



**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
MARCH 1, 2016**

ATTENDANCE

	Members	Meeting Dates									
		7-Jul	4-Aug	1-Sep	6-Oct	3-Nov	1-Dec	5-Jan	2-Feb	3-Mar	
Brahl, Ken CHAIR	Ravitz Family Shoprites	X	X	X	X	X	X	X	X	X	X
Abrams, Barbara	Jewish Family & Children Service of Southern	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										
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	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		
Guest											
Cleveland, Jennifer	Burlington County Title II Consortium										X
Swartz, Jeffrey S., Exec. Director	WDB	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	
Naroden, Eric	WDB Intern			X	X	X	X	X	X	X	
Williams, Leslie J	WDB										X

WELCOME

Chair Ken Brahl, called the meeting to order and welcomed attendees.

LITERACY SERVICE GUIDE UPDATE

- The Literacy Service Guide is complete.
- Ken thanked each committee members for their contribution 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. e. g. email Township, municipalities and Boys and Girls Club.

Jeff informed members that he met with Linda Devlin –Camden County Library Director and Rosemary Scalse –Head of Adult Services from the Library System. Jeff told members that the Library System provides services regarding Literacy and CCWDB will partner with them.

Literacy Needs Assessment Survey Update

Jeff informed members that he spoke with Eric and that Eric will complete the Literacy Needs Assessment Survey. Jeff added that CCWDB researched 120 employer email addresses and will send the survey to each employer. Once responses are received, Eric will create a document and/or graphs from the data collected. Jeff also added that the survey consists of ten (10) questions and the target response rate should be 50% of the one hundred and twenty (120) businesses that will be emailed the survey.

Marlyn Kalitan informed members that she is involved in a Human Resources Group for Burlington and Camden Counties. She asked do the businesses responding to the survey have to be Camden County businesses. Marilyn said she could request that the survey be sent to the member companies represented in the group. Jeff stated that literacy exist not only in Camden City but several other towns within Camden County.

Ken mentioned that the survey is a small portion of the study and at the next meeting he would like to have the preliminary data from the research. Ken also told members that he will present a PowerPoint presentation, based on the data collected, to the CCWDB members at the next Quarterly Board meeting. The data will guide the Literacy committee over the next six months to a year on where the committee should focus its efforts regarding county-wide literacy and ESL issues. Ken added, the committee will assist with the completion of the Literacy Needs Assessment research. Jeff will contact Eric regarding the data.

Prior to moving on to the next discussion topic, Marlyn told the committee about Mr. Juan Luna from Hard to Hire. The organization is located in Camden and has entrepreneurship, prison re-entry programs and training for individuals diagnosed with mental health challenges. Marlyn gave Jeff Mr. Luna's business card as a possible contact for training needs.

Adult Basic Skills/High School Completion Update

Jeff informed members that the High School Equivalency Test (HiSET) will now be offered in Spanish. Carol Dann has been coordinating the Spanish HiSET through Camden County College. Jeff also mention that Camden County failed in the area of Youth Attainment Degree by four slots. Jeff expressed to the committee that this performance measure will be met this year. Jeff also added that the test will not be offered in other languages, only in English and Spanish. Jeff said the goal is for individuals to take the test in Spanish and have English as a second language as part of the curriculum.

Ken asked Jennifer Cleveland who works for Rowan College at Burlington County, does Burlington County offer the HiSET in Spanish. Jennifer replied, Burlington County only offered the Test Assessing Secondary Completion (TASC) and HiSET in English.

Open Discussions

Jennifer Cleveland is from Rowan College at Burlington County and has been with the Burlington County (BC) Title II Consortium for two years. Burlington County consortium partners are Literacy Volunteers of Burlington County, Bordentown Regional School District and Rowan College of Burlington County. Jennifer informed the committee that the County Library is providing services for the Willingboro Adult Education program. She also added that Rowan College at Burlington County has implemented a "College Career Readiness Program" and has partnered with local businesses to help students gain employment. Jennifer also said that in 2015 sixty-five (65) adults completed the Adult Education Program and obtain a diploma. However, the cost of the HiSET has been an issue in Burlington County. Patty and Jeff added from Camden County over one hundred students have graduated and have obtained a degree. Jeff also mentioned that the cost to take the HiSET has increased, which has been a barrier for some students. Jeff said another barrier was the testing sites. The HiSET was not offered at several locations and was a contributing factor to Camden

County not reaching their numbers. Jeff said another challenge for students was individuals taking the test on a computer instead of using paper and a pencil to take the test.

Ken informed Jennifer that the Ravitz Foundation of ShopRite has a grant for Camden County College to split the cost of the test. Ken said students will pay half the cost of the test and receive a grant from the College Foundation for the remaining portion. Ken added that there are three ShopRite stores in Burlington County and he can forward the information to the foundation once received from Jennifer.

Barbara Abrams informed members that the Abilities Committee has an upcoming event scheduled for June 3, 2016. "Dispelling the Myths: Hiring persons with Autisms". The event will be a panel discussion, which will consist of a Psychologist to speak on Autism, provider agencies, and a current employee who has been hired. The event will be held at the Jewish Federation Annex Building, 1721 Springdale Road in Cherry Hill, NJ from 9:30 a.m.-11:00 a.m. A flyer will be created to be distributed in the community. Jeff added, Camden County wants to create an awareness of this population that is under served and will invite companies in the, Financial, Insurance, and Real Estate sectors and other sectors to the presentation. Jeff also mentioned that the Literacy Committee can partner with the Abilities Committee for the event. Barbara also told members that a new project is coming to Camden County, North, and Central Jersey called "Project Search". Project Search is a national program that was created eighteen years ago out of the Children Hospital of Cincinnati. This program has five partnering agencies, which consist of DVR, DDD, a large employer, a school district and service providers. The program is for one year during the student's last year of high school (the 21st year for students with special needs). During the last transitional year, students will go to a business to learn work readiness skills instead of attending their high school. Each student will start their internship, four hours a day at one of the departments at the business. Barbara said that three internships will be offered throughout the year and at the end of the year each student would have completed two hundred (200) hours of skill building training. Young Adults with autism will have high tech jobs that require precisions e.g. sterilizing equipment, lab tests and records. The Project Search Program is in forty (40) states and has one hundred and fifty sites around the country and internationally. Barbara said that she is on the steering committee and the program will launch September, 2016 with ten (10) students.

Literacy 2016 Goals

The Literary committee's overall objective is to create an awareness of the literacy problem of people in the community who are twenty-five years and older AND make people aware of the 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, April 5, 2016 at 8:30 a.m. at the WDB office.

Submitted by,

Leticia Subblefield

Administrative Assistant