



Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Robert Weil, Chair

LITERACY COMMITTEE
MEETING MINUTES
TUESDAY, SEPTEMBER 4, 2018

ATTENDANCE – LITERACY COMMITTEE

MEMBERS		13-Sep-17	10-Oct-17	14-Nov-17	3-Jan-18	6-Feb-18	6-Mar-18	3-Apr-18	1-May-18	5-Jun-18	17-Jul-18	7-Aug-18	4-Sep-18
Brahl, Ken CHAIR	Ravitz Family Shoprites	X	X	X	X	X	X	X		X	X		X
Burnell, Mariya	TD Bank											X	
Del Vale, Jennifer	Hispanic Family Center		X										
Doblick, Duke	Literacy Access Fund										X		
Druce, Jennifer	Camden County Library South County Branch									X	X	X	
Goodman, Steve	Volunteers of America	X		X	X	X		X	X		X	X	
Kalitan, Marilyn Vice Chair	Kalitan Consulting		X		X	X	X	X	X	X	X	X	X
Knopf, Dick	Marketing Professional Services	X	X	X		X			X	X	X	X	
Maguire, Laurie	Camden County One-Stop, Workforce Learning Link	X				X	X	X		X	X	X	X
Lisa, David	Camden County Library System						X	X	X		X	X	
Lynch, Dawn	NJLWD											X	
Martinez, Dr. Marilyn	Intrum Dean, CCC					X	X	X				X	
Mintz, Jackie	CCC							X					
Mitchell, Danielle	RobinsNest Inc							X	X	X	X		
Page-Soncraut, Jeanne	Business Service Rep, LWD					X							
Rimby, Donna	Clementon Memorial Library	X	X										
Strobl, Holly	Council Women, Clementon Borough		X				X		X		X	X	
Young, Jennifer	Verizon							X				X	
Swartz, Jeffrey S.	WDB, Executive Director		X	X	X		X					X	
Varallo, Kathleen	WDB, Admin Assistant	X	X	X	X	X	X	X	X	X	X	X	X
Williams, Leslie J	WDB, Comptroller												
Robert Weil	WDB Chairman						X						

WELCOME

Ken Brahl Chair, called the meeting to order at 8:35 am, welcomed attendees.

LITERACY SERVICES UPDATES

Kathleen Varallo, WDB Administrative Assistant, reported that WDB staff will be printing information about Literacy help, English as a Second Language, (ESL) and Adult Basic Skills services with location, contact and schedule. This information will be given out at our upcoming literacy events.

LEARNING LINK PILOT PROGRAM

Laurie Maguire, Learning Link Manager, reported that the Learning Link proposal and budget was submitted to the State. It was approved with its inclusion of starting a satellite program at the South County Branch, Winslow Township. She is planning to test the computers on the day of the Community Play Date, Saturday, September 29th. There are some IT and software questions that need to be worked out. She said Counselors will be available on that day to do a demonstration of how the program will work. Permission to host the program at the library is still pending. Some discussions about what workbooks the Library has on hand to assist participants is needed. The One-Stop cannot give out the workbook that goes along with the program so it would be beneficial if the Library could provide some resources to include the workbook in their inventory so that it could be checked out by the participant in their standard procedure. Marlyn Kalitan, Vice Chair,

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Literacy, said that she belongs to the Friends of the Library group. They often donate to Library needs. She said they would probably be able to purchase the books and donate them to the Library. Ken asked if this type of satellite Learning Link program is being offered in any other county in the State. Laurie said not to her knowledge. The Committee discussed and agreed the program could lead to a new initiative in other Counties.

LITERACY NEEDS ASSESSMENT UPDATE

Kathleen Varallo, WDB Administrative Assistant, reported that the Literacy Needs Assessment has been updated with the new WDB Logo. It is available on the WDB Website and copies will be available at the upcoming events in case an educator or local official has questions about the work of the Literacy Committee.

CAREER CONNECTIONS UPDATE

Kathleen reported that she spent some time exploring the Career Partners website recommended by Dawn Lynch, NJ Department of Labor, who oversees implementation and use of the Career Connections website around the State. The site can be helpful for employers. She presented some information she printed out from the site. She is still not sure why Camden County is not listed under Literacy Services. Visit www.careerpartners.nj.gov for more information

COMMUNITY PLAY DAY

The Camden County Workforce Development Board (WDB) Literacy Committee together with the Camden County Library System will host a Community Play Date at the South County Regional Branch Library, 35 Cooper Folly Road, Winslow Township, NJ 08004, Saturday, September 29th, 2018, 10am-12noon. This free event is designed for families with young children. Activities will include sensory stations for children to learn through play and exploration, Maria Leonetti, Spanish/English Singer, free books, snacks and giveaways. This event will also provide information to adults about work readiness and literacy help available at the library and in the county. The event will bring together families with the idea that promoting reading to a child can help develop better literacy skills in an individual that may have some language or other barriers to reading. Each child will receive one or more books that can be shared by the parent. Parents will receive information highlighting literacy services offered around the County.

Kathleen reported that she has been in contact with Jennifer Druce, Branch Manager, about promotion and activities. Originally the workforce tables were going to be set up in the community room. She said that she requested that the tables for adult literacy services be set up around the library. The child play activities will be set up in the community room. Maria Leonetti, vocalist, is confirmed for both events. The Orchards Family Success Center and Literacy Volunteers and Hispanic Family Center will host information tables. Jennifer Young, External Affairs, Field Director, Verizon, Southern New Jersey, contacted the WDB and will be donating some very nice back packs for both events.

FAMILY LITERACY DAY UPDATE

The Camden County Workforce Development Board (WDB) Literacy Committee together with Honorable Mayor, Thomas Weaver, and Councilwoman, Holly Strobl, Borough of Clementon will host a Family Literacy Day, at the Clementon Memorial Library, 195 Gibbsboro Road, Clementon, NJ 08021, Saturday, October 6th, 2018, 12noon-2:00pm. This free event is designed for families with young children. Activities will include

sensory stations for children to learn through play and exploration, Maria Leonetti, Spanish/English Singer/story teller, free books, snacks and giveaways. Promoting reading to a child can help develop better literacy skills in an individual that may have some language or other barriers to reading. Each child will receive one or more books that can be shared by the parent. Parents will receive information highlighting literacy services offered around the County.

Kathleen reported that TD Bank will be delivering over 100 books to the WDB office and will also be attending both events with other give-aways as well. She will also be arranging to pick up books and letters of love packets from the Bags of Books organization and there are still many math kits still stored in the office, donated by PNC's "Growing Up Great." She also said that Dr Marilyn Martinez, has left her position as acting Dean of Camden County College, Adult Basic Skills (ABS). She has been in contact with Shani Johnson, in that same ABS department who has committed to attend both events. Marlyn said that she would be available to help set up or pick up the books. Ken asked that once set up times are confirmed, that a calendar invite be sent to the Committee. He also said that Ravitz Family Markets-ShopRite's will donate snacks, water and juice boxes for both events. Kathleen said that the Literacy Services guide and One-Stop information will be placed in each bag given to the parent at registration. The Children will pick up other bags to collect their free books.

Kathleen reported that Holly Strobl, Councilwoman, Borough of Clementon, sent word that she has requested the Fire Co., adjacent to the Clementon Memorial Library, open their trucks for exploration on the day of the event. Fire Prevention Day was moved to Clementon Park on Saturday, September 23rd. She said that Holly also suggested that we promote the Literacy Family Day at their Clementon Fall Festival. She said that ResCare will attend the Clementon Event and the flyers will be sent home with the students at the local school. The committee discussed the details of the events. Ken suggested that the regular meeting be tabled in favor of committee members serving at the events.

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

Submitted by

Kathleen Varallo,

Administrative Assistant