



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 JULY 11, 2017

ATTENDANCE – LITERACY COMMITTEE

MEMBERS		12-Sep	4-Oct	1-Nov	6-Dec	3-Jan	7-Feb	7-Mar-17	4-Apr-17	9-May-17	6-Jun-17	11-Jul-17
Brahl, Ken CHAIR	Ravitz Family Shoprites	X	X	X	X	X	X	X	X	X	X	X
Abrams, Barbara	Jewish Family & Children Service of Southern NJ	X		X	X		X			X	X	
Beach, Patti	Camden County One-Stop	X	X	X	X	X		X				
Dann, Carol	Camden County College		X		X	X	X		X			X
Kalitan, Marlyn	Kalitan Consulting		X	X	X	X	X	X	X	X		
Knopf, Dick	Marketing Professional Services	X		X		X			X	X		
Young, Jennifer	Verizon		X		X		X				X	
Weaver, Thomas	Mayor, Clementon Borough				X							X
Goodman, Steve	Volunteers of America, Del Valley				X	X				X	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	X			X	
Desiderio, Daniela	Housing Authority, City of Camden							X				
Naila Tanczak	DOS La Quinta Inn & Suites									X		
Holly Strobl	Council Women, Clementon Borough											X
Swartz, Jeffrey S., Exec. Director	WDB	X		X	X			X		X		X
Stubblefield, Lelia	WDB											
Varallo, Kathleen	WDB	X	X	X	X	X	X	X	X	X	X	X
Williams, Leslie J	WDB	X										
Naroden, Eric	WDB Intern	X										
Debbie Friedner	Camden County One-Stop Career Counselor						X					
Laurie Maguire	CCRC-Workforce Learning Link									X		

ATTENDANCE – ABILITIES COMMITTEE

MEMBERS		9-Aug	12-Sep	11-Oct	1-Nov	10-Jan	7-Feb	13-Mar	10-Apr	9-May	11-Jul
Maggio, Jim CHAIR	TFG/Judge Group		X		X	X		Snow n/m	holiday n/m	X	X
Abrams, Barbara	Jewish Family & Children Service of Southern NJ	X	X		X		X			X	X
Gipolla, Joe	Jewish Employment and Vocational Services			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	
Farber, Dan	Bright 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			X	X
Newman, Jason	NJ DOL DVOP										
Pryor, Regina	LWD Division of Workforce Operations and Business Svcs.		X	X			X				X
Schwengel, 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	X
Varallo Kathleen	WDB Administrative Assistant	X	X	X	X	X	X			X	X
Naroden, Eric	WDB Intern										
Stubblefield, Lelia	WDB Administrative Assistant										
Williams, Leslie	WDB Comptroller										

WELCOME

Ken Brahl called the meeting to order at 8:30am, welcomed attendees and asked for roundtable introductions. He welcomed Holly Strobl, Clementon Council Women and Honorable Thomas Weaver, Mayor of Clementon Borough to the Literacy Committee. He said the early portion of the meeting will be dedicated to the business

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of the Literacy Committee and the later portion of the meeting will be dedicated to the business of the Abilities Committee. We are trying this new overlapping meeting format in hope of combining efforts for two great upcoming events. A Family Literacy Day at the Clementon Memorial Library, (Date to be determined) and the “Dispelling the Myths Event.” (October 20th, 2017) Abilities committee members will be joining the meeting at 9:00am

- LITERACY NEEDS ASSESSMENT UPDATE (LNA)

Ken directed attendees to view a panel presentation of the updated maps for the Literacy Needs Assessment. He thanked Carol Dann, Director, Adult Basic Skills Consortium for her efforts in getting the maps updated. They will be inserted into the LNA and will be available on the WDB Website.

Ken reported that he and Jeff attended a meeting with Jonathon Young, Freeholder Liaison to our local area. Jeffrey S. Swartz, WDB Executive Director said that Freeholder Young previously served on the Literacy Committee and is very supportive of Literacy needs in the county. We also wanted to get his approval and support for planning some Literacy related events in association with the County Library system. Upon Freeholder Young’s suggestion, Jeff contacted Honorable Phyllis Magazzu, Mayor of Berlin Township, to schedule a presentation at the next Mayor’s Association meeting. Since the July meeting is an informal barbeque, it was suggested the WDB schedule a presentation for the fall meeting. Jeff said he will call again in mid-August to schedule a date to present the LNA to the Camden County Mayor’s Association. Jeff also said that Kathleen Varallo on his staff has been in contact with one of the local PNC branch managers about a donation of Spanish/English books as a gift for parents who attend the Literacy Day.

- LITERACY DAY UPDATE

Ken pointed out that according to the LNA there are definite literacy needs around the County. This is not just a Camden City need. He said Mayor Weaver has been supportive in offering the Clementon Memorial Library as the site to host a pilot program Literacy Day that might be repeated again in Libraries around the County. Ken asked Mayor Weaver and members of the committee to look at their calendars to set a date for the Literacy Day. The focus of the event will be on the parents. We will be encouraging them to overcome literacy barriers or challenges as well as give them information about places they can get Literacy help. There are also about 10-12 schools located in close proximity to the library. These may serve as the vehicle to spread the word and invite families to attend.

Regina reported on the response back from a request to have Scholastic Books attend the Literacy Day. In order for them to come out to a Library, it would require a commitment of \$1,200.00 or twelve hundred dollars in sales. She also heard about a program called “Bags of Books”. that was started by a young lady living in Camden County. Alexa Gabrielle, collects books for children. www.bagsofbooks.org At events, children are given a bag. They visit the different tables to choose whatever books they want to take home and build a library of their own. There is no cost for the “Bags of Books” to visit an event. Regina said she already has a commitment from “Bags of Book” to participate in the event and she plans to pick up 18 boxes of books. She has also contacted Pizza Hut about their “Book It’ program. Children receive a pass book and once they have read 10 books, they bring the completed pass book to Pizza Hut and will receive a personal pizza. Mayor Weaver said that one of the schools in his town is running the Pizza Hut reading program.

Regina said that Bags of Books has a stock pile of Adult Books. The committee discussed the book opportunities and decided that it would be best, in this case, to remain focused on children's books with the idea being that parents are more apt to attend an event that includes prizes or take-home gifts for their children. Carol Dann said the first step is to get Adults in the door and then it is easier to present the opportunities when they are feeling comfortable with what is possible. Regina said that she grew up in a very ethnic area. She remembers the way the neighbor's parents learned English was by way of their children reading the school books they brought home from school. Ken said there is a dual purpose for the event. One is to promote the Library as a service network for families and the other is to build a comfort level for Adults that encourages them to seek help with literacy needs. Steve Goodman, Volunteers of America, said it will be important to have some services in place at the event. We don't want to give them a book and tell them something's coming. We should have some solid services in place to announce. We should also have some certified counselors or interpreters there, at the event, who can translate languages as well. Regina said we could have a list of services to give each parent along with the book or books we give to their children. Ken said we will arrange to have Literacy Volunteers there as well. Carol Dann suggested having a bi-lingual story teller at the event to read a story to the children.

Kathleen Varallo, WDB Administrative Assistant told the committee about a "Reading Role Models" program she started as Director of the Jersey Shore Children's Museum. Each month the museum hosted a story hour that featured a "Grand Role Model" (an senior official or senior in the community) a "Celebrity Role Model" (Costumed character that represented a historical figure such as Abraham Lincoln or an American Indian) and a "Tween Role Model" (A young person, age 12-16 who has mastered a talent such as a musical instrument or gymnastics) She said she knows of a young lady, age 16 who is heading toward signing with a major record label. She speaks and sings in Spanish. Kathleen said she will also contact PNC bank about getting a donation of bi-lingual books they produced for their "Growing Up Great" series.

The committee discussed many possible ideas, dates and times for the event. They set the date of the event being. The committee discussed and agreed on the date of Saturday, October 14th, 2017, 9am-12pm for this pilot Literacy Family Day Event. Mayor Weaver said the library is usually pretty busy on Saturday mornings hosting citizens who do not have a computer at home. He said there is a training center below the library to accommodate any overflow. The committee also agreed serving a snack or pizza would be a good draw to the day. The committee will create a flyer invite for distribution online, around town and it will be sent home with the children at the local schools.

Ken excused members of the Literacy Committee and turned the meeting over to Jim Maggio, Chair of the Abilities Committee. Jim thanked the committee for their willingness to blend their time and efforts toward the shared goals of Abilities and Literacy Committee. He asked for a second round of introductions for those who joined the 9am meeting.

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

Location: Jewish Federation Annex Building, 1721 Springdale Road, Cherry Hill, NJ 08003

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

Deb Dagit is approved and confirmed as the main guest speaker of the “Dispelling the Myths” event, *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 the companies listed as attending the panel are finalized. We are awaiting the name of a panelist from Wells Fargo Bank. Joe Cipolla, JEVS said Wells Fargo is definitely committed to the event. Kathleen said the flyer is ready for distribution. All changes discussed in prior meetings have been made. We are awaiting Bancroft’s approval, as an event sponsor, pending their additional changes. She said one minor detail holding up distribution is that the name of the Federation building has been changed from “Annex” to “Commons” She will confirm the proper name. Jim suggested using the address only and keeping the name off the invite. Kathleen said, when we start to organize the actual event program, we will obtain bio information from the panelists. As long as the participating companies are confirmed, the flyer can be distributed.

The committee discussed distribution of the flyer invitation and marketing options for the event. Kathleen said there was a list generated for last year’s event with additions of employers, not previously on the list that attended the event. She also said the Business Service Team has been forwarding business contacts as they visit employers. She will look to add business contacts to the list and asked that committee members forward their contacts to the office or, in the case of personal, friendly contacts they have, send the flyer out with a friendly note of invite. Lois Foreman, Bancroft, suggested the invite be sent out at least 3-4 times prior to the event. She also suggested contacting State Business Service representatives to ask them to forward the invite to contacts they are continuing to foster and develop. Jim suggested sending the invite out once a month (Aug, Sept and two times in October)

Jeff suggested that we could create a public service announcement and also suggested getting the event posted on the pages of county web-site and media outlets. Lois suggested contacting a Darlene Bessi at Bancroft. She is the volunteer service coordinator for Bancroft and is very passionate about the kinds of initiatives that create inclusive hiring practices. The committee agreed they are happy with the program and happy to be ahead of last years’ schedule in terms of program confirmation and invitation. All are hoping for an definite increase in employer participation.

- VIDEO FOOTAGE UPDATE

Committee members will arrange a time or separate meeting to view the footage and pick out a solid two minutes that can be edited into 30-60 or two minute segments for marketing the “Dispelling the Myths” event.

NEXT MEETING

The Literacy Committee will meet Tuesday, August 8th at 8:30am and the Abilities Committee will join at 9:00am for another joint overlapping meeting.

Submitted by

Kathleen Varallo

Administrative Assistant