



WORKFORCE DEVELOPMENT BOARD

Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Matthew Verney, Chair

**BUSINESS SERVICES AND OUTREACH TEAM MEETING MINUTES  
THURSDAY, NOVEMBER 17 2022, 2:00 PM (ZOOM CONFERENCING)  
1111 MARLKRESS ROAD, SUITE 101, CHERRY HILL, NJ 08003**

**ATTENDANCE**

		COMMITTEE INFORMATION AND ATTENDANCE								
Name	Organization	Trustee Member	19-May-20	21-Jul-22	18-Aug-22	15-Sep-22	20-Oct-22	17-Nov-22		
Weil, Robert	BSR Chair	X		X	X		X	X		
Brahl, Ken										
Cardwell, Larry	Pennsauken Township									
Cirii, Frank	CCOSCC	X	X	X			X	X		
Davis, Gerald	CCOSCC									X
Davis, Taylor	KIPP New Jersey				X	X	X			
Deitz, Jeffery										
Forman, Lois	Jewish Family & Children's Service									
Gaskins, Melanie	Camden County College			X	X	X				
Guzman, Ray	NJ DOL, Business Rep.			X	X	X	X	X	X	X
Hanna, Kaina	Camden County College									
Hejlek, Joe	KIPP New Jersey									
Islam, Sho	NJ Business Center									
Jez, Craig	BSR DOL		X							
Leonetti, Mike	CCOSCC		X	X			X	X		
Lex, Jim	Camden County Improvement Authority			X			X	X		
McCormick, Carol	Camden County College		X	X	X	X				
Moen, Bill	Camden County College		X	X	X					
O'Hara, Ricky	DOL, Veterans		X	X	X	X	X	X		
Page-Soncrant, Jeanne	NJ DOL, Business Rep.									X
Perez, Irene	DVRS			X	X	X				X
Quinores, Cris	WAWA				X					
Regensburger, Robert	Lockheed Martin	X	X	X	X	X	X	X		
Russomanno, Salvatore N.	Applied Enterprises, LLC									
Shafer, Derena	Camden County College			X			X	X		
Sinclair, Nidia	CCOSCC									
Snyder, Billy	Pennsauken Public Schools									
Staas, Diane	Camden County College									
Thompspon Ryan	Truist Bank		X	X						
Urkowitz, Ronda	Cross County Connection TMA									X
Henderson, Bridget	WDB							X		
Levitt, Alex	WDB		X	X	X	X	X	X	X	X
Swartz, Jeffrey S.	WDB			X	X	X	X	X	X	X
Vaughn, Debra	WDB		X	X	X	X	X	X	X	X
Williams, Leslie	WDB									X

**WELCOME**

Bob Weil, Chair, greeted the committee and asked attendees to introduce themselves. He called the meeting was called to order at 2:04p.m.

**APPROVAL OF APRIL MEETING MINUTES**

Bob asked for comments or corrections to the minutes from the October 20, 2022 meeting and hearing none, asked for motions to approve the minutes. Motion was made by Frank Cirii and seconded by Ray Guzman. By a majority vote to the affirmative, the minutes for the October 20, 2022 meeting were approved.

**One-Stop Updates**

Frank Cirii, Local Area Operations Director, Camden County One-Stop

- The Learning Link has achieved its first HiSET certification. Appointments for HiSET testing can be done on the One-Stop website. GED testing is expected to start in the next quarter.
- The One-Stop's outreach campaign recently launched with advertisements appearing on PATCO trains

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and stations, billboards, bus wraps on NJ Transit, printed materials and a radio spot. The advertisements include a QR code that links the user to the One's Stop virtual home for access to assistance with programs and its partners' services.

- A manufacturing apprenticeship event, coordinated with State and Federal DOL representatives, was held earlier in the day at Camden County College. Frank commented that Ray Guzman, NJ DOL Business Representative, was present and they had an opportunity to brainstorm on some ideas to co-market not only apprenticeships, but the Incumbent Worker Training Program as well.
- Incumbent Worker Training (IWT) will be starting its second cohort with the ShopRite consortium. ShopRite is planning an additional cohort for Security Officer certification of its employees. Carol McCormick and Mike Leonetti are working on expanding the program with potential business partners. Goodwill Industries and Bancroft School are prospects for IWT cohorts. Bancroft is interested in a curriculum to upskill their entry-level direct-care professionals for promotion within the organization.
- The Chromebook Loaner Program will launch on December 1st with referrals from the Board of Social Services and other partners. Everyone coming through G-Jobs will automatically receive a Chromebook. The loan period is 4 weeks but is extendable for job-search and upskilling activities.

### **Business Community & Member Updates**

#### NJ Department of Labor

Ray Guzman, Business Representative

- Ray expressed his enthusiasm for collaborating with Jeanie Page-Soncrant to work for the benefit of Camden County.
- Three job fairs were held in November:
  - Gemmer Group Home, which provides direct-care professional home health aide services, filled 3 positions. They are building a new residential facility with an anticipated opening in late Spring or early Summer. Ray will be assisting Gemmer with future recruitment events.
  - A virtual recruitment was held for the US Postal Service on October 19th with 350 plus registrants, but only 60 participated.
  - FedEx held a recruitment event with approximately 38 people participating despite the State's technical issues with sending the email blasts to promote the event.
- First Harvest Credit Union will be hiring next month. Their recruitment flyer is scheduled to go out on December 5th and he will forward it when it is available.
- P.I.L.O.T. Services, a direct-care professional organization has active job orders posted in the database.

#### NJ Department of Labor, DVRS

Irene Perez, NJ DOL Business Services Representative – DVR

- November 14-20 is National Apprenticeship Week and we've been working collaboratively with the New Jersey Department of Labor and Workforce Development. They provided the list of employers that were approved for GAINS (Growing Apprenticeship in Nontraditional Sectors) and PACE (Pre-Apprenticeship in Career Education) grants. Three presentations to employers have been given to familiarize them with DVR. DVR will provide support to any individual that has a disability and recruit for apprenticeships. Assistive devices and job coaches are available depending on the individual's disability. Presentations have been done with some employers which have provided OJT contract partnership opportunities. Two targeted hiring events are being planned.
- March 16 – Arc of Atlantic County, a scheduled interview event will take place.
- June – Office of Federal Contractors will hold an in-person recruitment event for pre-screened candidates.
- The Social Security Administration will hold a targeted recruitment event for Claims and Customer Service Representative positions in multiple counties. A degree is required for some of the available positions.
- The DVRS has developed a new Business Outreach Team Newsletter to share with all of the offices and keep them updated on the unit's activities, trends in employment and topics that are of interest to DVR

counselors. Ray Guzman asked Irene to share the newsletter when it was available.

### **Discussion – Transportation for Youth To Employment**

Jeff Swartz introduced Ronda Urkowitz, Executive Director of Cross County Connection TMA (CCC TMA, [www.driveless.com](http://www.driveless.com)), who was invited to the meeting to discuss her organization, share her knowledge of transportation in South Jersey and offer insight into developments and potential solutions to the lack of transportation from the city into the suburbs.

#### **Ronda Urkowitz**

Ronda provided a brief background Cross County Connection TMA (CCC TMA), a designated Transportation Management Association for New Jersey, serving 7 Southern NJ counties, from Burlington County to Cape May County. The organization works with the business community, local governments, employees and residents, and basically our goal is to try to find transportation for people. Their primary mission is to reduce traffic congestion and improve air quality by promoting the use of commute alternatives and the organization works very closely with New Jersey Transit and PATCO on existing bus and rail services, and also works very closely with our county partners on shuttle bus services. The shuttles are designed to get people primarily to workplaces such as business parks. They connect with New Jersey Transit, bus and rail so people have access to the region-wide transportation network. In terms of traveling from Camden to the suburban business parks, of the number of opportunities that people can look into, Ronda believes the have the most potential is the South Jersey Transit Authority (SJTA), which runs a number of employment-based shuttle services. SJTA runs a shuttle to the Pureland Industrial Complex in Logan Township, Gloucester County, called “Pureland NS” which takes people from Camden City through Woodbury right into the business park and directly to different employment sites. SJTA has an arrangement with a number of employers in that industrial park to transport people. Ronda commented that the Pureland NS service is a very popular shuttle right now and inexpensive, and she believes the employers are subsidizing it. That particular shuttle also gives people the opportunity to go to transfer to another shuttle that goes to the Commodore Business Park, where the new Target just opened up in Logan Township (off of exit 10 of I-295).

- There are also opportunities to connect with Burlington counties for link service if people can get to the Beverly Rail Station on the RIVERLINE. There, a shuttle will pick them up and will go to Pemberton, Mt. Holly and Willingboro. For the riverfront communities, there are some opportunities for employers are looking for a workforce. While it is difficult to get from Camden to the Atlantic County shuttles, there is a shuttle that goes into Egg Harbor Township that runs along English Creek, and Tilton Road.
- New Jersey Transit recognizes there is a problem with the bus routes in South Jersey and is conducting a study called NewBus BCG (Burlington, Camden, Gloucester/website: <https://www.njtransit.com/newbus-bcg>), evaluating their current services in terms of current demand and frequency of service. Effective change is problematic because they are constrained by their budget and as far as transit into suburban locations small shuttle services may be the only viable option. These shuttles require a group of employers to get together to sponsor and subsidize them. The shuttles that Cross County Connection TMA (CCC TMA) is currently associated with are through SJTA and Burlington College, funded primarily through grants from New Jersey Transit. The grants require a 50% match in employer funds in order to get the shuttles started.
- CCC TMA is a resource for all of New Jersey Transit, PATCO and the shuttle services and can facilitate with dialogue between NJ Transit and employers. She noted that her organization also does training sessions for people who are unfamiliar with public transit and is available to attend job fairs to provide transit information, including working with the potential new hires by doing customized transit planning for them and helping individuals find jobs along public transit routes. CCC TMA also works with employers on vanpooling third party van pools for transportation options, but it's an expensive option and it's often very hard to get a group of employees together who can afford the van pool service, work the same shift and have reliable schedules.

- Ronda commented that NewBus-BCG should be a combination of a comprehensive needs study and rerouting existing service. The consultants have not presented their findings yet, but they have discussed some of their observations of existing service, and it seems because of budget constraints, they're going to spend most of their time on improving service along existing bus routes. Some areas have been identified that are growth areas that demand more service. Whether or not they can come up with new service routes remains to be seen. Public input on the study can be provided at the website <https://www.njtransit.com/newbus-bcg> "Submit comments and sign-up for project updates" at the bottom of the landing page. She noted that for big bus transit, like New Jersey Transit to be successful, a bus route that's running in a dense area at urbanized or densely suburban area where you have a concentration of potential riders is needed, which is unlikely to happen because it's too difficult to run that type of big bus service.
- The State has started to look into the smaller shuttle services because they are a little more cost effective than the big bus services, but again it comes down to a funding issue, where the State doesn't have the funds to meet the need. Ronda stated that, to her knowledge, there was not a comprehensive plan that exists today that that is up to date and represents today's demand.
- Ken commented that a few years ago, Senator Sweeney was on the Transportation Committee for New Jersey Transit and there was funding available to run the Gloucester County rail line that has not come to fruition, while \$3 billion is being spent in North Jersey for transportation. Ronda stated that she has spoken to Assemblyman Benson, Chair, Assemblyman Moen, Vice Chair, of the Assembly Transportation Committee extensively about the use of shuttles and they recognized the need for these small shuttle services throughout South Jersey. She suggested reaching out to Assemblyman Moen, who represents Camden County to voice concerns about the issue of transportation equity in South Jersey. She welcomed referrals to her organization for both employers and employees.

Bob Weil, Ken Brahl and Jeff Swartz thanked Ronda for attending the meeting and for the insight and information she provided. She was invited to attend future BSOT meetings as her time permits and to join the BSOT Committee. Bob invited Ronda to send a flyer or information about her organization to the WDB to be posted on the website.

### **Regional Updates**

Jeff Swartz, Executive Director

- The Line School has started down in Egg Harbor Township and the instructor has expressed that all four candidates are doing extremely well and literally can get hired once they finish the school. Approximately 30 prospects have expressed interest in the Line School Program through WDB contacts and outreach efforts.
- Atlantic City Electric has asked the WDB to promote 2 new initiatives, a paid Summer internship for high school students and a paid externship for teachers to teach internship curriculum. Visits have been made or are scheduled at several high schools (Winslow Twp, Pennsauken, Cherry Hill West, Overbrook and possibly Sterling HS). The paid internship will be provided by selected company in the STEM related industry. The externship program for teachers, is approximately a three-week program.
- GSETA held its annual conference. Next year, the conference will be in-person and held in Atlantic City at the Hard Rock Café Hotel & Casino on October 18<sup>th</sup> and 19<sup>th</sup>.
- SETC had a meeting earlier today. The local areas have to complete a regional plan and a local plan. Many of the local areas are also going through some governance challenges and governance activities that they're working on. In addition, there are the renewals of One-Stop operator certifications and MOU IFA certifications.
- Camden Works continues to meet on a biweekly basis and concentrating on promoting employment opportunities for Camden City residents.

- The quarterly board meeting will be in person on December 14th at 8:30am, at Roosevelt Hall at Camden County College - Blackwood. A full breakfast will be served. The program will include a presentation of the updated Literacy Needs Assessment by Ken Brahl and the featured speaker will be Larry Abrams, Founder of Book Smiles. BookSmiles is a nationally recognized literacy organization and a video from a recent CNN hometown heroes feature story will be shown. Jeff asked the committee meeting attendees to confirm with Alex so meeting attendance can be tracked for a quorum and catering.

### **Committee Updates**

Gerald Davis, Regional Director, NJ DOL Workforce 55+ Program

- Gerald stated that 55+ seeks training services and permanent employment opportunities for people aged 55 and older in 7 counties. Approximately 50-60% of the people 55+ serves are on some type of disability assistance, such as SSI, SSDI. Typically, participants are in the program about 24 months (up to 4 years) and provided an IEHP on a 6-month basis, and then efforts are made to place participants in employment for 20 hours a week that matches their skillset or offers an opportunity to improve or gain new skills. Only non-profit organizations can be a host organization, but 55+ provides their own OJT for any for-profit organization who would be interested in hiring the candidates.

### **Next Meeting**

The next Business Services and Outreach Team meeting is scheduled on Thursday, December 15, 2022, at 2:00 pm. via Zoom.

### **ADJOURNMENT**

Bob Weil asked for motion to adjourn. Frank Cirii made the motion, seconded by Irene Perez. By unanimous vote to the affirmative, the motion carried, and the meeting adjourned at 3:07 p.m.

### **SUBMITTED BY:**

Debra Vaughn

Administrative Assistant to the Executive Director