

PROGRAM YEAR 2014

ANNUAL REPORT

Workforce Information Core Products & Services Grant



Chris Christie, Governor
Kim Guadagno, Lt. Governor
Harold J. Wirths, Commissioner

Prepared by:
Office of Research & Information
Division of Workforce Research & Analytics
New Jersey Department of Labor & Workforce Development

This page intentionally left blank

Annual Performance Report Program Year (PY) 2014 Workforce Information Grant

Introduction

Program Year 2014 of New Jersey's Workforce Information Core Products and Services grant coincided with efforts by the NJ Department of Labor and Workforce Development (LWD) and its partners in business, education, and government to begin implementing provisions of the new Workforce Innovation and Opportunity Act (WIOA) within the state. From the start, it was clear that labor market data would play a large role in shaping New Jersey's new workforce development goals.

Many features of the WIOA law from high-quality partnerships and employer-valued credentials to an online Consumer Report Card rating for training providers are ideas that LWD and its data specialists have explored for several years. New Jersey is therefore eager to move ahead with a new range of data resources for job seekers, employers, and training providers alike.

Between July 2014 and June 2015, the Department's Office of Research and Information (ORI) continued to work with other LWD program areas to deliver the core products and services articulated in the New Jersey Unified Workforce Investment Plan – 2012-2017. ORI placed special emphasis on making accurate and timely labor market information more accessible to all New Jersey's residents seeking employment and training. Labor Market Information (LMI) data was disseminated throughout the year through the ORI Web site; LWD's Jobs4Jersey.com job search portal; a variety of publications; outreach activities conducted by labor market analyst field staff; and the career and occupational information of the state's Center for Occupational Employment Information (COEI).

Looking ahead, many new LMI products and services are under consideration as a new data-driven Talent Development Strategy takes shape across New Jersey. The Department's Labor Market Information team has created an Advisory Board of public and non-profit partners to help develop additional data resources, and will pursue an ambitious 2015-2016 schedule of major projects, including the launch of a state Demand Credential List and conferences highlighting the release of new industry sector data. Finally, ORI's units, **Economic and Demographic Research (EDR)** and **Workforce Research and Analytics (WRA)** plan to recruit a dozen Labor Market Analyst Trainees during 2014 and 2015 to ensure that a new generation of well-trained data analysts is in place to take on future challenges.

Program Year 2014 Annual Performance Report

New Jersey Department of Labor and Workforce Development

PY 2014 ETA Core Deliverables

1. Populate the WID with state and local data

ORI staff continue updating all core (see list below) Workforce Information Database (WID) tables using Version 2.3 for use in current web-based applications.

- 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 (OES) Wage Survey

ORI staff continues to populate and maintain WID Tables using Version 2.5. Version 2.5 will eventually be used to update web applications of the LWD Web site.

ORI 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 will be improved as LWD IT staff upgrades components of the LWD Web site.

ORI staff use the WID to create custom analysis/reports using various labor market information indicators contained in WID tables to help customers gain insight on state and local trends.

ORI staff use Webtrends software to monitor hits to various Web pages and links on the ORI Web site. 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

Short-term Employment Projections

The short-term 2014-2016 industry and occupational employment projections were completed and submitted

by ORI's Bureau of Labor Market Information by the June 30, 2015 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 WRA.

The short-term occupational projections have also been provided for posting on the national state projections Web site at: <http://www.projectionscentral.com/>

3. Conduct and publish relevant economic analyses, special workforce information, and/or economic benefit to the Governor and state and local Workforce Investment Boards (WIBs)

"Your Career" brochures

By the end of Program Year 2014, nearly 50,000 printed copies of the Office of Research and Information's popular "Your Career" brochures had been distributed to New Jersey's One-Stop Career Centers, the New Jersey Talent Networks, libraries, industry and business associations, Workforce Investment Boards, county colleges, and high school teachers throughout the state. Multiple copies of these profiles, which highlight selected occupations in seven of the State's key industry clusters, were also provided to the 1,500 members of the New Jersey School Counselors Association. Thousands of other data users have downloaded digital versions of the brochures as well from <http://jobs4jersey.com/jobs4jersey/jobseekers/newcareers/>

To develop the original career brochures in PY 2013, industry analysts within ORI's LMI team identified the annual and projected openings in various job titles in each industry cluster, the salary scales attached to each and the availability of those jobs, along with the educational levels required to be considered for each position. Meetings were also held with Talent Network staff and employers from seven of New Jersey's top industry sectors. Since then, online pdf versions have been updated as new employment and earnings data has become available.

Program Year 2014 Annual Performance Report

New Jersey Department of Labor and Workforce Development

Occupational Employment and Wages – A Detailed Analysis of New Jersey’s Occupational Landscape

A report based on the Occupational Employment Statistics (OES) Wage Survey was created and published by the Office of Research and Information. Released in February 2014, the report presents the 2012 OES Wage Survey data in a format that supports New Jersey’s targeted industry cluster approach to workforce and economic development.

The OES employment and wage data was aggregated by industry to present occupational statistics for the seven targeted industry clusters (Financial Services, Life Sciences, Transportation Logistics and Distribution, Health Care, Technology, Advanced Manufacturing, Leisure Hospitality and Retail), with an additional category for Science, Technology, Engineering and Math (STEM) occupations. These data were also developed for local labor areas, allowing for geographic analysis by industry cluster.

The report was distributed to all One-Stop Career Centers and local WIBs. The report has proven to be a valuable tool for counselors in offering career pathways information for job seekers. The report was cited by the USDOL – ETA as exceeding the standards for the Workforce Information Grant (WIG), and should be continued.

The popularity of this report is evident in its total distribution numbers. In calendar year 2014, more than 400 physical copies of the report were distributed to various stakeholders. In addition, there were nearly 3,500 unique visitors who viewed or downloaded the report more than 127,000 times, an average of nearly 40 views per unique visitor.

Work is currently underway for an update to this report, with new content, to reflect data from the 2014 OES Wage Survey.

Occupational Employment and Wages – A Detailed Analysis of New Jersey’s Occupational Landscape is available online at: http://lwd.dol.state.nj.us/labor/lpa/employ/oeswage/nj_oes_wage_report.pdf

Industry Sector Analyses

WRA recognizes that industry sectors are the engines that drive job expansion and business attraction in New Jersey. WRA has directed its resources to develop strong relationships between private sector industries, workforce partners, and the education community. This comprehensive approach provides identification of existing industry and state assets/advantages, while attempting to define changing or emerging trends and opportunities in specific sectors.

The industry sectors reflect their importance to the overall economy currently or heading into the future. A summary sheet of the key industries can be viewed here:

<http://lwd.dol.state.nj.us/labor/lpa/pub/lmv/cluster%20handout.pdf>

Detailed industry analysis reports have been prepared and published with the latest available LMI during PY 2014. They are listed below. These reports were created to inform legislators, WIBs, and other policy makers of the strategic position each targeted industry has in New Jersey’s economy and what steps can be taken to help these industries prosper. These seven reports were viewed online nearly 47,000 times combined in calendar year 2014. A link is provided to access the individual reports.

New Jersey’s Biopharma/Life Sciences Cluster:

<http://lwd.state.nj.us/labor/lpa/pub/empecon/biopharma.pdf>

New Jersey’s Advanced Manufacturing Cluster:

<http://lwd.state.nj.us/labor/lpa/pub/empecon/advmfg.pdf>

New Jersey’s Transportation, Logistics and Distribution Cluster:

<http://lwd.state.nj.us/labor/lpa/pub/empecon/tld.pdf>

New Jersey’s Financial Services Cluster:

<http://lwd.state.nj.us/labor/lpa/pub/empecon/finance.pdf>

New Jersey’s Health Care Cluster:

<http://lwd.state.nj.us/labor/lpa/pub/empecon/health-care.pdf>

Program Year 2014 Annual Performance Report

New Jersey Department of Labor and Workforce Development

New Jersey's Technology Cluster:

<http://lwd.state.nj.us/labor/lpa/pub/empecon/technology.pdf>

New Jersey's Leisure, Hospitality and Retail Cluster:

<http://lwd.state.nj.us/labor/lpa/pub/empecon/lhr.pdf>

Regional Focus

Regional Focus quarterly newsletters contain regional analysis of the local labor areas in New Jersey. Each region and its labor areas have unique industry, labor force and demographic characteristics. Regional Focus offers insight and analysis on the changing employment situation in New Jersey's northern, central and southern labor areas, its industries and comparisons with statewide employment trends. These publications are designed to provide information to a wide variety of our LMI customers and Workforce partners including local WIBs, job counselors and job seekers. The content was expanded to include labor demand data in a continuing effort to provide relevant and actionable intelligence to our customers.

Regional Focus newsletters contain articles, analysis, tables and charts illustrating employment by industry, unemployment rates, characteristics of the unemployed, and highlights of economic activity that let Regional Focus develop a picture of New Jersey labor areas and insight into changes within them. These newsletters are published on a quarterly basis and distributed through an email subscriber list of over 1,300 recipients and based on a measure of web traffic and is one of our most popular products. They can also be accessed from the ORI Web site at:

<http://lwd.state.nj.us/labor/lpa/pub/regfocus/rfnorth13.pdf>

<http://lwd.state.nj.us/labor/lpa/pub/regfocus/rfcentral13.pdf>

<http://lwd.state.nj.us/labor/lpa/pub/regfocus/rfsouth13.pdf>

4. Posting products, information and reports on the internet

All ORI publications, reports and data are available on our Web site at: http://lwd.dol.state.nj.us/labor/lpa/LMI_index.html. 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 Data Series*, 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 provides detailed data on changes within industry sectors with data files for labor force, employment, unemployment, and building permits. The *Employment Situation Press Release* contains the latest monthly estimates of New Jersey's employment and unemployment data. The *Labor Market Information Update* contains a monthly overview of New Jersey's current labor market conditions illustrated with user-friendly charts and maps.

Quarterly reports and publications posted to the Web site include: Data files for *Quarterly Census of Employment and Wages (QCEW)* for jobs covered by unemployment insurance statewide and by county. *Local Employment Dynamics (LED)* is 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 containing 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: Data files for population and household estimates, income and poverty, the state domestic product, and the annual demographic profile are posted.

County Community Fact Books

The *County Community Fact Book* provides a detailed look at the economic and demographic trends for New

Program Year 2014 Annual Performance Report New Jersey Department of Labor and Workforce Development

Jersey's 21 counties. Included are facts and figures on current industry trends, population, unemployment and income. The *County Community Fact Book* also provides a look into the future by providing the latest population, labor force, industry and occupational projections. The *County Community Fact Book* is meant to be a reference tool for use in local and regional economic development planning, WIB strategies and for employment and training providers. The *County Community Fact Books* are updated biennially.

Access to all 21 Regional Fact Books (one for each New Jersey County) can be found on the Web site at: http://lwd.state.nj.us/labor/lpa/pub/factbook/factbook_index.html

County Labor Market Information Snapshot

The *County Labor Market Information Snapshot* provides key labor market indicators for all 21 New Jersey counties. This guide gives workforce and education policy makers key information about industries at the local level to enable informed decision making.

All 21 county LMI snapshots are available on the Internet at: <http://lwd.dol.state.nj.us/labor/lpa/pub/factbook/snapshot/allcounties.pdf>

County Fact Sheets

Each county (21) fact sheet contains population and demographic facts, business and industry facts and geographic facts. They are updated periodically as new data becomes available.

All 21 county fact sheets are available on the Internet at: http://lwd.state.nj.us/labor/lpa/pub/cntyfact/cntyfact-sheet_index.html

5. Partner and consult on a continuing basis with workforce investment boards and other key workforce and economic development partners and stakeholders.

During the past program year, WRA's Labor Market Analysts continued to support New Jersey's economic development efforts by providing workforce, industry and company information to the three agencies driving the state's **Partnership for Action**: the *Business Action Center*, the *New Jersey Economic Development Authority* and *Choose New Jersey, Inc.* Labor Market Analysts also provide valuable data and analysis to local workforce office staff, WIBs, county economic development officials, employers, Talent Networks and other partner organizations in their roles as Regional Specialists and Industry Specialists. Their role as trainers will expand during Program Year 2015 as they provide more LMI professional staff development and resources to Department employees in keeping with the state's emerging Talent Development Strategy and WIOA goals.

Following are some of the key training events and/or presentations/information sessions staff conducted during the 2014 program year.

Program Year 2014 Annual Performance Report

New Jersey Department of Labor and Workforce Development

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

Event	Date	Location	Synopsis
Talent Network Directors Meetings	Quarterly	NJLWD	Labor Market Analysts attended and exchanged information with the Talent Network Directors and their representative(s).
Workforce Investment Board Meetings and Sub-committee Meetings	Various	Various	Labor Market Analysts provided 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	Labor Market Analysts served as a resource person for local labor market information data and analysis. Staff also provides training on the application of the data.
Labor Market Information Seminars/Workshops for One-Stop Customers	Various	Various	<p>Labor Market Analysts provided labor market information data for Work First clients and Jersey Job Club members at the One-Stop Career Centers.</p> <p>These events were developed and presented to help clients of the LWD's One-Stop Career Centers to:</p> <ol style="list-style-type: none"> a. Learn about labor market information. b. Understand the relevance of labor market information in the economy, particularly in relationship to employment and career update. c. Identify appropriate labor market tools for job search, education and training, evaluation of labor market conditions, etc. d. Provide hands-on opportunities for clients to participate in using labor market tools to obtain real-time job search and career results.
BioNJ HR Forum	Various	Rutgers University – Busch Campus Center and Bridgewater	Labor Market Analysts participated in roundtable discussions and answered labor market information related questions.
County Economic Development Corporation	Various	Bergen, Hudson, Morris and Union	Labor Market Analysts met with staff several times to provide labor market information updates. Discussions included economic development activities. When applicable, attended some partnership meetings and provided labor market information updates.

Program Year 2014 Annual Performance Report

New Jersey Department of Labor and Workforce Development

Labor Market Information-Trainings, Presentation, WIB Meetings, One Stop Visits (cont.)

Event	Date	Location	Synopsis
One-Stop Partners Meetings	Various	Various	Labor Market Analysts provided updates of labor market information for the local area and answer any specific questions that partners may have pertaining to the local economy.
Jersey Job Club	Various	Jersey City One-Stop Career Center	Labor Market Analysts provided the Jersey Job Club members with training/seminars on the use of Real Time Labor Demand information.
New Jersey Business and Industry Skills Gap Discussion	Various	NJBIA, Trenton, NJ	Labor market information partnered with NJBIA to develop a skills gap survey.
Health Care Workforce Council	Various	Rutgers Labor Education Center, New Brunswick, NJ	Labor Market Analysts participated as a panelist and resource person for the various member agencies.
Cumberland County Business and Industry Committee Meeting	Various	Millville, NJ	Labor Market Analysts presented updated labor market information for Cumberland county, which included employment rates, labor statistics, and local developments.
WIOA Governance and Planning Committee Meetings	Various	Trenton, NJ	Senior Administrator and Supervising Labor Market Analyst served in a resource capacity and participated in discussions around regional planning.
WIOA Career Pathways Committee Meetings	Various	Trenton, NJ	Labor Market Analysts served in a resource capacity and participated in discussions around developing career pathways and occupations in demand.
Morris County Economic Development Council Meeting	10/23/14	Parsippany, NJ	Regional Analyst was invited to participate as a panel member, supplying current labor market information to county officials, and representatives from CBRE.
Emerging Business and Innovation Cluster Focus Group	10/6/14	Somerville, NJ	Labor Market Analysts were invited to attend the Emerging Businesses and Innovation Cluster Focus Group for the Supporting Priority Investment discussion. Labor Market Analysts answered questions on subjects related to labor market information data and reports specific to his area of expertise.

Program Year 2014 Annual Performance Report

New Jersey Department of Labor and Workforce Development

Labor Market Information-Trainings, Presentation, WIB Meetings, One Stop Visits (cont.)

Event	Date	Location	Synopsis
Career Exploration in New Jersey's Key Industry Sectors	10/7/14 and 1/21/14	Atlantic City, NJ and Ocean City, NJ	Labor Market Analysts presented during a plenary session focusing on identifying key industry employment opportunities in the bi-county area, and how to link local labor market information to education and career development.
Prevailing Wage and Misclassification Conference	10/8/14	Atlantic City, NJ	Labor Market Analysts presented on economic trends for New Jersey's construction industry.
New Jersey League of Municipalities	11/18/14	Atlantic City, NJ	Cluster Fact Sheets, Industry Reports, Labor Market Views, County Fact Sheets, and the Regional Focus were compiled for distribution by NJ State Data Center staff at the League's annual meeting.
Health Care and Technology Talent Networks	12/11/14	Newark, NJ	Senior Administrator and Labor Market Analysts attended the event coordinated in partnership by the Health Care and Technology talent networks as resource persons.
Manufacturing Skills Council Roundtable	12/16/14	Trenton, NJ	Labor Market Analysts were invited to participate as an industry expert in a Manufacturing Skills Council Roundtable. Discussion included a better qualified workforce, workforce challenges, and State-company-industry partnerships. Labor Market Analysts also prepared a brief economic overview handout to lead the discussion.
Financial Services Industry Week Kick-off Event	1/12/15	West Windsor, NJ	Labor Market Analysts attended as a resource person.
Financial Services Industry Week	1/16/15	Somerset, NJ	Labor Market Analysts attended as a resource person.
Middlesex County Vocational School	1/28/15	East Brunswick, NJ	Labor Market Analysts presented an overview of long term industry and occupational projections to Middlesex County's Vocational School Superintendents. The Superintendents were interested in future occupational demand for the purpose of developing training programs.

Program Year 2014 Annual Performance Report

New Jersey Department of Labor and Workforce Development

Labor Market Information-Trainings, Presentation, WIB Meetings, One Stop Visits (cont.)

Event	Date	Location	Synopsis
Data Mining an Intervention Through IT: Health Care and Technology Talent Network	2/13/15	Burlington County College, Mt. Laurel, NJ	Senior Administrator and Labor Market Analysts attended event coordinated in partnership by the Health Care and Technology talent networks as resource persons.
Integrated Employment Institute's Annual Training	2/18/15	Rutgers University, Stratford, NJ	Labor Market Analysts presented to the Rutgers School of Health Related Professionals information on the benefits of labor market information, how to understand the local labor market, and an analysis of employment within the state.
Pathways and Partnerships: Building New Jersey's Blueprint for Workforce Innovation and Opportunity Act (WIOA) Conference	3/31/15 - 4/1/15	West Windsor, NJ	Senior Administrator and Labor Market Analysts attended a 2-day WIOA planning conference and participated in workshop discussions.
Technology and Entrepreneurship Talent Network Industry Week Kick-off Event	4/13/15	New Jersey Institute of Technology, Newark, NJ	Senior Administrator attended as a resource person.
Growing the Technology Economy in New Jersey	4/14/15	Rowan University, Glassboro, NJ	Senior Administrator participated in a discussion on the technology industry.
Supporting Sector Strategies: Boston Convening	4/14/15-4/15/15	Boston, MA	Labor Market Analyst attended and presented on New Jersey's key industry clusters as well as the Bureau's labor market information resource initiatives.
Technology Business Start-Up Workshop	4/24/15	Burlington County College, Mt. Laurel, NJ	Senior Administrator attended as a resource person.
ChooseNJ Discussion	5/19/15	Plainsboro, NJ	Principal Managing Analyst and staff attended a meeting with ChooseNJ President and CEO Michelle Brown and staff to discuss New Jersey's key and emerging sectors.
North Jersey Partners	5/5/15	Newark, NJ	Senior Administrator attended the NJ Partners Regional Plan Association meeting "Leading the Way: From Plan to Implementation" as a resource person for labor market information.

Program Year 2014 Annual Performance Report New Jersey Department of Labor and Workforce Development

Labor Market Information-Trainings, Presentation, WIB Meetings, One Stop Visits (cont.)

Event	Date	Location	Synopsis
NJ State Data Center Annual Network Meeting	6/17/15	New Brunswick, NJ	Labor Market Analysts presented on the 2012-2022 industry and occupational projections. The Bureau of Labor Market Information also provided Industry Fact Sheets and reports, and Regional reports.
BioNJ Industry Study Webinar	9/22/14	Rutgers University, New Brunswick, NJ	Labor Market Analysts were invited as a key speaker on the subject of "Life Sciences in New Jersey: Looking Beyond Biotech", a report developed in partnership with the Department and which incorporated data and analysis from the biopharma industry study.
Advanced Manufacturing Week Kick-off Event	9/29/14	Newark, NJ	Labor Market Analyst attended as a resource person.

6. New Tools and Resources

New Jersey has seen a resurgence in residential construction, and in particular building activity for multi-family units in urban areas located in the northern region. Rebuilding efforts in the wake of Superstorm Sandy continue in some shore communities. In response to these economic trends, the Bureau of Labor Market Information developed a detailed industry analysis on the construction industry. By providing analysis of key economic indicators such as occupational wages and demographics of resident workforce, this report also supported the efforts of the Department's Recovery New Jersey Talent Network, which played a major role connecting members of the business community, skilled workers, and resources.

The report can be accessed online at: <http://lwd.state.nj.us/labor/lpa/pub/empecon/construction.pdf>

Summary of Customer Consultation

In April 2015, the New Jersey Department of Labor and Workforce Development and the State Employment and Training Commission hosted a two-day statewide conference on the new Workforce Innovation and Opportunity Act (WIOA). More than 300 workforce system stakeholders and partners gathered to discuss ways to incorporate WIOA goals into a new Talent Development Strategy for the state.

Given the importance of workforce data and stronger business-education partnerships to successful WIOA implementation, ORI hosted the first meeting of a new **Labor Market Information Products and Services Advisory Board** at the conference. The thirteen participants ranged from county college presidents and librarians, to non-profit service providers and Workforce Investment Board Directors. All shared a strong belief in the value of labor market data resources as part of their workforce and career initiatives.

During this session, the advisors reviewed a full range of current LMI products from the NJ Department of Labor and Workforce Development, and suggested a wide range of information resources that could boost their future workforce efforts. Topics that day included new ways that labor market information might be applied to curriculum development, work credentials, identification of high demand jobs, special "jobseeker libraries", training for college faculty, and more effective use of infographics in career materials.

The panel will meet with the state's Labor Market Information staff early in Program Year 2015 to identify new data resources to promote expanded training options and new career pathways statewide.

This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The U.S. Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyrighted owner.