

SETC

State Employment & Training Commission

Chris Christie, Governor
Dennis M. Bone, Chair

SETC Commission Meeting Minutes

September 22, 2011

10 a.m. – 12 p.m.

NJ Law Center, One Constitution Square, New Brunswick, NJ

I. Welcome & Introductions

Chairman Dennis Bone called the meeting to order at 10:10am and welcomed the Commission's new member Teri Duda, Senior Vice President, Government Affairs of Berkeley College. Ms. Duda manages the involvement of the College in governmental affairs, develops cross sector partnerships and outreach with business, government and academia and provides overall public relations direction for the college and possess extensive workforce development experience.

The approval of the June 7, 2011 meeting minutes was held due to lack of a quorum. The minutes will be approved at the Commission meeting in November.

II. Chairman's Report

Chairman Bone provided an update on the State Energy Sector Partnership (SESP) Grant. The \$6 million SESP grant was awarded to New Jersey in January 2010 (through January 2013) to provide workforce training in green energy sectors. It provides workforce training grants in 12 month cycles; to date, \$2 million of the funds have been allocated. Maureen O'Brien-Murphy, SETC Senior Policy Analyst, is the project manager who oversees the grant operations. However, it has become evident that this grant is too large for management by one staff member. Federal monitoring has identified significant areas of concern; to address these issues the SETC has partnered with Mary Ellen Clark, Assistant Commissioner of Workforce Development at New Jersey Department of Labor and Workforce Development (LWD), to more efficiently and effectively operate the green training grant. To ensure the transfer of knowledge and project intelligence, Maureen O'Brien-Murphy has transitioned with the grant operations work to LWD. SETC will remain the grantee and the SESP Employer Council will continue to be the oversight and quality assurance body for grant administration.

WIB Policies Update

The Accountability Policy (formerly referred to as the Sanction Policy) final rule will be published on October 3, 2011. The rule for the WIB Certification Policy Rule had a public comment period which was closed in July, no public comments were received. It is currently in executive review.

The draft WIB Roles and Responsibilities document was discussed. The construct and intended usage of the document is being reviewed. The revised document will include a WIB capacity building and certification tool. In addition, work needs to be done to further inform local elected officials as to their role. The goal is to provide the State Workforce System with greater transparency and accountability. Chairman Bone thanked Jody Levinson, JoAnn Trezza and the Governance Committee for their hard work on these policies.

Commission Development

SETC Policy Analyst Sheryl Hutchison is working with Governor's Appointment Office to review the SETC membership. Meanwhile efforts are being made to recruit and reappoint Commission members. A key part of the efforts will be to align Commission membership with representation from the industry sectors.

Announcements

Commissioner Harold Wirths reported on recent efforts underway at LWD. He explained the agency is being transformed and the changes made so far are getting great reviews. In particular, he noted the creation of Jobs4Jersey.com website and the creation of the Talent Networks. He reported there is a 9.4% unemployment rate in NJ and LWD plans to continue to be proactive in reducing unemployment.

Asst. Commissioner Mary Ellen Clark shared a press release, announcing that New Jersey has received a \$7 million National Emergency Grant to assist in Hurricane Irene recovery. LWD is working to identify areas which were most adversely affected to disperse the money most efficiently. This grant will aid in the recovery efforts and provide employment in industries which have been lagging.

III. Sector Strategy Update

SETC Executive Director Michele Horst reintroduced the sector strategy discussion which began at the June Commission meeting. New research data has been collected and analyzed by Assistant Commissioner of Labor Planning and Analysis (LPA), Aaron Fichtner PhD., and his staff. Based on their findings, Retail & Hospitality was added as key industry sector in New Jersey. The Green sector will be addressed as a layer strategy, since green job functions exist within all industries. In addition, a \$1.2 million grant was received by LPA to do further research on the Green job growth in New Jersey.

A. Green Jobs Presentation & Talent Development Strategy

Asst. Commissioner Fichtner introduced a sustainable energy model and case study conducted by LPA. LPA will continue to partner with state agencies and key stakeholders in an effort to provide greater access to LWD information. He began with a high level overview of the different sources of information. Education and training data was analyzed and organized into five reports. Tiffany Smith, Research Economist at LPA discussed the key findings for each report. She also clarified the green jobs definition in relation to these reports. It was categorized into the following areas:

- Green Energy production or renewable energy
- Green Efficiency or Green Building
- Environmental

These areas comprise 7% of industry in New Jersey. There has been a 12.5% job loss in green employment, mostly attributable to the construction decline. In addition, green jobs account for just 1.8% of the job postings in New Jersey. Of this percentage a large concentration of the jobs are in life science and engineering. Another key finding connects to the layered strategy approach; most jobs postings were for traditional jobs with a green layer of skills added to the worker's required skills, like an electrician or carpenter. Newly created jobs represented only one-third of the green jobs posted.

Asst. Commissioner Fichtner noted that part of the green grant money will be used to enhance the Jobs4Jersey.com website's green industry section. The website allows job seekers to post resumes and does job matching by jobseeker skills rather than job title. It is a more selective process and provides more useful tools for job seekers and employers. He urged everyone to explore Jobs4Jersey.com and provide him with feedback. LWD is working to market this new site to education and training partners, and One-Stop Career Centers. Asst. Commissioner, Fichtner concluded that Green is an emerging industry which overlaps with many key industries. Currently, the Green training grant focus is on incumbent workers and the strategy is to ensure there is employer engagement in the training to ensure employment after training. The final LPA reports will be published in October and the Jobs4Jersey link will be sent to Commission members via email.

B. STEM Conference Report

SETC Senior Policy Analyst Judy Formalarie presented key findings from the fifth annual Science, Technology, Engineering and Mathematics (STEM) workforce summit, "Bridging Gaps: Forging Alliances," a conference hosted by the Council on Gender Parity in Labor & Education. The goal of the council is to identify and address issues of gender disparity in New Jersey related to work, education and training. This year's conference brought together representatives from academia, government, profit/non-profit organizations, and industry as well as job seekers in the STEM fields. A full packet of findings from the conference was provided to Commission members, along with the council's 2010 Annual Report.

One factor highlighted at the conference is that women's representation in STEM professions, relative to that of men, decreases at every stage of the educational and professional hierarchy. The pipeline for STEM careers for women is very porous with the attrition rate exceeding 50 percent by mid-career. Some recommendations to address these gaps include programming efforts which target elementary and middle school girls to choose STEM careers. Additionally, it was recommended that school guidance counselors be informed about programs and career opportunities in STEM, so that they may provide female students with more choices and opportunities as well as realistic expectations for their career. Another recommendation is to redesign the STEM curriculum and provide a grading system that encourages effort and risk-taking, rather than just accomplishment. New Jersey needs to develop and support forums for women in which they can become role models for

up-and-coming women in their field, recognize one another for their unique accomplishments, and support one another in both workplace and academic settings.

Chairman Bone thanked the Gender Parity Council members for their efforts, and indicated the Commission's support of this important work. Commission member Andrea Karsian and Chairman Bone added that effort is needed over time to shift societal views and preconceived ideas about women's careers. The use of good role models, mentors and advisors will be important in addressing this issue.

IV. Commission Input and Commentary

Betsy Garlatti, Director of Budget and Fiscal Planning for Higher Education, discussed the Governor's newly-created position in the office of Higher Education. Rochelle Hendricks is the new Acting Secretary of Higher Education. It was noted that the organization itself is going through transition and Ms. Hendricks is reinforcing relationships with LWD and other state departments to foster solidarity around workforce planning initiatives. Higher Education has a College Access Grant which provides extra support services other than tuition to ensure nontraditional students returning to college complete their degree. Because the money is regionally distributed, Ms. Garlatti requested the support of the local WIBs in reaching local employers to utilize this grant for their employees.

V. SCALES Committee

Committee Chair Robert Santare was unable to attend the meeting to present. SETC Senior Policy Analyst Lansing Davis presented the SCALES report in his absence. SCALES is working to identify the gap between the need for literacy services and the capacity of providers to meet that need. This analysis will examine the impact that service gaps have on workforce development. The three target groups are non-high school diploma adults, English as a Second Language adults, and adults with high school diplomas who lack necessary literary skills. The previous educational goal for most educational programs serving these groups was to earn a high school diploma; this is no longer enough education to obtain sustainable employment. The new goal is to complete at least one year of post-secondary education. In order to make planning, programming, and policy recommendations to address these gaps, SCALES has partnered with Montclair State University to perform an adult literacy assessment. Data will be collected and analyzed in the areas of demographic information, skills assessment, economic impact, education attainment levels, current literacy programs and gap analysis. The project is currently in the data collections stage, with initial findings to be provided in November or December. The final report will be created in January. Chairman Bone thanked Commissioner Wirths for the funding provided to this project by LWD.

VI. Director's Report

Michele Horst reported that the SETC is conducting a sector strategy analysis to gather information at the local WIB level. The results will be used to provide local data and information to the larger workforce system's sector strategies. She further explained that, in conjunction with sector strategies, the Inter-Departmental funds provided to local WIBS were

used for business development. Each local WIB has created plans and progress reports of their individual business development strategy. Traditionally, the money has been evenly divided among the local WIBs. In an effort to create a robust sector strategy, 40% of this year's Inter-Departmental funding of \$400,000 will be allocated to selected pilot youth workforce initiatives and the remaining 60% will be evenly distributed among the local WIBs.

Ms. Horst also provided a summary of the Garden State Employment and Training Association (GSETA) conference, held September 13-15, in Atlantic City. SETC staff partnered with several groups to provide presentations on workforce topics which showcased their respective councils. Ms. Horst thanked Judy Formalarie, for presenting at workshops on the Disability Navigation Grant and the Gender Parity in Labor & Education Council. Additionally she thanked Sheryl Hutchison and Ashley Conway for presenting on the work of the Healthcare Workforce Council which is a SETC sub-committee working on healthcare workforce planning. Ms. Horst noted the conference was a huge success and more information will be shared on the sector strategy initiatives from the respective councils at the Commission meeting in November.

It was resolved that Commission members will be polled as to their preference for the location of the November Commission meeting.

VII. Public Comment

There was no public comment.

VIII. Adjournment

A motion was made, seconded and approved, to adjourn the meeting at 11:55 am.

Next SETC Meeting:

Wednesday, November 30, 2011

10:00 am to 12:00 noon

**PSE&G Training Center
234 Pierson Avenue
Room Number 251
Edison, NJ 08837**

**STATE EMPLOYMENT AND TRAINING COMMISSION MEETING
ATTENDEES - SEPTEMBER 22, 2011**

PRESENT MEMBERS or ALTERNATES

Bone, Dennis
Davis, Gail
Duda, Teri
Garlatti, Betsy (for Hendricks)
Gilchrist, Maxine (for Grifa)
Hornik, Stephen
Karsian, Andrea
Levinson, Jody
McAndrew, Brian
Mickens, Felix (for Lawson)
Munyan, Robert
Sen, Tapas
Trezza, Joann
Wirths, Harold
Wowkanech, Charles

ABSENT MEMBERS

Berry, Dana
Cerf, Christopher
Carey, Michael
Franzini, Caren
Gacos, Nicholas
Henderson, Henry
Linder, Msgr. William
McNamara, Joseph
Nutter, Harvey
Reisser, Clifford
Ryan, G. Jeremiah
Sabater, Julio
Santare, Robert
Stout, Bruce
Velez, Jennifer
Wade, Carolyn

OTHER ATTENDEES

Clark, Mary Ellen
Fichtner, Aaron
Ford, Robin
Melcher, Robert
Semple, Barry
Smith, Tiffany
Williams, Greg

SETC STAFF

Davis, Lansing
Formalarie, Judy
Horst, Michele
Hutchison, Sheryl
Jackson, LaShauna