

Minutes from Business Engagement Team

Virtual Meeting

Thursday, June 22, 2023, 9:00 AM via Zoom

Attendees:

Rich Temple (Chair) – Deborah Heart & Lung
Nick D'Antonio – Lockheed Martin
Jim Farren – CVS Health

Rob Wells – Burlington Co. Economic Dev.
Kelly West – WDB Director
Barbara Weir – WDB Staff

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

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

II. Engage/Guide by Cell Update – Barbara

- Creating and sending as many blasts as possible; daily.
- Stats from April 24th to date:
 - 851 total subscribers
 - In the last 7 days – 93 search appearances with rate if 89.9%
 - Mobile web (Guide by Cell) had 1,020 page views with 305 users
 - Indeed had 422 page views
 - FCI Fort Dix Hiring Event had 285 page views
 - Burlington Woods Hiring Fair had 311 page views

County Jobs Portal

- Continue to post opportunities to the County website
<http://www.co.burlington.nj.us/Jobs.aspx>
- There are over 850 *live* job opportunities, not counting County Job openings.
- Many employers have found success and have requested the post be removed.

LinkedIn

- 208 connections
- Post for *Running a Profitable Company* had 16 impressions since yesterday.
 - Impressions are views when the content is at least 50% on screen for at least 300ms or when it is clicked, whichever comes 1st.

III. Outreach Initiative to Business using SurveyMonkey - Barbara

- Constant Contact has been reinstated. A campaign has not been created; Barbara/Kelly working on end of the program year close outs. Need to have positive closure by 6/30.

IV. Round-the-Room

- **Rob** – Hosting more Small Business events at different locations. For July, *Running a Profitable Company* will be at the Evesham Library on July 12th from 10Am to Noon.

September will be at the Senior Center in Willingboro; partnering with TD Bank. TD Bank has their own trainers to come out for sessions. Economic Development looking to host sessions such as *How to make your business more profitable* and *How to create a business plan for a small business*. The focus is on smaller businesses, because they generally will work harder to retain staff than larger businesses, who might choose layoffs.

POSSIBLE: first week of August for a Burlington County Networking Event; for all size businesses. This is like a Chamber event, but this will be Free. There will be tables and coming out to network with other businesses. Transitioning people from the Zoom world to the real world

Burlington County officially joined the South Jersey Film Co-Op; joining Camden, and Gloucester. Starting to build some momentum. Production Assistant is almost like contract work but once a person gets "in", they wind up doing other engagements. On one month here, one month there.

- **Nick** – Lockheed in Moorestown received a large contract for the Vertical Launching System from the US Army on May 30th. \$650 Million over 5 years. Work that used to be performed in Baltimore will now be done here in Moorestown. Contract brings lots of work. A big ramp-up will be in manufacturing needs; specialized work, i.e., tech, high-level production, quality control.

Great from a new hire as well as an upskilling perspective; customized training(?). Lockheed is continuing to expand the relationship with RCBC around hiring for positions. Expanding on their 2-year hires of engineering students' helpers. Should set up a meeting with Bob Regensburger to discuss what is needed and what the dialog surrounding RCBC. It is worth getting an update from Bob as to where these engagements have occurred. Also trying to help RCBC highlight their work at a national level. Mostly production-level positions, folks can be trained for this, talk to potential training opportunities with Bob about this. Will need to likely do external training for folks with their limited resources. Will organize through Kelly/Rob.

<https://www.afcea.org/signal-media/navy-awards-contract-mk-41-vertical-launching-system>

- **Kelly** – The office is EXTREMELY busy. Currently monitoring all program vendors for Program Year 2022; WorkFirst NJ and Youth. All training providers have been completed.

All WDBs are mandated to do both a Local and Regional plan every 4 years. Our Local Plan is completed; the 30-day comment period ended on 6/14/2023; no comments were made. Plan sent to the Commissioners for approval; date for Resolution is June 28. Plan due June 30th to State Employment and Training Commission.

Finished competitive procurement for One-Stop Operator – Award was announced at Commissioners meeting this month. Youth Programs and Services also complete – award announced after June 28th Commissioners meeting. The Career Services Provider was bid twice, and both times the provider missed the mark. Since the same provider responded, Kelly can now enter negotiations with the provider to give explanation of what is required and what is unnecessary.

Ongoing audits and monitoring; fiscally, programmatically, etc.

Extremely short-staffed.

- **Jim** – Some opportunities for employment. Lumberton Distribution Center has a 2nd and 3rd shift manpower shortage. They were lenient about policies just to fill spots, but that is now changing. CVS has an Attendance Policy and Hygiene Policy. Huge issue with cannabis - you can't come into work smelling like marijuana. Haven't had to deal with these types of issues in the last three years. Similar issues with pharmacy techs on the retail end. Heading into flu season; pushing flu shots, COVID vax, and shingles shots. The retail side is not hurting as much as the distribution side. They do not test for cannabis (generally, with some exceptions) for many of these positions. Controversy about "medical marijuana" card... can't tell an applicant yes or no definitively. A medical adjudicator reviews paperwork and decides.

Meeting Adjourned: 9:45 AM

Next Meeting: **September 28, 2023, at 9:00 AM via Zoom**