

**BURLINGTON COUNTY WORKFORCE INVESTMENT BOARD  
MEETING  
Wednesday, March 6, 2013**

- **Call to Order and Welcome – Dan Caldwell, Chair**

Dan Caldwell, Chairman, called the Full WIB meeting to order at 8:07 a.m. Introductions were made.

Kelly introduced Anna Payanzo who was appointed as Director of Human Services by the Freeholders effective January 2013. Anna provided us with an organizational chart for the Burlington County Human Services Department for 2013. Many customers who visit the Human Services building every day are in need of multiple resources that are provided here. The Human Services Department is being restructured to provide customer information to all the service providers.

- **Reading of the Sunshine Law statement by Mary Fox, WIB.**
- **Burlington County Partners in Workforce Development**

**Burlington County College – Rebecca Corbin  
Burlington County College Foundation – Tony Mahon  
Burlington County Chamber of Commerce – Rebecca Corbin  
for Kristi Howell-Ikeda  
Burlington County Workforce Investment Board – Kelly West**

The Partners presented the board with a power point presentation regarding how Burlington County is working together to meet New Jersey's Unified Workforce Investment Plan and New Jersey's Talent Connection (see attached). Included in the presentation was a review of the goals for New Jersey which include: Priorities, Core Values, Driving Investments Based on Industry Strategic Actions, Meeting Jobseekers Where They Are Strategic Actions, Equipping the Workforce For Employment Strategic Actions, and Equipping The Workforce for Employment. The key players for Burlington County are:

- Local Elected Officials
- Workforce Investment Board (WIB)
- Burlington County College
- Burlington County Business Community
- Burlington County One-Stop Career Center

Additionally, Rebecca Corbin from Burlington County College presented the board with an overview of the Internship Innovation Project. This initiative is to match student's talents with the needs of employers. Tony Mahon representing

the Burlington County College Foundation, as well as a current WIB Member, presented the WIB Board with the FIM and Insurance Pre-Certification initiative which focuses on “in demand jobs” in the Financial Services sector in Burlington County. Tony presently has someone working for him in the insurance industry as an intern.

The focus is **COLLABORATION** and **INNOVATION**. President Hespe of Burlington County College spoke briefly about everyone coming together with various services so that the students and their potential jobs are aligned with workforce needs. The college wants to become a player in students understanding of future employer needs and talents, therefore increasing career fulfillment.

- **Questions & Discussion**

Kelly asked if there were any questions.

Dan Caldwell pointed out that Economic Development should also be considered a Key Player in New Jersey’s Talent Connection. It was pointed out that the Library also should be considered a Key Player.

Mark Remsa asked how the pilot program was going to be promoted. Rebecca Corbin informed that they are developing brochures. The Insurance Society of Philadelphia will also be promoting within their network. They are going to try to keep the initiative small for maximum success and let it grow as the need grows. Mark suggested the internet be used for success stories.

Kelly informed the board the Burlington County Board of Chosen Freeholder in partnership with Burlington County College is having a Job Fair on April 9 at the Enterprise Center in Mt. Laurel. On March 21 there will be a “Dress for Success” workshop and a Resume Review workshop is planned for April 4. For more information on these pre job fair events, please visit [www.bcc.edu](http://www.bcc.edu)

- **Adjournment**

Dan adjourned the meeting at 9:00 a.m.

TENTATIVE MEETINGS ARE SCHEDULED FOR  
JUNE 5, 2013  
OCTOBER 2, 2013  
DECEMBER 4, 2013

**Burlington County  
Workforce Investment Board**

**Meeting**  
**New Jersey's Unified Workforce  
Investment Plan**  
*New Jersey's Talent Connection*

**Priorities**

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- System Integration- Leverage of Resources
- Quicker Connections – Shortest path between jobseekers and employers
- Stronger Partnerships – Employers, Community Colleges, State Library, Higher Education

**Core Values**

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- Driving Investments Based on Industry Needs
- Meeting Jobseekers Where They Are
- Equipping The Workforce for Employment
- Increasing System Accountability

**Driving Investments Based on Industry  
Strategic Actions**

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1. Focus workforce Investments on the current and future needs of the State's seven key industries (Health Care, Life Science, Financial Services, Advanced Manufacturing, TLD, Technology & Entrepreneurship, Hospitality, Tourism, & Retail)
2. Strengthen services to businesses, with a focus on small –to mid-sized employers in key industries
3. Support regional planning and collaboration among local partners to be responsive to the State's labor markets
4. Closely monitor economic and demographic trends in the State to ensure that programs and policies are responsive to current customers needs

**Meeting Jobseekers Where They Are  
Strategic Actions**

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1. Strengthen Delivery of In-Person Services to Jobseekers
2. Strengthen Career Guidance information and resources as a foundation for employment services
3. Establish networking as a foundation and essential job search tool
4. Strengthen online workforce service to jobseekers and employers
5. Invest in the skills of workforce system staff through professional development
6. Improve and expand partnerships and collaborations
7. Strengthen services for special populations

**Equipping the Workforce For Employment  
Strategic Actions**

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1. Strengthen literacy and basic skills programs
2. Ensure that jobseekers have access to work readiness skills training
3. Ensure that all training programs are directly responsive to industry needs and lead to employment opportunities for jobseekers
4. Create stackable credential models based on industry demand

### Equipping The Workforce for Employment

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- On-the-Job Training
- Work Experience Programs
- Vocational Training
- Customized Training
- Registered Apprenticeships
- Foundational Skills Training

### Key Players

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- Local Elected Official (LEO)
- Workforce Investment Board (WIB)
- Burlington County College
- Burlington County Business Community
- Burlington County One-Stop Career Center

### Internship Innovation Project

Kristi Howell-Ikeda, President and CEO, BCCOC

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- Orchestrated by the Burlington County Chamber of Commerce Economic Development Committee
- Purpose is to unite schools with businesses to match student talents with employer needs
  - Vocational High School (BCIT)
  - Associate's Degree/Career Certification/Training (BCC)
  - Bachelor's Degree and beyond (4 year partners)

### Internship Innovation Project

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- Key Partners
  - BCCOC – Economic Development Committee and member businesses
  - Burlington County WIB/One Stop
  - BCC – Academic programs, Corporate College, and Career Services
  - BCIT – Vocational training programs and trades
  - Other Four Year Colleges – 2 + 2 and beyond options

### FIM and Insurance Pre-Certification

Tony Mahon, Chair, FIM at BCC

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- HISTORY – formed 2 years ago to meet the growing need of students to find internships and employers to find trained workers
- SUCCESS
  - Active group of 25+ business and community leaders
  - Placements in dozens of businesses
  - Funding secured from CNA Insurance and other sources
  - Numerous mentoring opportunities for students
  - Insurance Society of Philadelphia was a founding member
  - Success hiring interns at AJM Insurance

### Insurance Pre-certification pilot

... To begin in April 2013

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- Focus is to meet “in demand jobs” in the Financial Services industry in Burlington County
- These jobs do not require a bachelor's degree and **starting salaries are in the mid-\$30,000s**
- The pilot pre-certification class will enroll up to 16 individuals who are **BCC students, unemployed, underemployed or are veterans**
- In addition to 40+ hours of class training, **career development and job placement** will be offered
- The **WIB/One Stop** are key partners

**Workforce Development at BCC**  
Rebecca Corbin

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- The focus is **COLLABORATION** and **INNOVATION** with
  - **External partners** to leverage fiscal and human resources
  - **Internal resources** such as the Corporate College, Career Services, and the Business and High Tech Incubator
  - **Partners to seek and secure new funding sources** from the State of New Jersey and private foundations that support collaborative and entrepreneurial efforts in the area of workforce development

**Thank you!**

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**Questions?**