



Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Robert Weil, Chair

LITERACY COMMITTEE  
MEETING MINUTES  
TUESDAY, DECEMBER 4, 2018

ATTENDANCE – LITERACY COMMITTEE

MEMBERS		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	4-Dec-18
<b>Brahl, Ken CHAIR</b>	Ravitz Family Shoprites	X	X	X	X		X	X		X	X	X
Burnell, Mariya	TD Bank								X			
Ciri, Frank	Camden County One Stop										X	
Dann, Carol	Hopeworks Camden										X	X
Daunoras, Heidi	Pine Hill School District										X	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			
Hill, Lauren Dr.	Camden County Youth One Stop										X	X
<b>Kalitan, Marlyn Vice Chair</b>	Kalitan Consulting	X	X	X	X	X	X	X	X	X	X	
Kinzy, Joanne	CCC										X	X
Knopf, Dick	Marketing Professional Services		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			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-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	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 8:35am, welcomed attendees and asked for round table introductions.

LITERACY EVENTS RECAP

Ken began with a brief overview of the Literacy events planned by the committee. A Literacy Needs Assessment (LNA) prepared by the Committee uncovered the need for services not only in Camden City but also in other parts of the county as well. He said the Committee began working with local libraries to plan events that would 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. Ken said that while planning the two events, they discovered the services of Maria Leonetti, singer story teller, and an organization called “Bags of Books” that provided many of the books offered at the events. Alexa Hayley Grabelle, Bags of Books, donated hundreds of

books and Jordan Lindsay Grabelle, donated “Letters of Love” activity kits to children attending the literacy events. Ken said we will be honoring their donations at the next WDB Quarterly Meeting on Wednesday, December 19<sup>th</sup> at the Camden County Technical School. They will be given a special certificate of appreciation.

The 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 on Saturday, September 29<sup>th</sup>, 2018, 10am-12noon

The 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, on Saturday, October 6<sup>th</sup>, 2018, 12noon-2:00pm.

### LEARNING LINK PILOT PROGRAM

Dr Lauren Hill, Acting Learning Link Manager, reported that the Learning Link is set to launch a satellite Learning Link program at the South County Branch, Winslow Township. She conducted a conference call with branch management to discuss a procedural plan. They established contact number and agreed to be flexible as the program gets off the ground. A Memorandum of Understanding (MOU) has been submitted to the County Library System has been approved by the Library Commission. It unofficial launch was Monday, December 3<sup>rd</sup>. Lauren presented the conference call notes to the Committee. Appointments can be scheduled in advance on Wednesdays. Interested participants will be directed to 856-968-4202 to schedule. Jeffrey Swartz, Executive Director, WDB, asked how the program can be offered to Spanish speaking individuals. Lauren said that she would put them in touch with the One-Stop. David Lisa, Associate Director, Camden County Library System, said that there are other programs at the library that can assist this population. He said that they can assist on a case by case basis once the individual’s needs are assessed. The Committee discussed ways of promoting the pilot program at the Library. Jeff suggested that a message could be printed on the library’s receipt system. Lauren said the flyer will be posted to the county website and made available at the library and at the One-Stop orientations. David said that he will include the information in the next issue of the library newsletter and on social media platforms.

### STATE LIBRARY VISIT

Kathleen Varallo, Administrative Assistant, WDB reported that she contacted Andrea Levandowski, State Library, who she met by attending a Library workshop at the Garden State Employment & Training Association (GSETA) Conference in October, 2018. She wrote to Andrea to request her to conduct the same type of workshop for the Literacy Committee here at the WDB office. Kathleen said that Andrea agreed to visit at the January or February meeting. There are many online programs that can be accessed including ESL classes, resume writing and job search applications with a library card. The Committee discussed the benefits of promoting registration with the One-Stop as well obtaining a local library card can provide a wider variety of services to job seekers. Kathleen also sent the Camden County Literacy Services Guide that the WDB created. She is hoping that once the committee meets with Andrea, these services can be posted to the State Library website with a link to Camden County.

## LITERACY COMMITTEE 2019 GOALS

Jeff reported that he intends to send a letter to the Mayors in the townships surrounding the Clementon Memorial Library sometime after the first of the year. These would include Clementon, Pine Hill and Lindenwold. The letter will invite them to participate in a discussion about how the Workforce Development Board has been working to promote literacy services in that library. It is the hope of the committee that they will support these initiatives. He said it was suggested that we host a spaghetti dinner at the fire hall behind the Library in Clementon Borough.

Ken said that the biggest accomplishment of 2018 was to really link-in with the Camden County Library System. He thanked David Lisa for attending meetings and his participation in these efforts. Making the connection between workforce development and the library system has been phenomenal. He said during these times of full employment, we should be thinking in terms of what services are needed now. There are jobs available but he questioned how the committee can help a person, who may need skills development, get to a higher level of employment.

Ken recapped the goals of the committee as discussed for 2019. He said the literacy events have been successful. The Committee will look to repeat the events in the coming year, however may look to change the dates so they do not conflict with sports schedules.

The Committee will continue to find ways to connect all the libraries in the county with the State Library. As Kathleen mentioned earlier, the State Library will be presenting at the January or February Literacy meetings. Kathleen said that even smaller libraries that are not connected to the county system should be able to have access to the State Library website so that all residents in the county, who possess a library card can connect with their online services. Ken asked if library cards can be issued remotely. David said that the county library makes an effort to provide outreach opportunities where residents of the county can sign up for a library card. David said that online participation of library services are doing extremely well. Jeff suggested that Youth One-Stop customers would benefit by obtaining a library card. Lauren said that youth customers are using online video lessons and Hoopla at the YOS. It would be a good idea to help them to obtain a library card. Jennifer Young, Verizon, said that her children received a library card during their first years of school.

Ken said that promoting the Learning Link Pilot Program at the South County Regional Branch, Camden County Library System, 35 Cooper Folly Rd. Atco, NJ, will be included in the committee's 2019 goals.

Hire-One – Kathleen reported that she is working with the County to re-design the Hire-One information. There are now more incentives for employers that are willing to hire an individual that has been previously incarcerated, a returning Veteran, or a person with a disability. Once she receives the new package from the County, she will present it to the WDB Committees. She said that now that the One-Stop has been hosting positive recruitments, it will be an added benefit to employers because the One-Stop can pre-screen candidates and match the right candidates that are ready willing and able to work.

The Literacy Needs Assessment- Jeff asked if it would be appropriate to update the data contained in the Literacy Needs Assessment created by the committee. Carol Dann, Hopeworks, said that since the data was

based on US Census information, the committee should wait until the 2020 census information is released. Kathleen said that Marlyn Kalitan, Vice Chair, Literacy had suggested that a page be added to note the successes that have been accomplished as a result of implementing initiatives based on the LNA findings.

Attendance at the Collingswood Book Fair, October 2019 - Kathleen said that a One-Stop Counselor told her about this book fair. It apparently attracts thousands of attendees each year. She will find out the information regarding obtaining an exhibit table for that event.

Ken thanked the Committee for their dedication and support during the year and is looking forward to making more great strides in the coming year. Carol Dann offered to host a Literacy Meeting at Hopeworks sometime in 2019. She said the new facility is great and she would like the committee to take a tour.

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

Submitted by

*Kathleen Varallo,*

Administrative Assistant