

# Atlantic County Workforce Development

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NEG MEETING September 16<sup>th</sup> 2016  
ACCC City Campus 9am

## Attendance:

Richard Perniciaro	Jim Drew	Sherwood Taylor	Eric Reynolds
Jean McAlister	Terri Lutz	Joe Kelly	Stephanie Koch
Fran Wise	Alan Beatty	Rhonda Lowery	

## Minutes:

Joe K.- Gave a recap of the previous meeting held. Each area were to present their findings. They as follows:

Sherwood T.-Marketing: reached out to Linda Gilmore to assist in marking, we should have a consistent job focused message. These messages should be as frequent as possible in order that multiple people can hear and respond. Brand the extension efforts, redirect the Website to extension efforts information, host quarterly events, request 5% of the remaining funds to use for outreach efforts, a monthly Press Release, monthly public service announcement, monthly radio campaign, and a monthly social media blast this is in efforts to reach all displaced workers. Brand this expansion Sub NEG Grant (See Handout). Joe K. is in total agreement with this presentation we must be given a name. Stephanie K. states that Facebook is a must. Jim Drew asked if the AC Press be incorporated. Alan B. states that United Way is working with the Taj and feels that having access to the Press of AC will have a great impact in the word out. Rhonda L. added that Town Square Media could be a possibility to get the word out as well. Sherwood T. added that this should remain as a tool to assist displaced workers as this is not a tool to let me know of the services we offer on a daily basis and Rhonda L. added "no marketing services but employers". Fran W. asked if this info can be used to inform Case Mgr.'s of these services so that we can refer out...Atlantic County has 5 Family Success Centers and this would be a great assistance.

Rhonda L.- Assessment: if everyone is doing the same assessment we can referral and outcome more efficiently. We should design our own assessment to include barriers, social, and employment. There is an online tool to assist in building our own assessment. Sherwood T. states that we need a triage piece as well as the basic assessment. Rhonda L. states that we can contact a company called GIST to help us develop the assessment. I looked for the social side of needs as well as skills and career. Stephanie K. asked if there could be two assessments social/career and Rhonda L. responded no, we can combine it and make it our own. Alan B. asked if the public knows about the Success Centers and everyone responded yes. Terrie L. stated that there are some people that are prideful and Joe Kelly agreed adding that we need one message. Sherwood T. states that the hotel is closing on 10/18/16 but the casino side will close later. Jim D. states to get this info from the union. Joe K. added that "marketing" terminology will not be used rather "outreach" will be used. We need to get 20 displaced workers and ask them what approach should be used. Rhonda L. states that Rapid Response can be a time to ask customers. Rapid Response is held for a week and she will talk to Elaine W. to see if this is possible. Alan B. asked if we can reach people from 2yrs ago and Sherwood T. responded that Rapid Response will be a key factor. Rhonda L. explained the process of training but the job placement needs to be in place for those that have degrees and certifications. We are only targeting the Taj at this time. The State will mail letters to the customers however I have asked if the letter can be changed and the answer was no. Joe K. interjected that the \$3million should be used and customized for our program.

Joe K.-Employer Survey: (See Handout) explaining his findings i.e. Survey of Employer, General Business Programs, Business Sector Meetings, Targeted Calls To Employers and Follow-Up To Employers. Alan B. stated that we may need some political assistance. Rhonda L. added that we need to consistently put to the info for employers and employees. Eric R. stated that we need to inform other vendors to come to the table as well. Stephanie K. added that employers must be engaged; Alan B. said that there are 300 jobs openings as per United Way.; Jim D. currently has House Keeping positions open; Rhonda L. states that we have other services, we need to

incorporate internship, apprentice, etc. there is other funding that we will implement when necessary. We will not turn anyone away.

Stephanie K.- Case Management: Can we use money for case management? Rhonda L. response is yes; I will submit a request for additional funds. I will also ask about the funds for intensive services as well as ask for an increase in funds from the NEG funds to facilitate case management. Joe K. added that case manager should go to the employer to see how the customer is working out this is to keep the employer engaged. Rhonda L. stated that our OJT person does this within the first 30-60 days of hire but after that nothing is done.

Joe K.- suggested that there should be an implantation of a proposal; each area will write their proposal piece and submit it to him within 3wks and when we meet in a month we will then have an executive closure. We will also work on a budget for each area and submit that as well. This is due by 10/7/16 via email to: Charlotte at the Chamber. Rhonda added that Ideal may be able to develop a Website also ITM. Joe K. said that Town Square will be willing to assist. Sherwood added that if we cannot get either of those entities to do the Website/Domain then he will ask Linda Gilmore.

Adjourned 11am Our next meeting is 10/19/16

Alicia Oatman-Coordinator