

Marketing & Business Outreach
February 11, 2016

Members Present

Les Vail, Chair	Anthony Bellia, Co-Chair
Dyanna Dessicino, GCIT	John Mondelli, GCIT
Vito Palo, DVRS	Michelle Shirey, WDB Director
Jeanne Page-Soncrant, NJLWD	Alisha Thompson, DWD
Mary Weidler, NJLWD	Randi Woerner, Woodbury Econ. Devel.
John Furfari, WDB Staff	Eileen Gallo, WDB Staff
Vonnie Jackson, WDB Staff	Bridget DiGiambattista, WDB Staff

Members Absent

Euletta Gordon, Business	Andrea Stanton, RCGC
Mark Wilgus, Business	

Les opened the meeting at 2:15 pm.

The September 21, 2015 minutes were reviewed.

Les reported the WDB has made significant changes due to new WIOA. This committee will have a lot happening over the next year, i.e. creating a new brand (WIB-WDB), One Stop will be renamed to American Job Center, website and brochures will need to be changed, etc.

Old Business

WDB Job Fair at RCGC March 23, 2016 – Michelle reported we will market our job fair as MEGA job fair, we expect to have a great turnout. We are currently working with large scale employers in the area who will be hiring and will be participating in our job fair. Michelle stated will also hold industry specific job fair for business looking to hire less than 15. Les recommended since our October job fair had 10 employers not show, possibly charging a fee to guarantee the employer shows up the day of the event. Michelle will speak with Tom. A meeting will be scheduled with SJMedia regarding advertising. Michelle stated the obtaining job titles prior to the event will be helpful. Possibly have the businesses register online with employment information and where they can list open generic job titles. Michelle & John will speak about future segment filming talking about employment with D. S. & J.B.

Business Outreach - John reported he visited and met with rep from Atrium Health Care in Woodbury, they are a post-acute care facility, looking to hire up to 500 people for high quality jobs. He contacted Brigitte Satchell at RCGC because the dietary aides will need ServeSafe certification. John stated they have a detailed breakdown of their employment goals for each threshold. This will help us create marketing events around these thresholds to ensure the workforce is properly trained.

A marketing plan will be essential and a work session to develop a draft outline will be scheduled. Discussion to possibly have a Rowan University student(s) intern and will be project based for the fall semester. Les will contact Rowan University. The sub-committee will include: Les, Randi, Mary, Jeanne, Eileen, Michelle.

Re-Branding – The WIB will now be known as Workforce Development Board (WDB) and the Thorofare One Stop will now be The American Job Center at Gloucester County. Changes will need to be made to the website, brochures, and business cards.

Randi will provide a sample draft of new WDB logo. Michelle stated the website will include information from our partners and would like the partners to send links when consolidated. She will work with Robert & Stephen on what pertinent information they would like included. Les stated the website should also include success stories!

The Youth Development Committee will also be looking to change the name of the Youth One Stop. This will be agenda item for Feb. 16, 2016 meeting.

Newsletter - DVRS success story, job fair, & highlight re-branding. Les recommended 'spotlighting' success story from business-(recent Holt Logistics & Kellogg's). Michelle asked John to email Anne Wodnick, Vito, Stacey, & Brigitte Satchell to ask for 2 paragraphs on the programs and any pictures related. John will send to Mary W. and she will edit and return to John for final approval from D. Sellitto.

A motion that the 2016 Marketing & Business Committee will meet the 2nd Thursday every other month at 2:00 pm was made by L. Vail, seconded by A. Bellia.

Jeanne announced a small (6 employers) healthcare job fair on March 29th at the Family Success Center in Glassboro.

Vito announced a HireAbility job fair will be held March 17th at Camden County College. He stated it is advertised as a Community Outreach Day Job Fair and is open to ES candidates as well as candidates with disabilities. CompuCom contacted Vito and are interested in utilizing services of the One Stop in particular those with disabilities and veterans.

A motion for adjournment was made by J. Mondelli.

The next meet will be held April 14, 2016.

Respectfully submitted,

Bridget A. DiGiambattista, WDB Staff