



Camden County Workforce Development Board

Supporting the Development and Retention of a World Class Workforce

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

ABILITIES & LITERACY COMMITTEE MEETING MINUTES FEBRUARY 07, 2017

ATTENDANCE – LITERACY COMMITTEE

MEMBERS		2-Aug	12-Sep	4-Oct	1-Nov	6-Dec	3-Jan	7-Feb
Brah, Ken CHAIR	Ravitz Family Shoprites		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	X
Kalitan, Marlyn	Kalitan Consulting	X		X	X	X	X	X
Knopf, Dick	Marketing Professional Services	X	X		X		X	
Young, Jennifer	Verizon			X		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		
Stubblefield, Lelia	WDB							
Varallo, Kathleen	WDB	X	X	X	X	X	X	X
Williams, Leslie J	WDB		X					
Naroden, Eric	WDB Intern	X	X					
Debbie Friedner	Camden County One-Stop Career Counselor							X

ATTENDANCE – ABILITIES COMMITTEE

MEMBERS		14-Jun	12-Jul	9-Aug	12-Sep	11-Oct	1-Nov	10-Jan	7-Feb
Maggio, Jim CHAIR	TFG/Judge Group				X		X	X	
Abrams, Barbara	Jewish Family & Children Service of Southern NJ	X		X	X		X		X
Cipolla, Joe	Jewish Employment and Vocational Services	X				X	X		X
Davis, Anthony	Mental Services of Southwestern New Jersey	X		X			X	X	X
Deitz, Jeffery	Division of Vocational Rehabilitation Services	X	X		X				
Farber, Dan	Birght Lights USA				X			X	
Forman, Lois	Bancroft	X	X		X	X	X	X	
Geoffrey, Taylor	NJ DOL DVOP								
Lombardo, Rick	Target Stores						X		
Lope, Krista	NJ Division of Vocational and Rehabilitation Services			X					
Lucas, Angela	Hireability			X	X	X	X	X	X
Newman, Jason	NJ DOL DVOP								
Pryor, Regina	LWD Division of Workforce Operations and Business Svcs.				X	X			X
Schwingel, Laura	Jewish Family & Children Service of Southern NJ				X				
Tumolillo, Terry	Voice Print								
Walton, Marcie	VOA						X		
Waltz, Julie	ARC of Camden County								
Welder, Laura	Jewish Employment and Vocational Services						X		
Swartz, Jeffrey S.	WDB Executive Director		X	X	X	X	X		
Varallo Kathleen	WDB Administrative Assistant	X	X	X	X	X	X	X	X
Naroden, Eric	WDB Intern								
Stubblefield, Lelia	WDB Administrative Assistant	X							
Williams, Leslie	WDB Comptroller								

WELCOME

Literacy Chair, Ken Brahl called the meeting to order, welcomed attendees and asked for roundtable introductions. The committees welcomed Debbie Friedner, One-Stop Career Counselor, visiting on behalf of Joshua A. Friedman, Director, Resource Center. Kathleen Varallo, WDB Administrative Assistant directed committee members to minutes from their respective committee's last meetings. Literacy Committee, meeting Tuesday, January 3rd, 2017 and Abilities Committee, meeting Tuesday, January 10th, 2017.

Ken re-stated the purpose of the "Dispelling the Myths" event is to promote the hiring of persons in broader spectrums of disability, not just Autism. Bringing hiring successes to the attention of Camden County's Employers can open up job opportunities for these very talented, dedicated and highly functioning individuals. Ken reported that the Abilities Committee agreed, at their last meeting, to keep the same title for this upcoming year's event with a new tag line. After some discussion by the group, the following program title and format was approved.

Program Title:

"DISPELLING THE MYTHS" – *Taking Steps Toward Inclusion in the Workplace*

Location: TBA

Date/Time: Friday, October 20, 2017, 8:30am-11:00am

- 8:30am – 9:00am Registration, Continental Breakfast & Exhibit Area
- 9:00-10:30 - Guest Speaker, Panel Discussion, Question/Answer Open Discussion
- 10:30-11:00 – Exhibit Area & Networking

PANELIST & PROGRAM UPDATE

Kathleen reported that the Abilities Committee watched video footage of Deb Dagit and approved her as the main guest speaker of the "Dispelling the Myths" event, October 20th, 2017. Deb Dagit is a sought-after consultant and speaker on the topics of Diversity and Inclusion. As Merck's VP and CDO for almost 12 years, Deb was responsible for global equal opportunity, employee relations, recruiting, staffing diversity and inclusion. Under her leadership, the company was recognized for its exemplary work in diversity. Deb played a role in the passage of the Americans with Disabilities Act through her lobbying efforts and testified before the US Senate Health Education Labor and Pensions Committee in 2011 regarding best practices for improving employment opportunities for people with disabilities. Kathleen said that Deb also worked as a consultant to SAP, Walgreens and TD Bank on their company inclusion programs. One of the strongest points in Deb's video presentation is how much persons with disabilities contribute to the economy and how loyal their families are to the company's that support them. The committee reviewed Deb Dagit's bio information and agreed she would be a good choice to include in the next "Dispelling the Myths" event, October 20th, 2017.

Ken asked the committees about the overall format of the event. The committee agreed that the speaker and panelist format worked well and should remain the same for the upcoming event. Kathleen said she sent information to the committees about Michele McKeone, Digitability, an Autism-to-Work Online Training Service. Michele volunteered to speak at the last event after the program was already planned. The Committee

had agreed to keep her in mind for this year's event. Barbara Abrams also suggested Debbie Deissroth, SPHR, SHRM-SCP, Project Search at Kennedy Hospital. Joe Cipolla recommended Wells Fargo Bank as an Employer Panelist. Joe said he would contact Mark Jones, or his counterpart in Philadelphia, and report back to the committee.

Kathleen said Dan Farber, Brite Lights brought it to the attention of the Abilities Committee, at their last meeting, that document scanning is an important service to Law Firms and Banks. The Committee agreed that there is a demand for document scanners and persons with Autism are filling that role for some companies.

Kathleen said that the same format will be used for the "Save-the-Date" flyer. She asked the committee to continue to forward any contacts to the WDB office for inclusion on the Employer invite list.

VIDEO FOOTAGE UPDATE

Kathleen reported that the Abilities Committee discussed the way and means by which the raw video footage filmed at the event on October 21st could be edited and used for promotional purposes of future events dedicated to hiring persons with disabilities. The edited versions would include two minute segments posted to the WDB Facebook page and website with links to the full footage or information about the next advertised event. Marlyn Kalitan said it would be wonderful to include the students in the project. Barbara Abrams said that several 10 second video statements could be edited together for promotional use. The committee agreed to contact the Camden County Technical School (CCTS) Visual Department. Once approved as a school project, the students would edit the footage with guidance from volunteer members of the Abilities or Literacy Committee. The CCTS students would also be requested to assist in filming the upcoming event. Ken said that the video is an important promotional piece and the committees agreed that getting the students involved would enhance awareness of the overall reason for these annual events. There is no need to reference dates in the video segments. Kathleen said she would put in a request to CCTS. She said there needs to be a sub-committee to give direction to the students. Ken Brahl, Carol Dann, Barbara Abrams and Marlyn Kalitan volunteered to form the team that would guide the student video editing project. Marlyn said they would guide the students with sub-titles and graphics as well.

BUDGET AND SPONSORSHIP REVIEW

The committee reviewed the budget and expenditures for last year's "Dispelling the Myths" Event. The WDB picked up the balance of expenses for the event. A large portion of the sponsor funds were spent on the Audio/visual needs of the event. Bancroft sponsored last year's event. The committee discussed options for funding. WDB will send another letter to Bancroft with a request to sponsor the event again. Bancroft was included in all social media and press releases as a sponsor and was noted on all promotional materials. Sponsors are offered an exhibit table at the event as well as signage. Keith Davis said he would reach out to an organization called "Mary's Fund" Mary's fund is connected with youth and mental health. Barbara said that Brite Lights can be counted as one of this year's event sponsors because they agreed to sponsor the main speaker, Deb Dagit's overnight stay. Some money can be saved by having the CCTS student assist with the Audio/Visual needs of the event. Debbie Friedner suggested that someone from the Committee reach out to the Abilities Center, a non-profit located in Camden County, to involve them in the event. She will forward the contact information to the WDB office.

VENUE OPTIONS

Kathleen reported that the Abilities Committee had some discussion about changing the location from the JEVS building due to the cost of the table and chairs rental incurred for this year's event. Options were discussed such as the Crown Plaza Hotel, the Jewish Community Center and the Camden County College. Members of the committee will check into different options and a final decision should be made by the next joint meeting which will be held on Tuesday, May 9th, 2017 at the WDB Office.

Ken said the Literacy Committee will be meeting on Tuesday, March 7th to finalize the Literacy Needs Assessment. He said that he informed the Executive Committee that the LNA will be completed for public use in time for the March 22nd Quarterly Board of Trustees Meeting.

Meeting Adjourned at 9:25am.

NEXT MEETING

The Literacy Committee will meet Tuesday, March 7th at 8:30am and the Abilities Committee will meet Tuesday, March 14th at 9:00am.

Submitted by

Kathleen Varallo

Administrative Assistant