

Employer SUCCESSSES

Since 2005, the Super Jobs Center has handled the collection, registration and screening of resumes from individuals seeking employment with GE Aviation.



“Initially, the staff from the Super Jobs Center visited with us on-site on numerous occasions to get a better understanding of the skills needed for some of the jobs,” recalls Teresa Lacefield, manager of hourly employment at GE Aviation’s Evendale facility.

“The specialists we have worked with at the Center always show an interest in our needs and continue to spend the necessary time with us to understand all aspects of positions for which we have a need.”

Averaging around 3,000 resumes annually, the support provided by Super Jobs specialists is an enormous help, says Lacefield. “That allows us to focus on the assessment and interview processes to ensure hiring the best of the best.”

Further, the Center posts GE Aviation positions on the Ohio job matching system to help the company meet their more difficult-to-find high tech and specialty skills openings. The company has also benefited from the Center’s business workshops.

“They provide current information and innovative ideas for effective business practices,” she concludes.



**Teresa
Lacefield**

Center helps Reds hit a home run when hiring seasonal employees

The partnership between the Cincinnati Reds and Super Jobs was initiated when Barbara A. Boles, Director of Human Resources and Diversity for the Cincinnati Reds joined the organization in fall 2004.

One of the first tasks she faced was ensuring that the organization was staffed with 900 seasonal workers for the 2005 season. Although the organization is fortunate to welcome back approximately 75 percent of those dedicated workers every year says Boles, the Reds still need to fill the remaining open positions with new hires.



To do so, Boles contacted the business services team at the Super Jobs Center and explained her need. Four years later, the relationship between the Reds

and Super Jobs has evolved into an efficient, cost-effective solution to what was once a daunting challenge.

“Prior to Barbara’s arrival we conducted open interviews at the ballpark,” recalls Mike Maddox, Director of Stadium Operations. “Unfortunately, these open interviews were comprised of a high percentage of candidates that we eventually learned were not qualified for the positions we hoped to fill.”

In order to ensure that every new applicant had an equal chance at employment, Maddox continues, supervisors conducted the same thorough interview with each candidate—qualified or not.

“Clearly, this process was not very efficient and changes needed to be made,” he says. “When Barbara suggested contacting an outside agency to help pre-screen applicants so our supervisors only interviewed qualified candidates, we thought it was a great idea.”

The Reds’ hiring process now involves directing applicants to one of four hiring events held at the Super Jobs Center’s Central Parkway facility. At the events Center staffers guide job seekers through the list of job descriptions—including event and public safety security, elevator operators, guest suite attendants, and runners who deliver food orders to patrons in the stands—and direct them to complete a brief qualifications profile.



Cincinnati Reds’ human resources and operations management worked together with the Super Jobs Center to fill their seasonal hiring needs. From left to right, Barbara Boles, John Hale, Colleen Rodenberg, Mike Maddox.

“The process has improved each year, with our supervisors interviewing a high majority of qualified candidate profiles,” says Maddox.

A bonus, he and Boles agree, is the helpful staff at the Super Jobs Center, who have meticulously organized and managed the entire process.

“Our experience with Super Jobs has been positive in all aspects of the process,” adds Colleen Rodenberg, responsible for the Ball Park Operations side of Reds’ HR. “From the beginning, the Super Jobs representative was professional and organized, and we could be as involved as we wanted in the applicant screening process.”

Although the Reds HR and operations teams chose to conduct additional screenings internally, the option to use the Center’s complete panel of screening services is an appealing option to the busy staff, says Rodenberg. “I am also impressed by how quickly Super Jobs gets the profiles back to us—usually within 24 hours. We found good candidates through the Super Jobs screenings and have extended job offers to many.”

Today, John Hale, an HR Manager who joined the Reds in February 2007, works with the Super Jobs Center to coordinate the hiring process.

“Super Jobs is an excellent resource and partner in helping us meet the challenges of our part-time, seasonal staffing needs,” Hale adds. “The entire staff at Super Jobs has been very helpful and accommodating—especially by promoting and holding the hiring events in their facility, which has proven to be an efficient and successful part of our recruiting program.”

“I am really impressed and very satisfied with our relationship with the Center,” says Boles. “The staff takes our needs very seriously, and they ensure that we have the staffing we need. The results have been amazing.”

Further, Boles continues, working with the Super Jobs Center gives the Reds another outlet for the organization’s strong emphasis on community outreach. “Working with the Center allows us another opportunity to be involved in the community and to create jobs,” she concludes. “I’m so excited about that relationship; it’s helped us out tremendously.”

Employer SUCCESSIONS

Seasonal positions filled at Amazon.com

When Amazon.com contracted with Staff Management/SmX in Fall 2007, their immediate need was to staff three Hebron, Kentucky fulfillment centers to handle the seasonal demands of the impending holidays.

amazon.com

New to this area, the staffing firm contacted Chuck Walters, business

service team director at the Super Jobs Center, for assistance in filling nearly 2,700 temporary openings.

"One of our business service team members had previously worked with Amazon.com to fill similar needs," recalls Walters. "So we understood the sheer magnitude of the staffing numbers that the company would need in order to fill all the orders they receive at that time of year. Plus, it was a great opportunity for the company to tap into job seekers from the Cincinnati area—something that had not been done before."

The business service team recommended that Amazon.com-specific hiring events be held at the Super

Jobs Center's three locations: Central Parkway, Jordan Crossing and Tri-County. Within a couple of weeks of the initial contact, Walters and his team planned for two hiring events a week, spread among the three locations.

"To ensure that each hiring event received the maximum exposure to the most prospects, we hosted many events in the Central Parkway location's resource room, due to its highly visible location in the Center," explains Walters.

Running for a 12-week period in September, October and November of 2007, the 24 hiring events yielded more than 800 placements for the three Amazon.com fulfillment centers.

Although the placements were for seasonal positions, the pay was \$11 an hour with no prior experience required—well above the region's typical part-time temporary pay scale. Further, the seasonal timing allowed city and county residents the opportunity to earn additional income during the holiday season. Ultimately, 300 of the new hires were asked to stay on as permanent workers.

Staffing agency relies on Center to meet clients' needs

Throughout the past year, TariCel Management Staffing grew their business tremendously. Because of this, they needed an additional resource to help serve the needs of their clients.

"In the fourth quarter of 2007, we helped one of our larger clients fill several hundred warehousing positions to accommodate the holiday rush," recalls Celine Piri, president and CEO of TariCel. "We contacted the Super Jobs Center that October and they developed a strategy to help us meet our client's needs."

The Center offered TariCel another resource for recruiting by posting the job descriptions throughout the Center's three locations. The Center also hosted orientations for new hires, and offered job seekers the opportunity to take advantage of supportive services including gas and bus cards to help them with transportation to their new positions.

After completing the initial hiring assignment, the Center continued to help TariCel as the staffing company shifted to a new focus on recruiting for professional and healthcare positions.

"Additionally, the Super Jobs Center has referred candidates to us for our own internal, full-time office staffing needs," says Piri. "We have been extremely satisfied with their responsiveness and the resources they make available to both businesses and job seekers."



Since 2005, the Super Jobs Center has been the "front door" for walk-in applicants seeking positions with Cincinnati Children's Hospital Medical Center.

"We refer all of our walk-ins to the Center, because we know they will receive a much higher level of attention," explains Julia Abell, senior director of employment at Children's.

"At the Super Jobs Center there are computers available and someone to coach applicants on how to use them. In addition, the Center offers opportunities for applicants to participate in various training programs," she says.

Further, reports Abell, the Center has helped the hospital fill their Patient Attendant position, a high-volume recruitment need. To do so, Center staffers review applications, conduct initial testing of applicants and then forward qualified candidates on to Cincinnati Children's recruiter for that area.

"The Super Jobs Center is always easy to work with, incredibly responsive and very motivated to do whatever they can to assist us in recruitment," concludes Abell.



Julia Abell



TariCel Management Staffing President and CEO Celine Piri relies on the Super Jobs Center to help fill clients' job openings with qualified workers.

