

PROGRAM YEAR 2015

# ANNUAL REPORT

## Workforce Information Core Products & Services Grant



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Division of Workforce Research & Analytics  
New Jersey Department of Labor & Workforce Development

## Annual Performance Report Program Year (PY) 2015 Workforce Information Grant

### Introduction

Program Year 2015 of New Jersey's Workforce Information Core Products and Services grant coincided with major efforts by the NJ Department of Labor and Workforce Development (NJLWD) and its partners in business, education, and government to implement provisions of the Workforce Innovation and Opportunity Act (WIOA) within the state. As anticipated, labor market data has played a large role in shaping New Jersey's new workforce development goals.

The Department of Labor and Workforce Development has implemented a new data-driven Talent Development Strategy, which has resulted in a focus on high-quality employer-driven partnerships, regional coordination, and the creation of an Industry-Valued Credentials List. Labor Market Information staff continues to release comprehensive industry sector data on a regular basis.

Between July 2015 and June 2016, the Department's Office of Research and Information (ORI) continued to work with other NJLWD 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, new LMI products and services are under consideration as we continue to implement the Workforce Innovation and Opportunity Act. The state's Credential Review Board will continue to refine and update our Industry-Valued Credentials List. Our Demand Occupations List will be updated to meet the current needs of jobseekers, employers, and training providers. Labor Market Analysts are working closely with Talent Network professionals in New Jersey's seven major industries to gain additional intelligence. Each Talent Network will be a crucial source of information on the workforce needs of their specific industry. We believe this collaboration will bring additional depth and breadth to our industry reports that will benefit all stakeholders. Finally, we hope to conduct research that will provide insight into the expanding freelance economy and its effects on traditional employment in our state.

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## New Jersey Department of Labor and Workforce Development

### PY 2015 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 2.6 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 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

##### Long-term Employment Projections

Staff completed and submitted long-term industry and occupational employment projections (2014-2024) by the June 30, 2016 deadline. The projections were developed using the software and methodologies prescribed by the Projections Managing Partnership (PMP). The pro-

jections were reviewed for consistency and reasonableness by the field staff within the Division of Workforce Research & Analytics (WRA). The projections were also reviewed for reasonableness and consistency relative to New Jersey's long-term population and labor force projections.

Long-term county occupational projections were provided to the Center for Occupational Employment Information (COEI). The projections were also made available to the public through the ORI web site at:

[http://lwd.dol.state.nj.us/labor/lpa/employ/indoccpj/indoccpj\\_index.html](http://lwd.dol.state.nj.us/labor/lpa/employ/indoccpj/indoccpj_index.html)

The data is also used by the Workforce Information Database.

##### Short-term Employment Projections

The short-term 2015-2017 industry and occupational employment projections were completed and submitted by ORI's Bureau of Labor Market Information by the June 30, 2016 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 Development Boards (WDBs)

##### 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 com-

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prehensive 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\\_handout.pdf](http://lwd.dol.state.nj.us/labor/lpa/pub/lmv/cluster_handout.pdf)

Detailed industry analysis reports have been prepared and published with the latest available labor market information during PY 2015. They are listed below. These reports were created to inform legislators, WDBs, 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. 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>

### **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**

WRA recognizes the importance of local labor market intelligence to customers such as local partners, planners, jobseekers and the business community and is committed to providing relevant products and services. In an effort to meet the labor market information needs of this diverse customer base, local economic reports were reviewed. While products such as the County Community Fact Books and County Fact Sheets may be redesigned, it was determined that the Regional Focus quarterly publication would continue to be produced. Regional Focus quarterly newsletters contain regional analysis of the local labor areas in New Jersey by offering insight and analysis on the changing employment situation in New Jersey's northern, central and southern labor areas. These publications are designed to provide information to a wide variety of our LMI customers and Workforce partners including local WDBs, job counselors and jobseekers. The content also includes relevant and actionable labor demand data.

Regional Focus newsletters contain articles, analysis, tables and charts illustrating employment by industry, unemployment rates, characteristics of the unemployed, and highlights of economic activity. 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 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/rfnorth17.pdf>

<http://lwd.state.nj.us/labor/lpa/pub/regfocus/rfcentral17.pdf>

<http://lwd.state.nj.us/labor/lpa/pub/regfocus/rfsouth17.pdf>

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### 4. Posting products, information and reports on the internet

**All ORI publications, reports and data are available** on our Web site at: [http://lwd.state.nj.us/labor/lpa/LMI\\_index.html](http://lwd.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. It 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 es-

timates, income and poverty, the state domestic product, and the annual demographic profile are posted.

### 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>

### 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, WDBs, 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 2016 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 2015 program year:

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#### Labor Market Information-Trainings, Presentation, WDB 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 Development 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"> <li>a. Learn about labor market information.</li> <li>b. Understand the relevance of labor market information in the economy, particularly in relationship to employment and career update.</li> <li>c. Identify appropriate labor market tools for job search, education and training, evaluation of labor market conditions, etc.</li> <li>d. Provide hands-on opportunities for clients to participate in using labor market tools to obtain real-time job search and career results.</li> </ol>
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.
Industry Specific Targeted Industry Partnership Meetings	Various	Various	An effort sponsored by the New Jersey Department of Labor and Workforce Development and employers to create a high - quality regional employer partnership.

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

Event	Date	Location	Synopsis
High Quality Partnership Summits/Meetings	Various	Various	Meetings focused on creating a high-quality, employer driven coalition that will provide expertise and inside perspective on current and future workforce needs and increase regional economic development. As well as provide a forum for employers, educators, economic development professionals, community agencies and the workforce investment system - to share industry intelligence and insights about hiring trends, skill and competency needs, and talent gaps to open up job and career opportunities to NJ residents; particularly those facing significant barriers to work.
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.
State Employment and Training Commission Performance Committee	Various	Various	WRA Director attends and exchanges information with various workforce agencies and their representatives.
National Association of State Workforce Agencies Labor Market Information Committee	Various	Various	Committee of state administrators of the publicly-funded state workforce system who work in labor market information agencies. Share best practices and labor market information.
New Jersey Manufacturing Week kick-off event	9/28/15	Newark, NJ	Analyst attended as a resource person.
Data Based Decision Making (Sector Strategies Fund)	10/27/15	Conference Call	The analyst served in a resource capacity and participated in discussions when necessary.
Integrated Employment Institutes, Annual Training: Understanding the Labor Market	2/3/16	Rutgers University, Scotch Plains, NJ	Labor Market Analysts presented to the Rutgers School of Health Related Professionals information on the benefits of labor market information, and how to understand the local labor market, and an analysis of employment within the state.
Healthcare Industry Summit	4/11/16	New Brunswick, NJ	Analyst attended event coordinated in partnership by the Health Care and Technology talent networks as resource persons.

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

Event	Date	Location	Synopsis
NJ Commission for the Blind – LMI Training	5/12/16	Newark, NJ	LMI training focusing on learning about LMI that would be useful to vocational rehabilitation for Vocational Rehabilitation Counselors.
NJ State Data Center Annual Network Meeting	6/15/16	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.
NJ Department of Labor and State Employment and Training Commission Key Partners Meeting	6/27, 28/16	Trenton, NJ	WRA Director presented analysis on industry-valued credentials and related labor market information to WDB Directors, One-Stop managers and other workforce professionals.
Regional Coordination Meetings	7/26, 27, 28/16	Bergen Com. Col. (Lyndhurst, NJ), Easton town, NJ, Cherry Hill, NJ	In support of the Workforce Development Boards strategic plans that are due this fall, LMI Staff members attended a series of meetings regarding what will be required of the WDBs.

## 6. New Tools and Resources

One of the primary goals of New Jersey's 2016 Combined State Plan for the *Workforce Innovation and Opportunity Act (WIOA)* is to increase the number of adults in New Jersey who have earned an industry-valued post-secondary credential or degree. New Jersey's ability to compete in the 21st Century's global economy depends on giving 35% of its workforce (1.4 million employees) more opportunities to acquire valuable work credentials beyond high school.

To help New Jersey jobseekers identify the specific credentials that employers are seeking, the New Jersey Department of Labor & Workforce Development (NJLWD) has developed an initial list of **Industry-Valued Credentials** based on extensive analysis of New Jersey labor market data and on detailed feedback from employers statewide. The List is the result of a year-long research effort by Labor Market Analysts specializing in the state's leading industry sectors and regional labor markets.

A credential is defined as "a recognized degree, diploma, certificate or certification awarded for an occupation." Industry-valued credentials have the following characteristics:

- Valued and demanded by employers
- Portable – skills learned are transferable and provide broad opportunities
- Stackable – skills learned may lead to opportunities for continuous or advanced training and education
- Lead to higher wages, career advancement, and/or increased job security

The NJLWD will use this list to direct federal and state training dollars toward the most effective workforce and education programs. This list will also act as a consumer protection for those in search of high quality training. Jobseekers and those seeking career advancement can be assured that a credential is valid and recommended by knowledgeable employers, educators, and workforce professionals.

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### Summary of Customer Consultation

On May 26, 2016, the New Jersey Department of Labor and Workforce Development in partnership with the State Employment and Training Commission, NJ Department of Education, NJ Office of the Secretary of Higher Education, and the NJ Business Industry Association brought stakeholders together to discuss how to establish and grow High Quality Employer-Driven Partnerships throughout New Jersey.

A High Quality Partnership is a team driven by a group of industry employers, partnered with education, workforce, organized labor and economic development, which utilizes industry data to create career pathways for individuals that result in industry-valued credentials, certificates or degrees.

The High Quality Partnership Summit provided an opportunity to learn about New Jersey's vision for High Quality

Partnerships, to hear how peers were utilizing partnerships to drive progress, and identified ways to grow High Quality Partnerships throughout New Jersey.

The Summit brought leaders from workforce development boards, higher education institutions, K-12 education and career and technical education centers, Talent Networks, economic development organizations, organized labor, and other community organizations together with business and industry.

During the summit, participants examined New Jersey's major industry clusters to identify opportunities for partnership. The states Labor Market Information staff provided industry reports for several of New Jersey's major industries including Finance, Advanced Manufacturing, Life Sciences, Healthcare, and Leisure, Hospitality and Retail.

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