



Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Matthew Verney, Board Chair

LITERACY COMMITTEE  
MEETING MINUTES  
TUESDAY, DECEMBER 6, 2022  
ZOOM MEETING

ATTENDANCE

COMMITTEE INFORMATION AND ATTENDANCE									
NAME	ORGANIZATION	TRUSTEE MEMBER							
			3-May-22	14-Jun-22	5-Jul-22	6-Sep-22	4-Oct-22	6-Dec-22	
<b>Brahl, Ken CHAIR</b>	Ravitz Family ShopRites	x	X	X	X	X	X	X	X
Beach, Patti	Goodwill		X	X	X	X	X	X	X
Chisolm, Victoria	Literacy Volunteers of America			X					X
Cirii, Frank	Camden County One Stop	x	X	X			X	X	X
Dann, Carol	HopeWorks Camden			X			X	X	X
Daunoras, Heidi	Pine Hill School District		X	X	X		X	X	X
Druce, Jennifer	Camden County Library								
Egrie, Gabrielle	Watermark Communities		X	X			X	X	X
Fithian, Danielle	Goodwill								X
Fugee, Antoinette	Center for Family Services, Inc.								
Hill, Lauren Dr.	Camden County College		X	X			X	X	X
<b>Kalitan, Marlyn Vice Chair</b>	Kalitan Consulting	x	X	X	X	X	X	X	X
Knopf, Dick	Marketing Professional Services		X	X	X	X	X	X	X
Mauro, Jennifer	Goodwill		X		X	X	X	X	X
McKelvey, Christopher	Councilman, Clementon Borough		X	X					
Norman, Tahja	Orchards Family Success Center		X						
Rutzler, Eugene	Literacy Needs Assessment Intern		X	X	X	X			X
Sinclair, Nidia	Camden County One-Stop		X				X		
Soira, Lizette	Orchards Family Success Center								
Strobl, Holly	Councilwoman, Clementon Borough								
Young, Jennifer	Verizon		X	X			X		
Levitt, Alex	WDB		X	X	X	X	X	X	X
Swartz, Jeffrey S.	WDB		X	X	X	X	X	X	X
Vaughn, Debra	WDB		X			X	X	X	X

WELCOME

Ken Brahl, Chair, opened the meeting at 8:30am, greeting the attendees and reminding everyone about the in-person quarterly board meeting on December 14<sup>th</sup> at Camden County College-Blackwood. He stated that the updated Literacy Needs Assessment would be presented and Larry Abrams of BookSmiles is the featured guest. Ken then asked for a motion to approve the minutes for the October 4, 2022 meeting. There was no committee meeting in November. Heidi Daunoras made the motion, seconded by Patti Beach. By unanimous vote to the affirmative, the motion carried, and the minutes for October 4, 2022 were approved.

LITERACY NEEDS ASSESSMENT (LNA)

Ken shared the Literacy Needs Assessment (LNA) presentation draft for discussion.

- Carol Dann and Dr. Lauren Hill offered minor changes to update the names and titles of people listed or missing from the list of Literacy Committee Members.
- The LNA draft included an outdated Workforce Development Board logo which will be corrected.
- Marlyn Kalitan commented on text and areas in the draft document that required grammatical and formatting changes. Heidi Daunoras suggested the addition of comments related to education conditions during the pandemic regarding high school graduation rates. Ken commented he would send the master document to Marlyn to incorporate her suggested changes.
- Carol Dann suggested looking at the previous assessment (2014) for municipality scores referred to in the analysis and adding them to the current index. She discussed the listing of the federal literacy

programs and asked Dr. Lauren Hill to confirm or provide updated address information for the consortium. Dr. Hill responded that Camden Housing Authority (HACC) should be removed and the address for the Adult Basic Skills (ABS) should now reflect the address at the new Camden High School location and that the information had been emailed to Alex. Carol and Marlyn Kalitan will make the final formatting and grammatical changes needed.

### ONE-STOP & LEARNING LINK UPDATES

Frank Cirii, Camden County One-Stop Career Center, Local Area Operations Director

The One-Stop and its partners continue to provide hybrid services, virtually and in-person. A few cases of COVID-related illness/exposure had no major impact on staffing or operations.

- The first HiSET test was successful. Frank commented that the State is considering terminating use of HiSet, but there have been no updates. Registration for HiSET test appointments at the One-Stop is done online. The test registration information is then populated for the One-Stop's proctors to access for their availability to test. Appointment-setting for GED testing will be done in the same manner once the delayed hardware installations are completed as required.
- The One-Stop's outreach campaign has launched with advertisements appearing at PATCO stations, on PATCO trains and bus wraps on NJ Transit, on billboards and printed materials and in a radio spot. The advertisements include a QR code that links the user to the One's Stop virtual home for access to assistance with programs available and its partners' services.
- The One-Stop shuttle service is back in operation, looping the PATCO Woodcrest station stop, the One-Stop, Board of Social Services and the bus hub at the Echelon Town Center.

### COMMITTEE UPDATES/COMMENTS

Jeff Swartz, Workforce Development Board

The quarterly board meeting will be in person at Camden County College-Blackwood's Roosevelt Hall on December 14, 2022 at 8:30am. A full breakfast will be served. Jeff noted that attendance needs to be tracked for a meeting quorum and to assure adequate catering, and that Alex Levitt should be informed of intent to attend or not as soon as possible. The board meeting program will include a presentation of the updated Literacy Needs Assessment by Ken Brahl and the featured speaker will be Larry Abrams, Founder of Book Smiles. BookSmiles is a nationally recognized literacy organization and a video from a recent CNN "Hometown Heroes" feature-story will be shown.

### ADJOURNMENT

Ken asked for a motion to adjourn the meeting. A motion was made by Dick Knopf, seconded by Heidi Daunoras. By majority vote to the affirmative, the motion carried, and the meeting adjourned at 9:25am.

### NEXT MEETING

The next Literacy Committee meeting will be held Tuesday, January 3, 2023, at 8:30am via Zoom. Meeting materials and Zoom conferencing information will be distributed prior to the meeting.

Submitted by:  
Debra Vaughn  
Administrative Assistant to the Executive Director