

Minutes from Business Engagement Team

Virtual Meeting

Thursday, February 23, 2023, 9:00 AM via Zoom

Attendees:

Rich Temple (Chair) - Deborah Heart & Lung
Carl Donato - Wawa
Leslie Reis - CVS Health
Nick D'Antonio – Lockheed Martin

Rhonda Jordan – Virtua Health
Rob Wells - Burlington Co. Economic Dev.
Jessika Baer - NJDOL & Workforce Development
Craig Jez - NJDOL & Workforce Development
Barbara Weir - WDB, Staff

Call to Order – Rich Temple, Chair Meeting called to order at 9:05 AM.

I. Welcome and Review of January Minutes – no edits to be made

II. Engage/Guide by Cell Update – Barbara

- Creating and sending as many blasts as possible. Trying for one daily, however some like Indeed pose an issue with viable information if spread over time. Barbara can have the WDB Admin staff review and revise the Indeed sheet, provided by Rich, so it has viable information when the blast goes out.
- Currently 28 live Career Opportunity pages.
- Over 600 total subscribers; 249 are American Job Center customers; 118 are WorkFirst NJ customers (customers who receive cash benefits SNAP/TANF; Supplemental Nutrition Assistance program and Temporary Assistance for Needy Families).

County Jobs Portal

- Continue to post opportunities to the County website
<http://www.co.burlington.nj.us/Jobs.aspx>
- There are 500 *live* job opportunities, plus 169 County Job openings.

LinkedIn

- Currently 197 followers.
- Last 30 days, 769 Impressions - up 52%. Impressions are views when the content is at least 50% on screen for at least 300ms or when it is clicked, whichever comes 1st.
- Last 30 days, Engagement Rate 6%. Engagement Rate is calculated as: Clicks + Reactions + Comments + Shares + Follows / Impressions.
- Search Appearances up 4.2% with 75 (Time Range: 2/14/23 – 2/20/23). Search Appearance is the total # of times a search was completed with your name page (WDB) in the last seven days.
- Visitor Highlights, 11 Page Views with 4 Unique Visitors. Visitor Highlights are the total # of page views and unique visitors over time. Data is measured across desktop and mobile for logged in LinkedIn members. Unique Visitors are calculated daily and are not de-duplicated over multiple days (Time Range: 1/22/23 – 2/20/23).

III. Outreach Initiative to Business using SurveyMonkey

- Rich reviewed questions such as: What is your greatest hiring need? Would you be interested in joining the WDB Business Engagement Committee?
- Maybe add *What strategies have you tried?* (Jessika)
- Rich will work on building a preamble to include in the email to give an overview of the WDB?
- Need to let businesses know what the WDB does? Incentives, ways to engage, apprenticeships, OJT, etc.
- Barbara emailed the overview of the Workforce Development Board to assist with preamble content in addition to the Pitch Deck.
<http://co.burlington.nj.us/327/Workforce-Development-Board>
- WDB Admin reviewed the excel documents provided by the Business Engagement Team. She was able to capture some email address, but there were some businesses who didn't want to provide. One doc seemed to have incorrect information. Findings were provided to Rich on 2/6/2023 for Survey purposes.

IV. Review of Pitch Deck

- Pitch Deck PowerPoint was developed by Kelly and Barbara for Business Engagement Team purpose for a quick elevator-type speech when networking.
- The WDB office is the point of contact. The office can and will refer appropriately. Idea is to have one connection to avoid confusion on the business side.
- Pitch Deck is for Businesses. There is a separate Pitch Deck for Job Seekers which has a plethora of information and resources.

V. Round-the-Room

- **Rhonda** – # of openings entry-level to clinical positions. Filling positions, partnering with outside vendors to assist with recruitment. We introduced some job fairs - people are coming on-site. Seeing a large percentage of people not staying past the first year. Virtua is improving their on-boarding process. Burnout is an issue - well-being, how are we supporting clinical and other individuals. Looking at alternative models for delivering care. Not mandating x numbers of days per week - WFH/hybrid is a recruitment tool. Virtua partnered with Cristo Rey Philadelphia High School and was able to start eight students in work-study programs.
- **Nick** – Lockheed has spent a lot of time and effort to begin their 4-10 work week schedule depending on leader and customers the employee supports). The 4-10 has increased work productivity, employee engagement, and has had an impact on retention, no help with recruitment. Employees are happy with the schedule; helps with childcare/elder care, etc. Employees must complete a 40-hour work week.

Lockheed partnered with AARP for Apprenticeships for older workers. There will be a Symposium on March 14th in DC. Focus is businesses who support apprenticeship, not appropriate for workforce systems or post-secondary institutions.

Leslie reported CVS has plans to attend the Symposium.

Nick confirmed the news reports Lockheed will have a Reduction in Workforce. It will be a regular layoff, but does not know who will be affected, what areas/states will be affected, etc. He will share with the WDB if there will be an impact in South Jersey.

- **Leslie** – Moving forward, Jim Farren will represent her at the Business meetings; will speak offline with the WDB to see how this will work. Can confirm their partnership with Cristo Rey has been an excellent one. CVS held a hiring event at the Lumberton Distribution Center, lots of hires – keeping people is the issue. CVS is working on a retention strategy. Biggest area to fill is Pharmacy Tech and Front of Store. Mentioned CVS acquired Signify Health and Oak Tree as CVS focuses big move into Primary Care.
- **Carl** – Loves the Survey and feedback from group, looking forward to hearing employer feedback. Every month has been better than the last. Is thankful the weather has been kind, more people out and about and less \$\$ spent for snow removal. Wawa has just selected the first 8 General Managers for the Alabama market, which will open next year. Started pull for North Carolina and West Virginia. Selection occurs throughout the company geographically. Summer Youth Employment program for the Jersey Shore is going well; students get bused to the location.
- **Craig** – A lot of follow-ups from Quarter 4. Currently involved with 3 Rapid Responses as companies are having to close their doors. On the flipside there are businesses moving into the County such as Manufacturing, Welding, Food Services, Supply Chain, etc.
- **Jessika** – With Virtual Recruitments, hearing job seekers ask employers *What is the room for growth? What is the career path for this position?* Job seekers want to know what the company culture is – will they give me only a 15-minute break when I'm on my feet all day? NJDOL will host 3 Lunch and Learns Benefits of Hiring: Wage and Hour, Family Leave, and Temporary Disability. Craig to forward the information to the group.
- **Rob** – Can confirm those he knows at Lockheed – they are enjoying the 4-10 schedule. Announced a couple of events coming up: focus is on Small Businesses in the event of a recession. The Economic Development office is collaborating with UCEDC (<https://ucedc.com/>), a non-profit statewide economic development corporation, dedicated to small business development and job creation, to host Basic Financing for Business (March 30th) and Creating a Business Plan (April 20th) at the Burlington County Library, Westampton. Partnering with Rowan College at Burlington County on a Small Business Event (May 4th) the goal is to educate small business on opportunities and offer resources they were unaware of. Hoping the WDB will be available to attend/present.

Meeting Adjourned: 10:05 AM

Next Meeting: **March 23, 2023, at 9:00 AM**