

**BURLINGTON COUNTY WORKFORCE INVESTMENT BOARD
MEETING
Tuesday, July 16, 2013**

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

Dan Caldwell, Chairman, called the Full WIB meeting to order at 8:05 a.m.

- **Reading of the Sunshine Law statement by Mary Fox, WIB.**
- **American Job Center (One-Stop Career Center) Update**
 - Local Area Funding (See attached)
 - One-Stop Memorandum of Understanding (See attached)
 - Workfirst
 - Youth

Kelly discussed the above American Job Center Update. Our Memorandum of Understanding is awaiting action. A copy of this information was handed out to all members and is attached to the minutes.

- **Introductions were made**
- **State Employment and Training Commission (SETC):**
 - WIB certification
 - Literacy

Lansing Davis, Ed.D., was introduced to the board. Dr. Davis is Senior Policy Analyst with the NJ State Employment and Training Commission (SETC). Dr. Davis discussed last years revised State Plan. The focus is that in order for the economy to be successful, you need to develop talent. Seven key industries to focus on have been identified:

1. Advanced Manufacturing
2. Health Care
3. Life Science
4. Financial Services
5. Transportation, Logistics and Distribution
6. Technology and Entrepreneurship.
7. Retail, Hospitality and Tourism

The Governor's strategy is to work with businesses and find their workforce needs. We are also partnering with colleges and vocational schools to assure skills, and acquire credentials, i.e. college credits, degrees.

Four core values have been identified:

1. Driving investment industry needs. (Talent Advisory Councils, professional services which support industry, nondegree entry level skills).
2. Meeting jobseekers where they are. (Jobs 4 Jersey, On Ramp).
3. Equipping the workforce for Employment Adult Literacy. (A lot of people in New Jersey need to improve literacy skills to more than high school level).
4. Increasing system accountability. (WIB certification process, smart metrics to measure system).

Workforce Investment Boards are now going to be recertified every 2 years. Final recertification for our WIB will be done by the beginning of next year.

Mark Remsa was asking about the Needs Analysis and Recommendations Regarding the State of Adult Literacy Education in New Jersey - Executive Summary (Investing in New Jersey's Adult Learner's). A full report is on the SETC's website. The state looked at geographic needs. Burlington County has a great need for literacy match programs. (See attached)

- **Youth**

- Approval of Sixth Barrier for Eligibility
- Summer Work Experience (See attached)

Barbara Weir, from the Workforce Investment Board Youth Programs, discussed the sixth barrier for WIA youth eligibility for the Burlington County Workforce Investment Board. Each Workforce Investment Board can adopt its own sixth barrier. The Burlington County Workforce Investment Board has identified the criterion as follows: Disabled youth requiring additional assistance to complete an educational program or to secure and hold employment; as in the local WIB/Youth Plan from 2000. Barbara is going to ask the board members to vote on this for approval. (See attached)

Barbara informed the board that there are 100 youth in the Youth Opportunity Program and that 34 of these youth are involved in the summer work experience program working for 13 different employers.

Kelly informed the board about the "Busting the Myth" initiative being sponsored by the Burlington County Disabilities Committee on October 17, 2013. Employers can learn about "Profits" by investing in workers with disabilities.

Kelly West discussed the LearnDoEarn initiative of the New Jersey Chamber of Commerce, for which Burlington County is a pilot. LearnDoEarn offers unique motivational curriculum, games and activities that help middle and high school students of all abilities understand what they need to do to build academic and behavioral foundations they will need for success in college and/or work. We are currently hosting the program this week in the Human Services Facility.

Kelly informed the board of the 31st annual GSETA conference which will be held at Bally's Park Place & Casino in Atlantic City September 18 and 19, 2013. WIB members can get scholarships to attend.

DISCUSSION

Dan asked Mark about the new "buy local" initiative – Shop Burlington County First. This encourages Burlington County households to buy in independently owned stores, shops and restaurants in Burlington County. This can help keep Burlington County's economy strong and growing.

Darlene talked about the Burlington County Career Fair which will again be held at the Burlington Center on Friday September 27 from 10:00 AM to 1:00 PM.

- **Adjournment**

Dan adjourned the meeting at 9:25 AM.

**TENTATIVE MEETINGS ARE SCHEDULED FOR
OCTOBER 2, 2013
DECEMBER 4, 2013**