

MARKETING & BUSINESS OUTREACH
February 13, 2020

Members Present

Les Vail, WDB Chair	Michelle Shirey, WDB Executive Director
Carlos Pizarro, DWD	Troy Schneider, DWD
David Daigle, Delsea Regional High School	Alisha Thompson, DWD
JaNea Wilson, NJLWD	Dietra Smith, St. John of God Community Services
Eileen Gallo, WDB Staff	Ashley Rastelli, WDB Staff
Bridget DiGiambattista, WDB Staff	

Members Absent

Anthony Bellia, Co-Chair	Tom Bianco, GC Economic Development
Dyanna Dessicino, GCIT	Laura LaPalomente, GCIT
Jason Newman, NJLWD	Andrea Stanton, RCSJ
Jennifer Veneziani, DVRS	

Les opened the meeting at 2:00 pm.

A motion to approved December 12, 2019 minutes was made by A. Thompson, seconded by C. Pizarro.

Status

Newsletter – Eileen reported the newsletter is complete, we are waiting on final approval. Michelle stated Debbie Sellitto has retired and we have a new Public Information Officer – Shannon O’Brien.

Story ideas for next newsletter: spring mega job fair; ACE employers information session being held April 3, 2020, for companies that are contracted/vendors in the same industry as Atlantic City Electric to inform them of our training programs; the launch of NextGen Partnership for manufacturing being held Feb. 25. Michelle reported a rep from the Federal Reserve Bank of Philadelphia will speak about their data collection around the workforce on what industries are at risk for automation at the Full WDB Membership Conference in March. Also attending a rep from Amazon will be attending Full WDB Membership to talk about her career pathway and career pathways with Amazon. Workforce & Diversity program with Rowan University and TD Bank. Les suggested the new employee at St. John of God-Jeff Sanders. Michelle would like a client story – Carlos stated he has one and will forward blurb to Eileen and Michelle.

Old Business

Business First – proofs for new business brochures were returned recently and we also will be creating a new template for our flyers so everything will be consistently branded.

Les reported Philadelphia Sheet Metal Workers Local 19 is holding a reverse job fair in March for Philadelphia high schools and will be bringing in all labor unions. Les stated they met with Washington Twp. HS and their academy would like to do offer something similar in south jersey. Michelle asked if Les would speak to them about sponsoring/participating at our high school job fair on May 1, 2020.

New Business

Website Update – Michelle reported the County will be updating its website as part of its communications marketing plan. This committee will play part in deciding what will be included in the new website for workforce development information. Michelle suggested thinking about ideas for the website, i.e. what do our clients want to see, what do they access most frequently, what do our employers want to see what do they access most frequently. Les recommended sending out a survey to the clients with approximately 5 questions with following suggested questions: what do they use the most; what would they like to see; what don't they need; what type of information is important to them, etc. Michelle asked Alisha if we could ask clients at the end of her class what they access the most on our website and how do they access (mobile or computer). Eileen suggested offering a survey at the end of the RESEA class.

Michelle would like job fair and workshop flyers emailed to the committee.

JaNea stated she has certain employers in mind to participate in the high school job fair. She has recommended targeting employers who do not have starting salaries of the minimum wage.

A motion for adjournment was made by A. Rastelli, seconded by J. Wilson.

The next meeting will be held on April 9, 2020.

Respectfully submitted,

Bridget A. DiGiambattista, WDB Staff