

WDB Community Outreach & Engagement

October 9, 2025

Participants

Danny Sulpizio, WDB Chair

Lauren Seery, GC Chamber of Commerce

Allison Spinelli, WDB Staff

Shannon O'Brien, WDB Staff

Jeff Sanders, St. John of God Comm. Srvs.

Alicia Battaglia, Commissioner Aide

Alice Smith, WDB Staff

Bridget DiGiambattista, WDB Staff

Visitor

Gabriel Bozzuffi, Intern

Dan opened meeting at 2:10pm.

A motion to approve August 14, 2025 minutes was made by S. O'Brien, seconded by L. Seery.

Status / Update

Events Update

Golden Opportunities Job Fair was held Sept. 4 at GC Library. We had over 200 job seekers attend. We held same event in the spring which also had over 200 job seekers attend.

Veterans Job Fair was held Oct. 3 at GC Library. We had little over 30 job seekers but this is a difficult population to get out into the community for job seeking.

Mega Job Fair will be tomorrow at RCSJ. We have 261 job seekers pre-registered. We have 82 employers and 22 resource agencies registered.

Newsletter Reports

Newsletters were sent for September and October. September had 52% open rate with top three links being One Stop Career Ctr.; School Jobs at RCSJ; & Fall Golden Opportunities registration. October had 50% open rate with top three links being One Stop Career Ctr.; School Jobs at RCSJ; and Mega Job Fair Flyer. Shannon stated Dan requested at last meeting to pull new subscribers and unsubscribes which she did over the last 60 days however, the numbers are a little skewed because we had to send the mega job fair invitation through Constant Contact because Microsoft 11 limits how many people we can email and about half were already there and then we have contacts who unsubscribe. She felt some of the employers that typically respond right away may have thought it was a sales e-mail or sent to spam. This is something with Microsoft 11 we will have to revisit for the spring mega job fair. Lauren stated this is a barrier a lot of people are dealing with and wanted to caution the group when you sent via constant contact and it's not a personal email, the rates will always be lower. She said they recently updated to Windows 11 and see what road blocks they hit and will share any best practices. Shannon stated the goal for 2026 should be growth for the newsletter as readership has been consistent and we have not had new signups. Allison suggested we could include call to action item which would make people have to RSVP through the newsletter to open. Lauren suggested a campaign to share with colleagues, giving a blurb on why we want to grow readership and why it's so important to share with your colleague where they can input an address of colleague to send to. Dan said if Shannon provided blurb about the newsletter, he'd be happy to send out through the Greater Woodbury Chamber of Commerce. Lauren said the GC Chamber of Commerce would be happy to share also. She also feels with the content we're trying to put out, LinkedIn is a strong platform.

Survey Results

We had 132 customer survey responses. The cards are available in the One Stop and also in staff email signatures. Most popular reason people come to the AJC is orientation and training programs. The

average experience rating is 9.6. Most are hearing about AJC through word of mouth or online search, referral and other is usually unemployment, about 64% are coming from unemployment office/social services.

New Business / Initiatives

Introduction of ISP Intern-Gabriel Bozzuffi – Shannon stated Gabriel has been with us last four years, he started as Economic Development intern then changed his major with an interest in marketing business and is now working under Shannon. Gabriel stated he is senior at Rowan University and will graduate this spring, he has enjoyed his time here and will begin job search in marketing early next year.

Mega Job Fair Thank You Letters – Shannon created thank you notes to be handed out to the employers participating at the job fair.

Mega Job Fair Food Drive – We have asked participating employers to bring a donation for the RCSJ Food Pantry (this is optional), which coincides with their kickoff to support individuals in need.

Final Comments

Lauren S. reported at their monthly board meetings they use the last 10 minutes to invite a partner share their initiatives they are working on and asked if someone from our group participate and highlight what they are working on or upcoming events.

Jeff S. reported 6ABC News reported filmed a segment about the Holy Grounds Coffee that was started a few years ago. Following the airing of the segment, they had 75 new orders from viewers. He will forward link to be shared. They are two interns from Rowan University and they have marketed Holy Grounds Coffee to be sold in two Grocery Outlet locations and have seen a tremendous spike in online ordering. They converted an old bus to be used as mobile food pantry and partner with different nonprofits in the area once a month for 2 hours to provide fresh fruit and produce which a lot of pantries do not carry. They are looking for additional donors to donate fresh fruit and produce so the clients will have fresh citrus in February.

A motion for adjournment was made by J. Sanders, seconded by S. O'Brien.

The next meeting will be held December 11, 2025.

Respectfully submitted,

Bridget A. DiGiambattista, WDB Staff