

BUSINESS OUTREACH TASK FORCE

Chair: Kathy Shaw

Meeting Date: Quarterly Basis
 Staff: Jane Brady/Nina Rios-Rivera

Goal: Serve as a conduit and advocate for insuring high quality services and opportunities to the business community

Business Outreach Task Force Goals for 2013 – 2014	Responsibility	Resource	Measurable Outcomes	Current Status
Objective 1 : Provide quality employment services to the businesses in the region via the activities of the Business Resource Center.				
<ul style="list-style-type: none"> ▪ Provide space and assistance for positive recruitments in both the New Brunswick and Perth Amboy offices. 	BRC Coordinator	Space in the 2 One Stops	At least 36 positive recruitments/program year	On-Going
<ul style="list-style-type: none"> ▪ Solicit and enter job orders into the Jobs4Jersey software system. 	BRC Coordinator and Job Developer	Job fairs, outreach activities, sector lists, cold calls, networking	Placement of 70% of our training program graduates	On-Going
<ul style="list-style-type: none"> ▪ Actively contact companies with the goal of expanding the available job openings for our job seekers. 	Job Developer and Business Representative	Media, Referrals, Chambers	Increase the company database by 200 companies	On-Going
<ul style="list-style-type: none"> ▪ Collect evaluation forms from businesses serviced by the Business Resource Center and implement changes as appropriate to better serve the customers. 	Business Development Manager	Survey Monkey	Changes implanted in procedures for better service per the recommendations of the companies	On-Going
<ul style="list-style-type: none"> ▪ Assist businesses in developing accurate job descriptions for the job orders to maximize results. 	BRC Coordinator, Business Development Manager	Knowledge of current human resource trends	Better referrals of people with appropriate skills	On-Going
<ul style="list-style-type: none"> • Through the partnership with the SBDC on the Livingston Campus of Rutgers, provide workshops and seminars for small businesses. 	SBDC coordinator, Business Development Manager	Suggestions from companies, past program successes	12 workshops for Small businesses	On-Going

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<ul style="list-style-type: none"> Assist businesses to find quality employees with positive work attitudes, computer skills and cross-training possibilities. 	Job Developer Counselor Staff ES Staff	WIA and ES customers	Increase in employers using our services more than one time	On-Going
Objective 2: Increase awareness of the Business Services available through the One-Stop System.				
<ul style="list-style-type: none"> Distribute the Business Resource Folders at business events throughout the county. 	Business development Staff	Business folders	Distribute 500 packets in the program year	On-Going
<ul style="list-style-type: none"> Update the pages on the official website to keep it current and useful to business. 	Business Development Manager	County IT department	All information updated once a month	On-Going
<ul style="list-style-type: none"> Visit businesses in the region to personally explain the services. 	Job Developer, Business Representative, BDU Manager	Referrals, cold calls, Chambers, Salesforce	On Site visits to 50 companies per program year	On-Going
<ul style="list-style-type: none"> Maintain membership in key Chambers of Commerce and other business groups. 	WIB	County Chambers	Membership in 5 key business organizations	On-Going
<ul style="list-style-type: none"> Provide information via email blasts on a timely basis. 	Business Development Staff	Company database	10 email blasts per program year	On-Going
<ul style="list-style-type: none"> Establish/maintain a relationship with the Business Action Center of the state and the Business Representative to enable them to market the services also. 	Business Representative	Salesforce, BRC packet	BRC packet provided to BAC reps at least twice a year	On-Going
<ul style="list-style-type: none"> Provide information on Business Services in venues such as movie theaters, cable stations, ads on MCAT and other non-traditional areas. 	WIB Director	Staff of Middlesex County Department of Business Development and Education	Increase in number of companies using our services	Will begin in 2014

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<p><u>Objective 3:</u> Maintain a database of contacted businesses in Middlesex County.</p>				
<ul style="list-style-type: none"> ▪ Continually update the business database used to note contact/outcomes by adding new contacts and following up on businesses already included to maintain the relationship with them. 	BDU staff	Computer, BDU staff	200 companies added to the database per program year	On-Going
<ul style="list-style-type: none"> ▪ Use the businesses in the database for focus groups, job fairs, advice on skills needed, etc. 	Business Development Staff, WIB Director	Company database	Better information on employment opportunities for our counselors	On-Going
<ul style="list-style-type: none"> • Assist other partners as appropriate with information from the database. 	Business development Manager and staff	Company database	More involvement of outside partners in job development for graduates	On-Going
<p><u>Objective 4:</u> Expand the understanding of workforce development in relationship to economic development in our region.</p>				
<ul style="list-style-type: none"> ▪ Provide essential workforce information to the county and the municipalities in the county for their planning and growth purposes. 	BDU staff, WIB Director, MIS staff	All data from the various WIA programs in the One Stops,	Information provided by the county and municipalities is accurate	On-Going
<ul style="list-style-type: none"> ▪ Assist in the planning and coordination of events in the county that provide information for either expanding a business or encouraging businesses to locate in Middlesex County. 	BDU staff, WIB Director	Federal/state and local statistics	Successful events with more companies locating in Middlesex County	On-Going
<ul style="list-style-type: none"> ▪ Through the Talent Network Coordinators, assist in providing helpful trend information relative to the priority industry sectors selected by NJ 	Talent Network Coordinators	Talent Network Coordinators	Better informed staff and customers	On-Going