

MARKETING & BUSINESS OUTREACH
February 14, 2019

Members Present

Dyanna Dessicino, GCIT
Michelle Shirey, WDB Executive Director
JaNea Wilson, NJLWD
Eileen Gallo, WDB Staff

Jason Newman, NJLWD
Alisha Thompson, DWD
John Furfari, WDB Staff
Bridget DiGiambattista, WDB Staff

Member Absent

Les Vail, Chair
Tom Bianco, GC Economic Development

Anthony Bellia, Co-Chair
Andrea Stanton, RCGC

Visitor

Laura LaPalomente, GCIT

Eileen opened the meeting at 2:00 pm.

A motion to approve August 9, 2018 and December 13, 2018 meeting minutes was made by J. Wilson, seconded by A. Thompson.

Status

Spring Newsletter – stories to be included are the ACE program and include photo; GCLS Innovation Studio on RCGC Campus; & HSOP (collegiate high school option program) at GCIT (soft opening), and AJC client from GJobs class who obtained employment at Rowan University. Michelle stated another possible story could be regarding the Gains program. MASCEC is submitting a grant application for an apprenticeship program in advanced manufacturing, Michelle will let Eileen know if they were awarded. A future story could be on Gateway HS participating in YTTW under Carpenters Union.

YECC – Eileen stated we have money for print materials and to have new logo created. Michelle said to go out to quote for printed media material and creation of new logo. Dyanna stated GCIT ran a month long advertising for YECC on Facebook.

Outreach

Mobile Job Center- John reported as of 2/13/19 there are 7,673 subscribers, 880 have signed up on their own. John will manually purge every six months those on the AJC list. Eileen asked if we can add a “youth” button on Engage by Cell. She would also like to show ‘survey and follow-up’ (limited to 5 questions) because part of our local area plan and MOU we must show how we are doing with follow-up with our customers. Michelle would like this implemented in March. Eileen also would also like to add button for top labor demand occupations in county/region.

New Business

Workforce Summit – Michelle reported we will be holding a Workforce Summit, focus will be on workforce & education. Agenda items: will be Securing Our Children’s Future bond act (technical high schools). Michelle will invite Fred Keating to speak on Work N Learn Consortium. She would also like to invite rep from a non-technical high school discuss how they are doing workforce development, most likely to invite M. Eckstein. This way businesses will know they can work with high school students to develop relationships early. Eileen would like to invite Linda Eno from DOE. Michelle stated she would

like to invited specific industry partners that we currently have developed relationships, provide them with idea of what is coming, and how they can start working with these institutions and WDB right away. Michelle asked John and Alisha to develop a draft agenda for the Summit and would like returned to her by first week of March. Eileen will forward past Workforce Summit agenda to John & Alisha.

Business First – Michelle reported we will be focusing our efforts on business retention and tying into Apprenticeship committee. The efforts in retaining businesses and collecting information from the businesses will help identify how we can most efficiently use our resources. Starting in March, John will be sending a list of visited businesses and referrals we made to all members of the Apprenticeship committee, but welcomed anyone on this committee if they'd like to be involved with or joining the Apprenticeship committee. At the Apprenticeship committee meetings, we will also offer Economic Development updates. Tom would like to develop a brochure for business retention. Eileen will go out to quote for design of the 2 fold brochure. Stephen provided wage report at recent meeting and the average wage last month was \$23.00, however, there was one position with wage of \$35 per hour, which could have changed the average.

JaNea reported a positive recruitment is scheduled for Cardinal Health for 3/12; TriCare is scheduled to hold recruitment on 3/1.

A special meeting will be scheduled for mid-March to discuss the job fairs and planning of the Workforce Summit.

A motion for adjournment was made by M. Shirey, seconded by A. Thompson.

Respectfully submitted,

Bridget A. DiGiambattista, WDB Staff