



State of New Jersey

DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT

JON S. CORZINE
Governor

DAVID J. SOCOLOW
Commissioner

September 26, 2006

Grace A. Kilbane, Regional Administrator
U.S. Department of Labor
Employment and Training Administration
JFK Federal Building, Room E-350
Boston, MA 02203

Dear Ms. Kilbane:

Enclosed is the New Jersey Department of Labor and Workforce Development's Workforce Information Grant Annual Report for Program Year 2005, a requirement of Training and Employment Guidance Letter No. 33-04. The report describes the results of the activities originally presented in the PY 2005 annual plan. Also included are the methodologies and results of the customer satisfaction assessments that were carried out during the program year.

Copies of publications completed this year will also be forwarded to you, under separate cover.

Please do not hesitate to contact me at (609) 292-2643 if you have any questions in regard to the report.

Sincerely,

James H. Moore, Jr.
Assistant Commissioner

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AD-18G (7-06)

New Jersey Department of Labor and Workforce Development

Office of Labor Planning and Analysis

Annual Report Program Year (PY) 2005

Workforce Information Core Products and Services Grant

Introduction:

In return for the PY 2005 federal Workforce Information Core Products and Services grant, the New Jersey Department of Labor and Workforce Development's Office of Labor Planning and Analysis (LPA) has undertaken the following activities required by the Employment and Training Administration (ETA). Through this integration of funding, LPA has been able to maximize the quantity and quality of its products and services provided to the One-Stop Career Center community and other users of workforce information.

LPA has worked to provide the required core products and services in accordance with the *New Jersey One-Stop Workforce Investment System Unified State Plan - July 1, 2005 to June 30, 2007*. Except for those core products that have a national focus, all other activities are within the context of and in support of that plan, which stresses the importance of accurate and timely labor market information in providing the citizens of New Jersey a demand-driven One-Stop Career Center system. The *New Jersey One-Stop Workforce Investment System Unified State Plan - July 1, 2005 to June 30, 2007* stipulates that "The Office of Labor Planning and Analysis will, in consultation with the State Employment and Training Commission (SETC), its partners and the local Workforce Investment Boards (WIBs), be responsible for gathering this [labor market] information and making it available to the SETC, its members and WIBs." The work plan was developed in consultation with the SETC, our Statewide Workforce Investment Board, and local Workforce Investment Board (WIB) directors. That work plan has been supported by both the SETC and those responsible for the implementation of statewide workforce development programs as being responsive to the needs of New Jersey's One-Stop Career Center community.

There are four primary mechanisms for the delivery of LMI products to the One-Stop Career Center community: the Workforce New Jersey Public Information Network (WNJPIN) Web sites, the LPA Internet Web sites, dissemination of LMI information through a variety of printed publications and outreach activities conducted by a staff of field labor market analysts. The WNJPIN, LPA Web sites

and printed publications provide career and occupational information while LPA staff continues to focus on capacity building and providing LMI skills to employment and training providers, employment counselors and planners.

A. Accomplishments Regarding Core Products and Services:

1. Continue to populate the ALMIS Database with state data.

Achievements and outcomes

- LPA staff updated all required (see list below) ALMIS tables using Version 2.3 of the database. Other non-required ALMIS tables were populated in conjunction with the development of the new Labor and Workforce Development (LWD) Web site which is slated for completion during spring 2007.
 - *Three licensing tables, as required*
 - *School tables (completers and school names)*
 - *Current Employment Statistics (CES)*
 - *Local Area Unemployment Statistics (LAUS)*
 - *Quarterly Census of Employment and Wages (QCEW)*
 - *Occupational projections*
 - *Industry/occupational estimates*
 - *OES wages*
 - *ALMIS employer database.*

2. Produce and disseminate industry and occupational employment projections.

Achievements and outcomes:

- Preliminary state 2004-2014 industry (NAICS based) and occupational employment projections were completed in March 2006. A projections review meeting with Workforce Investment Board (WIB) staff, regional economists and representatives from academia and

the business community was held and the data were released on the LPA Web sites and uploaded to the ALMIS database in June 2006.

- A detailed analysis of the statewide industry and occupational employment projections was presented in the June 2006 edition of *New Jersey Economic Indicators*.
- Highlights of all four projection series (employment by industry and occupation, population and labor force) were presented in *Projections 2014: New Jersey Employment and Population in the 21st Century*. The publication is scheduled to be completed in July 2006.
- Preliminary county industry and occupational employment projections are scheduled to be completed by October 2006. A meeting with outside experts will be held in November before the release of the projections on the LPA Web site. Release of the projections is scheduled for November 2006.
- Detailed 2004-2014 county employment projections (NAICS based) will be provided to the Center for Occupational Employment Information (COEI) in January 2007.
- Projections staff presented 2004-2014 long-term projections to regional economists and at the Garden State Employment and Training Association in June 2006.
- LPA produced short-term 2005-2007 NAICS-based industry and occupational projections for the state. Labor area projections are still in process with the delay caused by problems with industry inputs to the model.
- A Power Point presentation, providing highlights of the statewide industry and occupational projections was made available on the LPA Web site.
- As a part of the substate projections process, Quarterly Census of Employment and Wages (QCEW) staff updated county time series that were used as inputs to the 2004-2014 projections model. QCEW staff also provided research support on industry location and classification for the Occupational Employment Survey (OES) program.

- LPA staff produced high wage industry and high wage occupations associated with those industries for the state. Production of MSA data is ongoing.

3. Provide occupational and career information products for public use.

Achievements and outcomes:

- Occupational wage estimates for WIB defined labor areas were developed using the OES Estimates Delivery System (EDS). These estimates were based on occupational employment and wage data collected in the November 2004 and May 2005 OES wage survey panels. The estimates were reviewed by COEI staff, field labor market analysts and staff in the Bureau of Occupational Research before release.
- Using funds from other sources, occupational projections information found in the ALMIS database were incorporated into the NJNextStop Web site. A joint product of the SETC, the Department of Education and the Department of Labor and Workforce Development, NJNextStop informs high school students, parents, teachers, counselors and jobseekers about the skills that New Jersey employers expect to be in demand today and in the future. NJNextStop is currently being updated and will include the latest industry and occupational projections (2004-2014) and other labor market information when completed.
- Additional LMI products funded from other sources were produced, including the third edition of *New Jersey's Hot 50* which used demand data derived from the 2004-2014 occupational projections. Preliminary design work for the fourth edition of *New Jersey's Hot 50* was completed during the planning year. Additionally, 2004-2014 projections data was provided to COEI for inclusion in the *New Jersey Occupational Outlook Handbook*.
- The PY 2004 job vacancy survey, which delayed until September 2005 (see April 8, 2005 letter to Douglas F. Small, Regional Administrator, U.S. Department of Labor, Employment and Training Administration from New Jersey Department of Labor and Workforce Development Deputy Commissioner Janet Share Zatz), was completed in December 2005. The results of the survey for the state and labor areas was made available on the LPA Web site in January 2006. A brochure highlighting the statewide results was distributed to all

One-Stop and WIB offices.

4. **Ensure that workforce information and support required by state and local workforce investment boards are provided.**

Achievements and outcomes:

- During PY 2005, LPA continued to provide LMI and technical support to the SETC and to local WIBs. LPA field staff attended WIB meetings and actively pursued opportunities to serve on WIB, LMI and planning subcommittees. Field staff was out-stationed at selected One-Stop Career Centers to provide direct services and assistance to local office staff and customers.
- LMI field staff participated in meetings to discuss economic developments with WIBs and One-Stop Career Center staff. For example, the Mercer County field analyst provided data regarding youth employment by county to the Mercer County WIB and gave a presentation to the Mercer County Professional Services Group (PSG) on using LMI for job seekers.
- LMI field staff provided technical assistance to New Jersey's Business Resource Centers. These centers are designed to help businesses with recruiting, business planning and other needs and are located in One-Stop Career Center offices. For example, a field labor market analyst worked on labor availability study for a company seeking to move into the state.
- LPA continued to update and disseminate Local Employment Dynamics (LED) data or Quarterly Workforce Indicators for New Jersey and WIB areas. LED information was included in the publication *Community Fact Books* developed for each county in the state.
- Field labor market analysts produced monthly employment development reports describing company openings, closings, labor disputes, etc. that were distributed to One-Stop Career Center managers, WIB directors and others in the One-Stop community.
- During this program year, there was an emphasis on providing LMI to employers. Activities included the following:

- Provided speakers for business associations and chambers of commerce, including the statewide and county Employer Advisory Councils.
- Expanded mailing list of *Economic Indicators* and other LMI publications
- Attended conferences to promote LMI services to business. For example, a labor market field analyst made a presentation to the Commerce and Industry Association of New Jersey on labor market information.

5. Maintain and enhance electronic state workforce information delivery systems.

Achievements and outcomes:

- The current LPA Web sites were maintained and updated as new data and information became available.
- LPA and New Jersey State Data Center staff worked with the Office of Marketing within LWD on efforts to redesign the department Web site, LPA Web sites and Workforce New Jersey Public Information Network (WNJPIN). In the previous planning year, staff helped write the specifications for the redesign of the LPA and COEI Web sites. Active participation by LPA and COEI personnel in this Web site redesign effort has continued during this program year and has included extensive review of proto-type web pages and work to establish an ALMIS data warehouse to be used in the new Web site. Due to delays, the completion of the Web site redesign was changed first from June to August 2006 and now from August to March 2007.

6. Support state workforce information training activities.

Achievements and outcomes:

- As noted above, LPA conducted training for WIB, One-Stop Career Center community and business data users in the application of LMI (using the Internet and more traditional sources of LMI). Labor market analysts trained One-Stop Career Center staff on where to find LMI on the Web.

- LPA held its 26th Annual Conference entitled “Trains, Boats and Planes” and held several State Data Center network meetings to inform SDC affiliates about new data sources and methodologies. For example, an Annual State Data Center Network meeting was held at Rutgers University’s Alexander Library in June 2006. LPA also participated in conferences and workshops and responded to many informational requests.
- Field staff presented labor market information to local Workforce Investment Boards. For example, a field analyst serves on the WIB labor market information subcommittee and presents quarterly on economic developments within the WIB area.
- LPA continued staff development by making use of training offered by the LMI Training Institute and by others. During the planning year staff attended Micro Matrix OES, Arc GIS, ALMIS database and ADOBE InDesign training.

B. Customer Satisfaction Assessment:

The plan adopted for Program Year 2005 to measure customer satisfaction with labor market information (LMI) consisted of designing and implementing mail surveys, in-person surveys, telephone surveys and conference surveys. The purpose of these surveys was to obtain feedback from employers, the workforce community and job seekers. The summary sections below highlight the findings from the following PY 2005 survey activities: a mail survey sent to the guidance directors at more than 450 New Jersey high schools; an in-person presentation and survey distributed to the attendees at four regional New Jersey Employer Council (NJEC) meetings; a survey distributed to the 31 business representatives who asked each of their business customers over a one-month period (either in-person or by telephone) to complete a short survey; and an evaluation form from the New Jersey Department of Labor and Workforce Development (LWD) Conference hosted by the New Jersey State Data Center (SDC).

1. Mail Survey: New Jersey High School Guidance Counselors

A written survey was sent out in November 2005 to the guidance directors at more than 450 public, private and vocational high schools throughout the state. The survey was designed to measure satisfaction of high school guidance counselors with three products: *New Jersey's Hot*

50 – Demand Occupations, the *New Jersey Occupational Outlook Handbook* and the Career Information web pages of the Workforce New Jersey Public Information Network (WNJPIN) Web site. The purpose of the survey was to obtain customer feedback on these products from the guidance counselors and guidance directors, a part of the workforce community who provide students with LMI and career information. A total of 212 completed surveys were returned from the various high schools.

New Jersey's Hot 50 – Demand Occupations

Almost three-quarters of the respondents completing the surveys indicated that they were aware of the *New Jersey Hot 50* publication. A majority of respondents found the *Hot 50* detailed enough and met their needs in assisting students in decision-making. Over three-quarters of the respondents indicated that they were satisfied with this product. Just under two-thirds were not aware that the *Hot 50* is available on-line. Of those aware that this publication is available on-line, almost half indicated that they frequently or occasionally access the Web site. The most prevalent comments from the respondents on how to improve this product were: to provide more details and information on schools offering those demand occupations; to make changes in the distribution procedures; and to revise the format.

New Jersey Occupational Outlook Handbook (NJOOH)

Two-thirds of the respondents indicated that they were aware of the *New Jersey Occupational Outlook Handbook*. A majority of these respondents found the *NJOOH* was easy to understand, easy to use and met their needs in assisting students in decision-making. Over three-quarters of the respondents indicated that they were satisfied with the *NJOOH* and just under two-thirds indicated that their students used the publication frequently or occasionally. Almost two-thirds of the respondents were aware that the *NJOOH* is available on-line. Of these individuals, over half indicated that they frequently or occasionally access the Web site. Comments on how to improve this product included revising the hardcopy and Web site so that they are more user-friendly and providing more up-to-date information.

Career Information Web Pages of the WNJPIN

Only one-quarter of the respondents indicated that they were aware of the Career Information web pages of the WNJPIN. Over three-quarters of these respondents agreed that the Career Information web pages were easy to locate on the Web site and about two-thirds responded that the web pages were easy to use. Slightly lower favorable responses were given about the web pages being detailed enough and meeting the needs of the respondents in assisting students in decision-making. Over half of the respondents indicated that they were satisfied with the Career Information web pages. Compared with the other two LMI products in the survey, the degree of satisfaction with this product was notably lower. Slightly over one-half of the respondents indicated that their students frequently or occasionally used this LMI product. Asked how often they showed students how to access these web pages, somewhat over one-half of respondents indicated frequently or occasionally. Comments on how to improve this product were: to provide search options or interactive options; to make the Web site and web pages more user-friendly; and to advertise the availability of this product.

A general comment about improving LMI products was to provide the most up-to-date and detailed information available on specific careers and schools offering programs in these fields because this would be a great benefit to their students.

2. In-person Presentations: New Jersey Employer Council

In an attempt to reach out to employers, a customer survey was developed and distributed to attendees of four regional New Jersey Employer Council (NJEC) meetings in January and February 2006. The NJEC was established to give employers a direct line of communication to the Department of Labor and Workforce Development where they can discuss labor issues and voice suggestions for facilitating business. The survey included a list of 17 LMI products and asked the attendees if they were aware of each product and whether they had used each product within the last six months. At these meetings, a brief presentation was given about the various types of LMI products available to customers both on-line and in hardcopy. A request was asked of the attendees to complete the customer survey that was distributed to them. The regional NJEC meetings selected were: Monmouth/Ocean, Mercer, Gloucester and Middlesex. In total, 83 individuals attended these meetings and of these attendees, 58 completed and returned a customer survey. Thirty-seven of the surveys were completed by private sector employers.

Almost all of the respondents were aware of at least one of the LMI products. A significant percentage of respondents used both hardcopy and on-line LMI products. Of the products that are available in hardcopy, the *New Jersey's Hot 50 Demand Occupations* received the highest usage rate of almost two-thirds of the respondents who were aware of this product. Of the on-line products (note that all products are available on-line), the highest usage rate was for Employment & Wage Data (one-half of the respondents who were aware of this product). Two-thirds of the respondents indicated that they used the products for general information while significant percentages used them for career guidance, planning, business decisions and research. Almost all of the participants indicated that the LMI products they used were helpful in making informed business, training or other decisions. A large majority of the respondents agreed that the LMI products were easy to understand and use, were detailed enough and met their needs. Slightly lower positive responses were received for the products being timely enough.

Overall, a majority of the respondents indicated that they were satisfied with the labor market information products listed on the survey. Comments from respondents who indicated how LMI products could be improved to better serve their needs were: improve the marketing of products and services, provide more detailed explanations and breakdowns, and make the data easier to understand and more user-friendly, and update the data more quickly.

3. Survey distributed to the 31 Business Representatives

In February 2006, a customer survey was distributed to the 31 business representatives throughout New Jersey who work for the Division of Business Services. Instructions were provided to each representative and a supply of surveys for their use when interacting with employers. During the month of March 2006, these representatives asked each of their business customers to participate in a short survey. The purpose of the customer satisfaction survey was to obtain feedback about LMI products from the business customers. At the end of the survey timeframe, a total of 418 completed surveys were returned, tabulated and analyzed.

The survey listed seven types of labor market information products and asked the employers to indicate whether they were aware of any of the products from those categories. Somewhat less

than half of the respondents who completed the survey were aware of the products listed in the LMI categories on the survey. Of those respondents, three-quarters indicated that they had used at least one LMI product within the last year. The type of labor market information used most often was occupational wage data. Almost all of the respondents indicated that the LMI products they used were helpful in assisting them in making informed business, training or other decisions. A large majority of the respondents indicated that they were satisfied with the labor market information products that they used within the last year.

Comments received on improving products to better serve customer needs included: providing more detailed data and more local data; making the Web site more user-friendly and revising hardcopy publications to make them less confusing; improving the marketing and advertising; and providing the most current data available.

4. NJLWD Conference hosted by the State Data Center

The New Jersey Department of Labor and Workforce Development's 26th annual conference, hosted by the New Jersey State Data Center, was held on December 7, 2005 at the Marriott at Lafayette Yard in Trenton. The title of this year's conference was "Trains, Boats and Planes: The Link Between Transportation, Workforce and Economic Development." A total of 166 people attended the conference, including planners, researchers, decision makers, economists and other individuals from the public and private sector. Participants were asked to complete an evaluation form and 58 surveys were returned. Most participants responded positively to the 2005 conference, the facility and its location, presentations and conference materials. Attendees indicated the following about this year's conference.

The first two sessions were rated the best of the conference, with positive ratings by almost all survey respondents. The first session entitled "Importance of a Modern Transport Infrastructure to New Jersey's Economy," was presented by Thomas D. Carver, Executive Director, Casino Reinvestment Development Authority. The second session entitled "Transportation Trust Fund," was presented by Jack Lettiere, Commissioner, New Jersey Department of Transportation. The third session of the conference, "Transportation and New Jersey's Economy" co-presented by James W. Hughes, Dean of the Bloustein School of Planning and Public Policy, Rutgers University, and Joseph J. Seneca, Chair of the Governor's Council of

Economic Advisors and Professor at the Bloustein School also received a high positive rating. Following a lunch break, the two panel sessions entitled “Commutation Costs in Time and Money – How Can We Make It Easier?” and “New Jersey Airports, Harbors & Multi-Modal Transportation – Our Economic Future” received slightly lower ratings.

Topics recommended for future conferences included: asking back some of the speakers from this year to present at future conferences, having other economists give perspectives on New Jersey’s economy, data sharing, the telecommunications link with workforce development and additional transportation issues. Other topics included: career development for special populations, employment and training in relation to the labor market, the impact of the expensive housing market on job growth and the role of science and technology in New Jersey’s economy and workforce.

Comments on improving the conference included: more interaction between the speakers/presenters and the audience and more time for Q&A sessions. Others suggestions included providing more materials for the attendees to take home, discussing the subject matter without getting too technical or getting off track.

C. Recommendations for Improvement:

The ongoing committee of LMI producers and customer satisfaction staff members continues to meet to review survey findings, make recommendations to improve the quality of LMI products, and devise ways of overcoming some of the observed deficiencies in those products.

Recommendations:

- A good deal of the feedback indicated either a lack of awareness of LMI products or recommendations to market our products better. We recommend developing an LMI reference card and, if possible, a more extensive brochure that would be provided to such groups as business and industry associations and New Jersey Employer Council members, to Business Reps to distribute to their business customers, and through other avenues of distribution.

Specific actions taken or planned include the following:

- In an effort to provide customers with the most detailed and thorough information, LMI staff continue to work to make both the on-line and hardcopy LMI products as comprehensive as possible.
- One of the priority projects undertaken by LWD is the redesign of the existing department Web site. Several LMI staff are working very closely with the vendor who is developing the new Web site to provide customers with a much more user-friendly and interactive site. Key areas such as improving the ease in navigating and providing query capabilities are an integral part of the redesign. The re-engineering of the Web site will significantly improve customers' ability to easily access the information they need.

Training and Employment Guidance Letter No. 33-04
NJ's Annual Report Program Year (PY) 2005
Workforce Information Core Products and Services

The State of New Jersey certifies that it met the requirements in the submission of the annual performance report addressing the performance for each planned activity, per 29 CFR 97.40(b)(2) and as specified in Attachment IV, Section A. The report includes a description of performance against planned activities, and where appropriate, an explanation as to why the plan was not accomplished and what will be done to bring performance up to established targets.


SWA Administrator

John J. Heldreth ^{AP}
SWIB Chair

9/25/06
Date

Sept 25, 2006
Date

Or

Governor

Date