

Annual Report Program Year (PY) 2009
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) 2009 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, 2010. 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 WIB, and local 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: Improved LMI products, Studies and Reports, Training and Support, and Other ETA Core Deliverables.

IMPROVED LMI PRODUCTS

In support of LWD's overall mission to promote job development and enhance talent in New Jersey, LPA has enhanced existing LMI products during the last 12 months:

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

In PY 2008, LMDR created a new tool for identifying jobs where employers are currently hiring. This tool integrates and synthesizes data from seven different sources, including Center for Occupational Employment Information, Program Planning & Analysis, O*Net, Employon, Occupational Employment Wage Survey and AOSOS. The model includes several data sources that were never looked at together before.

In PY 2009, the delivery of RTJID was enhanced and updated in order to increase the functionality and make it more use-friendly and flexible. Instead of static spreadsheets, users may conduct customized searches based on geographic region, education and training requirements, and occupation. In addition, the data is linked directly to the job search portal to facilitate searches for current openings. The data is now updated every month and the most recent six months of data is available online.

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 economy during the recession, the model could not be used to guide rapid reemployment initiatives in the state. Accordingly, 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 training or not, including total number of job openings within twelve months, total number of workers who were dislocated that have a related occupation, and 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.

STUDIES AND REPORTS

1. National Emergency Grant (NEG)

LMDR prepared an economic overview of the recession's impact on the New Jersey economy in general and the state's pharmaceutical industry specifically, which served a background for an NEG application. The analysis included a detailed account of dislocated workers from the pharmaceuticals industry.

2. On-the-Job Training Grant (OJT)

LMDR prepared a detailed analysis of the areas of the state that have been impacted the hardest by the current recession in support of Workforce New Jersey's application for an OJT NEG grant. The report detailed characteristics of unemployment claimants, job loss by industry and demographic data for ten areas of New Jersey.

3. Green Jobs

“Going Green” is now one of the highest economic priorities nationally as well as in New Jersey. In response to the increasing demand for “green” data, LMDR has initiated a number of response strategies and studies. New Jersey is part of a Northeast LMI Consortium Grant, along with seven other states, 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 APIs to allow information developed by the consortium to be displayed by other Web sites
- Create a national Green Jobs Bank
- Dissemination the information developed through the Portal, other Web sites and a series of state and regional publications

New Jersey was also granted a second state LMI grant (in response to the same SGA) focusing more on the supply side, or green skills. Work has begun and the grant will:

- 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; and
- Outreach to the state’s workforce and higher education community to demonstrate the system and train staff on its use;

4. The Health Care Industry and its Role in the New Jersey Economy

LMDR prepared a report in support of an application for a State Health Care Workforce Development Grant by the New Jersey State Employment & Training Commission. The report details health care industry employment, occupation and workforce trends and

their impact on the state's economy. Future industry and occupational projections are examined to determine the state's healthcare workforce needs in the future.

5. Northern New Jersey Labor Market Context Analysis

LMDR prepared a report on the economy and workforce of Northern New Jersey for the Greater Newark Workforce Funders Collaborative. The study concentrated on demographics, commuting patterns, and employment for the eight-county northern region. Detailed analysis was presented for the manufacturing and financial sectors of the economy.

6. Health Care LMI for Essex County, Union County and the City of Newark

LMDR prepared a detailed report on the overall demographics of the region and the health care industry and its workforce, in response to a request from the Union County WIB. The counties and cities used the report in support of an application for a grant funding opportunity.

7. Minimum Wage Study

The Minimum Wage Study is an annual report on the adequacy of the New Jersey minimum wage and its recommendations, as to whether or not the minimum wage should be increased and to what level. The report contains analysis and history of past and recent minimum wage increases, along with scenarios and recommendations for future increases.

TRAINING AND SUPPORT

One of the program areas within LMDR is the Bureau of Labor Market Information. This Bureau has eight Labor Market Analysts who interact with One-Stop managers, 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 a resource providing an overview of available labor market information tools, how the data can be accessed on the Internet and how it can help Workforce/One-Stop staff perform their job responsibilities, so as to 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-one interactions with the workforce staff.

Analysts also regularly give presentations to One-Stop workers, WIBs, 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
Workforce Investment Board Meetings	Various	Various	Analyst provides updates of labor market information for the local area and answer 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.
Bi-annual Analyst Meeting	Spring & Fall		Twice a year, we host a meeting to discuss economic developments and share what is going on in the labor areas with the rest of LMDR.
Demand List Training	9/23/09 to 10/9/09	Burlington Co. Col, Brookdale Comm. Col and Bergen Co. Tech. School	LMI training for Workforce Professionals, provided to One-Stop staff to facilitate understanding and application of LMI and the Career Information Software.
LMI Training	11/13/09	Labor Recourse Event - Jersey City University	Training for Workforce Professionals provided to One-Stop staff on the application of Labor Market Information data tools to assist jobseekers, including Real Time Jobs in Demand.
Training program for Demand Occupations	11/13/09	Labor Bldg.	Provided an overview of the Demand Occupations List to Unemployment Insurance staff.
Demand List Training	11/20/09	COEI Quarterly Steering Committee Meeting -	Presentation of LMI data tools used to assist jobseekers, including Real Time Jobs in Demand.
Labor Market Information and Real Time Jobs in Demand Training	12/3/09	New Brunswick One-Stop	LMI training for Workforce Professionals provided to One-Stop staff to facilitate understanding and application of LMI and the Career Information Software.
Labor Market Information	12/9/09	WIRED/ North Jersey Partners Committee Mtg.	LMI overview for Professionals on the application of LMI and the Career Information Software.
Labor Market Information	12/16/09	Johnson & Johnson Talent	Real Time Jobs in Demand presentation to job seekers.

Event	Date	Location	Synopsis
		Network Event, New Brunswick	
Labor Market Information, Real Time Jobs in Demand & Demand List Training	1/29/10	Labor Building, 13th Floor	Training for One-Stop Managers on the application of LMI data tools to assist jobseekers, including Real Time Jobs in Demand.
Real Time Jobs in Demand & Demand List Training	2/18/10	Newark One-Stop	Training for key staff members on the application of LMI data tools to assist jobseekers. Including Real Time Jobs in Demand. Also, provided a separate training to a workforce group.
Real Time Jobs in Demand & Demand List Training	2/25/10	East Orange One-Stop	Training for key staff members on the application of LMI data tools to assist jobseekers, including Real Time Jobs in Demand.
Green Jobs & Demand Occupations Update	2/26/10	Jersey City WIB	Updated training for WIB Professionals on the application of LMI data tools, including Real Time Jobs in Demand, and Green Jobs.
Demand Occupation Training	2/23/10	Labor Building, 13th Floor	Demand List training to Unemployment Insurance counselors.
Labor Market Information, Real Time Jobs in Demand & Demand List Training	3/18/10	Morris County One-Stop	Training for Workforce Professionals provided to One-Stop staff on the application of LMI data tools to assist jobseekers, including Real Time Jobs in Demand.
Labor Market Information	4/7/10	East Orange One Stop	Training for Workforce Professionals provided to One-Stop staff on the application of Labor Market Information data tools to assist jobseekers.
Demand List Training	4/13-14/10	Bergen Community Col, Hackensack	Training for Workforce Professionals provided to One-Stop staff on the application of the Real Time Jobs in Demand, and Demand List applications.
Demand List Training	4/20 & 22/10	Brookdale Community Coll., Long Branch, NJ	Training for Workforce Professionals provided to One-Stop staff on the application of the Real Time Jobs in Demand, and Demand List applications.
Labor Market	4/21/10	DOLWD	Training for Employment

Event	Date	Location	Synopsis
Information, Real Time Jobs in Demand & Demand List Training			Counselors on LMI data tools, the application of the Real Time Jobs in Demand, and Demand List applications.
Demand List Training	4/28/10	Gloucester Co. Community College	Training for Workforce Professionals provided to One-Stop staff on the application of the Real Time Jobs in Demand, and Demand List applications.
Demand List Training	4/30/10	NJDOLWD	Training for Workforce Professionals provided to One-Stop staff on the application of the Real Time Jobs in Demand, and Demand List applications.
Demand List Training	5/5/10	Gloucester Co. Community College	Training for Workforce Professionals provided to One-Stop staff on the application of the Real Time Jobs in Demand, and Demand List applications.
Labor Market Information Real Time Jobs in Demand & Demand List Training	5/05/10	Newark One-Stop	Training provided to One-Stop staff on the application of LMI data tools to assist jobseekers; including Real Time Jobs in Demand.
Real Time Jobs in Demand & Demand List Training	5/05/10	Newark One-Stop	Training provided to municipal and key WIB individuals on the application of LMI data tools to assist jobseekers; including Real Time Jobs in Demand.
Labor Market Information Real Time Jobs in Demand & Demand List Training	5/7/10	East Orange One Stop	Training provided to One-Stop staff on the application of LMI data tools to assist jobseekers; including Real Time Jobs in Demand.
Labor Market Information, Real Time Jobs in Demand & Demand List Training	5/12/10	East Orange Employment & Training. Also Union WIB office.	Overview of the LMI data tools to assist jobseekers, including Real Time Jobs in Demand.
Labor Market Information, Real Time Jobs in Demand & Demand List Training	5/19/10	Dover One-Stop	Training for Workforce Professionals provided to One-Stop staff on the application of LMI data tools to assist jobseekers, including Real Time Jobs in Demand
Real Time Jobs in Demand & Demand List Training	5/24/10	Tri-County Business Outreach	Overview of the LMI data tools to assist jobseekers, including Real Time Jobs in Demand.

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
- Occupational Employment Survey wages

LPA staff continues to release additional dynamic tools and reports that rely on data from the WID in conjunction with the development of the new LWD Web site. Functionality of existing tools/reports were also updated and improved.

LPA staff has started to populate WID 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 (2008-2018) statewide industry and occupational employment projections for 2018. The base year for these projections was 2008. These projections were completed in the first quarter of 2010.

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 2009-2011 industry and occupational employment projections were completed by the June 30, 2010 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 will be 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 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: *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.

5. Customer Consultation and Satisfaction:

As part of the continuing effort to assess the effectiveness of labor market information (LMI) products and services, two surveys were designed to measure overall awareness of and satisfaction with LPA products. First, a customer survey for high school guidance counselors was created to provide feedback on the *New Jersey Hot Jobs* career information product. Secondly, an e-mail-based customer survey was developed and sent to the 24 One-Stop Career Center Managers and the 18 One-Stop Operators in January 2010. The purpose of the survey was to consult with the workforce community about the usefulness of LMI products in assisting customers at the One-Stops. The full results from both surveys are attached at the end of this report.

I. Guidance Counselor Survey

Written surveys were mailed to 450 high school guidance directors in New Jersey and were completed and returned by 227 respondents. About 60 percent of the respondents were aware of the New Jersey Hot Jobs publication. Overall, a majority of the responses from those who were aware of the *New Jersey Hot Jobs* were satisfied with the publication. Over half of those who were aware of Hot Jobs felt that the publication was better than the previous edition.

Recommendations from the Survey

Among the most frequent comments was to improve the product layout to make it better for displaying on a bulletin board. Other comments were to provide more job descriptions, careers and other information on the publication. Based on the results of this survey, the publication will be redesigned to address the counselors concerns. In addition, marketing efforts to raise awareness will be implemented.

II. One-Stop Managers Survey

In the survey, the One-Stop managers were asked general questions about a range of LMI products. In addition, they were asked a series of questions about a specific product *Real Time Jobs in Demand*.

Overall, a significant number of the respondents who completed the survey were aware of many of the labor market information products. All of the respondents were aware of *Real Time Jobs in Demand*. A majority found it helpful, while one-half or less found

this product easy to understand, easy to use or met their needs. About 47 percent of the respondents were satisfied with this product.

Recommendations from the Survey

Recommendations from this survey is to evaluate the respondents' detailed comments and incorporate into the LMI products the suggested changes that can be implemented to improve the usefulness of products for our customers. In particular, comments indicated that there is a need to make Real Time Jobs in Demand easier to use.