

P R O G R A M Y E A R 2 0 1 2

# 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 Labor Market & Demographic Research  
New Jersey Department of Labor & Workforce Development



## Program Year 2012 Annual Performance Report New Jersey Department of Labor and Workforce Development

# Annual Performance Report Program Year (PY) 2012 Workforce Information Grant

### Introduction

New Jersey's Division of Labor Market and Demographic Research (LMDR) is responsible for all grant-related Labor Market Information (LMI) activities under the Workforce Information Core Products and Services grant. LMDR is part of the Office of Research and Information (ORI) within the NJ Department of Labor and Workforce Development (LWD).

As required by the Employment and Training Administration (ETA) under the grant, the ORI is providing this report on activities during Program Year (PY) 2012.

Leveraging this federal grant funding with other funding sources has enabled ORI to maximize the quantity and quality of the products and services it has provided to the One-Stop Career Center community and other workforce information customers.

ORI has coordinated its efforts with those of other LWD program areas to deliver the core products and services articulated in the New Jersey Unified Workforce Investment Plan – 2012-2017. Except for core products that have a national focus, all other activities are supported within the context of the State Plan, which stresses providing the citizens of New Jersey with the accurate and timely labor market information required for a demand-driven One-Stop Career Center system.

ORI supports several major initiatives to ensure that employer labor force needs drive New Jersey's workforce development policies as established in Core Value 1, *Driving Investments Based on Industry Needs*, of the Unified Workforce Investment Plan.

Offering insight into the Department's Core Value 2, *Meeting Jobseekers Where They Are*, ORI completed a study of the characteristics of unemployed New Jerseyans and the degrees to which they connect with state's unemployment and reemployment systems. Correlating the characteristics of the unemployed and their connectivity with the Workforce Investment System offered insight into successes, challenges and factors to address to more successfully reach and engage job seekers.

ORI provides delivery of Labor Market Information (LMI) products to the One-Stop Career Center community, students and job seekers through four primary means. These methods include the ORI Internet Web site; dissemination of LMI through a variety of publications; outreach activities conducted by labor market analyst field staff and, finally, by providing career and occupational information in support of the state Center for Occupational Employment Information (COEI) which delivers this information to students and to job seekers exploring career options. ORI also develops and delivers a wide range of LMI to strengthen the capabilities of New Jersey's innovative Jobs4Jersey.com labor exchange tools. In addition, ORI staff continues to focus on capacity building and on providing training to assist employment and training providers, employment counselors and planners to understand and implement LMI in their efforts.

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The most significant event to affect New Jersey's economy and labor markets in PY 2012 was Superstorm Sandy. Effectively responding to people affected by the widespread damage caused in New Jersey by Superstorm Sandy required key information for crucial data-driven decisions. Staff of the Office of Research and Information (ORI) within the New Jersey Department of Labor and Workforce Development (LWD) provided a broad array of data and information; maps; technical assistance and instituted a broad-based data-sharing team to integrate and make information from numerous state government agencies accessible on-line as the state began efforts to recover and rebuild.

When Superstorm Sandy swept onshore in New Jersey on October 29, 2012, it brought even greater and more widespread destruction to the Garden State than Hurricane Irene, which struck New Jersey just 13 months earlier. The infrastructure and economy of much of New Jersey felt the devastating impact of winds and flooding from Sandy and the storm resulted in dozens of deaths, knocked out power to more than 2.5 million homes and businesses and, according to estimates by the Federal Emergency Management Agency (FEMA), it damaged or destroyed more than 72,000 homes and businesses.

Staff of ORI responded immediately with a concerted and cooperative effort to develop actionable data to support local, state and federal responders to Sandy's devastation. Cross-walking data from economic, labor market, demographic and unemployment insurance sources, the ORI team developed a broad range of data and mapped the results to help responders gain an accurate assessment of the storm's impact on the people, businesses and communities which felt the greatest brunt of the storm.

A special edition of *NJ Labor Market Views* provided key baseline data with a pre-hurricane Sandy portrait of the state's hardest hit areas. Data was gathered from unemployment insurance claims and matched against tax, labor market and demographic data sets and mapped to provide a detailed picture of the impact on workers and businesses. Additionally, data on the distribution of business of various sizes; housing information including vacant and seasonal housing distribution; commutation patterns for workers in the hard-hit areas and other key data were developed and shared with FEMA, state and local responders.

Finally, ORI staff took the lead in creating a Joint Economic Data Operations team linking FEMA to key state agencies engaged in recovery efforts. Through the Joint Economic Data Network, these agencies were able to share data, break down communications barriers and develop a central access point for all team members to share and integrate the broad range of information developed in the process of responding, recovering and rebuilding New Jersey. Analysis, maps and links to partners in this effort can be viewed at the team's Web site: [http://lwd.dol.state.nj.us/labor/lpa/sandy/Sandy\\_index.html](http://lwd.dol.state.nj.us/labor/lpa/sandy/Sandy_index.html).

FEMA Administrator Craig Fugate noted the efforts of ORI and LMDR in his March 20, 2013 testimony before a Senate Committee on Homeland Security and Government Affairs.

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### PY 2012 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. 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

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 appropri-

ate 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:

According to The Projections Consortium and the Projections Managing Partnership, the deadline for the long-term deliverable was extended to August 31, 2012 due to the two month delay in the release of national projections by the Bureau of Labor Statistics (BLS).

Staff completed and submitted long-term projections by the August 31, 2012 deadline. The projections were developed using the software and methodologies prescribed by the Projections Managing Partnership (PMP). 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.

Long-term county occupational projections were provided to the Center for Occupational Employment Information. The projections were also made available to the public through the LPA 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 available for the Workforce Information Database.

There were no further activities performed on the long-term projections during PY 2012 due to the two-year cycle of the long-term projections. A new set of long-term projection for years 2012-2022 will be completed by June 30, 2014.



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#### **Short-term Employment Projections:**

The short-term 2012-2014 industry and occupational employment projections were completed and submitted by ORI's Bureau of Occupational Research by the June 30, 2013 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 Labor Market and Demographic Research.

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

#### **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)**

##### **Special Edition of *NJ Labor Market Views* "A Pre-Hurricane Sandy Portrait of New Jersey's Hardest Hit Areas"**

Hurricane Sandy swept up the East Coast of the United States in late October 2012. The storm began in the southern Caribbean Sea and quickly developed first into a tropical storm, then into a hurricane. Hurricane Sandy made landfall in the United States the evening of October 29 near Atlantic City, New Jersey.

This ORI report provided a look at the pre-Sandy labor market in some of the areas of New Jersey hit hardest by the storm. This information was valuable to state and federal agencies engaged in disaster response, particularly in the first weeks after the storm as they sought to document the impact on New Jersey communities and employers. Future editions will further examine the economic devastation that Sandy brought to New Jersey. The initial report can be accessed at the following link: [http://lwd.dol.state.nj.us/labor/lpa/pub/lmv/LMV\\_24.pdf](http://lwd.dol.state.nj.us/labor/lpa/pub/lmv/LMV_24.pdf)

#### **Industry Sector Analyses**

LMDR recognizes that industry sectors are the engines that drive job expansion and business attraction in New Jersey. LMDR 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 2012. 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. 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%20life-science%20cluster.pdf>

##### **New Jersey's Advanced Manufacturing Cluster:**

<http://lwd.state.nj.us/labor/lpa/pub/empecon/advanced%20manufacturing.pdf>

##### **New Jersey's Transportation, Logistics & 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/financial\\_services.pdf](http://lwd.state.nj.us/labor/lpa/pub/empecon/financial_services.pdf)

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#### **New Jersey's Health Care Cluster:**

[http://lwd.state.nj.us/labor/lpa/pub/empecon/health\\_care.pdf](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**

*Regional Focus* newsletters contain quarterly 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 data. These publications are designed to inform a wide variety of our LMI customers including, local Workforce Investment Boards, job counselors and job seekers

*Regional Focus* newsletters contain articles, 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 1,100 recipients. They can also be accessed from the ORI Web site at:

<http://lwd.dol.state.nj.us/labor/lpa/pub/regfocus/rf-north0205.pdf> Northern Region

<http://lwd.dol.state.nj.us/labor/lpa/pub/regfocus/rf-central0205.pdf> Central Region

<http://lwd.dol.state.nj.us/labor/lpa/pub/regfocus/rf-south0205.pdf> Southern Region

#### **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](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.

**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:** The *Survey of Occupational Inju-*

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*ries and Illnesses* providing 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. The 2012 survey results were released in coordination with information highlighting LWD's free safety consulting service for employers. 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

Each *County Community Fact Book* provides a detailed look at a county, its people and its economy. Included are facts and figures on current industry trends, population, unemployment and income. The *Fact Book* also provides a look into the future and provides the latest population, labor force, industry and occupational projections. The *County Community Fact Book* series is meant to be a reference tool for use in local and regional economic development planning, Workforce Investment Board strategies and for employment and training providers. The *Fact Books* are updated annually.

Access to all 21 *Regional Fact Books* (one for each New Jersey county) can be found on the Web at: [http://lwd.dol.state.nj.us/labor/lpa/pub/factbook/factbook\\_index.html](http://lwd.dol.state.nj.us/labor/lpa/pub/factbook/factbook_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, LMDR has played an important role in economic development efforts in the state. Information and analysis to support various projects that would lead to job creation in New Jersey were provided to both public and private economic development entities. Research included de-

tailed labor availability studies, industry staffing patterns, occupational wage analysis, industry profiles, demographic profiles, education training/requirements and company specific material.

LMDR has become a trusted data and information resource for workforce, industry and company information for Governor Christie's **Partnership for Action**, the centerpiece for the Administration's economic development agenda. Led by Lt. Governor Kim Guadagno, it serves as the starting point for all initiatives, policies and efforts related to growing New Jersey's economy and creating quality, sustainable jobs. The **New Jersey Partnership for Action** is a three-legged approach consisting of interconnected and highly focused organizational elements: the *Business Action Center*, the *New Jersey Economic Development Authority* and *Choose New Jersey, Inc.*

In addition to supporting economic development, LMDR also supports the workforce community through its industry and local labor market analysts. These specialists interact with One-Stop managers, WIBs, county economic development officials and others in government and private business.

The main goal is to provide labor market information and 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.

Currently, staff members have been heavily involved in several statewide training initiatives and providing hands-on technical support. Also, in an effort to establish an innovative feedback chain, staff attend job counseling sessions to gain insight into the types of data needed to better assist jobseekers. In addition, analysts have actively supported the NJ Talent Networks with data and information regarding their

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specific industry clusters. New Jersey established NJ Talent Networks to focus on the specific needs within key industries in the state in order to connect employers, job seekers, the state's One Stop Career Centers and educational institutions. ORI staff also supported the Lieutenant Governor's multi-agency task force by helping Ocean County develop a long-term workforce plan in response to the closing of the Oyster Creek nuclear facility.

Analysts also regularly give presentations to One-Stop workers, WIBs, economic development groups, Talent Networks, state organizations, colleges and universities and to private organizations. Following are some of the key training events and/or presentations/information sessions staff conducted during the program year.

Labor Market Information-Trainings, Presentation, WIB Meetings, One Stop Visits			
Event	Date	Location	Synopsis
Workforce Investment Board Meetings	Various	Various WIBS statewide	Analysts provide 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	Statewide	Analysts serve as resource persons for local LMI data and training on the application of the data.
Industry Sector Focus Meetings	Various	Various	Analyst serves as a resource person for industry sector LMI data.
Career Awareness Initiative Meetings	Various	Trenton, NJ	Provided the Center for Occupational Employment Information (COEI) with Labor Market Information Data for Career Awareness brochures.
Career and Technical Education (CTE) Meeting	Various*	NJ Department of Education/ Trenton, NJ	Provided Labor Market Information for re-approval of NJDOE training programs. <b>*(Individual meetings for each industry throughout the year)</b>
LMI Webinar	8/15/2013		NJ Labor Market Information: What's Hot and What's Not
Newark Workforce Investment Board Meeting	9/19/2013	Newark, NJ	Analyst presented a Labor Market Update for the Newark Labor Area that included information on Monthly employment changes, QCEW annual averages, county, state and local unemployment rates, Labor Inflow, in demand industries and occupations and local company job listings.



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

Event	Date	Location	Synopsis
Collaborative Innovation: The Next Generation of Medical Devices	11/15/2012	Rutgers Student Center, New Brunswick, NJ	Analyst prepared and presented a PowerPoint on The Bio/Pharmaceutical Life Science Industry Cluster that covered its impact on statewide and regional employment/establishments, economic development projects.
Monmouth County Job Fair	11/21/2013	Freehold, NJ	Analyst answered questions related to the current labor market, as well as distributed Labor Market Information that included occupational employment projections.
FEMA (Sandy update)	11/29/2012	Middletown, NJ	LMI Chief met with the U.S. Department of Commerce - Economic Development Administration and FEMA for an update to the economic impact/developments post Hurricane Sandy.
Joint Economic Data Operations Team Meeting	12/12/2012	Trenton, NJ	Provided Labor Market Information/Data.
American Planning Association – New Jersey (APANJ) Conference	2/1/2013	New Brunswick, NJ	LMI Chief prepared and presented a PowerPoint on Labor Market Information, with overviews of: the Bureau of Labor Statistics (BLS) program, Industry Coding, Quarterly Census of Employment and Wages (QCEW), Current Employment Statistics (CES), Local Area Unemployment Statistics (LAUS), Occupational Employment Statistics, (OES), Population and Projections, the U.S. Census Bureau, and Local Employment Dynamics (LED).
New Jersey State Library	3/4/2013	Labor Bldg. – 5th Fl.	Frank Ferdetta presented on and distributed information about the Bureau of Labor Market Information, Key Industry Clusters, and the Career One-Stop Web site.

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<b>Labor Market Information-Trainings, Presentation, WIB Meetings, One Stop Visits (cont.)</b>			
<b>Event</b>	<b>Date</b>	<b>Location</b>	<b>Synopsis</b>
Re-Employment Assistance Programs	3/12 and 3/13/2013	NJLWD	Analyst presented Labor Market Information and Career Info Net information to 52 counselors in 4 training sessions over 2 days.
Ocean County WIB Collaborative Meeting	3/16/2013	Ocean County WIB	Analyst presented a Labor Market Analysis of the WIB area, and provided LMI Materials for the attendees.
UMDNJ Community Counseling Class	3/19/2013	Stratford, NJ	Analyst prepared and presented a PowerPoint presentation on Labor Market Surveys/Information, and distributed to the approximately 25 students: County Snapshots, Industry Cluster Fact Sheets, Jobs4Jersey pamphlets, Talent Network information sheets and NJ Labor Market Views articles.
NJ Talent Network Director Meeting	4/16/2013	NJLWD – 11th Floor	Analyst presented an overview of the Labor Market Information program. She also distributed Industry Studies, Industry Cluster Fact Sheets, and the Northern, Southern and Central Regional Focus publications to attendees.
LMI Overview	4/16/2013	Trenton, NJ	Analyst presented a PowerPoint presentation at the Ocean WIB One-Stop Collaborative Meeting.
Professional Development on Talent Network Industry Sector Training	4/26/2013 5/1/2013 5/15/2013 5/20/2013 6/11/2013	Jersey City, NJ Parsippany, NJ Mullica Hill, NJ Westampton, NJ Lawrenceville, NJ	The Bureau provided materials for inclusion in the training packages prepared by Workforce Development for WIB, One-Stop Career Center, State and County staff, Business Service Representatives, OJT writers and Division of Vocational Rehabilitation Services staff. The Analysts attended the training sessions to provide technical assistance.
NJ State Data Center Annual Network Meeting	6/19/2013	New Brunswick, NJ	Analyst presented: Projections 2010-2030 – New Jersey Employment and Population in the 21st Century.

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Labor Market Information-Trainings, Presentation, WIB Meetings, One Stop Visits (cont.)			
Event	Date	Location	Synopsis
Labor Market Information (Data) Meeting	5/21/2013	LWD – 5th Floor	LMI Chief presented the NJ Community College Consortium, with the products LMI produces, as well as a staffing pattern report for BioTech jobs.
NJHA Human Resources Constituency Group Meeting	3/15/2013	NJ Hospital Association, Princeton, NJ	Analyst presented a report on New Jersey's Health Care Cluster which included an Industry Analysis, Occupational Analysts and Outlook.
Pharma NEG Team Meeting	6/7/ 2013	One Stop Career Center – Somerville, NJ	Analyst participated in a roundtable discussion and answered labor market information related questions.
Seminar on the Economy	6/21/2013	Somerville One Stop – Somerville, NJ	Analyst presented "A Snapshot of the Economy", using NLWD labor market information.
Transportation, Logistics & Distribution Talent Advisory Council Meeting	8/7/2013	NJ Law Center – New Brunswick	Analyst provided Labor Market Information specific to the TLD Industry.
Advanced Manufacturing Talent Advisor Council Meeting	8/8/2013	New Brunswick, NJ	Analyst provided Labor Market Information specific to the Advanced Manufacturing Industry.
Skills Gap Survey Discussion	8/27/2013	Trenton, NJ	Provided the New Jersey Business & Industry Association with Labor Market Information, as it pertains to their future survey of manufacturing member companies to identify specific skill gaps in key operations.

#### Summary of Customer Consultation

The plan adopted for Program Year 2012 to conduct customer consultations to assess the usefulness of state-produced labor market information (LMI) products and services consisted of developing two customers surveys. The purpose of the surveys was to consult with the workforce community about the usefulness of the data and information presented in publications and interaction with LMDR field ana-

lysts. The surveys and results are summarized below and both full reports are being submitted as pdf attachments to this document.

One customer survey was developed and sent to individuals receiving the *Regional Focus* Newsletter. *Regional Focus* is a quarterly publication that offers insight and analysis on the changing employment situation in New Jersey's northern, central and

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southern labor areas, its industries and comparisons with statewide data. The articles, tables and charts illustrating employment by industry, unemployment rates, characteristics of the unemployed, and highlights of economic activity let *Regional Focus* develop a picture of New Jersey's labor areas and provide insight into changes within them.

A Web-based customer survey was developed and e-mailed in April 2013 to an estimated 700 individuals who subscribed to the newsletter. The purpose of the survey was to consult with the workforce community about the usefulness of the data presented in this on-line publication.

Overall, a majority of the participants who completed the survey found the information important and useful. A majority of respondents were satisfied with the information in the newsletter and would continue to utilize future issues and recommend the publication to others.

Another survey was created to determine LMDR support for New Jersey' Talent Networks. Talent Networks were established to focus on the specific needs of key industries in the state in order to connect employers, job seekers, the State's One-Stop Career Centers and educational institutions to achieve the common goal of helping current job seekers develop relevant skills that lead to job opportunities, helping employers find qualified employees, and to ensure that New Jerseyans have access to training and educational opportunities that lead to the jobs of the future.

A Web-based customer survey was developed and e-mailed in April 2013 to the primary contact person at each of the six Talent Networks. The purpose of the survey was to consult with the Talent Network Coordinators about the usefulness of the data and

information provided to the Talent Networks, as well as their satisfaction with the support services that they received from the analysts assigned specific industries.

Overall, the respondents who completed the survey were satisfied with the support services and data provided to them by the Bureau of Labor Market Information, as well as the industry reports.

#### **Recommendations from the Surveys**

The main recommendation from these two surveys is to evaluate the responses, including the open-ended comments, and incorporate that input into future LMI products and services. The suggested changes can be implemented to improve the usefulness of products for our customers. Listening to our customers and acting on their recommendations, where appropriate and possible, will allow us to better serve the workforce community.

#### **Recommendations for changes and improvements to the required LMI-Workforce Information grants to states deliverables.**

In New Jersey, ORI is seeking to implement an outreach program that would connect to data users and other customers through electronic social media tools such as Twitter, LinkedIn and Facebook. Presently, ORI along with other LWD program areas have not received permission to pursue a digital outreach strategy. A recommendation by ETA that all grant recipients implement a social media outreach strategy as part of the grant deliverables may provide the validation and impetus needed to open these latest communications avenues for delivering valuable LMI to new and broader audiences and to engage our present and new customers electronically where they are.