

BURLINGTON COUNTY LITERACY NEEDS ASSESSMENT

As industries and employment opportunities become increasingly linked to areas of technology, service delivery, and communication and less tied to manual, skill-based, or product-creation, the need for a workforce with high literacy increases. The Burlington County Workforce Investment Board (WIB) contracted with the Senator Walter Rand Institute for Public Affairs (WRI) to conduct a literacy needs assessment to determine the effects of adult illiteracy on the county's business community.

The primary goals of the literacy needs assessment are to identify the effects of adult illiteracy on the business community in Burlington County and to provide strategies to improve existing adult literacy programs.

To conduct the literacy needs assessment, the WRI has collaborated with the WIB to identify target industries where the effects of adult illiteracy are likely to be most prevalent including: transportation, manufacturing, and the service sector. WRI will conduct a survey with human resource managers in businesses within these and other industries to determine the following:

- Prevalence of illiteracy in the target industries and which industries and geographic locations are most affected
- Identification of gaps and barriers in programs and services
- Strategies to overcome the obstacles in those programs

Vital to the fulfillment of this evaluation project is the policy research and evaluation, analysis, and community outreach expertise of the WRI. Providing high quality policy relevant evaluation and research on issues that cut across local and regional boundaries like adult literacy, is what helps to make WRI a unique resource for southern New Jersey.

For more information on the Burlington County Adult Literacy Needs Assessment contact John Hart at 856-225- 6268 or email at jhart@camden.rutgers.edu.

