



**Camden County
Workforce Development Board**
Supporting the Development and Retention of a World Class Workforce

Gregg T. DeBaere, Chair
Jeffrey S. Swartz, Executive Director

ABILITIES COMMITTEE
MEETING MINUTES
JANUARY 10, 2017

ATTENDANCE ABILITIES COMMITTEE

MEMBERS		10-May	14-Jun	12-Jul	9-Aug	12-Sep	11-Oct	1-Nov	10-Jan
Maggio, Jim CHAIR	TFG/Judge Group					X		X	X
Abrams, Barbara	Jewish Family & Children Service of Southern NJ	X	X		X	X		X	
Cipolla, Joe	Jewish Employment and Vocational Services		X				X	X	
Davis, Anthony	Mental Services of Southwestern New Jersey	X	X		X			X	X
Deitz, Jeffery	Division of Vocational Rehabilitation Services		X	X		X			
Farber, Dan	Birght Lights USA					X			X
Forman, Lois	Bancroft	X	X	X		X	X	X	X
Geoffrey, Taylor	NJ DOL DVOP								
Lombardo, Rick	Target Stores							X	
Lope, Krista	NJ Division of Vocational and Rehabilitation Services	X			X				
Lucas, Angela	Hireability	X			X	X	X	X	X
Newman, Jason	NJ DOL DVOP								
Pryor, Regina	LWD Division of Workforce Operations and Business Svcs.					X	X		
Schwingel, Laura	Jewish Family & Children Service of Southern NJ					X			
Tumolillo, Terry	Voice Print								
Walton, Marcie	VOA							X	
Waltz, Julie	ARC of Camden County	X							
Welder, Laura	Jewish Employment and Vocational Services							X	
Swartz, Jeffrey S.	WDB Executive Director	X		X	X	X	X	X	
Varallo Kathleen	WDB Administrative Assistant		X	X	X	X	X	X	X
Naroden, Eric	WDB Intern								
Stubblefield, Lelia	WDB Administrative Assistant	X	X						
Williams, Leslie	WDB Comptroller								

WELCOME

Jim Maggio, Abilities Chair, called the meeting to order, welcomed attendees and asked for roundtable introductions.

DISPELLING THE MYTHS: VIDEO UPDATE:

Event Title: “DISPELLING THE MYTHS -THE NEW BUSINESS MODEL”

Place: Jewish Federation Annex Building, 1721 Springdale Road Cherry Hill, NJ 08003.

Date/Time: Friday, October 21, 2016, 8:30am-11:00am

Kathleen Varallo, WDB Administrative Assistant reported that the videographer provided a link to the raw video footage of the event. She said that the company hired by the Jewish Federation was paid in full for the audio-visual services and videotaping of the event, however, there would be a charge to edit the footage. Editing the footage to create 3 minute event clips was discussed at the joint meeting on November 1st. Kathleen said that through the Youth Committee there are two groups of students, Camden County Technical Schools (CCTS) and Youth Build who might take the footage on as a school project.

We have the contact information of the instructor at CCTS who requested we submit a formal project request. The students will need some direction from the committee or a sub-committee. This sub-committee will need to view the footage and select the scenes to be edited.

Jim said selecting the footage is time consuming and very technical. Jim suggested that the sub-committee set up a meeting with the students either here at the WDB office or at the student location to review and give them direction. Lois Foreman, Bancroft suggested that the committee be very clear about it's objective for the video. She suggested using the SAP America Inc. presentations that were sent to the committee and attendees would be just as effective. These presentations are completed and very impressive. She said enlisting the students in the coming year's event would save money and we could add the raw footage from this year's event to their project.

The committee discussed the objectives of the video such as social media marketing, use for direct employer contacts and website placement. All agreed that the video message should be short (2 minute trailer with full video link) direct and include associated links to our website. Jim suggested the committee put in a project request with the Camden County Tech School, then once approved, set up a meeting with the students assigned to the project at their location or ours. He felt it would be more effective to let the students guide the project with our input once we have conveyed to them the objectives and goals for use of the video. Dan Farber, Bright Lights USA said the committee could submit the footage to different school groups to get varying perspectives. He said that he attended an employer breakfast where they showed a video about hiring a person with disabilities. The video was moving and caused many of the employer in attendance to engage in inclusive hiring practices.

GUEST OR KEYNOTE SPEAKER UPDATE

Kathleen said that based on the recommendation of Lois Foreman during the planning of the last event, Dick Knopf took the lead in contacting Deb Dagit. Deb Dagit is a sought-after consultant and speaker on the topics of Diversity and Inclusion. As Merck's VP and CDO for almost 12 years, Deb was responsible for global equal opportunity, employee relations, recruiting, staffing diversity and inclusion. Under her leadership, the company was recognized for its exemplary work in diversity. Deb played a role in the passage of the Americans with Disabilities Act through her lobbying efforts and testified before the US Senate Health Education Labor and Pensions Committee in 2011 regarding best practices for improving employment opportunities for people with disabilities.

The committee reviewed Deb Dagit's bio information and watched a video presentation offered by her as a sampling of a key note speech. The committee was impressed by her presentation and agreed she would be a good choice to include in the next "Dispelling the Myths" event, October 20th, 2017.

Kathleen said that Deb had requested an overnight hotel stay due to her own disability needs. Kathleen reported that Jeffrey Swartz, WDB Executive Director reviewed the request and suggested that if the committee was committed to inviting Deb, as the key-note speaker, then additional sponsorships will have to be raised in order to accommodate her request. Dan Farber volunteered to sponsor her overnight stay. Jim

thanked Dan for his offer and suggested that a final review of her qualifications and decision would be made at the upcoming joint meeting of the Abilities Committee and Literacy Committee on February 7th, 2017. Jim also requested a sponsorship or event expense report be submitted for the joint meeting in order to review sponsorship needs for this year's event.

The committee discussed the attendance goals for the upcoming event. Lois asked about the final count of the October 2016 event. Kathleen reported that including WDB staff, speakers, committee members, and employers in attendance, the total was 72. The committee agreed that by having previously set the date for this upcoming year (October 20th, 2017) both committee can begin a much earlier marketing campaign that will be sure to maximize and grow the attendance to 100 or more. The committee discussed venue issues of set up and rentals that effected the sponsorship needs. Committee members agreed to look into other venues that would accommodate a minimum of 100 persons and include tables and chairs with the understanding that the venue must be assessable to persons with disabilities. The committee also discussed including student technicians might save on audio-visual expenses. Suggestions made included the Camden County College and the social room at the Jewish Community Center.

EVENT MARKETING PLAN UPDATE

The committee discussed ideas for promoting the event including starting earlier to release a Save-The-Date flyer. A Facebook event will be set up and Kathleen suggested that everyone "like" the Camden County Workforce Development Page and share the event posts. The 50 plus employer list will continue to be updated and she asked all committee members to continue to forward their contacts to the WDB office for inclusion or addition to this contact list. Dan suggested including a presentation by a panelist who could speak about document scanning. He said that banks, law firms and other employers could benefit by hiring persons trained to do this type of work. The committee also discussed the keeping the general title "Dispelling the Myths" and changing only the tag or subtitle to "Next Steps" or "Taking Steps Toward Inclusion in the Workplace"

Meeting Adjourned at 10:05am.

NEXT MEETING

The Abilities Committee will meet jointly with the Literacy Committee on Tuesday, February 7th 2017, 8:30am. The next Abilities meeting is scheduled for Tuesday, March 13th 2017, 9am.

Submitted by

Kathleen Varallo

Administrative Assistant