



Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Robert Weil, Chair

LITERACY COMMITTEE
 MEETING MINUTES
 TUESDAY, FEBRUARY 2, 2021
 ZOOM MEETING AT THE WDB OFFICE, 1111 MARKKRESS ROAD, CHERRY HILL, NJ

ATTENDANCE – LITERACY COMMITTEE

MEMBERS		7-Jul-20	1-Sep-20	6-Oct-20	10-Nov-20	1-Dec-20	5-Jan-21	2-Feb-21
Brahl, Ken CHAIR	Ravitz Family Shoprites	X	X	X	X	X	X	X
Patti Beach	Learning Link, Camden County One-Stop Career Center	X	X	X	X		X	
Cirii, Frank	Local Area Operations Director, Camden County One Stop			X	X	X		
Dann, Carol	Hopeworks Camden		X	X				
Daunoras, Heidi	Pine Hill School District			X	X	X	X	X
De, Shyamoli	Literacy Volunteers of America			X			X	
Druce, Jennifer	Camden County Library					X		
Fugee, Antoinette	Center for Family Services, Inc.							
Hill, Lauren Dr.	Camden County College			X	X		X	
Kalitan, Marlyn Vice Chair	Kalitan Consulting	X	X	X	X	X	X	X
Knopf, Dick	Marketing Professional Services	X	X	X		X	X	X
Mitchell, Danielle	RobinsNest Inc			X	X		X	
Strobl, Holly	Council Women, Clementon Borough	X						
Young, Jennifer	Verizon	X	X	X	X	X		
Swartz, Jeffrey S.	WDB		X	X	X	X	X	X
Varallo, Kathleen	WDB	X	X	X	X		X	X

WELCOME

Ken Brahl, Literacy Chair, officially called the meeting to order at 8:45am. He welcomed attendees and thanked them for calling in to the Zoom meeting. Ken asked the committee to review the minutes from Tuesday, January 5th and asked if there were any corrections or additions. . Hearing none, he asked for a motion to approve the minutes. Marlyn Kalitan made the first motion. Heidi D Daunoras, made the second motion. By an unanimous vote to the affirmative, the motion was carried and the meeting minutes, January 5, 2021, were approved.

Kathleen Varallo, Administrative Assistant, WDB, noted a report she sent to the committee from the John J. Heldrich Center for Workforce Development. She said the fourth page in the report covers the value and role libraries can add to workforce development. She is going to save the report for information that will be a good addition to the next Literacy Needs Assessment. She also sent a link to the One-Stop video orientation of services mentioned at the last meeting. The video was created by Kristi Connors, Manager, Employment Services, DOL, and her staff and it is being adapted throughout the State as a best practice. The Committee discussed the video and complimented the presentation. Kathleen also reported the WDB re-arranged the homepage of the website to include the video, directory of virtual services and links to the State’s new website. <https://nj.gov/labor/career-services/>. This new website replaces the Career Connections Website.

LITERACY LIBRARY RESOURCE GUIDE

Ken asked for input about the draft of the Resource Guide, sent to committee, attached with meeting materials. He asked if everyone got a chance to review the guide as drafted by Kathleen. Marlyn Kalitan, Career Consultant, Vice Chair Literacy, said the document may be somewhat confusing. She said the libraries included with the county system should be listed separately. They are currently listed in alphabetical order. She suggested either applying an *astride to the county libraries or listing them separately noting that all libraries are free to residents in their respective township of services.

The Committee discussed the licensing fees for certain library services and why some libraries were privatized and funded by the local townships. They are still free to use by all residents but may not include the same digital offerings from one library to another. Some of the private libraries have different subscriptions of licensed services. Ken suggested that the guide be a work in progress. He asked Kathleen to apply the suggestions from the committee to the guide for discussion at the next meeting. Ken also said the idea of the guide is to promote the services of all libraries in the county and provide access information about the locations and services. This might be a link on the WDB website or a larger document. The Committee agreed that Camden County residents need a comprehensive guide to all libraries, their locations and services offered such as computer use, document copies and faxing. Services particularly related to job seeking and career readiness. Jeffrey S. Swartz, Executive Director, WDB, suggested the guide be titled "Where Can I Go?" Looking for Library Services. Ken said the guide will be a good winter, quarantine service project for the committee until community gatherings and outreach can resume. The Committee also discussed the possibility of creating a document that included map pinpoints of all libraries in the County including municipality funded libraries. Marlyn suggested listing the County libraries in one category and then listing the municipal or independent libraries separately with clearer explanation of their services and fees.

Heidi Daunoras, Director Curriculum Pine Hill Schools, agreed with all the suggestions and said there is a need to clarify fees and services. She liked the idea of creating a pinpoint map of all libraries in the county. Dick Knopf, Marketing Professional Services, asked and Ken confirmed that the goal of project is to promote the libraries as a safe space for research, free office services, job seeking, skill building and career planning. He said it has been revealed in studies that some customers will feel more comfortable going to a community safe space rather than a county or government office for help especially in the case of an immigrant family or those who fear public offices. He also said that the libraries may be the driver of the committee when it comes to its mission of promoting Literacy to residents in the County. The library is the very first source for a person to better themselves and trying to create a career plan and this committee will serve best by promoting that link. The whole purpose of the committee is to help promote resources that help workers and workforce development in the County. There is no better resource right now than the libraries. Ken also said as we develop that link, it will help residents link back to the services of the One-Stop by partnering with the libraries in virtual outreach opportunities. Ken said it is especially important during this time of limited public access. Dick asked if all Libraries are open to public access. Jeff and Heidi noted libraries have varying hours and access such as curbside pick-up. Ken said noted free online offerings such as Rosetta Stone and computer classes that were revealed to the Committee during their meetings with the State Library. The Committee

discussed more ideas about how to present and make residents aware of services they may not have known about.

ONE-STOP & LEARNING LINK UPDATES

Kathleen reported for the One-Stop, Learning Link. The One-Stop has implemented the QLess scheduling system which will make it easier for customers to make appointments for virtual resource center and learning link services. The One-Stop is also seeking and accepting referrals. She said most One-Stop services can be accessed virtually. Counselors are available to meet with customers by appointment on a case-by-case basis.

Follow this link to the Camden County One-Stop Career Center -Virtual Services Directory:

<https://www.camdencounty.com/service/employment/job-training-placement/>

LITERACY SHARING & BOOK DRIVE UPDATES

Heidi Daunoras, Director Curriculum Pine Hill Schools, reported the Book Smiles Organization partnered with the Pine Hill local area to do a “Martin Luther King Day of Service” book drive and give away. Many multi-cultural books were distributed to students. This was a wonderful effort and just as wonderful were the 2000 books collected with that drive which took place in a short window of time from 11am-1pm. The Committee complimented these efforts in Pine Hill.

Hearing no further updates, Ken thanked the committee for attending and will look forward to continuing efforts and discussions about ways to partner with all the libraries in the County.

NEXT MEETING: The next Literacy Committee Meeting is scheduled for Tuesday, March 2, 2021 at 8:30am. The WDB will send out meeting materials and Zoom conferencing information prior to the meeting.

Submitted by

Kathleen Varallo

Administrative Assistant