



Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Robert Weil, Chair

LITERACY COMMITTEE
MEETING MINUTES
TUESDAY, APRIL 2, 2019
MEETING AT HOPEWORKS CAMDEN

ATTENDANCE – LITERACY COMMITTEE

MEMBERS		1-May-18	5-Jun-18	17-Jul-18	7-Aug-18	4-Sep-18	8-Nov-18	4-Dec-18	8-Jan-19	5-Feb-19	5-Mar-19	2-Apr-19
Brahl, Ken CHAIR	Ravitz Family Shoprites		X	X		X	X	X		X	X	X
Burnell, Mariya	TD Bank				X							
Grii, Frank	Local Area Operations Director, Camden County						X		X		X	
Dann, Carol	Hopeworks Camden						X	X	X	X		X
Daunoras, Heidi	Pine Hill School District						X	X				
De, Shyamoli	Camden County Library								X			
Doblick, Duke	Literacy Access Fund			X								
Druce, Jennifer	Camden County Library South County Branch		X	X	X		X					
Hill, Lauren Dr.	Camden County Youth One Stop						X	X	X	X	X	X
Kalitan, Marilyn Vice Chair	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		X
Levandowski, Andrea	NJ State Library									X		
Lisa, David	Camden County Library System	X		X	X			X		X		
Lynch, Dawn	NJLWD				X							
Mintz, Jackie	CCC											
Mitchell, Danielle	Robins Nest Inc	X	X	X						X		X
Page-Soncrant, Jeanne	Business Service Rep, LWD											
Rimby, Donna	Clementon Memorial Library											
Strobl, Holly	Council Women, Clementon Borough	X		X	X		X					
Young, Jennifer	Verizon				X		X	X				
Swartz, Jeffrey S.	WDB, Executive Director				X		X	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											

WELCOME

Ken Brahl, Literacy Chair, called the meeting to order at 8:45am, welcomed attendees and asked for round table introductions. Ken thanked Carol Dann, Adult Basic Skills Coordinator, Hope Works for hosting the meeting and arranging the tour of the facility. Ken welcomed Dan Rhoton, Director Hope Works, Camden. Dan welcomed the committee and invited them to enjoy complimentary continental breakfast refreshments. He also extended an invitation to the WDB and Literacy Committee to utilize Hope Works for future meetings.

LEARNING LINK PILOT PROGRAM

Dr. Lauren Hill, Manager, Youth One-Stop, Acting Manager, Learning Link, reported on the satellite Learning Link program at the South County Branch, Winslow Township.

This online pilot program is an attempt to extend skills training into other parts of the County. The satellite program allows participants to register with the One-Stop Career Center upon meeting with a Counselor by appointment at the Winslow Township Library. They may be in need of brushing up on math and reading skills. The individual is tested with the Test of Adult Basic Skills (TABE) to establish their reading and math

grade level. Once levels are established, the Counselor works with each individual to create a plan that can be implemented using the computers at the library. The Counselor can monitor the progress of the individual online and plan in-person check points along the way. This service is especially good for an individual preparing to qualify for a training program or GED High Set test.

Dr. Hill reported that there is no update or inquiries about the program. The weather may be a factor. The WDB Facebook postings may bring attention to the program. Jeffrey S. Swartz, Executive Director, WDB, said that David Lisa, Associate Director, Camden County Library System said that a listing about the program would be included in the County Library Spring Newsletter. It was suggested that the committee contact the mayors and local faith based organizations in that part of the county to let them know that this is a One-Stop Career Center service now being provided at the Library. He asked committee members to look for personal contacts in that local area. Danielle Mitchell, Robin's Nest Inc., Orchards Family Success Center, said there is a newsletter that is distributed to Winslow Township residents twice per year. Marlyn Kalitan, Vice Chair, Literacy Committee, said that she met Brenda Roach, Librarian of the Lindenwold Public Library. She recalled that she was the wife of the Honorable Mayor, Richard Roach, Borough of Lindenwold. They had a nice conversation about working with the WDB and Literacy Committee. The committee discussed the possibility of creating a video or posting some photos of a customer working at the computer at the Winslow Library. Ken said that it does not cost that much to boost a post of Facebook and the boost can be targeted to a certain local area or by zip code. Carol suggested a publication called Coffee News.

“Meeting with the Mayors”, March 12, 2019 - Re-Cap

Jeff reported the Mayors of Clementon, Pine Hill and Lindenwold were invited to participate in a discussion about how the Workforce Development Board has been working to promote literacy services in their local area. He said that all three Mayors, Thomas Weaver, Clementon, Richard Roach, Lindenwold and Christopher Green, Pine Hill, accepted the invitations. The Literacy Committee hosted a spaghetti dinner at the fire hall behind the Library in Clementon Borough on Tuesday, March 12, 2019, 6:30pm. All committee members were invited to attend this meeting.

The Agenda of the meeting was presented as follows:

Description of the Workforce Development Board and Services - Jeffrey S. Swartz, Executive Director, WDB

Literacy Needs Assessment Presentation- Marlyn Kalitan, Vice Chair, Literacy Committee, Kalitan Consulting Services

What's In A Library Card? - Kathleen Varallo, Administrative Assistant, WDB

- Online Services for Jobseekers
- State Library Services
 - Language Learning
 - Business to Business
 - Resume and Skills Development

Connecting and Expanding Literacy and Workforce Services - Ken Brahl, Chair, Literacy Committee, Senior Director Labor Relations, Ravitz Family Markets of Cherry Hill, Inc.-ShopRite

One-Stop and Complimentary Literacy Services for Jobseekers - Literacy Committee

Atlantic City Electric Training Initiative - Jeffrey Swartz & Leslie William, Comptroller, WDB

Comments – Open Discussion- Mayors and Committee

Ken said one of the goals of the meeting was to introduce the Mayors to the current work of the WDB and the Literacy Committee, and also to offer awareness about the findings of the Literacy Needs Assessment (LNA). The LNA identified a common concern with a percentage of the population, in three these local areas, that might benefit from additional of literacy services. The other goal of the meeting was to discuss ways the three local areas can work on some coordinated efforts with the help of the committee to expand current Literacy Services outreach. Marlyn presented the LNA. She give a brief description of how we came to write the LNA and what was discovered as a result of its findings. He said that he felt the Mayors were surprised and enlightened by the information. Jeff said that the mayors seemed happy to learn more about the services offered by the One-Stop Services for Jobseekers. Kathleen reported that she prepared a hand out about the New Jersey State Library listing all the services that can be found on Jersey Clicks. Marlyn said that the committee was made aware, by Mayor Richard Roach, of the Lindenwold Public Library. Both the Clementon Memorial Library and the Lindenwold Public Library are not part of the County Library System. Mayor Thomas Weaver discussed the challenges the Clementon Library was facing and how the WDB had helped to create some more awareness to the library in that local area by hosting two events there. Kathleen said that Mayor Roach presented some comments about all the services the library in his local area was already offering but they could benefit by more services to job-seekers and Veterans. Jeff said that all three local areas were interested in hearing about the Atlantic City Electric Training Initiative and agreed that hosting an information session about the program would be a welcomed event. The Committee discussed the outcomes of the meeting, that they were well received by the mayors and the meeting created a cooperative discussion. Ken said that Mayor Roach meets with his City Council Members on a periodic basis and he suggested that he might invite the WDB or Committee to make a presentation at one of those meetings. All agreed that the meeting was well worth the effort and were happy to be a part of the cooperative discussions. Jeff said Honorable Mayor, Christopher Green, Borough of Pine Hill, was unable to attend the dinner meeting. He sent Terry Burke, Councilman, Borough of Pine Hill, to represent him. Holly Strobl, Councilwoman, Borough of Clementon, was also in attendance. She helped to orchestrate and set up the dinner meeting at the fire hall.

Kathleen reminded the committee they have been invited to meet on Tuesday, May 7, 2019, 8:30am at the Orchards Family Success Center, 416 Sicklerville Rd A-2, Sicklerville, NJ 08081. Orchards Family Success Center. Danielle Mitchell further explained that the Orchards Family Success Center is a community-based, family-centered neighborhood gathering place located in the heart of Sickerville, NJ. Community residents can visit the center for family support, interactive workshops, activities, and groups. Activities are always free and open to all families in the community. The Orchards Family Success Center is operated by Robins' Nest Inc. Visit <https://orchardsfsc.org/> for more information about the center.

The Committee concluded the meeting with a tour of the HopeWorks facility. Youth participants of Hope Works described the programs in the area they were working including web design and development, geographic information (GIS) technology for business. HopeWorks also offers a trauma team that speaks in local schools and organizations about the life long effects a childhood trauma can have on an individual. The team offered the committee a brief sampling of their presentation that included some tips on how to use simple tools such as specifically colored beads to remind a person of learned coping skills. (Follow the link for more information about these programs. <https://hopeworks.org/businesses>)

NEXT MEETING: The Literacy Committee will meet on Tuesday, May 7, 2019 at 8:30am at 416 Sicklerville Rd A-2, Sicklerville, NJ 08081

Submitted by

Kathleen Varallo,

Administrative Assistant