



Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Robert Weil, Chair

OPERATIONS COMMITTEE MEETING

APRIL 11, 2019

1111 Marlkress Road, Cherry Hill, NJ 08003 (Draft)

ATTENDANCE

Member	11-May-18	8-Jun-18	13-Jul-18	14-Sep-18	18-Oct-18	9-Nov-18	14-Dec-18	11-Jan-19	8-Feb-19	8-Mar-19	11-Apr-19
DeBaere, Gregg T., CHAIR											
Clark, Jeffery	X	X	X	X	X	X	X	X	X	X	X
Cirri, Frank				X		X	X	X		X	X
Connors, Kristi				X		X	X	X	X	X	X
Deitz, Jeff			X	X	X	X	X	X	X	X	X
Docherty, Joan					X	X	X				
Friedman, Joshua A.				X	X	X	X				
McFarland, Salama										X	X
Medina, Connie										X	
Regensburger, Robert			X	X	X					X	
Sinclair, Nidia						X			X	X	X
Thorn, Thomas					X	X					
Weil, Bob	X				X	X		X	X		X
Swartz, Jeffrey S.	X	X	X	X	X	X	X	X	X	X	X
Williams, Leslie J	X	X	X		X	X	X	X	X	X	X
Varallo, Kathleen	X	X	X	X	X	X	X	X	X	X	X

WELCOME

Chair Gregg DeBaere called the meeting to order at 9:06am, welcomed attendees and asked for round table introductions. Gregg thanked the committee for their time and efforts over the last few weeks reviewing and writing contributions to the local plan modification 2019.

• ONE – STOP & WDB CERTIFICATION

Leslie Williams, Comptroller, WDB, reported that all documents for the WDB Certification, as required by the State Employment and Training Commission (SETC), have been reviewed and accepted. The WDB passed all points of requirement and has been approved for certification. The WDB certification will be awarded at the next SETC Board meeting on Thursday, April 18, 2019 at the New Jersey Law Center, New Brunswick, NJ. Bob Weil, WDB Chair said he would attend that meeting with Jeff.

Leslie also reported that the WDB is moving on to finishing the One-Stop Certification process. Documents for this certification can be sent to the SETC as completed. The WDB is about half way through sending the required documents. All required documents are due to the SETC by June 30, 2019. She said that Theo Primas, WDB Program Evaluator, is completing the One-Stop Evaluation or Monitoring report. She contributed her input to the fiscal part of that document.

• ONE-STOP AND YOUTH ONE-STOP (YOS) UPDATES

Gregg asked for an update to the discussions of a move of the One-Stop Career Center. Frank Cirri, Local Area Operations Director, reported that Camden County Improvement Authority is

in charge of negotiating the lease for a temporary facility at 131 Woodcrest Road, Cherry Hill, to house the One-Stop Career Center and partners. The One-Stop will probably not have access to the building until sometime in May, 2019. Hugh Bailey, Assistant Commissioner, LWD, is representing the Department of Labor offices that will be co-located in the facility. He is envisioning more common areas so customers will be able to enter one main entrance and be triaged to all the services co-located in this larger, more modern facility. He said there will probably be one lease with a building plan that will delineate the shared or common areas. The Committee discussed some of the anticipated logistics of the move. More information will be forthcoming as it develops.

Frank also reported there is a good chance the One-Stop will be hiring two filing clerks. All the staff members are helping to take shifts in the file room in order to organize and purge old files held beyond the maximum required years. There has been lots of coordination with records management and retention. The new filing clerks will help to continue the process of organizing and preparing for the move to the new facility.

Frank thanked Kristi Connors, Manager, Employment Services, for helping to coordinate and assign areas in the new building to service teams and partners. The Board of Social Services will have an office in the building and there will be shared areas for case management. There will be a new phone system installed. All offices will be able to keep the new phone numbers in the case of another move. Phase one of the move has been to assign office areas taking into consideration the special needs of the services. Phase two, once the move is made, will be to distribute equipment such as copiers and furniture to their proper location in the building. Kristi said that once the move is made then management will work on customer flow and staff coverage. A work flow policy will be established such as how to reserve meeting rooms and scheduling. Frank said that he coordinating customer messaging, such as new business cards, brochures and signage about the move. Leslie asked for a new contact list for all divisions once it is established. Bob Regensberger, Lockheed Martin, asked if there is a team that will negotiate the terms of the lease agreement including the equipment and modifications to the building, as needed, as well as how the building will need to be re-configured upon termination of the lease. He also asked if there is an architect assigned to the negotiations. Frank said that the Improvement Authority (IA) is in charge of these negotiations. The intention is to do as little as possible to change the existing space. Bob suggested the IA team develop a relationship with American Water's building facility's engineering team. They will know about any building concerns and restrictions.

Frank reported that the Youth Orientations are continuing and more efficient with the changes that Dr. Lauren Hill has made to the process. He noted that the move will include a dedicated area for the Youth One-Stop. The YOS will be located on the left side of the building in its own separate area. All other counseling functions will be located in other areas of the building.

Frank also reported that Youth Counselors are continuing to attend probation and getting very positive feedback from the court as well as individuals who seem to welcome the opportunity and awareness about One-Stop services.

Frank also reminded the Committee that the Camden County Spring Job Fair, is scheduled on April 15th @9am-2pm, Scottish Rite Building, 315 White Horse Pike, Collingswood, NJ.

Approximately 90 Employers are registered to attend. Gregg asked if there will be food vendors in attendance. Frank said he was not aware of any outside food vendors being able to attend at this particular location. There will be computers set up there to help job-seekers with their resumes.

SUMMER YOUTH EMPLOYMENT PILOT PROGRAM

Jeff reported the Camden County Workforce Development Board is in the process of identifying qualified employers to participate in a 2019 Summer Youth Employment Pilot Program (SYEPP). Qualified Employers include established community based organizations, private non-profit companies, public agencies and educational institutions.

The focus of the SYEPP is to provide Camden County youth ages 16-24 years old, with an eight week summer employment experience. The program will provide real workplace experiences to prescreened youth who will be placed in positions with participating employers. Each participant will be expected to complete 8 weeks of paid employment, at NO COST to the employer. All participants will be matched with employers by their interests and receive work readiness preparation before going to work at employer worksites. Wages range from \$10-12.00 per hour.

Leslie said youth applicants will be interviewed at the end of May. The work term will begin on June 24th, with a two day work-readiness orientation and run through August 16th. She said that two employers are planning on hosting 20-30 youth. Boys and Girls Clubs and the Salvation Army Kroc Center both offer summer camps and they will be looking for summer camp assistants or life guards. (Life-guard training will be provided by the Kroc Center.) Jeff said the Camden County Municipal, Utility Authority, (CCMUA) has also agreed to host some youth. Leslie said there will a technical assistance conference call scheduled for Tuesday, May 7th to review reporting and outcomes. There are some concerns about how the program will be coded and how it would affect One-Stop outcomes, since the program only provides temporary employment. There are also some concerns about how to establish youth recruitment guidelines. The grant is intended to serve 80 in-school and out-of-school youth who have an established need. A sub-committee has been formed by the WDB for the purposes of grant implementation and defining the guidelines for recruiting the youth. The program is being funded through WIOA youth re-positioned grant funds. Leslie said the WDB is now in the process of recruiting employers to host youth as well as youth to participate in the program. Salama McFarland, BSS, said that she has been in contact with Nidia Sinclair, Director Career Center, She said the YOS has been in contact with the local schools and they are using the guideline that students be receiving free or reduced cost lunch to identify those in need of this summer work experience. Salama also said that she can mail the recruitment flyer directly to her a list of Board of Social Service youth participants.

- COOPER HOSPITAL – MEDICAL CODING INITIATIVE (CMCI)

A consortium including Cooper University Healthcare, Camden County College, Hopeworks, the Camden County One-Stop and the Camden County Workforce Development Board have organized to create a certificate program in Medical Coding offered by Camden County College and approved by the American Health Information Management Association as an appropriate

training platform, with the addition of certain life skills training provided by Hopeworks. Hopeworks will qualify participants for the positions and the career ladders will be identified by Cooper. This will further enable the participants to advance academically towards securing associate and baccalaureate degrees.

Jeff reported that a quarterly review of the program was conducted on March 8th, at the Cooper University Healthcare office with Louis Bezich, Senior Vice President, Strategic Alliances. Jeff said that he and Frank Ciri did attend this meeting to review the progress of the Medical Coding Initiative. He said the One-Stop provided the funding for five of the participants. The first cohort, with nine remaining participants is nearing completion of the training. There were some students who dropped out of the program but they went on to different training opportunities. The participants seem happy and engaged. Kathleen said that the last Literacy meeting was hosted at Hopeworks on Tuesday, March 2nd. The Literacy Committee was given a tour of the facility and got a first-hand look at the facility and its programs. Youth participants conducted the tour and explained each station and described the programs such as web-site development, basic GED education and GIS Mapping. More information about Hopeworks and its programs can be found on their website. <https://hopeworks.org>

Jeff reported discussions are continuing with Propel America and Camden County College to create a similar type of training initiative for Certified Medical Assistant (CMA) and Pharmacy Technician (CPT) careers. Propel America, is conducting a pilot program in some local area high schools that introduces senior students to career paths in the Healthcare Industry. Camden County College and American Training Center are offering the curriculum. Jeff suggested that both training providers apply for the Pre-Apprenticeship In Career Education (PACE) grant to support the cost of the training. Jeff said the apprenticeship model would be a better fit for the program and provide more of a job placement opportunity for the participants.

In the case of the college, the cost of the training is significantly higher than most similar training programs for CMA. The College's program is a six month program and offers a possible 22 college credits toward continuing education. Kathleen said that the American Training Center (ATC) has also applied for the PACE grant to participate as an additional training provider. Their application came to the WDB with a request for a letter of support. Their application also included a letter of support from the Cooper University Health System. Jeff said the ATC, CMA training is listed on the ETPL list. It is a four week program that results in a credential but does not include college credits. He said the college is also planning to apply for the PACE grant.

- **BOARD OF SOCIAL SERVICES UPDATE**

It is the mission of the Camden County Board of Social Services to provide timely, efficient, cost-effective delivery of social, medical and economic programs in a compassionate and financially responsible manner.

The Camden County Board of Social Services is accessible to disabled persons. (Follow the link for more information. <http://www.camdencounty.com/service/social-services/>

Salama McFarland, Administrator, Case Management, Board of Social Services, reported the County is working with the BSS to help shift the perception of welfare agencies. Some outreach coordination is being planned to make sure the public is aware of the good work that is being

done. The Department of Labor is reviewing the data stream process of several Counties in an effort to improve the flow of information between the BSS and the One-Stop. She said that Camden County will likely be one of the local areas to be reviewed for best practices.

Salama reported that she and Nidia Sinclair, Director, Career Center, created an orientation for Catholic Charities. The orientation is geared for participants of TANF and SNAP who are reaching their five-year lifetime limit of receiving benefits. The orientation is conducted to give customers options and a plan for re-entering the workforce as well as make them aware of all the services available to help with that transition. One orientation was conducted on March 7th and another will be conducted on April 24th. Many of the participants were not aware of the service options available to them. Frank said the Career Center has been making it a priority to coordinate closely with Catholic Charities Case Managers.

Salama said that she and Nidia also met with the Eileen Brukowski, South Jersey Coordinator, for the South Jersey Credit Union. The South Jersey Credit Union is willing to create a budgeting course for BSS participants. The workshops may be offered as additional options for Job Search or G-Jobs work activities which is a requirement for receiving certain State benefits. This program may be ready as early as May 2, 2019. The workshops are designed to assist individuals in making better financial decisions and reduce the possibility of being sanctioned. She also reported that some households receiving SSI may be eligible to receive a credit for utilities payments.

- **DVRS UPDATES & PROJECT SEARCH – JEFFERSON/KENNEDY HOSPITAL**

The Division of Vocational Rehabilitation Services provides counseling, training, education, transportation, job placement, assistive technology and other support services to people with disabilities. (Follow the link for more information)

<https://www.ncdhhs.gov/divisions/dvrs>

Jeff Dietz, Manager, Division of Vocational & Rehabilitation Services, (DVRS) that the Department has undertaken a series of trainings and staff development that is improving counselor engagement with participants. The feedback has been very positive as a result of the trainings.

Project Search is a national program that has been established locally at Jefferson/Kennedy Hospital. The Hospital is working with a cohort from the Yale School. These are high-functioning students on the Autism spectrum. The Autistic students are being trained through On-the-Job Internships. Another cohort is attending TD Bank University, 4140 Church Rd; Mount Laurel, New Jersey. It is being conducted in association with Camden County Special Education Services Commission.

Jeff reported the program is in question of returning in the coming year. There are no further updates at this time. There will be a new cohort starting at the TD Bank University. TD did not hire any of the previous participants. One participant was hired by the Hilton Hotel that served as an additional training site.

- **EMPLOYMENT SERVICES**

Kristi reported that an Opportunity Partnership Grant (OPG) was awarded for AAA Trucking Co. to provide a CDL training. The program includes four weeks of classroom training and four weeks of driver training. AAA offers lifetime job placement. An information session was conducted by Employment Services on March 5th, at the One-Stop with 27 people in attendance. Eight people started training on April 1st and 14 people will begin training on May 6th. A second information session was conducted on March 26th with 20 people in attendance. Sixteen people will start training on June 10th.

Employment Services also recruited a cohort for the Rutgers Talent Development Center. They received a grant to train Certified Home Health Aides. Customers eligible for the trainings are those who are dislocated workers, displaced homemakers currently collecting unemployment or certain SNAP, or TANF benefits. An information session was conducted on March 16th. Twenty two people are signed up for the training. The program includes 140 hours of training, resulting in four certifications. The training is scheduled to start sometime before April 30th. The training is being paid for by the Talent Development Center.

- **REGIONAL ACTIVITIES**

Jeff also reported the Atlantic City Electric (ACE) Training Initiative is progressing. The WISE & GIE Math training completed as of scheduled date, March 11th at the Camden County College, William G. Rohrer Center, 1889 Marlton Pike East, Cherry Hill, NJ. A class of 10 participants completed WISE program and 17 participants completed Get Into Energy (GIE) Math program. 15 participants took the Construction and Skills Test (CAST). 13 participants passed the test. Participants who passed the test have been invited to continue to Line Training Course.

The Line School Course covers the fundamentals of line work and provides class participants with training in the areas of bucket truck and equipment operations. Participants must pass the Construction and Skills Test (CAST) before going on to the line training. All positions with the Company start out at an apprenticeship level. Camden and Atlantic County are still looking for a pole training site. ACE has provided a modified curriculum. The reason for the changes is that most utility companies will provide the more in-depth training with their own entry level or apprentice positions. This course simply prepares participants to take the Physical Abilities (PAT) Test, a pre-employment requirement of a Lineman apprentice position career opportunity.

Jeff said the challenge with the Line Training is that a pole training yard must be identified in order to conduct the training exercises required in the curriculum. WDB staff have been working diligently to research pole training yard facilities around the State. Leslie said she has been in contact with a facility at Union Local 400 in Wall, NJ. They referred her to an organization, Northeastern Joint Apprenticeship and Training Program (NEAT) that conducts all their line training. The Committee discussed some other possible contacts for the training. Jeff said that the staff will follow up on all suggestions.

Jeff said the overall success of the program has well exceeded expectations. The WISE and GIE Math program produced a regional 88% success rate of participants passing the CAST test.

Leslie said the area for improvement, in the coming year is gender diversity or getting more women interested in the training initiative.

Jeff also said he will be attending an Atlantic City Electric Community Partners Meeting, today, April 12th @ 2pm at 5100 Harding Highway, Mays Landing, NJ 08330, with Leslie Williams and Bob Weil, WDB Chair. Melissa Lavinson, Senior Vice President, Governmental and External Affairs, Pepco Holdings, and Gary Stockbridge, Region President. Atlantic City Electric are expected to speak about ACE's corporate citizenship strategy and how it relates to energy policy, including reviewing their new grants portal system, grant requirements and effective communications.

- **SETC & GSETA UPDATES**

Jeff reported he attended the SETC Board meeting rescheduled to Thursday, March 21 at the Law Center, New Brunswick. Jeff said that Sheryl Hutchison, Deputy Executive Director, SETC, reviewed many of the questions regarding guidance of the local and regional plan modifications. There were also some presentations offered about women in the workforce.

- **CONSORTIUM & TIP UPDATE**

Kathleen reported that Jeff will be attending a Healthcare Consortium meeting on Friday, April 12th at Cooper University (Halpern Board Room - Robert's Pavilion, 10th Floor, Camden. He continues to attend these meetings regularly and gives updates about what's happening around the County in the area of workforce development.

Kathleen reported that the State is re-organizing the Targeted Industry Partnerships. (TIP) The TIP's will be brought in-house to offices of the Department of Labor and Workforce Development. They will be called New Jersey Industry Partnerships. The State also hired a consultant to assist in the re-organization of this initiative. Jeff attended a conference call on Monday, April 1st convened by Kerri Gatling, Chief, Industry Partnerships, LWD. The purpose of the call was to discuss next steps and a possible employer driven event for September, 2019.

- **BUSINESS SERVICES (BSR)**

Kathleen reported the Business Service Team met on Thursday, April 11th, 2019 at the WDB office. The meeting was well attended. The Business Service Team is supporting and promoting Job Fairs that are being conducted by the Salvation Army Kroc Center, April 11th, the County Job Fair, as discussed earlier and the Camden County College Job Fair, scheduled for May 18th at the Blackwood Campus. Discussions about the Trades Awareness Initiative are continuing. Kathleen also said that Art Campbell, BSR team member, prepared an action plan for this initiative. He wants to gather more data about non-traditional careers before piloting a career day at a local school. She also reported that as a result of the Literacy Committee's meeting with the Mayors of Pine Hill, Clementon and Lindenwold, they are very interested and willing to support a Career Day at one of the high schools in that area of the county. Art also wants to include the Camden County Regional Chamber of Commerce in this effort. Kathleen presented the BSR team with some great models of similar trade's initiatives being conducted in other parts of the country to serve as additional idea guides. Those initiatives do include engagement with the local Chambers of Commerce. The Mayors were also very interested in the Atlantic City Electric Training Initiative. The timing of a Career Day in the

high school could be coordinated around the next recruitment effort of the ACE second year training schedule. Bob Weil suggested including some job placement statistics from the College and Technical schools offering trainings versus regular college degree placement rates. Kathleen said that is exactly the kind of data that Art wants to prepare before conducting a Career Day. Kathleen said the team has been discussing Facilities Tours, also modeled around the country, that would bring educators and local elected officials into manufacturing plants to demonstrate the skills demands for careers in manufacturing. These tours would serve to make educators aware of possible gaps in current training that may need to be updated. Eastern Metal Recycling (EMR) is willing to host a tour. Bob Regensburger said a tour could be arranged at the Lockheed Martin facility as well. He said that Lockheed Martin has established a great talent pipeline with Rowan University that might serve as a great model for other school programs.

The team is also working on the WDB Hire-One package. The package consists of information about incentives for employers who are willing to hire at least one returning veteran, person with a disability, person previously incarcerated or a person in recovery from drug and alcohol programs. Kathleen said that the WDB will meet again with the Business Services Representatives in these area of expertise, who are listed on the flyer, before re-launching the program. Kristi Connors, Manager, Employment Services, also noted that an area has to be designated in the new building for LWD Business Services. This is a different department from Employment Services. Frank said there a lot of common areas and the BSR's will be able to reserve conference areas for employer meetings or recruitments as they are scheduled.

- **LOCAL PLAN MODIFICATION 2019**

Local Planning Guidance Framework for Implementation of the Workforce Innovation and Opportunity Act – as ordered by the SETC State Employment and Training Commission (SETC)

I. Purpose: The purpose of this Local Plan guidance is to provide instructions to local workforce development boards regarding the preparation and submission of the first Local Plan as required under the Workforce Innovation and Opportunity Act (WIOA).

II. Background: The Workforce Innovation and Opportunity Act (WIOA) requires each local workforce development board (WDB) to develop and submit, in partnership with the chief elected official (CEO), a comprehensive four-year plan to the Governor. The local plan shall support the vision, goals and strategy described in the State plan and otherwise be consistent with the State plan. Further, WIOA Section 108 and Title 20-CFR 679.500 require that the four-year local plan be modified after two years. Plan Preparation and Submission Process, local areas must keep a timeline to allow time for approval processes by Chief Elected Officials or other local requirements as well as the 30-day Public Comment period. This must all be completed for final submission on June 30, 2019.)

Leslie said presented the committee with copies of each member's updates or contributions to the Local Plan Modification. These were insertions relevant to each member's area of expertise. She asked the committee to review each person's comments to see if there may be an area of comment that could be added or look for unnecessary duplications or edits. Leslie also

reported that she updated many of the charts in the plan. She also asked the committee to look at those charts as well. She hopes to complete a draft of the local plan, once all individual plan submissions have been forwarded to the WDB office. She will send the draft with insertions electronically to the committee. Jeff said the SETC is not looking for a total revision of the plan. They are requiring modifications and comments about goals achieved in the original plan and changes that might have redirected plan expectations. Leslie said she has assigned a color code to each member's insertions so it will be easier to see assignments. The final version will note the modifications in blue as requested by the SETC. Bob R. asked if there were any new sections or requirements in this local plan modification. Leslie said there were no new sections. Gregg said the timing of the plan is what is different. The old required plans were re-written every three years. Under the WIOA law, the plan is now held for four years with a two year modification. The Committee reviewed the plan and discussed some of the areas that would need to be addressed such as the employment services processes, the move to an improved facility and new literacy services being implemented.

Gregg said the goal is to have the plan ready to be posted to the website for the 30 day public comment period by early May so that it can be placed on the June Board of Freeholders Meeting Agenda for signature. Leslie said that once the modified plan is complete, the WDB will share it electronically with the WDB Committees and Board Members. There are many private and public sector members serving on the committees. The modified plan can also be presented and discussed at the next quarterly meeting with board members and other stakeholders that attend that meeting such as Camden County College, Camden County Technical School, One-Stop Partners, training providers and private sector guests.

QUARTERLY MEETING UPDATE

The WDB Quarterly Meeting will be held on Wednesday, June 26th, @9am at the Camden County College, Blackwood Campus. The Committee discussed possible candidates for speaker at that meeting. Jeff and Kathleen will follow up on contacting the speaker candidates. Leslie said the local plan and regional will be presented at that meeting. She also said the re-appointment of board members will be announced at the meeting.

NEXT MEETING

The next Operations Committee meeting is scheduled for Friday, May 10th, 9:00 A.M. at the WDB office, 1111 Marlkress Road, Suite 101, Cherry Hill, N.J. 08003.

Submitted by:

Kathleen Varallo

Administrative Assistant