

Executive Committee
Minutes
January 27, 2005

Attendees: Mark Remsa, Robert Santare, Jonathon Shevelew, Dr. Walt Rudder, William Stewart and Barbara Weir

Bob called the Executive meeting to order at 8:07 AM

I. WIB Members Handbook

Barbara disseminated a handbook to the committee for review. The premise of this pamphlet is to inform and keep WIB members abreast of the types of committees, programs and services that the WIB oversee and monitor.

II. Understanding the WIB – Orientation for recruiting new members

Barbara distributed this handbook that was designed to help recruit individuals from the Private Sector, as well as others organizations/agencies interested in serving on the WIB Board. Suggestions were made to remove Kelly's direct e-mail address and add the WIB's website for more information. This way Kelly would not be overcome with inappropriate e-mails or other solicitations. Overall, the Executive Committee felt that the two booklets were necessary, professional and direct and to the point.

Barbara will speak to the County's Print Shop to see about having both booklets formally stapled, so that pages won't be lost and so that it is easier to turn the page.

Bob reported that WIB Recruitment tactics were re-vamped and seem to be effective. The latest member recruited is the Regional Recruiter from WAWA, Kathy Cardell. Kathy is active in Ocean and Mercer County WIB's due to overseeing a couple stores in those areas. For the most part, Kathy works directly out of Burlington County and is in charge of recruiting for the County's 32 WAWA Food Markets stores. While her passion is with serving youth, she will not hesitate to commit herself to other areas within the WIB Committee when necessary. Kathy will be a key player with both the Youth Council and One-Stop Committee. Already, Kathy has worked diligently with Barbara and Brandi to design a WAWA link on the WIB website that would benefit all who visit it. The WAWA link has been set up on the WIB's home page that when "clicked on" will direct the individual to the Job Recruitment page for WAWA. It is a true win-win situation.

Barbara reported that the WIB is awaiting approval for Catherine Palmer, who has just taken over as Executive Director at Cittone Institute in Mount Laurel.

Bob reported that he has been in contact with Hobart West Solutions, a temporary/staffing agency, interested in becoming a WIB member. Bob will notify Barbara when a lunch date has been secured.

Please Note: That the Burlington County WIB is in compliance with at least 51% of the Board in the Private Sector. If you would like a listing of current WIB members or if you have a possible WIB member in mind, please do not hesitate to contact either Bob or Barbara.

III. WIB Constitution and By-Laws

Barbara handed out a revision of the WIB's Constitution and By-Laws; which were last amended in September of 2002. Each member was asked to review the By-Laws and provide feedback at the next Executive meeting in February. Barbara will be sending (via e-mail) the By-Laws from September 2002 for comparison.

IV. Committee Updates

A. Welfare to Work

Barbara reported in Steve's absence. The date of the Job Fair has been secured. The Job Fair will be held at Burlington County Institute of Technology on Friday, June 24, 2005 from 9 AM to 1 PM. This date has been secured, but is pending school snow day issues. Dr. Rudder reported that it should not be a problem either way. **The next Welfare-to-Work meeting is scheduled for March 10, 2005 in the Lecture Hall of the Human Services Facility, 795 Woodlane Road.**

B. Literacy

Mark reported that funds were awarded to Literacy Volunteers of Burlington County. Barbara reported that after securing two quotes; one from Literacy Volunteers of Burlington County and the Adult Basic Education Consortium/Burlington County College, it was determined by the Literacy Committee that Literacy Volunteers of America have the ability to serve individuals as low as zero literacy skills versus the ABE Consortia. Barbara reported that all of the necessary paperwork was completed and submitted by Roberta, WIB/One-Stop Fiscal liaison, and that all who needed to approve the request have and LVBC should have received notice as this time. **The next Literacy Meeting is scheduled for February 1, 2005 in the Economic Development & Regional Planning Board Room, 50 Rancocas Road.**

C. One-Stop

Barbara reported in Joe's absence. The One-Stop Committee discussed the importance of Communication and Coordination. Communication and Coordination is vital, making certain that **ALL** "parties", through various One-Stop Committees, are included and informed of day-to-day activities

and problems that arise. In addition, it is crucial to the One-Stop Committee that key players in the Business Community, as well as the targeted population within Burlington County are identified so that they may benefit from the types of services and events that are scheduled. This type of methodology would guarantee that services are not duplicated and are properly executed. Special ad-hoc "teams" have been designed under the One-Stop to handle the flow of information. Each "team" is responsible for reporting information to the Design Team and the newly developed Marketing Team, which will be accountable for presenting issues and events to the Full One-Stop Committee. **ALL** issues that arise and events that require planning need to be presented to the Full One-Stop Committee. The One-Stop Committee is keenly aware that hurdles will continue to surface as the process of implementing the Consolidation Plan occurs. **The next One-Stop Committee is scheduled for February 18, 2005 at Goodwill's EmployAbility Center, 798 Woodlane Road (next to WAWA).**

D. Youth Council

Although Barbara did not "formally" report on the Youth Council, the Youth Job Fair date has been set for May 18th from 2 PM to 6 PM. Youth between the ages of 16-21, residents of Burlington County, are encouraged to attend.

Barbara developed an Employer Survey, that will be sent to fifty (50) youth and non-youth related employers (Wal-Mart, Target, Fridays, Commerce Bank, UPS etc...). The purpose for the survey is to get a sense as to who hires youth, who doesn't and why. The simple six questionnaire should take no longer than five to ten minutes to complete and can be mailed back or faxed back according to the discretion of the employer. The goal is for the Council to take a closer look at why employers do or do not hire youth, so that modifications can be made to the existing Youth Opportunity Program or something else can be developed to assist in their employment needs. **The next Youth Investment Council is scheduled for March 15, 2005 at Goodwill's EmployAbility Center, 798 Woodlane Road (next to WAWA).**

V. Operations/Marketing Committees

The Operations Committee was tabled until next meeting.

The Marketing Committee has been developed under the One-Stop Committee. Barbara reported that Brandi Lippincott and Pauline Glenn would chair the Committee that meets the first Monday of each month at 9 AM, in the WIB Conference Room (3rd Floor of the Human Services Facility). Unfortunately, due to the weather, the first meeting was scarce and a formal meeting could not be held.

Marketing of the One-Stop is critical. Key players have been asked to meet and discuss important issues, publicize events and assure that the "word" is out about the services offered through the One-Stop.

A common misperception of the One-Stop is that it is only for those who are receiving welfare benefits. The goal of the marketing committee will be to amend the misperception through signage, documentation, events and online advertising so that we can reach as many customers as possible.

VI. WIB Newsletter

Barbara asked for suggestions and or topics for the next WIB Business Newsletter. Suggestions were made to spotlight new WIB members, including a picture and to include a "word" from the Chair. Barbara will put something together for the Committee to review.

VII. Upcoming Meetings

- Executive Committee: February 24, 2005 at 8:00 AM; in the Economic Development & Regional Planning Board Room, 50 Rancocas Rd.
- FULL WIB Committee: March 24, 2005 at 8:00 AM; in the Freeholder Board Room, 49 Rancocas Rd.

VIII. Other Business

Bob reported that he still attends quarterly WIB Chair meetings in Trenton with the Department of Labor and Workforce Development to discuss all workforce development needs.

In March, during the NAWB Forum, approximately 30 WIB Chairs from around the Country have been chosen; Bob is the only WIB Chair from New Jersey to represent. They will meet in a closed forum with the Secretary and Assistant Secretary to the U.S Department of Labor.

Bob also reported that he finally received a copy of the minutes from a meeting with former Deputy Commissioner McCabe back in October 2004. Barbara will make copies and mail them to the Executive Committee for review.

***Agendas and minutes from the Executive Committee, as well as **all** WIB Committees can be viewed on the WIB website, www.burlicowib.com.
***The monthly WIB Calendar is also posted on the website for your convenience.

The meeting was adjourned at 9:01 AM