Minutes

GSETA Operations Committee

01/09/2023

# Call to Order – Fran Kuhn

1. Fran called the meeting to order at 10:00 am.
2. Approval of minutes: Motion – Larry Sternbach, Second – Davey Alpart.

# Using Marketing for Training Services - Larry Sternbach First NJ –

1. Workforce GPS Seminar
2. Misunderstanding with most of us about using our money to market our services.
3. You can market your programs to specific populations if you follow the seminar guidelines.
4. Presentation of PowerPoint.

# Changes in Operating Practices

1. Atlantic County – will be going to in person RESEA orientation beginning this month. County and ES staff are doing this jointly. They will also maintain the virtual/hybrid sessions. GA Protocol is in person. They did not agree to do this virtually. Fran suggests going to CBOs to engage customers.
2. Greater Raritan – Hybrid provision of services. They are seeing that given the option, customers are choosing to remain virtual. Have implemented evening hours but they are not being used as they thought would happen. Offered an Open House to both customers.
3. Sabrina Sullivan wanted to know if anyone offer 1:1 virtual meeting during the orientation to assist with the eligibility? Ocean does and it is working well.
4. Essex County – some staff have relocated to the Welfare office temporarily to engage customers. Additionally, they offer both options to customers regarding virtual and in-person.
5. Atlantic went out to the Family Success Centers to reach out to the clients. Atlantic ES has staff scheduling meetings at those locations. There is a real need to engage customers out in the community. You need a champion from the community partners.
6. Bergen has a mobile van that goes out into the community to engage customers. Very successful with providing mini job fairs for employers. Send out welcome letter to WFNJ customers who are referred to workforce readiness. They are also going to more Chamber meetings.
7. Morris/Sussex/Warren – are still virtual at this time. They also have a mobile outreach available with the County.
8. Essex in conversation with a virtual reality company to offer virtual services.

# Work First NJ: Creative Means of Engagement–Ahmad McDougle

1. There is a Federal Public Health Emergency regarding the full service of ABAWDs. February is the last month for maximum allotment for SNAP. Medicaid will also go back to normal calculations in April. If the Unemployment rate is better, it does not mean that the Health Emergency will be lifted.
2. How is everyone engaging the population although they are voluntary/mandatory?
3. Atlantic County is starting with the SAIF population. He has released an RFP for a 5-month pilot.
4. Importance of engaging the population – first we need to get their attention. How do we get clients attention to participate? Need to “sell” the idea to the population to get them engaged.
5. Essex – trying to recruit from the office directly. Frankly without the sanctions it is and will continue to be a struggle.
6. Will the SNAP reduction encourage individuals to participate?
7. Monmouth – applied for and received funding for WFNJ outreach. Will there be more money for this in the future? Ahmad stated that as long as you submit a proposal and as long as it is successful, he sees it continuing. Applicants reapplying, should show increased numbers and successes to support the need for funds.
8. Atlantic – working with the Family Success Centers for a high school equivalency program and for ESL as long as the population is identified as WFNJ clients.
9. Are Social Services supposed to be sending us an ABAWD list? They have not been, but it is something that we would like.
10. Regardless of whether sanctions are in place the “clock” is still ticking.
11. Continue to make a good faith effort to get people into work activities. Should go back to the pre pandemic service provisions and offer work activities.
12. The biggest problem is engaging customers in work activities (whether job or training)! It has been 3 years that customers do not HAVE to participate.

# Laptop Loaner Program

1. Atlantic County – slow process. Only 1 laptop out and second on the way. They use the laptop for the Conover training.
2. Greater Raritan – have expanded to 45 Chrome Books. They are effective in certain situations. They are able to access the Work Readiness workshops. Also, use for training and Learning Link customers. They are seeing individuals who are housed out of county without transportation. They triage individuals prior to getting in the program regarding whether they want in person or virtual – if someone needs technology, they lend out the Chromebook.
3. Bergen- Started in December. 8 loaned and 8 came back.
4. Morris Sussex Warren- will be rolling out a laptop loaner program in February.
5. Passaic – 6 loaned and 6 back

# Partner Relationships

1. Fran’s focus for this year.
2. Does anyone have any strategies?
3. Greater Raritan- Open House, Mailings to FBOs and CBOs, let CBOs know that they can go onsite to provide services, and the organization can come in at any time.
4. Contact Ahmad if you are interested in partnering with the Judicial system/Courts. (JOBs Committee)
5. Atlantic is also working with Perkins and CTE providers to build partnerships.
6. Morris Sussex Warren – partner with CBOs for WBL. Also reach out to the schools.
7. Passaic – Resume, and interview workshops with their probation department (virtually).

# Adjourn & Next Meeting

* Meeting Adjourned at 11:20 AM. Next Meeting: The next meeting date is February 6th. We will be virtual, and we will be moving to a hybrid format.