



Workforce Development Board
County of Middlesex

Economic Development and Business Services Committee Minutes

April 5, 2018

Present: Roseann Bucciarelli, Barbara Heyward, Poo Lin, Elayne McClaine, Brian Sant'Angelo, Bernice Venable and Anthea Williams.
Staff/Guests: Kevin Kurdziel, Diane Seavers, and Shamara Gatling-Davila.

- 1. Welcome and IntroductionsKevin Kurdziel
a. Kevin opened the meeting by introducing himself and asking everyone to introduce themselves.
2. Approval of Minutes from October 12, 2017 Meeting
a. Diane made the first motion to approve the set of minutes and Barbara seconded the motion. No one opposed.
3. NJ DOL/Trenton Update.....Kevin Kurdziel
a. Robert Angelo is the new Commissioner. He is a resident of East Brunswick, Middlesex County, and aware of the county's challenges and best practices. He is committed to innovation and best practices, even as it relates to reentry. Confident he will work with us and become a great partner. He would like to see the local areas operate autonomously. His notion is to give local areas opportunities to develop programs specific to that county. There is a new Deputy Commissioner, Paul Ewing. Paul Ewing and the new Chief of Staff, Julie Diaz, are from Perth Amboy. There is a great Middlesex County presence in the current administration.
b. A new Assistant Commissioner was recently hired, Hue Bailey. He previously worked for Philadelphia Works which is Philadelphia's Workforce Development Board and for Workforce in Montgomery County Maryland. He is known for being an innovator for Workforce Development. There will be more reorganization happening with DOL.
c. There is a large focus on apprenticeships right now.
4. Committee Priorities for WDB Strategic Plan.....Kevin Kurdziel
a. At the most recent Workforce Development Board Meeting a Strategic Plan was discussed. The plan will be worked on after July 1, 2018. Each committee will be charged with identifying a few priorities for the committee to focus on. Before the next meeting, an email will be sent asking for recommendations.
b. Apprenticeships are on the rise so the committee may want to focus on it.
5. Business Engagement Team Update.....Barbara Heyward
a. Recruitments for the first quarter of the year: For January, February and March there were thirty-three recruitments. For those recruitments, one hundred and seventy eight people attended and of that group, thirty-seven people were hired. For marketing: Fifty-nine contacts were made to new employers or currently engaged employers. There was a total of forty-eight clients interviewed for post-training placement and twenty-nine of those were hired. An additional thirty-seven people were hired through recruiting events.

- b. The Business Engagement Team and Employment Services are working well with recruitments and as a result there are great turnouts
- c. Bubba's 33 is up and running in Parlin, NJ. Their positions were filled by the recruitment events. Burger Ring is also moving into Middlesex County. Textile factory and their subsidiaries have also reached out for recruitment events. KISS is moving from Albany to Piscataway and have contacted this office for recruiting options.
- d. Recruiting events are not only held at the two One Stop locations (New Brunswick and Perth Amboy), but onsite at the employer's place of business. In the future, recruitments might also take place in local libraries.

6. County Marketing.....Kevin Kurdziel

- a. Middlesex County is releasing a new round of marketing/tagline. Where Education meets Opportunity will begin in July.
- b. The county will have an increased presence on social media as well.
- c. The county has extended the contract with the marketing team from Atlanta for another year.
- d. Interviews and video clips will be made to advertise services the One-Stop provides. Case studies will be featured as well.
- e. Podcasts will resume soon. SkillUp might be the next feature. It will be similar to the three-minute video created by NY Wired, which featured Middlesex County a best practice for Skillup.

7. Current Labor Statistics..... Diane Seavers

- a. Labor statistics for unemployment from the month of February was 4% for Middlesex County. Some of that can be attributed to Pharmaceutical companies closing in the area and seasonal jobs. Hopefully, it will stabilize or get better. The unemployment rate for NJ was 4.6% and the US 4.1%.
- b. There is a labor shortage in NJ so, new strategies need to be made to get more people back to work.

8. Regional Technology Job Fair.....Kevin Kurdziel

- a. Normally, Middlesex County hosts two job fairs a year (In the Spring and Fall). This year the county will host a joint technology career fair with the Central Jersey Partners (CJP), in the Spring, and an independent job fair in the Fall. The Regional Technology Career Fair will be held on May 15, 2018, in Holmdel, NJ at Bell Works. The career fair will be from 11am-1pm. Technology was chosen due to it being relevant in all occupation sectors.
- b. This will be the first joint career fair done by the Central Jersey Partners. It is open to all that are interested, not just residents from the four counties.
- c. Registration is still open for employers to be added to the list for the career fair.
- d. Middlesex County will host the Fall career fair on November 1, 2018 at the community center in Woodbridge, NJ.
- e. DVR is having a Business Summit on April 25, 2018. It will take place at the Middlesex County Vo-Tech in East Brunswick, NJ.

9. Grand Opening of Apprenticeship Center.....Diane Seavers

- a. Kevin, Diane and Barbara attended the Grand Opening of the Northeast Regional Carpenters Union Apprenticeship Center in Edison, NJ. For those that have attended the Workforce Development Board Meeting, that was the building being worked on behind the headquarters. Local elected officials and carpenter unions were heavily represented.

10. Old Business

- a. A wage war was created between FedEx and UPS as a result of the back to back recruitments held at the One-Stops. They were competing for the same group of people so they needed to increase their

wages as a result. The job seekers clearly benefitted from it. The companies started offering \$10 an hour and it quickly changed to \$15.15 an hour.

- b. The Target Distribution Center that opened in Perth Amboy, has not held any other recruitments since the first one was such a success.
- c. We are in the process of completing our 5th Incumbent Worker Training(IWT), Berry Global. Middlesex County College is administering the training which is two sessions of about 25 people each. It is an Advanced Electro-Mechanical Program. The first session started on March 20, 2018 and the second session is expected to start on October 25, 2018.
- d. The others IWTs were for Sunny Delight, Silver Line by Anderson, Foley and Alliance Life Sciences Consulting Group, Inc.
- e. Middlesex County College has administered four of the five IWTs.
- f. About \$200,000 to \$220,000 has been spent towards IWT between all of the companies.

11. New Business

- a. According to the state planning numbers from the federal government, there has been about an \$8,000,000 reduction in federal funding for state programs (Adult, DW and Youth). Unsure how much that will effect Workforce Development, but some sort of funding cut is expected to trickle down.
- b. Reentry provider is now located in New Brunswick. The New Jersey Reentry Corporation (NJRC) which was founded by former Governor McGreevey is a great resource.
- c. The area in North Brunswick, where the new train station will be located, is an area that will increase in retail and housing.
- d. The Hub @ New Brunswick, which is located across the street from the New Brunswick train station, will bring a lot of attention to the downtown area.

12. Adjournment

Bernice made the first motion and Roseann the second to adjourn the meeting.

The next meeting of the Economic Development and Business Services Committee will be on July 11, 2018 at 550 Jersey Avenue, New Brunswick. 9 AM in WIOA Conference Room G.