



*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, NOVEMBER 18, 2021, 2:00PM (ZOOM CONFERENCING)  
1111 MARLKRESS ROAD, SUITE 101, CHERRY HILL, NJ 08003**

**ATTENDANCE**

Members		17-Jun-21	15-Jul-21	19-Aug-21	23-Sep-21	21-Oct-21	18-Nov-21
Weil, Robert	BSR Chair		X	X	X	X	
Bennett, Ryan	Trusit Bank		X			X	X
Cardwell, Larry	Pennsauken Township	X		X			
Casciano, Cheryl	Nj Dept. of Labor					X	X
Cirii, Frank	Local Area Operations Director, CCOSCC	X		X	X	X	X
Forman, Lois	Jewish Family & Children's Service	X				X	
Hanna, Kaina	Camden County College				X	X	
Hejlek, Joe	KIPP New Jersey				X		
Iannuci Cappello, Susan	Camden County College						
Jez, Craig	BSR DOL				X		
Leonetti, Mike	Paraprofessional, CCOSCC		X	X	X		X
McCormick, Carol	Camden County College, Business Services			X	X	X	X
Moen, Bill	Camden County College				X	X	X
O'Hara, Ricky	DOL, Ventures	X	X	X		X	
Page-Soncrant, Jeanne	NJ Dept of Labor, Business Service Rep.	X		X			X
Regensburger, Robert	Lockheed Martin		X	X	X	X	X
Russomanno, Salvatore N.	Applied Enterprises, LLC						X
Shafer, Derena	Camden County College	X	X	X		X	X
Sinclair, Nidia	Camden County One-Stop						X
Snyder, Billy	Pennsauken Public Schools						
Staas, Diane	Camden County College	X					
Veneziani, Jennifer	Business Outreach, LWD, DVRS			X	X	X	
Levitt, Alex	WDB					X	X
Swartz, Jeffrey S.	WDB	X	X	X	X	X	X
Varallo, Kathleen	WDB	X	X	X	X	X	X

**WELCOME**

Jeffrey S. Swartz, Executive Director, WDB welcomed attendees, called the meeting to order at 2:12pm, and asked for round table introductions. The Team reviewed the minutes from the meeting October 21, 2021. Jeff asked if there were any corrections, additions, or deletions. Hearing none, he asked for a motion to approve the minutes. Jeanne Page-Soncrant made the first motion; Derena Shafer made the second motion. By unanimous vote to the affirmative the motion was carried, and minutes October 21, 2021, were approved.

Jeff said the next item on the agenda is to update the mission statement for the Team. He said it was discussed, at the last meeting, it was somewhat lengthy. Jeff said Bob Weil, BSOT Chair, had suggested the team redefine

it, and put it into more concise terms. He said there were a few new drafts circulated to the team. Alex Levitt, Administrative Assistant, WDB, shared the email on the screen. The current draft read as follows; *it is the mission of the Business Service and Outreach Team to determine employer's needs and create training programs and opportunities that support those needs.* The team reviewed the statement and made additional changes. Jeff said he will circulate the latest version for approval at the next meeting. Jeff thanked the team for their input.

## **DRAFT MISSION STATEMENT**

*It is the mission of the Business Service and Outreach Team to build relationships with employers, support community engagement, and identify employer workforce development needs and connect them with appropriate programs and services.*

## ONE-STOP UPDATES

Frank Cirii, Local Area Operations Director, reported the One-Stop is rolling along. Most services are still being provided virtually, but customers can schedule an appointment to come in at any time. He said the big news, for this committee, is that the BSR team is engaging in many in-person and virtual career fairs, especially this week, and over the next five days. Frank said he coordinated with Dan Keashen, Director, Public Affairs, Camden County, to do a press release, on Tuesday, that included all of the recruitment efforts right now, and for the holidays coming up. The press release highlighted PSEG, Waste Management, Bayada, and FEDEX. It also included information about services at the One-Stop, accessible on the county website. It was posted to all county social media accounts as well.

## INCUMBENT WORKER TRAINING (IWT)

Frank reported there is another planning meeting, including members of Camden County College, scheduled today, after this meeting, to discuss Incumbent Worker Training (IWT). He and Laurie Maguire, Manager MIS, worked together to create the process components, and it is now at the recruitment stage of getting the first cohort to training. Frank said the College has done a great job in laying the groundwork, and fielding employer needs. He invited other members of the team interested to join these discussions. He noted that Carol McCormick and Kaina Hanna are taking a large lead, talking with employers, and walking them through the application process. Mike Leonetti, Paraprofessional, One-Stop, will be helping to promote the program, and find leads to refer to the program. He said once we've achieved some successes, we can identify more funds to keep the program going. He is hoping for a cohort before the end of the year, but it is also apparent that employers are currently challenged with gearing up staff and may not be thinking about up-skilling them as they approach the holiday season. Jeff noted funds for the program can be designated under WIOA law to up skill the current workforce, to avoid lay-offs, and move workers up the ladder, in a company, which makes room for more backfill of new employees.

## BUSINESS SERVICE TEAM UPDATES

Jeff made a special note to thank Janea Wilson, Business Service Rep. DOL, serving Gloucester County, and Amanda Modale, Supervisor, State BSR team, for supporting, and reporting on employer activity in Camden County.

Jeanne Page-Soncrant, Business Service Rep. DOL, serving Camden County, reported the BSR's are continuing to source candidates, from the AOSOS system, and match them to jobs posted on the NJNLX by employers. This effort was added to their work assignments during Covid response efforts. Jeanne reported on recruitments hosted in November, including Frist Student Bus Company. She said this aligned with the State's efforts to help school bus companies recruit school bus drivers. All registration information is passed on to the employer following the event, so even if there may be a low turnout for the virtual event, they are getting more follow-up information. Jeanne reported recruitments are continuing for Cooper University Healthcare. They have been satisfied with outcomes. She noted 280 jobseekers registered, and 59 attended, which is statistically, a good ratio of participation. Jeanne said she is continuing to build a good relationship with Cooper and is

getting requests from several other divisions, within the company, to help host more recruitments. Typically, most employers will start off asking State BSR's to host entry level job positions, but Cooper is now asking for help with higher level positions as well, so that is great news.

Jeanne reported on the "Return and Earn" program, mentioned by Janea at the last meeting. She said the program is like an On-the-Job Training (OJT), but it is designed to help dislocated workers and employers with fewer than 100 employees. The Employer must be committed to pay employees \$15.00 per hour for fulltime work with an on-the job training component, and they will be reimbursed for 50% of those wages for up to 26 weeks. There is also a \$500.00 incentive paid to the employee in their first paycheck. Employees must work a full pay cycle before receiving the incentive.

Jeanne added, the team is also working on a regional, virtual hiring event with Gloucester County. It will be hosted for the Center of Family Services. She said the date is not set yet but intends to be hosted during the first or second week of December. She will send out the flyer once details are confirmed. She encouraged the team to forward their contact information if they would like to receive notices of upcoming recruitments.

Cheryl Casciano, Division of Vocational and Rehabilitation Services, (DVRS), serving Burlington and Gloucester Counties, reported the State hosted a big virtual event for National Disabilities Employment Awareness Month. (October) The event was hosted in partnership with JEVS Human Services, and gave recognitions to employers around the State, who make inclusive hiring practices part of their company culture. The event also offered break-out rooms and information sessions and was well attended. Jeff noted that Karen Carroll, State Director, DVRS, is confirmed to speak at the next Quarterly Board of Trustees meeting scheduled for Wednesday, December 15<sup>th</sup>. He said she will be speaking about the myths and challenges associated with hiring individuals with disabilities, as well as her vision for the department going forward, and some new initiatives.

Jeff reported that he gets regular updates from Ricky O'Hara, Veterans Business Service Rep, serving five counties. He said Ricky is continuing to seek out opportunities for Veterans and helping with job matching and employer recruitments. The WDB has made some Veteran referrals to Ricky.

### REGIONAL ACTIVITIES

Jeffrey S. Swartz, Executive Director, commended Janea Wilson for handling business services in Camden County for a while. He thanked her for continuing to work so closely with the county. He also appreciated her helping Jeanne during this time.

Jeff reported the ACE line school will be pushed out to start in the spring of 2022. Certain safety equipment, needed for the training, is tied up in distribution delays. The cohort has been notified. Jeff said the WDB is attending outreach opportunities to recruit a cohort for the next WISE and GIE Math programs He and Leslie Williams, Comptroller, WDB, visited the Mastery Charter School and Winslow Township High School to present the program to their eligible students. He noted that outreach, at community events and schools, has produced a list of 60-70 young people interested in the program. The WDB intends to host information sessions to recruit the next cohort to start early in 2022.

Jeff reported the Garden State Employment and Training Association (GSETA) hosted a virtual conference on November 15<sup>th</sup> & 16<sup>th</sup>. It was well attended and featured some outstanding presenters. He said the WDB attended many of the workshops. He will be meeting with the planning committee to review the final numbers and outcomes. He said the planning committee is already in the process of looking at locations to present an in-person event in 2022.

Jeff reported the Camden Works program is designed to place residents in jobs in the City of Camden, and throughout the County. To date, they have about 372 candidates listed in their data base with 6 new entries last week, and they placed 359 residents in employment. The program has been a big success, going into its third year. He said the partners continue to meet on a regular basis.

Jeff welcomed back Sal Russomanno, Allied Enterprises, LLC, and asked him to give an update on what's been happening with him. Sal announced, the Governor plans to release notice of grants to schools and colleges to upgrade their facilities to accommodate new training tools that better match employer's current needs and the working field. He has been working at the Philadelphia Naval Yard, doing a lot of training for welders. He encouraged the team to forward referrals who might be interested in traveling, over the bridge, for this training. He said the shipyard intends to hire 600 or more candidates over the next couple of years. There will also be positions open in the logistics part of operations. They have new vendors that have contracted there to build up-to-date nuclear and atomic vessels. Jeff said it's good to know there is a pipeline to lucrative careers in the industry. Sal also said there are a lot of new processes to learn in welding fields which take much more skill and knowledge. The team asked and Sal confirmed the vendor's name mentioned was Rhodes. The team discussed some of the technical logistics of training. Jeff reminded the team of Camden County College's welding program, a few years back, which trained individuals for positions at Holtec International. This partnership was recognized by GSETA at one of their Employment and Training Conferences. Jeff thanked Sal and said this is the kind of intel is great and helps the local and regional WDB's to create new programs and partnerships.

Mike Leonetti, Paraprofessional, One-Stop, reported he will be on the road promoting and recruiting employers for the Incumbent Worker Training Initiative.

Ryan Bennett, Branch Manager, Truist Bank, reported things have been quiet at the bank branches. She and a partner will be gearing up to offer some financial literacy training to Associated Building Contractors. She offered the program to anyone on the team or their partner agencies.

Bill Moen, Director, Workforce Development Programs, Camden County College, confirmed Sal's grant announcement. The funding will be allocated for Capital Facility Improvements drawn from four different revolving bonds programs specifically designated for Institutes of Higher Education. The Request for Proposals will be due toward the end of quarter one of 2022 for both public and private institutions. He explained some further details of how the funds would be allocated for facility, tools, and technology upgrades. Bill said the College is beginning to discuss their goals and plans to determine how to proceed. He will keep the team posted about upcoming developments.

Bill also announced the College, with the help of staff, hosted an event for National Apprenticeship Week. They hosted close to a dozen different companies who participate in the college's registered apprenticeship programs or are perspective employers that would perhaps be interested in participating. It was well attended, and representatives from the US Department of Labor attended as well. They made the point that they are looking across the State to make Camden County College the guiding light for registered apprenticeship programs. He asked Carol McCormick to report on any further information and other updates.

Carol McCormick, Camden County College, reported the College is offering a pre-apprenticeship boot camp, through the NJ Colleague Consortium, that will kick-off in January 2022, and it will be targeted toward Dislocated Workers. She announced an information session, which will be hosted, to discuss the program on Tuesday, December 14<sup>th</sup>. She will send the marketing materials to the team.

Derena Shafer, Camden County College, reported there is a new E-sports program, which is up and running at

the Cherry Hill Campus. She was happy to announce that Campus is open again. She said the College piloted a career exploration event in the spring of 2021. The event focused on certificate programs that take two years or less to complete, then students can go right to work. Some programs included Cyber Security, Biotechnology, and Computer Technology. The event included a panel of experts and was hosted as a Zoom question and answer conference. The College will be hosting more career exploration series, and she is hoping to target youth in the Foster Care System, maybe in-person or virtually. She asked the team for contacts in the Foster Care System. She is also working with a student who would benefit from a job shadowing experience in Cyber Security. This candidate is currently a Computer Science Major. She asked the team to forward employer contacts for this type of experience. Jeff and Ryan Bennett offered some help to make a connection to Reverend Keith Davis, Camden Dream Center. Nidia Sinclair, Director, Resource Center, offered Derena a contact to Rosy Arroyo, Camden County Youth Services. Jeff said WDB staff will forward contacts to Derena. Bill Moen also mentioned contacting the Center for Family Services. They contacted the College after the last WDB Quarterly meeting and have since established further discussions about partnerships they would like to create.

Jeff thanked the team for the intel and discussions. He reminded the team about the next Quarterly Board of Trustees Meeting, December 15<sup>th</sup>, via Zoom Conferencing. He noted a quote from the recent GSETA Conference; "Change is disturbing when it is done to us, but exhilarating, when it is done by us" Jeff asked for a motion to adjourn the meeting. Frank Cirii made the first motion; Jeanne Page-Soncrant made the second motion; by unanimous vote to the affirmative, the motion was carried, and the meeting adjourned at 3:10 pm.

### NEXT MEETING

The next Business and Outreach Team meeting is scheduled to meet again on Thursday, December 16th, 2021, 2:00 p.m. They also discussed attending the WDB Quarterly Meeting, December 15<sup>th</sup>, and re-convening in January 2022. This meeting will be conducted via Zoom Conferencing. Meeting notices and materials will be sent to the team.

Submitted by,

*Kathleen Varallo,*

Administrative Assistant, WDB