

ABSTRACT

WORKFORCE INNOVATION FUND APPLICATION

Applicant Name: Newark Workforce Investment Board (NWIB)

Applicant Category: Individual local workforce investment board

Lead applicant City/State: Newark Workforce Investment Board, Newark, New Jersey

Areas Served: Newark, New Jersey, Congressional Districts NJ-010 and NJ-013

Project Name: Managing for Success: Investing in technology, performance management, and customer service to make Newark's workforce system more efficient and cost-effective

Funding Level Requested: \$2,702,054 technical costs
\$296,054 evaluation costs

Project Type: A

Description of Proposed Project:

The Newark Workforce Investment Board (NWIB), appointed by the Mayor to direct Newark's workforce system, has long struggled to overcome the massive inefficiencies in a system inherited nearly two decades ago. The NWIB requests funding for data technology, performance management, and enhanced customer service at the NWCCD, which it will use to:

- 1) improve data assessment, collection and analysis, 2) streamline services for customers, and 3) provide incentives to employees and vendors that reward strong performance and address poor performance.

This program would build on the learning municipalities have acquired through analysis of the 1) CompStat, which police departments have implemented to reduce crime, and 2) Baltimore's CitiStat, which takes a data management approach to city government concerns. The NWIB would like to apply such a system of data management to address chronic unemployment issues for its customers in Newark by integrating data from four One-Stop Center agencies

collect into system and apply other variables to the system to learn of correlations that will help the NWIB target training, and job placement efforts where they will be most effective—in job and careers that New Jersey Department of Labor and Workforce Development. Additionally, the NWIB would implement performance management and measures to work toward stated objectives, and use pay-for-performance incentives to improve result both from agency staff and vendors with whom we work to train and place clients in long-term employment position.

Description of Proposed Evaluation Strategy:

The Heldrich Center for Workforce Development at Rutgers University, would conduct a process evaluation. The Heldrich Center would: 1) evaluate the program's effectiveness; 2) evaluate the degree to which project objectives were achieved; 3) document the lessons learned; 4) provide recommendations for program refinement and improvement; and 5) examine the changes that resulted from implementing the project. Specifically, the evaluation study will address the effectiveness following program goals:

1. Providing skills and training to clients so they can enter low- to medium skill, career-track jobs;
2. Improving data gathering and analysis efforts of One Stop Agencies; and
3. Implementing performance management incentives to produce Goal #1 efficiently.

The Heldrich Center would review our outcome and output measures, evaluate the feasibility of replication and disseminate the findings of its results to help develop further learning among workforce professionals.

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