

MARKETING & BUSINESS OUTREACH
April 13, 2017

Members Present

Les Vail, Chair
Vito Palo, DVRS
Alisha Thompson, DWD
JaNea Wilson, NJLWD
John Furfari, WDB Staff

Michelle Mullen, DWD
Carlos Pizarro, DWD
Mary Weidler, NJLWD
Randi Woerner, Business
Eileen Gallo, WDB Staff

Members Absent

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

Tom Bianco, GC Economic Development
Euletta Gordon, Business
Michelle Shirey, WDB Director
Mark Wilgus, Business

Visitor

Regina Pryor, NJLWD

Les opened the meeting at 2:00 pm.

A motion to approve December 8, 2016 meeting minutes was made by V. Palo, seconded by A. Thompson.

Old Business

Job Fair - Les reported the job fair was well attended. Les reported the employers he spoke with were very happy with the candidates. Several employers provide positive testimonials about the job fair. Eileen stated for future job fairs, we will make sure the employers are registered beforehand with Career Connections in order to keep better track of the open positions and the hiring of employees.

Newsletter - John reported a client (single mother) from the AJC was pursuing another job opportunity was recently hired as full time billing instructor with full benefits, & a 401K. Les recommended this be a success story, John will contact her. Les recommended an employer success story, specifically if an employer was seeking a certain type of employee.

Eileen stated while attending recent GSETA meeting, it was discussed the important of informing our state & federal legislators what we do and this is the type of story they need to hear. It was recommended to share the success stories with them. Les reported a Workforce Summit between the 3 area Chambers will be held May 12, 2017 at RCGC. One of the panels will include the 3 WDB Executive Directors, Congressman Norcross will be keynote speaker for lunch, Aaron Fitchner and Dennis Bone will be attending.

Community Outreach – Eileen stated we are doing outreach with local courts and trying to bring in ex-offenders. Brochures were sent to the social worker who is working with Gloucester County residents incarcerated at the Salem correctional facility. Eileen stated part of our local plan is to include how we are working with ex-offenders. We will also start outreach with FBO's, particularly the TANF clients that have been sanctioned.

Business Outreach – John reported a survey had been sent to approximately 600 businesses, we have received close to 200 responses. Les said there are close to 18,000 businesses and recommended ‘cold calling’ the businesses to obtain updated data/information. He suggested contacting GC Library and utilizing Reference USA for the list of businesses. Eileen stated the list can also be broken down into industry clusters.

New Business

Eileen stated we will make sure to communicate with the legislators. Les would like the 3rd, 4th, & 5th legislative offices invited to our Full WDB Membership Conferences.

Vito reported the Diversity Targeted Hiring Event will be held May 10, 2017 at Camden DVRS office. They have 20 employers participating to hire entry level individuals with a disability. All interviews pre-arranged for the candidates.

JaNea reported we held a hiring event for Save A Lot, on April 7, 8, & 10th. Interviews were conducted on site at the new store, all candidates were prescreened and interviews were done by appointment only. They anticipate opening the store by June 1, 2017. Les suggested we add to the newsletter “WDB Tip” – if you are employer looking for quality people, reach out to the AJC, we’ll help screen your future employees!

A motion for adjournment was made by R. Woerner, seconded by V. Palo.

The next meeting will be June 8, 2017.

Respectfully submitted,

Bridget A. DiGiambattista, WDB Staff