

## MARKETING & BUSINESS OUTREACH

December 13, 2018

### Members Present

Les Vail, Chair  
Michelle Shirey, WDB Executive Director  
Eileen Gallo, WDB Staff

Tom Bianco, GC Economic Devel.  
John Furfari, WDB Staff  
Bridget DiGiambattista, WDB Staff

### Members Absent

Anthony Bellia, Co-Chair  
Euletta Gordon, Business  
Michelle Mullen, DWD  
Carlos Pizarro, DWD  
Alisha Thompson, DWD  
Randi Woerner, Business

Dyanna Dessicino, GCIT  
John Mondelli, GCIT  
Jason Newman, NJLWD  
Andrea Stanton, RCGC  
Janae Wilson, NJLWD  
Ashley Rastelli, WDB Staff

Les opened the meeting at 2:10 pm.

No quorum to approve August 9, 2018 minutes. Will be presented for approval at next meeting.

### Status/Update

Winter Newsletter - Eileen asked that story ideas be submitted to John by January 16, 2019, expect the winter newsletter be posted by January 30, 2019. Story ideas: John will do story on Job Fair 2018, Michelle will do story on Work N Learn, and Eileen will do story on new apprenticeship (Gaines) program. An advertisement will be done on the ACE program. There will be a blurb about Engage by Cell.

### Youth Education & Career Center

Youth Logo Design – Eileen reported it will be necessary to go out and requote and we will ask for specific detail in print material.

### Outreach

Mobile Job Center – John reported he still in process of uploading back log of individuals since we were disconnected. We expect to have 7,500 enrolled. Michelle asked John to reach out to JaNea and ask her to forward list of all recruitments held in 2018 and indicated how many attended.

#### WFNJ Status

Postcard – Eileen stated we need to set up time table for staff to handout at Social Services.

### New Business

St. Matthew's Job Fair – St. Matt's has contacted us and asked to set up another job fair. A tentative date will be Saturday, May 18, 2019. Michelle will reach out to D. Sellitto to check on date. We will highlight employers on the Pureland Shuttle for this fair. Michelle suggested should add question on bottom of the MEGA Job Fair – Employer Survey asking if they would be interested in participating at the St. Matthew's job fair and how many people they expect to hire.

ACE Project – RCGC will provide space for the upcoming information sessions and discuss math credentials & WISE program. In the contract we have with ACE, we are supposed to have 15-20 people to be enrolled for each class. Brigette S. would like to ask ACE if there is flexibility in the numbered to be enrolled and what could the minimum enrolled be. Les asked if ACE would guarantee to hire 5 people. Michelle would like to do a marketing piece for this program for Career Connections at the Libraries, Youth Education & Career Center. Les also mentioned advertising w/Gateway, Delsea and any other school that have programs driving kids to careers other than college. Michelle stated the info sessions will review program requirements and program services. Michelle would like to have a community partner involved would like to push out this information in Paulsboro, Glassboro/Clayton, Washington Twp., & Deptford. Some partner ideas include: Jericho Church, St. Matthew's, Gloucester County Community Church, Paulsboro High School, & Clayton Auditorium. Tom will contact Mayor of Washington Twp. to inquire facility to use in the Township. Michelle stated once the flyer is approved by Debbie, she would like to John to send out via Engage by Cell.

Eileen stated OSOS will do queries on clients that meet the program requirements and filter them, then a copy of the flyer will be emailed to those qualified.

Tom said flyers will be put on the Pureland Shuttle.

A motion for adjournment was made.

Respectfully submitted,  
Bridget A. DiGiambattista, WDB Staff