

MARKETING & BUSINESS OUTREACH
December 12, 2019

Members Present

Michelle Shirey, WDB Director
John Furfari, DWD
Carlos Pizarro, DWD
Deitra Smith, St. John of God
JaNea Wilson, NJLWD
Bridget DiGiambattista, WDB Staff

Tom Bianco, GC Economic Develop.
Michelle Mullen, DWD
Troy Schneider, DWD
Alisha Thompson, DWD
Eileen Gallo, WDB Staff

Members Absent

Les Vail, Chair
Dyanna Dessicino, GCIT
John Mondelli, GCIT
Jennifer Veneziani, DVRS

Anthony Bellia, Co-Chair
Laura LaPalomento, GCIT
Andrea Stanton, RCSJ

Michelle opened the meeting at 2:00 pm.

A motion to approve the August 8, 2019 meeting minutes was made by A. Thompson, seconded by J. Furfari.

Status

Newsletter/Constant Contact – Eileen stated she needs stories for the newsletter. Michelle S. asked the committee members to submit any client success stories they have. Story ideas: YECC student who attended the Dec. 11 Full WDB Membership Conf.; Michelle M. stated there is another YECC student and John stated this client passed HSE then passed certified medical assistant through ASI. Michelle S. asked John to reach out to this client to ask if we can highlight his story in our newsletter, then to draft the story and send it to Michelle S. & Eileen. Eileen stated he may even be a candidate for the Star Award.

SJ Workforce Regional meeting held Dec. 4 RCSJ, Michelle S. will write up the story.

Veteran Services Event at AJC on Jan. 31, 2020, 9 am-12 pm, JaNea will forward flyer once complete.

The success of Engage by Cell –

Expansion of the Pureland East-West Shuttle to include stop at new Inspira Hospital.

Include a link about the annual report which is due to SETC in January 2020.

All stories must be submitted to Eileen by January 8, 2020. The newsletter will be sent out in February.

Outreach

Mobile Job Center - John reported results for the end of November to show we have 3,665 users, which is an increase over 500 since October. In November, we did not send any text messages however we still had 477 page views. Michelle will forward flyer in early January for the ACT Quick Path to Energy program information sessions.

JaNea reported an opportunity partnership grant flyer was recently issued for advanced machinist offered at RCBC and is open to Gloucester County residents who fall into disadvantage/dislocated would still qualify. Michelle stated machinist and many other occupations have been removed from the labor demand occupation list. Michelle said we have a list of in-demand occupations in Gloucester County and the businesses that are hiring for them. We will write a letter to send to the State regarding the number of in-demand occupations that have been removed from the list. Michelle will forward JaNea the recommended list of occupations not to be removed and asked her to add to that.

Michelle suggested we have an open house at our new building for residents to showcase our services.

Old Business

Business Retention brochure – has been approved by D. Sellitto and is with Sparks Creative to be formatted.

Business Retention training for staff – Michelle will follow up with Les.

New Business

JaNea reported she has positive recruitments scheduled for US Census and Moss Rehab. Moss Rehab is will have a coordinator who was hired as a residential tech from their recruitment held earlier this year. She has been promoted and is now a supervisor. She will be with another program coordinator to do an info session in Alisha's class.

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

Respectfully submitted,

Bridget DiGiambattista, WDB Staff