

MARKETING & BUSINESS OUTREACH

June 8, 2017

Members Present

Les Vail, Chair
Ricky O'Hara, NJLWD
Alisha Thompson, DWD
Randi Woerner, Woodbury Economic Develop.
Eileen Gallo, WDB Staff

Tom Bianco, GC Economic Development
Michelle Mullen, DWD
JaNea Wilson, NJLWD
John Furfari, WDB Staff
Bridget DiGiambattista, WDB Staff

Members Absent

Anthony Bellia, Co-Chair
Euletta Gordon, Business
Michelle Shirey, WDB Director
Mary Weidler, NJLWD

Dyanna Dessicino, GCIT
John Mondelli, GCIT
Andrea Stanton, RCGC

Tom opened meeting at 2:10 pm.

A motion to approve April 13, 2017 minutes was made by A. Thompson, seconded by J. Wilson.

Old Business

Status/Updates -

Save A Lot - JaNea reported she heard from Save A Lot rep and they hope to open in July. JaNea has provided them with additional applicant information.

Newsletter – John reported he is gathering information for the newsletter. He attended a Gateway to Careers breakfast at Gateway High School, the students that participated in the internship programs gave presentations. John will contact Melissa and ask her to provide a press release. The GC Workforce Development Board, GC Chamber of Commerce and Woodbury Chamber of Commerce were presented with awards for participation and dedication to career education. John will contact Melissa about possibly having employer attend to talk about their experience with the students at new Full WDB Conference. John will include sidebar for TIPS (What's in it for me?) to help businesses utilize the Workforce Development Board services. John recommended interns go through calendars to pull any business related 'National Day of i.e. small businesses, restaurants, etc., so it can be highlighted through Constant Contact. Tom asked that we include story about Wedgewood Pharmacy expansion, they have hired 100 new people and expect to hire 65 more people over the next 6 months.

Positive Recruitments – JaNea reported they held 7 in May; and 5 scheduled for June.

Business Outreach – JaNea reported they are doing a lot of job searching and continue to reach out to employers for results. Unfortunately, she is not getting response from businesses that she has made referrals to find out results. Les suggested surveying the business community to find out their needs, focusing on industry specific survey. JaNea reported the Advanced Manufacturing Quarterly TIP meeting will be held September 13, 1:00-3:00 pm at RCGC- Corporate Center. A Food Industry Talent Network meeting will be held June 29, 3:00 pm at Rowan University.

New Business

Job Opening Software – Tom reported he is potentially looking to purchase software called Engage by Cell that helps people with job searching, job fairs, and employers looking for employees.

New Banners – we need to order 2 new big banners and 2 small table top banners. Les recommended one banner should show WDB & AJC, 2nd will be branded to WDB but list services and to be duplicated for table top banners. John suggested 2 big regular job seekers/employers. Randi will put together a few designs and send to John.

A motion for adjournment was made by T. Bianco, seconded by A. Thompson.

The next meeting will be August 10, 2017.

Respectfully submitted,

Bridget A. DiGiambattista, WDB Staff