

**WDB MAKETING & BUSINESS OUTREACH**  
**April 11, 2019**

**Members Present**

Les Vail, Chair

Troy Schneider, DWD

Alisha Thompson, DWD

John Furfari, WDB Staff

Ashely Rastelli, WDB Staff

Michelle Mullen, DWD

Michelle Shirey, WDB Director

JaNea Wilson, NJLWD

Eileen Gallo, WDB Staff

Bridget DiGiambattista, WDB Staff

**Members Absent**

Anthony Bellia, Co-Chair

Dyannna Dessicino, GCIT

John Mondelli, GCIT

Andrea Stanton, RCGC

Tom Bianco, GC Economic Development

Laura LaPalomento, GCIT

Jason Newman, NJLWD

Jennifer Veneziani, DVRS

Les opened the meeting at 2:05 pm.

A motion to approve Feb. 14, 2019 and March 14, 2019 (special meeting) minutes was made by A. Thompson, seconded by J. Wilson.

**Spring Newsletter**

Alisha reported the client she was going to provide story on was not interested. Dyanna from GCIT sent release on the GCIT students that will earn RCGC Associates Degrees thanks to collegiate program, Bridget will forward to Eileen. Eileen would like all story ideas by April 24, 2019. The newsletter is expected to be posted May 1, 2019. Focus points of the newsletter: story on GCIT collegiate program, highlights from the job fair, Eileen suggested adding list of any events going on at AJC, GC Chamber, and Economic Development highlights.

**Update**

MEGA Job Fair - held March 29, 2019. We had approximately 105 employers participate and have had a lot of positive feedback. UPS hired 4 people that day of the job fair, TriCare Medical Transportation reported they offered a job to someone and are waiting on testing results. A thank you letter and survey will be sent to participating employers, once responses are tallied of individuals that were hired by employers it will be included in the newsletter.

St. Matt's Job Fair – scheduled for May 18, 2019. Currently have 12 employers registered.

Workforce Summit – scheduled for May 3, 2019 at RCGC Business & Corporate Center. Michelle asked that each person email the summit invitation to their network of contacts, this will ensure a large group of people will receive the invite. Michelle will send invite to regional partners and expects the WDB Marketing & Business Outreach members to register to attend.

## **Outreach**

Mobile Job Center - John reported he purged old texts in February and almost up to 1,000 new clients that have signed up on their own. Michelle stated we had almost 7,700 when we purged because some were duplicates and some had dropped off of system. JaNea stated some employers have asked if they could market their events on the Engage by Cell, Michelle replied if they are doing a recruitment with us, we will send out their info.

## **Old Business**

Business First – Eileen provided draft of Business First program that Maddie developed. Les asked that GC Chamber logo be added under resources.

JaNea reported they are booked through July with positive recruitments with some of following businesses: US Census (several recruitments scheduled); TriCare Medical Transportation; Adecco, & LaserShip. Alisha reported they had a client hired by Lincoln Healthcare who had recently held a positive recruitment at the AJC.

A motion for adjournment was made by E. Gallo, seconded by A. Rastelli.

The next meeting will be held June 13, 2019.

Respectfully submitted,

Bridget A. DiGiambattista, WDB Staff