



Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Robert Weil, Chair

LITERACY COMMITTEE  
MEETING MINUTES  
TUESDAY, AUGUST 7, 2018

ATTENDANCE – LITERACY COMMITTEE

MEMBERS	8-Aug-17	13-Sep-17	10-Oct-17	14-Nov-17	3-Jan-18	6-Feb-18	6-Mar-18	3-Apr-18	1-May-18	5-Jun-18	17-Jul-18	7-Aug-18
Brahi, Ken CHAIR	Ravitz Family Shoprites	X	X	X	X	X	X	X	X	X	X	X
Burrell, Mariya	TD Bank											X
Del Vale, Jennifer	Hispanic Family Center			X								
Doblick, Duke	Literacy Access Fund											X
Druse, Jennifer	Camden County Library South County Branch										X	X
Goodman, Steve	Volunteers of America	X	X		X	X	X	X	X	X	X	X
Kalitan, Marilyn Vice Chair	Kalitan Consulting	X		X		X	X	X	X	X	X	X
Knopf, Dick	Marketing Professional Services	X	X	X	X	X			X	X	X	X
Maguire, Laurie	Camden County One-Stop, Workforce Learning Link		X			X	X	X		X	X	X
Lisa, David	Camden County Library System						X	X	X	X	X	X
Lynch, Dawn	NJLWD											X
Martinez, Dr. Marilyn	Intrum Dean, CCC					X	X	X				X
Mintz, Jackie	CCC								X			
Mitchell, Danielle	RobinsNest Inc							X	X	X	X	X
Page-Soncrant, Jeanne	Business Service Rep, LWD					X						
Rimby, Donna	Clementon Memorial Library		X	X								
Strobl, Holly	Council Women, Clementon Borough	X		X			X	X		X	X	
Young, Jennifer	Verizon							X				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	X	X	X
Williams, Leslie J	WDB, Comptroller											
Robert Weil	WDB Chairman						X					

WELCOME

Marlyn Kalitan, Literacy Vice Chair, called the meeting to order at 8:26 am, welcomed attendees and asked for round table introductions. Marlyn welcomed Dawn Lynch, Department of Labor, Career Connections Website. Marlyn also welcomed Mariya Burrell, TD Bank.

LITERACY SERVICES UPDATES

Kathleen Varallo, WDB Administrative Assistant, reported that WDB staff are still research and collecting information about Literacy help, English as a second language, (ESL) and Adult Basic Skills services with location, contact and schedule. This information will be given out at our upcoming events as well as sent to the State for inclusion in websites that list these types of services.

LEARNING LINK PILOT PROGRAM

Laurie Maguire, Learning Link Manager, reported that she is working on completion of the proposal that will be submitted to the WDB for approval. She said there are certain requirements and paperwork associated with the program that the Library will hopefully share with potential participants. She is working with the County Library system to work out details such as a registration schedule, and hours the program could be offered at the satellite location in Winslow. The Aztec program has a certain lag time before counselors can monitor the

work a participant has completed online but it can be done. Once the details are worked out, a memorandum of understanding (MOU) between the Library and the One-Stop will be executed.

#### **Background:**

The Camden County Workforce Development Board (WDB), Literacy Committee completed a literacy assessment report, *Camden County Literacy Needs Assessment* (2016). The report emphasizes the areas of literacy service needs within the county. Key indicators support the necessity of the Workforce Learning Link program in the CCOSCC, as well as other literacy programs in the community.

Over the years, the CCOSCC has consistently provided adult education and literacy services through the Workforce Learning Link (WLL), funded by New Jersey Department of Labor and Workforce Development (LWD). Individuals served through the WLL are those identified with reading skill levels at or above a sixth grade reading level, including individuals who have attained a high school diploma or equivalency, but remain basic skills deficient (defined as below a 9<sup>th</sup> grade in reading and/or math). However, some individuals below a sixth-grade reading level may benefit from collaborative literacy services.

Over the last three years, the WLL program has met or exceeded performance measures, apart from the most recent level of service. However, the CCOSCC under the direction of the WDB, plans to increase the level of service through a proposed remote pilot program in Winslow Township, New Jersey

To provide adult literacy services in other parts of the county, a remote WLL pilot program is being developed with the Camden County Library located in Winslow Township. Upon final agreement, the proposed remote WLL program will provide adult basic skill services to at least 20 eligible individuals, as defined in the Program Summary. Literacy Volunteers of Camden County also plans to collaborate adult literacy services at the Winslow Township site.

The Committee discussed the pilot satellite program and offered positive feedback. All agreed it was a great way to start working with the Library system to offer employment services.

#### **LITERACY NEEDS ASSESSMENT UPDATE**

Jeffrey S. Swartz, WDB Executive Director, said the Literacy Needs Assessment (LNA) is now two years old. He suggested that we contact the Rutgers University graduate program to request another Master's Candidate to help update the LNA. In keeping with the general SETC requirements, the WDB updates its local plan every two years. It will be a good practice refresh the data collected for the LNA in the same manner. In this way the document will hold more value to the work of the Literacy Committee. Marlyn said the Committee has not been given enough time to show the differences we've made as a result of the findings in the current LNA. The committee discussed and agreed that once they got past the upcoming events, an action plan for updating the LNA could be followed through.

#### **CAREER CONNECTIONS UPDATE**

Kathleen Varallo, WDB Administrative Assistant, introduced Dawn Lynch, NJ Department of Labor, who oversees implementation and use of the Career Connections website around the State. Based on the

conversation, she wrote a letter to Dawn describing the work of the Literacy Committee and included the LNA. Dawn began with her appreciation of receiving the LNA with the introductory letter that Kathleen sent. She said that one of the actions her department was tasked with was to identify the gaps in services across the State. She was not able to put a directory of services for Camden County in the area of Literacy and Job readiness. The information sited in the LNA opened her eyes to the efforts of this Literacy Committee.

Dawn gave members an overview of the Career Connections launch. The Department of Labor and Workforce Development has launched the [careerconnections.nj.gov](http://careerconnections.nj.gov) website to house the service model for the network and provide users direct access to career navigation resources. The website offers interactive tools, including a job board and a career navigation module, as well as useful resources, including a directory of training programs, information on hundreds of careers, and advice and guidance on a wide variety of topics. Among other functions, [www.careerconnections.nj.gov](http://www.careerconnections.nj.gov) helps jobseekers learn how to network, find employment, and prepare for interviews.

Dawn went on to introduce the Committee to the Career Connections partner website. Government and community-based organizations throughout the state offer New Jersey Career Connections services. The state's One-Stop Career Centers, operated by local Workforce Development Boards in partnerships with the state, are the foundation for the New Jersey Career Connections network, providing intensive assistance and access to training for jobseekers. The state's community colleges provide critical education and skills development to over 400,000 students, helping them make informed career decisions and create rewarding careers. New Jersey Career Connections informs the career navigation services of community colleges. Local libraries and library systems across the state offer New Jersey Career Connections services to enhance the career navigation assistance they provide to local residents. Community- and faith-based organizations throughout New Jersey provide literacy, skills development, and job-search assistance, often in partnership with the Department of Labor and Workforce Development and local Workforce Development Boards. New Jersey Career Connections assists the service delivery of these organizations. She said there are many printable and promotional materials available on this website as well as the opportunity to post events and job fairs. Visit [www.careerpartners.nj.gov](http://www.careerpartners.nj.gov) for more information. Dawn encouraged committee members to explore both websites contact her again with any information that can be uploaded about job seeker services in Camden County.

#### COMMUNITY PLAY DAY

The Camden County Workforce Development Board (WDB) Literacy Committee together with the Camden County Library System will host a Community Play Date at the South County Regional Branch Library, 35 Cooper Folly Road, Winslow Township, NJ 08004, Saturday, September 29th, 2018, 10am-12noon. This free event is designed for families with young children. Activities will include sensory stations for children to learn through play and exploration, Maria Leonetti, Spanish/English Singer, free books, snacks and giveaways. This event will also provide information to adults about work readiness and literacy help available at the library and in the county. The event will bring together families with the idea that promoting reading to a child can help develop better literacy skills in an individual that may have some language or other barriers to reading. Each child will receive one or more books that can be shared by the parent. Parents will receive information highlighting literacy services offered around the County.

## FAMILY LITERACY DAY UPDATE

The Camden County Workforce Development Board (WDB) Literacy Committee together with Honorable Mayor, Thomas Weaver, and Councilwoman, Holly Strobl, Borough of Clementon will host a Family Literacy Day, at the Clementon Memorial Library, 195 Gibbsboro Road, Clementon, NJ 08021, Saturday, October 6th, 2018, 12noon-2:00pm. This free event is designed for families with young children. Activities will include sensory stations for children to learn through play and exploration, Maria Leonetti, Spanish/English Singer, free books, snacks and giveaways. All activities will be taking place adjacent to the Clementon Fire Prevention Day Event next door at the Fire Station, scheduled on the same day.

This event will also provide information to adults about work readiness and literacy help available at the library and in the county. The event will bring together families with the idea that promoting reading to a child can help develop better literacy skills in an individual that may have some language or other barriers to reading. Each child will receive one or more books that can be shared by the parent. Parents will receive information highlighting literacy services offered around the County.

Kathleen reported that Ravitz Family Markets-ShopRite's, TD Bank, "Bags of Books", Pizza Hut, Camden County College ABS, PNC's "Growing Up Great" and the Camden County One-Stop Career Center, Learning Link, have committed books and snacks for the Children. Maria Leonetti is confirmed to sing in Spanish and read to the Children. The committee discussed the details of the events including contacting the press, and past participants that registered for the event last year. David Lisa, Associate Director, CC Library system said the Community Play Day will be listed in the Library's fall newsletter, the county website and sent out in email blasts. Holly said that she will contact the schools again to have the flyer, created by the County, sent home with grades k-3 at their local elementary school. Jeff said we will coordinate with the County about flyers and promotions. Dick Knopf, Marketing Professional Services said he would send press contacts. He also volunteered to help pick up and deliver books. Kathleen said she would contact Bags of Books.

NEXT MEETING: The Literacy Committee will meet on Tuesday, September 4, 2018 at 8:30am at the WDB Office.

Submitted by

*Kathleen Varallo,*

Administrative Assistant