



**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  
 JUNE, 07 2016

ATTENDANCE

Members		Meeting Dates											
		7-Jul	4-Aug	1-Sep	6-Oct	3-Nov	1-Dec	5-Jan	2-Feb	3-Mar	5-Apr	10-May	7-Jun
<b>Brahl, Ken CHAIR</b>	Ravitz Family Shoprites	X	X	X	X	X	X	X	X	X	X	X	X
Abrams, Barbara	Jewish Family & Children Service of Southern	X								X		X	X
Beach, Patti	Camden County One-Stop	X	X	X	X		X	X	X	X	X		
Biondi, John	IBEW		X	X									
Bowman, Cynthia	ShopRite Stores												
Cleveland, Jennifer	Burlington County Title II Consortium									X		X	X
Dann, Carol	Camden County College		X	X	X	X	X	X	X		X	X	
Hicks, Rosemari	RHC Consulting	X											
Kalitan, Marlyn	Kalitan Consulting	X	X	X		X	X	X	X	X	X	X	X
Knopf, Dick	Marketing Professional Services			X		X	X		X			X	X
Rogers Sharons	Rowan College at Burlington County											X	
Schmoll, Harry	Retired Attorney		X	X	X								
Shaw, Frank	Camden County One-Stop												
Sinicki, Stanley	NJ Dept of Labor	X											
Weir, Barbara	Burlington County WIB				X								
Young, Jennifer	Verizon		X	X					X		X		
Swartz, Jeffrey S., Exec. Director	WDB	X	X	X	X	X		X		X	X	X	
Cruz, Wanda	WDB	X	X	X	X	X	X						
Primas, Theo	WDB												
Stubblefield, Lelia	WDB							X	X	X	X	X	X
Naroden, Eric	WDB Intern			X	X	X	X	X	X		X		X
Varallo, Kathleen	WDB												X
Williams, Leslie J	WDB								X				

WELCOME

Chair Ken Brahl, called the meeting to order, welcomed attendees and asked for roundtable introductions. Introduced Kathleen Varallo, new CCWDB Administrative Assistant. Ken announced lots of information to be covered including Eric Naroden’s latest draft of the Literacy Needs Assessment. (LNA).

• HIRE-ONE AND DISPELLING THE MYTHS: HIRING PERSONS WITH AUTISM EVENT

Ken announced important additions to the speaker panel. Dick Knopf booked Peg Monahan, Director of SAP as a panelist for the Hire-One event.

Dick was pleased to be the point of contact for Peg Monahan. Dick confirmed Manahan as a panelist/speaker and big draw to the event. SAP (www.SAP.com) is a software and technology company with 20-50,000 employees worldwide. Monahan started an “Autism to Work” program during her internship or fellowship there and now has 17 employees working at the Newtown Square office location.

Ken and others will be on vacation for the July 5<sup>th</sup> meeting so he suggested another joint meeting with the Abilities Committee. The July 5<sup>th</sup> meeting will be moved to July 12<sup>th</sup> at 9am and will be held jointly with the Abilities Committee.

- **RETAIL MANAGEMENT COURSE UPDATE (RMC)**

The Retail Management Course is currently a one year certificate program. Ken met with Margo Venable, Dean at Camden County College to see if they will incorporate the Retail Management Course in to their curriculum. He is also meeting with Rowan CCC about offering the RMC there. Rowan has a 2yr Retail Management Course that awards an Associate's Degree. Ken is working with Wilmington College as well. Ken said he will, as opportunities arise, urge other local colleges to match up certain aspects of the program. Ken said his next step is to go to Rutgers. He will be looking at setting up meetings after graduation. Ken approached the Department of Labor (DOL) to get the RMC program recognized on their industry valued credentials list. Barbara asked how many credits the RMC course earn? Ken said RMC is a 24 credit course. He wondered if the course can roll over into a business major. Eric said there is a website set up to check reciprocal credits.

- **LITERACY NEEDS ASSESSMENT UPDATE (LNA)**

Eric presented his latest draft of the LNA to the Committee. He will be adding table of contents, footnotes and citations. Beginning with the definition of Literacy, Ken asked if there is a specific WIOA or government definition for Literacy or a skill level they look for. Eric spoke to Carol Dann, Coordinator of the Adult Basic Ed at Camden County College about the definition. There is no specific definition of Literacy. Eric will contact Carol Dann and Jeff Swartz for further input and research the official Literacy definition a bit further before publishing this document.

Eric identified the Camden County communities at risk and the 4 key indicators. The indicators serve as insight into potential risk factors of communities struggling with Literacy, current employment and future employment. The four indicators were; 1. Graduation rates. 2. Percentages of households that speak languages other than English at home. 3. Household poverty rates. 4. Percentages of residents without a high school diploma or GED. Barbara asked that percentages from census data be added to the plan. Eric added that one of the goals for the LNA, being developed, is to help the CCWDB better appropriate funds and oversee the administration of current training programs

The committee discussed key points and concerns discovered by the LNA including those communities where students are graduating under the state average. Eric noted that it is impossible to get a realistic percentage rate from Charter Schools so they may not be included in the national average-20.7%.

Local maps, contained within the plan, divide areas into two focus indication areas "concerning and "very concerning." Jeff Dietz asked that the maps, presented in the plan, be expanded to a full page presentation. Ken suggested the local towns be shown on the maps as well as Townships (already noted). Ken asked that another map be added to show populations. The committee discussed needs areas, citing that the LNA shows Pennsauken as being an underserved community. Ken suggested some research be done as to locations of Literacy Training Programs in each community and note in the LNA.

Ken asked about responses to Employer survey sent out by the Literacy Committee. He suggested that the plan include a paragraph that addresses Employer concerns and how literacy issues effect employee productivity.

Dick and Marlyn agreed to proof read, re-work some of the verbiage in the LNA and return any changes to Eric. Eric will make the changes and send the LNA back to the CCWDB for digital distribution to the committee. A final review of the plan will be made at the August Literacy committee meeting. Ken is going to create a Power Point presentation and hopes to present the LNA at the WDB Quarterly Board meeting in September.

The Committee congratulated Eric's efforts.

Ken stated that this assessment has been long discussed and needed. The finished LNA plan will become a working document that could be used for Literacy Program Grants. Dick's thoughts were that the plan could be used to re-orient the whole literacy training effort.

- **OPEN DISCUSSION**

Barbara announced that Kennedy Hospital in Cherry Hill has agreed to partner and host the DVR Jewish Family Service one year program where students with disabilities get to work in many of the areas in the hospital. There is a high job placement record for the program.

The committee discussed issues with the proposed \$15.00 per hour minimum wage increase and how it may affect people with disabilities.

Ken informed members that both committees will meet in July to give updates on the Hire-One event. The meeting adjourned at 10:05 am.

#### **NEXT MEETING**

The next Literacy Committee meeting is scheduled for Tuesday, July 12, 2016, 9:00am at the CCWDB office. This will be a joint meeting with the Abilities Committee.

Submitted by,  
Kathleen Varallo  
Administrative Assistant  
Camden County Workforce Development Board