



*Supporting the Development and Retention of a World Class Workforce*

Robert Weil, Chair

Jeffrey S. Swartz, Executive Director

**BUSINESS SERVICES REPRESENTATIVE MEETING  
MINUTES**

**THURSDAY, MAY 13, 2021, 2:00PM (ZOOM CONFERENCING)  
1111 MARLKRESS ROAD, SUITE 101, CHERRY HILL, NJ 08003**

**ATTENDANCE**

Members		12-Nov-20	10-Dec-20	14-Jan-21	11-Mar-21	15-Apr-21	13-May-21
Bennett, Ryan	Trusit Bank		X		X	X	X
Boyle, Jim	NJ Dept. of Labor		X				
Cardwell, Larry	Pennsauken Township	X	X		X		X
Casciano, Cheryl	Nj Dept. of Labor		X			X	
Cerrito, Vincent	Ray Angelini, INC.						
Cirii, Frank	Local Area Operations Director, CCOSCC		X	X	X	X	X
Connors, Kristi	NJDVRS						
Deitz, Jeff	NJDVRS						
Forman, Lois	Jewish Family & Children's Service	X	X		X	X	X
Goodman, Steve	Reginonal Development Dir. YMCA						
Hanna, Kaina	Camden County College				X		
Hejlek, Joe	KIPP New Jersey					X	
Iannuci Cappello, Susan	Camden County College			X	x	X	X
Leonetti, Mike	Manager, NJDMV		X	X		X	
McCormick, Carol	Camden County College, Business Services	X	X	X	x		X
McLaughlin, Margie	The Salvation Army		X		X		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	X	X
Regensburger, Robert	Lockheed Martin		X	X		X	X
Russomanno, Salvatore N.	Applied Enterpirses, LLC						
Shafer, Derena	Camden County College					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						
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 to the Zoom meeting and asked for roundtable introductions. He welcomed Diane Staas, Facilitator, Perkins Grant, Camden County College, The Team reviewed the minutes from the meeting April 15<sup>th</sup> meeting. Jeff asked for a motion to approve the minutes. Derena Shafer made the first motion; Lois Forman made the second motion. By unanimous vote to the affirmative the motion was carried, and minutes April 15<sup>th</sup>, 2021, were approved.

## **Overview of the purpose and work of the Business Service & Outreach Team. (BSR)**

*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.*

## BUSINESS SERVICE TEAM UPDATES

Jeff asked Ricky to give an update on the Job Matching program. The Job Matching initiative, as mentioned in past meetings, includes pulling job candidates streaming into the AOSOS system and matching them to jobs posted to the New Jersey Labor Exchange Job Board (NJNLX). Ricky O'Hara, Veteran's Service Rep, (Five Southern Counties), reported job matching has been a bit slow. He said there are plenty of job matches but there have not been many referrals of candidates to apply for the jobs posted. Ricky participated today, May 13<sup>th</sup>, in a virtual Veteran Job Fair with New Jersey Transit for the whole state. He had 45 people in attendance and that would be including all staff.

Jeff announced the WDB, Abilities Committee, will be hosting a live event on Tuesday, October 5<sup>th</sup>, at the Camden County Boathouse, 7050 North Park Drive, Pennsauken, NJ 08109. The event: "PTSD in the Workplace" - Resources, Answers & Assistance, is part of a continuing workshop series for Employers & Human Resource Professionals. He said this year's topic will include a panel of Veterans who will speak about their personal stories of service and challenges with PTSD. An outstanding team from Cooper University Healthcare will identify some of the challenges, concerns and more importantly the resources available for individuals who may be suffering with PTSD. Program topics include the following.

- Post-Traumatic Stress Disorder (PTSD) – Veterans Panel Discussion; "What it Is and How We Cope."
- Cooper University Healthcare, Military Field Unit-Training & Technology tools treating Veterans with PTSD.
- HR Resources & Answers - Working with co-workers dealing with loss, accident, or other forms of PTSD as it relates to COVID response efforts and current conditions.

Jeff encouraged the outreach team to promote the event and attend. He said "save the date" notices will be sent out in the coming weeks.

## REGIONAL ACTIVITIES

Jeff reported the WDB is in its third year of the Atlantic City Electric grant-funded Training Initiative. Camden County and Atlantic County started the Line School in April with some online OSHA and CPR while awaiting the final equipment installments at the Anthony Canale Training Center in Egg Harbor Township, NJ. He said the WDBs' in both counties have contracted with Atlantic Cape Community College who will be conducting the line training. There is a cohort of 24 participants for this training from 2019 and 2020 so it was decided not to run the other programs until these two cohorts finished their training. Jeff said we will begin recruiting for

the 2022 WISE and GIE Math Courses later this year. Those classes will be taught by Camden County College. They have done an outstanding job in the past with most all participants passing the CAST Test.

Jeff reported meetings are continuing monthly with the State Employment and Training Commission (SETC) WDB Directors and Garden State Employment and Training Association (GSETA). It was decided at the GSETA March Board meeting to cancel the GSETA Employment and Training Conference, October 2021. The Executive team elected to offer multiple trainings through the GSETA Institute during the month of October. It is planned to offer a series of virtual trainings similar to what would have been offered in-person at the live event

Jeff reported he the WDB is continuing to participate in the Camden Works Initiative. He said the program has been very successful. Some of the partner agencies include Center for Family Services, Volunteers of America, Hope Works Camden, and Hispanic Family Center. Jeff said there have been approximately 400 or so individuals registered to the website and 200 or so placed in sustainable employment since its launch a year ago.

Jeff reported the WDB was awarded a grant from the State to run another Summer Youth Employment Program (SYEP). The grant will allow for serving 45 young people between the ages of 16-24. He said the WDB hosted an employer information session on May 10<sup>th</sup> which was well attended. He encouraged the team to outreach for more employers as well as pass the word along to potential candidates. There are no income eligibility requirements this year; only that youth live in the county. Jeff noted the flyers for youth and the employers are posted to the WDB website. [www.ccwib.com](http://www.ccwib.com) Lois Forman, Job Bank Coordinator, JFCS, asked if the person she referred from the JCC summer camp followed up about the program. Jeff said Sarah Sideman attended the employer information session and JCC will host youth at their summer camp this year. Lois also asked if Becker School Supply was on the call. Jeff did not recall them attending the call. Kathleen Varallo, Administrative Assistant to the Director, WDB said we do have contact information for Becker School Supply so we can follow up with them.

Lois Forman reported the JFCS Job Board continues to grow. There are lots of local job opportunities and many employers are contacting her for assistance in posting. The site hosts jobs that range from entry level to jobs that require more advanced degrees. Lois said she is now posting job fairs and hiring events on the side banner of the job board page. She encouraged the team to send her any flyers for virtual or in-person hiring events and she will post them on the job board. Follow the link for more information: <https://jfcssnjjobs.org/> Jeff added that the WDB posts all job opportunities to its social media sites and reminded the team to forward any information they would like to share.

#### BUSINESS SERVICE TEAM UPDATES

Jeanne Page-Soncrant, Business & Employer Services, NJ Department of Labor, serving Camden County, reported the state BSR teams are continuing to do job matching but as Ricky stated earlier many of the job seekers are not getting back to us. They may go directly to the employer or just not apply for the positions referred to them. The teams are continuing and putting in a significant amount of time to the program since the COVID pandemic started.

Jeanne reported she has been doing a lot of work to promote employer events as well as community events. She noted that she sent some employers to the SYEP Employer Information Session. She said one of them was Edmond Optics. She encouraged the team to forward their contact information if they would like to be on her partner list. She sends out regular updates and emails about upcoming events or job opportunities. She said there is a community-based job fair being hosted on May 20<sup>th</sup> by the Camden City Housing Authority.

Jeanne was happy to announce she will be assisting Virtua Health to host a virtual recruitment on May 26<sup>th</sup>. Her partnership with Virtua Healthcare has been a long time in the making. She said the hiring manager told her they have approximately 900 job openings to fill. The flyers and technical aspects of the virtual recruitment are ready to go, and it is hoped there will be a good attendance to this event. The system can host up to 250 jobseekers on the call. Jeanne noted that one of the features she has set up in Microsoft Forms is that participants are required to pre-register with information that can be reported to a spreadsheet and given to the employer so they can follow up after the event. Jeanne said this particular event will be focused on the non-clinical jobs such as patient escorts, environmental or janitorial jobs, security, food prep and food services positions. There is also a position called Patient Navigator which is secretarial type of work checking in patients and collecting their medical information. She is hoping it will go well and Virtua may host an additional recruitment for clinical positions in the following month. Diane Staas, Camden County College, asked to be placed on the partner list so she could receive the link to the recruitment. She will send the flyer and information. She reminded the team the link in the notice and flyer leads to a pre-registration page not to the actual event. If a jobseeker wants to attend the event, they must pre-register. The link will probably remain open until the close of business on May 25<sup>th</sup>. Jeanne said the flyer will also include a QR code so a person can holdup a camera to it and be directed right to the pre-registration page. The registration should take about a minute to complete. Larry Caldwell, Director Economic Development, Pennsauken Township, said he is receiving information from Jeanne and passing it along to township bulletin boards and community news outlets.

#### BUSINESS & COMMUNITY UPDATES

Frank Cirii, Local Area Operation Director, CCOSCC, reported the One-Stop continues to serve customers virtually and by-appointment as needed. Referrals are picking up a bit and all county staff are back to work and ready to serve. He referred to the Camden County and WDB website which posts a directory of virtual services. There is a video orientation of service posted to the county site and includes information about all partner services and there is a Spanish version of the video orientation of services posted as well. Follow the link for more information.

<https://www.camdencounty.com/service/employment/job-training-placement/>

Frank said many employers are calling on the One-Stop to help with recruitment and filling jobs they have open. Lately, not just in the retail and food industry but there is a big demand for help in the CDL driver employment sector. Frank said employers are being referred to Jeanne as appropriate and also to the state portal to post their jobs. Follow the link to the New Jersey portal National Labor Exchange.

<https://newjersey.usnlx.com/secure/emplogin.asp?redirect=https://newjersey.usnlx.com/empdesktop.asp?>

Frank also reported the One-Stop and WDB will be working together to further the goal of coordinating Incumbent Worker Training with Employers in the local area. The WDB adapted a policy for offering funding to employers who wish to up skill their current workforce. Frank said we will also be partnering with Camden County College to provide some of the training involved. One partnership being considered is with Canada Dry who needs CDL drivers. They may have current employees in their warehouses that might qualify to be trained for these positions. It will be easier for Canada Dry to backfill the warehouse positions. These types of Incumbent Worker Training initiatives can be a win-win for the employer and the local economy. Larry offered his help to promote any of these types of programs especially as it relates to Pennsauken Township. Frank asked and Jeanne confirmed that she spoke with Tracy Wexler at Canada Dry. She will look in her flyers and send information about Canada Dry job offering to the team. Jeanne said she could work with them to host recruitment as well. The team discussed challenges employers are having with hiring and what may happen in September when the extra \$300.00 per week federal funding expires.

Margie McLaughlin, Salvation Army Kroc Center, reported the Center is gearing up for hiring staff for their summer camp program which will run in-person this summer. She said the program will be run a bit different with social distancing and CDC safety protocols in place. Counselors will be hired at 18 years or older. They will also be hiring instructors, supervisors, and lifeguards. She noted the lifeguards will be required to take a swim test but will receive training. These candidates can be 16 years of age or older. She said that Cooper is offering COVID vaccines at the center. She also noted the job fair as mentioned above. Margie said the Kroc Center is experiencing challenges to hiring. Some individuals are hired and do not show-up. Jeff said the WDB will be submitting a proposal for a Summer Youth Employment Program. It has not been announced yet. Margie said she would be happy to host some youth as in past years.

Kaina Hanna, Camden County College, reported the college is applying for several grants that will support training programs in such employment sectors including HVAC and Healthcare. The College is completing some training cohorts in healthcare.

Carol McCormick, Camden County College, reported the college will be doing another manufacturing boot camp in June. A virtual Information Session will be hosted on Wednesday, May 19<sup>th</sup>. The training is being funded by USDOL and being promoted to graduating high school students. The college has been working with several employer to host CMA programs and will continue expanding this initiative to other employers as well.

Derena Shafer, Camden County College was happy to announce the in-person learning will resume in the fall of 2021. She said the fall schedule is out and available for registration and it will be nice to see students roaming the campus again. She also announced the College will be hosting an outdoor in-person open house on Tuesday, June 15<sup>th</sup>. She will forward more details to the WDB and published to the college website with a rain date as well. Diane Staas said she will be closing out the fiscal reporting for the year and starting the Perkin's Grant process again in the coming year. She noted it is a complex process. Derena said there is a meeting being planned and will include Workforce Development Partner to explore opportunities named in the Perkins Grant.

Susan Iannuci, Camden County College reported the college will be offering Dialysis, Certified Medical Assistant, and a redeveloped Pharmacy Tech courses available with 144 hours of apprenticeship training included. The classes will be hosted on campus and in-person with some virtual learning with the instructor. The College has also combined its culinary arts, baking and pastry arts program so students can earn two certificates in culinary and baking and their Serve-Safe certification as well. There are lots of job opportunities being connected to graduates of the programs including Genesis Foods.

Larry Cardwell, Director Economic Development, Pennsauken Township, reported the township offices are re-opening with certain safety protocols still in place. The Economic Development division is preparing some media packages to help fill long time vacant properties around the township. Jeff asked if the companies recently moved to Pennsauken have had success in hiring. Larry said they are having the same challenges as many employers. He is passing along all information about hiring events. He also said Canada Dry will be a good candidate for the training mentioned earlier in the meeting. The team discussed challenges employers are having with hiring.

Bob Regensburger, Lockheed Martin, reported a good percentage of staff are still telecommuting but operations are moving along fine and preparing for a visit by the Governor at the main Moorestown location later this month. He said Lockheed Martin is continuing engagement with customers and is continuing the Rowan College of South Jersey talent development pipeline which has been great resource for preparing and hiring new engineers. He looks forward to restrictions being lifted somewhat as summer approaches. He noted a

COVID-19 vaccine distribution site has been established at the Moorestown plant for employees and their families. Today will host the second event and their upwards of 300 people registered to be administered the vaccine. This action has been well received. Jeff said he would contact Bob about the possibility of hosting and youth for the SYEPP. Bob said the SYEPP is a great program and would speak to Jeff about it.

Ryan Bennett, Truist Bank, reported the Bank's foundation has been active in helping the community. She said the website hosts information about grants and some of the great programs that have been funded. She has been promoting the SYEPP with some employer clients. She also met with Joe Hedlick to talk about Financial Literacy training at the Kipp School and a career day next year to keep them motivated and get some exposure to a professional setting.

Jeff thanked everyone for participating and encouraged everyone to send any information about hiring or training events to the WDB for sharing. He also said Kathleen may be reaching out to the team about volunteering to help with the SYEPP workshops being hosted by the WDB on Fridays during their work schedule. He said these will include skills development and awareness about topics such as Financial Literacy.

### NEXT MEETING

Jeff reminded the team the next WDB Quarterly Board of Trustees meeting is scheduled for Wednesday, June 23<sup>rd</sup> @8:30am via Zoom Conferencing.

The next Business and Outreach Team meeting is scheduled for Thursday, June 17, 2021, 2:00 p.m. This meeting will be conducted via Zoom conferencing.

Submitted by,

*Kathleen Varallo,*

Administrative Assistant, WDB