



**Camden County  
Workforce Development Board**  
*Supporting the Development and Retention of a World Class Workforce*

Gregg T. DeBaere, Chair  
Jeffrey S. Swartz, Executive Director

LITERACY COMMITTEE MEETING  
MINUTES APRIL 4<sup>TH</sup>, 2017

ATTENDANCE

MEMBERS		12-Sep	4-Oct	1-Nov	6-Dec	3-Jan	7-Feb	7-Mar-17	4-Apr-17
<b>Brahl, Ken CHAIR</b>	Ravitz Family Shoprites	X	X	X	X	X	X	X	X
Abrams, Barbara	Jewish Family & Children Service of Southern NJ	X		X	X		X		
Beach, Patti	Camden County One-Stop	X	X	X	X	X		X	
Dann, Carol	Camden County College		X		X	X	X		X
Kalitan, Marlyn	Kalitan Consulting		X	X	X	X	X	X	X
Knopf, Dick	Marketing Professional Services	X		X		X			X
Young, Jennifer	Verizon		X		X		X		
Weaver, Thomas	Mayor, Clementon Borough				X				
Goodman, Steve	Volunteers of America, Del Valley				X	X			
Welder, Laura	JEVS			X	X	X			
Walton, Marcie	VOA-Face Forward				X				
Powell, Michelle	Camden County College				X				
Pryor, Regina	DOL-Employment and Training	X	X		X	X	X	X	
Desiderio, Daniela	Housing Authority, City of Camden							X	
Swartz, Jeffrey S., Exec. Director	WDB	X		X	X			X	
Stubblefield, Lelia	WDB								
Varallo, Kathleen	WDB	X	X	X	X	X	X	X	X
Williams, Leslie J	WDB	X							
Naroden, Eric	WDB Intern	X							
Debbie Friedner	Camden County One-Stop Career Counselor						X		

WELCOME

Ken Brahl called the meeting to order, welcomed attendees and asked for roundtable introductions.

- LITERACY NEEDS ASSESSMENT UPDATE (LNA)

Carol Dann, Director, Camden County College, Adult Basic Skills, reported on her progress will some revisions she wanted to make to the LNA. She contacted Dan Rhotan, Director, Hopeworks, to work on the maps contained in the LNA. Hopeworks staff were unable to attend to the task prior to its presentation at the Quarterly Board meeting. She suggested that the LNA will continue to be updated and is a “work in progress” The committee agreed that changes could still be accepted as long as they enhance the value or understandability of the information. Essentially, what Carol asked Hopeworks to accomplish, is to change the maps from being multi-colored to being different shades of blue. She feels the shading makes it easier to decipher where the notable or bordering communities are in the county or where literacy services may be needed. The Hopeworks staff person took the stars off the maps and replaced them with little house Icons. He also listed the locations of literacy service sites, noted by these houses, on each map. Marlyn Kalitan commented that it would definitely be clearer when the LNA was printed in gray scale or in black and white. The committee discussed and agreed with the additional changes. Carol asked if Hopeworks could be recognized in the LNA for their efforts or contributions.

Kathleen Varallo, WDB Administrative Assistant, said there was an open space on the Committee Page to include them with a special note of thanks.

Dick Knopf, Marketing Professional, asked about submitting the LNA to the County's Master Plan. He said that planning used to include land use, zoning, subdivision and transportation. Now County master plans address Health and Social Services areas. So this LNA could be included within a larger plan. Ken said that he and Jeffrey S. Swartz, WDB Executive Director are planning to meet with CC Freeholder, Jonathon Young to officially present and discuss the LNA. He said it will be a good question to bring up at that meeting. Kathleen said she has a contact list of the County Mayors when the Committee is ready with a plan to present the LNA to the Mayors Association. Carol told the committee that the college has already included the LNA in a grant application to the state which it was designed to do. Kathleen said the LNA is posted to the WDB Website and a link to it is also posted on the WDB Facebook page. <http://ccwib.com/literacyneedsassessment.html>

### “Dispelling the Myths” – Taking Steps Toward Inclusion in the Workplace - Update

Kathleen reported that two speaker are confirmed for the “Dispelling the Myths” event, October 20th, 2017. Deb Dagit was approved as the main guest speaker. Deb Dagit is a sought-after consultant and speaker on the topics of Diversity and Inclusion. Michele McKeone, founder of Digit-ability, an Autism-to-Work Online Training Service, volunteered to speak at the event and was approved at the last joint meeting on February 7<sup>th</sup>. Joe Cippola will be following up on confirming a speaker from Wells Fargo Bank. She said our biggest issue now is to firm up the event location. We are currently reserved at the Camden County College, Blackwood Campus and also at the Federation location where the event took place in 2016. She said the Committee wants to make it as easy as possible for Employers to attend so a more accessible location is still in question. The issues with the Federation Building are table rental and set-up expenses. Carol suggested that the Camden County College, Camden Campus has a very nice theater that seats up to 140 people. She said there is a room across the hall that could serve as the networking and breakfast area. Ken asked the committee to have their suggestions followed up on in time for the next joint meeting with the Abilities Committee on Tuesday, May 9<sup>th</sup>, 2017.

He said that once he and Jeff have had the chance to meet with Freeholder Young, we can begin to make solid plans for a Literacy Day with Mayor Thomas Weaver at a Clementon library location. Kathleen showed the committee the bi-lingual book given out by the PNC bank. She said she will be bringing it to the local PNC Branch Manager in hopes of gaining some sponsorship or getting a quantity of books to give away at the Literacy Day event. She said that the Branch Manager was very enthusiastic about helping the Committee and also offered Financial Literacy Programs that PNC conducts around the county.

Carol asked for an update on the HIRE ONE program. The Camden County Workforce Development Board, has established a program for businesses called **HIRE ONE**. The focus of this initiative is to help businesses connect with an often untapped resource in Camden County. HIRE ONE was established to encourage employers to consider interviewing a **veteran**, an individual with a **disability** or someone **previously incarcerated** who is qualified and ready to work.

Kathleen reported on the Schedule – A hiring event which promotes the hiring of Individuals with Disabilities by governmental agencies. The event is organized by the Division of Vocational and Rehabilitation Services (DVRS). The event has been cancelled for this coming year due to a governmental hiring freeze. She said DVRS is currently assisting individuals to prepare for a general hiring event in May 2017. The actual date to be determined.

Ken said there has not been much activity. He continues to speak about the HIRE ONE initiative when he gets a chance and Ravitz Family ShopRites still seek to hire in these categories.

#### NEXT MEETING

There will be a joint meeting with the Abilities Committee on Tuesday, May 9<sup>th</sup> at 9:00am at the WDB office. The next Literacy Committee meeting is scheduled for Tuesday, June 6<sup>th</sup>, at 8:30am at the CCWDB office.

Submitted by,

*Kathleen Varallo,*

Administrative Assistant,

Camden County Workforce Development Board