

Burlington County Workforce Development Board

Business Engagement Committee Minutes

Virtual Meeting (Zoom)

Thursday, April 28, 2022

Attendees:

Rich Temple (Chair) – Deborah Heart and Lung Center

Jon Sharp– Hardenbergh Insurance Group

Zahirah Sabir – WDB

Leslie Reis – CVS Health

Barbara Weir – WDB

Anna Payanzo Cotton – RCBC/ WDI

Christen Morgan – formerly InterMed

Kristi Howell – Burlington County Regional Chamber of Commerce

Cheryl Casciano – Division of Vocational Rehabilitation Services

Michelle Martin – Rowan College at Burlington County

Call to Order – Rich Temple

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

Committee Updates:

Review of Minutes from Previous Meeting

- Zahirah attended her first in person affair for Burlington City High School
 - Announced hosting of a trade fair with their students to encourage students to learn about utilities and labor
 - Encouraged students to subscribe to the youth version of Engage by Cell
- In the process of ordering collaterals to increase numbers within the outreach programs
 - Working with Kelly to update materials to enhance attraction and display colorful infographic
- Barbara confirmed access to Constant Contact
 - Facilitating newsletters, emails, campaigns, etc.

- Barbara mentioned our inclusion to *Civic Ready* another digital tool to inform the community on careers. Found on the County Webpage button at the bottom of home page, *Civic Ready* - orange hyperlink to sign up for emergency alerts by town
 - Messages like the ones used with Engage by Cell can be sent through Civic Ready
 - Legally not allowed to replicate the list from Engage by Cell and put them into Civic Ready
 - **3** subscribers with Civic Ready
 - The County received a Homeland Security Grant to implement an alert system for all County towns. Civic Ready will save town funds from using Nixle Alerts. Some towns have not switched over so they will not be listed.
 - Delivered messages utilize flexible platforms: text messaging, emails, and voiced
 - Text messages still capped at **160** characters
 - Emails: No length requirement
 - Voiced: Completed by a Robo person, transcribes written messages
- Barbara reached out to contact with Engage by Cell to see about QR codes to promote product. We now have a QR code for every secondary key word [i.e. Youth, AJC, etc.].
- Update on Engage by Cell subscribership
 - **130** AJC subscribers for Engage by Cell [previous month 106]
 - **37** Youth subscribers for Engage by Cell [previous month 11]
- Emailed a colleague regarding the possibility of posting QR Code on County Transportation Service to broaden promotion.
- Recapped LinkedIn
 - Increased search appearances
 - **77** search appearances
 - **103** followers
 - Engagement rate is **4.5%**
 - **201%** impression rate - when someone looks at our post for at least 30 seconds on the screen
 - Administrators of the LinkedIn page receive 100 credits to farm out to personal contacts. Zahirah issued out **90** credits, Barbara issued out **8** credits. If the invitee accepts, the credit used is restored. Credits cannot be rolled over but are replenished monthly.

Career Fair Updates

- Barbara announced **16** labor and utilities were in attendance; only one needed to cancel
 - Discussed making this annual
 - Late February or early March
- **25** people come in
 - Everyone walked out confident or reassured
 - Barbara will conduct a follow up via email
 - Barbara seeking to host additional Career Fairs: Manufacturing/Supply Chain, Transportation/Logistics/Distribution, and Health Care before the end of the year
- Rich Temple announced Career Events at the Rowan College at Burlington County from 11 AM -2 PM today at the Student Success Center
- Coming up on May 18 at Atlantic Shores: Off Shore Wind Events A panel discussion on Energy industries and business and educational opportunities for jobs Solar panels, wind turbine
- Next Meeting in person. Culinary School in Mt. Holly- Michelle Martin will check

'Round-the-Room'

Christen Morgan

- Announced that she resigned from her position with InterMed on April 1st
- Possible opportunity to work with the **Alternative Board Franchise** This Fall
- Ready and willing to assist companies with growth

Zahirah Sabir

- Placing a policy in front of the Board specifically for youth to identify youth who are unresponsive or decided to opt out of services. A vote in the next Workforce Development Board, Friday, May 13th meeting will be consumed for auditors.
- Per Kelly West's direction, a newsletter will be released to advertise what we have going on such as resources, labor services, UI resources.

Cheryl Casciano

- Reflected on her experience of the Career Fair
- Conversed with recruiters and collected business cards

- Recently visited Scrub Daddy as they were on Shark Tank. Always seeking new employment opportunities for people.

Kristi Howell

- The Chamber on Monday, 5/2/22 will be honoring great companies
- Announced Wine Tasting approaching Thursday, 5/5/22
- Reported full staff plus back to work
- Recognized an internship grant for the summer and one of the recipients rewarded \$3,000 from New Jersey college. Chamber members taking advantage of this program.

- Zahirah proposed a question about the *Info Hub*
- Michelle explained the *Info Hub* converted its system July of last year. Centered to how to manage Chamber membership and how you interact with news as Chamber.
- Recognized a new feature, *forms*.
- *Forms* entail chat rooms for members to release new information

Leslie Reis

- Proclaimed Heart Month is in May
- Shared a flyer of some free services – Free voucher for individuals to take part in free screening *May 8-14th* at Minute Clinics for health screenings.
- Schedule online or walk in person with a bar code
- Barbara will share with the Human Services Advisory Council and the County Health Department. She will also create a page on the mobile app for a message to be pushed out to subscribers

Michelle Martin

- Announced *Startup Stars*- pitch contest similar to Shark Tank in mid-September
- Explained this event allows business ideas and showcase their talents: Enterprising people
- Flyers will be sent out
- Recapped *High School Quick Step Program*- training in IT, Culinary, and Supply Chain Management

- Grant funded for high school juniors, seniors, and recent grads.
- First class CompTia will be launching next week- full class
- Culinary Arts will start in July and Supply Chain Management. Grant is valid until September 2023.

General Discussions/Announcements:

The group collaboratively discussed potential places for an in-person meeting. Michelle Martin will inquire the Culinary School in Mt. Holly.

Rich Temple announced Career Fair at the college on 4/28/22 11-2 at the Student Success Center.

Michelle Martin discussed upcoming event on May 18 at Atlantic Shores.

Off Shore Wind Events: A panel discussion on Energy industries, business, and educational opportunities for jobs. Also, includes solar panels and wind turbine. Michelle will email the group flyers of all the upcoming events.

Meeting Adjourned: 10:01 AM

Next Meeting: May 26, 2022