



WORKFORCE DEVELOPMENT BOARD

Supporting the Development and Retention of a World Class Workforce

Robert Weil, Chair
Jeffrey S. Swartz, Executive Director

**QUARTERLY BOARD OF TRUSTEES MEETING
SEPTEMBER 22, 2021
CAMDEN COUNTY WORKFORCE DEVELOPMENT BOARD**

		16-Dec-20	24-Mar-21	23-Jun-21	22-Sep-21
Board of Trustees					
Verney, Matthew (CHAIR)	OceanFirst Bank	X	X	X	X
Abusi, Patrick	Railroad Construction Co. of South Jersey		X	X	X
Arthur, Debra	Active Campaign	X	X		X
Borden, Donald	Camden County College	X	X	X	X
Brahl, Ken (VICE CHAIR)	Ratvitz Family Markets, ShopRite	X	X	X	X
Bresch, Jim	I.B.E.W. LU 351	X		X	X
Cirii, Frank	Local Area Operation Director, CCOS	X	X	X	X
Connors, Kristi	NJ Department of Labor	X	X	X	X
Cooper-Vanderlip, Diana	CPAC	X	X		X
DeBaere, Gregg	Atlantic Coast Communications	X	X	X	X
Deitz, Jeffrey	Division of Vocational Rehabilitation			X	
Donato, Carl	Wawa Inc.	X	X	X	X
Doran, Ryan	IBEW Local 351	X		X	
Figuroa, Victor	Housing Authority of the City of Camden	X	X	X	X
Fitzgerald, Patricia	Camden County Technical Schools	X	X		X
Godorov, Lori	The Work Group	X	X	X	X
Green, Elizabeth "Beth"	Senior VP HR Cooper Hospital		X	X	X
Heintisz, Christine	Board of Social Services	X	X	X	X
Janoff, Carla	Careers USA				
Kalitan, Marlyn	Kalitan Consulting	X	X	X	X
Kelly, Sandra	SLK Partners				
Kiselewski, Michael	Painters Local District Council 711				
Maggioncalda, Jim	TFG Management Group				
Martinez, Rosa N.	WWHS/Veterans Memorial Family School	X	X	X	
Miller, Richard	KeyBank	X	X		X
Pugh-Bassett, Lovell	Camden County Office of Education				
Regensburger, Robert C.	Lockheed Martin	X	X	X	X
Schiavinato, Robert	Union Organization for Social Services				X
Weil, Robert	Conner Strong & Buckelew, Inc.	X	X	X	X
Willmann, Michael	WMSH Marketing Communications	X	X	X	X
Young, Jennifer	Verizon	X	X		X
Camden County Workforce Development Board Staff		16-Dec-20	24-Mar-21	23-Jun-21	22-Sep-21
Levitt, Alex	WDB, Administrative Assistant	X	X	X	X
Primas, Theo	WDB, Program Evaluator	X		X	X
Swartz, Jeffrey	WDB, Executive Director	X	X	X	X
Varallo, Kathleen	WDB, Administrative Assistant to the Director	X		X	X
Williams, Leslie	WDB, Comptroller		X	X	X

		16-Dec-20	24-Mar-21	23-Jun-21	22-Sep-21
Committee Members					
Banks, Evangeline	Juvenile Justice Commission	X	X	X	X
Barclay, Arthur	Camden County One-Stop				
Forman, Lois	Independent Rehabilitation Jewish Family & Children Services	X	X		
Lucas, Angela	Jewish Employment and Vocational Services				
McCormick, Carol	Camden County College, Business Services		X	X	
Page-Soncrant, Jeanne	LWD, Business Services	X	X	X	
Pape, Barbara	Camden County One-Stop, Fiscal Manager				
Peterson, Jyi	Camden County One-Stop, Youth Counselor				
Sinclair, Nidia	Director, Camden County Career Center				
Waller, Darchelle	Winslow Township High School	X		X	X
Wardlow-Hurley, Rhonda	HACC Youth Build		X	X	X

Guest:		16-Dec-20	24-Mar-21	23-Jun-21	22-Sep-21
Abdill, Suzanne	Department of Education	X	X	X	X
Ayscue, Brian	Camden County One Stop Career Center	X	x	x	x
Bennett, Ryan	Truist Bank	X	x		
Davis, Pastor Keith	Camden Dream Academy			X	
Eisenmann, Kevin	Camden County One Stop	X			
Fetty, Brett	Camden County Technical Schools	X	X	X	
Fussell, Imani	Camden County	X	X		
Guzman, Elizabeth	DVRS		X		
Hanna, Kaina	Camden County College	X	X	X	
Hill, Lauren	Camden County Career Center, Youth Manager	X	x	x	x
Iannucci, Susan	Camden County College	X		x	

Guest:		16-Dec-20	24-Mar-21	23-Jun-21	22-Sep-21
Leonetti, Mike	Camden County One-Stop			X	
McFarland, Salama	Camden County BSS	X	X	X	
McKelvey, Chris	NJ Dept. Labor and Workforce Development		X		
Mendez, Kelly	Camden County Board of Social Services	X			
Robinson, Terrenny	NJ Industry Partnerships	X	X	X	X
Veneziani, Jennifer	DVRS, Business Outreach Coordinator				
Venable, Margo	Camden County College		x	x	x
Williams, Rev. Michael	Abundant Life Fellowship Church		x	x	x
Young, Jonathan	Camden County Board of Chosen Freeholders	X	x		x

MEETING MINUTES

Due to the New Jersey State of Emergency and COVID 19 response efforts, it was the decision of the WDB and Matthew (Matt) Verney, WDB Chair, to cancel the regular in-person Board of Trustees Meeting and convene virtual a meeting via Zoom Conferencing. Email notices and meeting materials were sent by the WDB to all board members on Monday, September 20, 2021. Meeting materials included the Agenda, Minutes-Meeting June 23, 2021, and the WIOA Performance Reports.

Alex Levitt, Administrative Assistant, WDB, checked the participant list, digital sign-ins, and attendance was recorded as shown above. He confirmed a quorum of board members in attendance for the purposes of voting, and asked guests to type their name in the chat section to confirm their attendance.

Matthew Verney, WDB Chair, called the meeting to order at 8:43am, and welcomed attendees to the September Quarterly Board of Trustees Meeting. He asked Alex to do an official roll call of Board members in attendance. He led attendees in the Pledge of Allegiance and Introduced Rev. Michael Williams to give the invocation

Matt introduced Jonathan L. Young, Commissioner Liaison, to give welcoming remarks. Commissioner Young gave welcoming remarks and congratulated everyone for their work and dedication. He announced more funding coming for rental assistance and help for non-profits through the Rescue Care Act. He said funds will advance the labor movement to be more competitive. He encouraged the Board, College, and One-Stop staff to stay vigilant in their mission. He welcomed Bill Moen, Director, Workforce Development & Innovation, to his

new position at Camden County College. He said Bill brings a lot of dedication and experience to the community with him. Commissioner Young commented that he sees a greater relationship and merger of services between the college and WDB with a shared vision of improved services and outcomes for Camden County Residents. He also congratulated Matt Verney in his new position as WDB Chair. He thanked everyone again and said he is always proud to speak before this assemblage.

Matt Verney introduced Ken Brahl, Vice Chair, WDB, to conduct the business portion of the Board of Trustees Meeting.

BUSINESS MEETING

SUNSHINE LAW

Ken Brahl, Vice Chair, read the following: In accordance with the Sunshine Law and the public's right to know, we are required to provide adequate advance notice of our meetings. This meeting was advertised on the WDB's website, and in the Courier Post on September 8, 2021. Therefore, the public is welcome to witness the process by which governmental decisions are made and see democracy in action. Due to the COVID19 restrictions the notice of this meeting was emailed to members and previous guest attendees in advance.

APPROVAL OF JUNE 23, 2021, MEETING MINUTES

A digital copy of the minutes from the last Quarterly Meeting of June 23, 2021, was sent electronically to the full Board of Trustees for review. The minutes from that meeting describe actions taken to conduct WDB board business by electronic vote and in accordance with the Sunshine Law.

Ken requested a motion to approve the minutes from that meeting. Michael Willmann made the first motion; Victor Figueroa made the second motion. Ken asked all Board members, in favor of approving the minutes, to respond by saying, "Aye." He asked all those opposed to respond by saying "Nay." There were no opposing votes. By a unanimous vote of the affirmative, the motion was carried, and the minutes were approved.

MOTION TO APPROVE MASTER BUDGET 2021-2022

Matt introduced Gregg T. DeBaere, Treasurer, WDB, to put forth a motion to approve the Master Budget program year 2021-2022. Gregg read the following motion: All Board members should have received a copy of the Master Budget emailed to you on Friday, September 17, 2021. In accordance with the New Jersey State Employment and Training Commission policy resolution #2016-03, the Systems Performance Committee has reviewed the budget in detail and has unanimously recommended the budget be presented to the full Board of Trustees for approval. Gregg asked if there any questions regarding the Master Budget. Hearing no further questions; Gregg requested a Motion to approve the Fiscal Year 2021-2022 Master budget. He asked each person to state their name for the record. Mike Willmann made the first motion; Pat Abusi made the second motion. By unanimous vote to the affirmative, the motion was carried, and the Master Budget 2021-2022 was approved.

INTRODUCTION OF PANEL DISCUSSION

Matt introduced a three-person panel of professionals to speak about the challenges of pandemic conditions, hiring, and innovations forecasted for the future of workforce development

Carl Donato, Store Operations Regional Recruiter at Wawa, Inc.

Store Operations Regional Recruiter at Wawa, Inc. in New Jersey for the following counties: Burlington, Ocean, Cape May, Gloucester, Atlantic, Cumberland, Salem, & Camden . Wawa has afforded Carl great opportunities for advancement and diversity in his career. Wawa continues to grow and is always looking for great leaders who will help lead the company into the future.

Ken Brahl, Senior Director, Chief Compliance Officer

In 1992, Ken joined Ravitz Family Markets from Wakefern Food Corporation where he served as a District Loss Prevention Supervisor. He joined Ravitz Family Markets as the Security Director and later transitioned to

the Director of Labor Relations. In 2019, Ken assumed the role of Chief Compliance Officer, and oversees Human Resources, Labor Relations, and Compliance for this 1000-person company. He considers the company's strong relationship with its unions, his development and training of new managers, and his work with the disabled community to be among his most notable accomplishments

Bill Moen, Director , Workforce Development & Innovation , Camden County College.

Previously, Bill served New Jersey for over six years as the South Jersey Director for United States under Senator Cory Booker, providing outreach to the State's southern counties, and managing an office in Camden City. In this role, he led a team that focused on collaborating with local communities to identify opportunities for collaboration and federal investment, particularly around workforce development and other labor-related issues. A first-generation college graduate, Bill received his bachelor's degree in Political Science from Rowan University, and his master's degree in Public Administration from the Fels School of Government at the University of Pennsylvania.

Matt posed questions to the panelists; questions for Ken Brahl and Carl Donato.

- What did Covid-19 reveal as the biggest challenge to your industry?
- What specific technology did your organization/business implement to overcome some of this past year's challenges and how did improve your business?
- What organization/business, in your industry sector, have you noticed is making the greatest advancements toward automation and what are they doing?

Carl said Wawa remained opened during the pandemic, but made the safety of staff and customers, a priority over store profits. This brought management to an even greater focus on Wawa's company culture. Management began to realize just how much tenseness front line staff were experiencing, dealing with customers, during those initial stages of the pandemic. Wawa quickly refitted some store locations with drive thru options and online ordering. Safety gear was distributed, shielding was installed, and store disinfecting staff were trained and deployed. Some seventy-five store were vandalized during the period of post-closure tensions at inner city locations across the region. Kiosk ordering in the stores was already working well before the pandemic, but Wawa began implementing some check-out and phone app payment systems. Carl said it is hard to pinpoint how other companies will be working with Artificial Intelligence and what the future looks like. Wawa is still dedicated to supporting its staff, and creating career paths that make sense for co-workers, providing a vested stake in the company and a sustainable living. They look for long term relationships, and of course Wawa hires "smiles."

Ken commented about the loss of Steve Ravitz, President Emeritus, Ravitz Family Markets, starting the stores pandemic journey, only three weeks in, brought management right to the heart of the matter. He said there were many tense days and hours dealing with customer meltdowns and challenges and of course stock challenges were an everyday guessing game. Ken said hiring has been a challenge. One notable implementation was to work with local schools, and store locations now have a futures program. This program invites youth to work a 4-8pm shift that provides training and development around different departments of the stores. He spoke about installing more self – checkout lanes and online ordering. The stores also installed kiosks in the deli department. He said the company usually runs with about one thousand employees, but the current roster is about 800. Ken said the future of automation will eliminate many entry-level jobs, and retailers across the industry sector will look for whatever innovations they can to keep their businesses running. While initial investments in technology may be high, the costs to operate them will be lower than wage and benefit costs. It's a fact that will change the entire labor system over the next ten years. He said it won't eliminate the need for staff; it may elevate staff to a new kind of career path that embraces automation. That's where college-employer partnerships will help make the difference. Ken said as Dr. Lauren Hill, Director, Adult Basic Skills, CCC, commented during a recent Literacy Committee meeting..."As we define the new normal!"

Questions for Bill Moen.

- Coming out of the pandemic, are there any funding opportunities available for both credit and none credit students?
- How has the idea of remote work or career path learning been embraced by the college and what are your thoughts on the hybrid model?

Bill started by thanking the WDB for inviting him to speak on the panel. He also paid a special thanks to Kaina Hanna, Associate Dean of Workforce Development & Continuing Education, and Margo Venable, Executive Dean of School, Community, and Workforce Training Programs, for helping him prepare answers to today's questions. To answer the funding question, Bill said there are several funding opportunities for students enrolled at Camden County College. He said the college received a significant amount of Cares Act funding, which was initiated in June 2020, to support credit students. Those funds have been totally expended at this point. The next round of funding came from The Corona Virus Response Relief and Supplemental Appropriations Act. This funding began in late December of 2020 and runs through May of 2022. These funds can be used for both credit and non-credit students. These funds can be applied to tuition, books, transportation, childcare, and even outstanding balances. Another unique feature of the grant is that it can be applied to medical expenses. The College also received funding through the American Rescue Plan for the same term and for the same purpose. Bill said additionally, there are scholarship opportunities that can be accessed through the college's foundation office. These funds are available for both credit and non-credit students as well. Matt thanked Bill and said its nice to know there is support for students coming out of the pandemic.

To Matt's second question about remote work and learning, Bill said there are student and staff areas of consideration. He said first, the staff embraced remote work, and each employee was provided with the technology to work from home. The phone systems were upgraded so staff could receive calls, in real time, while working from home. At the student level, there are new assessment type programs that allow students to apply past experiences to gain credits that can be applied to their degree. The hybrid model of in-person and remote learning gives students the best of hands-on learning with some online study. Many students prefer the hybrid model, and the feedback has gone from one end of the spectrum to the other. Some thrive better with in-person learning and some like the remote option.

Matt said he felt the board would appreciate this hyper-local discussion. He liked Ken's new term for workforce development regarding youth... "Futures!" He said it was also great to hear that automation can be embraced and merged with career pathing and post-educational training opportunities. He thanked Ken and Carl. He also thanked Bill for his willingness to speak on such short notice, and newness to his position. Jeffrey S. Swartz, Executive Director, thanked the panelists, especially Bill Moen who he said did an impressive job for being so new to his position.

ONE STOP CAREER CENTER UPDATES

Matt introduced Frank Cirii, Local Area Operations Director, to give an update about One-Stop Career Center operations.

Frank reported that the One-Stop is has been opened to serve the public by-appointment as needed, and virtually as much as possible. He said it has been going well with no serious issues to speak of other than individuals trying to speak to a representative from unemployment. Signs indicating that unemployment services are not at the One-Stop have been placed around the building. These signs were provided thanks to the efforts of WDB Directors, and the Garden State Employment and Training Association (GSETA).

Frank reported on the implementation of QLess, the online appointment program, which customers can use to make an appointment with members from the One-Stop. This was to have a hybrid model utilized for everyone during the on-going pandemic. Frank added that, in comparison to 2020, these virtual resources give everyone access to the One-Stop services in a multitude of ways they couldn't before. He said this has streamlined the onboarding process for all staff as they have used DocuSign, a virtual signature program, for all their customer interaction. He acknowledged the assistance of Kristi Connor, Manager, Employment Services, DOL, for creating a scannable QR Code link for all customers to access the virtual and partner services.

Frank continued the update by saying there was an uptick in trainings in the last few months with more on the rise with certain grants ending. He said that all counselors have been putting customers into training for 3 job areas: CDL, the medical field, and tech jobs. Frank said the Virtual Services Directory were distributed, along with other partner materials, at a recent job fair, co-sponsored by the County, at the Cherry Hill Mall on September 17th. He mentioned the presence of the WDB as well as forty additional employers in participation.

PRESENTATION OF THE ANNUAL REPORT

Bob Weil, Former Chair, Chair Business Service and Outreach Team, said the Annual Report 2020-2021 was sent digitally to the full board and is posted to the WDB Website: www.ccwib.com He read the following message to the Board and guests attending the call:

Members,

If there are a few words that could sum up this program year 2020-2021, it would be resilience, compassion, and adaptability. Besides shifting over to a virtual platform for Board and Committee meetings, the Executive Team went to work with One-Stop management bringing forth ideas to serving customers in a virtual way. The Virtual Services Directory was developed out of a cry, from residents, for a human, not a machine, on the other side of the phone line. When I say a cry, I mean real human stress related concerns about where the next family meal was coming from, or how parents were going to oversee their child's home school plan. Pandemic and civil unrest caused us all to examine our deepest fears and vulnerability which extended to the population we serve. Words we never gave much thought to, such as "underserved" "diversity and inclusion," "connectivity" became real parts of our everyday conversation and actions.

The County Board of Commissioners is to be commended for their response to these cries. The WDB stood beside them at food distribution and vaccination events, scheduled throughout the County, all the way into the winter of 2020. Their recommendation that the WDB and One-Stop develop a County Business Action Plan put the Business Service and Outreach Team to work on finding ways to help local businesses recover from tremendous losses of help and income. The Systems Performance Committee put their heads together to help providers stay afloat while they transitioned to virtual service. The Literacy Committee stayed active assisting with book drives and promoting literacy and connectivity services. The Operations Committee stayed focused on the state required WDB certifications and One Stop procurement, but they also worked to create improved customer outreach and messaging and improve system processes. (See committee updates for more details on these initiatives.)

One personal priority I set for the Executive Team was to continue diversifying our committees and the board. It is meant to generate some new interest and ideas. The WDB office has a diversified staff that is highly engaged and works well together. The current Executive Committee is one of the most dedicated and engaged groups I have ever worked with in my time on the board. In terms of a long-range organization plan, I recommended that each of them appoints a Vice Chair to assist and further the committee's goals.

I am so honored to have stood as Chair over these last two years and look forward to brighter days as we define the new norm. Matt Verney will be bringing in fresh ideas and seeks to include more youth engagement in our committees. Ken Brahl, as Vice Chair, will really help drive the WDB toward better understanding of real employer challenges. My thanks, once again, to the WDB staff for all their hard work. Many workforce Boards

chose not to apply for the summer youth employment grant; however, we applied and were approved to run the program in another challenging year.

I am not leaving service to the WDB. I am looking forward to taking over as Chair of the Business Service and Outreach Team with special interest in helping to attract more private sector engagement and more service to local minority businesses. Once again, I will leave members with this thought; "Let us go out and create the world we want to live in, because we will live in the world we create."

YOUTH VIDEO PRESENTATION

Matt thanked Bob for his continued service to the WDB. He introduced the latest draft of a youth video being created by the Youth Investment Council as a promotional piece to help engage more youth participation in the Youth One-Stop (YOS). He said he has always felt there is no better way to promote to youth than with peer-to-peer testimony. The video is a combination of success story and outreach, highlighting the capabilities of the YOS and how it benefited youth interviewed. He thanked Alex Levitt, Administrative Assistant, WDB for his work on the project. He also thanked Jyi Peterson and Marisol Velasquez, Youth Counselors, for their contributions to the project. Alex queued the video for presentation on the screen.

Matt asked for any comments or feedback about the video. Attendees discussed the video. All agreed the target audience would be youth, but it could also be grandparents or family members who know of a youth in needs. Some other suggestions included adding some diversity by including a person who might have achieved some college study or a youth who benefited by the WDB Summer Youth Employment Program. Matt said he intends to have the video fully completed by the end of the year and promoted on social media platforms in the coming new year, 2022.

ADJOURNMENT

Matt thanked members and guests for attending the meeting. He thanked Jeffrey S. Swartz, Executive Director, and his staff for their work, behind the scenes to organize the meeting. Matt asked for a motion to adjourn the meeting. Ken Brahl made the first motion: Bob Weil made the second motion. By a unanimous vote to the affirmative the motion was carried, and the meeting adjourned at 9:56am.

WDB MISSION STATEMENT, AS STATED ON ALL REGULAR BOARD MEETING MINUTES

To create the BEST customer driven delivery system for employment, training and education-related programs and services by providing strategic management, planning, implementation, and evaluation in order to enhance the regions long term economic success for all citizens and organizations.

- *To provide leadership in all workforce issues.*
- *To provide a holistic delivery of services.*
- *To continually improve the quality of services for all customers.*
- *To empower customers to make informed choices and take control of their careers.*
- *To provide and guarantee universal access to employment opportunities.*
- *To provide quality workers for all the region's employers.*
- *To create partnerships and collaboration in the government, private and non-profit stakeholders.*

Submitted by,

Kathleen Varallo

Administrative Assistant

