

## **Burlington County Workforce Development Board**

### **Business Engagement Committee Notes**

**Location: Virtual Meeting (Zoom)**

**Thursday, February 24, 2022**

#### **Attendees:**

Rich Temple – Deborah Heart and Lung  
Jon Sharp (Chair) – Hardenbergh Insurance Group  
Carl Donato – Wawa  
Craig Jez – NJ Department of Labor  
Kelly West – WDB/AJC, Director  
Zahirah Sabir – WDB, Staff  
Leslie Reis – CVS  
Rhonda Jordan – Virtua  
Barbara Weir – WDB, Staff  
Anna Payanzo Cotton – RCBC/ WDI (NVM)

#### **Call to Order – Rich Temple**

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

#### **Committee Updates:**

##### **“Homework Assignment” from Last Meeting**

- Collectively discussed how to increase the number of subscribers on Engage by Cell and LinkedIn page
- Zahirah mentioned outside events and encourage community events
- Rich Temple and Zahirah considered collaterals with possibilities of brochures and updated printed materials
- Kelly West mentioned setting up Constant Contact to deliver newsletters to the Job Center customers, employer partners, and WDB members
- Rich Temple voiced collaboration upon Chair committees for the WDB
- Published QR codes are in the lobby for job information and updated class information (Created by Barbara Weir)
- Rich proposed a provoking idea of promoting QR codes on transportation services

### Review of Minutes from Previous Meeting/ Career Fair– Barbara Weir

- The Career Fair Event is scheduled for 3/24 with **17** labor unions, construction businesses and other trade businesses looking for employees
- Information was blasted and targeted to Engage by Cell subscribers and promoted on LinkedIn

### RCBC – Anna Payanzo Cotton

- Discussed wanting to recruit RCBC Nursing students
- Planning an **Experimental Learning and Seasonal Hiring Event**
  - Scheduled for April 28<sup>th</sup>
  - Set for 11AM-2PM
  - Located at RCBC Mt. Laurel campus
  - Includes internship opportunities, undergraduate research focused, and project based
- Released **High School Quick Step Program**
  - Focuses on **Career Credential Training** offered to seniors in high schools
  - Permits students to obtain Culinary certifications, Supply Chain Management certifications, and CompTIA certifications
  - Integrated to allow credit to fulfill career advancements
  - Received grant funding this year
- Launch of on campus café
  - Managed by and employing students for part of their experiential learning.
  - Announced RCBC to be the first community college to be hosting Saxby's
- Announced Corporate Training
  - Partnering with organizations to teach essential skills such as customer service, time management, and emotional intelligence
  - No cost to the employee or institution
  - Scheduled to be cohort based and open enrollment based
  - Announced new Career Services Manager: Sofia Abreu

### Engage by Cell – Barbara Weir

- **98** followers on LinkedIn
  - The WDB receives **100** credits each month through Barbara and Zahirah's LinkedIn accounts which is used to invite individual connections
- **20** associations and partnerships on Engage by Cell
  - Collaborating with **25** plus businesses to push out information sessions, etc.
  - **110** subscribers (AJC)
- Conducting hiring events for Security Officer, CNA events, and more information sessions
- Diligently working on revamping the WDB page on the county website

### ROUND THE ROOM

#### Metrix Learning- Kelly West

- Presently **880** registrations for free Metrix training.
  - Almost **1200** courses complete in **236** different pathways
  - Each month, at least **100-200** people registering
- Working on the costly testing fee aspect of the free training

#### Carl Donato - Wawa

- Actively seeking people for the shore by releasing new advertisements
  - Customer Service and Fuel Associate needs
- Open career fairs for **3** locations in Burlington County
  - Scheduled for April, Every Tuesday and Saturday

#### NJ Department of Labor – Craig Jez

- Recapped **Return and Earn** explaining money there and money to be had
- Mentioned **100** or less employee cap
- Restructuring of in-house employees
- Resolving UI issues from rapid response people

#### Jon Sharp - HIC

- Actively hiring and impressed by number of resumes received

#### Virtua – Rhonda Jordan

- Continuing to hire
- Proclaimed over 1200 openings
- Enthusiastically networking with Barbara and Anna for hiring nursing students
- Working with **Medical Technology Program** at Rowan

#### CVS – Leslie Reis

- Reported reduction in the amount of COVID vaccines- moving people around, paused on hiring
- Shifting people in the right roles
- Held meeting with Zahirah March 10<sup>th</sup>- acquired resources to add to South Jersey and members of the team to be present for Youth program

#### WDB - Zahirah Sabir

- Discussed planning for partnering with Business Engagement and Youth Investment Council to address employment needs of youth and business

#### General Discussions/ Announcements:

The group discussed the potential of an in person happy hour meeting in April.

Meeting Adjourned: 9:51 AM

**Next Meeting: April 28, 2022**