



Supporting the Development and Retention of a World Class Workforce

Matthew Verney, Chair

Jeffrey S. Swartz, Executive Director

**BUSINESS SERVICES AND OUTREACH TEAM MEETING
MINUTES**

**THURSDAY, SEPTEMBER 23, 2021, 2:00PM (ZOOM CONFERENCING)
1111 MARLKRESS ROAD, SUITE 101, CHERRY HILL, NJ 08003**

ATTENDANCE

Members		15-Apr-21	13-May-21	17-Jun-21	15-Jul-21	19-Aug-21	23-Sep-21
Weil, Robert	BSR Chair				X	X	X
Bennett, Ryan	Trusit Bank	X	X		X		
Cardwell, Larry	Pennsauken Township		X	X		X	
Casciano, Cheryl	Nj Dept. of Labor	X					
Cirii, Frank	Local Area Operations Director, CCOSCC	X	X	X		X	X
Forman, Lois	Jewish Family & Children's Service	X	X	X			
Hanna, Kaina	Camden County College						X
Hejlek, Joe	KIPP New Jersey	X					X
Iannuci Cappello, Susan	Camden County College	X	X				
Jez, Craig	BSR DOL						X
Leonetti, Mike	Paraprofessional, CCOSCC	X			X	X	X
McCormick, Carol	Camden County College, Business Services		X			X	X
McLaughlin, Margie	The Salvation Army		X	X			
Moen, Bill	Camden County College						X
O'Hara, Ricky	DOL, Ventures	X	X	X	X	X	
Page-Soncrant, Jeanne	NJ Dept of Labor, Business Service Rep.	X	X	X		X	
Regensburger, Robert	Lockheed Martin	X	X		X	X	X
Russomanno, Salvatore N.	Applied Enterprises, LLC						
Shafer, Derena	Camden County College	X	X	X	X	X	
Sinclair, Nidia	Camden County One-Stop						
Snyder, Billy	Pennsauken Public Schools						
Staas, Diane	Camden County College		X	X			
Veneziani, Jennifer	Business Outreach, LWD, DVRS					X	X
Swartz, Jeffrey S.	WDB	X	X	X	X	X	X
Varallo, Kathleen	WDB	X	x	X	X	X	X

Purpose and overview of the Business Service & Outreach Team. (BSOT)

One of the best tools to help us determine the focus of the Workforce Development Board (WDB) is the input we get from area employers, in terms of who they are hiring, their job requirements, what certifications they may require, and hiring trends they forecast. This committee is one of the vehicles we use to help achieve the goals of the WDB. Many of the participants in this committee have been in business and are now in areas of workforce development related to the needs of employers. They are out day to day, talking with employers, jobseekers and individuals gathering information about the community's workforce needs. This information has helped us create job training programs that result in employment opportunities. This effort helps to fulfill our

mission. We meet monthly and talk about employers that are hiring and how we can best serve them, new projects coming into the county and training programs we should be running in the future. This meeting also helps to make sure we are aligned with local and state public policy. Friends and colleagues in private sector business are always welcomed to join this committee as well.

WELCOME

Bob Weil, Chair, BSOT, welcomed attendees and called the meeting to order at 2:01pm. He thanked members for their work and dedication during such trying times to match jobseekers with employers. He said the team's efforts do not go unnoticed. The Team reviewed the minutes from the meeting August 19th, 2021. Kathleen Varallo, Administrative Assistant, said she made several corrections to the minutes regarding the spelling of names and others grammatical changes. She will send the corrected minutes as a follow-up to today's meeting. She said the corrected minutes are shared on the screen. Bob asked for a motion to approve the minutes pending those changes. Frank Cirii made the first motion; Jennifer Veneziani made the second motion. By unanimous vote to the affirmative the motion was carried, and minutes August 19, 2021, were approved.

JOB FAIR RECAP

Frank Cirii, Local Area Operations Director, reported the County co-sponsored a successful Job Fair at the Cherry Hill Mall on Friday, September 17th. He said there were 40 vendors or employers looking for employees. There were also 5-10 public agencies looking for employees. He said there was a good mix of public and private companies. The Job Fair was pretty well attended by jobseekers given Covid circumstances and there was a good flow. The County hosted five tables and since the event took place in the mall, there were a lot of people picking up information about services, so it was good in that it promoted the One-Stop. The WDB also hosted a table with Jeff Swartz, Executive Director, and Leslie Williams, Comptroller, in attendance. Frank said the fair got good press coverage including from a German Radio Station. There were lots of opportunities for people to get information and employment.

Frank reported the County promoted training and employment services. Frank said he made sure that Mike Leonetti, Paraprofessional, and others visited each of the employer tables to connect and promote business services as well. The NJNLX Job Board was promoted. Jeff said he thought it went well. He said the WDB promoted the Atlantic City Electric Training Initiative, and gained about 14-15 sign-ups for more information about the program. Jeff said the event was well run and well attended. He commended Frank Filipek, Outreach Coordinator, Camden County, and staff for their work on the event.

Bob asked how many folks were thought to show up just for the Job Fair or that were not simply wondering the mall. Jeff said he really did not make any distinction. He engaged everyone he could about One-Stop services and the ACE program. Frank estimated there were about 100 pre-registered and then another 100-200 walk-ups looking for information, or interested in the event. Bob asked both Frank and Jeff about keeping the mall in mind for future Job Fairs. Jeff said the mall is a destination, inside, easy to get to, and people could also visit the food court for refreshments. There is plenty of parking and it is centrally located, so residents can get there from the city, and from the southern part of the County, via bus routes. Frank said he thought future hiring events may go the way of digital technology, but the event was as successful as it could be given current conditions. These events will be competing with technology in the future. He agreed with Jeff about the location and ease of access. Frank said this hybrid approach will certainly attract more of the jobseekers that are not inclined to do their job search digitally. He noted that not all of our constituency has all the knowledge of, or owns the tablets, computers, and technology. He saw a lot more of an older jobseeker, at the mall, age 45-and over, looking for work. He felt a hybrid approach is worth the effort for now until everything moves toward the digital format.

Bob moved the discussion toward re-capping the panel discussion hosted at the WDB Quarterly Meeting on Wednesday, September 22nd, via Zoon conferencing. The panel discussion included Ken Brahl, Ravitz Family

Markets, and Carl Donato, Wawa. They discussed challenges during Covid response efforts and the transitions to technology that kept their respective businesses running. Bill Moen, Director, Workforce Development, Camden County College, introduced attendees to his new position, and opportunities to create and offer customized training that meets the transitional demands of innovation and employers. Bob said he thought the panel was well received. The comments were very supportive of the discussions. He felt it might be a good way to go in future meetings, including the good information and open dialog these types of discussions provide. Jeff agreed it will be a good idea to continue these types of discussions at future meetings. Kathleen thought it was good for the WDB to address local concerns over state perspectives for a change. Jennifer Veneziani, Business Outreach Coordinator, DVRS, liked Ken's comments about the Youth Futures program. She said as the future unfolds, we will look to attracting different markets. The 15-17 year old is a great category of workforce to attract and embrace. She would like to see other businesses follow that model. Bob asked if there was a way to count those types of initiatives or youth in the One-Stop system. Jeff said there are certain eligibility requirements that serve out-of-school youth. Frank said it is a good Segway into discussions about Incumbent Worker Training (IWT). This type of youth program could be funded through IWT. Bill Moen commented, he found the panel discussion to be engaging, and he was zoned in that he found other employer experiences to be informative and enlightening. He noted that in minutes after that meeting, he received a call from the Center for Family Services with interest in connecting their clients to some of the funded training that was presented. He congratulated the WDB on a great meeting, and smart panel discussion. Bob thanked Bill and welcomed him to his new position, and participation with the WDB.

INCUMBENT WORKER TRAINING (IWT)

Frank said IWT is designed to upskill current employees, and give them a career path. Frank reported he has been working with the College and WDB to development the components for Incumbent Worker Training (IWT). The State provides funds for these types of training, but this program will be offered by the County and WDB. The program is set up to help an employer up skill their current workforce to avoid layoffs, offer promotions, and hopefully create more jobs to backfill those that moved up because of the training. The program also looks to create labor retention as well. Frank said the sub-committee is finalizing the documents, and hopefully by the next meeting, be able to distribute them to this team. He wants to develop one to two employers to start as a pilot in November. He said as we complete one or two successes, it will create more opportunities. The application and approval process will be vetted through the WDB. WIOA funding is allowing up to 20% of funding for this program, and more funds can be added to this area of spending once it proves to be successful. The team discussed some elements of the program including contacts that might be interested in this type of training. Frank said this particular program will fund Employers or Companies operating in Camden County. He also wants to target smaller businesses, named the County Business Action plan, once it gets off the ground.

ONE-STOP CAREER CENTER UPDATE

Frank also reported the One-Stop has been open for virtual and by-appointment only services. He is looking forward to hearing more definitive plans for the state partners return to in-person work. UI will not be seeing customers in-person, as discussed in previous meetings. GSETA provided all One-Stops with signage clearly stating that UI cannot not be seen in-person, and directs customers to online and phone contacts. He said there are various dates floating and talk of state partner return to work starting October 18th. All COVID protocols are being followed and customers are being seen by-appointment only by counselors. State partner services are being provided virtually and the Learning Link is open by-appointment as well for testing. The County side is using the QLess scheduling system, and it is working well. Overall operations are going very smoothly. Bob thanked Frank for his updates.

BUSINESS SERVICE TEAM UPDATES

Craig Jez, Business Service Rep. DOL, Serving Burlington County, reported for Jeanne Page-Soncrant, Business Service Rep. DOL, Serving Camden County. He said Jeanne sent him a report of her activities. Craig reported there is regional talent acquisition focus being developed with Amazon, and the state BSR team is doing some support work toward that effort. There is a planning meeting, including DVRS, scheduled for next week. The BSR team hosted a local FedEx employer hiring event on September 22nd with a 25% turnout, which is the average across the board. That is considered a fairly strong turnout. FedEx was pleased with the event, and will schedule another virtual event for the end of October. He and Jeanne are working with Bancroft, Cherry Hill, on a virtual regional hiring event. This is planned for the third or fourth week of October. Craig also reported he and Jeanne did a couple of hiring initiatives for Cooper University Healthcare. They will be continuing. The first event was hosted on August 26th with a very good turnout. There is a second event being scheduled. Cooper was very happy with the result of the effort, and they would like to host virtual events on a regular schedule. Cooper added a special source code, so that when applicants respond, their application can be credited to the BSR team. Their marketing department provided the flyer, and promotion for the event as well.

Craig reported the State has some other initiatives brewing. The State is supporting the hiring efforts of long term care facilities. An example locally, would be hosting a virtual event for United Methodist Communities. Jeanne did a virtual event for them on September 1st, with again, a 25% turnout. It was a joint event with Gloucester County. The team is continuing to source for candidates for a facility in Collingswood. Included in this initiative, is Lyons Gate of Voorhees. Another pending event is being planned for a home care agency in Camden County.

Craig reported Jeanne and the state BSR team are in the process of revamping the Rapid Response Initiative. He further explained that rapid response services are provided, by the State, for employers closing their doors, or relocating. Services include employee transition, and help with what to expect from unemployment, resume, sourcing, and employment assistance. He said in these days, rapid response events are hosted virtually but BSRs get very good cooperation from the employers. The new system will allow us to collect data quicker, get it into AOSOS, and helps to be more proactive in what is called layoff aversion. He said we try to avoid a UI claim, and get folks from job to job. It is most effective when the efforts can be done as soon as possible, so the process is going through some revamping, and system improvements. Craig concluded his report and Bob thanked and welcomed him with appreciation.

Jennifer Veneziani, Employer Outreach Coordinator, Division of Vocational and Rehabilitation Services, (DVRS) reported her division is getting geared up for National Disabilities Employment Awareness Month (October). Some counties across the State are hosting events. The State will be hosting an event and she will follow-up with the flyer once received. The State's virtual event is planned for October 28th. She reported DVRS is partnering the Commission for the Blind and Visually Impaired. They will be hosting virtual "Career Cafes," in conjunction with DVRS, during the month of October. These are designed to be a small, intimate gathering virtual information sessions. Companies participating have a good foot print across the State. They include Amazon, PSEG, Shoprite, Wawa, Princeton University, and others that work with individuals with disabilities.

Jennifer reported that Jeanne had made a contact with Scrub Daddy, which will be moving into Pennsauken, Camden County. They hope to go live on October 15th. She has had several meetings with them, and also connected them with Lois Forman, and the services of Jewish Family and Children Services (JFCS). They are going to have a retail store, manufacturing and distribution, and a studio for connection with QVC. They are currently struggling with the challenges of transitioning staff from their PA location before they begin hiring locally. Jennifer also attended an outdoor event yesterday, September 22st, which was well attended by state agencies such as the Casino Control Commission, and Gaming Commission. She said DVRS is planning to

partner with state partners on an event in the near future. She is hoping they will be providing some educational workshops, which is so important for DVRS customers, and counselors as well.

Jennifer reported she is working with Howard Miller, Director, State Business Services, DOL, and other WDB Directors to meet with 25 schools districts across the state to help provided assistance with hiring. Most school districts are struggling to find help, and are not allowed, by rule, to offer incentives. She said Business Services will be offering services such as the job source match program, and other hiring aid such as OJT. They are starting with the Atlantic City School district as a pilot program, and if successful, will roll it out to the other districts. Jeff said the WDB posted a flyer for the Tropicana Hotel Casino. They currently have immediate openings to 170 employees. Jeff reminded the team to like the social media pages maintained by the WDB, because staff posts all job opportunities, and recruitments that are sent to the office.

REGIONAL ACTIVITIES

Jeffrey S. Swartz, Executive Director, reported the ACE Line Training is being hosted at the Anthony Canale Training Center in Egg Harbor Township, NJ. Sherwood Taylor, Atlantic Cape Community College, who oversees the program, is still waiting for some of the yard equipment, and safety gear to be delivered to the training site. The pole climbing, bucket truck orientation and training will start once items are delivered. There is a cohort of 28 participants, and they are regularly updated with progress, and are participating in more online instruction. Jeff said the WDB is beginning to promote the WISE & GIE Math programs for the next cohort commencement in January 2022. Jeff also noted that ACE is starting to bring forth some job positions with special consideration and preference being given to the participants of the program. These postings are sent out to candidates with instructions on where and how to apply.

Jeff reported the Camden Works program is continuing to successfully place residents in jobs in and around the City of Camden. Each week, they continue to add registrations to the data base, including 486 of which are Camden residents. The advisory group is now participating in discussions to increase opportunities for youth. They have made good inroads to employers not only in Camden City, but throughout the region.

Jeff reported the State Employment and Training Commission (SETC), and the Garden State Employment and Training Association (GSETA) are continuing to meet regularly. GSETA launched a new website and is in the process of planning a virtual employment and training conference scheduled for November 15th & 16th, 2021. Jeff said they are lining up some outstanding presenters and workshops. More information can be found on the website; www.gseta.org. They also continue to offer a series of virtual training workshops for frontline staff at a minimal charge or no charge for some programs.

Jeff reported the Abilities Committee has planned a great workshop event addressing issues of PTSD and Veterans. Cooper University Healthcare is offering most of the content geared toward HR Professionals. It was decided to postpone the event until spring due to current conditions.

Jeff also noted the Camden County and WDB website which posts a directory of virtual services. There is a video orientation of services posted to the county site, and includes information about all state and county partner services. There is a Spanish version of the video orientation of services is posted as well. Follow the link for more information. <https://www.camdencounty.com/service/employment/job-training-placement/>

Joe Hejlik, Kipp Schools, said the schools now serve K-12grades, and they are looking for part time employment opportunities for high school students in an effort to give them work experience before they graduate. He would be very interested in finding work experiences for these young students. Frank said Shoprite is hosting a Job Fair for youth today, September 23rd, from 3-5pm. The WDB can send the contact for Ken Brahl. Ravitz Family Markets – Stoprite. Frank provided information about the job Fair, and encouraged the team to go to the Shoprite website for more job opportunities. Bob asked if transportation vouchers still exist through the

OneStop Career Center for youth that might help them get to jobs, in the local area, outside the City. Frank said not for in-school youth, but if their family qualifies under TANF, they could contact Center for Family Services, or the Board of Social Services. Jeff said there may be bus passes available through those agencies. Bob said it may be an idea to speak with employers about providing transportation to worksites if there are enough interested youth to fill the positions. The team discussed the idea and possible employers that might participate with so many openings that need to be filled. All agreed anything is possible with a conversation. The team offered to provide employer contacts to Joe to host a Career Day at the Kipp School. Joe said would have the check about CDC protocols. Kathleen suggested a virtual event could be organized as well.

Carol McCormick, Camden County College, reported the college completed its online apprenticeship program for Industrial Maintenance Mechanic and CNC Machinists. The program is funded by a GAINS grant. The funding will be continuing, so the College is recruiting an additional cohort for another start-up to that program. The college is also participating in a College Consortium pre-apprenticeship grant focused on a CMA and Machinists Boot camp. The College is still participating in the Hopeworks program, and they are looking for employers interested in hiring CNA and CMA graduates. They are hosting information sessions with employers to find ways to accommodate their needs. She encouraged the team to forward employer contacts.

Hearing no further updates or questions, Bob Weil asked for a motion to adjourn the meeting. Frank Cirii made the first motion; Jeff Swartz made the second motion; by unanimous vote to the affirmative, the motion was carried, and the meeting adjourned at 3:15 pm.

NEXT MEETING

The next Business and Outreach Team meeting is scheduled for Thursday, October 21st, 2021, 2:00 p.m. This meeting will be conducted via Zoom conferencing. Meeting materials will be sent to the team.

Submitted by,

Kathleen Varallo,

Administrative Assistant, WDB