In just the last year, WIA, through WIBs like the SWORWIB, are documented as having served over 8.4 million job seekers in the U.S. and helped 4.3 million gain employment.

With a performance track record like this, especially at a time when unemployment may go up instead of down and many fear a second recession is possible, it's important for the federal government to take action to secure this resource for its citizens and employers. However, we are nearly at the end of the federal fiscal year and we do not yet have a federal year budget for October 1, 2011 to September 30, 2012.

It would indeed be a tragedy if short sighted efforts to further reduce federal spending going forward were to fatally afflict WIA and services to employers and job seekers, laid off workers and returning Veterans.



SWORWIB Partner Profile: Mature Services

SWORWIB is unique because of its diverse and dedicated board of partners, which includes a large number of federally required agency partners who also receive funding for employment services to

specific populations.



One SWORWIB partner, Mature Services, promotes successful aging by providing the highest quality programs and services to support, strengthen and empower adults as they age. In operation since 1975, Mature Services offers seniors a range of assistance, from its cost-free Senior Employment Center to homecare services to nutrition and other supporting services and programs.

Paul Magnus, Vice President for Workforce Development for Mature Services, represents the agency on the SWORWIB board. A veteran at Mature Services since 1984, Magnus said the agency's newest initiative - the Senior Employment Program, a division developed to provide mature workers the support and training needed to transition back into the workforce - is a sweet deal for employers.

Through the Senior Community Service Employment Program (SCSEP) at the Senior Employment Center, Magnus says participants in the Employer Based Training (EBT) are provided high quality job training to develop the skills and marketability needed to serve today's employers. Program



participants have a chance to "job audition" with a real employer who, if they agree to train a mature worker, is rewarded by Mature Services, who picks up 100% the tab for wages, fringe benefits like FICA and all taxes including Workers' Compensation, unemployment and state and federal. Moreover, the training period can last for up to 12 weeks, the maximum training period for a prospect.

Paul Magnus of Mature Services

Part of the SCSEP, EBT helps low-income older workers (55 years of age and above) benefit from a chance to show participating employers both their hard technical skills and soft skills like work ethic and on-the-job compatibility.

How does EBT work? Mature Services will send qualified workers for an interview, the same as an employer would receive from a staffing agency. A company then interviews candidates and chooses the ones they would like to hire for open positions. Mature Services would then pay for the employee's training, ranging from one week to one month, depending on the tasks and time it takes for the employee to learn the tasks.

Let us train your new employees at our expense!



Time is money, and training a new employee takes time.

Get up to 12 weeks paid*

The Senior Employment Center provides mature workers with training through the Senior Community Service Employment Program (SCSEP).

Our Employer Based Training will **pay** for that new employee training time.

One aspect of the program that's critical to its success is the purchase by Mature Services of training certificates, which Magnus says is where community service comes in. "We hire an employer to train our participants for our job openings; they are very targeted, and we cover wages up to 12 weeks, during which time an employer can preview them, see how they're doing and train them on our dime." Additionally, Mature Services issues checks directly to the trainee, so

there's never a cost to the employer. The goal is to move a participant to regular employment with the company once training is complete.

All good things end, as does employer-based training, but the employer is given a substantial amount of time to make a hiring decision on an employee whose employment costs were otherwise provided by Mature Services.

Fall Quarter Construction Clubs Underway

At a very successful Summer Construction Camp in Price Hill, the middle schoolers worked with trades volunteers to build a "Backyard Dream House" that will be included in the Spirit of Construction auction at the Gala event this October. Now, the 2011 Fall Construction Clubs are underway at St. Lawrence and Resurrection Schools in Price Hill, thanks to funding from the Spirit of Construction and SC Ministries.



Volunteer Jordan Wayne at

Construction Club

The two schools have 15-18 students in the after-school program who will be exposed to the standard process of a construction project including site preparation, electrical, masonry, carpentry and more.

At Resurrection Camp, SWORWIB Construction Advocate Anne Mitchell spied a surveyor working on a waterline project behind the school. Using the situation to her advantage, Mitchell convinced him to offer the students an impromptu demonstration of his surveying equipment. Not regularly part of the after-school program curriculum, this opportunity offered a unique chance to emphasize the broad and expansive opportunities within the construction industry that students can see for themselves when they walk their neighborhoods.

Cincinnati Among Six Cities Awarded DOL Green Jobs Innovation Fund Grant

Cincinnati was one of six cities awarded funds in June from a \$5.5 million Green Jobs Innovation Fund at the U.S. Dept. of Labor. The overall three-year grant will fund energy efficiency and "Green" construction training in Cincinnati. The partnership involves the Laborers' International Union of North America (LIUNA) Training Fund and will pay for the training of at least 40 people in two sessions per year for three years to provide them with skills enabling them to gain "Green" jobs.



The trainees will learn skills in "Green" construction and weatherization. After training, they will qualify for LIUNA Apprenticeship programs and jobs that provide career growth opportunities. "This grant program is an important part of the administration's efforts to equip workers with the necessary knowledge, skills and abilities to succeed in green industry jobs," Secretary of Labor Hilda L. Solis said. "These are smart investments in the green energy jobs of today and the green energy economy of the future."



The SWORWIB partnered on this grant application for training in Cincinnati and the SuperJobs Center will assist with the recruitment of candidates for the training opportunities.