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## **WORKFORCE INVESTMENT BOARD QUARTERLY MEETING**

Mercer County Community College Conference Center

**July 28, 2009 ♦ Minutes**

**Attendance:** John Raines (One-Stop), Karen Clark (Horizon NJ Health), Larry Finkelstein (Transition Management Associates), Peter Frascella (Mercer County Technical Schools), Keith Secrest (Kinetics Industries Inc.), Melvin Crawford (NJ DVRS), Susan Sternberg (Trenton Public Library), Barry Cole (Mercer Street Friends), Renee Altman (Personal Computer Training), Todd Hyland (Smith & Solomon), Pat Cacacie (United Way), Anna Lustenberg (Verizon), J. Scott Clemmensen, Guy Generals (MCCC), Al Edenzon (Firmenich, Inc.), Paula Hartman (ABS), James Purcell (STV), Ernest Price (ETS), Nancy Thomson (Child Care Connection), Joyce Yon (Mercer County One Stop)

**WIB Staff:** Beverly Mills

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Meeting opened at 12:35 p.m. by Edward Kurocka, WIB Vice Chair

### Committee Reports

*Oversight Committee* – Report by Larry Finkelstein, Chair

- Met with Virgen Velez and Beverly Mills to discuss s One Stop needs and challenges
- ARRA money and subsequent planning process required by LWD came in faster than expected; left little time for preparation
- Since last year, the economy has resulted in 20% more people coming through the door of the One Stop
- Amount of work involved at One Stop has increased; One Stop has seen a different stream of customers possessing higher skill levels
- Since corporations are doing fewer out placement services many downsized people have been coming to the One Stop seeking services; have been referred to the Professional Services Group
- One Stop will reach out to employers more in order to match make with clients
- WIB not for profit community members will be apprised of Oversight Committee meetings to ensure the concerns of those they serve will be represented and to keep the relationship between them and the One Stop intact

*Literacy and Early Childhood Literacy-* Report by Gay Egan, Chair

- The Literacy Consortium has entered into the new fiscal year
- The Consortium (consisting of 9 members) served over 1,200 students last year 16 years of age or older

- Although State standard has been met, exact numbers have not been identified, still working out the “kinks” with the LACES system
- A learning disabilities consultant will come to the consortium to assist with identifying needs of students with learning disabilities
- Next Literacy Seminar planned for November 20, 2009 at the MCCC Conference Center
- Literacy Committee will further expand the literacy vendor guide
- Melinna Harris, Gay Egan, Bev Mills and Susan Sternberg met with ETS representatives in July to discuss possible collaborations with literacy research and assessment; Melinna, Gay and Bev submitted a “wish list” to ETS as a follow up to this meeting
- Ernest Price elaborated that hopefully ETS (as with a similar project in Philadelphia) can assist with similar issues facing residents in Mercer County as in Philadelphia
- Possible ways to address may include a symposium to discuss current assessment tools and whatever other methods that could be beneficial to the Consortium
- January 28, 2010 WIB meeting will feature the ETS presentation of *America’s Perfect Storm* and several invitations will be extended beyond WIB membership to school superintendents, educators, employers, etc.
- Karen Clark suggested WIB piggyback with MCCC or other 501©(3) for sponsorship
- Anna Lustenberg volunteered to ask Dennis Bone (new SETC Chairman) and to speak at Literacy Conferences

#### *Early Childhood Literacy – Report by Nancy Thomson, Committee Co-Chair*

- The focus has been the promotion of literacy at an early age at local child care centers
- Early Mercer Reads, which took place on June 10, 2009, will be moved to April so we can get more centers involved to reinforce to the community the importance of early literacy
- The committee is looking of volunteers to read in child care centers; will encourage seniors to partner
- The committee will encourage the child care center to use the libraries more
- The Early Childhood committee will also survey child care centers to gain more understanding about their library usage
- The committee participated in Heritage Day and read to children and gave away books
- Suggestion was made by Anna Lustenberg to check into Verizon’s website for their list of volunteers – many companies are involved and volunteers can become involved with numerous programs
- Coordination can be done through the Mercer WIB

#### *Healthcare Committee - Report by J. Scott Clemmensen, Chair*

- Primary focus has been on the current climate with Registered Nurses – currently nurses are not retiring as quickly as predicted because of the economy and many are staying on for 3-5 more years; many nursing grads our going out of state for employment
- In addition to college programs the focus has been on technical training and certification programs such as the pharmacy tech program started in Trenton by CVS
- The committee is also researching the feasibility of instituting a Sterilization Program; a mandate, effective August 2, 2009, will require all personnel involved in sterile processing to be certified through a National Sterile Processing Program recognized by the NJ Department of Health and Senior Services
- The committee is also greatly interested in attracting more members from the long term care sector; need is still there for nurses aides, medical assistants and other geriatric professions
- A resource guide, similar to the one developed by the Literacy Committee, is planned

#### *Disabilities Issues Committee – report by Mel Crawford, Committee Member*

- This committee was newly formed in January, 2009 as mandated by the State Employment Training Commission and LWD
- From the initial meeting in February, 2009 three ad hoc subcommittees were formed
- Membership, one of the ad hoc committees, is soliciting members from the private sector
- Jeff Zeiger, Vice Chair of this committee and General Manager of the Trenton Marriott, volunteered to host an evening of networking on August 12, 2009 on behalf of the WIB and Disability Issues Committee; intent is to recruit members to the WIB and promote hiring the disabled
- Planning will begin on a countywide career fair for high school students with disabilities

*Youth Investment Committee* – report by Jim Purcell, Committee Member and Bev Mills

- The YIC held numerous meetings in preparation of stimulus funding; ACES youth program was developed
- May 15<sup>th</sup> was deadline for applications; 450 were received overall. Lottery for younger youth (14-17) was held because of so many applications for this group; are still soliciting applications for older youth 18-24
- Both groups will receive job readiness training and will be assigned a worksite either from a governmental or non-profit sector; close to 300 youth have been certified to date
- Salaries (\$7.25 for younger and \$7.50 for older youth), transportation and training costs will all be paid through ACES
- Along with stimulus money, Mercer County One Stop was selected to be part of the Summer HEAT program which is an initiative from the Governor's Office
- A series of mini on-site recruitments was held for Summer HEAT youth; LWD's goal was to have 200 youth employed

*Marketing and Strategic Planning* – report by Ed Kurocka, Chair

- Power point presentation of MCCC marketing/design students was shown. On May 4<sup>th</sup>, 2009 committee members met with MCCC marketing/design students who presented final designs from the Capstone Project. Along with three other judges from MCCC, Ed Kurocka, Peter Frascella and Bev Mills were given a presentation from six entry teams; the purpose was to design a fresh new logo for the WIB and update marketing materials for the WIB and One Stop. Portions of different designs and marketing ideas will be used and the marketing committee will work with the One Stop.
- Jeff Zeiger volunteered to host a wine and cheese networking event on behalf of the WIB on August 12<sup>th</sup> to promote awareness of the WIB, market One Stop services and encourage hiring from the disabled community.

*New Business:*

Al Edenzon made the announcement that Firmenich was forced to lay off for the first time in their company history. A new SAP system was being installed and other jobs are being created and would require an additional 30-40 people to be hired. Firmenich plans to hold a career fair at Fort Dix; 900 returning vets are expected. Al volunteered to be the conduit if WIB members had candidates.

Meeting adjourned at 1:55 p.m.

**Next Meeting – Tuesday ♦ October 28, 2009 ♦ 12 - 2 p.m. @ MCCC Conference Center**