



WORKFORCE DEVELOPMENT BOARD

Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Carl A. Donato Jr., Chair

Pathways to Literacy Committee Meeting Minutes November 6, 2025 via Zoom

ATTENDANCE

NAME	ORGANIZATION	TRUSTEE	1/7/25	2/4/2025	3/4/2025	4/1/2025	5/6/2025	6/3/2025	7/1/2025	8/5/2025	9/2/2025	10/7/2025	11/6/2025
Kalitan, Marlyn Chair	Kalitan Consulting	X	X	X	X	X	X	X	X	X	X	X	X
Abrams, Larry	BookSmiles			X	X	X	X	X					
Willmann, Michael, Vice Chair	WMSH	X	X	X	X	X	X		X	X	X	X	X
Arreola, Enrique	Center for Family Services										X	X	X
Beach, Patti	Goodwill			X	X	X		X	X	X			
Chisolm, Victoria	Literacy Volunteers of America		X	X	X	X	X						
Cirri, Frank	Camden County One Stop	X		X	X	X		X	X	X	X	X	
Clark, Justin	Office of Adult Literacy (NJDOLE)		X	X	X	X		X	X	X	X	X	X
Daunoras, Heidi	Education Consultant		X	X	X		X	X	X	X	X	X	X
Donato, Carl	WDB Board Chair								X	X	X		
Rashawn Davis	Book Smiles				X								
Fithian, Danielle	Goodwill					X							
Floyd, Kwame	Teacher Apprenticeship Network		X	X									
Tiffany Probasco-Francis	Rowan University								X		X	X	
Green, Aurelia	Camden County College				X			X			X		
Knopf, Dick	Marketing Professional Services			X	X	X		X	X	X	X	X	X
Mauro, Jennifer	Goodwill	X	X	X	X	X		X	X	X	X	X	X
McKelvey, Christopher	Councilman, Clementon Borough		X	X	X		X	X	X	X	X	X	X
Randall, Angela	Surviving in Strength		X	X				X	X	X		X	X
Thompson, Ryan	MidPenn Bank	X		X								X	
Hamilton, Karen	BookSmiles												
Michelle Rohan	WDB		X	X	X	X	X	X		X	X		
Richelle Harbinson	WDB				X								
Swartz, Jeffrey S.	WDB		X	X	X	X	X	X	X	X	X	X	X
Williams, Leslie	WDB												
Vaughn, Debra	WDB			X	X	X	X		X	X		X	X

WELCOME & APPROVAL OF MINUTES

Marlyn Kalitan, Pathways to Literacy Chair, opened the meeting at 8:30 a.m. She asked for a motion to approve October 7, 2025 minutes. Motion was made by Michael Willmann, seconded by Heidi Daunoras. By a majority vote to the affirmative, the motion carried and the minutes were approved.

BUILDING BRIDGES FAMILY SUCCESS CENTER

Enrique Arreola, Jr.

Building Bridges Family Success Center will host a Holiday Appreciation Banquet organized to address three key community needs:

- Literacy: Book distribution and volunteer readings to children
- Seasonal Depression: Support and resources for mental health during holidays
- Food Insecurity: Addressing hunger needs in the community

Date: December 19th

Time: 5:00 p.m. - 8:00 p.m.

Location: Clementon Fire Hall

Expected attendance: 100-200 people

Vendor tables: 10-12

Planned Activities

- Book distribution for children and families
- Volunteer reading sessions with children
- Performance by Overbrook High School or Middle School
- Appreciation section for recognizing volunteers and staff

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- Gift shopping opportunity for children (provided by partner programs)
- QR code registration system (suggested by Angela) to track demographics and capacity

Building Bridges Famous Success Center plans to relocate from 180 Whitehorse Pike in Clementon in January.

COMMUNITY OUTREACH

The committee explored strategies for improving future event outreach and engagement through various media platforms.

Areas for Improvement

- Attendance below target numbers
- Potential timing adjustments needed
- Consider extending event duration
- Explore alternative locations

Outreach Strategy Development

Digital Media Initiatives

- Video production for events (Jeffrey to consult with Carl)
- Social media engagement through Facebook
- QR codes for event information access
- Short informational videos about Workforce Development Board (suggested by Michael)
- Utilizing local town Facebook groups to share resources

Celebrity Engagement Initiative

Michael suggested reaching out to Today Show hosts Savannah Guthrie and Craig Melvin for a video promoting reading to children. Michael will provide Jeffrey with a relevant Good Housekeeping article, and Jeffrey will craft a letter to the hosts.

COMMUNITY INITIATIVES

Angela Randall, Strength in Surviving

- Community Cares Food Pantry in Sicklerville
- Focus on unhoused families with children
- Development of sustainable solutions
- Establishment of Youth Advisory Board (recruiting participants)

WORKFORCE DEVELOPMENT UPDATES

Jeffrey S. Swartz, Executive Director

- WorkFirst NJ (WFNJ) allocation was received
- Local plan modification was submitted at the end of October
- The WDBs of the southern counties (Burlington, Gloucester, Camden, Cumberland, Salem, Cape May) will meet to discuss work to prepare the regional local plan
- The quarterly Board of Trustees meeting scheduled for December 17th is in person at Camden County College/Blackwood. Breakfast will be served. Board member are asked to RSVP as



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quorum will be needed to complete business matters. An invitation and parking passes will be emailed.

- The GSETA conference was successful with over 800 attendees.

ACTION ITEMS

Enrique

- Send Holiday Banquet flyer to committee members by tomorrow
- Reach out to BookSmiles this week for Holiday Banquet book donations
- Finalize and distribute event details via email

Jeffrey

- Ask Carl about video production contacts for future events
- Craft and send letter to Today Show hosts requesting literacy video

Michael

- Send or deliver Good Housekeeping article about Savannah Guthrie and Craig Melvin, on the subject of the importance of reading to children

Angela

- Work with Youth Advisory Board co-chairs to distribute recruitment flyer

Heidi

- Connect with Angela about direct book supply from BookSmiles

ADJOURNMENT

Marlyn asked for a motion to adjourn the meeting. Motion was made by Heidi Daunoras, seconded by Michael Willmann. By majority vote of the affirmative, the motion was carried and the meeting adjourned at 9:27 a.m.

The next Literacy Committee meeting will be held on December 2, 2025 at 9:00 a.m. at BookSmiles. The address is 7300 N Crescent Blvd (Rte. 130 N), Building #10, Pennsauken, NJ 08110 (entrance is opposite of Wendy's, straight toward the back, on the right)

The quarterly Board of Trustees meeting will be held at Camden County College/Blackwood Campus at Roosevelt Hall/Room 102 at 8:30 a.m. Breakfast will be provided. Board members are asked to RVSP to ensure quorum.

Respectfully submitted by: Debra Vaughn, Executive Assistant