



**Camden County  
Workforce Development Board**  
*Supporting the Development and Retention of a World Class Workforce*

Gregg T. DeBaere, Chair  
Jeffrey S. Swartz, Executive Director

LITERACY COMMITTEE MEETING  
MINUTES  
JANUARY 5, 2016

ATTENDANCE

Members	Meeting Dates							
	7-Jul	4-Aug	1-Sep	6-Oct	3-Nov	1-Dec	5-Jan	
<b>Brahl, Ken CHAIR</b>	X	X	X	X	X	X	X	
Abrams, Barbara	X							
Beach, Patti	X	X	X	X		X	X	
Biondi, John		X	X					
Bowman, Cynthia								
Dann, Carol		X	X	X	X	X	X	
Hicks, Rosemari	X							
Kalitan, Marlyn	X	X	X		X	X	X	
Knopf, Dick			X		X	X		
Schmoll, Harry		X	X	X				
Shaw, Frank								
Sinicki, Stanley	X							
Weir, Barbara				X				
Young, Jennifer		X	X					
Swartz, Jeffrey S., Exec. Director	X	X	X	X	X		X	
Cruz, Wanda	X	X	X	X	X	X		
Primas, Theo								
Stubblefield, Lelia								X
Naroden, Eric			X	X	X	X	X	X
Williams, Leslie J								

WELCOME

Chair Brahl, called the meeting to order at 8:35 a.m. and welcomed attendees.

LITERACY SERVICE GUIDE UPDATE

- The committee reviewed the Literacy Service Guide and additional formatting changes will be made.
- Camden County Workforce Development Board will print the Literacy guide.
- Five hundred (500) copies will be printed and distributed to libraries, county stores, malls, colleges and City Halls.
- Carol suggested purchasing brochures holders.
- Committee members will assist in distributing the Literacy Service Guide.
- Ken intends to present the Literacy Guide to board members.

- Jeff suggested uploading the brochure on the Camden County Workforce Development Board website.

### Literacy Needs Assessment Survey Update-Eric Naroden/ Carol Dann

Eric informed the committee that the Literacy Needs Assessment Survey is complete. The survey will be sent to committee members to do a trial test. Once the trial test is complete the survey will be emailed to four hundred (400) businesses. The survey consists of ten (10) questions and the target response rate should be 10 % of the four hundred businesses to which the survey was emailed. Google Docs is a web-based application CCWDB will use to administrator the survey. Once responses are received Google Docs creates a document and or graphs from the data collected.

Carol mentioned the Literacy Needs Assessment will help to map out a plan for the future. Eric will use the top five (5) townships that are over the national average/ endanger of having a Literacy problems and use the Burlington County model as a guide. By January 8, 2016, Eric will email members the survey and at the next meeting Eric will provide committee members a rough draft of the survey with responses received. Ken recommended sharing the Literacy data to the Executive Board. Literacy is not only a Camden problem, it is a County-wide problem as well.

### Adult Basic Skill/High School Completion Update -Jeffrey Swartz

Jeff and Freeholder Rodriguez visited Carol Dann's program. They had an opportunity to visit several classes and were impressed with how much effort was shown by teachers as they instructed the people in the class. Jeff stated Carol has an amazing staff and what we do every day has value and is meaningful. Several classroom proctors thanked Jeff for what Camden County does for the community.

### Literacy 2016 Goals

The Literacy committee's overall objective is create an awareness of the literacy problem of people in the community who are twenty-five years and older AND services CCWDB and the One-Stop Career Center offer.

The committee's specific goals include:

- Completion of survey
- Distribute brochures
- Outline a process to address townships who have literacy problems
- Reach out to communities, e.g., mayors and superintendents
- Hire One Event
- Presentation at a Quarterly Board Meeting (Need Assessment data)

### Next Meeting

The next Literacy Committee meeting is scheduled for Tuesday, February 2, 2016 8:30 a.m. at the WDB office.

Submitted by,

*Leticia Stubblefield*

Administrative Assistant