



A publication of the



March 2016

Director's Dialogue

Welcome to the first edition of the new Workforce Connections newsletter. This publication will serve as a medium to promote workforce activities in the Butler, Clermont and Warren county region, provide education and awareness of workforce initiatives, highlight our communities and much more. Each issue will also include a snapshot of key labor market and training information in our region.

As always, we welcome you to learn more about the WIBBCW at our website: www.wibbcw.com. Additionally, feel free to recommend this newsletter to your colleagues who may benefit from this communication. They may sign up to receive this newsletter using the Contact form on our website.

It is our sincere hope this publication will provide employers, educators, community organizations, economic development professionals and the public with valuable insight and information on the Workforce Connections being made in your area.

Respectfully,
Adam B. Jones

Neighborhood News: Warren County



On April 26 – 28, the Warren County Chamber Alliance will be hosting its second annual fly-in to the nation's Capitol to meet with Washington, D.C. lawmakers and government agency staffers.

This year will see an increase in attendance as 45

representatives from business, economic and workforce development, chambers and education will convene to promote issues related to Warren County and the surrounding region.

Last year, the WIBBCW led a contingent of educators and workforce professionals in a meeting with the Undersecretary of the Department of Labor to discuss a policy issue that would have been detrimental to the Butler, Clermont and Warren County workforce area. This meeting helped pave the way for a correction in State policy that had an impact even beyond Ohio's borders, as the WIBBCW was contacted by a WIB in a neighboring state for guidance with a similar issue after learning of our success.

This year, the WIBBCW will continue its policy agenda in meetings with the Department of Labor and the National Skills Coalition to address programs and issues that directly impact workforce in our area.

WIBBCW

Board Members

Officers

John McMahan
Chairman
Kenny Craig
Vice Chair
Richard Jones
Vice Chair

Members

Carey Curtis
Tom Harris
Jon Hartman
Gary Jordan
Jerome Kearns
Wylie Kyles
Kathy Maybriar
Marge Melick
Glenda Neff
Tom Rocklin
Martin Russell
Karen Scherra
Mardia Shands
Dave Trinkley
Matthew Von Stein
Wendy Waters-Connell

Chief Elected Officials

Cindy Carpenter
Bob Proud
Pat South

Board Staff

Adam B. Jones
Amy Pond



The Chairman's Corner:

2016 – A Year of Growth and Transition

By John McMahan, *Chairman WIBBCW*

2016 is going to be a great year for the WIBBCW, and I am proud to proclaim that we have no shortage of unique opportunities for success. This being my first full year as Board Chair, I am amazed by how far we have come in a very short period. This newsletter, for example, is an important step forward in helping us get the word out about the WIBBCW and its many regional initiatives. Having said this, I realize the importance of our obligation, both as workforce innovators in a changing legal landscape (WIOA), and as leaders who are tasked with helping our regional workforce succeed. While the importance of partnerships and outward communication cannot be overemphasized, we need a comprehensive strategy which helps to bring all of our efforts together, and which helps us respond to the many new challenges that we face. To this end, I would like to share a few thoughts on where we are headed, both in 2016 and beyond!

Adam Jones, the WIBBCW's Administrator, recently told me that just as 2015 was a year of building, 2016 will be a year of improving on what we have built. While Adam and I both agree on this point, we also agree on the need to build as we go, as unlike Mick Jagger, time is not always on our side. The best example of this relates to our need to complete certain federally mandated WIOA activities. We have a number of initiatives that are required to be completed by mid-year, and common sense dictates that we make this a primary focus for the first half of 2016. As a result of WIOA legislation, the Youth Committee is currently very busy with issues related to the procurement of Youth Services in Butler, Clermont and Warren, and I am very grateful for the work of Jerome Kearns and the members of this important Committee. There is a lot of work to be done in a short time-span, and the support of our Board and our partners in these efforts is greatly appreciated as the WIBBCW prepares to assume the statutorily mandated responsibility for program and administrative procurement.

As we move deeper into the strategic realm, there is a clear need to strengthen the collaboration between local workforce organizations, economic development, chambers of commerce and educational institutions. We will be working to develop an enhanced marketing plan to promote the WIBBCW's commitment to our membership and communities. We further realize that the more success stories we can spotlight, along with positive outcomes, the more we serve to energize the various groups with whom we collaborate.

As a member of the private sector who has served on the WIBBCW board for the past 4 years, I have learned the value of workforce information, and how this can influence key decision-makers. We now recognize the need to position the WIBBCW as a local workforce authority, who can develop innovative service delivery strategies for the region. Among other things, the WIBBCW will evaluate the potential to establish a WIBBCW Business Resource Network (BRN). The BRN, in partnership with workforce and economic development professionals, would take the hundreds of resources available to an employer and streamline them into a single access point, guiding employers from Points A-to-Z of the process.

As we look internally, the WIBBCW currently measures performance based upon mandated State and Federal performance measures. While these measures are based on relevant performance indicators, they are not necessarily of tremendous interest to our Board Members (and our private sector members in particular). Through cooperation with county public assistance departments and the state employment office, the WIBBCW will work to establish an outcome-based reporting mechanism that will endeavor to track training deliverables (both On-the-Job and In-School training), impact on public assistance benefits, unemployment compensation benefits and other employment factors. The idea is to develop a correlation between different types of services as means of gauging the individual and collective impact of different programs. We believe that this added approach to performance measures will be of great interest to our board, our public sector partners, and the job creators whom we serve.

The above is just a sampling of the WIBBCW's journey towards new levels of success. What do all of these efforts have in common? They all require outreach and partnerships, both of which are at their core, communication based initiatives. You may remember that at the beginning of this article, I said that while communication is important, it needs the guiding hand of a strategic direction in order to be properly targeted. I like to think of strategy and communication as concentric circles that should seamlessly overlap in a manner that leads to impactful behavior. We believe that the WIBBCW leadership is well positioned for the many challenges ahead, and I am proud to serve as Board Chair during a period when so many strong leaders have stepped up to help our organization fulfill its mission of being a catalyst for positive change in the area of workforce development. A special thanks goes out to the many WIBBCW Board Members and our Board Staff who devote their time and energy to helping us meet the workforce needs of the region we serve. I would also like to thank each of you for your continued support.

WIBBCW Leadership Joins Ohio Governor's Delegation to D.C.



On January 26th, 2016, collaborative teams from across the United States came together in Washington, DC, for a two-and-a-half day national convening with Congressional and Federal leadership to discuss the new Workforce Innovation and Opportunity Act (WIOA). Governors in each state assembled a delegation of 10 – 15 state and local leaders to attend the National Convening. The WIBBCW, represented by Adam Jones, was one of only four workforce boards selected by the Governor's office to be a part of Ohio's delegation.

Pictured (L-R): Adam Jones, Cheryl Vincent (behind), Raul Soto, Grace Kilbane, Ryan Thompson, Tim Carter, Jeffery Grove, Beth Brannigan, Julie Wirt, Rosie Picklesimer, Jennifer Meek Eells, Michael Veh (behind), Donna Albanese (extreme right)

WIBBCW Leadership Participates in REDI Cincinnati's "Anatomy of a Project"

On February 18th, 2016, the Regional Economic Development Initiative (REDI) Cincinnati conveyed a panel of experts to present to their full board on the anatomy of an economic development project. From REDI Cincinnati, the goal of the panel was to demonstrate the partnership and complex nature of securing a major economic development project in the Cincinnati region.

Using the recent successful acquisition of Barclaycard as an example (that brought 1,500 jobs to the City of Hamilton), REDI convened a panel of those involved in the project to explain their role to REDI investors. Led by Kimm Coyner (REDI Cincinnati), the panel consisted of Jody Gunderson (City of Hamilton), Mahendra Vora (Vora Technology Park), Brandon Simmons (JobsOhio), Amy Waldbillig (Cincinnati State) and Adam Jones (WIBBCW). Representing the WIBBCW, Adam Jones spoke about the business services, training and workforce availability in our region.

WIBBCW Receives Preliminary Certification by the Governor's Office

Every two years the Governor's office is required to certify local workforce development boards. This is a process that determines and ensures that local workforce boards have the appropriate and required members to serve on the board, have the capabilities to meet the required performance accountability measures and have the ability to achieve sustained fiscal integrity. On February 10th, 2016, the Office of Workforce Development sent notification that the Governor's office has certified the WIBBCW as a workforce board.

WIBBCW Receives Designation as a Workforce Area by the Governor's Office

In addition to certifying local workforce development boards, the Governor's office is also required to designate local workforce development areas, which is the geographic county composition. Our area is comprised of Butler, Clermont and Warren counties. In 2015 we began the process of requesting that our designation status remain unchanged in order to be able to provide the most benefit to our customers (employers and job seekers) as an area that is uniquely situated between two major MSAs (Cincinnati and Dayton). Workforce areas that had a history of successful performance and fiscal integrity were eligible for automatic designation. In March, 2016 the Governor's office granted the WIBBCW's request for automatic designation having met the performance and fiscal criteria.

WIBBCW Establishes New Mission, Vision and Values

It's not your grandfather's workforce board... In the fall of 2014 the WIBBCW (then known by a different name) underwent a rebranding process as we took on a new approach to meeting the needs of employers, and becoming more effective as a workforce board. In addition to this renewed focus, we established a new name, logo and website. In 2015 we made a concerted (and successful) effort in providing valuable services to employers. Bringing this process full circle, the WIBBCW has recently established a new Mission Statement. We also created a Vision Statement and Statement of Values, neither of which previously existed for our Board. Look for these guiding principles on our website at www.wibbcw.com under About > Purpose.

OhioMeansJobs | Butler County

"Employers are utilizing the OMJ Butler facility so much that Business Service Representatives have resorted to holding evening and Saturday events. This has proven to be a huge success because it gives more accessibility to job seekers who may be making lateral employment moves or have daytime obligations.

On Saturday December 19th OMJ Butler opened their doors from 9am until 1pm to host a Hiring Event for Innovative Labeling Solutions. The company was offering \$14.00 an hour with full benefits. The event was a huge success. Many applicants attended the event after finishing their night shifts. On February 2nd OMJ Butler held an after-hours event for Barclaycard, Ray Sinclair Roofing, Butler County Regional Transit Authority and Home Depot Rapid Deployment Center that brought in 86 job seekers."

OMJ Butler does a "themed" Job Fair for each month through the year. On January 28th from 10am until 1pm we held our first Job Fair for Staffing Firms. Fourteen agencies participated with hundreds of job openings ranging from \$8.10 an hour to \$22.00 per hour. We had 86 job seekers in three hours.

Pictured: Job seekers attend one of the many job fairs offered at OhioMeansJobs | Butler County



OhioMeansJobs | Clermont County

"In collaboration with the Workforce Innovation and Opportunity Act (WIOA) team, the Business Services Resource unit was able to match a candidate looking for a project management position. During a mock interview, it was discovered that one of the participants had the experience needed to fill an open position with a local Insurance Agency. Follow up with this individual discovered that she landed the position: 'Thanks so much for sending! I actually landed the job at American Modern! This company is pretty amazing. :) I appreciate your help with everything'."



The 13th Annual Career Expo for Clermont Youth was held at UC Clermont. As part of the expo, 197 students from 8 different high schools attended break-out sessions, a campus tour and a brief seminar on leadership skills. A job fair concluded the event.

Pictured: Commissioner Proud welcomes the Clermont County students to the event.

OhioMeansJobs | Warren County

"Staff at OMJ Warren have partnered with the City of Monroe Economic Development Department, Warren County Economic Development and the management staff of auto parts supplier UGN Inc. The goal of the project is to engage more young people who are interested in seeking a future in manufacturing. The plan is to build a program similar to the Kentucky Federation for Advanced Manufacturing Education (FAME) program. Staff at the Kentucky UGN plant have been involved with this project and found it to be very successful. One of the major features of the program is local employers becoming involved with youth early so that they can they find their workforce of tomorrow. The FAME program also helps students launch careers early so they leave with no debt. Employers then help them find training options that will lead to skills in manufacturing."

Staff from OMJ Warren County had a booth at the annual Springboro Community Expo called "That Spring Thing. The event was held on Saturday, March 21st at Springboro High School. This event is Warren County's largest Business-to-Consumer event, featuring 200+ exhibits including local businesses and non-profit organizations.

Pictured: OMJ staff Matt Fetty and Linda Dunn speak to a representative from Warren County Community Services



Labor Market and Workforce Training Information

January and February 2016

One of the responsibilities of a workforce board is to set the policy, vision, strategy and conduct oversight of the area's workforce system. Through our OMJ Centers the WIBBCW works to align the skills of our workforce to the needs of employers. On this page we provide a snapshot of online job ads posted (employer demand) along with the OJT and educational training programs funded by our OMJ Centers.

Top 5 Occupations

Sales
Transportation/Material Moving
Office and Admin Support
Healthcare
Food Preparation

Top 5 Industries

Retail Trade
Accommodation & Food Service
Healthcare
Manufacturing
Administrative and Support

Top 5 Certifications

Driver's License
Commercial Driver's License
Certified Registered Nurse
CPR
HAZMAT

Top 5 Skills

Quality Assurance/Control
Food preparation
Technical support
Structured Query Language
Customer Relationship

Say What?!

Workforce Vernacular

OJT: On-the-Job Training

OMJ Centers fund OJTs with an employer. Using this program employers can be reimbursed 50% of an employee's wages.

ITA: Individual Training Account

OMJ Centers provide funding for eligible job seekers needing a skills upgrade. An ITA is an agreement between the OMJ Center, Job Seeker and Training Provider

Butler County

OJTs: 64

ITAs: 38

ITA Enrollments by Program:

14 – CDL
10 – LPN
5 – Computer Networking
3 – STNA
1 – Six Sigma
1 – Project Management
1 – Medical Assisting
1 – Basic Life Support
1 – Welding
1 – HVAC

Clermont County

OJTs: 1

ITAs: 2

ITA Enrollments by Program:

2 – STNA

Warren County

OJTs: 2

ITAs: 14

ITA Enrollments by Program:

6 – STNA
4 – CDL
1 – Six Sigma
1 – Dental Assistant
1 – Pharmacy
1 – Welding

WIBBCW Member Spotlight

How well do you know the WIBBCW board members? Read the clues below to see if you can guess who is featured in this Membership Spotlight. Our secret will be unveiled in the next edition of the newsletter.



“Serving on the WIB means that I can help people achieve economic self-sufficiency by connecting them to jobs”

Where Am I From:

I was born in Liberia, West Africa and am a naturalized U.S. citizen who loves to read.

What Do I Do:

I am the Sr. Director of Human Resources at an entertainment company, and have 20 years of experience in HR at several fortune 500 companies.

Interesting Facts About My Employer:

Patrons visiting my business can dine at Cin City Sea & Steak, Acres Seasonal Buffet, or Trifecta, and can wet their whistle at its signature Center Bar and 1803 Bar.

The company is expected to generate more than \$24 million per year for local communities and is providing more than 500 jobs in the region.

Interesting Facts About Me:

I do volunteer work with the Urban League of Greater Southwestern Ohio, helping clients with job readiness skills; Easter Seals Tristate helping youth find summer employment; I serve as the Chair of the Social Action Committee for Delta Sigma Theta Sorority, Inc.

What Does Serving on the WIB Mean to Me:

Serving on the WIB means that I can help people achieve economic self-sufficiency by connecting them to jobs. Ultimately this benefits our communities because it places less of a burden on our social services.

Why Should Businesses Get Involved in the WIB:

When more businesses are involved with the WIB, it creates more sustainable economic development activity for our community which leads to greater economic achievement and a reduction in some of our socio-economic problems.

For a complete list of events in each county, please visit:

<http://OhioMeansJobs.com/Butler>

<http://OhioMeansJobs.com/Clermont>

<http://OhioMeansJobs.com/Warren>

Upcoming Events

OMJ Butler County

March 30, 2016, 1 PM-3 PM

BC Forward Hiring Event

April 5, 2016, 9 AM -12 PM

ECI Hiring Event

April 6, 2016, 9 AM-12 PM

Manpower Hiring Event

April 12, 2016, 12 PM-2 PM

Home Instead Senior Care Hiring Event

April 19, 2016, 9 AM-1 PM

ECI Hiring Event

OMJ Clermont County

March 31, 2016, 9 AM-12 PM

Sunbelt Industrial Company Hiring Event

March 31, 2016, 2 PM-4 PM

Blackstone Hiring Event

April 20, 2016, 9:30 AM-12:00 PM

St. Joseph Orphanage Hiring Event

OMJ Warren County

March 30, 2016, 9 AM-11 AM

Trade Global hiring event

March 30, 2016, 9 AM-1 PM

Seminar “Common Mistakes Employers Make”

March 31, 2016, 2 PM-4 PM

Verizon Wireless / TCC Hiring Event

April 5, 2016, 2 PM-4 PM

Express Employment Professionals

April 7, 2016, 11 AM-1 PM

Sam’s Club Hiring Event