



Supporting the Development and Retention of a World Class Workforce

Robert Weil, Chair

Jeffrey S. Swartz, Executive Director

**BUSINESS SERVICES REPRESENTATIVE MEETING
MINUTES**

THURSDAY, MARCH 11, 2021 2:00PM (ZOOM CONFERENCING)
1111 MARLKRESS ROAD, SUITE 101, CHERRY HILL, NJ 08003

ATTENDANCE

	Members	10-Sep-20	8-Oct-20	12-Nov-20	10-Dec-20	14-Jan-21	11-Mar-21
Bennett, Ryan	Trusit Bank				X		X
Boyle, Jim	NJ Dept. of Labor				X		
Cardwell, Larry	Pennsauken Township			X	X		X
Casciano, Cheryl	Nj Dept. of Labor				X		
Cerrito, Vincent	Ray Angelini, INC.						
Cirii, Frank	Local Area Operations Director, CCOSCC	X	X		X	X	X
Connors, Kristi	NJDVRS						
Deitz, Jeff	NJDVRS						
Forman, Lois	Jewish Family & Children's Service		X	X	X		X
Goodman, Steve	Reginonal Development Dir. YMCA						
Hanna, Kaina	Camden County College						X
Hejlek, Joe	KIPP New Jersey		X				
Iannuci Cappello, Susan	Camden County College	X	X			X	x
Leonetti, Mike	Manager, NJDMV		X		X	X	
McCormick, Carol	Camden County College, Business Services	X	X	X	X	X	x
McLaughlin, Margie	The Salvation Army		X		X		X
O'Hara, Ricky	DOL, Ventures	X		X	X	X	
Page-Soncrant, Jeanne	NJ Dept of Labor, Business Service Rep.	X	X	X	X	X	X
Regensburger, Robert	Lockheed Martin	X	X		X	X	
Russomanno, Salvatore N.	Applied Enterpises, LLC						
Shafer, Derena	Camden County College						
Sinclair, Nidia	Camden County One-Stop						X
Snyder, Billy	Pennsauken Public Schools						
Veneziani, Jennifer	Business Outreach, LWD, DVRS						
Swartz, Jeffrey S.	WDB	X	X	X	X	X	X
Varallo, Kathleen	WDB	X	X	X	X	X	X

WELCOME

Jeffrey S. Swartz, Executive Director, WDB, welcomed attendees to the Zoom meeting and asked for roundtable introductions. The Team reviewed the minutes from the meeting January 14th meeting. Jeff asked for a motion to approve the minutes. Lois Forman made the first motion; Jeanne Page-Soncrant made the second motion. By unanimous vote to the affirmative the motion was carried, and minutes January 14th, 2021 were approved.

Overview of the purpose and work of the Business Service Team. (BSR)

One of the best tools to help us determine the focus of the Workforce Development Board (WDB) is the input we get from area employers, in terms of who they are hiring, their job requirements, what certifications they may require, and hiring trends they forecast. This committee is one of the vehicles we use to help achieve the goals of the WDB. Many of the participants in this committee have been in business and are now in areas of workforce development related to the needs of employers. They are out day to day, talking with employers, jobseekers and individuals gathering information about the community's workforce needs. This information has helped us create job training programs that result in employment opportunities. This effort helps to fulfill our mission. We meet monthly and talk about employers that are hiring and how we can best serve them, new projects coming into the county and training programs we should be running in the future. This meeting also helps to make sure we are aligned with local and state public policy. Friends and colleagues in private sector business are always welcomed to join this committee as well.

BUSINESS SERVICE TEAM UPDATES

Jeanne Page-Soncrant, Business & Employer Services, NJ Department of Labor, serving Camden County, reported the state BSR teams are continuing to work remotely and to participate in the Job Matching program. This initiative, as mentioned in past meetings, includes pulling job candidates streaming into the AOSOS system and matching them to jobs posted to the New Jersey Labor Exchange Job Board (NJNLX). She and Ricky O'Hara, Veteran's Service Rep, (Five Southern Counties) are continuing to pull jobs that are streaming into the system from employers and match candidates to those jobs. As mentioned in prior meetings, the Employment Services Team, DOL, is also participating in this effort. The BSR's pull as many potentially qualified candidates as possible for those jobs and email the jobseekers. Jeanne said Camden County is a very busy territory for employer outreach and many employers are being referred to us for services.

Jeanne reported that over the last four months the BSR's are helping with virtual job recruitments. There were two in November, none in December, and now they are starting to pick up again. Jeanne developed an MS Forms registration process. She said there is a lot of work involved with setting up each event registration process. The details of which can be explained as requested. She said it is helping us to track participation and create a spreadsheet of jobseeker information that can be shared with the employer. The registration process helps us to gather certain information from the candidates, send email reminders about the recruitment, and follow up with the participants after the event. The first virtual event hosted this year was held yesterday, March 10th for the Student First, Bus Company recruiting for Bus Drivers. Jeanne thanked Ricky O'hara and Kathleen Varallo, Administrative Assistant, WDB, for helping to check-in participants and post DOL and State information in the Chat bar as presented during the recruitment. The employer was very happy with the outcomes. There were about 52 jobseekers on the call. She said 150,000 prospects throughout the tri-county area were notified about the event, of which, 410 registered. She helped the employer create a strong presentation for these good paying school bus driver jobs. The jobs include paid training for a career path toward obtaining a CDL-B driver's license. The wage-earning potential is approximately \$20.00 per hour for up to 32 hours per week. Jeanne said she used an MS Forms platform to create the registration and tracking information. She said the virtual format is helping the BSR division to change the way we deliver services and giving us the opportunity to gain a lot more information about the candidates. The follow-up information can be sent to ES, the county, and to the employer. Kathleen said Jeanne did a great job at the beginning of the info session explaining all the career services offered in Camden County and we posted the information and links in the chat.

Lois Forman, JFCS, said she is working with the Gloucester County WDB and they purchased a virtual platform where they can host virtual job fairs with multiple employers. She asked if Camden County has the same type of capability. Jeanne said the county and economic development purchased that platform. The Department of Labor does not have that type of platform yet. The State BSR's are focusing on one-employer types of events. Jeanne said it would be up to Camden County or the WDB to purchase that type of platform.

Margie McLaughlin, Camden Kroc Center, said the Kroc Center will be hosting an outdoor Job Fair on Thursday, April 15th 9:30am-12:30pm. It is open to employers in the local area. She said the usual goal is to obtain at least 30 employers for the event. The Kroc Center hosts two job fairs per year. She will share the information for distribution among the team. Lois said she would be happy to post a flyer on the JFCS job board. Jeanne noted there is a calendar for Job Fairs on the DOL website and employers are welcomed to submit entries to the site. There is a short form to fill out online. Follow the link to submit Job Fair to Calendar at NJ Career Connections

https://lwd.state.nj.us/formsapp/form/248?_ga=2.52213229.577398064.1618246994-916194394.1599050787

Jeanne also informed the team she is connecting with Lions Gate, a continuing care community, about hosting another virtual recruitment for RN and CMA's. She will use the same MS forms format. The event is scheduled for Tuesday, March 30, 2021. She will send the flyer around for promotion.

Jeff asked Jeanne to offer thoughts on what she is hearing from employers about hiring, opening, training or other types of supportive services. Jeanne said most employers are looking for help with hiring. They want to get their jobs posted. Jeff asked and Jeanne confirmed that many candidates are being sourced from the unemployment system. She said there were approximately 1.5 million people on unemployment last year and many remain into this year. She and Ricky are sourcing to match job skills of a broad range of candidates. She said they also note the option of sharing or referring the opportunities with their friends. Some candidates may be unemployed or employed and still seeking a job. Jeff noted the state's new career website listed on the meeting agenda. Follow this link to the New Jersey Career Services Website <https://www.nj.gov/labor/career-services/>

Jeff also said the reason he asked about employer needs is that he continues to meet virtually with WDB Directors from around the state and they have been discussing a program called Metrix SkillUP. Some local areas paid for the licensing to offer free online trainings to customers in their local area. Since the initiative has been successful, the State has decided to pick up the cost for all counties and offer the program statewide to all residents for a period of eight months. Participants will be able to brush up on office skills and take some online training that may lead to credentialing. He said this might be a very good service to offer to employers to help up-skill their current workforce. There will be more information forthcoming.

REGIONAL ACTIVITIES

Jeff reported Camden County and Atlantic County will be starting the Line School Training in April at the Anthony Canale Training Center in Egg Harbor Township, NJ. He said we are still in the process of finalizing details of the equipment and contract with Atlantic Cape Community College who will be conducting the training. The local area has two cohorts waiting for this training from 2019 and 2020 so it was decided not to run the other program this year until these two cohorts finished their training. Jeff said we will begin recruiting for 2022 later this year, in the meantime, candidates can be referred other counties who are conducting the WISE and GIE Math Courses this year. ACE approved this action.

Jeff reported he is continuing to participate in the Camden Works Initiative bi-weekly call. The project is seeing many successful job placements. He reminded the team that Kris Kolluri, CEO, Coppers Ferry Partnership, will be the featured speaker at the next WDB Quarterly Meeting on Wednesday, March 24th. He will be showing a compelling Camden Rising Video and speaking about the Camden Works successes since its inception. He encouraged attendees of this meeting to contact the WDB Office if they did not receive an invitation to the Quarterly Meeting.

Jeff reported meetings are continuing monthly with the State Employment and Training Commission (SETC) WDB Directors and Garden State Employment and Training Association (GSETA). It was decided at the GSETA March Board meeting to cancel the GSETA Employment and Training Conference, October 2021. The Executive team elected to offer multiple trainings through the GSETA Institute during the month of October. It is planned to offer a series of virtual trainings similar to what would have been offered in-person at the live event.

Jeff also reported the WDB Directors were joined on a call with Michael Blatt, State Director, Apprenticeships, the Federal Department of Labor, where he explained the differences between state and federally recognized apprenticeship models. There will be a big focus on developing these types of opportunities in non-traditional occupations. These apprenticeships will follow the states list of in-demand occupations especially in the healthcare industry which is a major employment sector in the local area.

CONSORTIUM & INDUSTRY PARTNERSHIP UPDATES

Jeff reported the Prologis Pilot Training Program is going well. The pilot program initiative is being sponsored by Prologis, which is a national leader in transportation, distribution, and logistics. The free online 20-hour pilot training program was created by a company called JFF. The goal of the program was to recruit 800 participants in Phila, and New Jersey for jobs with such companies as Amazon, FedEX, Nation Freight and others. The program ran through the end of February 2021. There were over 1400 participants signed on as of the end of the month. Some were completed and some are still going through the online training modules.

BUSINESS & COMMUNITY UPDATES

JFCS JOB BOARD

Lois Forman, Jewish Family and Children Services, (JFCS) reported the JFCS tri-county job board continues to grow. The agency is also featuring a job of the week on their website. Follow the link for more information: <https://jfcssnjobs.org/> It is also growing in the variety of postings from entry level to higher skill level jobs. Lois said she has been doing more outreach in Gloucester and Burlington Counties with such employers as Rowen College of South Jersey and RCBC. She mentioned a displaced homemaker program as well. JFCS wants to offer services that will help individuals increase their skill sets and become competitively employed. She encouraged the team to forward information JFCS can add to their bank of resources to the community.

Frank Cirii, Local Area Operation Director, CCOSCC, reminded the team that the One-Stop is open and is accomplishing virtual and by-appointment services. He referred to the Camden County and WDB website which posts a directory of virtual services. The County posted a Spanish version of the video orientation of services to their website. Staff is also preparing implementation of DocuSign to expedite form signatures more efficiently online. There is a video orientation of service posted to the county site and includes information about all partner services. Follow the link for more information.

<https://www.camdencounty.com/service/employment/job-training-placement/>

Lois asked for a contact that could serve ex-offenders. Frank said there is no one person. All One-Stop Counselors can address the needs of previously incarcerated individuals.

Ryan Bennett, Truist Bank, reported the Bank's merger from BB&T is still in process and will be completed by 2022. She offered Financial Wellness classes to the team and their contacts. She will invite other members of her team to join the meeting. Truist Bank will be hosting a "Bank on Your Success" program on March 31, 2021.

Larry Cardwell, Director Economic Development, Pennsauken Township, reported there is a good flow of businesses moving into the township including Scrub Daddy, a company nationally recognized on the TV show Shark Tank. The team discussed ideas for hiring at those businesses once they get settled into the local area.

Margie McLaughlin, Salvation Army Kroc Center, reported the Center is gearing up for hiring staff for their summer camp program which will run in-person this summer. She said the program will be run a bit different with social distancing and CDC safety protocols in place. Counselors will be hired at 18 years or older. They will also be hiring instructors, supervisors, and lifeguards. She noted the lifeguards will be required to take a swim test but will receive training. These candidates can be 16 years of age or older. She said that Cooper is offering COVID vaccines at the center. She also noted the job fair as mentioned above. Margie said the Kroc Center is experiencing challenges to hiring. Some individuals are hired and do not show-up. Jeff said the WDB will be submitting a proposal for a Summer Youth Employment Program. It has not been announced yet. Margie said she would be happy to host some youth as in past years.

Kaina Hanna, Camden County College, reported the college is applying for several grants that will support training programs in such employment sectors including HVAC and Healthcare. The College is completing some training cohorts in Healthcare.

Carol McCormick, Camden County College, reported the college is working with some local offices regarding apprenticeships in healthcare positions. She was happy to announce one successful placement of a participant who completed her CMA at Camden County Technical. Carol said they are also working with HopeWorks Camden to provide training for some healthcare and medical coding jobs. The College is also working with the Center for Family Services and the New Jersey Department of Health on a GAINS grant funding 130 hours of training for career paths as a Community Health Care Worker. The program is online and begins on March 23rd. The College conducted a pre-apprenticeship boot camp training for career paths in Manufacturing. The program ran from November 2020 through January 2021. There were 7 graduates to the program, one of which is moving on to continuing education. The College will be offering another manufacturing boot camp starting in June 2021. It will be promoted to students graduating from high school as it is a requirement of the program. Susan Iannucci, Camden County College added she will be sending information about an Information Session to learn more about the trades program.

Jeff thanked everyone for attending and encouraged all to send any information about hiring or training events to the WDB for sharing.

NEXT MEETING

Jeff reminded the team the next WDB Quarterly Board of Trustees meeting is scheduled for Wednesday, March 24th @8:30am via Zoom Conferencing. Kris Kolluri, CEO, Coppers Ferry Partnership, will be speaking about the Camden Works Initiative.

The next Business and Outreach Team meeting is scheduled for Thursday, April 15, 2021, 2:00 p.m. This meeting will be conducted via Zoom conferencing. Jeff thanked everyone for attending the meeting.

Submitted by,

Kathleen Varallo,

Administrative Assistant, WDB