



Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Robert Weil, Chair

LITERACY COMMITTEE
MEETING MINUTES
TUESDAY, JULY 7, 2020

CONFERENCE CALL MEETING AT THE WDB OFFICE, 1111 MARLKRESS ROAD, CHERRY HILL, NJ

ATTENDANCE – LITERACY COMMITTEE

MEMBERS		7-Jan-20	4-Feb-20	3-Mar-20	7-Apr-20	5-May-20	2-Jun-20	7-Jul-20
Brahl, Ken CHAIR	Ravitz Family Shoprites	X	X	X	X	X	X	X
Patti Beach	Learning Link, Camden County One-Stop Career Center	X	X	X	X	X	X	X
Cirii, Frank	Local Area Operations Director, Camden County	X	X	X	X			
Dann, Carol	Hopeworks Camden	X				X		
Daunoras, Heidi	Pine Hill School District	X	X	X	X	X	X	
De, Shyamoli	Director, Volunteers of America	X	X	X		X		
Fugee, Antoinette						X		
Hill, Lauren Dr.	Director, ABS, Camden County College		X					
Kalitan, Marlyn Vice Chair	Kalitan Consulting	X	X	X	X	X	X	X
Knopf, Dick	Marketing Professional Services		X			X	X	X
Lisa, David	Camden County Library System							
Mitchell, Danielle	RobinsNest Inc	X				X		
Petteyford, Shawneeq	Hopeworks	X						
Sayles, Keith	Camden County College, Camden City Campus	X		X	x	X		
Strobl, Holly	Council Women, Clementon Borough	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, Administrative Assistant	X	X	X	X	X	X	X

WELCOME

Ken Brahl, Literacy Chair, called the meeting to order at 8:40am. The Committee discussed the backlog of customers waiting for public services such as motor vehicles as the state begins to reopen. The One-Stop remains closed to public access until further notice. Customers are still having difficulty getting phone assistance with their unemployment claims.

LEARNING LINK UPDATES

Patti Beach, Instructor, Learning Link, One-Stop, reported the biggest change to the Learning Link is customers will now be able to take the HiSet - High School Equivalency Test, online from home with a proctor assigned to oversee the testing. The GED is also offering an online test. That will be helpful to customers waiting since March, to take the test. Ken asked how the testing site knows or identifies the person who is supposed to be taking the test. Patti said the customer must take a photo of themselves, a photo of their identification and a photo of the room they are in to take the test. She said One-Stop staff participated in a GED training webinar and this was the information shared about that very same question. She said even still, to Ken's point there, may be other ways to get around it. Online verification is still not 100% developed. Patti said

there are four customers signed up through the Learning Link to take the test. The Committee discussed the disappointments of students all over that are graduating in 2020 and cannot celebrate with a formal ceremony.

US CENSUS 2020 UPDATES

Ken asked Kathleen to report on Census updates and the Literacy Needs Assessment. Kathleen Varallo, Administrative Assistant, WDB, reported the Census continues to be promoted by the County. The deadline for filling out the form has been extended through October. The results of the Census data will help the committee to renew the information in the Literacy Needs Assessment (LNA). She said the Committee had intended to present the LNA update to the Mayors in the southern part of the county of Pine Hill, Lindenwold and Clementon and decided to hold up on that action until things open again. Ken said the information from the Census may not be available until 2021. It is hard to say how long it will take to process the data.

LITERACY COMMITTEE OUTREACH UPDATES

Ken asked Holly Stobl, Councilwomen, Clementon Borough, if she has received any updates about National Nights out or any other community events the committee might attend to promote literacy services in the county. Holly reported that no dates have been set and the funding used to sponsor the local national night out has been diverted to other more immediate needs. The State cut all Municipal Alliance funding and then reallocated some funding. Ken said that many training and other grants have been cut. Ken asked Kathleen if she heard any news about the Family Success Center, Back to School Event. Kathleen said there are no new updates at this time.

BOOKS TO FAMILY DISTRIBUTION

Kathleen reported Heidi Daunoras, Curriculum Coordinator, Pine Hill Schools, announced a book drive in her local area at the last meeting. Her son accepted a drop box from the Booksmiles organization. The books were to be picked up by Booksmiles, inspected and disinfected then returned to the schools in Pine Hill to be redistributed along with food distribution. Holly said she spoke to Heidi and was told they were able to distribute approximately 1500 books. She said that was a few weeks ago so there could have been more books distributed since then. Ken asked Heidi if there was any help the committee could give to the book drive. Holly said she will contact Heidi to ask.

FINANCIAL LITERACY UPDATES

Kathleen reported the WDB was reviewing eligibility for applying for a grant offered as a result of meeting with a representative from Truist Bank, former BB&T. It will be difficult to articulate any solid financial literacy programs in a grant application until the One-Stop is fully operational again. Changing formats for virtual and remote learning or services would change the program description. Kathleen did note the WDB will be conducting a modified summer youth program for 20 participants. Summer worksites must be able to include online work activities. The WDB will be offering the youth a series of online work-readiness training. One of those sessions will be dedicated to Financial Literacy. Kathleen also reported she sent the committee a link to the Kahn Academy early on during the state shut down. They offer free online learning and are also offering an online summer camp program.

(Follow link as mentioned in minutes of the meeting) https://keeplearning.khanacademy.org/summer-schedule?utm_email_kaid=&utm_source=Sailthru&utm_medium=email&utm_campaign=071620%20Parent%20Newsletter&utm_content=Final&utm_term=All%20Parents

Ken said he attended a discussion at Camden County College and Financial Literacy was the number one topic when it came to Camden County needs. He would like the committee to continue to do everything we can to promote and share financial literacy programs. He thanked everyone for attending and offered a meeting room with safe social distancing for the next meeting. He hoped there will be more information about school openings and unemployment openings at the next meeting. The Committee discussed the idea and agreed to continue to meet via Zoom conferencing until social distancing regulations are lifted.

NEXT MEETING: The Literacy Committee will meet on Tuesday, August 4, 2020 at 8:30am. The WDB will send out meeting materials and Zoom conferencing information prior to the meeting.

Submitted by

Kathleen Varallo,

Administrative Assistant