

Burlington County WDB \Business Engagement Committee Minutes

Location: Virtual Meeting (Zoom)

Thursday, May 26, 2022

Attendees:

Rich Temple (Chair) – Deborah Heart and Lung Center
Jon Sharp– Hardenbergh Insurance Group
Carl Donato - Wawa
Anna Payanzo Cotton – Rowan College at Burlington County
Shawn Thomas – Rowan College at Burlington County
Rob Wells – Economic Development
Craig Jez – DOL Business Services Rep for Burlington County
Zahirah Sabir – WDB
Barbara Weir – WDB
Kelly West – WDB

Call to Order – Rich Temple

The Board Chair called the WDB meeting to order at 9:04 AM.

Committee Updates:

Review of Minutes from Previous Meeting

- Zahirah is beginning the process of ordering outreach materials.
 - Outreach materials encompass prominent tablecloth, hand sanitizers, charges, stress balls, and post-it notes.
- Zahirah mentioned remaining on the mailing list of major community organizations.
- Zahirah is consciously working on updating the website with updated information.
- Barb is effortlessly planning a healthcare career fair at the end of June.
 - The construction fair occurred 11am-1pm –Apprehensive if that is the right time for the next event. After hours may be reasonable.
 - Seeking Wed/Thurs 6/22 - 6/23 - here at the Human Services Facility (maybe 4-7 or 5-8 to cover 12-hour shifts of current employees)
- Barb recapped and provided reports as follows:

- Increased the number of new subscribers from 14 – 40 on Engage by Cell.
- Youth numbers have increased.
- **Engage by Cell** - 9,500 messages went out (21 blasts) - 445 users (multiply 445 *21) - number of people multiplied by the number of messages).
- 760-page views from the mobile site – gaining views.
- County Jobs Board - total of 529 open positions - we did 384 live posts - the County has only 145.
- 110 connections on LinkedIn site.
- Zahirah enforced the more shares on LinkedIn, the more traction. This allows for better placement within followers’ feeds.
- QR codes are accessible for the American Jobs Center on buses - they get all the messages.

‘Round-the-Room’

Christen Martorana

- Announced her networking with Stacy Hunt from RCBC. She shared some of the flyers that are being sent to the high schools (culinary arts, supply chain, computer technology) - trying to target younger people and seek engagement around new certificate programs and job opportunities
- Working with several start-up companies while performing some business advisory services. Strategizing the thought of how to support new businesses and entrepreneurs. Puzzling ideas on how to help people who have resigned from jobs and are seeking new work.

Rob Wells -

- Reported May 2nd as his start date.
- He will conduct research as he is new on some financial products that they can offer. He will attempt to track some existing programs and seek if they can reinvigorate those (used to work at TD Bank and was an elected official.
- Kelly informed that the youth director also does work with adults. Classes that are offered focus around “what value are you offering?”

Shawn Thomas -

- Shawn is open and eager to hear thoughts around entrepreneurship – obtaining grants to restart our “Start-Up Stars” competition. Partnered with the SBDC to offer workshops to participants. Seeking showcase with

some entrepreneurs in the County and to allow people on what is available. Invitations will be distributed in August for the Sept 14th event.

- “Quick Step” program for supply chain, computer technology, and culinary arts - will be released at the Juneteenth event; A great opportunity for students on the fence about attending college right out of HS (instead of maybe taking a gap year). This assists them to make “good choices” for their career. The goal is more pathways to education AND employment.

Zahirah Sabir

- Implementing a new policy as of 5/13 “local youth program follow-up services” for unresponsive youth - when a youth completes the attainment of a job or an educational milestone, they get 12 months of free services. This places clear parameters as to what constitutes an “unresponsive” individual. This includes some extensions for major events (family, etc.)

Carl Donato

- Furthered conversation about building and growing.
- Team Supervisor is the hiccup for hiring and retaining (used to be “night supervisor”). Altering hours, a bit to influence a more appealing from a quality-of-life perspective.
- Announced a new addition the team; Mackenzie will be on these calls (she will be replacing Carl). Approval is needed to get on the Board (need resume). Kelly would submit her resume with Carl as the nominator - won’t replace Carl with Mackenzie until he advises otherwise).

Craig Jez

- Recapped his busyness finalizing year-end / budget stuff. People should be collecting checks.
- Recollected the onboarding staffing; Successfully been able to add staff. Some from within Labor, others are new but have had State experience.
- JB-MDL hosted a transition fair resulting in great turnout with job seekers (hundreds!) and job offers.

Meredith Brown

- All good but kind of quiet at the American Jobs Center

Happy Memorial Day and a shout out to the active duty and veterans!

Meeting Adjourned: 9:51 AM **Next Meeting: Thursday, June 23rd**