

Greetings!

Area 13 got an E for "Exceeds" -- or Excellent -- on its **Annual Performance Report** in eight of nine categories -- its best in several years.

The Performance Report shows our performance against Common Measures -- the categories by which all workforce areas are measured across the nation.

We received "Exceeds" in: Adults Entered Employment; Adult Average Earnings; Dislocated Workers Entered Employment; DW Retention Rate; DW Average Earnings; Youth Placement in Education or Employment; Youth Certificate or Diploma; Youth Literacy and Numeracy Gains.

In one category, Adult Retention Rate, we received a "Meet."

Congratulations to the staff at **SuperJobs** and our youth vendors for this stellar showing!

PTEC CELEBRATES WITH GRAND OPENING



Carla Chance, left, Cincinnati State; Harry Snyder, Great Oaks; Andrea Milani, PTEC; Kathy Atkinson, Mercy Neighborhood Services, and Sherry Kelley Marshall, SWORWIB, at grand opening.

A longtime collaboration was welcomed to its new home Sept. 18 as the [Health Careers Collaborative of Greater Cincinnati](#) (HCC), the [Pathway to Employment Center](#) (PTEC) and the [Great Oaks Career Campus](#) celebrated their new co-location in the lower level of the [SuperJobs Center](#).

Speakers included [Darla Olson](#), Co-Chair of the HCC and Employment Director at [TriHealth](#); [Sherry Kelley Marshall](#), President/CEO of the [SWORWIB](#), [Carla Chance](#), Executive Vice President at [Cincinnati State Technical and Community College](#), and [Andrea Milani](#), Executive Director of PTEC. [Rachel Miller](#), Constituent Services Liaison for U.S. Sen. [Sherrod Brown](#), read a letter from Brown congratulating those who made this new location possible. "Hamilton County's one-stop employment center is a fitting site for these important community resources," Brown said in his letter. "This new location will assist in the economic revitalization of Southwest Ohio by strengthening and developing tomorrow's workforce. I am proud of the collaboration that has brought this project to fruition."

The HCC is a consortium of hospitals, community organizations, schools and the SWORWIB that has developed entry-level and incumbent worker training in health care whose purpose is to provide employers with strong candidates, and also help disadvantaged workers gain a foothold in health care careers. PTEC will provide [Work Keys](#) assessments for those interested in medical training.

For more information, see [press release](#).

ABLE PARTNERS WITH HCC, PTEC

The [Cincinnati ABLE Collaborative](#) -- [Adult Basic & Literacy Education](#) -- has been a longtime Required Partner at SuperJobs. Now it will help even more adults improve their reading and math scores as it integrates its services into [Great Oaks' Health Professions Academy](#), newly located in the lower level of the [SuperJobs Center](#) (*see story above*).



ABLE traditionally helps adult learners without a high school diploma or a GED to prepare for the exam. It also works with adults who may have a GED or diploma but score low on the Test of Adult Basic Education (TABE). ABLE classes improve their marketability to employers or prepare them for post-secondary education or training, says [Eileen Hopkins](#), who, as Director of Education and Training at the YWCA in Cincinnati, oversees the ABLE program at the YWCA.

According to Hopkins, Great Oaks contacted the Cincinnati ABLE Collaborative to see if it would be interested in providing ABLE services to job seekers who wanted to begin training at the Health Professions Academy, but whose TABE scores were below 9th grade reading and math level. "We leaped at the opportunity to work with Great Oaks at SuperJobs," Hopkins says. "This is a great use of our joint resources."

These job seekers, who hope to get credentials to become STNAs (State Tested Nursing Assistants) or PCAs (Patient Care Assistants), are required to also take Work Keys assessments. ABLE will tutor them with the help of a program called Key Train, said Hopkins. "Someone may only need two weeks to prepare for the tests, while another person may need six months," according to Hopkins.

"I think it's an incredible opportunity," she adds. "Working with Great Oaks allows our ABLE students to have an entryway into a career pathway. It opens another door of opportunity to the students that we serve."

The Cincinnati ABLE Collaborative includes the [Cincinnati Public Schools](#), [YWCA of Greater Cincinnati](#); the [Urban Appalachian Council](#), [Easter Seals TriState](#), and [River City Correctional](#).

SWORWIB FUNDS TRAINING IN FIBER OPTICS

Although the Greater Cincinnati economy has rebounded significantly since unemployment peaked in 2010, companies continue to downsize. In May 2012, [Cincinnati Bell](#) announced that it would lay off up to 150 people as it outsourced much of its call center operations in Norwood to [StarTek Inc.](#)

Some of those dislocated workers hope to find their way back into good-paying telecommunications job through a new skill: fiber optics installation. With training provided by the

Cincinnati Labor Agency for Social Services, a group of 12 dislocated workers began a 32-hour course the week of Sept. 10.

The training is supported by funding that comes to Hamilton County through the Workforce Investment Act, says **Sherry Kelley Marshall**, President/CEO of the **SWORWIB**.

Those who pass the exam at the end of the course, a combination of classroom work and hands-on training, will receive the Electronic Technicians Association Fiber Optic Installer credential. "Everyone is going to fiber optics," says Sherry Wiles, who worked for 18 years at Cincinnati Bell and specialized in inside repair. "We just worked with copper. This gives us the chance to learn new skills that will lead to a job that pays well."

The training took place at the **Communication Workers of America Local 4400's** building in Mount Airy. "You have to have different skill sets today," says **Dwayne Phillips**, President of Local 4400. "You have to continue to skill yourself up, especially when you are laid off." Local 4400 hopes to place some of the Cincinnati Bell workers into companies where the local has representation.

See [press release](#) for more information.



Margaret Walsh, who was laid off after 12 years at Cincinnati Bell's Call Center, is retraining in fiber optics installation.

MARSHALL, OLSON MEET WITH PRESIDENT'S COUNCIL IN CLEVELAND

Sherry Kelley Marshall and **Darla Olson**, Co-Chairman of the **Health Careers Collaborative of Greater Cincinnati** and Employment Director at **Tri-Health**, shared their expertise in employer-led health career pathways with the **President's Council on Jobs and Economic Competitiveness** Sept. 12 in Cleveland.

Don Graves, Executive Director of the President's Council, had asked for the meeting with the **Northeast Ohio Health Science and Innovation Coalition** (NOHSIC). NOHSIC invited the HCC and SWORWIB to meet with Graves as well. The HCC and NOHSIC are the premiere collaboratives in Ohio involved in healthcare workforce training. Leaders from NOHSIC visited Cincinnati in August to find out more about the Cincinnati region's infrastructure for workforce development and various employer-led industry consortia.

The Cleveland meeting adjourned with a call to action, said President Marshall, including:

- Activate the **National Healthcare Workforce Commission** launched under the **Affordable Care Act**.
- Encourage President Obama to use healthcare as a model of workforce collaboratives representing an industry seeking qualified candidates for many open positions in various fields. This approach promotes a "build from within" strategy for the United States.
- Partner with healthcare employers and state leaders to redesign visa programs that attract and retain more talent in the U.S.



Don Graves

For more information, see [press release](#).

SHORT TAKES

MARSHALL PRESENTS TO MARCC: **Sherry Kelley Marshall** updated the **Metropolitan Area Religious Coalition of Cincinnati** about the SWORWIB's push for credentialing, the management changes at SuperJobs Center, and our latest performance measures at MARCC's meeting Sept. 7.

One of MARCC's public policy priorities concern employment, job creation and training, says MARCC'S Executive Director **Margaret Fox**, who also serves on the SWORWIB. "The work of the

SWORWIB, under the leadership of Sherry Kelley Marshall, gives outstanding service to all kinds of people with employment challenges; dislocated workers, people with disabilities, at-risk youth and young adults at their Super Jobs Center and through partnerships," says Fox. "With these efforts they get the job done and have the outcomes and numbers to prove it."

CONSTRUCTION CLUBS AT HOLY FAMILY AND OYLER: **Construction Clubs** got underway in September at Holy Family and Oyler, two Price Hill neighborhood schools. The clubs provide eight weeks of hands-on construction career exploration for middle school students, starting with site preparation, and following the stages of construction through concrete, carpentry, electric wiring, pipefitting, weatherproofing, drywall, and painting.

Construction Clubs are led by the SWORWIB's Construction Advocate **Anne Mitchell**, with funding from SC Ministry Foundation and the Spirit of Construction Foundation, and volunteer support from the member companies of the Ohio Valley Chapter of Associated Builders and Contractors.

EMPLOYERS FIRST CONNECTS: The Employers First Regional Workforce Network (EFRWN) has partnered with two regional employers to assist in hiring hundreds of positions in the Tri-State area: Staff Management | SMX and StarTek Inc. StarTek Inc., a Denver-based company, is contracted to staff a variety of telephone-based positions for **Cincinnati Bell** and is expected to hire close to 130 people before the end of 2012.

Employers First developed a relationship with Staff Management | SMX, a partner of Amazon.com, earlier in 2012 in filling seasonal Warehouse Associate positions at their Hebron, Ky., location, said ERWRN Regional Liaison Andy Lotter. With the holiday rush approaching, Staff Management | SMX expects to hire a total of 6,000 seasonal associates by the end of December. "We are doing things a little differently this year," says **Samantha Truong**, Recruiting Manager for Staff Management | SMX. "Although we have used the One Stop centers before, we hope to rely heavily on their services to hold regular hiring events." The first hiring events are being scheduled for October at the SuperJobs Center in Cincinnati, and Covington and Florence locations in Northern Kentucky One Stops.

CAA AWARDED YOUTHBUILD GRANT: Congratulations to the Community Action Agency of Cincinnati and Hamilton County, which was recently awarded a \$1.09 million YouthBuild grant from the Department of Labor. The SWORWIB supported the grant application. The CAA is a Required Partner of the SuperJobs Center.

EWDC TOURS EASTER SEALS TRISTATE: The **Emerging Workforce Development Council** held its quarterly meeting Sept. 7 at **Easter Seals TriState** on Gilbert Ave. Meetings are now held at youth providers' locations to give board members a better understanding of each youth program funded through the SWORWIB. **Pam Green**, CEO and President of Easter Seals TriState, and **Debbie Smith**, Director of Education for Employment, explained the array of services and programs Easter Seals offers to its adult and youth customers. The meeting concluded with a tour of Easter Seals' facility, including its logistics and fulfillment center, where Easter Seals manages supply chain and global shipping for a variety of customers including PPD, a global medical contract research organization.

ENERGY ALLIANCE CELEBRATES 1,000th HOME: Congratulations to the Greater Cincinnati Energy Alliance, which celebrated the retrofitting of its 1,000th home at a ceremony Sept. 13 attended by **Jonathan Cohen** of the U.S. Department of Energy.

Funded by a \$17 million DOE grant, which included a letter of support from the SWORWIB, the Energy Alliance in the last two years has also upgraded 24 schools, churches and other non-profits; created more than 105,000 job hours in Greater Cincinnati and launched a **Building Performance Training Center** at Cincinnati State Technical and Community College.

IN THE NEWS:

Huffington Post piece describes Cincinnati partnership that led to credentialing of displaced workers

Harry Snyder honored for work on HCC

Lighthouse awarded grant for homeless youth

HCJFS director promotes OJTs

Santa Maria, Literacy Center West merge

Training puts people back to work

Chellie McLellan of Literacy Center West interviewed on WVXU's Cincinnati Edition



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