



## ***Joint Newark & Essex County Business and Economic Development Committee***

Essex County College- Training Inc.

Thursday, June 1, 2017 at 9:00 am

### Meeting Minutes

#### **Attendees:**

Kelli Bell-Taylor, Jasmyne Beckford, Amina Bey, Nela Blanco, Al Bundy, Mitch Cahn, Jerrah Crowder, Joseph Epps, Jr., Todd Hay, Angelique Morrison, Janine Schaeffer, John Taggart, Bhavna Tailor, Chike Uzoka

#### **Meeting Called to Order: Chairperson Mitch Cahn**

Mitch called the meeting to order. He mentioned that the focus of the meeting would be to close some loops and revisit the committee's strategic plan. A roundtable roll call was conducted to introduce all meeting attendees.

#### **Overall Career Connection Experience**

Mitch reviewed his experience with the Career Connections process. As far as the website, it is doing its job. The question is does the site serve the individual seeking employment. He mentioned that the job he posted didn't show up on Career Builder's website. The actual process of him posting a job took about ten minutes. The issue is not the website. Angelique asked how is it being advertised? Amina answered that it was being marketed through the One-Stop Centers and the libraries. Angelique asked if the state would be willing to market. Amina mentioned that the One Stop staff must do a better job at disseminating the information to the public. Mitch asked if Angelique could use the process and provide feedback on her experience.

Mr. Epps mentioned incorporating the religious community, community organizations and the schools in spreading the information out to the masses.

Mitch mentioned most people who had issues with the Career Connections website were people within the One Stops. The site is still useable and valuable.

Mitch reviewed the action items as follows:

- 1- Reach out to state contacts to get more information into One stops to make sure that the front desk and public access areas have it

- 2- Get information to the economic development corporations in their search for employees as part of their packet.
- 3- Look to put together a package to submit to the Newark Municipal Council. Jerrah suggested the West Ward Collaborative can help to make the connections so that partners know what is available
- 4- Committee to establish a URL to market the information
- 5- The idea will be presented at the re-employment centers
- 6- It can be recommended to the state to have instructional video clips on the state websites

Mitch mentioned that he will be using Jobs for Jersey to post a job until Career Connections actually works. Mitch will write it up and add it to the strategic plan. The plan was to assemble a package to benefit the masses. We have about 90 programs and are missing hundreds. Amina advised that all resources should be put together to serve as an incentive to point people in the right direction. The information must be alphabetized and categorized to clean it up. If we make it more user-friendly, put it in HTML and have everything tagged, we will be able to send it to those listed in the directory. This is where we are stuck. Mitch advised that it is too much information in there for an employer.

Jasmyne suggested that we put out a search for interns. Mitch said that has not worked in the past and we are looking for a couple of thousand of dollars to start and maintain. Jerrah suggested we hammer down in the ask. Mitch mentioned that we would need the person to fine tune the information currently on page 11. We want the website to be searchable through a URL. That is the basic ask. Any prospects can email Mitch. Bhavna mentioned that she would have her marketing department and web developer look at the project. Mitch mentioned that Word Press could also be an alternative. Todd mentioned that he would have one of his contractors take a look at it.

NJBIA has been working on a work readiness credential called Employability Credential.

Amina informed the committee of the Newark 2020 initiative, which launches on Monday, June 26<sup>th</sup>. A website and various information will be put out for all to view, along with a full-court press which will be emailed out to everyone.

There was no further business with the committee. Mitch thanked everyone for their participation and called for a motion to adjourn the meeting. Mr. Bundy made a motion to move, and Mr. Epps seconded the motion.