



Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Robert Weil, Chair

LITERACY COMMITTEE  
MEETING MINUTES  
TUESDAY, JANUARY 8, 2019

ATTENDANCE – LITERACY COMMITTEE

MEMBERS		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	8-Jan-19
Brahl, Ken CHAIR	Ravitz Family Shoprites	X	X	X		X	X		X	X	X	
Burnell, Mariya	TD Bank							X				
Cirii, Frank	Camden County One Stop									X		X
Dann, Carol	Hopeworks Camden									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		
Goodman, Steve	Volunteers of America	X		X	X		X	X				
Hill, Lauren Dr.	Camden County Youth One Stop									X	X	X
Kalitan, Marlyn Vice Chair	Kalitan Consulting	X	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				
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											

WELCOME

Marlyn Kalitan, Vice Chair, called the meeting to order at 8:32am, welcomed attendees and asked for round table introductions. She welcomed Shyamoli De, Director of Literacy Volunteers, Camden County and Librarian, Camden County Library System.

LEARNING LINK PILOT PROGRAM

Dr Lauren Hill, Acting Learning Link Manager, reported that the satellite Learning Link program at the South County Branch, Winslow Township, has not yet received any inquiries or appointments. She said there may be a need to discuss some viable means of recruitment. The program has been launched for two months and the flyers alone do not seem to be generating any interest or participation. She is looking for some more targeted approaches to getting the word out about the program. Jeffrey Swartz, Executive Director, WDB, said it will take some time to spread the word and find what channels are needed to tap into in the southern part of the County. The schools are one way to promote the program and also perhaps contacting some faith based organizations in that area is another option. School guidance counselors in that area may be able to give the library or resource center a list of students who may have dropped out of school and may want to obtain their GED. One-Stop counselors could follow up with such a list. It will take a concerted marketing effort by either

One-Stop staff or the Literacy Committee to get the word out. He also said that timing is important. December into January may not be the best time of year to launch this type of program. Timing and planning may bring more positive results in the early part of March through spring. Marlyn asked if a flyer could be sent home with students in the local schools. Jeff said the flyer would have to be approved and follow certain allowable criteria but yes, that could be done. The County Department of Events and Community Outreach, has provided flyer design and copies for the literacy events the Committee has planned.

Kathleen Varallo, Administrative Assistant, reported she spoke about the Learning Link Program at an information session promoting the Atlantic City Training Initiative that was conducted at the South County Branch Library on December 13, 2018. She said that David Lisa, Associate Director, Camden County Library System, offered to print information about the program in the County Library Newsletter, Spring Edition. Jeff said that flyers could be posted on the community bulletin board at municipal buildings in the local area. Marlyn suggested arranging some email blasts that include information about the program.

Carol Dann, Adult Basic Skills, Hopeworks Camden, referenced the Literacy Needs Assessment (LNA) prepared by the Committee. She said that the LNA noted more of a need for English as a Second Language (ESL) programs in that part of the County. She asked if the flyer could be translated and indicate the offering of ESL assistance. She said that planning another event in the spring might draw more requests for literacy services. Shyamoli De, Director of Literacy Volunteers, Camden County, said that the library currently offers volunteers to assist customers with ESL services. There has not been much of a demand. Participants could be tested and if their scores are high enough, they can switch over to online training in English. The Voorhees library is currently serving two customers that live in the Clementon area. Lauren said that the One-Stop is clearly making it a priority to recruit staff that can teach ESL as well as regular Adult Basic Skills. Frank Ciri, Local Area Operations Director, said that the One-Stop has posted a staff position for a bi-lingual Learning Link Manager. The Committee discussed ways they could help spread the word about the Learning Link through friendly contacts of the WDB.

### STATE LIBRARY VISIT

Kathleen Varallo, Administrative Assistant, WDB reported that she contacted Andrea Simzak Levandowski, Library Consultant for Small Business Development & Technology, New Jersey State Library. She met her when she attended a Library workshop at the Garden State Employment & Training Association (GSETA) Conference in October, 2018. Andrea is confirmed to conduct the same type of workshop for the Literacy Committee here at the WDB office on Tuesday, February 5<sup>th</sup>.

### LITERACY COMMITTEE 2019 GOALS-Updates

Jeff reported that he intends to send a letter to the Mayors in the townships surrounding the Clementon Memorial Library. 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. Kathleen said that Holly Strobl, Councilwomen, Clementon Borough will be providing us with content for the letter invite. Marlyn suggested scheduling the dinner in the evening in place of the March 5<sup>th</sup>, Literacy Meeting.

The Committee discussed picking a new date for a Community Play Date at the South County Regional Library Branch in Winslow that would not conflict with fall sports schedules. It was discussed about hosting a play date at the end of March. Kathleen said that she would contact Jennifer Druce, Branch Manager, South County Regional Branch, about a date and then invite the same partner agencies to attend the event. Orchards Family Success Center, Camden County College, Hispanic Family Center, TD Bank and Bags of Books. She said they all provided some nice giveaways for the event. The Committee discussed two possible dates; Saturday, March 23 or March 30, 2019. The Committee also agreed that coordinating an event at the Clementon Memorial Library would depend on the Fire Prevention Day in that area.

**The 17th Annual Collingswood Book Festival, Saturday, October 5, 2019, 10am—4pm.**

Kathleen said it was discussed, at the last meeting, about the possibility of the Literacy Committee taking an exhibit table at the Collingswood Book Festival that draws thousands of visitors to it each year. The event at Collingswood Public Library, 771 Haddon Ave, Collingswood, NJ 08108, is filled with authors/speakers for adults and children, as well as booksellers, storytellers, poetry readings, workshops, exhibitors, kid-friendly activities, and entertainment for all ages. This award-winning festival is the longest-running, largest literary event in the Delaware Valley. The Committee discussed promoting the idea of obtaining a library card as a great way to help a job-seeker in not only finding a job but also using on-line courses made available by the library to enhance skills such as resume writing or work readiness video workshops. The Committee named some other book sale or library events that could offer outreach opportunities for promoting the services of the One-Stop. Marlyn said the Cherry Hill Library hosts three book sales per year and they are all well attended. The Committee agreed that once a new Learning Link manager is hired, a request could be placed with the County to create a promotional flyer that is two sided with English on one side and Spanish on the other.

Carol offered the Hopeworks location to host the April Literacy Committee Meeting. She said it will be helpful to the committee to see the new facility and understand how Hopeworks is servicing the community in the area of Adult Basic skills. Hopeworks also provides young students paid internships once they complete training. They have a website building division. Hopeworks also has an outreach team dedicated to creating awareness about the impact that life trauma can have on a young person's ability to adapt in regular daily life. The Committee discussed and agreed to meet at Hopeworks on Tuesday, April 2, 2019. Visit <https://hopeworks.org/> for more information about Hopeworks.

NEXT MEETING: The Literacy Committee will meet on Tuesday, February 5, 2019 at 8:30am at the WDB Office.

Submitted by

*Kathleen Varallo,*

Administrative Assistant