



Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Robert Weil, Chair

LITERACY COMMITTEE
MEETING MINUTES
TUESDAY, JULY 2, 2019
MEETING AT WDB OFFICE, 1111 MARKKRESS ROAD, CHERRY HILL

ATTENDANCE – LITERACY COMMITTEE

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

WELCOME

Ken Brahl, Literacy Chair, called the meeting to order at 8:35am, welcomed attendees and asked for round table introductions. He wished everyone a safe and happy Independence Day week. He also welcomed Shyamoli De, Literacy Volunteers of America, and Camden County Library System.

LEARNING LINK PILOT PROGRAM

Dr. Lauren Hill, Manager, Youth One-Stop, Acting Manager, Learning Link, Camden County One-Stop Career Center, 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 Comprehensive Adult Student Assessment Systems (CASAS) 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 has been no contact or requests for the program coming from that local area. She was able to obtain permission to add the Winslow Township location to the Learning Link flyer. She was also informed that the library will promote the opportunity on their social media and website outlets. Ken asked if participation in the Learning Link program was down across the board or that there is just no interest in the south county location. Dr. Hill said that the Career Center has reached its capacity as well as an increase of enrollments in this program year. Ken asked if it is hurting the One-Stop to keep the program in place that has received no response. Dr. Hill said the Learning Link is not experiencing a deficit due to the program. No staff have been deployed or burdened to keep the program going. Ken said he was hoping for a better outcome for this pilot program so that it may be extended to other satellite locations such as the Clementon Memorial Library. The Committee agreed to keep promoting the program for a while longer. On a promotional note, Kathleen Varallo, Administrative Assistant, WDB, said that Freeholder Liaison, Jonathan Young, requested information about the Learning Link satellite location and promoted it at a Town Hall Meeting hosted at the Clementon Fire Hall, on Thursday, June 27th. She was also able to promote the Atlantic City Electric Training Initiative at that meeting. She also said that Freeholder Young did a great job promoting all the services of the One-Stop Career Center in general.

She said that the Career Center is making a transition to the CASAS test. It is an online web based test of Adult Basic Skills. Carol Dann, Hopeworks, questioned the transition. She felt that unless the program has been updated, CASAS does not give the information for upper level testing. She said its fine in the lower level. Frank Ciri, Local Area Operations Director, said it was mandated by the State. He said one main of the main complaints about the TABE test was the length of time it takes to take the test. The CASAS test takes three hours to complete versus the TABE that takes six hours to complete. Dr. Hill said the One-Stop was losing customers due to the long length of the TABE. Another factor is the cost to administer each test. The Committee discussed the transition from TABE to CASAS. All agreed it will be more beneficial to the customer. Jeff and Frank both said the new TABE 11-12 was going to be even longer and more complicated to complete. Frank said another challenge to the transition is the computers must be upgraded to the Windows 10 operating system in order to support the CASAS program. The One-Stop is in the process of this upgrade.

ROBIN'S NEST INC. & THE FAMILY SUCCESS CENTERS MEETING RECAP

Ken thanked Danielle Mitchell for providing breakfast refreshments and hosting the Literacy Committee on Tuesday, May 7th, at the Orchard's Family Success Center Sickerville, NJ and Robin's Nest Inc. He said he was impressed with the facility and its mission. He said he was not aware of the full scope of services the centers provide.

The following was excerpted from Danielle's presentation;

The Orchards Family Success Center is a community-based, family-centered neighborhood gathering place located in the heart of. 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. The family success

center movement started about 11 years ago in New Jersey. There are now 68 Family Success Centers across the State of New Jersey. The idea was to provide a central neighborhood location that would provide support to young and growing families. The centers are open to the public and are not specific or income based. It's an opportunity for neighbors to come together and connect with one another so that families can achieve success in every area of their lives. The types of programs offered are life skills workshops, cooking classes, movie nights, yoga, budgeting, knitting classes and job-seeking help such as resume writing and assistance with a job search. The Family Success Centers offers a community center environment that serves to help prevent a family getting into a crisis situation. The programs are completely voluntary, there are no eligibility requirements. There are a lot of friendships and resources built here at the center. All events hosted at the center are presented by volunteers or partners in the community. Each Family Success Center has a parent advisory board that helps direct the center and its programs. Visit <https://orchardsfsc.org/> for more information about the center.

Kathleen said the WDB received some referrals to the Summer Youth Employment Program as a result of that meeting. Jeff said the meeting resulted in a better understanding of their services and shared ideas or opportunities for more cross promotion or referrals. He said they provide many similar services for jobseekers as the One-Stop. He was surprised to hear that many residents, in that part of the southern county, find out about the center because of their free faxing service. Marlyn Kalitan, Vice Chair, Literacy Committee, said she was also impressed with the family friendly workshops like cooking classes that passively teach literacy skills.

FOCUSED OUTREACH EVENTS

Ken opened the discussion to decide on which dates and locations the Literacy Committee would like to focus on the promote the services of the One-Stop Career Center, the Literacy Services Guide, and the Learning Link Pilot Program. Events that were brought up for discussion were as follows:

- Attend National Night Outs, Clementon, Mon. Aug 5, & Pine Hill, Tues. Aug. 6, 2019
- Trades Career Day with Parents and Students (TBA in association with the BSR Team)
- Attend Collingswood Book Fair, Sat., Oct. 5, 2019
- Family Literacy Day & Fire Prevention Day at Clementon Library (TBA)
- An Event at Lindenwold Library (Meeting or Event for Family or Adults)

The Committee discussed attending events planned by local Communities in the hopes of reaching more residents to tell them about One-Stop and Literacy Services in the County. Kathleen reviewed the documents that could be given out at these events. The WDB Literacy Brochure, Literacy Services Guide and the Learning Link flyer with the Winslow listing. She also said there are enough PNC Growing Up Great, Spanish/English math kits to give away to young children at the two National Nights Out. Ken asked WDB Staff to send out a calendar invite for each of the events. He asked that it be sent to all Board Members as well.

The Committee also discussed the Literacy Needs Assessment (LNA) update and agreed to wait until new census data was released before doing a complete update. Carol and Marlyn suggested preparing a statement or update about how the Literacy Committee responded to the findings of the LNA. The update could restate a summary of findings and all the committee's accomplishments since the original document was prepared. Kathleen said that the local plan update was addressed in the same way. That could serve as a model for the update. Ken said it started with a presentation for the Mayor's Association, presentation at the Quarterly meeting, then working with the Libraries and even the State Library. He liked the idea of an update. All agreed

to put some thoughts about an update together for the next meeting. Ken invited those who could to attend the National Nights Outs and this effort would be in place of the next regular Literacy meeting.

NEXT MEETING: The Literacy Committee will meet on Tuesday, September 3, 2019 at 8:30am at the WDB Office, 1111, Markkress Road, Cherry Hill, 08003.

Submitted by

Kathleen Varallo,

Administrative Assistant