



**Camden County
Workforce Development Board**
Supporting the Development and Retention of a World Class Workforce

Gregg T. DeBaere, Chair
Jeffrey S. Swartz, Executive Director

LITERACY COMMITTEE
MEETING MINUTES
JANUARY 3, 2018

ATTENDANCE – LITERACY COMMITTEE

MEMBERS		9-May-17	6-Jun-17	11-Jul-17	8-Aug-17	13-Sep-17	10-Oct-17	14-Nov-17	3-Jan-18
Brahl, Ken CHAIR	Ravitz Family Shoprites	X	X	X	X	X	X	X	X
Abrams, Barbara	Jewish Family & Children Service of Southern NJ	X	X		X		X		
Dann, Carol	Camden County College			X			X		
Del Vale, Jennifer	Hispanic Family Center						X		
Goodman, Steve	Volunteers of America			X	X	X		X	X
Hale, Dawn	The Arc of Camden County			X	X	X	X	X	
Kalitan, Marlyn	Kalitan Consulting	X	X		X		X		X
Knopf, Dick	Marketing Professional Services	X			X	X	X	X	
Maguire, Laurie	Camden County One-Stop, Workforce Learning Link	X				X			
Peters, Annie	Sambulance							X	
Pryor, Regina	DOL-Employment and Training		X		X	X	X		
Rimby, Donna	Clementon Memorial Library					X	X		
Strobl, Holly	Council Women, Clementon Borough			X	X		X		
Young, Jennifer	Verizon		X						
Swartz, Jeffrey S., Exec. Director	WDB	X		X	X		X	X	X
Varallo, Kathleen	WDB	X	X	X	X	X	X	X	X
Williams, Leslie J	WDB								

WELCOME

Ken Brahl, Literacy Chair called the meeting to order at 8:35 am, welcomed attendees and wished them a happy, healthy New Year. He said this meeting will be devoted to setting goals for the coming year 2018.

● LITERACY NEEDS ASSESSMENT UPDATE (LNA)

Ken Brahl said he and Jeffrey Swartz, WDB Executive Director made a presentation at the monthly Camden County Mayor’s Association Meeting on Wednesday, October 18th, 2017 to introduce the Literacy Needs Assessment and its findings. The Assessment was well received by those who attended the meeting. (The LNA is posted to the WDB website. <http://ccwib.com/literacyneedsassessment.html>)

● LITERACY DAY UPDATE

Ken said that the committee did a great job planning the Family Literacy Day at the Clementon Memorial Library and would like to repeat this type of event possibly in the spring of this coming year. Jeffrey S. Swartz, WDB Executive Director, suggested we consider getting in touch with Linda Devlin, Director, Camden County Library System, to see if the county system will want to join our efforts in promoting these Literacy events. He said Robert Weil, WDB Chair, is the President of the Library Commission. Pat Abusi, WDB Systems Performance Chair, also serves on the Library Commission. They both suggested we invite Linda to a Literacy Committee Meeting. She has attended these meetings before. She understands the work of the committee and most likely will support our vision. The Clementon Library is not part of the county library system. Steve

Goodman, Volunteers of America, suggested that we build on the momentum of our first event and host another event at Clementon. The reality is our attendance would not have been as great without the Fire Prevention event happening at the building next door so we should definitely look to partner with the same type of community event. The committee discussed factors that made the event successful and agreed to plan the next Clementon event around the same Fire Prevention Day in the fall, then target another out-lying area such as Berlin Township for a spring event. Ken said we can set a goal of planning two events per year.

Ken said that we should invite our Literacy partners such as Literacy Volunteers of America, Camden County College, Camden County Housing Authority and the Hispanic Family Center to a meeting in order to find out how the committee can help further their mission. Ken said that Kathleen Varallo, WDB Administrative Assistance did some online research to see if there were any new Literacy Agencies in Camden County to add to our list of services. He would like the committee to look into finding out about any other Literacy Help services that could be included in an extensive resource guide. Marlyn Kalitan, Kalitan Consulting, suggested the resource list be added to our WDB Literacy Needs Assessment. (LNA)

Kathleen said that she went online to see if there were any other literacy services in the county. She found one a State site that lists services by county. Camden County is not listed on this site. She also found a site call Pro Literacy. They are a non-profit organization dedicated to promoting literacy services, www.proliteracy.org. Existing Camden County services are not listed on this site either. The Camden County Library system uses a service called Tutor. www.tutor.com. They also host adult reading, math and ESL classes (English as a second language) at the Vogelson and Nilsa Cruz-Parez Branch. We also host ongoing literacy classes at our One-Stop. She said that Mikals Allen, Senior Administrative support at the Resource Center's LVA office, made a brief presentation to the Youth Committee at their meeting on September 28th, 2017, about services they provide. Services include one on one tutoring, group reading, and general writing and grammar classes. WDB Board Member, Diane Cooper-Vanderlip, President, CPAC was present at that youth meeting. She said that there are four family success centers in Camden County that may offer reading programs as well. Kathleen suggested that one of our goals should be to confirm all county services, update our literacy help resource guide and make sure the state literacy and pro literacy sites list all of these county services including online sites like PNC and TD Bank.

(PNC Growing Up Great) <https://www.pnc.com/en/about-pnc/corporate-responsibility/grow-up-great/sesame-street-learning-resources.html>

(TD Bank Literacy Programs) <https://www.tdbank.com/wowzone/index.html>

Family Success Centers are “one-stop” shops that provide wrap-around resources and supports for families before they find themselves in crisis. Family Success Centers offer primary child abuse prevention services to families and bring together concerned community residents, leaders, and community agencies to address the problems that threaten the safety and stability of families and the community. There is no cost to access services provided by Family Success Centers (FSCs). For a complete list of the state's FSCs visit link <http://www.nj.gov/dcf/families/support/success/#4>

Camden County

Evolution Family Success Center
2850 Federal Street
Camden City, NJ 08105
856-963-0270

Promise Neighborhood
Family Success Center
580 Benson Street
Camden City, NJ 08103
856-964-8096

Building Bridges Family Success Center
180 White Horse Pike
Clementon, NJ 08021
856-309-5300

Orchards Family Success Center
416 Sicklerville Road, Unit A-2
Sicklerville, NJ 08081
856-513-8829

Kathleen also contacted Mimi Lee, Diversity and Literacy Consultant, New Jersey State Literacy and sent her the LNA. She is willing to attend our March meeting and present state resources and opportunities. It would be great if the WDB could be a conduit for connecting state opportunities to local libraries.

Steve said we should be celebrating real improvements and outcomes as a result of our efforts at the events we plan. Kathleen said she followed up with Holly Strobl, Councilwomen of Clementon Borough, to find out if the library made a connection to do a monthly book club. Carmen Ocasio, Spanish Teacher at Overbrook High School had volunteered her class/club to do a monthly book club/story hour at the Library. We also discussed the possibility of repeating the Literacy Day at the Clementon Library with the idea that we will build momentum for Literacy Services in that area.

Ken reviewed the Literacy Committee membership and attendance records. The committee agreed to delete some names of members that no longer serve. Kathleen will update those records. Marlyn Kalitan asked that attendance records be reviewed for accuracy.

Ken summarized the goals and objectives of the Literacy Committee for 2018 as follows

- Host two Literacy events that tie in with other County Community Programs
 - Spring - Berlin area
 - Fall – Clementon with Fire Prevention Day
- Meet with and Adult Basic Skills Consortium Members
 - Offer assistance of the WDB
 - Encourage linkage to the One-Stop
- Build a better resource guide for literacy help in Camden County
 - Identify literacy programs outside of consortium in the County
 - Report county links to State literacy site
 - Connect literacy offerings in the county with Career Connections
 - Build literacy resource guide on CCWDB website and include links to online resources
- Develop sponsorships and or donations for community events or ongoing literacy help programs
 - PNC “Growing UP Great” and financial literacy
 - Pizza Hut
 - TD Bank
 - Connect Libraries to possible State Library Grants
 - Bags of Book

NEXT MEETING: The Literacy Committee will meet on Tuesday, February 6th, 2018 at 8:30am the WDB office.

Submitted by

Kathleen Varallo,

Administrative Assistant