

## **EXECUTIVE COMMITTEE MINUTES**

**March 27, 2004**

Attendees:	Bob Santare	Mark Remsa	Kelly West
	Jonathan Shevelew	Steve Adler	Dr. Walt Rudder
	Kristi Howell-Ikeda	Joseph Doney	Kris Dixon
	William Stewart	Barbara Weir	

Bob Santare called the meeting to order at 8:05 AM.

### **I. REVIEW/APPROVE DRAFT OF WIB CONSOLIDATION PLAN**

Kelly reported that many workforce-training programs - currently divided between three departments that will be consolidated under the Department of Labor. The department will get a new name: The Department of Labor and Workforce Development.

The current system is too fragmented. There have been programs with 27 funding streams in three departments, each with its own application requirements, paperwork and bureaucracy. Governor McGreevey wants these programs under a single department, with a single task: to serve customers whether or not they are unemployed or underemployed, a laid-off worker, a high school graduate or a Ph.D.

The Governor introduced the re-organization plan January 13, with his State of the State speech. The Legislature has 60 days to comment on the plan, after which the transition would go into effect.

The transition should be completed by July 1<sup>st</sup>. The workforce training programs would be managed under a new Deputy Assistant Commissioner for Workforce Development. Tamara Thomas has been named as the person who will fill that position.

Programs from the Department of Education and the Department of Human Services, representing about \$150 million in funding used locally for job training, will move under the Department of Labor and Workforce Development.

Those programs include all employment-based services that fall under the Welfare-to-Work program; Youth Corps; apprenticeship programs; adult basic education; and the oversight of private vocational schools. The new department will make the programs available to more workers and job seekers.

The Department of Education and the Department of Labor will be issuing Requests for Proposals for Title II activities (Adult Basic Education/Perkins). Kelly reported that entities responding to the RFPs must send their proposal(s) to the local Workforce Investment Board for approval. All ABE proposals will have an extensive review. Most area schools should have received their Notice of Grant Opportunity for Perkins funding. The NGO is for a one (1) year spending plan. The funds will go directly to the school. Again, there is a need for WIB support/approval. However, the submission dates to the Department of Education for Perkins request is May 3<sup>rd</sup>. Due to time constraints and the massive work that goes into a Perkins request, the WIB will allow simultaneous submissions (schools can submit their proposal to DOE the same time they submit to the WIB), since the WIBs have 60 days to approve/not approve a schools request.

## **II. COMMITTEE CHAIR REPORTS**

### **ONE-STOP – JOE DONEY, CHAIR**

The Committee is in the process of implementing the consolidation plan, aforementioned by Kelly. Teams were creating to work on certain projects and to make sure of their completion, which include a Testing and Evaluation Team, Counseling Team, Supervisors Team, a team to work on issues surrounding persons with disabilities, and an Employer Relations Team. All teams are lead by One-Stop partner staff and will focus on an effort to cross train all staff. The Committee is currently working on a staff cross training plan for Core, Intensive, Training services and identifying which One-Stop partner would perform which duty.

### **LITERACY – KRIS DIXON, CHAIR**

Kris reported that the Literacy Volunteers of Burlington County approached her regarding being including among the ABE Consortia, due to the lack of funding they receive. They currently “survive” on yard sales, fund raisers and bake sales. One of the major reasons why this seemed to be a no brainer, was that Literacy Volunteers have a strong connection with Verizon, who have a vested interest in literacy project within the Community. Kris reported that she would be meeting with a representative from Verizon next week regarding Literacy programs in Burlington County. Kelly reported that Literacy Volunteers have sent a request for funding proposal to the WIB in the amount of \$7,000 to help with the cost of mailing, training tutors, supplies, etc... Kelly reported that Literacy Volunteers are an asset to the Community and to the One-Stop Career Center’s Workplace Learning Link. Literacy Volunteers work with customers who need English as a Second Language (ESL) and to those who require one-on-one tutoring. They also prepare customers who fall below the 4<sup>th</sup> and 5<sup>th</sup> grade reading/writing level so that they can be ready to receive mainstream/group services from the Workplace Learning Link or other County Literacy Provider.

Kris also reported that she would be meeting with the Miss NJ USA (a Cherry Hill resident), whose platform is Literacy to discuss a traveling program in elementary institutions. Kick off is slated for Sept./Oct.

### **YOUTH INVESTMENT COUNCIL – BARBARA WEIR, CHAIR**

Barbara announced that the Youth Opportunity System Request for Proposal (RFP) was advertised on March 16<sup>th</sup>. A pre-proposal meeting is scheduled on April 1<sup>st</sup> at the Burlington County Freeholder Board Room.

Barbara reported that the Council is working on the Youth Job Fair slated for Thursday, May 13<sup>th</sup> at the Human Services Facility from 2 to 6 PM. Barbara created and sent “*Save the Date*” cards to the Superintendent of Schools, School Principals, School Guidance Counselors, PTA, Faith-Based Organizations and any organization/agency who services youth. Also, an invitation and registration form was sent, along with a *Save the Date* card to local businesses. So far to date, Barbara has received notification from McDonalds, Burger King, the US Army, Pine Island Cranberry Company and UPS that they will attend the fair. Barbara has also set up Radio spots, newspaper ads, posters, and press releases. Barbara will send information to the Chamber for their Quarterly Chamber Chatter bulletin.

Barbara announced that there would be a Transportation meeting with Six Flags Great Adventure, Burlington County Institute of Technology, Burlington County Risk Management Department, Burlington County Transportation Department, Smith and Solomon Driver Training, the Youth Opportunity Program Lead Agency and the WIB to discuss how we can bridge the transportation gap between counties so that over 100 positions could be filled at Six Flags by Burlington County jobseekers, including youth.

Barbara handed committee members the new Youth Brochure that was just printed by the College. Unfortunately, the tag line that states that services are available to those who are disabled was inadvertently omitted. Barbara has prepared a sticker that will be put onto the back in order to rectify the blunder.

### **WELFARE TO WORK – STEVE ADLER, CHAIR**

Steve reported that the Committee is working on the Annual Job Fair. What we thought might be a mess, has now been fixed. Since our beloved BCIT is under construction and will not be available for June, the Committee was left to find an alternative or think about postponing until Fall. Suggestions were made to look into Special Services School. The Committee took a field trip to see if the space would accommodate the usual 125 Businesses seeking employees, which it did. Therefore, the Job Fair will be held on Friday, June 25<sup>th</sup> from 8 – 1 PM at the Burlington County Special Services School. Although, Special Services is a great alternative to BCIT, the Committee will now have to review all PR and Marketing strategies (i.e. live Radio, tables, chairs, food, etc...) All future Welfare to Work meetings will revolve around setting up the Job Fair.

### **ECONOMIC DEVELOPMENT – KRISTI HOWELL-IKEDA, CHAIR**

Kristi announced that the Economic Development Committee has an aggressive agenda in the upcoming future. Goals and Plans of Action have been developed. The Goals of the Chamber include the expansion of the Committee’s knowledge of programs and

opportunities in Burlington County and to promote business opportunities in Burlington County by providing educational programs. The Chamber's Plan of Action to meet these Goals include, the planning and promotion of seminars highlighting: Opportunities for Economic Development in the RiverLINE Corridor by engaging County Officials and hosting an After Hours Event to promote the Light Rail; Business Assistance Programs by engaging the County Department of Economic Development, the Burlington County Bridge Commission and the NJ Commerce Commission regarding types of funding sources available; Mayors/Business Person Roundtable to work with the Government Affairs Committee to bring together business and government to discuss opportunities for conducting a better business; and Quarterly Economic Outlook Lunches throughout the County with speakers to update Chamber members on Economic Opportunities and/or "happenings" in the County.

### **III. DIRECTOR COMMENTS/REPORTS – MARK REMSA**

Mark reported that the best Economic Development tool to date has been the development and operation of the RiverLINE. Many people are utilizing the RiverLINE, so much so that lately it has been SRO (standing room only). Right now there are attempts to loop shuttle buses (BurLink) to the RiverLINE for a connection for education and work.

Mark announced that E.P. Henry (concrete and masonry) have moved to Burlington County, Wrightstown area. They will be bringing 100+ job opportunities to the County.

Mark reported the new Micro Enterprise Loan Program, which was designed to assist businesses with five (5) or less employees, including owner. The loan is up to \$25,000 with 0% interest if that business resides in the UEZ (Urban Enterprise Zone) and only 1.9% below prime if they are not in an UEZ.

### **IV. ANNOUNCEMENTS**

Bob announced that there would be a Governors Summit on April 19<sup>th</sup> from 12:30 to 3:30 PM at Rutgers College-Douglas Campus. Any WIB member interested in attending and/or would like more information, should contact either Kelly or Barbara. Discussion topics at this time include, the Reconstruction of the Department of Labor and Workforce Development (Consolidation), the establishment of the Business Resource Center within the One-Stop Career Center, Distance Based Learning, and College Credits for training, etc...

Bob also announced that Burlington County met 16 of the 17 required Performance Measures of PY02. The only one that was missed was the Younger Youth Retention. A corrective action plan was designed and submitted to the Department of Labor. Barbara reported that as part of the corrective action plan was a Technical Assistance meeting, which was held March 24<sup>th</sup>. Three (3) people from the State, as well as the One-Stop's MIS expert and manager, both Youth Opportunity Program –Lead Agencies and the WIB Youth Program staff attended this meeting. Barbara also reported that there was a tiny

piece that was missing and that there should be no reason to fail the Younger Youth Retention for PY03.

Kelly reported that the State Department of Labor finally “sent” down funding allocations to administer the Workplace Learning Link. Kelly submitted the funding proposal back in July. Since then, she has worked diligently on creating the Learning Link. Kelly is in the process of expanding the Workplace Learning Link to include testing and assessment. Currently, customers are tested by the “department/agencies” they are seeking services from utilizing different tools. In conjunction with the consolidation plan, it made sense to have one (1) Universal test that could be used by all agencies/departments. Also, the Workplace Learning Link will “kick-off” an alternative GED testing site. GED testing will be made available once per month in the Human Services Facility at 795 Woodlane Road, Westampton.

Bob updated the Committee on the progress that he and Kelly have made in recruiting new WIB members. So far, the Placement Specialist from Smith and Solomon Driver Training, formally Bordentown Driver Training School, and the Branch Manager from Manpower have sought interest in becoming a WIB member. To date, the Board of Chosen Freeholders have approved Smith and Solomon, and will be looking at Manpower during their next Board meeting in April. The benefits that have attracted these new WIB members are, Business Opportunities, Networking, FREE PR and Marketing, as well as all of the services provided by the One-Stop Career Center.

The RE-Appointments to the WIB have been tabled until the next meeting.

**V. NEW BUSINESS**

With all of the great things happening in Burlington County, the Workforce Investment Board should look into resurrecting the Marketing Committee. A motion was made by Kristi/Steve to revive the committee with the assistance of Dr. Rudder, Mark, Kristi and Jonathon.

Motion to adjourn, Dr. Rudder/Steve Adler. Meeting adjourned 9:05 AM.

**THERE WILL NOT BE AN EXECUTIVE MEETING SCHEDULED FOR  
APRIL!!!!**

**HAVE A HAPPY EASTER/PASSOVER!!!**