



**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, 2017

ATTENDANCE

MEMBERS		7-Jun	12-Jul	2-Aug	12-Sep	4-Oct	1-Nov	6-Dec	3-Jan
Brahl, Ken CHAIR	Ravitz Family Shoprites	X	X		X	X	X	X	X
Abrams, Barbara	Jewish Family & Children Service of Southern NJ	X			X		X	X	
Beach, Patti	Camden County One-Stop				X	X	X	X	X
Dann, Carol	Camden County College			X		X		X	X
Kalitan, Marlyn	Kalitan Consulting	X		X		X	X	X	X
Knopf, Dick	Marketing Professional Services	X	X	X	X		X		X
Young, Jennifer	Verizon					X		X	
Weaver, Thomas	Mayor, Clementon Borough							X	
Goodman, Steve	Volunteers of America, Del Valley							X	X
Welder, Laura	JEVS						X	X	X
Walton, Marcie	VOA-Face Forward							X	
Powell, Michelle	Camden County College							X	
Pryor, Regina	DOL-Employment and Training		X		X	X		X	X
Swartz, Jeffrey S., Exec. Director	WDB	X	X	X	X		X	X	
Stubblefield, Lelia	WDB	X							
Varallo, Kathleen	WDB	X	X	X	X	X	X	X	X
Williams, Leslie J	WDB				X				
Naroden, Eric	WDB Intern	X		X	X				

WELCOME

Ken Brahl called the meeting to order, welcomed attendees and asked for roundtable introductions.

• LITERACY NEEDS ASSESSMENT UPDATE (LNA)

Marlyn Kalitan, Kalitan Consulting reported that she met with Carol Dann, Director Adult Basic Skills, Camden County College, and reviewed the Literacy Needs Assessment (LNA) for content edits and additions. Everything seems to be ready to go in that area. She said that Carol is working with her contacts to revise the maps in order to give a clearer picture that supports the data in the LNA. She is working with the map keys and colors. Ken said the goal is to get the LNA presented to Local Elected Officials and published in time for announcement no later than the WDB Quarterly Meeting, March 22nd. 2017.

Jeffrey S. Swartz, WDB Executive Director recommended that the committee present the LNA to Freeholder Jonathon Young. He will surely help move along the efforts of the committee to communicate the findings of the LNA and promote it at the Freeholder level. There are many private sector institutions and organizations that support Literacy programs with funding initiatives such as Verizon and Dollar General. Ken said that Mayor Thomas Weaver is already considering hosting Literacy programs at the local library in Clementon. He thinks that by using Clementon's example, other local elected officials will welcome the chance to use the LNA for funding opportunities that would support Literacy programs in their respective communities.

Ken suggested that the committee consider assisting Mayor Weaver to host an event at the Clementon Borough Library specifically for citizens with Literacy needs. The program would serve two goals. One would be to launch programs at that Library and the other would be to highlight resources for helping Adults with language barriers to gainful employment. The event would assist citizens negotiate how to get help with their literacy needs such as classes, training, and take away materials or books.

Carol Dann suggested hosting the event during National Literacy Month. She said International Literacy Day is Friday, September 8, 2017. https://en.wikipedia.org/wiki/International_Literacy_Day National Family Literacy Month is November 2017. She also noted that while most citizens can read thru the fourth grade level, there are multiple levels of literacy issues that need to be addressed.

The committee discussed several ideas for the event such as a book give-away, creating a Literacy resource directory and having bilingual volunteers at the event to help interpret literacy information. All agreed that planning a Literacy Day in the southern part of the county would have a positive impact on the literacy needs of citizens in that area. The committee also discussed ways to include employers or employment opportunities at the event. Suggestions were made about sources to obtain new or used books that would be given to attendees. Kathleen Varallo, WDB Administrative Assistant suggested contacting PNC Bank. They have a “Ready to Read” Program that includes free take home books at many of the branch locations. College Student’s looking for community service projects may also provide a resource for collecting books for the event. Marlyn said she is a member of the “Friends of the Cherry Hill Library.” They may help with the event. Dick Knopf offered to use his affiliation with “Book Mates” as a resource to help with the event. Ken said that making contacts with these organizations will help create awareness and grow the overall efforts of the committee

Regina Pryor, Department of Labor Employment and Training gave Mayor Weaver some information about the Workforce Innovation and Opportunities Act (WIOA) Library Initiatives. She directed him to some additional resources as follows:

1. Contact Mimi Lee (mlee@njstatelib.org) from the New Jersey State Library for information about literacy programs or adult literacy outside of LWD’s grant offerings.
2. The Camden County Consortium and two area libraries (Swedesboro and Camden) who are currently implementing the LWD Literacy Partners grant. I believe you already have obtained their contact information.
3. Frequently visit the Grant Opportunities page on LWD’s WIOA Blueprint website to determine if responding to any of our Notices of Grant Opportunity (NGO) would allow you to work hand-in-hand with LWD to provide services: http://lwd.state.nj.us/labor/wioa/ngo/ngo_index.html.
4. Local libraries may utilize the New Jersey Career Connections website and work search methodology of Plan, Prepare, Succeed to assist your patrons: <http://careerconnections.nj.gov/careerconnections/>

Carol Dann said she is aware of the Literacy Volunteers of Camden County (LVCC) that work with local libraries to offer literacy services. Literacy Volunteers of Camden County (LVCC) provides free one-on-one and small group tutoring in Reading, Math and English to Camden County adults at the lowest literacy levels. Tutoring is learner-centered and goal-oriented, geared toward the needs of each individual student.

The LVCC are located at 203 Laurel Road, Voorhees, NJ 08043 (856) 772-1636.

2017 LITERACY COMMITTEE GOALS

- LITERACY EVENT
 - Host a Literacy Event at the Clementon Library for Adults with Literacy Challenges
 - Collect Books to give away
 - Contact Language Interpreters to assist with presentations.
 - Contact other Literacy Agencies such as Literacy Volunteers to attend
 - Look for funding opportunities to set up an onsite Literacy program at the library
 - Contact schools to invite students to attend with parents

- LITERACY NEEDS ASSESMENT
 - Finalize the LNA
 - Send letter & LNA to Local Elected Officials with an offer to meeting with them to offer assistance.
 - Introduce LNA to County Freeholders for additional support
 - Publish LNA to WDB Website with Links to Literacy Programs
 - Present published LNA at WDB March Quarterly Meeting

- HIRE ONE EVENT
 - Joint Event with Abilities Committee
 - Host Employer Event to discuss advantages to hiring persons with Disabilities
 - Panel Discussions and Exhibits
 - Complete editing of “Dispelling the Myths” video footage in order to help promote Oct. 2017 Event

Ken suggested that the committee invite Mayor Thomas Weaver to the March meeting and continue discussions about how he can include him with introducing the LNA around the County. The committee can further discuss the details of a Literacy Event and coordinate efforts with the Mayor. Jeffrey Swartz and Dick Knopf both suggested keeping the event focused and simple in the first year and allowing it to grow in a similar way that the “Dispelling the Myths” event has evolved.

Ken thanked committee members for their time and dedication. He said that he is excited and looking forward to the coming year of work on these planned events.

NEXT MEETING

The next Literacy Committee meeting is scheduled for Tuesday, March 7th, at 8:30am at the CCWDB office. There will be a joint meeting with the Abilities Committee on Tuesday, February 7th, at 8:30am.

Submitted by,

Kathleen Varallo, Administrative Assistant, Camden County Workforce Development Board