



Workforce Development Board
County of Middlesex

LITERACY COMMITTEE MEETING MINUTES

Wednesday, October 18, 2017
550 Jersey Avenue
New Brunswick, NJ 08901
9:35 a.m.

Attendance

Present: Gloria Aftanski, Roseann Bucciarelli, Ana Class-Rivera, Myrna Garcia & Jessica Tomkins

Staff & Guests: Shamara Gatling-Davila; Katherine Cabello and Tracey Montani.

Welcome and Introductions

The meeting was called to order at 9:40 am. Gloria asked everyone to introduce themselves and gave the committee time to look over the minutes from the last meeting.

Review of Minutes from June 13, 2017 Meeting

There were no concerns with the minutes. Jessica made the motion and Roseann seconded the motion for approval of the minutes. The minutes are to be filed as is.

Overview of the Talent Networks

The One Stop Operator was not in attendance for the meeting to give an overview of the Talent Networks. An apology was given to the committee for not being able to answer in depth questions as they relate to the Talent Networks and Development Centers. A handout was still distributed with important facts about the Talent Networks. The committee has again requested the One Stop Operator to attend the next meeting for clarification on the Talent Networks/Development Centers.

Discussion of the Workforce Learning Link (WLL)

Jasmina was asked to come into the meeting to give a rundown of the Workforce Learning Link and all of the programs offered through the links in New Brunswick and Perth Amboy. She was very helpful in explaining to everyone present the roles of the New Brunswick and Perth Amboy WLL. The funding for the WLL was almost doubled which means even more people need to receive services for the grant funding to be used. A new instructor has been hired to assist with the increased number of participants. The second WLL in the New Brunswick office may be reopened to accommodate the increased number.

Continue Revising the Literacy Plan

The plan is a work in progress. Due to busy schedules, it will be best for members to take parts of the plan to work on individually and then as a group.

Discuss Any Outstanding Paperwork Needed for Middlesex County Master Agreement

Myrna updated the committee that the Perth Amboy Adult School submitted all the required documents and are now eligible to receive referrals from the One Stop Career Centers.

Ways to Market Literacy Resources

During open discussion the committee brainstormed about ways to market the various literacy agencies in Middlesex County. Those ideas included: Guide by Cell, social media, advertisement on WCTC and the Sister Station, Literacy Directory, grassroots within community for literacy, participate in community info sessions to market/outreach, distribute marketing booklets for admissions departments in high and adult schools throughout the county, have an advertisement in Spotlight for Middlesex County, create a literacy resources website, utilize Aunt Bertha when the county makes it available, display literacy resource posters throughout the One Stop Career centers, and use a service similar to "Remind" that public schools use as a reminder of what upcoming events are happening in the community.

Any Old Business

The committee still needs to revisit Literacy Goals. The revised plan is being created and the statement of needs from the MCAEC will be used as a skeleton to help update the literacy plan. The members will receive an email asking which section of the plan he/she would like to work on individually and submit to Shamara to combine all the sections together. Once that is completed, the committee will review the plan for any revisions.

Adjournment

Meeting Adjourned by Chair, Gloria Aftanski.

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| <p style="text-align: center;">NEXT MEETING: TUESDAY, DECEMBER 12, 2017 – 9:30AM 550 JERSEY AVENUE, NEW BRUNSWICK, NJ 08901</p> |
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