

Minutes from Business Engagement Team

Virtual Meeting

Thursday, April 27, 2023, 9:00 AM via Zoom

Attendees:

Rich Temple (Chair) – Deborah Heart & Lung
Rhonda Jordan – Virtua Health
Rob Wells – Burlington Co. Economic Dev.
Kristi Howell – Burlington County Regional
Chamber of Commerce

Craig Jez – NJDOL (Workforce Development)
Kelly West – WDB Director
Barbara Weir – WDB Staff

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

Rich opened the meeting with a heartfelt *thank you* to the AWESOME Carl Donato of Wawa for all his years of service. You will be sadly missed during these chats. Welcome Mackenzie Kambrich!

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

II. Engage/Guide by Cell Update – Barbara

- Creating and sending as many blasts as possible.
- Stats from March 1st to date:
 - 23 texts were scheduled
 - 767 total subscribers
 - Mobile web (Guide by Cell) had 1,020 page views with 305 users
 - Indeed had 159 page views
 - Virtua HIM Coder Opportunity had 153 page views
 - Production Assistant Bootcamp had 143 page views

County Jobs Portal

- Continue to post opportunities to the County website
<http://www.co.burlington.nj.us/Jobs.aspx>
- There are over 650 *live* job opportunities, not counting County Job openings.
- Many employers have found success and have requested the post be removed.

LinkedIn

- Broke the 200 goal, with 203 connections (up from 197 followers).
- Impressions are high, we are gaining traction slowly but surely
 - Impressions are views when the content is at least 50% on screen for at least 300ms or when it is clicked, whichever comes 1st.
- Post on Small Business Events: had 55 Impressions, with a 5.45% click through rate and 12.73% engagement rate.
- Rich's first Youth Career Fair post had 63 impressions, with a 11.11% click through rate and 15.87% engagement rate.

- The event created for the Youth Career Fair has 35 impressions, with a 20% click through rate and 22.86% engagement rate.
 - Engagement Rate 6%. Engagement Rate is calculated as: Likes + Comments + Shares + Clicks + Follows / Impressions.

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?
- Survey is ready to launch. Rich will have a meeting with the WDB to discuss and construct a short email which will include the survey link.
- Shout-out to Kristi for her assistance and permission to leverage business emails to conduct this campaign.
- Thank you to all Team members for feedback.

IV. Events

- **Barbara** – Will be working with the County Public Information Office to push out Engage by Cell information. It was recently posted on the County's Facebook page but needs to be on constant rotation. There are flyers on public transportation and hanging within the Human Services Facility. Flyers are also used when attending in-person events.

The WDB will provide literature for the Small Business Resource Event on 5/4 at RCBC. Hoping to inform the Small Businesses about the WDB.

Youth Career Fair is set for 5/25. Connected with roughly 40 employers.

- **Rhonda** – Slow and Steady wins the race. Virtua launched a social media campaign and people are resonating with that.
- **Kelly** – Production Assistant (PA) Bootcamp opportunity this weekend; April 29 & 30. There will be 30 individuals participating.
- **Rob** – Trying to make Burlington County the premier location for films. Most filming has been in northern NJ. Tax credits can make filming in NJ very appealing. Close to having a third-party movie studio in Delran. Part of the tax credit is to make sure they hire NJ residents.

PA Bootcamp is this weekend. The NJ Film Commission used to do these. The WDB is hosting at RVN TV studios in Mt Laurel. Registration is closed for this event but there may be more events coming down the road.

Movie studio shooting in Moorestown and Cinnaminson is based in NYC.

V. Round-the-Room

- **Kelly** – The office is EXTREMELY busy. Working on 2 plans; Regional and Local. Going out for competitive procurement on 4 different projects (writing and reviewing RFPs), lots of internal documents (MOUs with Elected Officials and Partners). Extremely short-staffed. Ongoing audits and monitoring.

Currently talking with the State about Apprenticeships. Completed a survey showing what our needs are in Burlington County. Apprenticeships are challenging because of bureaucracy and paperwork. It is easier sometimes just to do OTJ training. The NJ Consortium of Community Colleges love apprenticeships, but it is truly a burden to fill out all that paperwork. Red tape needs to be cut out.

We have a new clerical person, Michelle, to answer phones and filing as needed.

***CONGRATULATIONS to Rob Wells, recently appointed to serve as the WDB Chairman.**

- **Rob** – Small Business week starts next week. The Economic Development office is collaborating with UCEDC (<https://ucedc.com/>), Rowan College at Burlington County, the Chamber, Enterprise Group from NJDOL, the African American Chamber of Commerce, and others to host a Small Business Resource Fair on Thursday, May 4 at the RCBC Student Success Center. The goal is to educate small businesses on opportunities and offer resources they were unaware of. There are currently 60 people registered.
- **Kristi** – A lot of events are happening with the Chamber during Small Business Week!
 - **Tuesday** – Lunch and Learn with SBA
 - **Wednesday** – Small Business Week Networking and Expo Event
 - **Thursday** – Small Business Resource Fair at RCBC
 - **Friday** – Business Appreciation Day Breakfast at Cornerstone Bank and there will be a Ribbon Cutting Ceremony at the Village Square, Mt. Laurel

On May 10th the speaker panel will be around Internship and Summer Employment; Curtis will moderate. A table will be available for the career accelerator. RCBC and BCIT will represent along with a couple of employers. Youth Career Fair flyers will be handed out.

Approved a 401-K plan. The State mandated that any business with 25+ employees must have a 401-K plan available. This can cost employers up to \$10K in administrative fees. The Chamber has a partnership with HFM advisors to have fees split across all businesses to reduce the load. Businesses can have their own plan and employees can have choices. Sole proprietors are also included.

- **Craig** – Involved with 3 Rapid Responses, Vision Comfort, Misfit Markets, and Bonduelle as companies are having to close their doors. Consolidations and closures were a major factor. There have been realignments, but folks have been able to find employment within the company. Across these three companies, the management has been very

caring about their people. Had an HR manager call as a secret shopper to make sure the right things are happening.

The Department of Labor has had some restructuring. Some new business reps will be out and about to represent the department. Strong OJT support group. 5 OJTs in the last three weeks, there used to be a lot more, but this is an improvement over where we have been recently. Looking forward to the Small Business Resource event on 5/4. New businesses are moving into the area - welders, microbiology research groups. More details in the middle of May.

- **Rhonda** – Last week Virtua held its Grand Opening of their Mobile Cancer Unit. Virtua is doing a lot of work in the health equity space, food insecurity, mobile grocery store. Colleagues can now gain access to help with food. Having the Mobile Cancer Unit go out to the underserved communities for mammograms and other important screenings is fantastic.

Busy times with new residents, interns, nursing students. Successfully partnering with Rowan University for launch of a respiratory therapy program and a lab tech program. Students studying in the Medical Technologist Program can be hired as phlebotomists while in school. This helps fill the need due to high turnover.

Struggling with retention. Positions are still open - turnover is going down but still losing people in the first year. People want to see that there is a career growth path for them - setting up an "Ambassador Program". By 2027, there will be 800K fewer nurses, so "how do we staff?"

Beginning to have in-person events. Virtual events are trickier since they do make on-the-spot offers (contingent on background checks). Let people see the environment. Virtua hired 12 new RNs from the last event held at Mt. Holly (contingent on background checks).

Focusing on staff well-being. Partnering with organizations to address Violence in the Workplace, Practicing Excellence, and *We Thrive* to Reduce Burnout.

- **Barbara** – Currently have 31 employers participating in the Youth Career Fair. Industries include Law enforcement, Hospitality, Financial Services, Labor, Warehouse/Supply Chain, Manufacturing, Energy, Amusement, and the Military.

Meeting Adjourned: 10:00 AM

Next Meeting: **May 25, 2023, at 9:00 AM via Zoom**