

Annual Report Program Year (PY) 2008
Workforce Information Core Products and Services Grant

Introduction

The New Jersey Department of Labor and Workforce Development (LWD), Office of Labor Planning and Analysis (LPA) is providing this report on the past year's activities as required by the Employment and Training Administration (ETA) for Program Year (PY) 2008 for the Workforce Information Core Products and Services grant.

LPA, through the Division of Labor Market and Demographic Research (LMDR) is responsible for all Labor Market Information (LMI) related grant activities. The integration of this federal funding with other sources of funding has enabled LPA 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 in coordination with other program areas within the Department of Labor and Workforce Development to provide the required core products and services as stated in the New Jersey One-Stop Workforce Investment System Unified State Plan - July 1, 2005 to June 30, 2009. Except for those core products that have a national focus, all other activities are supported within the context of that plan which stresses the importance of providing accurate and timely labor market information to the citizens of New Jersey for a demand-driven One-Stop Career Center system. The New Jersey One-Stop Workforce Investment System Unified State Plan 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 Boards (WIBs). The work plan has been supported by the SETC and other partners 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 Labor Market Information (LMI) products to the One-Stop Career Center community: the Workforce New Jersey Public Information Network (WNJPIN) Web site, the LPA Internet Web site, the dissemination of LMI information through a variety of printed publications, and outreach activities conducted by labor market analyst field staff. Career and occupational information are provided through the WNJPIN Web site, the LPA Web site, and printed publications. In addition, LPA staff continues to focus on capacity building and providing LMI skills development to employment and training providers, employment counselors and planners.

This report will include five sections: New LMI products, Studies and Reports, Training and Support, Regional Partnerships, and Other ETA Core Deliverables.

NEW LMI PRODUCTS

In light of the economic crisis, and in support of LWD's overall mission to promote job development and enhance talent in New Jersey, LPA has created seven new products during the last 12 months:

1. New Real Time Jobs in Demand (RTJID) Tool

As our economy faces one of the greatest restructuring chapters of all time, everyone is asking the question, where are the jobs now? Fully committed to providing the workforce system with timely and relevant information, LMDR created a new innovative tool for identifying jobs in demand *now*, that is jobs where employers are currently hiring. This new tool integrates and synthesizes data from seven different sources, including COEI, PPAE, O*Net, Employon, OES and AOSOS. This model has several other data sources that were never looked at together before.

RTJID has been featured on several national workforce agency websites, including NASWA, NGA and ETA. The tool has been presented at several national webinars and conferences. The tool has put New Jersey on the National map for innovations in LMI and is now becoming a nationally replicated model. The Regional ETA offices of ETA and Dallas have made available grant funding to the LMI shops in the region for the replication of the model. Director Saleh is currently guiding the replication of the model in six states.

The tool has also received numerous positive reviews in the press, and Commissioner Socolow has enthusiastically promoted the tool at state and national forums. Commissioner Socolow and the former Executive Director of the New Jersey Higher Education Commission, Jane Oates, both testified about RTJID during the state's 2010 budget hearings as a demonstration that New Jersey has the appropriate labor market information infrastructure for allocating stimulus dollars.

In addition, Jane Oates, now Assistant Secretary of Labor for Employment and Training, has presented the RTJID model at a senior ETA meeting and is recommending that ETA nationally replicate the New Jersey model.

2. New In Demand List

Until recently, allocations of training resources were based on a demand model that looked only on occupational projections and completers data. Given the state of the recession, the model could not be used to guide rapid reemployment initiatives in the state. In accordance, LMDR used the Real Time Jobs in Demand model to identify training programs in demand. Each job counselor today has access to all relevant data to make an informed decision regarding whether to approve a training or not, including total number of job openings within six months, total number of workers who got dislocated who have a related occupation, total number of people who were sent to that training over the same period of time. This model was the basis for all state and local ARRA plans in New Jersey.

3. Revamped Hot Jobs

In the past the Division of Labor Market & Demographic Research (LMDR) has produced a biennial product, New Jersey's Hot 50. This publication, based on LMDR's two-year cycle of occupational projections data provided user-friendly information that designed to help students and job seekers to make good educational, training and career decisions. It focused on occupations that are anticipated to have the greatest demand for workers in the coming years.

Several changes were implemented for the 5th edition that changed the core audience for the publication to New Jersey's High School students. A summary of these changes follow.

- The focus of the publication is now based on areas of the high school curricula. This shift is designed to provide students with information regarding jobs that may be available for them, as adults, in fields of study that currently interest them. Information on training and education to pursue these jobs are also provided. The name of the publication was changed to New Jersey Hot Jobs.
- The introduction of the new LPA product Real Time Jobs in Demand – which is aimed at addressing the needs of One-Stop and WIB customers – allowed for a more precise targeting of New Jersey Hot Jobs towards the high school student and away from the current job seeker.

4. New Industries-to-Target Tool:

In the midst of the economic crisis that New Jersey faces, it is important to underscore that there are some industries that are still growing and that have the potential to absorb a lot of the dislocated workers today. A new tool was developed that, based on real-time data, industry projections, location quotients, and a number of other factors, ranked each industry in the region and demonstrated the specific local strengths of a certain area and identified skills gaps. This enables policy makers to develop targeted strategies for promoting these industries in their areas. This new product was presented at a North Jersey Partners Executive Committee Meeting and received praise from Al Koepp, Executive Director of Newark Alliance, and Commissioner Socolow. The tool was also presented at the 2008 NASWA Annual National Conference by Director Saleh.

5. New Workforce Development Study Series

Given the numerous demands from Office of Economic Growth (OEG) and other stakeholders regarding cluster-specific workforce analyses, a new customized cluster workforce study series was developed. It aimed at illustrating how the talent of the workforce makes New Jersey the best location for any high growth industry. Nine studies were conducted, one for each of the six high growth clusters, and another three for the Workforce Innovation in Regional Economic Development (WIRED) targeted clusters. These studies were well received by OEG and are now prominently displayed and integrated as part of the revised New Jersey Business Portal Web site.

6. New Manual for Counseling Dislocated Workers

Through attendance at a number of meetings and providing several trainings to workforce development staff, it became apparent that there was a great need for a “manual” to provide various scenarios for all types of workers coming to our One-Stop Career Centers: those who are just looking for jobs with no training, those who are looking for limited training, and those looking to change their careers completely. The study also suggested training providers and institutions the job seeker may consider. Much of the information and analysis conducted involve information that are specific to workforce development and Center for Occupational Employment Information (COEI), including information on training providers and degree programs. It was important to make all this information available in one document for more effect reemployment services.

7. New Jersey Career Assistance Navigator (NJCAN)

A new LWD public Web site (www.njcan.org) was developed by LPA’s Center for Occupational Employment Information (COEI). The site offers career and occupational information to NJ residents and educational institutions. Intrinsic to NJCAN is its electronic portfolio which allows students to save and transfer their important goal setting elements in an easy accessible data folder. NJCAN is continually updated with the most current information. A NJCAN school pilot program has been established and membership is increasing. Supporting marketing literature has been created and is being disseminated to potential users of NJCAN. In addition, thirty five One-Stop Operators and WIB Directors have been trained in the use of NJCAN.

NJCAN also provides access to NJTOPPS (www.njtopps.com), another LWD public Web site, which is used to display school performance information. It is also a resource for obtaining information on training programs in New Jersey. NJTOPPS has two critical components: The Eligible Training Providers List (ETPL) and The Consumer Report Card (CRC).

STUDIES AND REPORTS

1. National Emergency Grant (NEG)

LMDR prepared an economic overview of the financial crisis, which served as a framework for a Tri-State NEG application. The analysis included a detailed account of dislocated workers from the finance sector that showed that traditional reemployment efforts may no longer apply. This group of workers was more educated and willing to re-train for different careers than typical dislocated workers from other sectors of the economy such as manufacturing or retail trade.

2. WIB State Unified Plan

Prepared a detailed analysis of the state’s economy, labor pool and labor market context from which the statewide plan was derived. Analysis included the recessionary impact on employment, industries and the state’s labor force. Emphasis was placed on the state’s dislocated workers and developing specific reemployment responses.

3. Green Jobs Report

The Green Jobs report provides an overview of the green economy in New Jersey, highlights regional advantages in various industries, and includes data on current job openings, training needs, and career pathways. Additionally, a detailed survey was designed to 1) estimate the number of jobs that would be produced through the collaborative effort with the BPU, 2) provide descriptives of the types of “green” functions performed within various industries, 3) identify similarities and differences in the skills and functions of people with similar occupations working in green industries compared to those working in non-green industries, 5) determine the type of skills needed for the industry to grow, 6) the types of skills that are hard to find, and 7) monitor and track the number and type of jobs.

“Going Green” is now one of the highest priorities of this current national and state administration. In response to the increasing demand for “green” data, LMDR has initiated a number of response strategies and studies. First, we responded to SGA/DFA PY 08-17 to collect, analyze, and disseminate labor market information, and to enhance the labor exchange infrastructure for careers within the energy efficiency and renewable energy industries. New Jersey is part of a Northeast LMI Consortium Proposal that will:

- Develop clear definitions of green jobs and green industries;
- Develop automated tools that will be able to code “green” jobs from within a stream of all jobs;
- Create tools to pull skill and knowledge requirements from a stream of job announcements and relate them to standard occupations;
- Develop tools to provide real time demand analysis that will cover all occupations and green occupations;
- Develop a methodology and produce short term job vacancy projections for all occupations and green occupations;
- Create a Green Jobs Portal for the region that will display the products of our research and include application program interfaces (APIs) to allow information developed by the consortium to be displayed by other Web sites;
- Create a national Green Jobs Bank; and
- Dissemination the information developed through the Portal, other Web sites and a series of state and regional publications.

New Jersey also applied for a second state LMI grant (in response to the same SGA) focusing more on the supply side, or green skills. The grant application proposes to:

- Conduct a sophisticated labor supply/demand analysis methodology that can be applied to both green and non-green occupations in New Jersey and nationally;
- A fully web-based delivery tool for the supply/demand analysis;
- A rapid reemployment system that uses the supply/demand analysis to guide unemployment claimants into the right job or the right training program and provides local One-Stops with immediate access to individuals who need significant intervention;

- A searchable database of the programs and in most cases the courses available in the public higher education system that uses sophisticated matching technology to find the right courses to fill identified gaps in the job seeker's skill or knowledge base. Courses will be "green" coded once the coding tool is available from the Northeast Consortium;
- Career videos designed to provide a brief, visual introduction to high demand "green" careers and the world of work and to supplement more detailed sources of career information;
- Outreach to the state's workforce and higher education community to demonstrate the system and train staff on its use; and
- A national webinar to describe the methodology, the tools and the approaches as the starting for national replication.

LMDR is also a central partner in the State Energy Sector Partnership (SESP) grant application. In response to the urgency of identifying current "green" skills gaps and the importance of creating energy strategies that are in line with the data, LMDR prepared a detailed study profiling the current and "potentially green" industries in New Jersey. The analysis was conducted statewide and regionally. Specific regional niches were highlighted in the study. In addition, for each region, the core occupations skills required by its most competitive green industry(ies) were highlighted and a skill demand analysis was assessed vis-à-vis the current supply of training programs provided by New Jersey's county colleges and vocational schools. Finally, and in an effort to provide pathways for development for dislocated workers as well as workers who just entered the labor market, various "green career pathways" are outlined.

4. Re-Entry Report

Legislation (P.L. 2007, Ch. 327) was enacted requiring the New Jersey Department of Labor and Workforce Development (LWD) to "prepare a report detailing the impact of a prior criminal conviction on private employment opportunities for ex-offenders." The report had two sections: 1) an evaluation of the employment outcomes for ex-offenders 2) a survey with companies outlining the barriers to employment.

5. Fort Monmouth BRAC

In response to the BRAC decision to close Fort Monmouth Base, LMDR initiated a two-phase study. Phase I was composed of detailed asset mapping of the area within 10 miles from the Base. The result of the study was a redevelopment vision for the region that identifies the best fit industries and define a targeted industry cluster. This phase utilized a variety of data tools and methods including:

1. Customized occupational analyses and staffing patterns for the Ft. Monmouth area;
2. GIS Mapping tools;
3. Labor surplus/deficit areas (unemployment claims and job openings used); and
4. An industry scoring mechanism that ranks industries within a specified radius from the Base by growth, labor/skills gaps, growth prospects and unemployment trends.

Phase II of the study identified the workforce needs for the implementation of this vision. This phase used quantitative and qualitative research techniques to conduct a skills gap analysis and identify the training needs of the industries targeted. Director Saleh used this opportunity to explore and broaden the scope of labor market information. Among the tools and techniques used in this study are:

1. Survey analysis;
2. Focus group;
3. Wage records and unemployment claims microdata;
4. Microdata from the America's One-Stop Operating System database;
5. Data from the Department's Customized Training Program; and
6. O-Net data on the skills, knowledge and abilities of workers in particular occupations.

Among the study recommendations were the formation of three important partnerships including:

Employer/Higher Education partnerships to provide job seekers with the planning necessary to cultivate and access the skills, experience, and capability of talent needed by the industry;

Employer/Job Seeker partnerships through development programs, internships, fellowships, and mentoring; and

Consortiums that would allow groups of small employers to participate in programs such as LWD's Customized, Literacy, and Apprentice training programs.

Study Outcomes

1. The vision proposed in Phase I has been adapted and adopted by the Fort Monmouth Economic Revitalization Authority. A business attraction strategy is now underway.
2. Brookdale Community College adopted the study to design new curricula and training programs to implement the ICT vision.
3. The study suggested a new model for maximizing returns on investment in workforce training through the adoption of a three-tier approach:
 - i. Identification and quantification of skills gaps in the labor market;
 - ii. Prioritization of workforce training needs through the use of an objective scoring mechanism for occupations in demand and the skills they require; and
 - iii. Suggesting a mechanism for the effective response to the gaps identified through establishing partnerships.

6. Tri-State Economic Impact of the Financial Sector Meltdown

The state LMI research teams of the New Jersey, New York and Connecticut worked in collaboration to produce an analysis of the meltdown of the financial sector and its economic repercussions. Report detailed the depth and breath of the financial crisis and how it affected employment throughout the tri-state region. The team developed a model to anticipate the potential size and scope of the economic fallout, using different

scenarios. Findings were presented at a conference hosted by the Federal Reserve Bank of New York in November 2008.

7. Minimum Wage Study:

The Minimum Wage Study is an annual report (mandated by P.L. 2005, Ch. 70) on the adequacy of the New Jersey minimum wage and is used by the New Jersey Minimum Wage Advisory Commission to develop recommendations as to whether or not the minimum wage should be increased and to what level. The study contains analysis and history of past and recent minimum wage increases, along with scenarios for future increases.

TRAINING AND SUPPORT

One of the program areas within LMDR is the Bureau of Labor Market Information. This Bureau has nine Labor Market Analysts who interact with One-Stop managers, Workforce Information Boards (WIBS), county economic development officials and others in government and private business.

Our main goal is to provide technical support when needed. In the past, the Bureau analysts functioned only as resource persons providing an overview of available labor market information tools available, how the data can be accessed on the Internet and how it can help Workforce/One-Stop staff perform their job responsibilities and better serve their customers.

Recently staff have been heavily involved in several statewide training initiatives and hands-on technical support. Also in an effort to establish an innovative feedback chain, staff attend job counseling sessions to get info on the types of data needed to help jobseekers. All new tools are also tested through the LMI staff through one-on-ones with the workforce staff.

Analysts also regularly give presentations to One-Stop workers, Workforce Investment Boards, economic development groups, state organizations, colleges and universities and to private organizations. Following are some of the key trainings we have recently conducted.

Labor Market Information-Trainings, Presentation, WIB Meetings, One Stop Visits

| Event | Date | Location | Synopsis |
|-------------------------------------|-------------|-----------------|--|
| WIB/ARRA Plans | 4/29/09 | Trenton | Reviewed for LMI accuracy |
| Workforce Investment Board Meetings | Various | Various | Analyst Provides updates of labor market information for the local area and answers any specific questions that Board members may have on the local economy. |
| One-Stop Career Center Visits | Various | Various | Analyst serves as a resource person for local LMI data and training on the application of the data. |
| Biannual Analyst | Spring & | | Twice a year, we host a meeting to |

| Event | Date | Location | Synopsis |
|--|-------------|---|--|
| Meeting | Fall | | discuss economic developments and what is going on in the labor areas with the rest of LMDR. |
| Workforce Investment Board (WIB) Directors Meeting | 7/12/08 | Trenton | Presentation on Labor Market Information |
| LMI Training for Workforce Professionals (Plain Language Training) | 10/22/08 | Middlesex Co. Fire Academy, Sayerville | Labor Market Information (LMI) training for Workforce Professionals provided to One-Stop staff to facilitate understanding and application of LMI and the Career Information Software. |
| LMI Training for Workforce Professionals (Plain Language Training) | 10/23/08 | Bergen Co. Comm. Col., Hackensack | Labor Market Information (LMI) training for Workforce Professionals provided to One-Stop staff to facilitate understanding and application of LMI and the Career Information Software. |
| LMI Training for Workforce Professionals (Plain Language Training) | 10/29/08 | Burlington County Human Services Building. Westampton | Labor Market Information (LMI) training for Workforce Professionals provided to One-Stop staff to facilitate understanding and application of LMI and the Career Information Software. |
| LMI Training for Workforce Professionals (Plain Language Training) | 10/30/08 | Bergen Co. Comm. Col. - Hackensack | Labor Market Information (LMI) training for Workforce Professionals provided to One-Stop staff to facilitate understanding and application of LMI and the Career Information Software. |
| LMI Training for Workforce Professionals (Plain Language Training) | 10/31/08 | Middlesex Co. Fire Academy | Labor Market Information (LMI) training for Workforce Professionals provided to One-Stop staff to facilitate understanding and application of LMI and the Career Information Software. |
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| LMI Training for Workforce Professionals (Plain Language Training) | 11/2/08 | Burlington Co. HS Building - Westampton | Labor Market Information (LMI) training for Workforce Professionals provided to One-Stop staff to facilitate |

| Event | Date | Location | Synopsis |
|--|----------------------|---|--|
| | | | understanding and application of LMI and the Career Information Software. |
| Technical Assistance (TA)Visits | 11/16/08 | Passaic County | Provide overview of Labor Market Information available to the local One-Stop-Staff |
| TA Visit | 11/30/09 | Gloucester Co. | Provide overview of Labor Market Information available to the local One-Stop-Staff |
| TA visit | 1/10/09 | Union Co. | Provide overview of Labor Market Information available to the local One-Stop-Staff |
| TA Visit | 1/25/09 | Monmouth Co. | Provide overview of Labor Market Information available to the local One-Stop-Staff |
| TA visit | 2/8/09 | Hudson Co. | Provide overview of Labor Market Information available to the local One-Stop-Staff |
| TA Visit | 6/28/08 | Mercer Co. | Provide overview of Labor Market Information available to the local One-Stop-Staff |
| Labor Market Information Presentation | 10/9/08 | Morristown | Training for One-Stop Career Counselors on the application of Labor Market Information data tools to assist jobseekers |
| New Jersey League of Municipalities Conference | 11/13/08 11/14/08 | Atlantic City | Provided Labor Market Information to conference attendees |
| Webinar - The Burgeoning Economic Crisis | 12/9/08 | Central Office | Webinar for Workforce Professionals on New Jersey's Economy and Real Time Jobs in Demand |
| Professional Service Group Presentation | 2/20/09 | Vineland One-Stop | Training for One-Stop Career Counselors on the application of Labor Market Information data tools to assist jobseekers. Including Real Time Jobs in Demand |
| | | | |
| Division of Law & Public Safety, HR & EEO Workshop | 3/5/09 | Hughes Justice Complex, Trenton | Provide overview of New Jersey's economy including employment trends to the State's EEO staff |
| | | | |
| Presenting LMI Trends for South Jersey and LMI | 4/8/08 | University of Medicine and Dentistry of | Presentation and discussion on Labor Market Information and the southern New Jersey economy to |

| Event | Date | Location | Synopsis |
|---|-------------|---------------------------------------|--|
| Programs and Research | | New Jersey (UMDNJ) - Stratford Campus | students at the UMDNJ |
| Webinar: Real Time Jobs in Demand: Finding Jobs in a Contracting Economy | 4/9/09 | | Webinar for Workforce Professionals on Real Time Jobs in Demand |
| Re-Employment Counselor Training - "What is Labor Market Information" | 4/23/09 | Trenton | Presentation on Labor Market Information and its applications for jobseekers and employers |
| | | | |
| Professional Service Group Presentation | 5/11/09 | Pleasantville | Training for One-Stop clients on the application of Labor Market Information data tools to assist jobseekers. Including Real Time Jobs in Demand |
| Intermittent Labor Service Worker (ILSW) Training | 6/8/09 | Trenton | Presentation on Labor Market Information and its applications for jobseekers and employers |
| | | | |
| WIB Directors Meeting | 6/18/09 | Trenton | In Demand List -Options for Targeting Workforce Resources |
| | | | |
| LMI Training - Brookdale Comm. Col. | 6/23/09 | Lincroft, NJ | Training for One-Stop Career Counselors on the application of Labor Market Information data tools to assist jobseekers. Including Real Time Jobs in Demand |
| | | | |
| LMI Presentation to One-Stop Clients | 7/17/09 | New Brunswick | Training for One-Stop Career Counselors on the application of Labor Market Information data tools to assist jobseekers. Including Real Time Jobs in Demand |
| | | | |
| Webinar - Strengthening Your Reemployment Efforts through Strong UI Connections | 7/29/09 | Trenton | Connecting Job Seekers with Job Openings - Webinar for Workforce Professionals |

| Event | Date | Location | Synopsis |
|--|---------|------------------------|---|
| LMI Focus Group | 8/6/09 | Trenton | Presentation and discussion with One-Stop Counselors on Real Time Jobs in Demand and Merged Demand List |
| GSETA Presentation (RTJD) | 8/12/09 | Union County Comm. Col | Presentation to WIB representatives on navigating the Real Time Jobs in Demand and Merged Demand List. Also provided information on the methodology of the two applications |
| Professional Services Group | 8/14/09 | Mercer County WIB | Training for One-Stop clients on the application of Labor Market Information data tools to assist jobseekers. Including Real Time Jobs in Demand and Merged Demand List |
| Garden State Employment and Training Association (GSETA) | 8/19/09 | Middlesex County | Presentation to WIB representatives on navigating the Real Time Jobs in Demand and Merged Demand List. Also provided information on the methodology of the two applications |

REGIONAL PARTNERSHIPS

LMDR has recently become an instrumental partner to many of the statewide and regional strategies.

1. North Jersey Partners (Northern Jersey Region WIRED Grantee)

LMDR management was asked to head the Data Team for North Jersey Partners (NJP). We convened team meetings and conducted several analyses in support of this initiative. We conducted a cluster study to identify industries to target and training programs to approve for NJP. In addition, we provided the region with customized data regarding industries expected to grow, occupations expected to grow and which training programs to fund.

These customized reports have alerted NJP that there were significant hiring activities taking place in the manufacturing industry. These reports were disseminated regularly through the Newark Alliance, the central coordinator of NJP.

As a result, the WIB Directors in the Northern Region reached out to the New Jersey Manufacturing Extension Program (NJMEP). These outreach efforts resulted in the identification of significant skill gaps in the area of process engineering. As a result, a training program was developed in coordination with NJMEP. Tammy Molinelli, Executive Director of Bergen WIB provided a testimonial for the tools developed by LMDR and for LMDR's efforts to identify the current and emerging skill gaps at the 2009 Annual Garden State Employment and Training Association (GSETA) Conference.

In addition, either Director Saleh or Assistant Director Chinsky have presented at every Executive WIRED meeting since June 2008, on these types of customized reports or on the status of the New Jersey and local economies.

2. Reemployment Development Initiative (REDI) Grant

REDI is a state initiative to leverage WIRED funds and to create statewide, industry-based workforce strategies that link businesses, higher education and the workforce system. LMDR has been providing input every step of the way regarding the REDI strategy and its implementation plan. Industries to target and reemployment strategies were all based on LMI data.

3. Creating Framework for Developing Statewide "Bulk Training"

LMDR partnered with higher education institutions to develop statewide training initiatives designed to connect dislocated workers with current job openings, enhancing the skills of the unemployed. These training programs are based on the Real Time Jobs in Demand Model. In addition to identifying areas of skills gaps, we also provided specific information regarding the companies hiring for these jobs right now. The goal is to "customize" the program in a way that makes the seeker ideal for the job.

OTHER ETA CORE DELIVERABLES

1. Continue to populate the Workforce Information (formerly ALMIS) Database with state and local data.

LPA staff continue updating all core (see list below) Workforce Information Database (WID) tables using Version 2.3. Other non-required WID tables were updated in conjunction with the development of the new Labor and Workforce Development (LWD) Web site.

- 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)
- Industry/Occupational Projections
- Industry/Occupational Estimates
- OES wages

LPA staff continues to release additional dynamic tools and reports that rely on data from the Workforce Information Database in conjunction with the development of the

new Labor and Workforce Development (LWD) Web site. Functionality of existing tools/reports were also updated and improved.

LPA staff has started to populate Workforce Information Database Tables using Version 2.4. Version 2.4 will eventually be used to update web applications of the LWD Web site.

LPA staff use Webtrends software to monitor hits to various web pages and links on the LPA website. This information is used to analyze web traffic and to ensure that data products are accessible to the public. Adjustments are made based on appropriate levels of traffic to a particular page, data release dates, overall traffic over several months, etc.

2. Produce and disseminate industry and occupational employment projections.

Long-term Employment Projections: Completed the long-term (2006-2016) county industry and occupational employment projections for 2016. The base year for these projections was 2006. These projections were completed in the fourth quarter of 2008.

The projections were completed using the software and methodologies prescribed by the Projections Managing Partnership. The projections were reviewed for consistency and reasonableness by the field staff within the Division of Labor Market and Demographic Research. The projections were also reviewed for reasonableness and consistency relative to New Jersey's long-term population and labor force projections.

The long-term county occupational projections were provided to the Center for Occupational Employment Information. The projections have also been made available to the public through the Division of Labor Market and Demographic Research's Web site. The data have also been made available for the Workforce Information Database.

Short-term Employment Projections: The short-term 2008-2010 industry and occupational employment projections were completed by the June 30, 2009 due date. The projections were completed using the software and methodologies prescribed by the Projections Managing Partnership. The projections were reviewed for consistency and reasonableness by the staff within the Bureau of Occupational Research.

The short-term occupational projections have also been provided for posting onto the national state projections Web site.

3. Publish an annual economic analysis report for the Governor and the SWIB.

The Annual Economic Analysis Report for the New Jersey Governor and the state Workforce Investment Board is attached at the end of this report.

4. Post products, information and reports on the internet.

All LPA publications, reports and data are available on our Web site at: www.nj.gov/labor/lpa. The Web site is maintained on a daily basis to provide current information to the user community.

Monthly reports and publications posted to the Web site include: the *New Jersey Economic Indicators*, a comprehensive look at New Jersey's economy with current and historical data, and statistical snapshots comparing economic indicators for the nation and the state. It also includes articles on different aspects of the economy and brief analyses of current trends. The *Employment Situation Press Release* contains the latest monthly estimates of New Jersey's employment and unemployment data. It also provides detailed data on changes within industry sectors with data files for labor force, employment, unemployment, and building permits.

Quarterly reports and publications posted to the Web site include: *Regional Employment & The Economy Newsletters*, three regional (Northern, Southern, and Central) reports that track how employment, unemployment and other economic and labor market conditions have changed over a three-month period in a region. Data files for **Quarterly Census of Employment and Wages (QCEW)** for jobs covered by unemployment insurance statewide and by county. **Local Employment Dynamics (LED)** a program that uses state and federal information to provide a series of Quarterly Workforce Indicators (QWI) including turnover rates, new hires and job creation for local areas by industry, age and sex.

Semi-annual reports and publications posted to the Web site include: Occupational Wage Survey Data, files contain wage data for individual occupations for the state and Metropolitan Statistical Areas (MSA). Wages are presented for over 600 occupations at the state level and about 350 at the MSA level. Data is presented by occupational and industrial groups.

Annual reports and publications posted to the Web site include: County Community Fact Books, a quick look at major economic, demographic and labor force trends by county, complete with informative and colorful charts, graphs and tables. The Annual Statistical Review, a statistical summary of the New Jersey economy and the accomplishments of the various programs and operations within the NJ Department of Labor and Workforce Development over the past year. The Survey of Occupational Injuries and Illnesses provide comprehensive statistics on work related injuries and illnesses in New Jersey, including incidence rates, counts of all cases and demographic and case characteristic details from reported cases involving days away from work. Data files for population and household estimates, income and poverty, the state domestic product, and the annual demographic profile.

Biennial reports and publications include: **Projections Series** (current period 2006-2016), a concise look ahead at the changes that are anticipated to occur to New Jersey's population, labor force and employment levels. It also contains industry and occupational outlooks. *New Jersey's Hot Jobs*, user-friendly information that is designed to help New Jersey's high school students make good educational, training and career decisions. Focus is on areas of academic subject matter that may interest students and what occupations correspond to that interest. *The New Jersey Occupational Outlook Handbook* presents a comprehensive reference for guiding decisions with vital information for more than 600 occupations in New Jersey. *The Licensed Occupations in New Jersey* provides information on more than 130 occupations in the state that require a license from a state agency.

5. Customer Consultation and Satisfaction:

The plan adopted for Program Year 2008 was to conduct customer consultations to assess the usefulness of state-produced labor market information (LMI) products and services. This consisted of developing a survey that was distributed to the attendees of the Business and Industry Committee meeting in Bridgeton, New Jersey. The survey asked about the usefulness of LMI products and the ways in which these products could be improved.

Survey: Business and Industry Committee meeting

A survey was distributed to the 11 attendees of the Business and Industry Committee meeting in Bridgeton, New Jersey in April 2009. This committee is made up of private and public sector business leaders in the area who share information about problems, successes and new programs that may be available to the business community.

The survey listed seven types of labor market information products and asked the business customers to indicate whether they were aware of any of the products from those categories. Almost all of the respondents who completed the survey were aware of the products listed in the LMI categories on the survey. Most of these respondents indicated that they had used at least one LMI product within the last year. The LMI products with the highest level of usage were Employment and Labor Force Estimates and Industry and Occupational Employment Data, followed by Occupational Wage Data and Population and Demographic Data and then General Economic Reports. Below these were Projections and Career Planning.

All of the respondents who completed the question asking how helpful the LMI product(s) were indicated that they were helpful in assisting them in making informed business, training or other decisions. All of these respondents also indicated that they were satisfied with the labor market information products that they used within the last year.

When asked for comments, respondents gave generally positive feedback about existing LMI products. One respondent wanted to see real-time employment data offered, i.e., available job openings that actually exist. It was apparent that this respondent was not aware that the new LMI product Real Time Jobs in Demand provides actual job listings that are currently available. As a follow-up, information about Real Time Jobs in Demand was provided to the Business and Industry Committee contact person with a request that the information be shared with all the committee members.

Recommendations for Improvement:

Based on the recommendations in the current and prior surveys, in which customers have always been looking for the most current and up-to-date data, the Department recently developed a new LMI product called Real Time Jobs in Demand. The data used in Real Time Jobs in Demand are revised every month and show an accurate picture of New Jersey's labor market.

Real Time Jobs in Demand makes current job opportunities easy to find. Also, it gives credential and educational requirements for each job and groups the jobs by these characteristics. This LMI product shows the percentage of workers with various educational levels for each job. Real Time Jobs in Demand incorporates long-term employment trends plus all current job openings in New Jersey, as well as related information from Web sites, job boards, newspapers, and other sources. The data are combined with wage rates, projected employment trends and labor supply information.

All of the data available in Real Time Jobs in Demand provides the user with the tools to make smart career decisions. An enhancement which will be made to this product in the near future will be the addition of information on higher education graduates to the supply side component.

E-mail survey: WIRED Board Staff

A customer survey was sent to contact persons on the boards of the three WIRED regions in New Jersey. While working in partnership with the WIRED entities, the Department's Office of Labor Planning and Analysis (LPA) provided industry cluster information which included the following: demand for jobs, supply of workers, market gaps, and workforce development challenges. The survey asked the regional contacts to provide feedback about the usefulness of this information and of other labor market products used for their business or other decisions.

The first question asked how helpful the industry cluster information was in assisting with decision making. Similarly, the second question asked how helpful was the information provided about the strongest industries in the respective regions. The respondents agreed that they found this information helpful. Comments from the respondents indicated that the industry data was enlightening and useful, and that Labor Market Information (LMI) staff have been very helpful, particularly in assisting with gap analysis of a particular industry. The WIRED contacts also expressed their general appreciation for the information provided to them and expressed their gratitude toward LMI employees who worked directly with them.

When asked to assess their overall satisfaction with the information that was provided, the responses were positive. Asked if they used the Department of Labor and Workforce Development website, two of the WIRED contacts indicated that they had used the website. The types of information accessed were: general economic reports, employment and labor force estimates, occupational wage data, industry and occupational employment data, population and demographic data, and projections.

Comments about how products and services could be improved included: providing skills needs of the future workforce, skills of the current workforce in central Jersey, a listing of areas in the country that are the strongest competitors in specific fields and why, and specific needs of biotech/pharma industries that New Jersey is not meeting. Other general comments included: the Office of Labor Planning and Analysis should work more closely with the One-Stop computer system so there is real time data for New Jersey, and the demand list should not include occupations that are no longer in demand.

Recommendations for Improvement:

The internal committee of LMI producers and customer consultation staff members will continue to meet to discuss the surveys' findings and offer recommendations to improve labor market products in order to better serve our customers' needs. Some of the more frequent comments received were: to make users aware of the products that are available, and to provide the most up-to-date and accurate data.

Specific actions taken or planned include the following:

LMI staff continues to endeavor to make labor market products as detailed as possible so that customers are provided with the most localized data breakdowns available. The most recent revision of the Department's Web site provides query options to meet many of the users' specific requirements. Currently, additional applications for program-specific areas are being constructed and are expected to be introduced in stages throughout the next year. LMI staff plans to improve marketing efforts once the LMI portion of the LWD Web site is further developed.