

Employee Training Funded by the New Jersey Department of Labor and Workforce Development

> **Dr. Robert C. Messina, Jr., President, Burlington County College**



Businesses across New Jersey have been taking advantage of the NJBIA Basic Skills Workforce Training Program in record numbers. Since its inception, more than 20,000 individual employees from more than 1,500 businesses have been served. This program has been successful due in large part to: the leadership of

New Jersey Commissioner of Labor and Workforce Development Harold J. Wirths; the team he has assembled at the department; and the New Jersey Business & Industry Association's (NJBIA) team led by President Phil Kirschner.

Examples of successful training at company locations abound. For instance, although the Hampton Inn in Mount Laurel consistently receives enthusiastic feedback from its guests, it recently boosted its customer satisfaction ratings further through tuition-free training classes offered by Burlington County College. The Basic Skills Workforce Training program is a partnership between NJBIA, the New Jersey Community College Consortium and the Department of Labor.

Instructors came to the Hampton Inn's location and held two days of training sessions on the best way to interact with customers on the phone, in the hallways and in other real-life scenarios. The classes covered topics such as the importance of vocal tones, the best types of non-verbal communications, good listening skills, and how to avoid using jargon and slang.

"These face-to-face classes were a much better way to train our employees rather than an online course or simply handing them a booklet. Hampton Inn is always on the lookout for ways to improve our operations and provide guests with the best possible experience," said Dian Condie, director of sales.

Burlington County College schedules classes at locations and times that are convenient for local businesses, and at no extra charge to the company. Your employees can access training in Computer Applications, Communications, Math & Measurement, as well as English as a Second Language.

There are several aspects of the Workforce Training Program that make it particularly attractive to businesses and their employees. The application process is simple; and companies such as the Hampton Inn are not required to fill out complicated paperwork, or make financial disclosures in order to enroll employees. The classes are free, and businesses are not required to pay tuition or fees for the classes. They are, however, required to pay employees at their regular hourly rates during training.

"A good portion of our employees' day is spent in customer service, and providing great customer service is critical to attracting and retaining clients in the hospitality industry," Condie said. "That's why we thought this training would be great for our employees, and we're pleased with the results."

Companies that wish to schedule training or secure additional information should feel free to visit the project website at: http://njworkforce.org/nj_business.html, e-mail info@njworkforce.org, or call 609-393-9000.

Sponsored by the NJ Community College Consortium



NJBIA Basic Skills III

Get Training for Your Employees At No Charge to Your Company!

Year three of the NJBIA Basic Skills Workforce Training Program is brought to you by the New Jersey Business & Industry Association, NJ Community College Consortium, and NJ Department of Labor & Workforce Development.

At your work site or at any one of 65 college campuses closest to you, and at no extra charge to your company, your employees can get training in:

- **Computer applications**
- **Communications**
- **Math and measurement**
- **English as a second language**

**To get started call
609-393-9009**

NJBIA
Basic Skills
Workforce
Training Program

www.njbias.org/resources/training

To participate in the program, you must be a registered NJ business and in compliance with NJ tax law.