



How it works

1. Select topic: (CTSI, Urban League, CFEI)

Together with our partners each month, we identify a health topic and determine steps one can take to manage the area of health.

2. Getting the message out: (CFEI)

Social media messaging, e-blasts, and tips are designed and customized for each platform to connect multiple generations to the monthly topics and community events. Posters, postcards, and ads are produced for distribution to the public. Pittsburgh Magazine offers weekly health tips online.

3. Supporting local organizations and events: (CFEI and 365 Community Partners)

Customized community newsletters combine the monthly health topic and local community health programs and services. 365 collateral are disseminated to partner organizations and locations throughout the community and churches add the health topics to their bulletins.

4. Supporting research: (CTSI)

The New Pittsburgh Courier runs a full page on the health topic featuring research from the University of Pittsburgh CTSI.

ORGANIZATIONS

The Center for Engagement and Inclusion partners with a variety of organizations and educational institutions to promote cultural awareness, health education, and workforce development. Examples include:

- **Delta Foundation of Pittsburgh**

Providing opportunities and a high quality of life for the lesbian, gay, bisexual, transgender communities in western Pennsylvania (www.deltafoundation.us).

- **Fraternities/Sororities**

Collaboration on events that serve large populations of African Americans.

- **Latino Family Center**

Providing parents with support resources, opportunities, and experiences that enable them to become self-sufficient and nurturing parents (www.aiu3.net/Level3.aspx?id=1066).

- **NAACP**

Dedicated to ensuring the political, educational, social, and economic equality of rights of all persons, and to eliminating race-based discrimination (www.naacp.org).

- **PERSAD**

Improving the well-being of the lesbian, gay, bisexual, transgender, queer/questioning and the HIV/AIDS communities in western Pennsylvania through outreach, prevention, counseling, advocacy, and training services (www.persadcenter.org).

- **Regional Churches and Faith Communities**

Institutions engaging, serving, and reaching the heartbeat of Pittsburgh communities.

- **Silk Screen Film Festival**

Celebrating Asian and Asian-American history and providing cross-cultural arts and education to the Pittsburgh area (www.silkscreenfestival.org).

- **Urban League of Pittsburgh**

Providing education, health advocacy, housing, early childhood and youth development, hunger services, employment, career training, counseling, and economic empowerment through local communities (www.ulpgh.org).

- **Vibrant Pittsburgh**

Providing opportunities to partner with other organizations on diversity and inclusion strategies, training, and community programs.

- **Women and Girls Foundation**

Empowering girls and women, and promoting awareness of issues that affect them (www.wgfpa.org).

By Eddy Wang / Pittsburgh Post-Gazette

Since the Great Recession, the American economy has regained its footing: the unemployment rate is near a seven-year low and job openings haven't been this numerous since 2001.

But those positive trends are making it even more difficult for recruiters and companies looking to fill positions. "Finding great, qualified individuals is as challenging today as it has ever been," said Andrew Sassaman, branch manager of Robert Half Pittsburgh, a staffing company that helps more than 1,500 people find jobs annually.

One of Mr. Sassaman's primary responsibilities is to keep a pulse on the Pittsburgh job market. He said that in the past six years, the Steel City's unemployment rate has bettered the national rate, while the number of job openings has seemed to mirror the national average.

As a consequence, Pittsburgh is an especially difficult place to make quality hires.

"For a company that's looking to find great, qualified individuals, you need to do something to differentiate yourself from the pack," he said.

According to Mr. Sassaman, the best way for companies to stand out is by offering better wage and benefits compensation than their competition. Corporate culture, tuition reimbursement, and flexible work schedules are important factors, too.

Companies looking to hire should first talk to their own people.

According to a 2014 study by Jobvite, a company that sells recruiting and referral software, recruiters rate referrals as the highest quality source of hires. The love goes both ways: Jobvite also reported 4 in 10 job seekers have found their "favorite or best" job through personal connections.

Robert Half is no exception. Although the staffing company does find job candidates through social media and job boards, it fills the majority of its positions through referrals.

"Great people know great people," noted Mr. Sassaman.

Mr. Sassaman said companies that offer less wage and benefits compensation than their competition are at-risk of losing valuable employees.

For the gaming industry, retaining employees has been a long-standing challenge. The employee quit rate for the "arts, entertainment, and recreation" industry — which includes casinos — was at 28.8 percent in 2014, according to the U.S. Bureau of Labor Statistics. Compare that to the finance and insurance industry, where the quit rate was 12.8 percent for the same time period.

Craig Clark, general manager of the North Shore's Rivers Casino Pittsburgh, said that while his casino's employee turnover rate currently is at 20 percent, it has been declining over the years and is lower than most casinos.

Mr. Clark said casino employees often quit because they don't realize how labor-intensive the hospitality industry can be. Rivers Casino is open 24-7, including weekends and holidays.

To help reduce turnover, Rivers Casino has developed a wide arsenal of hiring avenues, which include internships, a tuition reimbursement program for employees who want to learn new skills, and job fairs.

Mr. Clark said the casino sends weekly job post emails to 60 organizations, including Life's Work in Uptown and the Urban League of Greater Pittsburgh in Downtown, and it hires dealers from the casino's own table games dealer training programs.

Reducing turnover is also a priority for Allegheny Health Network, which is part of the health care and social assistance industry, with an 18.8 percent quit rate in 2014.

Marge DiCuccio, chief nursing officer of Allegheny General Hospital, said the network is using more resources upfront to hire new nurses who will stay.

"The biggest waste of [our] time is when we thought [new nurses] had the attributes, go through orientation, and leave a month later because they are not a good fit," said Ms. DiCuccio.

New nurses at AHN go through a longer job application process than experienced nurses.

While experienced candidates go straight to one-on-one interviews with human resources and hiring managers, new nurse candidates first have to advance through a panel interview that consists of hiring managers and nurses in leadership positions.

Richard W. Taylor

Age: 45

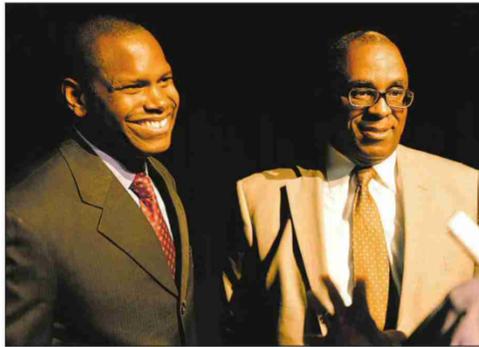
Residence: Hill District

Occupation: CEO and president of ImbuTec, an energy-saving lighting supplier whose clients include Pittsburgh International Airport and Allegheny General Hospital

Education: Law degree from Tulane Law School; undergraduate business degree from Georgetown University

Background: Born in Louisiana, Taylor is an attorney, entrepreneur and business leader who moved to Pittsburgh 18 years ago. His work here has ranged from director of knowledge management at Consolidated Natural Gas Co. of Pittsburgh to CEO of Macedonia Development Corp., through which he initiated revitalization projects in the Hill District. He serves on the boards of Macedonia Development Corp., the Power of 32 and University of Pittsburgh's Institute of Politics. He is a former board member for Urban League of Pittsburgh, Port Authority of Allegheny County and the Pennsylvania Environmental Council.

Quotable: "What he brings to the table is a cross-section of appropriate skills so that he can play his role well as a board member, as well the caring side — the heart, the understanding of what the community needs," Urban League President Esther Bush said.



Richard Taylor (left) and Michael Polite

JAMES KNOX | TRIB TOTAL MEDIA

Michael Polite

Age: 53

Residence: Squirrel Hill

Occupation: CEO and chairman of Ralph A. Falbo Inc., an urban property developer whose projects include the 151 First Side 78-unit condominium tower on Fort Pitt Boulevard

Education: Master's degree in public policy from Carnegie Mellon University; undergraduate science degree from Niagara University in New York

Background: A Florida native, Polite has far-reaching experience in public and private housing and minority and micro-business development. He moved to Pittsburgh in the late 1980s. He ran the economic development depart-

ment for the city's Urban Redevelopment Authority before joining Falbo, of which he recently became a majority owner. He serves on boards for the Energy Center Innovation Institute, the YMCA of Greater Pittsburgh, the Allegheny County Finance and Development Commission and the Western Pennsylvania Conservancy. He is a former board member for Pittsburgh Gateways Corp., Catholic Charities and Angel's Place.

Quotable: "Mike is a very committed individual with great technical and analytical skills," said URA housing director Tom Cummings, who worked under Polite at the URA in the early 1990s. "He's very interested in economic and community development, and he's a team player."



Reunion to mark patriarch's 101st birthday

DAILY NEWS

A two-day reunion of the Urban Garrett and Dr. Major Mason III families at the Jacob Woll Pavilion in McKeesport's Renziehausen Park this weekend will mark the 101st birthday of family patriarch Caranza Watson.

Festivities will begin at noon Saturday and include croquet, a pinata, a bean bag throw, a 100-yard dash for children 12 and younger, a father/son race, a mother/daughter race, a high jump contest for children 12 and younger, a ping pong tournament, a bid whist tournament, a spades tournament, a pool-table tournament and a volleyball tournament.

Beginning at 2 p.m. Sunday there will be devotions for children younger than 12, a talent show, family bands, a performance by pianist Joel Martin, a display by professional photographer Earl Brown, a presentation of tournament awards, door prizes and family expressions.

Martin has performed with the New York Philharmonic,

El Paso Symphony, Springfield Symphony Orchestra, Philadelphia Orchestra, Hartford Symphony and others have featured him as a soloist.

In 1985, he became the first African-American pianist to compete in the Van Cliburn international piano competition.

He is the developer of Jazzical, a fusion of classical, jazz and other music genres.

Mason was co-editor with Dr. Ralph Bangs of "The State of Black Youth in Pittsburgh," a 562-page book printed by the University of Pittsburgh for the Urban League of Pittsburgh Inc. in 1997. He served as editor of the 60-page youth edition, "It's Just About Making the Right Choice," which has excerpts from the larger book in story form.



SUBMITTED

Pianist Joel Martin will perform at the family reunion.

