



# Camden County Workforce Development Board

*Supporting the Development and Retention of a World Class Workforce*

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

## ABILITIES & LITERACY COMMITTEE MEETING MINUTES OCTOBER 10TH 2017

### ATTENDANCE – LITERACY COMMITTEE

| MEMBERS                            |   | 3-Jan | 7-Feb | 7-Mar-17 | 4-Apr-17 | 9-May-17 | 6-Jun-17 | 11-Jul-17 | 8-Aug-17 |
|------------------------------------|---|-------|-------|----------|----------|----------|----------|-----------|----------|
| <b>Brah, 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        |          |          |          |           |          |
| Dann, Carol                        | Camden County College                           | X     | X     |          | X        |          |          | X         |          |
| Kalitan, Marlyn                    | Kalitan Consulting                              | X     | X     | X        | X        | X        |          |           |          |
| Knopf, Dick                        | Marketing Professional Services                 | X     |       |          | X        | X        |          |           | X        |
| Young, Jennifer                    | Verizon   |       | X     |          |          |          | X        |           |          |
| Weaver, Thomas                     | Mayor, Clementon Borough                        |       |       |          |          |          |          | X         |          |
| Goodman, Steve                     | Volunteers of America, Del Valley               | X     |       |          |          | X        | X        | X         | X        |
| Welder, Laura                      | JEVS  | X     |       |          |          |          |          |           |          |
| Walton, Marcie                     | VOA-Face Forward                                |       |       |          |          |          |          |           |          |
| Powell, Michelle                   | Camden County College                           |       |       |          |          |          |          |           |          |
| Pryor, Regina                      | DOL-Employment and Training                     | X     | X     | X        |          |          | X        |           | X        |
| Desiderio, Daniela                 | Housing Authority, City of Camden               |       |       | X        |          |          |          |           |          |
| Naila Tanczak                      | DOS La Quinta Inn & Suites                      |       |       |          |          | X        |          |           |          |
| Holly Strobl                       | Council Women, Clementon Borough                |       |       |          |          |          |          | X         | 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   |       |       |          |          |          |          |           |          |
| Naroden, Eric                      | WDB Intern                                      |       |       |          |          |          |          |           |          |
| Debbie Friedner                    | Camden County One-Stop Career Counselor         |       | X     |          |          |          |          |           |          |
| Laurie Maguire                     | CCRC-Workforce Learning Link                    |       |       |          |          | X        |          |           |          |

### ATTENDANCE – ABILITIES COMMITTEE

| MEMBERS                  |   | 10-Jan | 7-Feb | 13-Mar               | 10-Apr | 9-May | 11-Jul | 8-Aug |
|--------------------------|---|--------|-------|----------------------|--------|-------|--------|-------|
| <b>Maggio, Jim CHAIR</b> | TFG/Judge Group   | X      |       | Snow n/m holiday n/m |        | X     | X      | X     |
| Abrams, Barbara          | Jewish Family & Children Service of Southern NJ         |        | X     |                      |        | X     | X      | X     |
| Cipolla, Joe             | Jewish Employment and Vocational Services               |        | X     |                      |        |       |        |       |
| Davis, Anthony           | Mental Services of Southwestern New Jersey              | X      | X     |                      |        |       | X      | X     |
| Deitz, Jeffery           | Division of Vocational Rehabilitation Services          |        |       |                      |        | X     |        |       |
| Farber, Dan              | Birght Lights USA                                       | X      |       |                      |        |       |        |       |
| Forman, Lois             | Bancroft  | X      |       |                      |        | X     | X      |       |
| Geoffrey, Taylor         | NJ DOL DVOP   |        |       |                      |        |       |        |       |
| Lombardo, Rick           | Target Stores   |        |       |                      |        |       |        |       |
| Lope, Krista             | NJ Division of Vocational and Rehabilitation Services   |        |       |                      |        |       |        |       |
| Lucas, Angela            | Hireability   | X      | X     |                      |        | X     | X      | X     |
| Newman, Jason            | NJ DOL DVOP   |        |       |                      |        |       |        |       |
| Pryor, Regina            | LWD Division of Workforce Operations and Business Svcs. |        | X     |                      |        |       | X      |       |
| Schwingel, Laura         | Jewish Family & Children Service of Southern NJ         |        |       |                      |        |       |        |       |
| Tumolillo, Terry         | Voice Print   |        |       |                      |        |       |        |       |
| Walton, Marcie           | VOA   |        |       |                      |        |       |        |       |
| Waltz, Julie             | ARC of Camden County                                    |        |       |                      |        |       |        |       |
| Welder, Laura            | Jewish Employment and Vocational Services               |        |       |                      |        |       |        |       |
| Swartz, Jeffrey S.       | WDB Executive Director                                  |        |       |                      |        | X     | X      | X     |
| Varallo Kathleen         | WDB Administrative Assistant                            | X      | X     |                      |        | X     | X      | X     |
| Naroden, Eric            | WDB Intern  |        |       |                      |        |       |        |       |
| Stubblefield, Lelia      | WDB Administrative Assistant                            |        |       |                      |        |       |        |       |
| Williams, Leslie         | WDB Comptroller   |        |       |                      |        |       |        |       |

## WELCOME

Ken Brahl, Literacy Chair called the meeting to order at 9:10am, welcomed attendees and asked for roundtable introductions.

He welcomed Jennifer Sosdorf, DVRS and Denise Taguwa, LWD, to the committee. Jennifer Sosdorf will be presenting at the Dispelling the Myths Event. She will do a brief presentation about State resources that are available to employers who are interested in starting inclusive hiring program.

“DISPELLING THE MYTHS” –Taking Steps Toward Inclusion in the Workplace

Location: Jewish Federation Commons Building, 1721 Springdale Road, Cherry Hill, NJ 08003

Date/Time: Friday, October 20, 2017, 8:30am-11:30am

- 8:30am – 9:00am Registration, Continental Breakfast & Exhibit Area
- 9:00-9:10 – Welcome Remarks
- 9:10-9:50 Main Speaker
- 9:55-10:05 State Resources Presentation
- 10:05-10:10 Panel Introductions
- 10:10-10:50 -Panel Discussion, Question/Answer Open Discussion
- 10:50-11:00– Hire One History and Closing Remarks
- 11:00-11:30 - Exhibit Area & Networking

- **PANELIST & PROGRAM UPDATE**

Deb Dagit is approved and confirmed as the main guest speaker of the “Dispelling the Myths” event, Deb Dagit is a sought-after consultant and speaker on the topics of Diversity and Inclusion. As Merck’s VP and CDO for almost 12 years, Deb was responsible for global equal opportunity, employee relations, recruiting, staffing diversity and inclusion. Under her leadership, the company was recognized for its exemplary work in diversity. Deb played a role in the passage of the Americans with Disabilities Act through her lobbying efforts and testified before the US Senate Health Education Labor and Pensions Committee in 2011 regarding best practices for improving employment opportunities for people with disabilities.

## PANELISTS

Ronda Cavanagh, Wawa

Gwen Ruff, Wawa

Mike McNamee, Wells Fargo

Michele McKeone, M. Ed, Digitability

Debbie Deissroth, SPHR, SHRM-SCP, Kennedy Health, Project Search.

Ken asked Jim to give the committee an update about the conference call he conducted with the speaker and panelist of the event on September 12<sup>th</sup> at the WDB Office

Jim Maggio, Abilities Chair reported that the conference call went very well. He wanted everyone on the call to know what to expect and what kinds of questions the committee was hoping to have covered or answered by the panel. He asked Deb Dagit how long she would need for her presentation. Deb said she had a visual presentation and that her talk would probably last 25-40 minutes. Jim said the panel would be introduced after

the guest speaker and each would have approximately 8-10 minutes each to address the attendees. He said they would reserve time for questions and answers following the presentations.

Jim reviewed the timing with the committees. Kathleen Varallo, WDB Administrative Assistant referred attendees at the meeting to the time scheduled printed in the Abilities Minutes, September 12<sup>th</sup>, 2017. She said that Freeholder Liaison, Jonathan Young is committed to do the welcoming remarks at the event.

The committee discussed the timing. Ken and Jim agreed on which introductions they would take on during the event. Jim asked if there were any further questions about the general lay out of the tables. Kathleen asked committee members if there were any one else committed to taking an exhibit or networking table. She said all speaker and panelists would have a table reserved for them. Jeff said we ordered a few extra tables this year. He said the overall layout would be the same as last year in the Gymnasium of the Jewish Federation Commons Building. The Soups and Sweets Culinary Training program will be providing the continental breakfast again this year. Kathleen said the panelists or participants will have reserved seating so they can enjoy their refreshments before taking their seat at the panel tables. She said the tables and chairs will be delivered no later than 3pm. The committee discussed a time to set up the tables on the night before the event. Barbara Abrams, JFCS, said the room will be empty and available any time after 3pm. Kathleen will send out an email informing volunteers about the set up schedule. Barbara asked committee members to remember to make time to stay after the event to break down the tables and stack the chairs.

The committee discussed the presentation that Jennifer Sosdorf would make about how the State DVRS could work with an employer who wanted to start an inclusive hiring program. Jennifer said she would be happy to present and she will take an exhibit table to bring along printed materials and resource guide information for employers.

Kathleen said that Debbie Deissroth, SPHR, SHRM-SCP, Jefferson/Kennedy Health, Project Search would be the last panelist to present because she will be bringing a participant from the Project Search program. Once she is finished with her presentation, she will introduce the participant and interview her about the experience of being part of the program and her job placement as a result of the training. This participant will be presented as a success story of these types of training programs that result in real job placement.

The committee asked that the list of registrants be emailed out to them. Kathleen said we have received a good response from Human Resource Managers from several local companies. She reported that 39 people have registered so far. She asked that the committee focus these next two weeks on promoting the event to their employer contacts. Kathleen also said that we have received enough sponsorship so that we may be able to have a three minute segment edited from this year's contracted videotaping. Dick Knopf asked if we will have a contact list of the registrants. Kathleen said that the sign-up sheets will be placed alphabetically at the registration table. These sheets will contain all information attendees have provided and will be asked to complete any missing contact information. This information will be added to our business invite contact list for future programs. Registrants will be asked to fill out a video/photo release form so that we can post pictures for future programs as well.

Ken suggested that we make pre-printed time cards to give panelists que when their time is running close to the allotted time. The committee also discussed have some pre-determined question prepared just in case the question and answer period is unclear. Jim said he did suggest some questions to the panelists. Kathleen referred to the Abilities Minutes, Sept. 12<sup>th</sup> where she printed those questions. Jim welcomed committee members input and asked that they prepare specific questions they might like to have answered by the panelists. He will collect these questions at the event. Jim and Ken will share the question and answer period with the speaker and panelists.

- LITERACY NEEDS ASSESSMENT UPDATE (LNA)

Ken Brahl said he and Jeffrey Swartz, WDB Executive Director are scheduled to make a presentation at the monthly Camden County Mayor's Association Meeting on Wednesday, October 18<sup>th</sup> to introduce the Literacy Needs Assessment and its findings.

- LITERACY DAY UPDATE

Ken reported that the last Literacy Committee meeting was held at the Clementon Memorial Library. Attendees walked through the library to determine the best place to set up the event. There is a community room in the lower level. The city will clear that room and clean it up in time for Literacy Day on Saturday, October 14<sup>th</sup> from 10am – 12pm. He said the Fire Department will be hosting a Fire Prevention Day in the building next door on the same day around the same time. He was pleased that this will add much bigger draw to the Literacy Day. We are set up to give free books to all children attending the event with the idea that parents will feel comfortable enough to ask or find out information about Adult Literacy services while they attend with children. Ken referred to the flyer that was produced be the Camden County Board of Freeholders. The flyer is printed in English and Spanish on its flip side. Kathleen asked Holly Strobl, Clementon Council, to deliver the flyers to the local school students in the lower grades of K -3<sup>rd</sup> grade. Holly said she would get the flyers to the schools for distribution.

Regina reported on a program called “Bags of Books” that was started by a young lady living in Camden County. Alexa Gabrielle, collects books for children. [www.bagsofbooks.org](http://www.bagsofbooks.org). At events, children are given a bag to fill as they visit the pop-up Kiosk and pick out a book/books to add or build their own home library. There is no cost for the “Bags of Books” to visit an event. Regina will be going over to the Library on Wednesday, October 11<sup>th</sup> to set up the book displays in the Library's Community Room. She received shelves for the display. The books have been separated into three reading grade levels. She said enough books have been collected to give each child five books to take home with them. All left over books and the shelves will be donated to the library. Regina said she received Spanish/English Door Hangers for the children as well.

She has also contacted Pizza Hut about their “Book It’ program. Children receive a pass book and once they have read 10 books, they bring the completed pass book to Pizza Hut and will receive a free personal pizza. The manager of the Clementon location will be attending the event. She will be there to explain the new and expanded program to parents and teachers who attend the event.

The committee discussed their roles at the event such as attending the registration table, guiding parents toward service tables and helping to distribute the books. Ken said he will be bringing the donated tables, snacks, water, juice boxes and a tent from Ravitz Family Market Shoprites. Kathleen said that PNC bank has committed to dropping off 200 math kits that include storybooks, stickers and a CD that includes games. These are printed in Spanish and English. The will also be delivering cloth carrying bags. The One-Stop will be delivering Literacy Services flyers and Carol Dann sent us an updated Literacy Resource Guide. The PNC bags will be pre-stuffed with these items and given to the parents upon registration. The children will be given the Shoprite bags to hold the books they pick out. TD Bank has delivered several donated books to the WDB office. Kathleen also said she stopped by the Literacy Volunteers office at the Camden County One-Stop. She observed that they use Adult Magazines to help their students increase literacy skills, so she asked committee members to bring any gently used magazines to the event. Maria Leonetti, age 16, is committed to read a story and sing a Spanish song to children at the event. Kathleen will set her up in the library with a PA system for performing her songs. Holly said that Rita's Water Ice will deliver 150 coupons.

Dick Knopf said he is a member with BookMates and will have many books to donate.

**BookMates** is a social justice project of the Jewish Community Relations Council and the Catholic-Jewish Commission of Southern New Jersey. Their goal is to promote literacy and help young children become independent readers. BookMates volunteers share the experience of reading one-on-one with children who are beginning readers to promote the joy of reading. Through this one-on-one time, the volunteers learn the individual interests of the children, reading according to their desires. Visit <https://jcrsnj.org/bookmates> Dick said he will be bringing brochures about BookMates and some adult books to donate to the library

Carol Dann asked if we will be collecting any data from attendees that address the findings of the Literacy Needs Assessment. The committee discussed these goals and agreed that will register adults at the event and the One-Stop will create a Literacy Needs Request Form that can be filled out at the event.

Agencies attending the event will include Literacy Volunteers, Hispanic Family Services, The Adult Basic Skills Consortium and The Camden County One-Stop Learning Link. Holly contacted High School Volunteers that will be able to provide Spanish/English translation for the entire event.

Ken thanked and excused the Abilities Committee Members. He turned the meeting over to Carol Dann to speak about the Camden County Family Day and the Integrated Education and Training Initiative. This training has existed for many years, but now the new WIOA requires that every training consortium must provide at least two IE programs per year. These programs are directed toward participants that are funded through a stream called Integrated English Language and Civic Education. (IELCE) Many years ago this program was funded so that participants could get their citizenship.

**NEXT MEETING:** The Literacy and Abilities Committee will meet jointly following the events to wrap up and discuss event follow – up. The Literacy Committee will meet at 8:30 and the Abilities Committee will join the meeting at 9:00am on Tuesday, November 14<sup>th</sup>, 2017 at the WDB office.

The

Submitted by

*Kathleen Varallo*

Administrative Assistant