



Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Robert Weil, Chair

LITERACY COMMITTEE
MEETING MINUTES
TUESDAY, MAY 1ST, 2018

ATTENDANCE – LITERACY COMMITTEE

MEMBERS		9-May-17	6-Jun-17	11-Jul-17	8-Aug-17	13-Sep-17	10-Oct-17	14-Nov-17	3-Jan-18	6-Feb-18	6-Mar-18	3-Apr-18	1-May-18
Brahl, Ken CHAIR	Ravitz Family Shoprites	X	X	X	X	X	X	X	X	X	X	X	
Del Vale, Jennifer	Hispanic Family Center						X						
Goodman, Steve	Volunteers of America			X	X	X		X	X	X		X	X
Kalitan, Marlyn	Kalitan Consulting	X	X		X		X		X	X	X	X	X
Knopf, Dick	Marketing Professional Services	X			X	X	X	X		X			X
Maguire, Laurie	Camden County One-Stop, Workforce Learning Link	X				X				X	X	X	
Lee, Mimi MUS	NJ State Library										X		
Lisa, David	Camden County Library System										X	X	X
Martinez, Dr. Marilyn	Intrum Dean, CCC									X	X	X	
Mintz, Jackie	CCC											X	
Mitchell, Danielle	RobinsNest Inc											X	X
Page-Soncrant, Jeanne	Business Service Rep, LWD									X			
Rimby, Donna	Clementon Memorial Library					X	X						
Strobl, Holly	Council Women, Clementon Borough			X	X		X				X		X
Young, Jennifer	Verizon		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	X
Williams, Leslie J	WDB, Comptroller												
Robert Weil	WDB Chairman										X		

WELCOME

Marlyn Kalitan, Literacy Co-Chair, called the meeting to order at 8:35 am, welcomed attendees and asked for round table introductions. She reminded the Committee to use the sign-in sheet so that attendance to the meeting can be recorded.

LITERACY SERVICES UPDATES

Marlyn reported that the WDB Staff has been working on expanding the Literacy Committee’s Literacy Services Guide. This effort was based on discussions about our Literacy Needs Assessment (LNA) that showed the need for services around the County, not just in the City of Camden. The staff has been doing research by contacting schools, libraries, family success centers and other community organizations that might offer classes in Adult Basic Skills, Literacy and English as a Second Language (ESL). The list has grown from 7 offering sites to 12 and the list is still going. She asked committee members to forward listings of other service sites/offerings, they may know of, to the WDB for additions to this list. She said once the list is completed, it will be posted to the WDB Website, Career Connections and the State’s Literacy Services website. Holly Strobl, Councilwomen, Clementon, said that the Clementon Memorial Library will be starting a Family Literacy Night. She will send more information about this program once it is fully established. Holly also reported that Jackie Mintz, former WDB Literacy Committee member, has been volunteering some time to Adult Tutoring at the Library. Holly is also applying for a Dollar General Grant, based on information given to her by the Committee. Steve Goodman,

VOA, said that he is taking a course in grant writing offered by Grants Magic taught by Maryn Boess. More information can be found by visiting their website; <https://u.grantsmagic.org/courses/quick-start>
Kathleen Varallo, WDB Administrative Assistant, said that access to the Foundation Center subscription was offered at Cumberland County College. More information can be found by visiting their website; <https://foundationcenter.org/>

LEARNING LINK PILOT PROGRAM

Kathleen reported that Laurie Maguire, Learning Link Manager, discussed an idea, at the last meeting, about connecting the Learning Link and the library as a satellite location. She said that once Learning Link participants are enrolled they can work remotely. Each participant is assigned a designated username and password. There is an afternoon shift, 12pm-4pm that is not very well attended at the One-Stop. This is a period of time when instructors could be monitoring remote classes. A specific schedule of classes could be arranged so that the county library system could offer these remote classes, divided into alternate days, on a rotating basis. Kathleen said that the program is still in the discussion phase. She is hoping Laurie will have a report about the program possibilities at the next meeting.

CAREER CONNECTIONS UPDATE

Kathleen reported that she contacted Dawn Lynch, NJ Department of Labor, who oversees implementation and use of the Career Connections website around the State. Based on the conversation, she wrote a letter to Dawn describing the work of the Literacy Committee and included the LNA. In the letter, she requested a meeting with her to explore ways that Career Connections could be incorporated in the Literacy Committee's efforts to provide easy access to job-readiness and job-seeking assistance for Out-of-School Youth and Adults throughout the County, especially where transportation may be an issue. We are hoping that our next events (Fall, 2018) would serve as a launch to a series of pilot programs hosted at these under-served locations or in every Library throughout the County. Kathleen said Dawn was very receptive during the conversation and expressed her delight because the idea of having a Career Connections station set up at every library. The Career Connections website is part of the State's Plan to make job seeking services more assessable. She said that Dawn mentioned training and collateral materials that could accompany this effort. Kathleen said Dawn would keep us posted on any offerings and be willing to attend one of our Literacy meetings.

LITERACY FAMILY DAY UPDATE

Holly reported that she checked in with the Fire Department about their date for hosting this year's "Fire Prevention Day" adjacent to the Clementon Memorial Library. It was decided by the Committee that hosting the Literacy Family Day at that Library would be more successful by partnering with this event. She said they have not set the date yet. Kathleen said that Fire Prevention Day 2018 is Tuesday, October 9th which means the following Saturday would be October 13th. Holly said she may be able to offer this date as a request. Kathleen said that it might be a better idea to adjust the time of the event. The Fire Prevention Day event started at 11am. Our event started at 9am. Most residents did not start to show up to the event until around noon last year and we were just finishing up the Literacy event. She also said that the County has offered marketing assistance, a banner and flyers. We could work more closely with the Fire Department to include their event in our

marketing materials. The Committee discussed these suggestions and other marketing ideas. All agreed to increase the order of flyers from 750 to 2000. The books we can give out will determine the age range of those students that will receive the flyer invite.

Dick Knopf, Marketing Consultant, brought up the thought that there might be some fear associated with immigrant families attending public events due to the current immigration scare. Holly said one of her volunteers lives in an apartment complex that houses many immigrant families. The young lady offered to bring flyers about the Clementon Family Literacy Night to those families. The Committee discussed the concern and agreed that it may be a problem but the idea of this event is to promote the Library as a safe neighborhood multi-purpose or community, Cultural Center.

David Lisa, Associate Director, Camden County Library, reported that he set up space at the Winslow Township Library to host a Literacy Committee meeting on Tuesday, July 17th @8:30am. The Committee agreed to re-schedule the meeting to accommodate this date. Kathleen said she would clear the date with Ken Brahl, Literacy Chair and send out a notice. David said he would be attending the meeting along with the Branch Manager of that Library. He said he spoke to her about including the Literacy Committee event with a very popular event they host in different library branches called a “Community Play Date.” The event is promoted to families with young children. The Committee discussed some ideas for activities that could compliment the day such as the Spanish/English Story Teller Singer and coloring station hosted at the October 2017, Family Literacy Day. David said the library will leave the date of the event open to discussion at the July meeting but he’d rather set the date in advance of the meeting so it can be promoted in the Library’s newsletters. The Committee agreed the date of the Clementon event would probably fall on Saturday, October 6th or 13th around Fire Prevention week. They set a tentative date for the Winslow Township Library Community Play Date at Saturday, September 29th, 2018.

SPONSORSHIP

Kathleen reported that TD Bank held a book drive for the WDB at one of their quarterly meetings at the request of Matt Verney, WDB Youth Chair. The books will be donated to us and TD Bank intends to host a table at either one or both of our Literacy events. David asked if this will affect the PNC sponsorship. Kathleen said that we still have over 100 Math Kits left over from the last event. They will also be supportive of us promoting the “Growing Up Great” program. Dick suggested that we might look into hosting an Employment/Literacy Services office in the southern part of the County.

Kathleen said the Committee will contact the same Literacy Services and sponsors that attend last year’s event. These include Pizza Hut, Res-Care, Rita’s Water Ice, Hispanic Family Services, “Bags of Books”, The Camden County College Adult Basic Skills Consortium and the CCOCS.

HIRE-ONE RE-ENTRY EVENT

Marlyn said that we will be looking at the Hire-One Program to find ways to update that program. The idea of Hire-One has been to encourage Employers to take a chance and hire just one individual that was previously incarcerated, a person with a disability or a returning Veteran. We want to reach Employers wherever there is

a captive audience and present a brief package of information. Marlyn suggested at the last meeting that each committee member could think of one business organization in an outreach capacity to offer brief presentation on the subject. We could reach a lot more Employers than planning an event and hoping they will show up. She spoke with the Tri-State Human Resource group she is a member of. Typically their meetings draw at least 100-150 people. She was given permission to make a presentation, whenever we are ready, at some meeting in the future. Dick asked if there will be a Power Point presentation created for this purpose. Marlyn did not think the information needed such a formal presentation. The message should be able to be presented in very brief positive manner with materials or hand-outs available.

Marlyn thanked the Committee for attending and reminded everyone to forward any Literacy Services Program information to the WDB for inclusion in the Literacy Services Guide.

NEXT MEETING: The Literacy Committee will meet on Tuesday, June 5th, 2018 at 8:30am the WDB office.

Submitted by

Kathleen Varallo,

Administrative Assistant