

## Minutes from Business Engagement Team

### Virtual Meeting

**Meeting Date:** Thursday, September 22, 2022

**Scheduled Time:** 9:00 AM – 10:00 AM

**Attendance:** via ZOOM

#### Attendees:

Rich Temple (Chair) – Deborah Heart & Lung

Jon Sharp – HIG

Carl Donato – Wawa

Rich Temple (Vice-Chair) – Deborah Heart & Lung

Rhonda Jordan – Virtua Health

Christen Heather Mauk (for Leslie Reis) – CVS Health

Nick D’Antonio – Lockheed Martin

Rob Wells – Burlco Economic Dev.

Craig Jez - NJDOL & Workforce Development

Barbara Weir – WDB, Staff

#### Call to Order – Rich Temple, Chair

Meeting called to order at 9:03 AM.

#### I. Remarks Re: Post-Summer Re-Engagement

Rich made some remarks to bring the team back after the summer and get everybody back in the groove with the Committee’s mission.

#### II. Introduction of New Members

– Welcome to the Team –

- Nick D’Antonio – Lockheed Martin
- Rob Wells – Burlington County Economic Development

#### III. Engage/Guide by Cell Update

Barbara reported on all engagement tools.

- 26 pages have been created for Job Seekers under the Career Opportunities category and 20 under the Job Seeker Toolkit of our Guide by Cell tool.
- Connect with Engage by Cell for important notifications: or the program can provide me with a name and number so I can add them (this will give me the ability to send a direct message to specific group, per the program)

- Text **WDB AJC to 56512** **174** subscribers
- Text **WDB ABE to 56512** **7** subscribers
- Text **WDB Youth to 56512** **38** subscribers
- Text **WDB WFNJ to 56512** **82** subscribers
- Text **WDB RCBC to 56512** **71** subscribers

- Text **WDB Careers to 56512**                      **132** subscribers
- We have 545 subscribers receiving text blasts: up from 380. Since May, 30 new text blast announcements have been issued.
- We had 2,817 visitors and 6,871 page views.

**County Jobs Portal:** Over 430 jobs have been posted on the County Jobs Portal ranging from entry-level to certificate level employment. There are 150+ open County Jobs.

**Constant Contact:** 1,965 subscribed. Job Center Campaigns have been sent monthly to UI claimants since June. 60% open rate

**airSlate:** Is a paperless system with the ability to capture electronic, legal, and binding, signatures. The WDB has successfully processed Agreements with 12 Eligible Training Providers. There are additional vendors currently in the approval process. Our Job Center staff utilizes airSlate to issue Individual Training Accounts and Support Needs Worksheets for customers seeking training programs. There is additional usage between WDB and Vendors to ensure participation of customers for fiscal purposes. This method has reduced the use of paper significantly and has sped up the time it takes to solidify an agreement.

**LinkedIn:** 181 followers

The WDB has appeared in 70 plus searches in the past 30 days, gained 8 new followers, and our posts have 2.1K post impressions (meaning someone looked at the post for more than 30 seconds).

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**Christen** inquired about the possibility of training employers through Engage by Cell. Short answer is yes. Any type of applicable training can be created on a page under the Business Toolkit, then a short text blast can be sent specifically to employers. The interested employer can click the link within the message, which redirects to the page with directions on meeting link, etc. **Craig** asked for a few moments after the meeting to discuss types of trainings employers, such as Christen, are looking for. **Craig** noted the State can offer needed trainings.

**Barbara** announced on Friday, October 28<sup>th</sup> members of the community will have the opportunity to meet with attorney's regarding getting their record(s) expunged at the Expungement Clinic. This is a Free Service and a Free Event. The WDB has been asked to recruit employers, offering second chances, to attend for the Job Fair portion. The Clinic runs from 10AM to 6PM; to alleviate the amount of time an employer would be out of the "office" the thought was to have 5 employers at different times, i.e., 11Am – 1PM, 1PM – 3PM, and 3PM to 5PM. If **you** are interested in attending, please email Barbara or you can wait until her email plea is sent. **\*\*\*Flyer will be emailed**

**\*\*\*UPDATE on EMPLOYER TIME:** Immediately after the meeting it was requested to have only 2 employer times, to reduce disruption. The new times are **11AM to 2PM and 2PM to 5PM.**

**Barbara** asked employers (from this committee and the Full Board) to think about offering their business to host an educational tour to approximately, 5 to 10 youth from the WDB Youth Program. Youth receiving services through the Aspire Youth Development Program visited the CVS Distribution Center in Lumberton. It was very successful day in that youth were given an overview of the company and career pathways with supply chain/warehouse/logistics. Both **Heather** and **Rob** attested to the success of the day. **Heather** reported receiving three applications, and noted two offers were made, the third went to a different location. A couple of employers on the call expressed interest.

#### **IV. Ongoing Outreach Initiatives to Business**

In addition to the tools the WDB uses to capture employer and job seeker attention, **Rich** asked what more can this Team do to engage Employers?

Rob suggested hosting Listening Tours via zoom for employers, do by segment/career pathway, to get a pulse on the following:

- a) What do you need from us (i.e., the WDB)?
- b) What are new needs/old needs that require being addressed?

**Can we do a survey?** Yes, we can issue a survey to employers to capture interest in this call to action. What is needed to issue a survey through Constant Contact.  
(HOMEWORK)

- Think of the questions you want to ask within the survey.
- What segments do we want to focus on first?

#### **V. Round-the-Room**

- Christen announced her role as Business Advisory Rep with TAB Consultant. She stated she will have the ability to connect with businesses.
- Carl announced with 7 years' time, Wawa will have 900 new stores, in NC, TN, VA, FL etc., with more coming the NJ area also. Last week, Wawa hired a Special Staff Team Member dedicated to supported employment. This much needed position will help with on boarding and employment questions, that management team members may not be aware of.
- Rob is diligently working on getting the Economic Development Office back to business. Connecting with small businesses who don't know what to ask and where to go for help.
- Jon reported the success of new hires but is finding he is competing with counteroffers from other organizations. Two offers made, but essentially declined to accept another offer. So, he his search to hire two more staff people will continue.
- Rhonda reported the volumes are strong, and like Jon, finding the counteroffer competition is strong. Workforce is and has been a challenge for Virtua. Losing money marketing opportunities and bonuses, etc. Closed the Health and Wellness Center in

Camden Co. Burlington has already closed. Seeing a drop in membership, too costly to keep it in operation. Both Burlington and Camden are solely being used as patient care offices.

- Cheryl offered praise to Virtua and their COVID screening process. Announced October is Disability Awareness Month... the Division of Vocational Rehabilitation and JEVS (Jewish Employment and Vocational Service) will host **2022 NDEAM Employer Recognition and Job Fair** to celebrate Disability Employment Awareness Month. Employers are welcome to attend. During the event, both employers and individuals will be recognized for their hard work and dedication to individuals with disabilities. The Event is free and will be held at Camden County College from 9AM to 2:30 PM. A continental breakfast and lunch will be provided. **\*\*\*Flyer will be emailed**
- Craig working on virtual hiring events. Not seeing much of a Seasonal Hiring spike yet.

Meeting Adjourned: 10:01 AM

Next Meeting: October 27, 2021, 9:00 AM