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**APPLICATION FOR GRANT FUNDS TO OPERATE A  
PILOT BUSINESS OUTREACH PROGRAM**

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## Section 1: Executive Summary

The County of Atlantic in partnership with the Atlantic Cape May Workforce Investment Board (WIB), local Business Resource Center (BRC) and the Atlantic County One Stop Career Centers (OSCC) submit this application to fund a pilot business outreach program in Atlantic and Cape May Counties. This team has developed a program that is aligned with the WIB's Strategic Plan to integrate the delivery of services for the employer community within the Atlantic and Cape May region. This shall be accomplished through the coordination and leveraging of joint resources as funded by the American Recovery and Reinvestment Act (ARRA), Workforce Investment Act (WIA), and Work First New Jersey (WFNJ) programs, while fostering an environment for provider collaboration and partnerships.

The WIB Board has established partnerships with local businesses, community organizations, educational institutions and government agencies to provide a seamless system of employment, training and social services to residents and individualized services for employers. The Board's mission is to ensure the coordinated and efficient delivery of the region's workforce readiness resources through membership which provides leadership, direction, and accountability for the service area. As such, the Board oversees four (4) industry specific committees: Hospitality and Tourism, Technology, Healthcare, Retail and Technology. These Committees are comprised of both public and private sector partners and meet on a bi-monthly to quarterly basis. These committees have acted as focus groups to garner real time data regarding the training and employment needs of the business community. At the same time, the results have set a course for development and implementation of academic and certification programs within the local area's post secondary education institutions. This communication vehicle has worked well in the past and the team anticipates a continuation of this collaboration.

The proposed program plans to utilize these grant funds in conjunction with other federal and state sponsored business financial incentive programs provided by the New Jersey State Department of Labor and Workforce Development (NJLWD) through the New Jersey Business Action Center (NJBAC) to recruit and increase participation of local businesses and place residents into part-time or full-time unsubsidized employment. The partners propose a contract period of March 1, 2011 through June 30, 2011 and shall operate the program out of the OSCC located at 2 South Main Street in Pleasantville, New Jersey.

The aforementioned grant partners and local economic development agencies have worked as a team with local industry in the planning, coordination and implementation of workforce training programs that lead to meaningful and sustainable employment for more than a decade under the WIA. These partners have had a rich history of building relationships with the business community to address identified labor market shortages in demand occupations and develop industry specific quality training programs.

For the past ten years this planning has been a continuation of a well developed strategy and has resulted in the following awards:

- Theodore E. Small Workforce Partnership Award, presented by the National Association of Workforce Boards (NAWB): The Atlantic Cape May WIB was honored for building successful partnerships with area employers that serve to train and hire qualified employees for positions in service industry sectors, such as hospitality and tourism, health care and retail.
- First place Recognition of Excellence Award from the United States Department of Labor, Employment and Training Administration for the development of a successful job training programs to prepare at-risk youth for employment in the healthcare industry.
- The corporate partners of the Healthcare Workforce Consortium were awarded the Corporate Partnership Award from the Garden State Employment and Training Association (GSETA) for their commitment, leadership and financial support of the local workforce development system.
- Awarded \$488,000 from The New Jersey Health Initiatives of the Robert Wood Johnson Foundation to address nursing shortage issues in Atlantic and Cape May counties.

- Awarded \$1.2 million from the United States Economic Development Administration (EDA) and matched by Atlantic County Government for \$1.8 million to renovate a building at Atlantic Cape Community College and provide industry specific training in healthcare.
- Awarded a \$200,000 grant from the NJLWD, \$100,000 grant from the Casino Reinvestment Development Authority (CRDA), \$100,000 from Kravco Simon and \$150,000 from Scorpio to build and operate an Institute for Service Excellence (ISE) focusing on the service industry training.

The NJBAC in the Department of State serves as the context, rationale and driving force for the local area's future economic initiatives. To align the OSCC business services with this mission, the Atlantic Cape May WIB area has set a goal - to strengthen the partnership between the business community and the One Stop System to encourage expansion and job creation while developing employment opportunities for residents. This local WIB area plans to achieve this goal through the following strategies:

- Increase participation of existing employer partners.
- Recruit new business partners in non-traditional employment sectors.
- Develop employment opportunities for at-risk, hard to serve populations within the OSCC.
- Seek new partnerships with entities that serve the business community.

In July 2010, the local area hired a Job Developer to work with the BRC to recruit employers and encourage the development of employment opportunities through On-the-Job Training (OJT) for public assistance recipients and other hard to place populations. This strategy was employed to assist OSCC participants in a to-work activity obtain and retain employment, thus eliminating future need for public assistance. This local area proposes to expand the scope of this service model to recruit additional employer partners and develop jobs for other special populations within the OSCC.

## **Section 2: Labor Market Trends**

For almost three decades, the hospitality and tourism industry (gaming) had been an economic engine for the region and for almost fifty years, the Federal Aviation Administration has operated out of Atlantic County. Initially, the two industries were attracted to the region by the infrastructures in place such as gaming legislation and adequate space/land and over the years had given back to the community through job creation, increase in homes sales and expanded educational opportunities.

The economic downturn in the past few years has had significant impact on the Southern New Jersey region. The status of and precondition of this region to depend solely on the Hospitality and Tourism industry for the majority of job creation regrettably resulted in unfavorable outcome. As a result, there has been historically high numbers of unemployed and underemployed individuals seeking services at career centers in Atlantic County.

The impact of this economic crisis has been experienced worldwide, but has devastated the local area as evidenced by a 50% increase in the unemployment rate over a two year period. According to the NJLWD, the Atlantic County unemployment rate rose from 8.2% to 12.2% from November 2008 to November 2010. When comparing the number of job openings to the number of individuals claiming unemployment on a state level, the picture is bleak. According to NJLWD, Real Jobs in Demand publication, there is one new job for almost every four new individuals entering the ranks of the unemployed in the Atlantic Cape May service area. In the November 2010 edition of this publication data showed that there were 7,260 job postings for 26,185 Unemployment Insurance (UI) claimants in the bi-county region. As for the state, the ratio of job openings posted by employers to number of continuing UI claimants is closer to one job posting for every seven UI claimants. This demonstrates that there is almost triple the number of unemployed individuals to job openings in this service area, validating the need for business outreach services.

The majority of recent job losses have been felt in the leading occupation for the southern region – that of Hospitality and Tourism. According to labor market statistics, the Hospitality and Tourism (Leisure and Hospitality) industry has lost

approximately 6,500 jobs from November 2008 to November 2010. As described in the NJLWD released Annual Review of 2010 and Outlook for 2011 for Atlantic County, “like many similar gaming destinations around the world, Atlantic City’s hotel casino industry continues to suffer from the recession’s after effects — most notably the lingering impact on consumer discretionary spending. Perhaps more so than any other county in the state, the Atlantic County economy depends on discretionary spending. With consumers focused on their own employment and financial circumstances, many are saving more, spending less and paying down debt. The impact on the gaming industry has been substantial not only on revenue streams and plans for future expansion, but also on the financial stability of some of the industry’s largest companies. In that regard, some of the Atlantic City hotel casinos that were in financial jeopardy a year ago appear somewhat less so as 2010 draws to a close. The three Trump Entertainment properties emerged from bankruptcy with less burdensome debt and the sale of the Tropicana Hotel Casino to a group headed by Carl Icahn was finalized in 2010. Resorts Atlantic City, which was taken over by its lenders in 2009, was sold to Gomes Gaming in 2010 – a development some industry insiders see as a positive sign for the city’s gaming market. For the Atlantic City Hilton hotel casino, which is in default with its lenders and one of the industry’s weakest performers, a potential buyer has emerged with plans to revitalize the property.”

Construction employment declined by 600 jobs in 2010 as the pace of both residential and nonresidential building activity remained well below recent peak periods. According to the US Bureau of Census, “the number of dwelling units authorized by building permit in Atlantic County totaled 397 through the first nine months of 2010, an increase of seven units or 1.8 percent from the same period a year ago.” Smaller but significant employment declines also were posted in professional and business services (-300) and manufacturing (-200) over the year. The continued drop in professional and business services employment reflects the weak economy. Overall, professional and business service employment has declined by 1,400 since peaking at 10,800 in both 2006 and 2007.

There are a few bright spots for the local economy. As released in Annual Review of 2010 and Outlook for 2011, “the education and health services sector recorded the labor area’s greatest employment gain over the year (+800) jumping to 19,000. The sector’s increase during 2010, should it hold up through the annual benchmarking process early in 2011, would be a significant development. Total employment in this sector was basically unchanged over the previous four years (2006 - 2009). New developments in health care during 2010 included: a 130,000-square foot expansion of Shore Memorial Hospital in Somers Point; construction of a 30,000 square foot facility for the Rothman Institute (orthopedic care) in Egg Harbor Township; AtlantiCare Regional Medical Center’s construction of a 39,000 square foot emergency health campus in Hammonton and Shore Memorial Hospital’s plans for a 40,000 square foot medical office complex in Egg Harbor Township.”

“There were several notable developments elsewhere in the labor area during 2010. Work began during the year on a 55-acre aviation research park that is being developed in association with the Federal Aviation Administration’s (FAA) William J. Hughes Technical Center in Egg Harbor Township. The Center is expected to play a significant role in bringing 21st century technologies to the nation’s next generation air traffic management system. The park’s \$16-million first phase of 66,000-sq.ft. of research and development space could begin construction in 2011. Also during 2010, the Cordish Company began construction on a \$15-million, 45,000-sq.ft., phase three expansion of The Walk, their collection of more than 80 outlet-style shops and restaurants located along Atlantic City’s gateway corridor. In Hammonton, New Jersey Manufacturers Insurance is nearing completion of a 146,000square foot office building along Route 54 in the town’s industrial park. In Hamilton Township, the recent designation of the 150-acre Atlantic City Race Course as an area in need of rehabilitation, could bring a business park, retail center, sports venue or hotel complex to the site. Plans for an \$87-million expansion of the Shore Mall appear to hinge on the availability of state grants for transportation improvements. Officials of Atlantic City International Airport have selected a developer to build a hotel-conference center near the airport but the project is not expected to begin construction until 2012. Other notable events: The Richard Stockton College’s purchase of the Seaview Resort, Atlantic Cape Community College (ACCC)’s new \$16- million science and technology building and \$10 million hospitality studies center at its Atlantic City campus. Rutgers University also will construct a classroom building on ACCC’s Mays Landing campus for students looking to complete a bachelor’s degree.

In addition, South Jersey Economic Development Authority (SJEDA) has been working with Atlantic County to develop concept ideas for a new project at the Atlantic City Race Course. The Hamilton Township Council recently approved the project. It has been suggested that the size and location would be appropriate for a conference center, research agencies, and office space for support services type agencies. When renovated and expanded, the race course would be an International Center for Aviation Technology. Conceptually, the space could host a 20 story conference style hotel.

### **Section 3: Statement of Need**

The labor market data noted above indicates that in 2010 there has been some economic momentum in Atlantic County. This data also appears to demonstrate that the local area shall continue to build on that energy over the next three (3) to five (5) years. But, it's difficult to forecast the exact timing and as such this has done little in "real time" to encourage local small and midsized employers to expand and hire. These businesses, which are the hallmark and stability of South Jersey, have not felt the impact of this forward march.

With the recent advent of financial incentives for New Jersey businesses that hire One Stop participants, this local area has seen some small improvement in job creation and placement rates. Lacking the resources to properly market these incentives, the benefits have largely been sought by employers with a sizeable workforce. With that said, one could estimate that there is a significant pool of small and midsized employers that would consider participation given the assistance, knowledge and tools.

Currently, there is BRC staffed by one (1) Business Services Representative (BRS) assigned to Atlantic and Cape May counties. For more than five (5) years, the goal of this program has focused on helping businesses navigate the labor market exchange system and coordinate services with outside agencies that serve the same. This service strategy has been successful in recruiting large corporate employer partners, but has experienced less success with the smaller business community. In general, the focus has never been placed on marketing and outreach as these are considered beyond the scope of the aforementioned position. Rather, local businesses learn of services through rapid response, cold calling, distribution of materials and past experience.

Atlantic County is the grant recipient of federal funds such as the WIA and ARRA as well as state funds under WFNJ. These funding sources mandate that OSCC's develop individual's job related skills and place them into unsubsidized employment. In this economic climate, job placement has been difficult and a barrier to employment. As a result, the local WIB area's performance outcomes have negatively impacted in some program areas. The development of an outreach program supports both short and long term training and employment goals for the local area. It builds an infrastructure of employer partners to direct and guide future job training resources and provide immediate job placement.

### **Section 4: Target Population**

The current economic conditions are a barrier for business growth, job development and employment opportunities. For this reason, the local area proposes to target both the small and midsized employer communities to participate in financial incentive programs. With the advent of the OJT funds for dislocated workers coupled with the incentives to employ TANF recipients, employers should benefit from the assistance. For the purposes of this grant small to midsized is considered 25 to 100 employees. Jobs created through this initiative shall primarily focus on the four (4) WIB area job sectors, with some non-traditional employment opportunities. Businesses that have thrived in the bi-county region shall be primarily targeted with additional efforts focused on those building at the Aviation and Research Park.

Likewise, employment opportunities developed as a result of grant efforts shall be provided to OSCC participants that fall into one of the following "at risk and hard to place" categories: dislocated workers that have completed a job training program in the past 12 months, public assistance recipients, older out-of-school youth, veterans or ex-offenders.

### **Section 5: Performance Outcomes**

Through targeted recruitment efforts and financial incentives, the OSCC shall increase employer participation, thus improving its performance standards across two (2) primary funding sources –WIA and WFNJ. With grant funds, this local area shall expand the existing service model, market incentive programs and develop employment opportunities. The local area plans to meet or exceed the following performance outcomes for the bi-county region:

**Objective 1: Increase participation of existing employers in financial incentive programs.**

**Outcome:** Increase participation by 25% (30 employers); minimum 10% in Cape May County For calendar year 2010, the BRC identified 122 employer partners that have not participated in an incentive program.

- A. Strategy: Review a list of current employers participating in financial incentive programs to encourage further/additional participation.
  - 1. Tactic: Develop and distribute marketing materials.
  - 2. Tactic: Develop an online directory of “employer” financial incentive programs or link to an existing list hosted NJBAC.
  - 3. Tactic: Contact and schedule appointments with potential employers to discuss programs.
  
- B. Strategy: Review a list of current employers that have submitted job orders in the past 12 months and are *not* participating in financial incentive programs to encourage participation.
  - 1. Tactic: Develop and distribute marketing materials.
  - 2. Tactic: Develop an online directory of “employer” financial incentive programs or link to an existing list hosted NJBAC.
  - 3. Tactic: Contact and schedule appointments with potential employers to discuss programs.

**Objective 2: Recruit new business for participation in financial incentive programs.**

**Outcome:** Recruit 20 new employer partners that have not placed a job order in the past 12 months and are not currently participating in a financial incentive program with at least one (1) OJT contract written for each new employer; minimum 10% in Cape May County.

- A. Strategy: Develop and present program to Atlantic City Hotel and Lodging Association, Chambers of Commerce, Cape May County Hotel, Motel and Lodging Association, municipal based business association such as Absecon, Ocean City, and Margate Business Associations, The Atlantic City Outlets: The Walk, The Hamilton Mall, and WIB Membership.
  - 1. Tactic: Create a PowerPoint Presentation.
  - 2. Tactic: Distribute marketing materials.
  - 3. Tactic: Testimonials from existing employer partners.
  
- B. Strategy: Develop a radio advertising campaign with a regional radio station.
  - 1. Tactic: Write content and air 60 second spots four (4) to (5) times a day for a six (6) week period alternating weeks.

**Objective 3: Prevent workforce reductions.**

**Outcome:** Assist any businesses considering workforce reductions or layoffs through participation in financial incentive programs.

- A. Strategy: Make contact with employers that have or plan to implement workforce reductions or relocation.
  - 1. Tactic: Work in tandem with the NJLWD Rapid Response Team to avert possible layoffs through participation in a financial incentive program.
  - 2. Tactic: Refer businesses to the NJBAC to apply for loans and participate in other programs that exist to retain New Jersey businesses.

**Objective 4: Build sustainable partnerships with community based agencies that serve the employer population.**

**Outcome:** Five (5) of the above organizations named shall be actively participating by the close of the grant period of June 30, 2011.

- A. Strategy: Create a Business Outreach Consortium.
  - 1. Tactic: Present to and recruit members from the Atlantic County Economic Development Committee, Atlantic Cape Community College, Atlantic County Institute of Technology (vocational school), Cape May County Technical High School, Casino Reinvestment Development Authority, Chambers of Commerce, South Jersey Economic Development Authority, The Richard Stockton College Small Business Development Center, the WIB Director/One Stop Coordinator or designee, and two (2) private sector WIB Board members. This consortium shall be facilitated by the bi-county Job Developer.
  - 2. Tactic: Hold monthly meetings to oversee the progress of achieving goals set in this grant proposal, analyze existing economic conditions/labor market trends, identify impending growth/business development, develop recruitment strategies, share ideas and set new future goals.

**Objective 5: Identify non-traditional/emerging job sectors/career clusters in the bi-county region.**

**Outcome:** A written plan shall be presented to the WIB Board at its re-organization meeting in June 2011.

**Based on the identified results, businesses surveyed that have or are considering workforce reductions or relocation shall be targeted by the Business Outreach Consortium and referred to the NJBAC as a prevention strategy to avert layoffs.**

- A. Strategy: Hire a consultant to develop a economic development survey that identifies employer demographics and anticipated job sector labor shortages over the next five (5) years.
  - 1. Tactic: Enter into an inter-local agreement with the Center for Business and Regional Development of Atlantic Cape Community College to survey a minimum of 200 businesses in the bi-county region to determine a minimum of the following: number of full-time and part-time positions, number of management positions, job titles, average wage/salary, employee benefits, number of locations, number of workforce reductions in past five (5) years, estimated annual profit, and have they participated in a financial incentive program, among others. In addition this plan will outline top 10 emerging career clusters with educational requirements for employment.

**Objective 6: Increase job placement through OJT contracts.**

**Outcome:** Write a minimum of 20 On-the-Job Training contracts for either the TANF or dislocated worker populations.

- A. Strategy: Develop employment opportunities for special populations as defined in this proposal.
  - 1. Tactic: Job match utilizing the “Prove It” assessment tool and share resumes of potential candidates wherein positions are sought for special populations.

**Section 6: Coordination of Services**

Business marketing and outreach is one step in a series of processes that connect the employer with the employee. The OSCC serves populations by funding source. These sources provide specific financial incentive programs, points of service entry and multiple contacts. This in many instances leads to miscommunication and frustration, which after awhile negatively impacts an employer’s desire to participate in the labor exchange. Likewise, within the OSCC, personnel that service the business community have overlapping responsibilities and in some instances duplicate efforts. Therefore, this local area proposes to eliminate some of these barriers to employer participation by assigning one (1) Job Developer to recruit and develop employment opportunities for OSCC participants.

The WIB Board shall be leveraged to identify potential employer partners and encouraged to participate in this program. A Business Outreach Team shall be formed to include representatives from the Atlantic County Economic Development

Committee, Atlantic Cape Community College, Atlantic County Institute of Technology (vocational school), Cape May County Technical High School, Casino Reinvestment Development Authority, Chambers of Commerce, South Jersey Economic Development Authority, The Richard Stockton College Small Business Development Center, the WIB Director/One Stop Coordinator or designee, and two (2) private sector WIB Board members; representing industry specific career clusters. This Committee shall provide leadership and guidance throughout the duration of this program and meet monthly to review performance and discuss marketing and service strategies. At the conclusion of this grant, the Committee shall continue to collaborate and identify in-demand occupational titles and requisite training requirements to sustain the public/private sector link between economic and workforce development.

### **A. Job Functions and Responsibilities**

To this end, the partners have agreed to the following job functions and responsibilities for each partner:

1. The Job Developer shall primarily perform the “meet and greet” function; going out into the community and recruiting employer partners. The Job Developer shall focus on marketing financial incentive programs and highlighting the abilities and talents of candidates within the special populations listed above. The Job Developer shall provide the BRS with all job related information required to open a “job order” in the America’s One Stop Operating System (AOSOS) and indicate if the employer plans to participate in an incentive program.
2. The BSR shall perform the data entry function of the “job order” to ensure that all available positions are populated in the AOSOS. These positions shall be placed “on hold” for 30 days to provide the Job Developer with the opportunity to place a candidate from the special populations listed above. If positions remain open past 30 days, the BRS shall open the position to any unit within the OSCC for referral.
3. OJT contracts related to TANF participants shall be a function of the NJLWD representative in coordination with the Job Developer to select and place qualified candidates. OJT contracts related to the Dislocated Worker participants shall be the sole function of the Job Developer and as such the selection and placement of qualified candidate’s the same.
4. The WIB shall leverage its board members to refer interested employers to the Job Developer to broaden the scope of services available. The WIB Director will act as the single point of contact to connect private sector WIB members with this program.
5. The local BAC representative assigned to the county shall provide technical assistance and assist in the coordination of the service strategy in the local area to ensure that all incentives and available resources are utilized in conjunction with this program.

### **B. Coordination of Employer Services**

The grant partners have agreed to the following coordination of services after initial point of entry for the business community:

1. Employers that opt to participate in an incentive program shall communicate directly with the OJT writer and the Job Developer. Contracts shall be developed and candidates selected for consideration based on eligibility to participate in the program.
2. Employers that opt not to participate in an incentive program shall work directly with the BSR.

Employers shall be provided with an individualized counseling session to learn about the many financial incentive programs available. Initially, employers shall be provided with a program overview (marketing packet) that includes: information and applications related to incentive programs, referrals to business development services, Employer testimonials, resumes of potential candidates, and a directory of services. This counseling session shall include a representative from the BRC and the OSCC. Ongoing communication shall be maintained during the development of an OJT and throughout participation.

## C. Coordination of Participant Services

Specific populations within the OSCC struggle to obtain and retain employment. These participants tend to become repeat customers and cycle through program after program. In an effort to slow this progression or eliminate it altogether, employment opportunities shall be developed with these populations in mind. For this reason, the grant partners have agreed to the following coordination of job development for the special populations within the OSCC:

1. Dislocated Workers unable to secure employment within 60 days of completing a training program shall be referred to the Job Developer for possible enrollment in an OJT opportunity. Upon placement, the Case Manager shall be notified to update AOSOS.
2. Compliant WFNJ participants set to complete a Community Work Experience Program (CWEP) or Public/Private Sector Subsidized Employment Program (PBSE) shall be referred to the Job Developer for possible enrollment in an OJT opportunity. Case Managers shall make the referral a minimum of 30 days prior to the anticipated end date of the activity. Upon placement, the Case Manager shall be notified to update the appropriate case management software systems.
3. Older, out-of-school youth that are eligible for services under the Workforce Investment Act or New Jersey Youth Corps shall be referred to the Job Developer for assistance securing employment. Upon placement, the Case Manager shall be notified to update AOSOS.
4. Offenders and veterans that do not fall within a category listed above, and are unable to secure employment within 60 days of completing funded program shall be referred to the Job Developer for employment placement assistance. Upon placement, the Case Manager shall be notified to update the appropriate case management software systems.

## Section 7: Marketing Strategies

A missing component to the existing business services model has been the resources and funds to launch an effective marketing campaign. In the past, employers were contacted via cold calling and provided with massive amounts of paperwork. Based on experience, this has not yielded positive results. Therefore, this local area proposes to utilize technology and face to face communication to improve communications and increase productivity.

Information for dissemination may include, but not be limited to:

1. Information related to incentive programs such as On-the-Job Training (both TANF and Dislocated Worker), Work Pays, and Work Opportunity Tax Credit.
2. Financial assistance services available through the New Jersey Small Business Development Centers and South Jersey Economic Development District.
3. OSCC Directory of Services, which lists the BRC services and those available to the public.
4. Resumes of potential candidates wherein positions are sought for special populations.

With grant funds, the partners have agreed to the following marketing strategies:

5. Develop an online directory of “employer” financial incentive programs that businesses operating in Atlantic County may apply for participation. This directory shall be hosted on the OSCC website, under Business Services at [www.learntrainwork.com](http://www.learntrainwork.com).
6. Develop a radio advertising campaign with a regional radio station. Write content and air 60 second spots four (4) to (5) times a day for a six (6) week period alternating weeks.

7. Disseminate information related to incentive programs such as On-the-Job Training (both TANF and Dislocated Worker), Work Pays, Work Opportunity Tax Credit and financial assistance services through the New Jersey Small Business Development Centers and South Jersey Economic Development District. This shall be delivered through radio advertisements, a directory, flyers and websites.

It's the opinion of the Atlantic Cape May WIB that Atlantic County employers need to be educated and encouraged to utilize financial incentive programs to hire, train and retain qualified employees. The labor market exchange system is critical to the success of the One Stop System not just in Atlantic County, but across the state.

### **Section 8: Professional Development of Team Partners**

Professional development of One Stop and partner staff directly involved in business relations, development and retention is critical to the continued success and full integration of One Stop business programs and services in the bi-county region. Technology is evolving at an incredible pace. Global competition has escalated dramatically. Private employers are experiencing the need to increase production and service with fewer employees. A clear trend everywhere is a heightened emphasis on customer service and communication as essential components for staff that administer direct services to the business community.

To that end, the Atlantic Cape May WIB has partnered with the Burlington, Cumberland/Salem, Camden, and Gloucester County WIB's to address these concerns through a series of professional development workshops. Members of the Atlantic Cape May Business Outreach Team shall participate in a three (3) day interactive series of workshops focusing on important topics such as: Business Communications, Information Services, Development of Business Relations, Human Resource services, Knowledge of Economic Development, Job Career Development Skills and Customized Services based on individual county needs. The training shall be provided by Dynamic Works Institute and participants that successfully complete shall receive a Business Service Workforce Development Certification. Each local area has been provided with seven (7) slots for the training at a total cost of \$1,200.00. The following team members, at a minimum are expected to participate: One Stop Coordinator, Business Service Representative, Job Developer and the On-the-Job Training Representatives from both counties.

The curriculum has been designed to clarify the purpose of the team and increase both the efficiency and enjoyment of the hard work ahead. It's the understanding of the local area that participants will be entertained while consuming very practical, easy to understand concepts.

### **Section 9: Monitoring and Evaluation**

The WIB Contracts, Monitoring and MIS Unit shall ensure that this program complies through the collection and evaluation of monthly reports. These reports shall be compared to the grant proposal and subsequent contract, if awarded. Spreadsheets will be developed to track each performance measure listed above. These shall be submitted to the WIB Executive Director by the 15<sup>th</sup> of each month reporting on the previous month's activities. In addition, all required employment related information shall be entered in the America's One Stop Operating System (AOSOS) as directed by the NJLWD. When required, the local area shall provide reports to the NJLWD related to this program.

In three (3) month intervals, partnering employers shall be surveyed via an online tool to determine their satisfaction with the OSCC regarding: application process for participation in incentive program(s), knowledge and response of OSCC staff to manage issues, satisfaction with the employee and the overall program design. This shall be developed by the Business Outreach Team and provided to the WIB Executive Director for approval prior to distribution.

### **Section 10: Budget Narrative**

The Atlantic Cape May WIB proposes to utilize grant funds to expand the existing business outreach service model and supplement the costs associated with the new roles and responsibilities of the Job Developer. In addition, funds shall be allocated to provide professional development to those responsible for business recruitment, development and retention at a total cost of \$1,200.00. Therefore, the local area requests grants funds in the amount of \$54,524.80 for a contract period of

February 1, 2011 through June 30, 2011. Expenditures shall be tracked through the SAGE MIP system currently used by the Workforce Development Unit within the County of Atlantic. See attached budget for details.