



Workforce Council of Southwest Ohio

Annual Report 2021–2022



Table of Contents

Leadership Thoughts	4
A New Name and Look For Us	5
Our Emerging Workforce: Youth and Young Adults	7
High-Impact Results for Adult and Dislocated Worker Participants	13
Offering the BEST Talent Resources for Employers	17
Expanding and Strengthening Partnerships: Highlights of Workforce Collaboration	18
Celebrating Achievements	20
Passing the Torch	22
Board Members	24
Workforce Council Team & OMJ Partners	25

A Year of Transformation

**Jason Ashbrook, Executive Director
Workforce Council of Southwest Ohio**

Workforce remains the top issue among area employers and arguably the most critical component to a strong regional economy. The pandemic had a prolonged impact to our regional workforce ecosystem, hindering access to career training, affordable childcare and transportation, and system alignment across workforce and social service programs. Over the past year, the Workforce Council led the charge to reimagine our OhioMeansJobs (OMJ) public workforce system by restoring in-person service delivery, strengthening collaborative partnerships, and redesigning programming to better support job quality, racial equity, and worker voice.

Our workforce programs achieved #1 rankings in the state for employment wages of dislocated worker customers and credential attainments for youth/young adults. In-person traffic at the OMJ Center was up over 16%, with our collaborating organizations increasing their onsite presence to pre-COVID levels. Recognizing the value of engaging our emerging workforce, the Council also helped expand our in-school youth program, Jobs for Cincinnati Graduates (JCG), which achieved a 97% graduation rate.

The Council helped champion the restoration of Greater Cincinnati's affiliate site with The National Fund for Workforce Solutions, creating The Talent Collaborative of Greater Cincinnati, a workforce network to support system alignment and synergy across the tri-state's regional workforce ecosystem, while gaining potential access to critical private resources to help scale innovative programming.

As we celebrate the transformations achieved during the past year and look toward the year ahead, the Workforce Council of Southwest Ohio stands firmly committed to the vision of simultaneously meeting the needs of local employers, while supporting a just and equitable workforce for our community.

I want to acknowledge our community leaders, specifically Mayor Aftab Pureval, along with Hamilton County Commissioners Stephanie Summerow Dumas (President), Alicia Reece (Vice President), and Denise Driehaus (Commissioner) for their passion, steadfastness, and support of an equitable workforce system. Of course, the Council could not exist without our dedicated Board of Directors, under the fierce leadership of Laurence F. Jones III. Chair Jones led us with poise, thoughtfulness, and endurance through the pandemic, an executive leadership change, and our rebranding from SWORWIB to the Workforce Council!



Leadership Thoughts



Aftab Pureval, Mayor

As we build upon our collective mission to grow our region equitably, our most transformative initiatives require a talented, diverse, and collaborative regional workforce. I'm extremely grateful for the leadership of the Workforce Council of Southwest Ohio and OhioMeansJobs in creating meaningful capacity and connections in our ecosystem.

The Workforce Council, the largest and most diverse workforce development board in the state, has been a vital partner for talent development and youth programming. Their guidance of the Talent Collaborative, as well as their top rating for youth credential attainment, is an incredible complement to our city's commitment to a comprehensive Youth Career Pathways program.

Today in our region, worker and employer needs are changing at an unprecedented rate. To support our workers and break down barriers like childcare, transportation, and systemic bias, our public-private collaboration with the Workforce Council and regional partners will be critical to continual improvement.

Stephanie Summerow Dumas, President, Hamilton County Board of County Commissioners

Coming out of the pandemic, it remains important to support our at-risk citizens responsibly. The Workforce Council exemplifies an agency that has done just this. It refused to stop, refused to give up on those who needed them the most, no matter what obstacles needed to be overcome.

Over the past few years, Hamilton County has been moving forward in so many ways helping so many people. We have a structurally-balanced budget, and we are providing relief for organizations and small businesses using federal money granted to Hamilton County during the pandemic. We're addressing issues related to our regional workforce such as assessing a county-wide transportation levy, funding affordable housing, and developing the Banks.

The Workforce Council continues to provide vital services, stewardship, vision for our region, and support as it gives their clients confidence to change the trajectory of their future.



Laurence Jones, Board Chair

As we transition into life alongside the global pandemic, we are still learning what it means to work in this new normal. Everything, from how we work, to where we work, to what we do for work has shifted and we need to be nimble enough to transition along with those changes.

This year saw a shift to more in-person events, allowing valuable face-to-face interactions among our partners and the workforce we serve. We've also made a transition into a new identity; from the SWORWIB to the Workforce Council of Southwest Ohio.

This year of transition also affects me personally, as my time as Board Chair draws to a close. It was my honor to serve in that role, and I'm excited to pass the baton to Carol Sorenson-Williams. I am confident in her ability to successfully lead the Workforce Council through the changes that will inevitably come her way.

While many things have changed, the dedication to our mission has not. I look forward to all the wonderful accomplishments that this upcoming year will bring to the Workforce Council of Southwest Ohio.

A New Name and Look For Us

Coming out of strategic planning for 2021-2025, the SWORWIB identified goals to strengthen both our organization and the region we serve.

One of our biggest takeaways from our strategic planning was the desire among our partners for greater collaboration to both solve and serve. As a region, we are resource rich, but lack a centralized repository to showcase the regional workforce system’s assets. We can’t serve a community that doesn’t even know we exist.

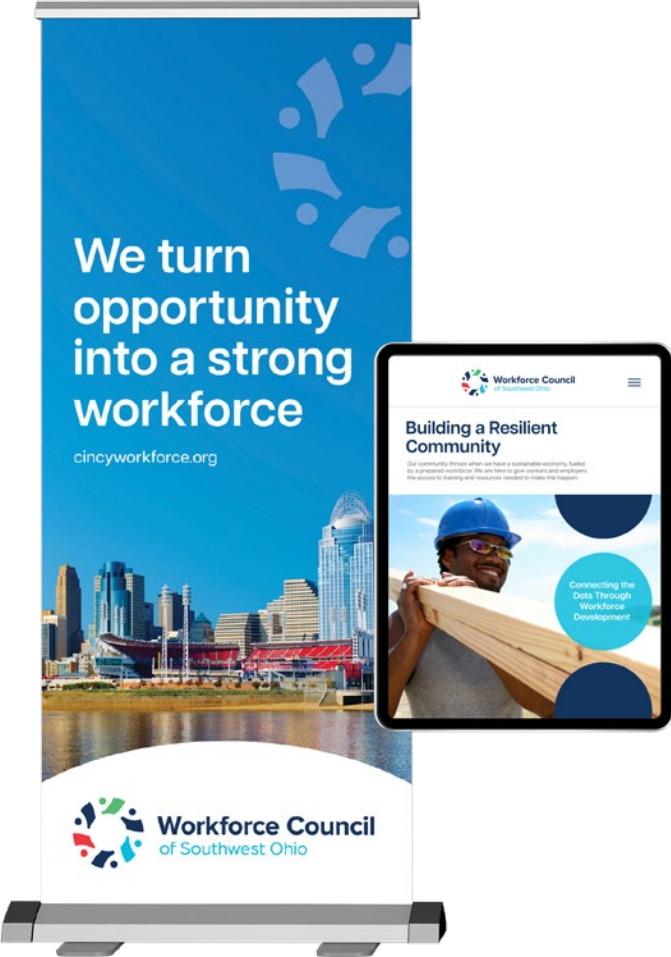
We also agreed on the need to focus on the challenges our region is facing in technology, transportation, and childcare and offer greater awareness of and connectivity to the workforce resources we provide to those who would directly benefit from them.


To successfully accomplish these goals, we realized we needed a new brand. Not simply a new name or logo, but a clear brand to act as a rallying point for our board, our partners, and our community members. Our new brand was designed to unify and articulate the shared vision of our organization, provide the guardrails for internal engagement, and serve as inspiration for all external communications.

Introducing the Workforce Council of Southwest Ohio. The Workforce Council exists to help build a resilient community through workforce development. We connect the dots for employers and the community through networking, training, and resource allocation.

Our new name is simple, transparent, and celebrates the power and wisdom of the board coming together as an expert council to guide and support workforce development. Our identity has been updated to reflect our role as the hub at the center of our region’s workforce development efforts. It is intentionally designed to be more contemporary, refreshing, and approachable.

The Workforce Council invites you to dive deeply into this report to discover the impact our partner organizations are having in our community and the excitement we have for what is to come. Enjoy.



A young man with short dark hair, wearing a plaid shirt over a white t-shirt, is looking intently at a computer screen. He is in a computer lab or classroom setting with other people working at computers in the background. A large red circle is overlaid on the image, containing white text.

**Building a
resilient community
through workforce
development.**

Our Emerging Workforce: Youth and Young Adults

The Workforce Council partners with Hamilton County Job and Family Services to procure and fund community service providers for our youth and young adult residents. This partnership promotes quality and innovative programming, employer-driven strategies, and exceptional performance outcomes.

#1

In the state of Ohio for Youth Credential Attainments.

2,468

Youth Enrolled in the Comprehensive Case Management Employment Program (CCMEP).

#1

Among our Peer Metros* for youth education, training, employment, earnings, and credentials.

*Cincinnati, Cleveland, Columbus

646

Youth Employed after completing CCMEP programs.

97%

High School Graduation Rate of in-school youth participants.

Youth Program Activity and Outputs (July 1, 2021–June 30, 2022)

	CYC*	Santa Maria	Equus	Totals
Youth/Young Adults Served	139	107	197	443
Work Experience/ Career Exploration Provided	25	3	130	158
Diploma or HS Equivalency Earned	130	2	39	171

*Cincinnati Youth Collaborative

Performance Outcomes/Achievements for the Workforce Innovation and Opportunity Act (WIOA)

WIOA Youth Performance Program Year 2021 (July 1, 2021–June 30, 2022)

Performance Measure	Area Numerator	Area Denominator	Area Outcome	Area Goals	Statewide Outcome*
Education, Training, or Employment (2nd Quarter after Exit)	230	303	76.3%	74.0%	69.0%
Education, Training, or Employment (4th Quarter after Exit)	160	215	77.4%	72.0%	67.6%
Credential Attainment	111	132	85.2%	51.0%	40.6%
Measurable Skill Gains	132	328	44.1%	37.0%	37.3%

*average of all 20 workforce areas in Ohio



Highlights From Our Youth Service Providers

Funded by Workforce Council and Hamilton County Job and Family Services.



Success Story

Shane Bronson was in JCG's Class at Woodward Career Technical High School. Shane was WIOA- and TANF-certified and earned Incentive Gift Cards, utilized Supportive Services, and participated in the SWEO summer internship. His career interest was Mortuary Science and Leta White, JCG Program Manager, had never had another youth with that career interest. Shane said he was interested in this career field because he was always curious about what went on behind the scenes of a funeral. He also knew he would be good at serving grieving families. He knew that for some, it would be their first time having to arrange a funeral for a loved one and he wanted to help them through that process.

“The experience I gained right out of high school really helped to prepare me for the real world and know what to expect in the workplace”

For the summer program, Shane was placed with J.C. Battle and Sons Funeral Home and was provided bus fare cards to cover transportation costs during his internship. Shane stated that he liked that he got to work in his career field of interest and learned a lot from the hands-on experience. He improved his communication skills and learned customer service techniques that will help him succeed in the workplace. Shane was offered a job at the end of his internship at J.C. Battle and Sons while attending college. He recently graduated from the University of Cincinnati earning a Bachelor of Science degree with an emphasis in Human Development and Community Engagement.



2022 Spirit Award Winners

JCG recognizes two JCG students each year with a Spirit Award. Career Specialists nominate students who best exemplify the goals of the JCG Program. The two awards are named for Macy's and P&G in recognition being of JCG's two founding companies. We're proud to recognize this year's winners: Macy's Spirit Award, Vanessa Martin and P&G Spirit Award, Gwendolyn Rhorer; both received \$1,000 to help them reach their goals.

Congratulations

Vanessa Martin - Macy's Spirit Award

Gwendolyn Rhorer - P&G Spirit Award



The Statewide Public Speaking Winners recognized during the May 22 SWORWIB Board of Directors Meeting:

Roberta "Robin" Hodge, North College Hill High School, was the 1st Place Citywide and 2nd Place Statewide Public Speaking Award Winner. Zeratul Bryan, Taft Information Technology High School, earned the 2nd Place Citywide Public Speaking and 3rd Place Statewide Public Speaking Award. Michael Turner, Career and Technical Education Manager, Dean Blase, Director of School Leadership from Cincinnati Public Schools, Eugene Blalock, Superintendent, and Dr. Yijide Mack, Principal, from North College Hill City Schools were guests at the meeting as well. The SWORWIB presented gifts to both Robin and Zeratul in recognition of their accomplishments and for presenting to the Board.



Experience Matters

“I’m here to serve and am excited to work with my participants through both good and bad times as they progress toward achieving their goals.”

Those are the words of Workforce Coach, Rose Hamzy when asked what she would like people to know about her. Rose represents the passion, dedication, and compassion shared by the amazing people who make up Santa Maria Community Services. Rose began as a volunteer with Santa Maria and was later hired as an instructor in the GED classroom. As a classroom instructor, Rose helped many students prepare, practice for, and finally receive their GED.

“I’m here to serve and am excited to work with my participants through both good and bad times as they progress toward achieving their goals.”

Due to her success in the classroom, Rose was offered a full-time role as a Workforce Coach in the spring of 2021. In her time at Santa Maria, Rose has built lasting and meaningful relationships with her participants. She has empowered them to find stable employment, be accepted into various training programs, earn valuable credentials, and even get into college. When asked what she enjoys most about working at Santa Maria, Rose had this to say: “I enjoy seeing people’s successes. As coaches, we get to be there to cheer on our participants during really big moments like starting and finishing training programs, being hired for jobs in their desired field, and earning their GEDs.

We also get to be there for small moments too, like when someone who’s been struggling to find work can find a job, pay rent, or find childcare. It’s rewarding to see people who have worked hard earn both big and small wins in life. “



Code For Kids



www.codeforkids.us

Code for Kids

Code for Kids is an innovative Pre-Apprenticeship program providing youth with exploration of IT career pathways.

For the fourth year, CCMEP hosted its 10-week long Tech program during the summer for high school students. The goal of the program was to introduce students to various high-tech areas, like robotics, coding, drones, 3D printing, digital media, video production, etc. and let them discover what they could be passionate about. After that, they select an individual project that focuses on their area of interest. They also practice everyday presentation skills, as these are extremely important in any professional career.

As an extra benefit this year, the state of Ohio certified this program as a Pre-Apprenticeship Program, and the CCMEP Tech students received a Pre-Apprenticeship Certificate in IT, which could give them up to 12 hours of credit toward their graduation.



Participants in the FAA Remote Drone Pilot program: (from left): Bryan Dell (Cincinnati State), Jemell Raysor, Jazzmine Nash, Jade Mayhams, Jainaba Drammeh, Tori Turner (CCMEP), Michael Beck (CCMEP Tech facilitator and Workforce Council Board Member), Isaac Mayhams.




Our Newest Youth & Young Adult Services Provider

Chief Officer of National Workforce Solutions for CareerTEAM, Dr. Robert Boone stated, “We are thrilled to partner with the Southwest Ohio Region Workforce Investment Board to deliver innovative and highly personalized approaches to career development to the young adults and youth in Cincinnati and Hamilton County.”

“We are thrilled to partner with the Southwest Ohio Region Workforce Investment Board to deliver innovative and highly personalized approaches to career development to the young adults and youth in Cincinnati and Hamilton County.”

By combining their cutting-edge technology platforms, such as Career EDGE, access to life and professional development programs, as well as their experience and specialization in metro-based youth, the regional workforce development resources will offer more diversity, accessibility, and impact to youth and young adults with the goal of sustained employment and upward mobility.



A close-up photograph of a man with a beard and mustache, wearing a green button-down shirt, operating a drill press. He is focused on his work, looking down at the drill bit as it penetrates a piece of light-colored wood. Wood shavings are being ejected from the hole. The background is slightly blurred, showing a workshop environment. A large green circle is overlaid on the right side of the image, containing white text.

**Connecting
the dots through
networking, training,
and resource
allocation.**

High-Impact Results for Adult and Dislocated Worker Participants

The Workforce Council is committed to assisting dislocated workers to obtain and/or improve their work skills as well as develop their interviewing acumen to become re-employable in their chosen field. Following are some statistics and demographics regarding who we serve and how we serve them through the Workforce Innovation and Opportunity Act (WIOA).

#1 in the state for Dislocated Worker participant earnings (Avg. \$28/hour; training-related \$40/hour)

#1 among our peer metros* for Adult and Dislocated Worker employment, earnings, and credentials

*Cincinnati, Cleveland, Columbus

Performance Outcomes-Achievements (318 new WIOA enrollments)

Key Performance Measure	Adults	Dislocated Workers
Employment (2nd Quarter after Exit)	74.3%	86.4%
Employment (4th Quarter after Exit)	75.4%	79.0%
Credential Attainment	71.7%	82.5%
Measurable Skill Gains	55.0%	64.7%



“My new job with Ingage Partners and the training I’ve received has improved my life in so many ways. My ability to provide for my kids has improved dramatically. I can now save money vs. living paycheck to paycheck.”

—Ayanna Thompson, Ingage Employee and OMJ Customer

RESEA Program Served over 5,700 Workers in Career Transition

The Reemployment Services and Eligibility Assessment (RESEA) program provides intensive reemployment assistance to individuals receiving unemployment benefits and who are likely to exhaust their benefits before becoming reemployed. The goal of the RESEA program is to provide claimants with a wide array of resources that support reemployment as quickly

as possible and connects claimants to reemployment services, including co-enrollment in the Workforce Innovation and Opportunity Act (WIOA) dislocated worker program or other program services

5,702 claimants were served by the OhioMeansJobs Center and provided with a marketability assessment, individual career plan, referrals to community partners, access to workshops and career fairs, and labor market information.

OhioMeansJobs Customer Flow and Demographics

OhioMeansJobs Resource Room Activity

COVID's effect continued to impact customer flow of onsite visitors at the center, but in spite of that, we saw a 16% increase from the prior year.



Customer Demographics

52% **Women**
(Up 24% from the prior year)

70% **Black or African American**
(Up 15% from the prior year)

49% **Individuals age 18-35**

Top 5 Zip Codes Served

45240 Forest Park
Winton Woods

45211 Westwood
Chevot

45231 Mt. Healthy
Winton Woods

45237 Bond Hill
Roselawn

45238 Covedale
Delhi

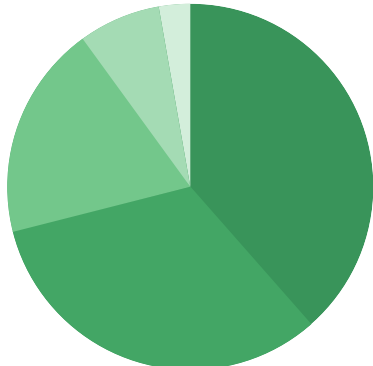
56 **Total Zip Codes Served**

In-Demand Career Training

Workforce Council invested over \$1 million in grant funding for classroom, on-the-job, and apprenticeship training along with supportive services in these sectors:

Top Industry Sectors

- Healthcare (40%)
- Information Technology (33%)
- Logistics-Supply Chain (21%)
- Manufacturing (5%)
- Construction and Trades (1%)



Promoting Equity and Leveraging Resources

Workforce Council’s Partnership with Hamilton County Job and Family Services (HCJFS) helps leverage county resources and promote a more equitable community.

Emergency Rent and Utility Assistance (through HCJFS)

- Helped prevent evictions and foreclosures for households with a pandemic-related income loss
- 513Relief-a-thon event drew over 500 households seeking assistance
- Since the beginning of the program, over 11,000 households have been served and over \$34M of assistance has been provided

Prevention, Retention, Contingency (through HCJFS)

- A workforce support to help families in Hamilton County overcome immediate employment-related barriers
- Supplements or replaces WIOA supportive services, retaining more WIOA funds for training
- Between 7/1/2021–6/30/2022: almost 5,000 applications received and over \$2.2M in assistance was provided

Jobs That Rock

OMJ and Workforce Council hosted the region’s first career fair focusing on \$50k+ opportunities

Jobs that Rock was an incredibly successful career fair held in October 2021 at the Hard Rock Casino. It featured over 30 employers and drew over 150 attendees. Setting this job fair apart was the fact that it focused on employers with positions paying at least \$50,000/year, allowing prospective employees to earn a living wage.





**Creating thriving
communities.**

Offering the BEST Talent Resources for Employers

Highlights from the OMJ's Business and Employer Solutions Team (BEST).

Business Services Highlights

30,330

Regional job postings on OhioMeansJobs.com.

332

Local employers served with talent recruitment/development and training services.

63%

of employers were repeat customers.

40

On-the-Job Training (OJT) contracts with local companies.



BEST's inclusive strategies to serve employers:

- Provided targeted outreach to women-owned, Black-owned, and LGBTQ+-owned businesses to assist with their workforce needs
- Coordinated with businesses to support the RETAIN (Retaining Employment and Talent After Injury/Illness) Demonstration Project
- Delivered employer workshops on key topics of Creative Workforce Solutions, OJT Training and Retention, Expanding Your Talent Pipeline, and Workforce Retention 2.0
- Talent recruitment and applicant pre-screening
- Job postings on OMJ's Monster-based platform
- Coordination of hiring events and job fairs
- OJT and incumbent worker training

Expanding and Strengthening Partnerships: Highlights of Workforce Collaboration

We are now one year into implementing our 2021-2025 Strategic Plan, while concurrently navigating the impact of the global pandemic on the work environment. Over the past year, the Workforce Council has increased and strengthened partnerships to both solve and serve the needs of our region. We are so proud of the strides we have made together.



The Workforce Council celebrated the launch of The Talent Collaborative of Greater Cincinnati, part of the National Fund for Workforce Solutions, a network of 34 nationwide communities seeking to improve outcomes by changing the conversation around workforce development to promote equity and drive greater impact. The National Fund offers leading-edge resources, best practices, and thought leadership to help benchmark and accelerate efforts, with an emphasis on equity and inclusion. The vision of The Talent Collaborative is for the Greater Cincinnati region to strengthen and expand opportunities for people to advance in careers that enable their individual and family success, engage with area education/training providers and organized labor, as well as foster the success of employers with high-quality employment practices to make a positive impact on the economic growth of the entire region. The Collaborative's founding members include Brighton Center, The Health Collaborative, the Northern Kentucky Workforce Investment Board, The Workforce Council of Southwest Ohio, and The Workforce Innovation Center at the Cincinnati USA Regional Chamber. However, all regional organizations providing workforce development services are invited to participate, including, but not limited to education, community-based organizations, workforce providers, organized labor, and business-industry partners. To learn more about The Talent Collaborative, email info@TalentCollaborativeGC.org



Pictured (from the top): Cincinnati Mayor Aftab Pureval, The Talent Collaborative's Founding Members, and Commissioner Stephanie Summerow Dumas, President of the Hamilton County Board of County Commissioners





Ohio to Work Cincinnati-Dayton is a collaborative workforce project between JobsOhio, REDI, Workforce Council, and OhioMeansJobs (OMJ). The project helps provide opportunities for job seekers to increase their income and meet their career goals in healthcare, technology, and manufacturing through personalized career coaching, accelerated training options, and connections to resources. Through this project, the area received over \$100,000 in new, unrestricted funds, which will help support critical facility renovations at the OhioMeansJobs (OMJ) Center.

The Workforce Council (and Executive Director Jason Ashbrook) serves on the Board of Directors of the Midwest Urban Strategies (MUS) consortium, comprised of workforce boards from metro cities in the Midwest (i.e., Chicago, Cincinnati, Cleveland, Columbus, Detroit, Indianapolis, Kansas City, Milwaukee, Pittsburgh, St. Louis, and more). MUS is providing a powerful voice to Washington about the critical role of workforce boards and making ongoing refinements to the public workforce system.

The Ohio Workforce Association (OWA) represents all 20 local workforce development boards across Ohio. The Workforce Development Board (WBD) system, with its eighty-eight OhioMeansJobs Centers, is the state's premiere asset for developing a skilled, modern workforce that meets Ohio's immediate business needs. The Workforce Council, and Executive Director Jason Ashbrook, serve on the Board of Directors of this statewide association.



Hamilton County



Department of Job and Family Services

Other Workforce Affiliations/Memberships

The mayor serves as the workforce development area's Chief Local Elected Official. Hamilton County serves as the Workforce Council's Fiscal/Administrative Agent. The Council also partners with the city and county on several key workforce projects and initiatives, including youth programming and the OhioMeansJobs Center.

The Workforce Council works closely with Ohio Department Jobs Family Services (ODJFS) on statewide resource allocations, program compliance, and grant opportunities. Director Matt Damshroder and Deputy Director Julie Wirt visited our local OMJ Center to discuss workforce challenges and promising practices across the state.

African-American Chamber, Cincinnati Regional Chamber, National Association of Workforce Boards, National Association of Workforce Development Professionals, NAACP, Midwest Chinese Chamber of Commerce, North Cincinnati Chamber, Colerain Chamber, and the US Conference of Mayors' Workforce Development Council.



Celebrating Achievements

Welcoming and Recognizing Excellence

We recognized many people during the past year for the contributions they made in the world of SWORWIB.



2022 New Board Members

Welcoming New Members

Incoming 2022 Board Members participated in an orientation on January 20, 2022 at the OhioMeansJobs Center in Cincinnati. This slate of new members brings the Board's total membership to 55, one of the largest and most diverse workforce boards in the nation, and in the Board's history. The orientation, facilitated by Executive Director Jason Ashbrook, provided a foundational overview of the Workforce Council of Southwest Ohio and outlined their key roles as board members.

The new members were formally inducted at the Workforce Council's Annual Meeting on February 10, marking the first in-person board meeting in two years. Vice President of the Hamilton County Commission, Alicia Reece, conducted the induction ceremony during the event.

Recognizing Excellence

Each year at the Workforce Council Annual Meeting, workforce development excellence, leadership, and achievement is recognized with SuperAWARDS. This year, nearly 40 nominations were received for individuals, employers, partners, training providers, organizations, and others who have made a significant impact in the area's OhioMeansJobs or public workforce system. This year's SuperAWARD winners demonstrated excellence across hiring, training, and retaining OMJ customers, developing effective initiatives, enhancing area workforce experiences, implementing workplace innovation, increasing utilization of services in the OMJ network, and significant achievements in the face of adversity.



Pictured (from the top): Commissioner Alicia Reece, Vice President of the Hamilton County Board of County Commissioners (and a SWORWIB Board Member), along with SWORWIB Board Chair Laurence Jones III, recognizing the 2022 SuperAWARD Winners Pat Bready, Shawntay Mallory, and Jackie Alf. Bottom photo: view of SWORWIB Annual Meeting and Awards Celebration

2022 SuperAWARD Winners

Outstanding Partnership

- The Cincinnati and Hamilton County Public Library: Keith Armour & Paula Brehm-Heeger
- Apprenti Cincinnati: Christina Misali
- Cincinnati Job Corps: Kris Carrier & Rahman Shabazz

Outstanding Training Providers

- Kable Academy:
Chris Ellison & Paige Brockhoff
- Napier Truck Driver Training:
Aimee Napier

OMJ Talent Development Team

- HCJFS: Abria Drummonds
- RESEA: Colleen Leverette & Vernia Mayberry

OMJ Business Services Team

- Kathleen Busemeyer, Katie Lindsey, Sonya Walder, Chuck Walters, Leah Winkler

Outstanding Employers

- Altruism Home Health Care, LLC:
Veil Powell
- Givaudan: Allison DeGraaf
- Fifth Third Bank: Amelia Derstine
- Hard Rock Casino: George Goldhoff & Yvonne Sirignano

Committee Leadership

- Uche Agomuo, Chair, Business Engagement Committee
- DJ Gossett, Nominating Committee Chair (2022) / Co-Chair (2021)
- Matt Jones, Nominating Committee Co-Chair (2021)
- Eric Rademacher, Chair ETP Evaluation Committee
- Jennifer Roeder, Chair, 4PWD Committee

Outstanding SWORWIB Team Members

- Pat Bready, SWORWIB Youth Coordinator
- Robbie Jennings Michels, former SWORWIB Marketing Coordinator

President's Retirement Soiree

- Alicia Tidwell, Former SWORWIB Chair
- Shawntay Mallory & Karen Saterfield

CARES Team

- Sarah Adams, Stephanie Ballinger, Amber Hill, Jamie Mansu, Maggie Murray & Jessica Wilcher

Outstanding Outreach

- Shawntay Mallory, Nominating Committee and Executive Committee

Dynamic Disrupter

- Jackie Alf, Executive Vice President with Jurgensen Companies

Passing the Torch

Thank You to Laurence

The Workforce Council extends a big thank you to Laurence Jones for his service as Board Chair from 2020-2022.

His calm, positive attitude was instrumental in helping the organization navigate these unprecedented years. The whole world was rocked by global pandemic, first-in-a-generation quarantines, war, and supply chain and pipeline disruptions.

Luckily for the Workforce Council, Laurence is a professional problem solver. He helped keep focus on the task at hand; understanding the new landscape of what work means, being nimble to answer the call of today's employers, and bridging the gap with how employees want to work.

Laurence defines the work today as a generational change. Everything is being challenged, from the definition of work-life balance, the desire to work from home, to increased community involvement, and the job of the Workforce Council is to being able to pivot and bring those things together to positively impact our regional economy.

Laurence was also at the helm to help guide the organization through its change in executive leadership as Sherry Kelley Marshall stepped down and Jason Ashbrook took over. He enjoyed being a part of that seamless transition and of what came next.

The smooth transition was no small feat. Sherry was awesome, and it was important that the board continue

to deliver on workforce development without missing a beat. Laurence confided that it wasn't as easy as the team makes it look; they are able to deliver because of their ability to coordinate with the county, city, and training partners to deliver on the needs of the community.

Everything has changed, including the strategic direction, name, and brand of the organization. Perhaps this is his most important legacy.

Change is hard and Laurence was vital in steering the organization through this transition. Everything has changed, including the strategic direction, name, and brand of the organization. Perhaps this is his most important legacy.

He leaves the board with some parting thoughts and challenges: to capitalize on creating opportunity with its momentum for change and the impact that makes. To be flexible as things will continue to change, as different generations come together, and as what "coming to work" looks like changes. The Workforce Council needs to be nimble and flexible to meet the needs of all.

Laurence was a constant reminder that it is never okay for workforce development to be invisible. Only by celebrating the efforts of partners and the community can we remove the distraction of a negative stigma and liberate people to up skill and live their best lives.



Welcome Carol Sorenson-Williams, Incoming Chair of the Workforce Council



Collaboration, communication, and connection. Those are the three ideals that Carol intends to use to guide her tenure as Board Chair of the Workforce Council.

Carol feels the Workforce Council is in a unique place to collaborate across various partners in Northern Kentucky and Greater Cincinnati to counter the very tough conditions of the last few years: a global pandemic, kids in and out of school, economic issues, and pipeline and supply chain issues.

She knows that the Workforce Council has tremendous power to communicate and work together to find the right workers to fill the needs of those it serves. Especially in light of the pandemic's effects on workplaces, the world is increasingly complex and by bringing the Council's partners together, it can better prepare the workers it serves for any opportunity.

Most of all, she is confident in the power of connection: within the board, with its partners, and with the workforce it serves. Carol believes the board must listen to the needs of each individual partner and saying "been there, done that" simply doesn't apply anymore because what did or didn't work 10 years ago or some new-to-the-world idea may be just what is needed in this new workforce world.

The Workforce Council couldn't be happier to have Carol at the helm during this transitional time. Please join us in welcoming her to her new role, and be sure to keep the tenets of collaboration, communication, and connection top of mind as the Board begins its new term.

Welcome to Pamela Massey, new Workforce Council Program Manager

We are so happy to welcome Pam Massey to The Workforce Council of Southwest Ohio. The journey that brought her here has a common thread: the desire to help people reach their full potential. Pam spent the first part of her career in HR, specifically recruiting. Then, after more than ten years, she returned to school to pursue her passion and get her master's in social work.

Pam was with Sunrise Treatment Center before joining us. She managed a team of clinicians as well as counseling a caseload of patients. In addition, Pam was a part-time therapist in private practice providing mental health counseling during this time. Pam wanted to have an impact on a macro level and pursued a position with The Workforce Council of Southwest Ohio, where she could use her expertise in recruiting and social work to continue her passion for connecting people with advancement opportunities.

Pam believes in the Workforce Council's mission of connecting employers with a prepared workforce and connecting job-seeking customers to opportunities. She is looking forward to providing the Board with the operational support needed to grow the community and region. One of Pam's goals is to advance the possibility of financial self-sufficiency and career goal attainment to all customers who need assistance within the community and region.



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Workforce Council Team

- **Jason Ashbrook**, Executive Director
- **Pamela Massey**, Program Manager
- **Karen Saterfield**, Administrative Assistant
- **Wes Miller**, OhioMeansJobs (OMJ) Center Facilities Manager
- **Patricia Bready**, Youth and Workforce Consultant
- **Connie Adams**, Atlas Firms, Accounting/Bookkeeping
- **James Gilroy**, Webmaster
- **Jim Levinson**, IT Support

Great Oaks Instructional Resource Center | Building 100, Room 134 | 100 Scarlet Oaks Drive, Cincinnati, Ohio 45241 | 513.612.3681 | www.cincyworkforce.org

OhioMeansJobs Partners





Vision

We aim to lead the way in public workforce innovation, providing outstanding service to our diverse customer base, community and region.

Mission

We're dedicated to providing our employers with a prepared workforce by connecting job-seeking customers to opportunities that build their career readiness, thereby contributing to the growth of our community and region.



Workforce Council
of Southwest Ohio

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