

## BUSINESS OUTREACH STRATEGY

### MIDDLESEX COUNTY WORKFORCE INVESTMENT BOARD

#### INTRODUCTION

To enable the residents of Middlesex County to obtain self-sufficient employment and to enable business establishments in Middlesex County to have the skilled workforce essential to growth and profitability, the Middlesex County Workforce Investment Board's Business Outreach Task Force recommends the following action plan.

#### ASSUMPTIONS:

New Jersey will develop and implement a statewide marketing plan to more adequately disseminate information on the services available through the One-Stop Centers. Each local WIB area will be partners in this effort and make effective use of local media outlets for said marketing. This campaign will work to dispel the often held belief that government only works with companies in a punitive fashion versus a helpful fashion.

The MC WIB will receive accurate, timely information (at least once a month) regarding the following from the NJDLWD:

- Companies moving into the county with NAICS code, number of expected employees, contact information
- Companies who are moving either out of the county or out of the state with reason for move, NAICS code, number of affected employees
- Companies who have placed job openings on internet sites surveyed by software available to the state with job titles, skills required, address, NAICS code
- Upon request, within 48 hours, notifying us if a company is in arrears and therefore not eligible for government services
- New companies being established in the county with contact information, NAICS code

Information regarding possible job openings and/or possibilities for economic development within the county will be shared among all partners of the Task Force in a manner most consistent with assisting either the job seeker or the business.

The partners will work in coordination with one another to avoid duplication of effort and annoyance of the business community and to use all staff efficiently.

The Task Force will work to develop and will share an accurate listing of:

- all companies doing business in Middlesex County for the benefit of all partners, job seekers and supply and demand opportunities.
- all industrial parks within Middlesex County
- all employee leasing companies
- all employee staffing companies

The Task Force will develop priorities of industries to approach, either by location, or industry sector through knowledge and research of job openings or verifiable job growth. While this priorities list will be the focus of the outreach efforts, the team will be flexible and responsive

to other companies such as those receiving customized training grants with new hire possibilities, contacts from municipalities, BAC information, etc.

The Task Force staff will make an effort to attend as many business/trade events as possible throughout the year by checking events at the NJ Expo Center in Raritan Center, working with all active Chambers of Commerce in the county, seeking collaborations with active ethnic organizations. These events will be used to expand our network of companies and distribute pertinent information.

The Task Force will work actively with the staff of the Business Action Center (BAC) in the Lieutenant Governor's office to both receive information on business development in Middlesex County and to provide information to the BAC about business in Middlesex County.

The Task Force will also work actively in sharing information with the county Department of Economic Development, especially during the Economic Development study commissioned by the Board of Chosen Freeholders in October of 2010 through October of 2011.

### **EXPECTED OUTCOMES:**

The Middlesex County Department of Workforce Development will have a database of companies throughout Middlesex County for use by all partners, the state and local economic development agencies.

The Task Force will become more knowledgeable about economic development in Middlesex County and that information will be used to expand workforce development initiatives.

The training programs suggested by counselors to customers will be those that match the skill needs of the employers in Middlesex County. If there is a need for new training programs, the Task Force will work with Middlesex County College and the Vocational-Technical School to develop such new programs.

Employers will be familiar with the services of the One-Stop and there will be at least a 10% increase in job postings by the end of 2011 from that of 2010.

The Task Force partners who work in job development will have contacted at least 400 employers by the end of 2011. Information from these contacts will be shared in order to assist other partners in their work.

Counselors in both One-Stop locations (both ES and WIA) will become more knowledgeable about Middlesex County employer needs through regular updates (at least three (3) per location, per year) by the job developers.

## PARTNERS IN THE BUSINESS OUTREACH TASK FORCE.

Rashid Adams	Edison Job Corps
Baden Almonor	One-Stop Programs & Services, Perth Amboy
Jane Brady	Middlesex County WIB
Lynne Camp	NJDOLWD Business Representative
Mary Jane DiPaolo	Community & Child Care Solutions
George Echeverri	One-Stop Programs & Services, New Brunswick
Lisa Fiore	Jewish Family & Vocational Service of Middlesex County
Elliot Fishman	Middlesex County College
Dan Frankel	Cushman & Wakefield
Alan Haveson	Lee Linear Company
Julie Jerome	Puerto Rican Action Board
Veronica Jones	NJDOLWD Veterans Representative
Adrienne Keaton	One-Stop Manager, Middlesex County
Maryann Lovas	Provident Bank, Edison
Chrystal McArthur	Rutgers University Career Services
Jessie Phillips	NJDOLWD Business Representative
Susan Rapka	One-Stop Programs & Services, New Brunswick
Nina Rios-Rivera	Middlesex County WIB
Vin Samuel	NJDOLWD, Trenton
Anne Schiadaresis	NJDOLWD, Business Representative
Dorna Silverman	Central Jersey Job Developers Association
Sean Smith	Easter Seals New Jersey
Charles Stovalle	NJDOLWD, WFNJ OJT Specialist, New Brunswick
Bernice Venable	Alphagraphics