



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
 APRIL 5, 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	
Brahl, Ken CHAIR	Ravitz Family Shoprites	X	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											
Cleveland, Jennifer	Burlington County Title II Consortium									X		
Dann, Carol	Camden County College		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
Knopf, Dick	Marketing Professional Services			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
Cruz, Wanda	WDB	X	X	X	X	X	X					
Primas, Theo	WDB											
Stubblefield, Lelia	WDB							X	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, welcomed attendees and asked for roundtable introductions.

Ken informed members that the Literacy Brochure is complete. The next goal is to discuss and plan the Hire-One event, which is to encourage employers to hire one (e.g. veterans, previous incarcerated and disabilities individuals). This event will honor employers who have hired one.

LITERACY NEEDS ASSESSMENT SURVEY UPDATE- ERIC NARODEN

Eric distributed to members the first draft of the Literacy Needs Assessment. He also distributed how the maps and statistics for Camden County will be formatted. The maps will include key indicators, which will identify household poverty rates, English spoken as a second language, percentage of population without a GED or diploma, and graduation rates. The committee discussed the Literacy Need Assessment draft and

provided Eric with comments and additional information to be included in the assessment (e.g. additional maps with patterns/map overlay/color). The committee will receive the completed maps at the next meeting. Lelia will email the Literacy Needs Assessment draft for review to members for additional feedback. Ken said once the research begin, he realized it was not a Camden City problem, it was a problem throughout the county. Ken asked what do we have to accomplish and what we will accomplish with the Needs Assessment as a committee. Carol told members on the outline in addition to looking at the data and the business information, there was a component about barriers to literacy regarding perceptive students. Carol said the data would be obtainable. The question is, how can we get the information accessible to high risk areas. Carol stated the committee had discussed previously if we had unlimited resources how would we use those unlimited resources. Carol added, does this frame how the consortiums have been using the resources and does it frame the resources differently. Carol said out of the 7 programs 5 of the programs are in Camden. Jeff said the goal and objective of the committee was to formulate the Needs Assessment to create awareness of the Literacy issue in the county and substantiate it with documentation. Jeff also said the Needs Assessment is to create awareness of the services Camden County offers at the One-Stop particularly in regards to literacy and create awareness of our incumbent workforce as well as the customers we serve at the One-Stop who have literacy issues. The awareness will inform them of available resources to help with literacy issues.

Jennifer mentioned individuals who visit the One-Stop, English is their second Language but have high skills and need assistance in obtaining work due to their English as being a barrier, Jennifer asked are there programs available for that population. Jeff said programs are available. Jeff also said Freeholder Rodriguez knows several people who have master degrees and other degrees from their country that are working in low occupations. Jeff said he, Carol and Freeholder Rodriguez are working on offering the HISET in Spanish. South Jersey will be the only county that offers the test in Spanish. Sharon asked if they are coming from another country with a masters or post-secondary degree, why Camden County College is not looking at the international equivalency of the credits they have taken in their country and offer them the higher degree instead of receiving a high school diploma. Carol explained what the College offers and said Freeholder Rodriguez is focusing on people who are fluent in their language to see if they can obtain a high school diploma rather than going through the HISET. The committee also discussed offering the HISET in other languages. Carol said we are offering the HISET in Spanish as a pilot test and will include ESL as a component. Jeff mentioned 42% of Hispanics are in the county. If the pilot test goes well in Spanish, Jeff suggested offering the HISET in other languages as well. Jeff added, Freeholder Rodriguez has funds available to assist with the program. Sharon mentioned students at Burlington College who are registered in their program and need ESL, Adult Basic Education and HISET, the process can take 2 to 2 ½ years. Marlyn told members in Camden, in order for students to be taught English, parents have to sign an authorization form to teach their child English. A large number of parents refuse to give authorization.

The committee also discussed employers being surveyed to see if the employer will accept the document as a pathway to employment. Jennifer said the goal is to broaden employment opportunities.

Eric informed members CCWDB did not receive a large number of responses from the survey. Jeff told members the survey was emailed to 120 employers and CCWDB board members. A small amount of responses were received. Marlyn told members she emailed the survey to Tri-State division of SHRM, a large human

resource group. They will send the survey to their members and asked CCWDB to share the results. Ken suggested to resend the survey to employers. Carol suggested to send the survey from Ken as the chairperson to see if businesses would respond. Lelia will email Ken the list of employers who have responded to the survey. Ken will forward the survey to companies who have not responded. Ken also mentioned he will prepare a power point presentation from data collected for board members at the Board of Trustee meeting in September.

Jeff informed members the Abilities committee will host an Autism event on June 3, 2016 at the Jewish Federation Annex Building in Cherry Hill, NJ. The event will focus on “Dispelling the Myths: Hiring Persons with Autism”. Jeff said he would like the Literacy Committee to jointly host the event with the Abilities committee. Jeff also said the event will be a panel discussion, which will include a clinician, employers, and an employee. Jeff asked the committee if they have any suggestions for guest speakers. Eric suggested Autism Speaks an organization based out of New York who is an advocate for autism. Carol suggested Jennifer Hoheisel, Coordinator of Autism Initiative at Camden County College who is a parent of an autistic child. Eric and Carol will provide Jeff with contact information.

NEXT MEETING

The next Literacy Committee meeting is scheduled for Tuesday, May 10, 2016 at 8:30 a.m. at the WDB office.

Submitted by,

Lelia Stubblefield

Administrative Assistant