



The Southwest Ohio Region  
WORKFORCE INVESTMENT BOARD

The latest news from  
The Southwest Ohio Region  
Workforce Investment Board

# NEWSWIB

September 2013

## *Board members lead workshops*

They share expertise on networking, interviewing, and searching for jobs

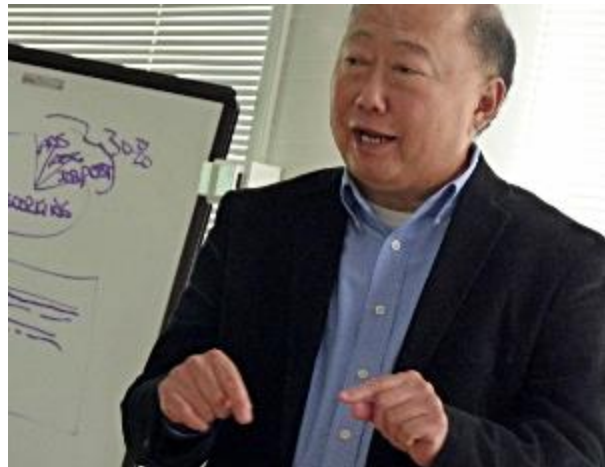
Our board members are involved in SWORWIB workforce activities in a variety of ways. This fall, several members of the [Southwest Ohio Region Workforce Investment Board](#) signed up to conduct multiple workshops at the SuperJobs Center.

For [Gregg Oshita](#) of [GPS-Consulting Group](#), [Tracy Burnett](#) of [TQL Logistics](#), [April Gillespie](#) of [LegalShield](#), and [Sanserrae Frazier](#) of [PNC Bank](#), the workshops were a way of "giving back to the community" -- that community being the job seekers who come to SuperJobs to look for a new job.

Burnett, who conducted a workshop called "Acing the Interview," said, "A few years back I changed companies and was in transition myself. I was touched by so many helpful people through networking and want to share what I have learned through my HR experience and own career change."

Oshita led a workshop on job search strategies, which was attended by both job seekers and Career Coaches from SuperJobs, who were there to pick up tips to pass on to their customers. Oshita says he empathizes with job seekers, having himself been through job transitions twice.

Full story is [here](#).



*Gregg Oshita leads a workshop on job search strategies.*

## *Tips from the pros*

Our board members offer this job search advice:

- Stay positive and active. If you come across as desperate or negative, you lessen your chances of being hired.
- Focus 40 hours a week on the job search.

- Stay active on job boards and other employment sites.
- Use indeed.com and linkup.com to aggregate job openings.
- Network constantly! Volunteer, attend charity functions, or sessions on networking. Use Linked In. Stop by companies in person. Ask people if they know someone at the company you are interested in, and reach out through your contacts.
- If you get an interview, do as much research on the company as you can.
- And don't forget: Eat healthy foods, exercise and make sure to take care of yourself.

## *OMJ website adds features to improve employer services*



**Ohio Means Jobs**, the state's premier jobs search website, recently added a number of features to make it more user-friendly for both job seekers and employers:

- Redesigned Employer Help Center with a Business Support Center
- Updated field names on job post screen
- New internship field
- A new selection job post titled: 'Please send resumes to me for this type of job.' If the employer selects this option, a message is sent to the OMJ Help Desk, which then runs a job search and sends the employer five potential resumes.

Under new legislation, job seekers in Ohio who are receiving unemployment insurance must register on [www.ohiomeansjobs.com](http://www.ohiomeansjobs.com) within eight weeks of applying for unemployment and must upload a resume to the site. They will be expected to apply for jobs through the website as well.

Also, all One Stops in the State of Ohio, including the SuperJobs Center, will be rebranded OhioMeansJobs within the next several months. SuperJobs will become known as OhioMeansJobs - Cincinnati/Hamilton County. "The consistent branding throughout the state will improve employer outreach and help job seekers find services if they move from one county to another," noted **Sherry Kelley Marshall**, President/CEO of the SWORWIB.

## *Business Engagement Team gets word out on OMJ*

In other OMJ news, the Business Engagement Team, a subcommittee of the SWORWIB, has worked closely with **President Marshall** and **Mark Birnbrich**, Project Manager at ODJFS, to spread the word to HR professionals about the improved OhioMeansJobs website, and the use of the National Career Readiness Credential (NCRC) for employers.

Birnbrich did a presentation about OMJ at the SWORWIB's Annual Meeting in February 2013. Marshall organized meetings with **Sharron Simons**, of the [Ohio State Council](#) of the Society of Human Resources Management (SHRM), both to explore the NCRC and link SHRM and OMJ. Discussions continued with **Steve Browne**, Executive Director of HR at [LaRosa's](#) and Director of Ohio SHRM. The Ohio SHRM magazine agreed to feature a story on OMJ, and to encourage employers to use this statewide resource. Birnbrich and his staff were scheduled for a more in-depth presentation on OMJ at the annual Ohio SHRM Conference in September in Sandusky.

## *Cincinnati State, Gateway get \$5.5 million in training grants*

Congratulations to [Cincinnati State](#) and [Gateway Community and Technical College](#), both of which were each awarded approximately \$2.75 million from the Department of Labor in training grants that will target manufacturing.

Cincinnati State's \$2.75 million will provide 250 trade-impacted workers, veterans and other adults with career/education assessments and accelerated programs to earn industry-recognized credentials in CNC machine operations, machine tool operations, and welding. The grant allows the college \$500,000 to update its CNC technology and launch a welding program. The training will be both online interactive and hands-on in the classroom.

Gateway received \$2.74 million, and will create six new credentials. The college will focus on the sectors of construction, transportation, utilities, and manufacturing.

These grants were part of the DOL's third round of [Trade Adjustment Community College Training](#) grants.

## *PTEC, Health Professions Academy say move a*

## Success

One year later, the healthcare training partners who moved to the SuperJobs Center say the new location has been a big success.



*Jasmine Jones is now working at Cincinnati Children's.*

In September 2012, the [Health Careers Collaborative of Greater Cincinnati](#), Cincinnati State's [Pathway to Employment Center](#) (PTEC), and Great Oaks' [Health Professions Academy](#) celebrated their new home at SuperJobs. Some numbers from the first year:

-- 1,340 participants went through PTEC and of those, 577 earned a National Career Readiness Certificate ([NCRC](#)).

-- 514 enrolled in classes at Cincinnati State, with 82 completing coursework and 132 finding jobs.

-- 176 completed Patient Care Assistant training at the Health Professions Academy, while 22 took the STNA/PCA class. Of those, 58% have found a job.

Cincinnati State and Great Oaks staff said the location at SuperJobs allowed them to serve customers who might never have ventured onto their main campuses. "It has afforded us opportunities to connect with the unemployed that would not have been possible on the main campus," said **Laurie Malone**, Academic/Career Adviser at Cincinnati State. **Barbara Inman**, Adult Workforce Development Supervisor at Great Oaks, agrees. "We see a lot of referrals at the Center," she said. "This is definitely a convenient location, and SuperJobs is on a bus line, which is fabulous."

**Jasmine Jones**, 21, who lives in North Avondale, agreed that SuperJobs' Central Parkway location made it much easier for her to attend PCA classes. She hoped to enroll in Great Oaks Health Professions Academy's PCA class, and after orientation at the SuperJobs Center in March, she learned she was eligible for training funded through the Workforce Investment Act.

Full story is [here](#).

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## Specialized training keeps former Comair pilots competitive

**Paul Herriott**, 48, had worked for Comair Airlines for 18 years when he got the notice.

In September 2012, [Delta Airlines](#) announced it was closing its subsidiary Comair. More than 1,000 workers in the Tri-State region would lose their jobs. Herriott was one of them.



For pilots who specialized in regional jets, retraining is crucial. One of the most widely flown jets today is the Airbus 320. "Training in the Airbus 320 would allow us to become more competitive in the airline pilot market," said Herriott, of Loveland. But Airbus 320 training is not offered regionally; the closest facility is in Miami, Fla.

The SWORWIB, alone among the regional workforce boards that were assisting in the Comair layoffs, decided that "exigent" circumstances would allow pilots to get the Airbus training in Miami. "Since no training was available locally, we decided to fund the pilot training elsewhere," said **President Marshall**.

**Tawnya Carpenter**, a Career Coach at the SuperJobs Center, became the point of contact for 20 pilots who were approved for the training. "Tawnya had the system down," said Herriott. "She was very helpful."

The training first involved 40 hours of online study. After that was completed, the pilots attended the [Pan Am International Flight Academy](#) in Miami, where they completed two weeks of hands-on simulator training.

Herriott began work for US Airways Express in July. Like Comair, it is a regional airline, but he continues to apply for positions that require the Airbus certification. "For any job, airlines want you to list your certifications, so having the Airbus credential allows me to be more competitive," he said.

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## Short takes

NEFE holds focus groups in Greater Cincinnati



The [National Endowment for Financial Education](#) held a series of focus groups in Greater Cincinnati the week of Sept. 9 as research for its financial education offerings. The focus groups, arranged with the help of **President Marshall**, help NEFE, a leading national non-profit that provides financial education services, determine how to shape its financial education, programs, and products. President Marshall, above, is fourth from right. She is flanked by **Barb Stewart**, left, Workforce Development of Northern Kentucky, and **Billy Hensley**, Director of Education at NEFE, along with his team from NEFE.

## MSSC annual meeting to be held in 2014 in Cincinnati

Cincinnati has been selected to host the [Manufacturing Skill Standards Council](#) Annual Joint Board-Leadership Council meeting next June. President Marshall is a proponent of the entry-level manufacturing certification offered by the MSSC in tandem with the NCRC. She will be the host city coordinator for the June 2014 event.

## Marshall to serve on Workforce magazine board

President Marshall has been selected for the 2014 *Workforce* Magazine Business Intelligence Board. The board will be periodically surveyed and interviewed on key workforce issues throughout the year.

## Veterans Job Fair Oct. 3

**RecruitMilitary** will hold a **Veterans Career Fair** 11 a.m.-3 p.m. Oct. 3 at Paul Brown Stadium. Veterans and their spouses are invited to attend. Employers will include Advance Pierre Foods, Norfolk Southern, Mercy Health, General Electric, Kroger, Horseshoe Casino Cincinnati, Mission Essential Personnel, Cincinnati Bell and Reynolds and Reynolds. Those interested can register [here](#).

## City Youth Summit needs volunteers

You have until Sept. 27 to suggest a workshop or volunteer to be a facilitator at the **Cincinnati Youth Summit**, which will be held Nov. 9 at Cincinnati State. Details [here](#).

## In the news

JCG's Shannon Chambers and Brandon Prayer [featured](#) in the Cincinnati Herald

Cortez Adams, a member of our Youth Perspective Team, is [profiled](#) in CYC's newsletter

Industry Today [writes](#) about the Get Skills to Work program in Cincinnati and the MSSC

Tim Arnold of Lawn Life is [profiled](#) in Soapbox

Enquirer columnists [cover](#) Ohio's incumbent workforce training grants



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