

MARKETING & BUSINESS OUTREACH
April 12, 2018

Members Present

Jason Newman, NJLWD
JaNea Wilson, NJLWD
Eileen Gallo, WDB Staff
Bridget DiGiambattista, WDB Staff

Alisha Thompson, DWD
John Furfari, WDB Staff
Ashley Rastelli, WDB Staff

Members Absent

Les Vail, Chair
Tom Bianco, GC Economic Development
Euletta Gordon, Business
Michelle Shirey, WDB Director
Randi Woerner, Business

Anthony Bellia, Co-Chair
Dyanna Dessicino, GCIT
John Mondelli, GCIT
Andrea Stanton, RCGC

Visitor

Madeline Bennett, GC Economic Devel. Intern
Sharon Cypress, NJLWD

Laurie Haldeman, Youth Education & Career Ctr.

Eileen opened the meeting at 2:00 pm.

A motion to approve the February 15, 2018 meeting minutes was made by A. Thompson, seconded by J. Furfari.

Status

Newsletter – Eileen asked the committee for stories for an upcoming newsletter. JaNea suggested the hiring recruitments held recently for Royal Farms (Paulsboro), they are fully staffed and set to open April 23rd. Eileen suggested including information about the Youth Education & Career Ctr. John said he will include information about the Advanced Manufacturing Roundtable being held April 16, 2018. Job fair follow up. Alisha has a client that was offered 2 jobs from the job fair. She will ask if he is interested in sharing his story.

Youth Education & Career Ctr.

Recruitment Strategies - Eileen stated under new WIOA we need to re-brand since the youth we can see has been expanded (age 16-24) and they can be in the program longer. Eileen stated enrollment is low and we need new way of marketing to increase enrollment. Laurie stated the guidance counselors have been good in sending the drop out reports and they then follow up with phone calls and letters. They are currently linked off GCIT main page and the County's webpage. It was suggested since they are linked off GCIT to redevelop that link. It was suggested Laurie ask if GCIT-IT/Business department can create a logo specific for Youth Education & Career Center since the logo would come from that age group being targeted. She will find out about them also creating a social media page. Social media outlets include Instagram and Twitter. Maddie suggested creating a facebook ad which will target certain groups. John recommended an info graphic showing timeline of earning diploma, he recommended site called Canva, there are templates and programs event for professional facebook posts.

John reported Engage by Cell numbers continue to grow. We launched on Feb. 2, but already started accumulating cell numbers at the AJC on Jan. 16 and to date we have 2,601 customers actively receiving text messages. By the 60 day mark we crossed over 10,000 application views.

A motion for adjournment was made by A. Thompson, seconded by A. Rastelli.

The next meeting will be held June 14, 2018.

Respectfully submitted,

Bridget A. DiGiambattista, WDB Staff