



Supporting the Development and Retention of a World Class Workforce

Jeffrey S. Swartz, Executive Director

Matthew Verney, Board Chair

**LITERACY COMMITTEE
MEETING MINUTES
TUESDAY, OCTOBER 4, 2022
ZOOM MEETING**

ATTENDANCE

COMMITTEE INFORMATION AND ATTENDANCE								
NAME	ORGANIZATION	TRUSTEE MEMBER	1-Mar-22	5-Apr-22	3-May-22	14-Jun-22	5-Jul-22	6-Sep-22
Brahl, Ken CHAIR	Ravitz Family ShopRites	X	X	X	X	X	X	X
Beach, Patti	Goodwill		X	X	X	X	X	X
Chisolm, Victoria	Literacy Volunteers of America					X		
Cirii, Frank	Camden County One Stop	X		X	X	X		
Dann, Carol	HopeWorks Camden			X		X		
Daunoras, Heidi	Pine Hill School District		X	X	X	X	X	
Druce, Jennifer	Camden County Library							
Egrie, Gabrielle	Watermark Communities				X	X		
Fithian, Danielle	Goodwill							
Fugee, Antoinette	Center for Family Services, Inc.							
Hill, Lauren Dr.	Camden County College		X	X	X	X		
Kalitan, Marlyn Vice Chair	Kalitan Consulting	X	X	X	X	X	X	X
Knopf, Dick	Marketing Professional Services			X	X	X	X	X
Mauro, Jennifer	Goodwill				X		X	X
McKelvey, Christopher	Councilman, Clementon Borough		X	X	X	X		
Mitchell, Danielle	RobinsNest Inc							
Norman, Tahja	Orchards Family Success Center				X			
Rutzler, Eugene	Literacy Needs Assessment Intern			X	X	X	X	X
Sinclair, Nidia	Camden County One-Stop				X			
Soira, Lizette	Orchards Family Success Center		X					
Strobl, Holly	Councilwoman, Clementon Borough							
Young, Jennifer	Verizon		X	X	X	X		
Levitt, Alex	WDB		X	X	X	X	X	X
Swartz, Jeffrey S.	WDB		X	X	X	X	X	X
Vaughn, Debra	WDB		X		X			X

WELCOME

Ken Brahl, Chair, opened the meeting at 8:32am, greeting the attendees and asked for a motion to approve the minutes for the September 6, 2022 meeting. There was no committee meeting in August. Dick Knopf made the motion, seconded by Heidi Daunoras. By unanimous vote to the affirmative, the motion carried, and the minutes for September 6, 2022 were approved.

LITERACY NEEDS ASSESSMENT (LNA)

Carol Dann stated that the HopeWorks GIS Department (Graphic Information System) has been extremely busy, and recently earned a contract with Pinelands Preservation Alliance. She met with the GIS department head and Dan Rhoton, Executive Director, and HopeWorks instructor, Paul Caris, has been sub-contracted for the LNA map project. Paul reviewed the data Eugene provided and estimated it will take him 30-40 hours for the maps to be created and added to the LNA. HopeWorks will provide his compensation.

Carol stated she currently is about halfway through her edits of the draft. Jeff Swartz asked if the edits and addition of maps to the LNA will be completed in time for presentation to the Board during the December quarterly meeting, to which Carol responded that it was possible and she will try to have the map project and edited narrative completed by the November committee meeting. Ken stated he will prepare a PowerPoint presentation and check with Carol for the updates to the LNA draft in early November. Jeff

commented he would like to see the Literacy Needs Assessment shared in a meeting at a Mayor's Association dinner in early 2023.

Carol cautioned that the LNA may not look drastically different in terms of improvement. Heidi Danouras added that, because of the pandemic, even the smallest incremental gains are still movement in a positive direction and maintaining status quo is still a positive. Carol suggested listing literacy programs that are not federally funded in the LNA. Ken commented the LNA should be a working document and addendums can be included to provide the information of successful literacy programs in the area that are not federally funded.

RETENTION & UPSKILLING

Ken Brahl, Committee Chair

The ShopRite IWT(Incumbent Worker Training) cohort and their Supermarket Management Certification (SMC) program are both going well. The SMC program is one year of college with 10 courses offered through Camden County College that will culminate with a certificate for each of two levels. Enrolled ShopRite employees earn college credit and are paid to go to class. Ken mentioned that he would like information on increasing digital skills for new employees and the older workforce who are not familiar with computers. Jennifer Mauro commented that Goodwill offers digital skills training virtually, in Stratford, and at other locations.

Frank Cirii, Camden County One-Stop Career Center, Local Area Operations Director

Goodwill is looking to participate in the IWT Program (Incumbent Worker Training) and a promising prospect for the next cohort.

Jeff Swartz, Workforce Development Board

SkillUp offers a variety of courses that are available for county residents through the One-Stop.

ONE-STOP & LEARNING LINK UPDATES

Frank Cirii, Camden County One-Stop Career Center, Local Area Operations Director

The Learning Link now offers HiSET testing by appointment. Paraprofessional staff has been cross trained to proctor as needed. The installation for the GED required hardware is the last step in beginning the testing. Patti Beach noted that HiSET is changing ownership and Goodwill's testing dates were blocked out without any notification, with students unable to register at this time. Frank commented that last week, the One-Stop received last minute notice of a mandatory training, but they had not been told there was a testing issue.

The Chromebook Loaner Program is expected to launch before November 1st. The equipment is targeted for use by SNAP/TANFF/GA clients and will be available for check-out at the One-Stop and at a designated branch of the Camden County Library, with a referral from the Board of Social Services or a One-Stop partner.

A funded outreach campaign will soon commence to let the public know about the services available at the One-Stop. The \$60,000 campaign includes bus wraps, advertisements on PATCO Speedline, radio, social media and in print over the next 60 to 90 days. All advertisements will include the One-Stop's QR code to direct customers directly to their website for information.

COMMITTEE UPDATES/COMMENTS

Jeff Swartz, Workforce Development Board

Jeff spoke with Clementon's Mayor and he is receptive to any event with the library. Jeff suggested coordinating an event with the Clementon Fire Hall's open house. Ken stated an event could be planned for the Spring and he definitely wants to host another job fair in Clementon.

Marlyn Kalitan, Kalitan Consulting Services

Marlyn Kalitan suggested a literacy event at the Winslow Library. Jeff Swartz commented that Winslow is part of the county library system but it would not be difficult to coordinate an event with Linda Devlin's office. Jennifer Mauro noted Winslow is hosting a job fair at their high school and she will obtain information about the event. Heidi Danouras added that the Winslow job fair on October 22nd will be held at the municipal building. The Winslow Township High School Career and Trade Expo will be held on October 28th.

ADJOURNMENT

The next quarterly board meeting will be held in person at Camden County College on December 14, 2022. Breakfast will be provided.

Ken asked for a motion to adjourn the meeting. A motion was made by Patti Beach, seconded by Frank Cirii. By unanimous vote to the affirmative, the motion carried, and the meeting adjourned at 9:37am.

NEXT MEETING

The next Literacy Committee meeting will be held Tuesday, December 6, 2022, at 8:30am via Zoom. Meeting materials and Zoom conferencing information will be distributed prior to the meeting.

Submitted by:
Debra Vaughn
Administrative Assistant to the Executive Director