

MARKETING & BUSINESS OUTREACH

February 9, 2023

Zoom Participants

Les Vail, Chair

Tom Bianco, GC Economic Development

Candice Racite, RCSJ

Jeff Sanders, St. John of God Comm. Services

Daniel Sulpizio, Habitat for Humanity

Eileen Gallo, WDB Staff

Anthony Bellia, Co-Chair

Judeline Marcellus, NJLWD

Karen Rodriguez, NJLWD

Michelle Shirey, GC WDB

Alisha Thompson, DWD

Bridget DiGiambattista, WDB Staff

Les opened the meeting at 2:00 pm.

A motion to approve October 13, 2022 minutes was made by B. DiGiambattista, and seconded by M. Shirey.

Status

AJC Customer Outreach – Alisha reported they have been working with the GC Office of Probation and started working with their clients with various platforms. They have recently introduced 1Huddle and provided the links to the staff to do tests and wait on feedback before sending it to clients. They participated in RCSJ Career Exploration Health Care at both Cumberland & Gloucester campuses and provided info about AJC services. They took 12 referrals mostly adult learners seeking better employment.

Newsletter – will issue one prior to the job fair marketing the event; then update following the event. Janet asked who the audience is that receives the newsletter, Michelle responded we have several constant contact lists, i.e.-job seekers & currently unemployed; workforce development board/partner list; business list. Janet suggested making sure to keep people informed of what they can get to, not what they couldn't get to. Dan suggested for businesses community-specifically financial service partners, we can include financial tips for small business owners. Also, security tips for consumers on how to protect themselves from fraud and scams. Candice suggested including the State High Education office is giving 50% wage reimbursement to employers that took summer interns and if nonprofit they will give full reimbursement. Janet suggested creating sections in the newsletter, depending on design, which allows the newsletter to be more mainstreamed. Eileen stated she was involved in Dept. of Labor marketing and they recommended we do a SWOT analysis on our social media and start over. Michelle stated she has no issue with starting a new marketing plan. Les stated we need to determine where we need to be, and what we've done. Les suggested we set up a sub-committee and redo our marketing plan, looking at all areas-newsletter, marketing pieces and there may be resources at the college utilizing interns. The sub-committee will consist of Les, Danny, Candice, Anthony, Adam M. & Eileen. A meeting will be scheduled in the next couple of weeks.

Outreach

1Huddle – Eileen reported we want to integrate the youth more into the 1Huddle games and have scheduled for 1Huddle to visit the AJC and provide a luncheon for the youth. A. Morina from RCSJ will also attend to provide information on services at college with the youth.

New Business

Job Fair – Michelle stated we will invite HR partners to attend lunch & learn following the job fair (12:30-1:30). We will have panelists – R. Davidson will speak about apprenticeship opportunities; C. Racite will speak about the internship program and college resources; J. Garraty will speak about Chamber tuition discount; B. Satchell will speak about incumbent worker training; and T. Bianco will speak about business resources.

WIOA Funds – Eileen stated we have to pinpoint what will be marketed, and must include a brand. Les suggested for the marketing sub-committee meeting, to bring out WIOA guidelines on how we can use and if we have to create specific branding, we can tie it into for different services we want to market.

Michelle asked the sub-committee to have the conceptual budget broken down into allocations so she can use it to budget when new money comes in. Les stated we also need to have an idea of how much money we can use and then break it down into different services.

Candice asked if we are able to purchase outside data from third parties that do research that tell you, who, what & where. Is there anyone that can extract the targeted info? Anthony stated he will check into it. Michelle will forward to Candice RCSJ/WDB's partnership agreement because data and sharing data is a big part of the transition. Final-What data that is not currently available do we need to have and can we get from another agency or purchase?

A motion for adjournment was made by D. Sulpizio, seconded by J. Garraty.

The next meeting will be held on April 12, 2023.

Respectfully submitted,

Bridget A. DiGiambattista, WDB Staff