



Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Robert Weil, Chair

LITERACY COMMITTEE
MEETING MINUTES
TUESDAY, NOVEMBER 8, 2018

ATTENDANCE – LITERACY COMMITTEE

MEMBERS		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	8-Nov-18
Brahl, Ken CHAIR	Ravitz Family Shoprites	X	X	X	X	X		X	X		X	X
Burnell, Mariya	TD Bank									X		
Cirii, Frank	Camden County One Stop											X
Dann, Carol	Hopeworks Camden											X
Daunoras, Heidi	Pine Hill School District											X
Del Vale, Jennifer	Hispanic Family Center											
Doblick, Duke	Literacy Access Fund								X			
Druce, Jennifer	Camden County Library South County Branch							X	X	X		X
Goodman, Steve	Volunteers of America	X	X	X		X	X		X	X		
Hill, Lauren Dr.	Camden County Youth One Stop											X
Kalitan, Marilyn Vice Chair	Kalitan Consulting		X	X	X	X	X	X	X	X	X	X
Kinzy, Joanne	CCC											X
Knopf, Dick	Marketing Professional Services	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				
Page-Soncrant, Jeanne	Business Service Rep, LWD			X								
Rimby, Donna	Clementon Memorial Library											
Strobl, Holly	Council Women, Clementon Borough				X		X		X	X		X
Young, Jennifer	Verizon					X				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
Williams, Leslie J	WDB, Comptroller											
Robert Weil	WDB Chairman				X							

WELCOME

Ken Brahl Chair, called the meeting to order at 8:26am, welcomed attendees and asked for round table introductions. He welcomed Dr. Lauren Hill, Camden County Youth One-Stop Manager; Heidi Daunoras, Pine Hill Schools; Joanne Kinzy, Camden County College, and Frank Cirii, the newly designated, Local Area Operations Director, Camden County One-Stop. He also welcomed back Carol Dann, now serving as ABS Program Manager, Hopeworks, Camden. He thanked all the committee members for their time and efforts to make the two literacy events a success. Laurie Maguire, MIS Manager, One-Stop thanked the committee and introduced Lauren Hill as the acting manager of Learning Link services at the One-Stop.

LITERACY EVENTS RECAP

Ken began with a brief overview of the Literacy events planned by the committee. He said that the events were planned in order to attract families and provide information to them about literacy services in the County. The overall theme of the event provided activities for children with the idea that reading to a child could increase literacy skills in adults. Each child attending the event was given their choice of free books. Parents registered at the event and were given a gift bag containing information about literacy services in the County. The

committee purposefully picked libraries in outlying areas of the County. A Literacy Needs Assessment prepared by the Committee uncovered the need for services not only in Camden City but also in other parts of the county as well.

On Saturday, September 29th, 2018, 10am-12noon, The Camden County Workforce Development Board (WDB) Literacy Committee worked together with David Lisa, Associate Director, and Jennifer Druce, Branch Manager of the Camden County Library System to host a Community Play Date at the South County Regional Branch Library, 35 Cooper Folly Road, Winslow Township, NJ 08004.

The Camden County Workforce Development Board (WDB) Literacy Committee together with the Honorable Thomas Weaver, Mayor, and Councilwoman, Holly Strobl, Borough of Clementon hosted a Family Literacy Day, at the Clementon Memorial Library, 195 Gibbsboro Road, Clementon, NJ 08021, Saturday, October 6th, 2018, 12noon-2:00pm.

Ken opened the discussion about the events and asked for input about the successes of the events and if needed, what could be done to improve future events. Ken said the turn out for the Clementon Family Literacy Day was better than expected. It was originally planned at the same time as the Boroughs Fire Prevention Day, scheduled at the adjacent Fire House. However, the Fire Prevention event was moved to another date and location this year. Still, over 30 families attend the literacy event. The committee complimented Maria Leonetti, story teller/singer booked for both events. Kathleen Varallo, WDB Administrative Assistant, said she invited Maria to sing the national anthem at the next WDB Quarterly Board Meeting, on December 19th. Maria will be presented with a certificate of appreciation for her contributions to the literacy events. The committee discussed highlights of the program and reviewed pictures taken at the events. Holly Strobl, Councilwoman, was very pleased with the turn out, and hopes to create continued awareness about literary services available at the library and the One Stop. The committee also discussed hosting a meeting of the Mayors of Clementon, Pine Hill and Lindenwold to show the progress being made to expand services and hopefully create a shared vision for a library expansion program in the area.

Marlyn Kalitan, Vice Chair, reported that over 30 families registered at the Clementon event and 10 families registered at the Winslow event. She said both events were useful and successful in creating some awareness. She thanked Jennifer Young, Verizon, for donating the wonderful book bags to the event. Each parent received this bag that included literacy services information and a PNC English/Spanish Math Kit that could be shared with their children. The children received their choice of free books and other giveaways provided by sponsoring organizations including TD Bank, Ravitz Family Markets/Shoprite, Literacy Volunteers of Camden County, Camden County College Adult Basic Skills Consortium and Orchard's Family Success Center. The committee discussed other ideas for repeating the events as well as attending the annual book fair in Collingswood that attracts a few thousand visitors each year. The book fair event is hosted in October. The Committee expressed interest in setting up an informational table at the event. Kathleen said that she would contact PNC to arrange a coordinated effort that would provide a free gift to attendees. Kathleen also suggested reaching out to public affairs about preparing a professional brochure of Literacy Services in the County. Other ideas included moving the date of the Winslow event to a winter indoor "cabin fever" day with

the same type of activities. It was discussed that school sports activities may have conflicted with the event and overall turn out.

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 including a satellite program at the South County Branch, Winslow Township. A Memorandum of Understanding (MOU) has been submitted to the County Library System and is awaiting approval at their next commissioners meeting in December. Laurie said, going forward, management of the One-Stop Learning Link will be done by Dr. Lauren Hill who is also the Youth One-Stop Manager. Laurie thanked the committee for their support and said that the Learning Link is a worthy and rewarding program. She is grateful to have witnessed the progress in individuals as they progress through the program, increasing their skills and obtaining their High School Diploma.

GOALS AND NEXT STEPS

Ken asked the committee to plan on setting 2019 goals at the next meeting. Jeff Swartz, WDB Executive Director, said that he will send an introductory letter to the Mayors of Clementon, Pine Hill and Lindenwold in early January, after the holiday, and begin efforts to organize a joint meeting. Kathleen said she will make a request to the State Library to send a representative to the Literacy Committee Meetings. Kathleen attended a workshop included in the GSETA Conference that highlighted many online programs available to local libraries that join in partnership the State Library. Ken thanked the committee again for their great efforts to make the literacy days a success.

NEXT MEETING: The Literacy Committee will meet on Tuesday, December 4, 2018 at 8:30am at the WDB Office.

Submitted by

Kathleen Varallo,

Administrative Assistant