
MEETING MINUTES

- Type:** Bergen County WIB Quarterly Meeting **Location:** Bergen County Building – Room 2E
- Date:** Thursday, July 12, 2012 **Address:** One Bergen County Plaza, Hackensack NJ
- Present:** See attached attendance sheets
- Distributed:** Marketing Executive Summary Flyer; Marketing Disabilities Flyer; BCTS WIA/WFJN Grants Accrues Expense & Obligation Report FY 2013 PY 2012 July 1, 2012 thru June 30, 2013 as of 07/01/2012; Research Report. June 2012 “The State of the US Workforce System: A Time for Incremental Realignment or Serious Reform?” by Kathy Krepcio and Michelle Martin

At 9:00am the meeting was begun

- Introductions took place
- In accordance to public law, a public notice was placed
- The Pledge of Allegiance was said

The meeting was called to order by Chairman Jim Black

- Approval of the April 12, 2012 minutes was requested and the motion to accept was passed. Corethia Oates made the motion and Ron Milon seconded the motion.

➤ **One Stop Operations Report – Dimitri Miaoulis**

- Jim Black introduced Greg Janz to the Board as Sal Mastroeni’s replacement as One-Stop Director
- Dimitri Miaoulis stated that working with Greg has re-energized his efforts, they have a mutual understanding of issues at the One-Stop and are both committed to achieving quick results
- Dimitri has been conducting front-line interviews at the One-Stop in developing report; will be working with Greg to develop better One-Stop operating procedures based on interviews
- 2010 Workforce Investment Board report by Clark LaMendola of LaMendola Associates concurred that many WIBs have no one “in charge” but that the local WIBs do have roles and responsibilities; Bergen WIB needs to review and understand its roles and responsibilities
- One-Stop report will be kept simple; unlike six-sigma reports that are a complicated analysis we want to simplify the analysis for everyone at every level to understand; therefore it is invalid to call it a “six-sigma”
- Now working with Greg on data measurements and software reports that will produce actionable items that focus on One-Stop ROI – how many people that have gone through the One-Stop have been put back to work and how much do we spend per person; we have standing meeting with department heads that focus on system results not employee results; we need to strip away measurements that the funding stream regulations require that don’t really matter in the end to stay focused; comes down to developing business relationships and jobs; without placing a cost-per-person it doesn’t become “real”
- The WIB leads the development of a strategic Workforce Investment System; our number one goal is to get people back to work

➤ **Marketing and PR Committee Report – Annette Freund**

- Key target of website is employers; we now look professional and explain in plain English what we do; we sound like real people not “programs”; need to target internal and external audiences; Board members need to

know what we do and who we are; our website markets our members as real people with links to their businesses/organizations

- Website needs Board approval; look at content and check your organization link and title on member page
- Additional content still needs to be added in Phase II of website development which will include: member only section, development of “coming soon” areas, search engine optimization (SEO), Google Analytics, social media campaigns, building a newsletter subscriber list, hot jobs section
- Charles Evans received our first Certificate of Appreciation; we will continue to do this as part of our internal marketing and internal appreciation
- Have been working on Disability Committee marketing piece geared towards employers
- Developed an Executive Summary marketing piece geared towards our County Executive which focuses on WIB benefits to the County
- Drafted two press releases to be released soon
- Interviewed Julia Orlando about the WIBs pilot program with the Center to get its work-ready residents employed
- Jim Black stated that our previous website was nothing compared to others in the state and that it would have cost us \$25k+ to develop it outside our organization; Dennis Bone (SETC Chairman) has received our marketing plan to review
- Randy Guthrie stated that the State is aware of our efforts and that our website is consistent with the State site
- Tony Corsi stated that the feds have launched a new national campaign – American Job Centers
- Walter Hecht stated that inconstant branding makes it hard to move forward and perception becomes an issue
- Corethia Oates noted that the current WIB is creating leaders in all committees and being much more proactive than in the past

➤ **Business & Economic Development Report – Lou Weiss**

- Our committee has been meeting every other Tuesday; several different organizations are being represented and are collaborating; collaborating is tough sometimes with so many different agencies and the state
- Maggie Peters is doing a great job with the Bergen County Economic Development Corporation’s (BCEDC) Listening to Business Initiative (LBI); they have partnered with the WIB; initiative is gathering feedback from businesses on the impact of doing business in Bergen County has; they are introducing companies to the services and programs that they are eligible for but may not aware of; they are creating a continuous line of feedback, follow-up and reporting
- Maggie Peters stated that they have completed 2nd round of calls and has had two meetings with the top 20 largest employers in Bergen; set goal to meet with 25 and report on findings; this is a continuous effort with LBI being Phase I and small business outreach being Phase II; can see the rebuilding of the WIB and the Board believes in what we are doing; getting people back to work is the goal of the collaboration WIB/BCEDC; if anyone hears of a business moving out of Bergen County please contact Maggie Peters

➤ **One-Stop Report – Greg Janz**

- WIB has been instrumental in helping Greg move forward since starting in new position
- One-Stop has met or exceeded all State and Federal measurements
- Employers can now access Jobs4Jersey
- WIA grant for In-School up and running; certification process now in place; providers are mostly certified; providers cannot be paid without certification
- Mary Mulvaney heads up Disability Employment Initiative (DEI); DEI is a Federal/State collaboration awarded to local WIA entities that aims to improve employment outcomes with resources available to individuals with disabilities without having them lose SI/SDI benefits; we are reimbursed for her salary through DEI
- Budget has been received and allocation of funding streams will be determined at the next WIB Executive Committee meeting; further details found in distributed Expense & Obligation Report
- We are looking at how to better utilize people in the One-Stop

- NJ Performs software will provide reports; working with our MIS department to learn more and use real-time management tools

➤ **Literacy Report (Special Partners) – Walter Hecht**

- Literacy Committee continues to deal with issues of education; important to bring up level of literacy for future workforce; most employers require a minimum high school diploma/GED
- Recently received notice that funding was cut by more than half from previous allocation which covered GED and Workforce Learning Link (WLL) centers; we had an emergency meeting to discuss on June 27 and came up with a plan for funding; since funds cannot be used for centers we had to make recommendations; need either public or private entity for center; State may be partnering with Pearson Education for online GED testing ; this year we have exceeded 2k tested

➤ **Executive Director Report - Tammy Molinelli**

- Over the past year our strategies have been focused on getting people employed; each committee is now focusing on the same goal; we are now have a team of high level leaders working with government agencies each connecting to the WIB
- WIB has met or exceeded expectations; with 11 committees now in place and our regional consortiums we finally have people in place to do extraordinary things and to change the dynamics and policies; we are also getting well-deserved attention from the state and feds
- Working with Randy Guthrie on setting up quarterly win-win agreements for myself and Carol that are reviewed; the Executive Committee has me focusing more on small business development while still overseeing committees, and developing communications strategies
- Worked with Tony Corsi (Hudson WIB) and our regional consortium North Jersey Partners (NJP) on the Health Care Pathways Grant for training and establishment of employment pathways TANF and low income participants in health care related fields in demand; we also collaborated on the H1-B Visa - manufacturing and science grant; NJP has won five grants though regrettably lost recent Workforce Innovation Fund (WIF) grant to Newark
- Developing a pilot program with Julia Orlando that connecting and streamlining resources to get work-ready individuals at the Center into sustainable employment; Tammy personally met with selected individuals – personal attention really gave them hope and encouragement; 3 of 5 have been offered jobs so far; the Bergen Record has conducted interviews for a story on the program; 5 people got into the BCCAP Weatherization Assistance Program; space has been set aside at the Center for a resource room where computer research can also be done
- Using the Center pilot to develop similar re-entry program for people who have been incarcerated
- WIB will be holding an orientation for new board members; we are also looking at all members and how we can partner them with our committees; we are looking for committee chairs as well – see Tammy if interested
- WIB has moved to a temporary location, 25 Rockwood Place in Englewood, the Housing Authority building

➤ **Chairman Report - Jim Black**

- WIB has been updating the membership files; asking Bob Loderstedt (President and CEO of NJMEP) plus six more people to be appointed to the Board; we are always looking for private sector members
- WIB is looking at updating our Bylaws
- Asking if Board review research report that has been distributed
- We have more active members now and who are passionate in the committees they participate in; the more involved our members are the more we can get done

- There being no old business or new business, a motion by Ron Milon, seconded by Walter Hecht, to adjourn the BCWIB Quarterly Meeting at 11:00am was carried.

➤ **Announcements**

- The Bergen County Workforce Investment Board will next meet on **Wednesday, October 10 at 9:00am** at 327 East Ridgewood Ave., Paramus - Bergen County Technical School Administrative Building Auditorium
- Jackie Lue Raia is now with NJ Sharing Network and will remain on the Board; also continues with NJ Disabilities Network
- Jim Thebery working with MS Society and State on independent living center; disability employment fair will be on September 19 where they will have hire-ready employers on site taking applications

Prepared by: Carol Polack, October 8, 2012