



Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Robert Weil, Chair

LITERACY COMMITTEE
MEETING MINUTES
TUESDAY, JANUARY 7, 2020
MEETING AT CAMDEN COUNTY COLLEGE CITY CAMPUS CTC ROOM 201

ATTENDANCE – LITERACY COMMITTEE

MEMBERS		5-Feb-19	5-Mar-19	2-Apr-19	7-May-19	2-Jul-19	3-Sep-19	1-Oct-19	3-Dec-19	7-Jan-20
Brahl, Ken CHAIR	Ravitz Family Shoprites	X	X	X	X	X	X	X	X	X
Patti Beach	CCRC									X
Ciri, Frank	Local Area Operations Director, Camden County		X		X	X		X		X
Dann, Carol	Hopeworks Camden	X		X	X	X			X	X
Daunoras, Heidi	Pine Hill School District				X				X	X
De, Shyamoli	Camden County Library					X		X		X
Hill, Lauren Dr.	Camden County Youth One Stop	X	X	X		X		X	X	
Kalitan, Marlyn Vice Chair	Kalitan Consulting	X		X	X	X	X	X	X	X
Knopf, Dick	Marketing Professional Services	X		X	X		X		X	
Lisa, David	Camden County Library System	X								
Mitchell, Danielle	RobinsNest Inc	X		X	X			X		X
Petteyford, Shawnee	Hopeworks									X
Sayles, Keith	Camden City College						X	X	X	X
Strobl, Holly	Council Women, Clementon Borough					X		X		X
Young, Jennifer	Verizon									X
Swartz, Jeffrey S.	WDB, Executive Director	X	X	X	X	X			X	
Varallo, Kathleen	WDB, Admin Assistant	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. Jennifer Young, Verizon, Danielle Mitchell, Family Success Center, Holly Strobl, Council Women, Clementon Borough, Heidi Daunoras, Director of Curriculum, Pine Hill Schools, phoned in to the meeting. He welcomed Patty Beach, Councilor, Learning Link, who recently returned to her position at the Camden County One-Stop Career Center. He wished everyone a happy New Year and thanked the committee for attending this first meeting of the new decade, 2020.

LEARNING LINK PILOT PROGRAM.

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.

Frank Cirii, Local Area Operations Director, reported that there has been no activity at the Winslow Township Library location. He expressed his opinion that the Committee and One-Stop made a really good effort to promote the pilot program for over a year. There may be many variables as to why efforts have not produced any result or interest in the program location. He suggested that the Committee and One-Stop concentrate their efforts to referring customers to the One-Stop Career Center now located closer to the southern part of the county. This this way, customers can also be referred to Adult Basic Skills Programs at the Camden County College and the Literacy Volunteers office located within the One-Stop as well as all the other services at the Career Center such as career counseling. If the customer is going make an effort to travel for career assistance, they will find more of these types of services at the One-Stop. The pilot program was a good idea in theory but efforts to make a success of the program moved the One-Stop away from its core mission and that is to guide the customer toward services that help them obtain training, a degree, and solid career path.

Ken reviewed for new committee members; the Literacy Needs Assessment (LNA) showed literacy concerns not only in Camden City but also in the southern part of the county. The Committee began working with the libraries and named the Winslow Township Library as a good location to establish a Learning Link satellite pilot program. Frank said that a work flow report created by staff at the One-Stop is now tracking participation by customers coming from the area so there is not as much of a need for a satellite program.

Frank said he wants to remain sensitive to the outlining area identified in the LNA but we do not want to water down the message now that we can offer all the other services at a more convenient location to residents in the entire county. Now we can offer more services that place customers on a continuum that can really improve their life. Frank also said he is not discounting the services the library can provide. If the customer gets to speak with a career counselor/coach, they can see more clearly where it will lead and improve retention.

Holly asked if Frank knew where customers are coming from. Frank explained that the One-Stop implemented an onboarding process that includes inquiry questions such as entering the zip code they are traveling from. Customers register at a computer and then are being directed to the proper area of service area within the One-Stop. The data is captured in a weekly work flow report. Frank passed a sample report around the table for review. It is expected that a majority of customers are traveling in from Camden City but other areas are represented in significant numbers such as Blackwood 4.1%, Clementon 11.9%, and Sicklerville 4.9%. Holly and Heidi agreed that the new location is closer to the college. The Committee reviewed the work flow report and discussed about the pilot program. It was agreed by all that the committee will turn its focus on promoting the One-Stop Career Center while continuing to build good relationships with the libraries, family success centers and schools in the southern part of the county.

Frank also reported that staff are being trained to create a better referral system within the services at the One-Stop so if a customer meets with an employment services counselor and it is found that they are in need of learning link services, they can be referred to the service without causing multiple visits. The referrals can be tracked in the work flow program. Holly suggested more outreach materials about the services of the One-Stop being placed in area hospitals, schools, courts and public services. Frank said that he would take any suggestions on more ways to direct customers to the One-Stop. The One-Stop is working the Police Chiefs Association to create a referral system. In the past there has been some disconnect with previously incarcerated

or justice involved individuals. The One-Stop can get them on a very good start once released. Heidi said the Pine Hill local areas have taken a very proactive approach to sharing information between Justice and mental health agencies and have made every effort to get boots on the ground and pro-active about communicating with residents in need of services. Families in need of services may be offered services at the time of school registration. They communicate needs for from everything from housing, to health screening, transportation, tutoring, early child care and counseling. She said a press release was recently published about local support services in the area. A check list was created to assess family support needs. It is used at the time of school registration, child study meeting and by counseling staff.

Carol Dann, Hopeworks wanted the Committee to understand and circle back to the original concept of the Adult Basic Skills Consortium. It was created as result of assessing and recognizing the needs of the local areas. WIOA Title II funding helped establish literacy programs nine years ago. The only issue is that funds do not allow for two sets of day and night classes at the Camden County College, Blackwood, and Camden City Campuses. She said it is important to keep the clarity and focus toward the original intent of the LNA which was to identify and direct residents to their specific literacy service needs. Ken suggested that the Committee turn its focus toward adult education and financial literacy in the coming year. He said instead of targeting children and hoping to attract adults, maybe it is time to go directly to areas of outreach that promote services to older youth and adults.

Frank reported Dr. Lauren Hill, Acting Manager, Learning Link, is moving on to a new position with Camden County College as Director, Adult Basic Skills. He complimented and thanked Dr. Hill for her contributions and service to the One-Stop Career Center and Learning Link program.

GOALS 2020

Ken recapped some of the goals for 2020 based on the committee's conversations as follows;

- Investigate more ways the Literacy Committee can help drive customers to available literacy programs at the One-Stop, College and Library System (this includes ESL programs and Literacy Volunteers of America)
- Identify Barriers that residents face in getting literacy and language or supportive services.
- Finish the Literacy Needs Assessment Update
- Review Outreach efforts such as National Night Out and Family Literacy Day
- Work with the BookSmiles Organization
- Partner more the Family Success Centers
- Focus on Financial Literacy

Ken asked the committee to think of more ways of driving customers the One-Stop and to the College. He also suggested hosting the next meeting at the One-Stop. The Committee also discussed focusing on a Financial Literacy program that would include some career readiness training. Patty Beach said she taught a financial literacy program in the schools during her last job position in California.

Ken said that Ravitz Family Markets will be working with the WDB and BookSmiles to host a book drive during the month of January at Ravitz Family Market, Shoprite locations. For more information about BookSmiles, follow the link www.booksmiles.org

NEXT MEETING: The Literacy Committee will meet on Tuesday, February 4, 2020 at 8:30am at the Camden County One-Stop Career Center, 101 Woodcrest Road, Cherry Hill, NJ 08003.

Submitted by

Kathleen Varallo,

Administrative Assistant