



Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Robert Weil, Chair

LITERACY COMMITTEE  
MEETING MINUTES  
TUESDAY, SEPTEMBER 3, 2019  
MEETING AT WDB OFFICE, 1111 MARLKRESS ROAD, CHERRY HILL

ATTENDANCE – LITERACY COMMITTEE

MEMBERS		4-Sep-18	8-Nov-18	4-Dec-18	8-Jan-19	5-Feb-19	5-Mar-19	2-Apr-19	7-May-19	2-Jul-19	3-Sep-19
Brahl, Ken CHAIR	Ravitz Family Shoprites	X	X	X		X	X	X	X	X	X
Burnell, Mariya	TD Bank										
Ciri, Frank	Local Area Operations Director, Camden County		X		X		X		X	X	
Dann, Carol	Hopeworks Camden		X	X	X	X		X	X	X	
Daunoras, Heidi	Pine Hill School District		X	X					X		
De, Shyamoli	Camden County Library				X					X	
Doblick, Duke	Literacy Access Fund										
Druce, Jennifer	Camden County Library South County Branch		X								
Hill, Lauren Dr.	Camden County Youth One Stop		X	X	X	X	X	X		X	
Kalitan, Marilyn Vice Chair	Kalitan Consulting	X	X		X	X		X	X	X	X
Kinzy, Joanne	CCC		X	X							
Knopf, Dick	Marketing Professional Services					X		X	X		X
Levandowski, Andrea	NJ State Library					X					
Lisa, David	Camden County Library System			X		X					
Lynch, Dawn	NJLWD										
Mintz, Jackie	CCC										
Mitchell, Danielle	RobinsNest Inc					X		X	X		
Page-Soncrant, Jeanne	Business Service Rep, LWD							X	X		
Rimby, Donna	Clementon Memorial Library										
Sayles, Keith	Camden City College										X
Strobl, Holly	Council Women, Clementon Borough		X							X	
Young, Jennifer	Verizon		X	X							
Swartz, Jeffrey S.	WDB, Executive Director		X	X	X	X	X	X	X	X	
Varallo, Kathleen	WDB, Admin Assistant	X	X	X	X	X	X	X	X	X	X

WELCOME

Ken Brahl, Literacy Chair, called the meeting to order at 8:36am, welcomed attendees and asked for round table introductions. He also welcomed Keith Sayles, Dean, Camden County College, Camden City Campus.

LEARNING LINK PILOT PROGRAM.

This online pilot program is an attempt to extend skills training into other parts of the County. The satellite program allows participants to register with the One-Stop Career Center upon meeting with a Counselor by appointment at the Winslow Township Library. They may be in need of brushing up on math and reading skills. The individual is tested with the Comprehensive Adult Student Assessment Systems (CASAS) to establish their reading and math grade level. Once levels are established, the Counselor works with each individual to create a plan that can be implemented using the computers at the library. The Counselor can monitor the progress of the individual online and plan in-person check points along the way. This service is especially good for an individual preparing to qualify for a training program or GED High Set test.

Kathleen Varallo, Administrative Assistant, WDB, reported that there have been no requests for the program coming from that local area. She said that the Career Center is making a transition to the CASAS test. It is an online web based test of Adult Basic Skills. She said the transition requires a computer upgrade to the Windows 10 operating system in order to support the CASAS program. The One-Stop is in the process of identifying which computers will support the upgrade. She also said the One-Stop did renew its Memorandum of Understanding (MOU) with the County Library System. This MOU supports the partnership between the Library and the One-Stop to continue the program. The latest Learning Link flyer lists the Winslow location on the flyer. Dick Knopf, Marketing Professional Services, said many of the individuals in that local area who might need literacy services may be afraid to come forward. Ken said that economy is showing the lowest unemployment rates in years. Many people are working. When people are working they may not see a need for these types of job-readiness services. The Committee discussed the program and decided to keep promoting it wherever possible.

### LITERACY OUTREACH-NATIONAL NIGHT OUT- RECAP

National Night Outs, Clementon, Mon. Aug 5, & Pine Hill, Tues. Aug. 6, 2019

Ken said he was very pleased with the National Night Out event in Clementon. The event was held on Monday, August 5<sup>th</sup>, at 49 Garfield Ave. Clementon, at the sports field from 6-8pm. He attended the event with Jeffrey Swartz, Executive Director, WDB, and Holly Stobl, Councilwoman, Clementon. He said Holly had a table set up and waiting for us. Flyers displayed at the table included the Family Literacy Day at the Clementon Library, the Learning Link flyer, the County Literacy Services Guide, that the committee compiled and the Atlantic City Electric Training Initiative flyer. Ken said they also handed out the PNC' Growing Up Great Math Kits to younger children in attendance. Ken also said that Holly finalized the date for the Family Literacy Day at the Clementon Memorial Library. It will be planned for Saturday, October 12<sup>th</sup> 11:00am-1:00pm. Kathleen said she was able to add the date on the flyers that were given out on the August 6<sup>th</sup>.

Kathleen reported she attended the National Night Out at Overbrook High School on Tuesday, August 6<sup>th</sup> along with Jeff, Leslie Williams, Comptroller, WDB, Frank Ciri, Local Area Operation Director, Holly Stobl and Heidi Denouras, Pine Hill Schools. There were many county supportive services in attendance. She said there must have been a few thousand people in attendance. We ran out of all of the same printed materials and gave away the rest of the PNC math kits. She said the Pine Hill Police Department posted lots of great pictures on their Facebook page. Those pictures can be viewed on their page at the following link:

<https://www.facebook.com/PineHillBoroughPoliceDepartment/>

### FOCUSED OUTREACH EVENTS

Ken reviewed dates to promote the services of the One-Stop Career Center, the Literacy Services Guide, and the Learning Link Pilot Program. These were events that were discussed at last month's meeting as follows:

- Trades Career Day with Parents and Students (TBA in association with the BSR Team)
- Attend Collingswood Book Fair, Sat., Oct. 5, 2019
- Family Literacy Day & Fire Prevention Day at Clementon Library (TBA)
- An Event at Lindenwold Library (Meeting or Event for Family or Adults)

The Committee discussed the events. Marlyn Kalitan, Vice Chair, said that it would be difficult to have committee members volunteer for an entire day at the Collingswood Book fair. She asked if the committee was registered. Kathleen said not yet and she and Jeff will not be able to attend. All agreed that it was too close to the Clementon date and they would rather build on the Family Literacy Day. Marlyn said it really grew in attendance in its second year. Kathleen said that she will contact the Branch manager at the Lindenwold library to set up a meeting or visit. Ken asked Kathleen to make sure that all meeting dates and event dates are sent to the committee as a calendar invite. Kathleen said she would also send out a follow-up email for the events and meetings. Kathleen said that when the Literacy Committee met with the Mayors in the southern county, they seemed very interested in the program. Since this free training is being offered by the WDB, Jeff had asked that the information be included at all WDB outreach events.

The Committee also discussed the Literacy Needs Assessment (LNA) update. This update would be added as an addendum to the LNA. Kathleen asked committee members to send her some of their thoughts about the achievements made as a result of introducing the LNA in an email and she would draft the update.

Ken asked Keith Sayles to give the committee an update about the Camden City Campus. Keith said that he has completed his first year as Dean of the city campus. He moved here from St. Louis, Illinois.

The Camden Campus lies at the heart of the Camden City University District, which is within close proximity to Philadelphia and universities such as Rowan and Rutgers-Camden. Additionally, students at the Camden Campus access great programs and strong support services. Students can complete a Liberal Arts, Pre-nursing or Psychology associate degrees in Camden, as well as a certificate in medical coding and a medical assistance. He said the campus now offers 7 degree programs.

Camden County College's Adult Basic Skills Program for high school equivalency certificate exam preparation (formerly called GED) has been proudly serving New Jersey residents since 2008. We offer a unique academic program with qualified and caring instructors.

Our comprehensive program is customized to meet the needs of each individual as they prepare for the HiSet high school equivalency exam. ABS students will take courses in reading, writing, science, social studies and math. They will also use online independent study programs and take practice HiSet tests. When students pass all 5 sections of the HiSet exam, they will receive a New Jersey State issued High School Diploma. Keith said the ABS program will begin soon. There are 40 Spaces available for each session. The next information session is scheduled for Tuesday, October 22, 2019. For more information about the Camden Campus, please contact (856) 338-1817.

NEXT MEETING: The Literacy Committee will meet on Tuesday, October 1 2019 at 8:30am at the WDB Office, 1111, Marlkrass Road, Cherry Hill, 08003.

Submitted by

*Kathleen Varallo,*

Administrative Assistant