



**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  
FEBRUARY 2, 2016**

**ATTENDANCE**

Members		Meeting Dates							
		7-Jul	4-Aug	1-Sep	6-Oct	3-Nov	1-Dec	5-Jan	2-Feb
<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							
Beach, Patti	Camden County One-Stop	X	X	X	X		X	X	X
Biondi, John	IBEW		X	X					
Bowman, Cynthia	ShopRite Stores								
Dann, Carol	Camden County College		X	X	X	X	X	X	X
Hicks, Rosemari	RHC Consulting	X							
Kalitan, Marlyn	Kalitan Consulting	X	X	X		X	X	X	X
Knopf, Dick	Marketing Professional Services			X		X	X		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
Swartz, Jeffrey S., Exec. Director	WDB	X	X	X	X	X		X	
Cruz, Wanda	WDB	X	X	X	X	X	X		
Primas, Theo	WDB								
Stubblefield, Lelia	WDB							X	X
Naroden, Eric	WDB Intern			X	X	X	X	X	X
Williams, Leslie J	WDB								X

**WELCOME**

Chair Ken Brahl, called the meeting to order at 8:38 a.m. and welcomed attendees.

**LITERACY SERVICE GUIDE UPDATE**

- The committee reviewed the Literacy Service Guide and the guide is ready for printing.
- Ken thanked Leslie Williams for making additional changes to the Literacy Service Guide.
- Camden County Workforce Development Board (CCWDB) will print five hundred (500) copies of the Literacy Service Guide.
- Committee members will assist in distributing the Literacy Service Guide in the community.
- Ken informed the committee that Frank Shaw has retired. Patty Beach is the new contact person, which she is listed in the Literacy Service Guide.

### Literacy Needs Assessment Survey Update-Eric Naroden

Eric informed the committee that he has created the Literacy Needs Assessment tentative timeline for the survey. The tentative timeline is listed as follow:

- The survey will be emailed to businesses on February 2, 2016.
- The rough draft of the survey will be completed without including the information from the survey by February 8, 2016.
- Responses received from the survey will be analyze and completed by the end of February.
- Survey data received from the month of February will be presented to the committee at next scheduled meeting in March.
- The second draft of the survey will be completed by Mid-March.
- The final assessment of the survey is complete and is ready for release on April 5, 2016.

Eric also added he received feedback from committee members from the survey trial test and made changes. The survey will be emailed to employers from the 50 plus employers list. However, the list contains the employer's web addresses and does not include the employer's email addresses. Leslie suggested that the 50 plus employers list be divided among members to obtain employers email.

Dick Knoff asked was the Literacy Service Guide (LSG) going to be publicized e.g. newspapers, social media or though the county. Ken stated the finalized Assessment is the most important part and the committee will present the final assessment to the community. Marlyn added, the County sends a County News email and suggested the committee announce the LSG in the County News. Ken stated, a linked should be added to the announcement, which will direct employers to the survey. Ken also indicated that the survey will be publicized on LinkedIn, Camden County Workforce Development Board website and Facebook.

Carol Dann asked what is considered a business for the purpose of the survey. Is Camden County College considered a business? Previously, the committee discussed that colleges would not be part of the survey. Private sectors were only to be included in the survey. Ken said some questions the committee is asking employers are- 1) Is Literacy important in a business? 2) Is Literacy a factor in the employers hiring? And 3) what level of services are the employers looking to obtain? Ken stated he does not see why colleges cannot provide responses to the survey as a private sector employer. Jennifer Young added, every employer should have the opportunity to answer the questions on the survey. Leslie suggested the committee capture all the data from the survey and determine what can be used in the survey.

Ken informed the committee that he will present the data to the Executive Committee and speak on the preliminary finding of the Need Assessment numbers. Ken also will present a PowerPoint presentation based on the data collected and the Literacy program at the CCWDB Quarterly Board meeting.

### Adult Basic Skill/High School Completion Update

Carol Dann informed members that she received an email from Freeholder Rodriguez. Freeholder Rodriguez has identified twelve people within the community who have interest in having a high school diploma in Spanish. Carol stated Freeholder Rodriguez will continue to work on a Spanish version for the General Equivalency Diploma (G.E.D). Leslie added that CCWDB is planning to schedule a meeting with Freeholder Rodriguez on how to move the Spanish version forward.

Ken provided an update on a program Shoprite has in regards to a math test they provide to new employees. Ken stated, seven (7) years ago in 2009 the Committee discussed capturing people who have low skills. Ken said if a person is having trouble with math, he or she may be having trouble with Literacy. Ken further stated the math test for employment is a fourth grade test, which consists of ten (10) questions; three addition, three subtraction, two multiplication and two division problems. If a person fails the math test, a letter is created to provide him or her skills training at the One-Stop Career Center. Once the person completes the skill training he or she has the opportunity to return to the employer and complete the interviewing process.

Ken indicated in 2009 there were 6327 interviews. Out of those interviews, 5414 have passed. Out of 5116, 856 individuals have failed the math test, which is 17% overall. Out of the 856, 136 went to the One-Stop training program. 120 returned back to the employer (Shoprite) and obtained a job.

Leslie asked can this method be extended to other employers.

Jennifer said at Verizon, they have an intensive pre-employment testing. Their pre-employment testing is completed before the interviewing process. The work that her company provides requires a different type of skill set depending on the individual job (e.g. call centers, customer service requires ethnical). Jennifer added, literacy skills development is a great tool WDB and Camden County provides to get people prepared for the workforce.

Marlyn suggested presenting the Literacy Guide to individuals at the interview process who are unsuccessful of passing the test. Marlyn said, the interviewees have the opportunity to find out about what is available to them. Leslie added, individuals who did not obtain employment can electronically receive an email or a pop-up message informing the applicant of training presented in the Literacy Guide. Jennifer also mentioned, invite the applicant to return to the employer and reapply.

Carol stated, once the responses are received from the survey and employers who respond yes to Literacy needs, should be sent a link to Camden County website. Eric stated employers who complete the survey receive a thank you message to which a link can be added directing the employers to the website. Leslie added the link will be on the CCWDB website as well.

Jennifer asked members are individuals who provide the services in the Literacy Brochure are mostly volunteers? Carol stated, services provided by the organizations are paid staff with a bachelor degree and teaching experiences. The organizations listed in the brochure have literacy volunteers and they are always looking for more help.

Dick stated he can hand deliver the brochure to several schools. Carol informed Dick that he has to request permission to distribute the brochures at the schools. Carol also suggested distributing the brochures to Camden City Hall, Charter Schools and Family Success Centers instead of going through the Board of Education. Marlyn added, she will deliver brochures to the Cherry Hill Library.

Leslie informed the committee that Jeff is meeting with a representative from the Camden County Library System regarding Literacy.

Jennifer stated, many of the districts have parent councils and suggested working with the Superintendents would be helpful. Jennifer also stated that Camden County should provide a Spanish version of the brochure.

Carol asked Jennifer does she have any suggestions, other methods on how Camden County can distribute the brochures without incurring cost. Jennifer suggested sending the brochure electronically to minimize the printing and ask organizations to distribute the brochures electronically. Jennifer stated, whether it's through a newspaper or hyper-link on the website, it will minimize the incurring cost to print. Jennifer asked to transmit the Literacy Guide to her office electronically.

Ken informed the committee that Leslie will be working on getting the brochure advertised on the website. At the next meeting the committee will discuss where to publicize the brochure, how to distribute the brochure in addition to the printed copies. Ken also reiterated the Literacy committee goals.

### Literacy 2016 Goals

The Literacy committee's overall objective is create an awareness of the literacy problem of people in the community who are twenty-five years and older AND services CCWDB and the One-Stop Career Center offer.

The committee's specific goals include:

- Completion of survey
- Distribute brochures
- Outline a process to address townships who have literacy problems
- Reach out to communities, e.g., mayors and superintendents
- Hire One Event
- Presentation at a Quarterly Board Meeting (Need Assessment data)

### Next Meeting

The next Literacy Committee meeting is scheduled for Tuesday, March 1, 2016 at 8:30 a.m. at the WDB office.

Submitted by,

*Lelia Stubblefield*

Administrative Assistant