

## Minutes from Business Engagement Team

### Virtual Meeting

**Meeting Date:** Tuesday, November 30, 2022

**Scheduled Time:** 9:00 AM – 10:00 AM

**Attendance:** via ZOOM

#### Attendees:

Rich Temple (Chair) - Deborah Heart & Lung

Jon Sharp - HIG

Carl Donato - Wawa

Christen Martorana - Beely Consulting

Leslie Reis - CVS Health

Nick D'Antonio - Lockheed Martin

Rob Wells - Burlco Economic Dev.

Shawn Thomas - RCBC

Jessika Baer - NJDOL & Workforce Development

Craig Jez - NJDOL & Workforce Development

Barbara Weir - WDB, Staff

**Call to Order – Rich Temple, Chair** Meeting called to order at 9:04 AM.

#### I. Welcome and Review of September Minutes

#### II. Engage/Guide by Cell Update

Barbara reported briefly on engagement tools, a larger report out will be included in the Annual Report for PY21 and discussed at the WDB meeting next Friday.

- Our number of subscribers has been climbing – currently have 636 subscribers. Each program has been diligently encouraging their participants to sign-up, i.e., Youth now at 69, WFNJ now at 96, and the AJC has 203 subscribers.
- Metrics on Mobile: Number of Visitors for Sept. was 104, 382 in Oct., and 278 in Nov. Number of Page Views for Sept. was 209, 915 in Oct., and 928 in Nov.
- Reporting for Engage by Cell is all inclusive; can see the number of times a page was viewed with a specific time frame. For instance, Opportunities through Indeed for PY21 (7/1/2021-6/30/2022) had 155 views – 84 users and 25 unique users, which could be from a simple copy/paste and share from current user. Virtua's Administrative Assistant post has 82 views, Express Scripts had 134 (Note: \$1,000 hiring bonus and provide job training), Construction/Labor Apprenticeship Program (with Randy Brolo) had 211 views which helped in the receipt of applications for their program.

#### Next Steps (Engage by Cell):

- While we are gaining traction there is room for growth. Need to figure out how to market for community involvement.
- Ads have been placed on the bus lines but should quick check to make sure still posted.
- Discussion from last meeting regarding **use of Engage by Cell for training: Just need to create a video for content** and it would be an easy upload to target

specific audience. Keeping in mind individuals who would be the target audience must, by law, agree to be a subscriber, either by text opt-in or through a signed acknowledgement.

- Program not helpful for the Chamber as programs are specific for member and are pushed out through social media and their proprietary system.
- Perhaps look at individual towns, ones with the highest unemployment rate, for their buy-in. Kristi noted she is breathing life into the former Municipal Connection Alliance. Rob offered his assistance.
- Christen suggested a webinar to show how to use the platform.

**County Jobs Portal:** Asked the County if there was a way to report out the number of openings posted. Short answer is no. **Findings after this meeting by hand count:** 519 jobs have been posted on the County Jobs Portal ranging from entry-level to certificate level employment. There are 163 open County Jobs.

**Constant Contact:** 2,465 subscribed. Job Center Campaigns have been sent monthly to UI claimants. The WDB is provided the information which has been provided late. Sent August and September claimants in November. Outreach to 507 claimants was just completed. Email had 63% open rate.

**LinkedIn:** 190 followers, with many visits from the public. While posts are not garnering any “likes”, each post has had an increase in the number of impressions.

**Next Steps (LinkedIn):** Christen questioned the possibility of cross posting with Instagram or other platforms such as TikTok. There are certain permissions allowed by the County. Getting LinkedIn platform was dicey but could be used as leverage to ask for Instagram.

### III. Ongoing Outreach Initiatives to Business

Need to revisit hosting Listening Tours via zoom for employers, to better understand needs old/new the WDB could address.

**Can we do a survey?** Yes, we can issue a survey to employers to capture interest in this call to action. What is needed to issue a survey through Constant Contact. (January Planning Meeting)

- Think of the questions you want to ask within the survey.
- What segments do we want to focus on first?

### IV. Round-the-Room

- **Carl** reported Wawa is moving full steam to grow 900 new stores in 6 years’ time. Wawa’s Supportive employment team member is dedicated to all special staffing with focus on internships and college students. On the recruitment side, looking past those who have had multiple employment or gaps.
- **Christen** is working with The Alternative Board (TAB) participating in events with the Chambers. Working with Access Air, new Burlington County employer, just passed an FAA Certification for the South Jersey Airport to charter flights. Working with Stacy Hunt to develop an Aviation Training Program. A staff at TAB has a drone-racing program which

could also be a training program. Met with NJMEP, who promotes workforce development, thinking it would be beneficial to connect.

- **Craig** end of the year is busier than normal. Trying to get employers to enter On-the-Job (OJT) contracts to help hiring needs. Please reach out if you have any interest. OJT ends in Dec.; max is \$10,000 \$15 per hour. NJ Transit has big push for drivers. Looking at alternate funding sources like SBA.
- **Jon** still in need of staff, finding he is competing with counteroffers from other organizations, and unreasonable salary requests. Jon will send out an email to remind everyone the full WDB is on Friday, Dec 9<sup>th</sup> and not on Thursday, Dec 8<sup>th</sup>.
- **Shawn** reported there is another Executive Director at RCBC who handles Career and Experiential Learning. Just launched Handshake, a platform for students to seek employment and internships. Fair last month went well. Adult education is trying to meet the needs of industry and scaling up certain industries, i.e., Cybersecurity. RCBC has contracts with the Feds., to train Secret Service, FBI, others. Another program is the adult-facing education program - make it more of a dual-enroll program. Three students currently in adult basic ed also enrolled in the culinary program and four students are enrolled in supply chain for their Certifications. Christen has been super helpful in recreation/drone program. Will be offering up cannabis-related programs as well, for the purpose of dispensaries, pharmacists, and doctors.
- **Leslie** is doing a lot of End of the Year wrap up. Experiencing a full retail realignment. New roles, need for hiring for district leaders and store managers. Heather is no longer with CVS, has been replaced with Jim Ferrin to cover all business units in Southern NJ. Will be reaching out to Shawn regarding Supply Chain Program at RCBC.
- **Kristi** wrapping up the year. Getting ready to launch new programs next year. This Friday, December 2, 2022, marks her 20th year with the Chamber.
- **Rob** noted tenure with employees tends to be about 4 years. Anything over makes it look like they have been there forever. The gap is shorter with millennials at 2 to 3 years. Covid sped up the baby boomer retirement. Companies are looking to bolster packages outside of salary, but salary is still a big, big impetus for people to move on to new jobs. Bringing in a lot of Film and TV to NJ. Getting Burlco on the map for 2023, as well as some of our towns for master planning. Impacts of large distribution centers on roads, infrastructure, etc.
- **Nick** wrapped up their first dozen HS hires for students to have an interest in computer engineering. Started in Manassas, VA but has expanded up to Moorestown, using to fill engineering needs in 2023. Registered Apprenticeship for 6-12 months and then return to college (they get a Certificate of completion for this + \$17/hour w/tuition reimbursement). Will share the openings in the spring once they open. Looking to hire more BCIT and RCBC students as "engineering aides" which is a step up.
- **Jessika** is the new business coordinator for Southern NJ. There is a Lunch and learn coming up set for Thursday; Craig will send out an email invite. Curious: Is there a correlation between switching from pensions to 401Ks that impact longevity? Will private-to-public companies change the incentives? Does this make folks more likely to "follow the salary"? (Rob - lot less "golden handcuffs" now that pensions have moved on).

Meeting Adjourned: 10 AM

Next Meeting:                    **Planning 2023 – January 26, 2023, at 9:00 AM**