

# NEWSLETTER

QUARTERLY





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## ***Supporting Burlington County's small businesses also aids our local communities.***

*Dear Readers,*

Greetings from the Burlington County Board of County Commissioners!

2020 was a challenging year for all of us due to COVID-19 and the economic fallout the health crisis caused, but it was particularly difficult for our small businesses and their employees.

Even after the initial shutdown orders were lifted, businesses and workers in Burlington County have had to make numerous adjustments to operate safely during the still ongoing health crisis. Too many businesses have been forced to close or let go of longtime employees or drastically reduce their work hours or salaries. Some businesses are just barely surviving.

From the start of this crisis, our Commissioners have prioritized helping businesses and their employees.

We began by waiving application fees for our Small Business Loan Program and gave businesses that borrowed through the program before the pandemic the option to defer their loan repayments. We took that action because we didn't want to try to collect from family businesses and Main Street employers who needed the working capital and cash in order to make payroll and continue operations.

I'm proud of the early action we took to assist businesses in our county, but we quickly realized that deferring loan payments and waiving fees was not enough. Using \$660,000 in federal funding obtained by the Burlington County Bridge Commission Office of Economic Development, we created the Health Emergency Loan Program, better known as HELP loans, to give small businesses in our county a lifeline during the crisis.

These loans are interest-free and reserved solely for businesses in Burlington County that have been impacted by the health crisis. By extending this zero-interest financing, we can hopefully help them survive and recover.

This month, we approved the first four HELP loans to a fitness center, a law firm, an executive coaching/training firm and a hearing aid center. Together, these businesses have operated in Burlington County for a combined 124 years, and they each plan to use their loans for a variety of purposes, including to rehire staff and pay for equipment repair, maintenance and advertising.

By making these loans interest-free, we are ensuring these employers will not face any additional expense for the borrowing. We promised to make help available, and I am proud we are delivering on that promise.

In addition to creating the HELP loans, our Board revived the Shop Burlington County First initiative to help promote small businesses in our county and encourage residents to buy, shop and eat locally as much as possible. As part of the initiative, we are asking businesses to send us basic information about their location, hours, specials and history so we can promote it on the County's social media pages.

We saw a great response during the holidays and we are continuing the initiative throughout the year. We know that businesses need community support and that shopping and eating local is critical not just during the holidays but throughout the year.

That's why we are bringing back Restaurant Week in Burlington County this year and starting a new promotion called Winter Holidays in July. Both events should help us showcase and celebrate all the wonderful stores and restaurants located in our county and build some positive buzz for our economic recovery.

And since we want to do more to help businesses form or expand here, we are forming a new partnership with the Bridge Commission and Burlington County Regional Chamber of Commerce to create a Burlington County Business Hub.

The Hub will hold monthly seminars for small business operators and those interested in launching new enterprises in our county. It will serve as a one-stop shop for businesses to seek information about regulations and requirements, as well as available assistance programs. Whether it is an already established business or a start-up, our Board wants to make sure businesses in Burlington County have the information they need to succeed, so we're thrilled to partner with the Chamber and Bridge Commission to get this initiative up and running soon.

These partnerships are critical for responsive government, and our Board is also proud of the tools and resources made available to businesses and workers by the Burlington County Library System, which has an online Business Reference Center, and Rowan College at Burlington County, which offers an affordable route for professional development or a new career.

By working together, we accomplish that much more, and I am encouraged by all the actions taken in Burlington County to aid businesses during this most challenging of times. By supporting businesses, we also aid their workers and the communities they serve.

Thank you,



Felicia Hopson  
*Burlington County  
Commissioners Director*



# Message from the Board

The mission of the Burlington County Workforce Development Board (BCWDB) is to provide strategic management of the workforce development system. Our main goal is to connect skilled and well-educated employees with businesses in our community.

The BCWDB is a partnership of local education, government and business leaders working together to ensure the workforce readiness of today's and tomorrow's employees. Membership has been designated according to State Employment and Training Commission's (SETC) guidelines and is in accordance with not only SETC guidelines, but also in compliance with the Workforce Innovation Opportunity Act.

In an effort to live our mission, the BCWDB is excited to announce its 2020–2021 members, including the chair, Jon Sharp. Jon Sharp has been the President of Hardenbergh Insurance Group since 2016. The firm has been family owned and operated for over 65 years and specializes in working with clients to create a proactive risk management solution that will allow the client to spend their energy on their business, not their insurance concerns. Jon brings a wealth of knowledge including employment needs within the insurance industry.

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## In addition to the Chair, the members of the Burlington County Workforce Development Board include:

**Carl Donato** (*Wawa*) – Vice Chair

**Rich Temple** (*Deborah Heart & Lung*) – Vice Chair

**Curtis Meyers** (*Aspire Youth*)

**Randy Hamilton** (*Smith & Solomon*)

**Christen Martorana** (*The InterMed Group*)

**Danielle DeFalco** (*TopGolf*)

**Paula Brown** (*Rizzieri*)

**Leslie Reis** (*CVS Health*)

**Kelly Price** (*NWL Inc.*)

**Wayne Hileman** (*Burlington Automotive Group*)

**Rhonda Jordan** (*Virtua Health*)

**Liz Verna** (*Burlington County Bridge Commission/Economic Dev.*)

**Kristi Howell** (*Burlington County Regional Chamber of Commerce*)

**Mark Boyd** (*Goodwill Industries of SJ*)

**Dr. Michael A. Cioce** (*Rowan College at Burlington County*)

**Dr. Christopher Nagy** (*Burlington County Institute of Technology*)

**Daryl Minus-Vincent** (*Superintendent of Schools – Burlington County*)

**Yvonne Payton** (*NJDOL*)

**Stacey Smith** (*NJ DVRS*)

**Shirla Simpson** (*Burlington County Dept. of Human Services*)

**Jeff Keller** (*Federal Bureau of Prisons*)

**Charles San Filippo** (*Burlington County Board of Social Services*)

**Randolph L. Brolo Jr.** (*Laborer's Eastern Region Organizing Fund*)

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The intent of the membership is to provide the deepest representation of the county's labor market. Additionally, the board continues to utilize a committee structure, which encourages the involvement of other organizations and agencies. Through these committees, the Board works to incorporate the perspective, energy, expertise and creativity of various organizations that play an integral role in the workforce development for the county.

The Burlington County WDB will continue to impartially represent the interest of each participating agency, while developing a system that gets resources to the people in the community who need them. ■



## COVID-19 UPDATE\*

In accordance with Governor Murphy's Executive Orders, the Burlington County AJC at 795 Woodlane Road, Westampton, NJ all American Job Center Locations (One-Stop Career Centers) are closed due to COVID-19 response efforts. Staff are doing their best to work with customers and keep them up-to-date regarding when on-site services will become available. Services are currently available virtually, and individuals in need of assistance can call **(609) 518-3900** to begin the process of receiving services.

The COVID emergency will end, but we do not know when. The Workforce Development Board will be at the forefront of local innovation to help bring people back to the workforce to begin to recover.

**Please visit NJDOL online for updates at:**

Workforce Development:  
[nj.gov/labor](https://nj.gov/labor), (609) 984-9414

Unemployment:  
[myunemployment.nj.gov](https://myunemployment.nj.gov)

Temporary Disability/Family Leave:  
[myleavebenefits.nj.gov](https://myleavebenefits.nj.gov)

*Please check back for updates.*

In the meantime, the Burlington County WDB is working with our partners to find innovative ways to provide services in a safe, efficient manner – now and in the future.







Shout out to Burlington County Workforce Development Board member Wawa for opening their first drive-thru store in Burlington County.

For more information on positions that they are looking to fill, visit

[wawa.com/careers](http://wawa.com/careers).



## Since Inception Review

When the Workforce Development Institute was established in 2015, we were charged with establishing an industry-driven hub of resources that were aligned to ensure that education and training in the county was responsive to emerging industry needs and preparing the workforce for the future of work. Through labor market and gap analysis, we identified priority sectors, and convened industry leaders to develop and revamp programs to address their identified needs.

We began with the energy industry and trades, and manufacturing sectors, then included Logistics and Supply Chain, Health Sciences and IT.

- WISE program began in 2015
- Supply Chain management certification began in 2016
- Machinist Boot Camp began in 2016
- Cisco and CompTIA certifications began in 2017

Since Inception, the Workforce Development Institute has secured new grant dollars to improve access and increase the pathways for jobseekers. In 2020, we saw that the areas that had emerging needs five years ago became critical essential areas of work that surged with demand through the pandemic. We continue to adapt our programs and our delivery modes to be sure that all job seekers have access to critical careers in our region, providing the workforce that is needed for the emerging skills of today and five years from now.



# Highlights

*The Workforce Development Board is proud to see the efforts made by the American Job Center which has provided residents with the opportunity to boost their resumes and interviewing skills, as well as helped provide funding for students in need of training to expand their career horizons. Over 25,000 individuals have been served through the American Job Center.*

## Job Preparation and Placement

Over the past several years, the Job Preparation and Placement team has assisted a number of NJ residents with their high school equivalencies. Earning this achievement is an important part of establishing a strong educational foundation for students.

*Over 380 individuals have earned their high school equivalency certificate thanks to the Job Preparation and Placement team.*

## Career Services

RCBC's Career Services team has been dedicated to serving RCBC's student population, as well as members of the Burlington County community. The team has worked diligently to be a valuable career-related resource for the community, assisting with resume editing, planning career fairs and hosting digital workshops, among other things.

*Over 2,900 resumes have been reviewed since the inception of the team.*

## Business Engagement

The Business Engagement team has solidified itself as a valuable asset to the Workforce Development Institute. The Business Engagement team's key focus has been on keeping an online dialogue between the team and businesses. With this dialogue, the team can help to service the needs of businesses, whether that be from an employment or a training perspective.

*Over \$8,800,000 in gross annual base pay generated by employment placements for unemployed.*

## Program Development

Our Program Development team has worked diligently to develop certification programs to launch students' careers in various in-demand industries. There are programs for numerous fields, including Supply Chain, Advanced Manufacturing and Healthcare, among others.

*Over 68,000 hours of training have been delivered at no cost to employers or students.*

## Grants

The Grants team's role over the past several years has been to identify funding opportunities to benefit Burlington County students. The team has been tremendously successful in doing so, tracking down a number of grants to do so.

*From FY18-FY20, 42 new grants were received by the grants team.*

## Community Outreach

Outreach plays a significant part in our central mission, and our team has done a tremendous job over the years helping to educate community members young and old about the workforce opportunities that are available to them.

*Since inception, over 120 information and career pathways sessions have been conducted by the Outreach team.*

“Since partnering with RCBC WDI, our organization has been able to focus on developing the leadership and skills our employees value so highly. RCBC has directly impacted our team by offering many levels of training that allowed us to strengthen our “organizational core” and create new pathways for advancement. The measured success we have experienced could not have been anticipated.

We look forward to the continued partnership and valuable resource we have with RCBC.”

**Steve Hoagland,**  
Director,

**QUALITY, REGULATION, AND COMPLIANCE**  
HOLT Logistics / Gloucester Terminal LLC



“They gave me millions of dollars worth of knowledge. The way they explained interviews and how to break down your resume, I might take what they told me, and sell it to someone else. The entire career services team was very supportive. There are places that I don’t even remember applying to, but employers were calling me. I just knew it came from RCBC. They really changed my life.” [click here](#)

**Brian Amanfu,**  
RCBC WDI Program Alumnus

“As a former art student, the program really opened my eyes to my potential in working in the trades, manufacturing, and potentially even engineering. I enjoy the very professional work culture at Edmund Optics, my current employer, and the short commute is also a bonus. I recommend going in with an open mind and willingness to learn. It’s nice to know that I have a strong support network in finding employment through this program. Even after completion, the staff will still help you find your career path. I feel more confident in the future thanks to this program.”

**Nadia Antwine,**  
Machinist Program Alumna



# WDI Fiscal Year 2020 Year-end Highlights

*Fiscal Year 2020 challenged our teams. As like everyone else, we were forced to shift our efforts to largely be remote. Despite these obstacles, our team managed to continue working towards our goal of setting up Burlington County's businesses and workforce for success.*

Overall Summary Statistics	FY19	First Qtr FY20	Second Qtr FY20	Third Qtr FY20	Fourth Qtr FY20	FY20
Total individuals served	16,365	4,468	5,037	3,957	555	14,017
Total businesses served	411	71	74	42	36	223
Total clock hours of training	31,912	11,618	10,470	8,997	7,624	38,709
Total course hours of training		2,421	1,762	3,592	1,370	9,145
Total new wages earned by individuals served	\$7,239,578	\$674,440	\$446,618	\$579,580	\$328,280	\$2,028,918
Total auxiliary revenue from training programs	\$1,157,136	\$104,199	\$173,749	\$128,809	\$130,917	\$537,674
Total new grant revenue earned	\$330,900	\$13,000	\$60,500	\$1,230,785	\$4,138,722	\$5,443,007
Total grant revenue managed	\$1,988,604	\$2,512,919	\$2,457,284	\$3,727,433	\$6,632,870	\$6,632,870
Total non-tuition funding secured	\$3,476,640	\$2,630,119	\$2,691,533	\$4,435,824	\$6,961,172	\$12,613,551

## Fiscal Year 2020 Highlights

- The Career Services team **reviewed over 1,000 resumes**.
- The American Job Center **served 8,293 individuals**.
- Thanks to the American Job Center, a total of **133 credentials** were earned.
- WDI's Adult Basic Education Team served **516 individuals**.
- The Grants team managed **\$6,632,870 worth of grant revenue**.
- **38,709 clock hours of training** were provided. That's over 4 years' worth of time!
- **\$228,036.33 worth of training** was provided free of charge to employers & students.

# Awards and Recognition

*Our team has been fortunate enough to create a number of partnerships and to receive several awards since our founding.*

- **Ann McCollum** - RCBC's 1<sup>st</sup> Employee of the Year
- **Alison DeJoseph** - Barons Best (2020)
- Academic Partners with: CompTIA, Cisco and Microsoft
- RCBC is an approved PearsonVue testing center
- NJMEP Made in NJ Honor Roll (2019)
- South Jersey Best of Biz for our Corporate Training programs (2020)
- South Jersey Best of Biz for our Corporate College programs (2019)
- Selected to present our workforce model at the *National Career Pathways Network Conference* in Orlando, Florida

