



Supporting the Development and Retention of a World Class Workforce

Matthew Verney, Chair

Jeffrey S. Swartz, Executive Director

**BUSINESS SERVICES REPRESENTATIVE MEETING
MINUTES**

**THURSDAY, JUNE 17, 2021, 2:00PM (ZOOM CONFERENCING)
1111 MARLKRESS ROAD, SUITE 101, CHERRY HILL, NJ 08003**

ATTENDANCE

Members		10-Dec-20	14-Jan-21	11-Mar-21	15-Apr-21	13-May-21	17-Jun-21
Bennett, Ryan	Trusit Bank	X		X	X	X	
Boyle, Jim	NJ Dept. of Labor	X					
Cardwell, Larry	Pennsauken Township	X		X		X	X
Casciano, Cheryl	Nj Dept. of Labor	X			X		
Cerrito, Vincent	Ray Angelini, INC.						
Cirii, Frank	Local Area Operations Director, CCOSCC	X	X	X	X	X	X
Connors, Kristi	NJDVRS						
Deitz, Jeff	NJDVRS						
Forman, Lois	Jewish Family & Children's Service	X		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	
McLaughlin, Margie	The Salvation Army	X		X		X	X
O'Hara, Ricky	DOL, Ventures	X	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 Enterpirses, LLC						
Shafer, Derena	Camden County College				X	X	X
Sinclair, Nidia	Camden County One-Stop			X			
Snyder, Billy	Pennsauken Public Schools						
Staas, Diane	Camden County College					X	X
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

Overview of the purpose and work of the Business Service & Outreach 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

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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.

WELCOME

Jeffrey S. Swartz, Executive Director, WDB, welcomed attendees to the Zoom meeting and asked for roundtable introductions. He welcomed George Koch, Proprietor, SoundPlex Studio, Pennsauken Township. George gave a brief overview of the recording studio and event space that he would like to offer as a community center for the local area. He invited the team to tour the location at any time. Jeff introduced Bob Weil, WDB Chair, Business Development Executive, Conner Strong & Buckelew Companies, Inc., taking over as Chair of the Business Service and Outreach Team. Bob joined the WDB in 2004 and has chaired many of the committees as well as serving as Chair for the last two years. He will be stepping down as Chair, June 30th and is happy to be joining the BSR team and supporting Matt Verney, the incoming Chair of the WDB, Chair, Youth Investment Council, and Vice President, Senior Commercial Lender, Trusit Bank. Bob said he is a firm believer in shaking up the leadership of the WDB every couple of years to allow for fresh ideas to flourish and giving others a chance to make an impact on the system. He has worked in Camden City on the waterfront where many new businesses are locating. He looks forward to lead the team in developing relationships and creating a conduit for more employment opportunities for residents throughout the County.

The Team reviewed the minutes from the meeting May 13th meeting. Bob asked for a motion to approve the minutes. Frank Cirii made the first motion; Jeff Swartz made the second motion. By unanimous vote to the affirmative the motion was carried, and minutes May 13th, 2021, were approved.

BUSINESS & COMMUNITY UPDATES

Frank Cirii, Local Area Operation Director, CCOSCC, reported the One-Stop continues to serve customers virtually and by-appointment as needed. The staff is back to work fulltime and the County is opening up more and more. Staff is ready to help customers with training needs, upgrade their skills and place them in marketable, high demand occupations.

He referred to the Camden County and WDB website which posts a directory of virtual services. There is a video orientation of service posted to the county site and includes information about all state and county partner services and there is a Spanish version of the video orientation of services posted as well. Follow the link for more information. <https://www.camdencounty.com/service/employment/job-training-placement/>

Frank said the County started an email blast program this week, sourced from the AOSOS system, sending information out to all those in the system on unemployment. He hopes to add a new bullet or agenda item to next month's agenda that addresses Incumbent Worker Training. (IWT). Funding is available to employers to upgrade the skills on their current workforce. The purpose of these initiatives is to help employer avoid lay-offs and elevate the skills of co-workers so they can advance to higher paying jobs within the company. The One-Stop will be partnering with Camden County College to offer trainings customized to employer needs in lots of different areas of development. Frank said the IWT program is a big part of the County's Business Covid Response Plan to help local area businesses recover economically from the pandemic. Frank said more information will follow at next month's meeting and he offered his contact for anyone on the team to discuss this and other business.

Derena Shafer, Camden County College, reported the College is officially operating at stage four of recovery and fully open for student engagement. She said some staff are still working on a staggered schedule. All staff will be returning to a full normal schedule beginning July 19th. The College hosted its first in-person open house, since the onset of the pandemic, last week and it was really well attended. She said it was so nice to see

students moving around the campus. The College is getting ready for the fall semester and welcoming a new freshman class of students.

Lois Forman, Job Bank Coordinator, JFCS, reported the Job Board is going well and continues to grow. There are lots of various job opportunities posted to the site. She encouraged the team to forward any one-day hiring events and job fair information to her. She is posting them to the site as well as any additional resources for jobseekers. Lois said the JFCS is continuing to deliver food via contactless drop off. She encouraged the team to also forward information to those in need or direct them to contact the agency for help. She also noted the JFCS is always welcoming donations and businesses that would like to support their efforts by hosting a food drive. The JFCS is fortunate to have the support of Shoprite and distributes gift cards along with non-perishable items to residents in need. She also noted that Goodwill Industries International Inc. has a number of job offerings at locations around Camden and Burlington Counties. These jobs are posted to the JFCS Job Board. Follow the link for more information: <https://jfcssnjjobs.org/> Jeff said the WDB has been sharing the Job Board on all of their social media platforms.

Larry Cardwell, Director Economic Development, Pennsauken Township, reported the township offices are fully open and the first Township Committee Meeting since last spring will be held tonight, June 17th. Larry thanked Jeanne Page-Soncrant for being diligent about sharing job opportunities. The Pennsauken Township, Human Resources and Public Relations Departments are getting those opportunities disseminated in the local area. Larry said the township is establishing an online vacant property database for businesses that are looking to move in to the area. He thanked Kathleen Varallo, Administrative Assistant, WDB, for making the team aware of the SoundPlex Studio that is located in Pennsauken Township. He will plan to connect with George Koch and visit the facility.

Margie McLaughlin, Salvation Army Kroc Center, reported the Center is gearing up for summer camp and continuing its "Conquer Covid Challenge." Cooper University Healthcare has set up a vaccination site at the Kroc Center. The Center is launching re-opening activities such as basketball and swimming and the biggest of these is the summer camp program which starts on Monday, June 21st. She said the Center is in the process of hiring 50 personnel to take care of about 200 children. The hiring has been a challenge due to the reasons many employers are facing whether it is COVID fear or the stimulus package still keeping jobseekers from re-entering the workforce. She encouraged the team to share information about hiring. Camp Counselors, ages 18 years or older, are fully trained and do not have to have much experience. They do have to pass a background check and they hopefully have a desire to work with children. Positions include counselors, teachers, supervisors, life guards and specifically a Camp Compliance Coordinator. Margie said the Center is still busy with community outreach and food distribution and is partnering with the Food Bank of South Jersey.

BUSINESS SERVICE TEAM UPDATES

Ricky O'Hara, Veteran's Service Rep, (Five Southern Counties), reported teams are still working remotely promoting and assisting with virtual recruitments. He said we continue to promote job openings in South Jersey and match on those jobs.

Jeanne Page-Soncrant, Business & Employer Services, NJ Department of Labor, and main generalist serving Camden County, reported the State BSR teams are continuing pull jobs that we see on the NLX Job Board. The NLX stands for the National Labor Exchange and it is part of the Federal Department of Labor and New Jersey has their piece of it. Jeanne said it is very important to promote it and direct employers to post their jobs on the NJNLX because the BSR team can then take those jobs and match candidates registered in the systems that are on unemployment. There is a whole data base of jobseekers that are either currently on unemployment or might have been on unemployment a year ago or longer. Some candidates are not on unemployment but may

have requested career coaching services. The AOSOS system communicates with the NLX so it's important that the employers post their jobs on this job board. The BSR and Employment Services staffs are pulling job matches from this system where all the jobseeker information is held.

Jeanne reported the State has launched a new platform called Job Source. Employers have asked about this site and at this point they do not have to do anything else to post jobs, the new portal is interfacing with the NLX. The State is trying to make it as seamless as possible for the employer, so information will migrate over. She said the job matching continues through the new portal and we are finding out about some hires. Ricky said jobseekers are being encouraged to do their own job searches through this new portal.

Jeanne said the BSR team continues to contact and outreach to employers. She is getting emails and calls from employers all the time. She said we are happy to work with large and small employers in whatever capacity they need. Jeanne reported there are a number of virtual recruitments coming up. She helped organize a big one on May 26th for Virtua Healthcare Systems. She noted that recruitments are held for one employer and a job fair is held for multiple employers. The BSR teams help employers host these events and have done so in-person before the pandemic at the One-Stop Career Centers and during COVID they have pivoted to an online virtual format. She said the virtual events are working out well because they are saving time and jobseekers can tune in from wherever they are. The virtual recruitments typically last about an hour to an hour and a half with time going in and out to discuss pre-work and wrap-up with the employer. Jeanne reported the recruitment for Virtua Health was very successful in that there were a record breaking number of 1300 jobseekers that pre-registered for that event. There were some concerns because Microsoft Team lines max out at 250 access lines for the recruitment. There is always a lesser amount of attendance than registration because some jobseekers will register and not show up for one reason or another. She said we had the same thing happen when hosting face to face recruitments. She discussed concerns with the team at Virtua and all agreed to host three rapid-fire quick 30 minute sessions. She said in total, they managed to get 271 jobseekers on these calls which is about 21% and that is the standard rate of attendance for any event. It was hard to capture all the data about who would apply but it was a great information session. Jeanne discussed more points to the session and noted she sends the registration information to the employer after every event so they can follow-up with those that attended and those that registered but did not attend. The jobs at Virtua start at a minimum of \$15.30 plus per hour and candidates could start at a higher wage based on experience and based on the job.

Jeanne noted upcoming recruitments or information sessions. She is working with a company called ESS teacher staffing (formally known as Source for Teachers) to host an information session on Monday, June 21st. There are 50 registrants so far which is about average for those types of substitute teacher positions. There are some full time positions being offered. She is also working with Paratos on a recruitment scheduled for Friday, June 25th. Jeanne said they are one of the newer employers in the area and she has developed a good relationship with them. She has helped Paratos receive some customized training funds from the State, and working with the HR Manager, they decided to organize this upcoming recruitment. An E-blast went out today and will reach about 80,000 jobseekers to notify them about this upcoming event. E-blasts are sent out for all recruitments and information sessions. These go out to anyone registered in the system. Paratos is hiring for warehouse and operations positions.

Jeanne will be sending out notices to partners about another upcoming recruitment she is organizing with Pepsi-Canada Dry. The company is known as Beverage Distribution Inc. The virtual session is scheduled for Wednesday, June 30th. They are hiring for merchandisers, drivers, production and warehouse positions. Jeanne said she booked another virtual recruitment on Wednesday, July 7th for FEDEX.

Jeanne reported she has been partnering more closely with Cooper University Healthcare over the last two years. She is in discussions with them and they are interested in hosting a virtual event. Diane Staas, Camden

County College asked if the jobs being offered are full or part-time. Jeanne said it's always a mix but right now most of the jobs are full time outside of the teacher substitute jobs which are part-time. The team discussed Jeanne's activity and complimented her for lots of contacts and connections to employers in the local area. Jeanne encouraged the team to share the information and test the QR code which is added to every flyer that makes it easy for jobseeker to pre-register for events using their smart phone. Kathleen said she attached the flyers along with meeting materials and included all the web links Jeanne has been discussing in the email as well. Jeanne thanked Kathleen for helping share information, post events to the State calendar, and attend the recruitment calls.

Jeanne reported that the State Internship program is not running this year however there is a new program being developed for Justice Involved Youth, in association with Rutgers University. There is also an internship program for the Division of Vocational and Rehabilitation Service (DVRS). She has been promoting that along with the WDB's Summer Youth Employment Program (SYEP). Employers are asking about these types of programs. She encouraged the team to forward employer contacts over to the DVRS model if WDB positions are filled and there is still additional interest in hosting youth for an internship experience. Their program is six weeks. She concluded her report and asked if there were any other questions. Bob thanked Jeanne and complimented her efforts.

REGIONAL ACTIVITIES

Jeff reported on WDB related activities. He attended a call today, June 17th with other WDB Directors and ES Managers from around the State. Marty Walsh, Secretary, Department of Labor, testified in front of Congress for the re-authorization of the WIOA Law. The WIOA Law guides WDB and One-Stop practices and processes. There are a lot of changes proposed to the re-authorization. Much of the testimony came with input from the local areas through our elected officials who were able to present local concerns. The other concerns that were brought up on the call were about the re-engagement of in-person services at the One-Stop Career Centers. Right now, there seems to be a lack of communication between the State and local areas in terms of when the One-Stop and state partner agencies will re-open for in-person services. Many of the areas have opened their One-Stops and county staff are back to work fulltime. Many of the state partners are still working remotely so there may be some confusion for customers. Jeff said the decision to bring state workers back to in-person service apparently rests in the Governor's office, not the Department of Labor. He was told a taskforce has been established to study when the appropriate time is to re-open the One-Stops. So far, dates projected have been as far out as September or October. Jeff said we in the local area are ready to open in-person, by appointment and have safety protocols in place. He said hopefully a decision will be made to open in September before the federal stimulus money expires. This is when it is anticipated that the One-Stops will see an influx of customers looking for work or training that might extend their unemployment benefits.

Jeff reported WDB Directors were told by the State that Unemployment (UI) staff will not be available to the public and UI phones will be removed from the One-Stops. All UI services will continue to be accessed online only and through direct outsourced call centers. Jeff said he and Frank talk on a daily basis and are comfortable that the One-Stop is ready and able to open to public access today or on any given or announced date. There are some security issues to discuss especially with some UI claims still going unanswered. Some local areas have received alarming threats by desperate customers because they are being turned away from getting in-person help with their claims. Jeff said we'll want to have security in place so we can avoid any incidents and that customers who do come in can be treated fairly. Most of the customers that want to be seen in-person are those that have UI issues.

Jeff reported Camden and Atlantic County started the first cohort of 28 participants with online OSHA safety and CPR trainings related to the Line School Training at the Anthony Canale Training Center in Egg Harbor Township, NJ. Sherwood Taylor, Atlantic Cape Community College, who oversees coordinating all the

components of the line training, is still waiting for some of the yard equipment and safety gear to be delivered to the training site. The pole climbing, bucket truck orientation, and training will start once items are delivered.

WDB Directors and the ACE team have resumed bi-weekly conference calls and ACE team is offering some job openings and instructions on how candidates from the training program could apply and will be given first preference toward application review. The meetings continue to coordinate efforts and keep things moving toward good outcomes for the ACE Program. Jeff said promotions and information sessions are being planned to recruit for the 2022 program. ACE is planning to add some additional curriculum to the Worker in Sustainable Energy (WISE) program that addresses new employment opportunities in home energy auditing.

Jeff reported the Camden Works program is continuing to successfully place residents in jobs in and around the City of Camden. The goal of the program is to place Camden City residents in sustainable jobs. He said there was an official opening of the Hilton Garden Hotel which is the first hotel to open in the city in forty years so that is exciting news.

Jeff reported meetings are continuing monthly with the State Employment and Training Commission (SETC) and the Garden State Employment and Training Association (GSETA). As discussed in prior meetings, the Employment and Training Conference usually scheduled in October was cancelled in favor of offering a series of online trainings and workshops for frontline and management staffs. Hopefully in 2022 GSETA will host a live conference down in Atlantic City.

Jeff reported the Summer Youth Employment program is going well. To date, there are 35 candidates who have been placed at worksites around the County. The orientation for the program was hosted yesterday, June 16th. This was a Zoom call and youth counselors from the One-Stop participated as well. The youth seem very excited about starting their work assignments. He complimented his staff, Leslie Williams, Comptroller, Alex Levitt, Administrative Assistant, and Kathleen, for the work and effort they are putting into the program and youth workshop development. It has not been easy to organize the program. There has been a lot of hand-holding and follow-up with youth as well as employers. Kathleen has done an outstanding job of coordinating the work-readiness workshops and Metrix online required study. She designed the course of study based on what skills youth wanted to gain out of the program as expressed in their interviews. The work assignments are 20 hours per week and the paid work-readiness training will amount to 4.5 hours per week. Youth will start at their assigned worksites on Monday, June 28th. Jeanne reminded Jeff to forward any employers that did not receive interns to the DVRS program. Margie thanked the WDB for including the Kroc Center in the SYEP. She said the WDB actually sent a certified life guard for the Kroc Center summer camp. Larry said he has some candidates in Pennsauken that were qualified life guards and looking for work. He will contact Margie after today's call.

Bob Weil thanked everyone for their input and updates and noted that the team has been engaged and busy serving the needs of employers and residents with programs they offer. He said it is especially valued and important work during this period of re-opening and economic recovery. He commented that the WDB Executive Committee discussed One-Stop referrals as being low before the pandemic and now are seeing a different kind of circumstance with stimulus programs and employers not being able to fill their positions. He said the work of this team in creating an environment to help match employers to jobseekers has been difficult but it sounds like we are on our way to accomplishing that goal. Bob said he looks forward to continuing these discussions and serving as Chair of the Business and Outreach Team.

NEXT MEETING

Jeff reminded the team the next WDB Quarterly Board of Trustees meeting is scheduled for Wednesday, June 23rd @8:30am via Zoom Conferencing.

The next Business and Outreach Team meeting is scheduled for Thursday, July 15th, 2021, 2:00 p.m. This meeting will be conducted via Zoom conferencing.

Submitted by,

Kathleen Varallo,

Administrative Assistant, WDB