

Marketing & Business Outreach
June 13, 2019

Members Present

Les Vail, Chair
Michelle Shirey, WDB Director
Tom Bianco, GC Economic Devel.
Ashley Rastelli, WDB
Bridget DiGiambattista, WDB

Michelle Mullen, DWD
Alisha Thompson, DWD
JaNea Wilson, NJLWD
John Furfari, WDB

Members Absent

Anthony Bellia, Co-Chair
Laura LaPalomento, GCIT
Andrea Stanton, RCGC
Eileen Gallo, WDB Staff

Dyanna Dessicino, GCIT
John Mondelli, GCIT
Jennifer Veneziani, DVRS

Les opened the meeting at 2:15 pm.

A motion to approve April 11, 2019 minutes was made by A. Rastelli, seconded by J. Wilson.

Status

Newsletter – Michelle will follow up with Eileen. Michelle invited the members if they have any type of success stories they want to share if they could write up a blurb and forward to Eileen. Alisha spoke of a client that has never worked or been on a computer and has an interview with Amazon. Michelle M. stated the YECC reveals a student of the month, maybe they can share a story on a student. Michelle S. asked for Alisha to follow up on her client and asked for Michelle M. to follow up with YECC on student story.

Outreach

MJC – John reported since May 22, the AJC stopped having customers sign in at the front desk for privacy reasons. However, as of May 22, 2,528 customers came through the AJC, 872 customers have signed up on their own for the mobile job center. Michelle stated we will rely on self-subscribing and will make sure the counselors have their clients sign up. Michelle asked John to keep 2 lists – current self-subscribers and the initial list with 7,500 and send to the list of those that were purged asking if they wanted to self-subscribe and to share the message.

John reported they are averaging handing out 100 copies a week of the AJC customer job list to clients. JaNea reported the list has roughly 700 job openings. It was discussed there are many barriers to filling the positions. We currently have some unqualified unemployed clients that need more training. Les stated we need to encourage/educate the clients about the benefits of taking a job instead of being on services. Businesses also have to realize they need to increase their starting wages. Les suggested we should start branding message to employers – let us help you as an employer not only keep your employees but impact your bottom line with a better employee. He also suggested using the Chamber as a draw and they offer undergraduate tuition discount programs to its members. JaNea stated she tells employers if they want to sell themselves, they have to sell their benefits. Les stated the underemployed are looking for the ‘benefits’ business offers. Les stated we have so much to offer, not only to the business community, but the community at large. Michelle stated we will have to make a communication effort with community outreach and faith-based organizations. Michelle will reach out to P. Claghorn about sending out our information. Michelle stated we have Engage by Cell info and she will ask the local municipalities to post/share in their newsletter.

Old Business

Business First – Tom & Michelle continue to visit businesses. Michelle feels the businesses want to be engaged but don't quite understand 'engagement' with the WDB. JaNea stated she finds the businesses want people that are highly skilled & qualified to go into any position and not have to offer training. Les offered for the Chamber to help deliver the message to businesses.

Business Engagement – waiting on business retention brochure approval.

Business Retention Trg. – Michelle asked if the Chamber would conduct business development & network training session at the AJC. Les stated yes and we will look at August for 2.0 hrs.

A motion for adjournment was made by A. Thompson, seconded by A. Rastelli.

The next meeting will be held on August 8, 2019.

Respectfully submitted,

Bridget A. DiGiambattista, WDB Staff