

## MARKETING & BUSINESS OUTREACH

August 10, 2023

### Zoom Participants

Les Vail, Chair

Tom Bianco, GC Economic Development

Janet Garraty, GC Chamber of Commerce

Candice Racite, RCJS

Daniel Sulpizio, Business

Allison Spinelli, WDB Staff

Anthony Bellia, Co-Chair

Valerie Gambale, Deptford Schools

Adam Morina, RCSJ

Karen Rodriguez, NJLWD

Alisha Thompson, DWD

Bridget DiGiambattista, WDB Staff

Les opened the meeting at 2:00 pm.

The Marketing & Business Outreach Committee will be changing name to Community Outreach & Engagement Committee. Les thanked the sub-committee for all their help in developing the Marketing Plan and to Adam & Allison for note taking from the planning meetings and putting into format. A motion to accept new name to Community Outreach & Engagement was made by D. Sulpizio, seconded by T. Bianco.

A motion to approve June 8, 2023 minutes was made by D. Sulpizio, seconded by A. Thompson.

### Updates

AJC – Alisha reported she visited Probation monthly; she is working with Allison on the CNA program. Les asked if we have any numbers on individuals gaining employment. Les stated the importance of making people aware of the services we offer.

Story ideas:

Candice reported she worked with Nancy Evans over the summer through a grant and trained her on how to develop a consistent marketing campaign, providing her the technology on how to use, to develop promotions, videos, campaigns, etc. Candice stated they are looking to hire an intern to utilize this technology and work with newly hired Communications & Engagement Manager. She would hope to hire Nancy again to target branding for this group, she could train the new manager and the intern, even to return each new semester when a new intern is brought in.

Certified Nursing Aide – Allison they are recruiting for a Certified Nursing Aide in partnership with GC Commissioner Board and Shady Lane Nursing Home. RCSJ will be training provider. They have held 2 information sessions and have 40 interested in the program and September class can only hold 10 and are prepping for another class to start in October. She said the college held press events and the college marketing team pushed out via their website, some target timeframes of releasing the information through LinkedIn and other social media platforms which all helped in the getting word out for the response that we had. She also thanked Alisha for her help.

### New Business

Marketing Plan - has been approved by both the Executive and Full WDB Membership Board.

Committee Name Change – as stated above.

A motion for adjournment was made by D. Sulpizio, seconded by T. Bianco.

The next meeting will be October 12, 2023.

Respectfully submitted,

Bridget A. DiGiambattista, WDB Staff