

MINUTES

GSETA Operations Committee

09/03/2024

Call to Order –

1. Fran Kuhn called the meeting to order at 10:05 am.
2. Approval of minutes from August 2024.

Passaic County Presentation – Davidene Alpart & Sofia Phillips

1. Literacy Services and the unique ways that Passaic is serving the community.
2. 2018 Math Bootcamp began based off of Burlington County's model. Individualized bootcamp based on their own needs as shown through their CASAS scores.
3. They have purchased A CASAS tutor through Aztec which provides a diagnostic of the test and prescribes a self-paced lesson plan for the individual. Trying to get individuals to increase their math scores.
4. Funding is blended based on their eligibility.
5. All services are offered both in-person and remotely.
6. Other services offered include Metrix Learning and other workshops.
7. For clients who score below a 5th grade level they are referred to Title II.
8. Local areas can choose which tool they wish to use (CASAS or TABE). The TABE is 3 hours long. However, another version is in the works that will be shorter.
- 9.

Literacy NGO

1. The NGO was released last week.
2. Clients need a brick and mortar and a teacher who can "hold their hand".
3. Atlantic County is looking to move out through the community with the Family Success Centers.
4. Encourage you to mobilize your team and be sure to attend the Technical Assistance session.
5. Only allowed 3 individuals per area to attend.
6. \$3 million for 6 awards at \$500,000 each. Sherie assures that there is additional money for areas that are working with and in the community. Cannot just staff a "room". Must see innovation and creativity. State staff went out for 3 months. State reports also were used, and the money spent was considered.
7. The program is being rebranded. In the NGO put things in as outreach, well thought out creative ways to deliver services, etc.
8. Literacy is the foundation of everything that we do.
9. The timeline in process will be outlined in the Technical Assistance meeting.
10. Co-enrollment is crucial. You can pay for your staff with other funding.
11. Guidance for people here without immigration status will be given at the TA meeting.
12. Are there any other "E" programs used aside from Aztec? Burlington English is also used (Adult literacy and ESL).
13. What is the State's thought regarding regional approach for this funds? Sherie says that all areas should go in separate and speak to regionalization in your applications.

One Stop Certification

1. One Stop Certifications are done every 2 years.
2. Mercer County ES Manager does a monthly tour.

Update of Work First NJ

1. Atlantic county is providing an orientation to WFNJ participants. Can food be provided?
2. Victoria Bollhardt uses a lift ride option for her clients to get them to the One Stop
3. Sherie will frown upon using money for food in terms of outreach.
4. Newark has a bus that goes out to the community.
5. Monica Van Pelt – you cannot use WIOA funds. Food only comes after they have been brought through the door, so it is not outreach. Partnership should be made with organizations that serve the same customers.
6. Sherie suggests that One Stops should have a presence at the CSSA's.
7. Sherie and Natasha are holding meetings with the One Stops, WDB's, and CSSA's for 90 minutes in person to hear the barriers. \$10 million was returned.

Marketing and Outreach- Fran Kuhn

1. TEGE from September 2023. Need a specific policy/procedure.
2. Everything must relate to the grant.
3. Atlantic is preparing a comprehensive media outreach campaign for different pots of money.
4. Has anyone been successful in putting together a marketing campaign? Greater Raritan used a digital outreach campaign for summer youth, and they had a response rate that doubled. They are now using an outreach campaign for Work First NJ. Digital campaign of Facebook and Social Media.
5. Cape May has a video that was produced by them and is used at movie theaters. It has been recently rolled out so there is no word as to whether it will work. <https://capemaycountynj.gov/1138/One-Stop-Career-Center>
6. Mercer County uses local influencers.
7. Use YouTube for success stories.

Professional Development

1. Wellness Wednesdays will be starting up again.
2. Pay attention to the GSETA website.
3. Fran will be making sure that all subcommittees will be meeting regularly.
4. Use your GSETA website. Fran will try to make it more friendly

Open Discussion, Adjourn & Next Meeting

- Bus tickets – is there a buy back program for bus tickets? Bulk sales policy will be changing again. October 1st, bus tickets will have a 2- year life. Karen Gaylord will be sending out more information to everyone as she explained to NJDOT the impact.
- Monica Van Pelt is leaving Middlesex County, and this is her last meeting.
- Meeting Adjourned at 11:36 AM. Next Meeting: Monday, October 7, 2024, at 10:00AM.