

★ Employers succeed with SuperJobs

New to Cincinnati, staffing agency relies on SuperJobs Center for candidates, connections



Shortly after opening a new office in Sharonville in May 2008, Employment Plus Inc. of Bloomington, Ind., turned to SuperJobs for assistance both in recruiting candidates and networking to other local connections.

"When we contacted the SuperJobs Center after opening our Cincinnati location, we were looking for resources that could help us get access to applicants," recalls [Rob Koewler](#), Regional Manager of the Cincinnati

office, pictured at left. "It took maybe a day for them to get us into their system, and then we were off to the races."

The company, which specializes in matching employers with temporary staffing, currently operates 60 locations in 12 states. Their expansion correlates directly to an uptick in temporary hiring—a conservative means for employers to ease back into expanding payrolls as they sense stabilization in the economy through an increased demand for their goods and services.

Koewler appreciates the SuperJobs Center's work in spreading the word about the firm to other local agencies to help find candidates. "We heard from churches, outreach centers, and other social organizations who knew through the SuperJobs Center that we were looking to hire," he says. "Those introductions were very valuable to us because we hadn't yet been able to make those connections."

Further, Employment Plus took advantage of SuperJobs' hiring events as they worked to staff for a large volume client—at one point bringing in nearly 800 temporary workers to help out during the seasonal rush at a large packaging company, explains Chuck Walters, manager of Business Services Unit at the SuperJobs Center.

In fact, Andy Lotter, a Business Services representative at the SuperJobs Center, spends time each week at Employment Plus, learning more about the company's changing client staffing needs, and processing candidates through screenings and background checks.

"Andy and everyone else at the Center have been very easy for us to work with," concludes Koewler. "I know it's a cliché, but they're just a phone call away. They're easy to get to, easy to work with, and very cooperative about working hard to understand our requests and get us access to the people we need so we can match them to jobs available in these challenging times. It's been a good relationship."

SuperJobs fills Health Alliance's staffing needs

The SuperJobs Center provides services to many of Hamilton County's hospitals and health care centers, including the Health Alliance of Greater Cincinnati. As an integrated health care system, the Health Alliance includes University Hospital, Jewish Hospital, Fort Hamilton Hospital, Drake Center and the new West Chester Medical Center, plus the Alliance Primary Care physicians group.

Each hospital does its own hiring, and occasionally their staffing coordinators reach out for assistance with special needs, explains [Amber Whitfield](#), the Health Alliance's Education Coordinator, pictured at right. For example, Whitfield says, when Jewish Hospital's food services department struggled to fill some openings, they turned to the SuperJobs Center for recruiting, testing and screening services.

"The department manager was having a challenge finding people who were just the right fit; SuperJobs handled applications and interviews at a specific hiring event for that position, and the manager made several successful hires as a result," Whitfield says. "In fact, the manager felt the process was so effective, she asked to repeat it again this past year."

Further, the Health Alliance has turned to the SuperJobs Center to assist some workers whose positions were eliminated as the result of a reorganization. Led by Sheila Roth, the SuperJobs Center's Rapid Response coordinator, affected employees



received information and guidance about unemployment benefits, how to find their next job and the resources available to them should they choose to enroll in a training program to enhance their skills or transition into a new field.

"SuperJobs responded to that need on very short notice, coming out to meet with those affected," notes Whitfield. "That outplacement service was very helpful and very well received by the people who used it. Those who hadn't used SuperJobs for a while were pleasantly surprised by the services and assistance available."

Overall, it's the high level of responsiveness that Whitfield says her organization appreciates the most. "The Super Job Center's staffers are always very easy to communicate with and more than willing to do whatever it takes to help our people. They're very responsive, and we've been very impressed," she concludes.



Irish company staffs new plant with help from SuperJobs

When Dublin, Ireland-headquartered Greencore Group PLC planned to open a second U.S. manufacturing facility in Sharonville by May 2009, the company first turned to the SuperJobs Center (SJC) for staffing help.

The company, a leading international manufacturer of convenience foods and ingredients, called the SuperJobs Center in February 2009, looking to fill both team member and team leader roles at its new, 5,500-square-foot plant. The location manufactures food-to-go products, including fresh, pre-packed sandwiches.

“We were starting a new business from scratch and needed staffing at all levels,” recalls [Richard McGowan](#), Greencore’s Project Manager for the new facility, pictured above. “We wanted a single point of contact to deal with the staffing program.”

As a new employer to the area, McGowan says, the company lacked both reputation and contacts. “We wanted to partner with a known, local organization with a proven record for getting people into the workforce from a wide base,” he notes.

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– Richard McGowan,
Greencore

Together, Greencore’s management and the SJC’s Business Services Manager Chuck Walters developed a comprehensive program covering recruitment timing, staffing experience criteria, and screening questions. Because the company was hiring for all three shifts—sandwich assembly during the first shift, ingredient preparation during the second shift, and cleaning during the third shift—they looked for candidates from a variety of backgrounds, says McGowan.

“SuperJobs worked hard to understand our needs as a client, particularly our standards for food safety, which is key for us,” he explains. “They advertised the openings on our behalf, used our company logo, terms and language, and screened carefully to ensure that we got the right applicants.”

The recruiting process was implemented immediately, McGowan says, with the company making the first of three phases of job offers within two weeks. Of the 24 candidates ultimately hired, some have already been promoted from team member to team leader, he adds.

“The service from the SuperJobs Center was always professional, courteous and friendly. Most importantly we hired good people through the process who are key staff in the business,” concludes McGowan. “We are about to start on further programs for growing the business and we will look to partner with the SuperJobs team again.”

GREENING THE WORKFORCE

As the United States gears up for a greener economy, the SWORWIB recognizes that a workforce trained in green technology will be crucial to the region.

Even before the SWORWIB’s emphasis on a green jobs component in the American Recovery and Reinvestment Act (ARRA) Summer Youth Employment Program, the SWORWIB had collaborated on a number of grant submissions that are now starting to bear fruit.

One such effort coordinated by the SWORWIB in the Fall of 2008 successfully garnered a Department of Labor grant award, led by Cincinnati State Technical and Community College. Krishna Chapatwala, a Business Services representative at SuperJobs, now is assigned as a liaison with the energy industry to work with employers to define and recruit for green jobs.

Chapatwala is working with Cincinnati State to recruit trainees for a green jobs program in the manufacturing and construction industries. SuperJobs will initially refer qualified individuals to the program and then, after graduation, connect them to placement services for potential green jobs.

The SWORWIB is also working with Hamilton County for weatherization pre-apprenticeship training, with the Greater Cincinnati Energy Alliance for competitive federal green grants, and with the Greater Cincinnati Workforce Network on green components of the construction and manufacturing career pathways development.