

## WDB COMMUNITY OUTREACH & ENGAGEMENT

December 11, 2025

### Participants

Dan Sulpizio, WDB Chair  
Alicia Battaglia, Commissioner Office  
Jennifer Shaw-Knab, DVRS  
Shannon O'Brien, WDB Staff  
Allison Spinelli, WDB Staff

Greg Davis, Consultant  
Judeline Marcellus, NJLWD  
Alisha Thompson, DWD  
Alice Smith, WDB Staff  
Bridget DiGiambattista, WDB Staff

Dan opened the meeting at 2:03 pm.

A motion to approve Oct. 9, 2025 meeting minutes was made by S. O'Brien, seconded by A. Thompson.

### **Status / Update**

Meeting Frequency –Shannon proposed to move meetings to quarterly schedule now that we have established engagement process & outreach. A motion to approve quarterly meetings was made by A. Smith, seconded by J. Shaw-Knab.

Survey Results – Shannon stated we had 200 responses and orientation continues to be most popular reason for coming to One Stop. One Stop average rating is 9.69; and word of mouth and unemployment services is how most are hearing about the One Stop.

Newsletter Analytics – November we sent over 27,000 contacts with 45% open rate; 1% click rate (up .2%); top 3 links One Stop Career Center; RCSJ Job Openings; GC Library. Shannon stated L. Cerny forwarded her an email from a business that saw Project Search Spotlight in the newsletter stating they would like to be involved. A meeting will be scheduled soon to have discussion with this business. The December newsletter is delayed due to billing issue but will be sent out prior to the holiday.

Newsletter Promotional Items – a goal for 2026 will be promoting our newsletter, Shannon created newsletter page on WDB website under services on to sign up for the newsletter; ways to share newsletter; and view archived newsletters.

Allison reported as part of listening session series that the Community Needs Assessment committee is undertaking, we held a 2<sup>nd</sup> listening session for Mayors/Administrators. It included some of the similar questions asked at our first listening session and responses were similar with responses from social service agencies from our first session. The recent session added some of the logistical challenges they experience as leaders of their municipality and some of their challenges; discussion regarding red tape and processes that delay services/improvements to their municipalities. Once the information from both sessions is reviewed the committee will decide if another listening session will be necessary and if there is enough to create goals & objectives from the feedback.

Danny reported he and Allison participated as panelist at the Lead Gloucester County Program.

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

The next meeting will be February 12, 2026.

Respectfully submitted,

Bridget DiGiambattista, WDB Staff