



Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Robert Weil, Chair

LITERACY COMMITTEE
MEETING MINUTES
TUESDAY, OCTOBER 1, 2019
MEETING AT WDB OFFICE, 1111 MARKKRESS ROAD, CHERRY HILL

ATTENDANCE – LITERACY COMMITTEE

MEMBERS		8-Nov-18	4-Dec-18	8-Jan-19	5-Feb-19	5-Mar-19	2-Apr-19	7-May-19	2-Jul-19	3-Sep-19	1-Oct-19
Brahl, Ken CHAIR	Ravitz Family Shoprites	X	X		X	X	X	X	X	X	X
Grii, Frank	Local Area Operations Director, Camden County	X		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		X
Druce, Jennifer	Camden County Library South County Branch	X									
Hill, Lauren Dr.	Camden County Youth One Stop	X	X	X	X	X	X		X		X
Kalitan, Marlyn 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	
Lisa, David	Camden County Library System		X		X						
Mitchell, Danielle	RobinsNest Inc				X		X	X			X
Sayles, Keith	Camden City College									X	X
Stobl, Holly	Council Women, Clementon Borough	X							X		X
Young, Jennifer	Verizon	X	X								
Swartz, Jeffrey S.	WDB, Executive Director	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 8:36am, welcomed attendees and asked for round table introductions. Holly Stobl, Councilwomen, Clementon, and Shyamoli De, Director Literacy Volunteers called into the meeting.

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 have been no requests for the program coming from that local area. The program is still up and running and the One-Stop is trying to promote it.

Kathleen Varallo, Administrative Assistant, WDB, reported that the One-Stop did renew its Memorandum of Understanding (MOU) with the County Library System. This MOU supports the partnership between the Library and the One-Stop to continue the program. Dr. Lauren Hill called in to the meeting and reported the flyer has been updated to include the Winslow location, however there has been not contact or request for services at that location. She said that Arthur Barclay, Para Professional, One-Stop Career Center, will be attending the Literacy Family Day and will be bring the updated Learning Link flyer and other materials. (updated with the new Career Center Location , 101 Woodcrest Road, Suite 127, Cherry Hill NJ, adjacent to the Woodcrest Patco train station.)

LITERACY OUTREACH & FAMILY LITERACY DAY UPDATES

EVENT: FAMILY LITERACY DAY, CLEMENTON MEMORIAL LIBRARY 195 GIBBSBORO RD, CLEMENTON, NJ, Saturday, October 12, 2019, 11:00am-1:00pm.

Kathleen presented the flyer for the Family Literacy Day at the Clementon Memorial Library, produced by the Camden County, Department of Special Events. She said there is still one slight change to the flyer. The Fire Prevention Day was still listed on the flyer. Holly said the Fire Department is still considering bringing out the fire trucks for the event but their event is not scheduled on the same day. She also said the library is preparing the community room to host the event. They are also clearing out the upstairs area of the library to make more room for the story time. Kathleen said she ordered 2000 flyers. She will pick them up and deliver them to Holly so she can get them to the schools to distribute them to the K-3rd grade students. Marlyn Kalitan, Vice Chair, Literacy Committee, asked if the committee would still be attending the Collingswood Book Fair on Oct. 5. Kathleen said that schedules did not allow for attendance to that event and she did not yet receive the PNC, Growing up Great, books to distribute at that event. She said that Bags of Books did commit to providing books for the Clementon event. She asked that a committee member accompany her to pick out the books. Ken confirmed the time of the event to be 11am-1pm. Kathleen said that the Hispanic Family Center, Camden County College, the One-Stop Career Center, Cam Care and the Clementon Family Success Center will be offering information and giveaways for the event. The Committee discussed going outside with tables if the weather permits. This might draw more attention to the Literacy Day. Ken said he will bring the Ravitz Family Market-Shoprite tent and the usual water bottles, juice boxes and snacks for the children. Kathleen will be preparing coloring sheets and activities for the young children and there will be plenty of family giveaways provided by the attending organizations. She will also provide the Learning Link information and Camden County Literacy Services Guide for the adults attending the event. Kathleen reported that the Bags of Books also offered the Letters of Love template to the committee. They requested that the Literacy Committee assign the project of making these alphabet kits to a school group associated with the school or a community senior group. Holly said that she might have a school group willing to take on the project. She also said that she invited some local authors to attend the event. Kathleen said that Maria Leonetti will be attending to sing in Spanish and read to the children. Ken suggested that the committee arrive at 10:30am to set up the tables and exhibits. The Committee discussed the final details of the event. Marlyn volunteered to sit at the registration desk.

LITERACY NEEDS ASSESSMENT (LNA) UPDATE

The Committee also discussed the Literacy Needs Assessment (LNA) update. This update would be added as an addendum to the LNA. Kathleen suggested that the committee could use the power point presentation, with additional edits, she provided for the Literacy Committee's update at WDB Quarterly Meeting on September 25th at the Camden County College. She presented a copy to the Committee for discussion and review. The Committee reviewed the power point asked that it be sent via email for further review and input.

Ken and Marlyn also introduced a program called "Book Smiles" to the Committee. This organization collects books for local area teachers. Ken said the founder applied to the Ravitz Family Foundation for support. He would like to get this organization involved with the efforts of the Literacy Committee.

The Committee also reviewed an article regarding a New Jersey Law that will require school districts to incorporate "financial literacy instruction. The lessons must emphasize budgeting, saving, credit, debt, insurance, investment and other issues associated with personal financial responsibility. According the law, this program will go into effect starting with the start of the new school year in September 2019-20. The Committee discussed working with the schools to add some work readiness skills such as resume writing, and interview skills into these programs. Currently, some schools prepare students for SAT college entrance tests but do not teach employment skills.

Ken reminded the committee that Keith Sayles, Dean, Camden County College, Camden City Campus invited the committee to schedule a meeting at the Camden City Campus. Ken suggested that the committee re-convene in December since they are volunteering their time to the Clementon Literacy Family Day event.

NEXT MEETING: The Literacy Committee will meet on Tuesday, December 3, 2019 at 8:30am Camden County College, Camden City Campus, 200 N. Broadway, Room 201, Camden, NJ 08102

Submitted by

Kathleen Varallo,

Administrative Assistant