The background features a complex geometric design with various shades of blue and yellow. Large, stylized yellow letters 'L', 'F', 'C', and 'R' are partially visible on the right side. The main title 'PCW 365' is prominently displayed in the center-left.

PCW 365

PARTNERS FOR A
COMPETITIVE
WORKFORCE

ANNUAL REPORT

THIS IS THE YEAR THAT WAS

'I was well aware of the many benefits of investing in employee training such as increased job satisfaction, commitment and loyalty. However, I was pleasantly surprised at the cost savings and the verified return on investment of this training initiative by significantly reducing our on the job training costs and time spent to become 100% productive for our middle-skill employees.'

— Cheryl Neiheisel,
Vice President,
Human Resources,
Richards Industries



United Way
of Greater Cincinnati

The vision of Partners for a Competitive Workforce is to ensure employers in the Ohio, Kentucky and Indiana tri-state region have the talent they need to compete, and people have the skills they require to get good jobs and advance in their careers.

In these pages, you will find the work of many partners, some named, but many more who are unnamed, who are working collaboratively and innovatively to meet employer workforce needs with well-prepared job seekers and skilled-up incumbent workers. One example is the first-ever regional workforce development strategic plan that was developed in 2015 by the four regional workforce development boards and PCW.

It is only through the work of these many organizations that the work readiness and educational needs of over 10,000 people have been addressed since 2008.



Janice Urbanik

Greater Cincinnati with major support provided by the National Fund for Workforce Solutions and many other local, state, and national funders.

It is through the support from the state of Ohio and the Southwest Ohio Regional Workforce Investment Board that we were able to add Supply Chain Management as the fifth industry, joining Health Care, Manufacturing, IT, and Construction.

PCW is now shifting gears to think about how we might take our work to scale to fill even more open positions. We have started significant place-based efforts in three neighborhoods, scaled up our systems change work using multi-generational strategies, and embedding employer-led Talent Pipeline Management principles and strategies to improve the quality of the jobs in the targeted sectors. Enjoy this snapshot of our work!

Executive Director,
Partners for a Competitive Workforce

PCW is managed by United Way of



A highlight for PCW in 2015 was the visit of U.S. Deputy Secretary of Labor, Christopher Lu



1



2



3



4

It was a very good year

1. PCW grants helped pay tuition in Mercy Neighborhood Ministries' Home Care Aide Training program.
2. Design Impact led us in understanding the factors that lead young adults to pursue STEM careers.
3. Chelsea earned a nationally-recognized American Welding Society credential at Butler Tech.
4. Construction Industry leaders met to discuss the best way to ensure a qualified talent pipeline for the future.
5. Gateway Community & Technical College helped women secure careers in Advanced Manufacturing.
6. A grant through Ohio Means Jobs Hamilton County helped Malcolm Mitchem get his Commercial Driver's License.
7. More than 6,000 voted in the "What's So Cool About Manufacturing" video contest, engaging students, parents and teachers.



5



6



7

PATHWAYS TO *SUCCESS*

During 2015, 10 new employers were engaged in the **Construction Industry Partnership (CIP)**. The CIP achieved the following participant outcomes in 2015:

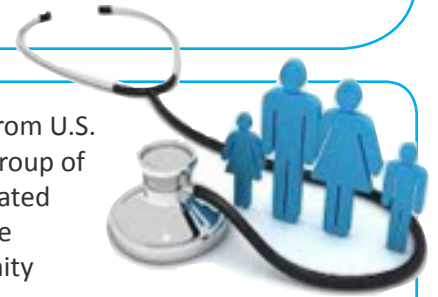


- 111 graduates placed in employment
- The Cincinnati Metropolitan Housing Authority (CMHA) and CIP teamed to connect low-income Hamilton County residents to opportunities in the construction industry at the CMHA Jobs Training Initiative
- The Greater Cincinnati Apprenticeship Council (GCAC) hosted an apprenticeship fair at the International Brotherhood of Electrical Workers Training Facility and PCW, in partnership with the Cincinnati Metropolitan Housing Authority, provided transportation for Cincinnati Public High School Students interested in construction careers

The CIP also supported the OKI Construction Career Days, a two-day event to encourage students to learn more about the Construction Industry; the event engaged over 1,600 youth

- In an effort to better position local companies for projected growth, the CIP issued a stakeholder call to the construction industry to become proactive in building a workforce to meet future industry demands

A high point of 2015 for the **Health Care Collaborative** was a visit from U.S. Deputy Secretary of Labor, Christopher Lu, who met with a select group of HCC partners and heard compelling stories from current and graduated TriHealth employees participating in the prepaid tuition, health care associate degree programs at Cincinnati State Technical & Community College. Other highlights include:



- HCC staff, along with Talent Pipeline Initiative staff, has been engaged for over a year on the Urban Serving Universities Health initiative, recruiting underrepresented minorities in medicine, nursing, pharmacy and allied health professions
- Community Health Worker (CHW) certification was researched and regional employers identified who could hire new and/or train incumbent workers for this next step on the health careers ladder. CHWs can play an important role in delivering team-based health care
- A pilot project to reduce front-line worker turnover in a long-term care community partnered one of our community-based organizations in creating in-service programming for front-line worker and supervisory training

The **IT Pathway** had a very good 2015. Highlights include:

- PCW assumed a leadership role in a group of stakeholders to jointly craft a formal submission to the White House's TechHire Community Challenge, which encourages communities to work collaboratively on inclusive, non-traditional sources of talent to fill Tech jobs. In August, Greater Cincinnati was recognized by the White House as one of its TechHire communities. Concurrent with the White House announcement, Cincinnati Mayor John Cranley and Councilman P. G. Sittenfeld held a local press conference to highlight our designation
 - We continue to make progress on re-training mid-career candidates for IT jobs. During 2015, the two primary IT training programs supported by PCW trained/placed over 70 individuals, representing over \$2 million in annual wages
 - PCW's IT pathway efforts have received encouraging peer recognition as we were asked to present at major workforce development events in Louisville and Nashville this past year. We also hosted peers from Richmond, VA and Louisville to observe our INTERalliance summer career camps



During 2015, 17 new employers were engaged in the **Advanced Manufacturing Industry Partnership (AMIP)** which achieved the following outcomes:

- 51 graduates placed in employment
- PCW, the Southwest Ohio Regional Workforce Investment Board and Ohio Means Jobs Centers of Hamilton and Butler counties partnered to develop and fund apprenticeship programs for welders and machine operators. Eight employers sponsored nine apprentices in a hybrid program. As a result, the AMIP secured \$100,000 in private funds from JPMorgan Chase to support apprenticeships in 2016
- Tech Solve and PCW sponsored several events and plant tours engaging more than 800 students, 60 educators, 110 parents, and 200 manufacturers during Manufacturing Month (October)
- The AMIP began implementation of the *What's So Cool About Manufacturing Video* contest and over 2,500 individuals visited the www.dreamitdoitoki.com website
- Facilitated the creation of the Advanced Manufacturing Workforce Development Coalition in Northern Kentucky. The coalition successfully launched the *I Made It in NKY* marketing campaign, assisted with the implementation of Northern Kentucky's Federation of Advanced Manufacturing Education (FAME) program and aided the development of Gateway Community and Technical College's Enhanced Operator program



The goal of the **Talent Pipeline Initiative** is to connect students in grades 4-12 to career-based learning opportunities across PCW's five industry sectors -- Health Care, IT, Supply Chain, Advanced Manufacturing and Construction. The aim is to

encourage exploration of in-demand careers that will propel our region forward. Over the last year, through the five PCW pathways, Greater Cincinnati STEM Collaborative, and our higher ed and employer partners, we reached over 1,000 students in almost 50 schools across Southwest Ohio and Northern Kentucky.

2015 highlights include:

- STEM (Science, Technology, Engineering, Math) Bicycle Clubs have grown from 1 to 8 to 18
- 3D Printer Clubs have grown from three to 13
- The Hughes STEM High School Speed Mentoring Program has grown to an annual spring/fall event connecting 150 students with professionals in STEM fields twice a year

The **Supply Chain Career Pathway** Partner Team includes business members, Ohio Means Jobs (OMJ), government agencies, chambers of commerce, port authorities, community organizations and educational institutions. Our focus is on talent development so employers will have the talent they need to fill positions, such as order picker, forklift operators, dock workers, customer service reps, managers, supervisors, truck drivers, logistic managers and sales (entry level and trainees). We are establishing processes that allow potential employees to gain the skills they need to get good paying jobs with career advancement opportunities, and working collaboratively to design and deliver best-in-practice results.

2015 highlights include:

- Leveraged the Business Partner Team to define current and emerging business needs
- Worked with Business Partner Team to recruit and increase Supply Chain awareness
- Reached more than 300 businesses
- Leveraged our scale to develop cost effective training programs
- Developed a High School Outreach Pilot Program that increases student awareness of Supply Chain job opportunities



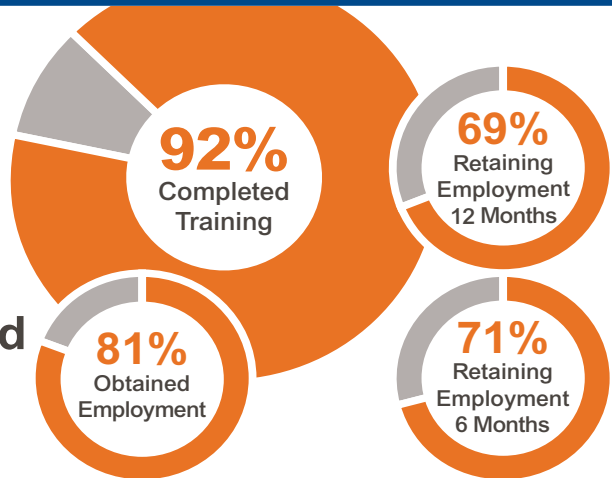
PCW BY THE NUMBERS 2008-2015



HEALTH CARE

6,680
people served

5,695 credentials earned



INFORMATION TECHNOLOGY



61
people served

48 credentials earned

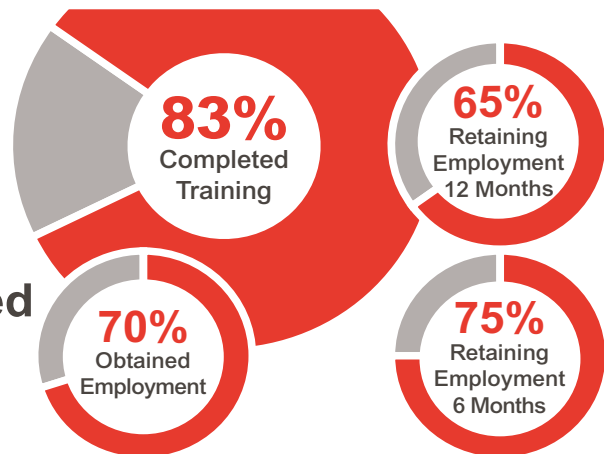


ADVANCED MANUFACTURING



2,267
people served

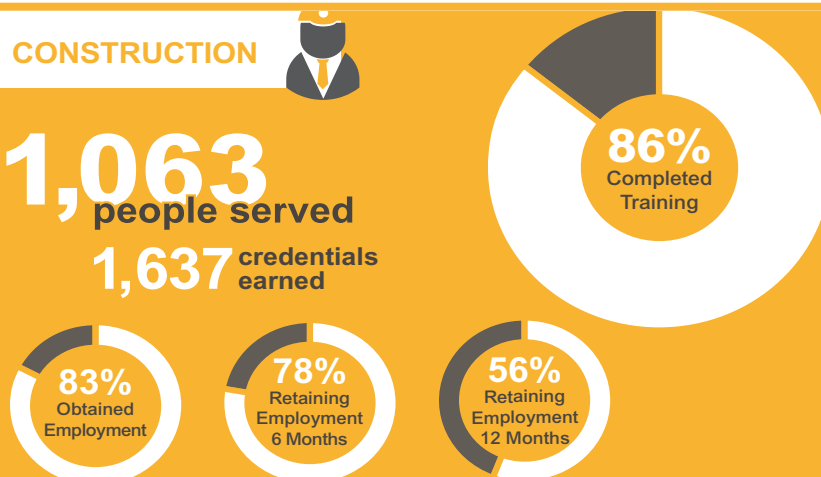
2,736 credentials earned



CONSTRUCTION



1,063
people served
1,637 credentials earned



PARTNERS FOR A COMPETITIVE WORKFORCE COLLECTIVE SUCCESS

10,108

total number served

89%

completed
training

10,142

total credentials
earned

78%

obtaining
employment

73%

retaining employment
6 months

67%

retaining
employment
12 months

Greater Cincinnati
STEM Collaborative, a
PCW partner, focuses
on educating students
about Science,
Technology,
Engineering and Math
careers, to prepare
them for jobs we will
need in the future!

STEM Collaborative by the Numbers

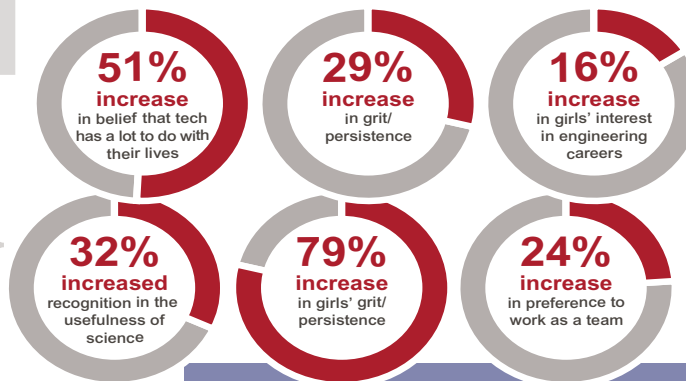
Through participation in GCSC programming, student results include:

**2014-2015
REACH & IMPACT**
Across 7 Tri-state
Counties

1500+
Students

600+
Adults

85+
Partners

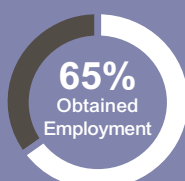
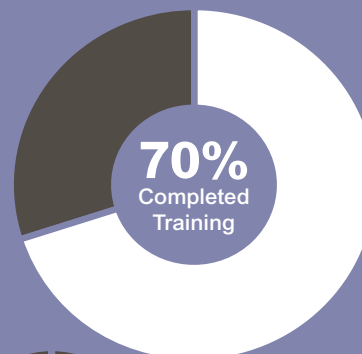


SUPPLY CHAIN MANAGEMENT*

37

people served

26

credentials
earned

*New Industry for 2015

PCW BY THE NUMBERS 2008-2015

2015 STAFF



Janice Urbanik
Executive Director



Sharron DiMario
Director:
Healthcare



Vatina Gray
Grants Coordinator



Sean Kelley
Director:
Talent Pipeline



Ed Ratterman
NKY Advanced Manufacturing, Construction



Jesse Simmons
Director:
Supply Chain Management



Geoff Smith
Director:
Information Technology



Stephen Tucker
Director:
Manufacturing, Construction

OUR PARTNERS COUNCIL

- **Eric Avner**, Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation
- **Donna Jones Baker**, Urban League
- **Brian Harris**, Urban League
- **Keith Bird**, Gateway Community & Technical College
- **Cheryl Brackman**, Cincinnati State Community & Technical College
- **Lee Ault Carter**, Thomas J. Emery Memorial Foundation
- **David Dougherty**, Education at Work
- **Sally Duffy**, SC Ministry Foundation
- **Scott Ellsworth**, Business Leaders United
- **Michael Graham**, Xavier University
- **Trey Grayson**, NKY Chamber of Commerce
- **Delores Hargrove-Young**, XLC Services
- **LaVaughn Henry**, Federal Reserve Bank of Cleveland
- **Margaret Hulbert**, United Way of Greater Cincinnati
- **Ed Hughes**, Gateway Community & Technical College, retired
- **Rick Jordan**, NKIP
- **Kurt Kegerreis**, National ABLE Network
- **William Lecher**, Cincinnati Children's Hospital Medical Center
- **Matthew Long**, Cincinnati Arts and Technology Center
- **Peter McLinden**, Cincinnati AFL-CIO
- **Jill Meyer**, Cincinnati USA Regional Chamber
- **Ross Meyer**, United Way of Greater Cincinnati
- **Cheryl Neiheisel**, Richards Industries
- **Monica Posey**, Cincinnati State Community & Technical College
- **John Prout**, TriHealth, Inc.
- **Toby Rau**, JPMorgan Chase
- **James Regg**, GE Aviation
- **Rob Reifsnnyder**, United Way of Greater Cincinnati
- **Gwen Robinson**, Cincinnati-Hamilton County Community Action Agency
- **Bill Scheyer**, Skyward
- **Liza Smitherman**, Jostin Construction
- **Harry Snyder**, Great Oaks Institute of Technology
- **Mary Stagaman**, Agenda 360
- **Barbara Stewart**, Northern Kentucky Workforce Investment Area
- **Pete Strange**, Messer Construction, retired
- **Dallas Trinkle**, Acramold and NKIP
- **Shiloh Turner**, Greater Cincinnati Foundation
- **Matt van Sant**, Clermont County Chamber
- **Amy Waldbillig**, Cincinnati State Community & Technical College
- **Tammy Weidinger**, Brighton Center
- **Wade Williams**, Northern Kentucky Tri-ED
- **Peggy Zink**, Cincinnati Works

PARTNERS FOR A
COMPETITIVE
WORKFORCE

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