

MIDDLESEX COUNTY WORKFORCE INVESTMENT BOARD

BUSINESS OUTREACH TASK FORCE MEETING

April 4, 2013

The members reviewed the suggested goals for the Business Outreach Task Force that were previously sent via email. After discussion, the members approved the goals and agreed to have the full WIB vote on them at the meeting on April 30, 2013.

Jane reported that 32 companies participated in the Piscataway job fair on March 14 and 400 job seekers were present. Almost every job seeker was properly attired this time and the companies seemed pleased with the turn out. She announced that another job fair will be held on May 14 in South Brunswick. Invitations have been sent to companies and as soon as we have at least 15 companies confirmed, we will start advertising the event.

Jane asked for a discussion regarding a possible targeted job fair for hotels and restaurants due to the two large events happening in NJ in 2014—Superbowl and the Special Olympics. After much discussion, greatly assisted by Bernice and Adrian who have attended business planning sessions for these events, it was decided such a job fair was not necessary, but rather an event to assist businesses to understand how their business could benefit from these events might be beneficial. Jane and staff will research this further and report back at the next meeting.

Nina provided the members with a report on the activities of the Business Development Unit regarding job orders, results and comments by employers. Of concern to everyone, was the comment by many employers that job seekers are not prepared for interviews. The jobseekers are not researching the company. They many times do not even know what the company does. Staff will encourage counselors to include this in their sessions with job seekers and we will encourage the Jersey Job Clubs to do workshops on the issue, as well as appropriate dress and motivation for work.

Nina also noted that in a random sampling of 100 job orders in the system, 57 had no referrals. That is a concern as employers who do not get referrals from our system will choose to use Monster or other systems and not place job orders with us. We will be meeting with ES representatives to discuss this issue in the near future.

It was noted that the new SBDC office on the Livingston campus of Rutgers has opened and workshops have started. We hope to continue having some workshops at our site as well if possible.

Distributed by Jane Brady