



# New Jersey State Employment and Training Commission

Dennis M. Bone, *Chairman*

Chris Christie, *Governor*

## State Employment and Training Commission (SETC) Meeting Minutes

**June 18, 2013**

10:00 am - 12:00 pm

NJ Law Center, 1 Constitution Square, New Brunswick

### I. Welcome & Introductions

Chairman Dennis Bone called the meeting to order at 10:10 am and welcomed all attendees. In accordance with the Open Public Meetings Act, a notice of this meeting was submitted to the Trenton Times and Star Ledger and posted on the SETC website.

Chairman Bone announced the new members appointed to serve on the Commission by Governor Christie:

**John Donnadio**, Executive Director of the NJ Association of Counties. Mr. Donnadio was unable to attend today's meeting but his participation on the SETC board will help align the SETC with local government and strengthen our communications with local elected officials.

**Sally Nadler** was also unable to attend today's meetings, but she is a longtime, engaged partner from PSE&G. Ms. Nadler currently chairs the SETC's State Energy Sector Partnership Council.

**Bob Wise**, Executive Director of Hunterdon Healthcare, was welcomed in person. Mr. Wise has chaired the SETC's Health Care Workforce Council for the past two years. Mr. Wise remarked that he was delighted to be appointed as a member of the SETC.

Chairman Bone also noted the members who were recently re-appointed and thanked them for their continued service on the Commission. They are **Nick Gacos, Jody Levinson, JoAnn Trezza and Tapas Sen**. Chairman Bone indicated that the SETC is being strengthened with the appointment and reappointments of these talented people. Roundtable introductions were then initiated.

Chairman Bone introduced the March 12, 2013 meeting minutes; a motion was made to approve the minutes by Betsy Garlatti, seconded by Jody Levinson. The March 12, 2013 minutes were unanimously approved. Chairman Bone introduced the January 30, 2013 meeting minutes; a motion was made to approve these minutes by Carolyn Carter Wade, seconded by Teri Duda. The January 30, 2013 minutes were unanimously approved.

### II. Chairman's Report

Two regional WIB Chairs meetings were held, with positive results. These meetings focused on WIB Certification. Chairman Bone was pleased to report that most WIB Chairs are embracing the process. They acknowledged that it will result in a stronger framework for the workforce system, and measuring what it is that we do. The group also recognized some ongoing challenges, including marketing of the WIBs. Many business leaders do not see the state workforce system as a rich resource for finding

talented employees, or as an option for training workers. We need to improve the overall image of the state workforce system and demonstrate the alignment and the capacity that the workforce system has to meet the challenges and needs of New Jersey's employers.

The Governance Committee will meet directly after this meeting, to review WIB Certification efforts by local WIBs and discuss any policy issues or corrective action steps that should be considered, in partnership with the NJ Department of Labor and Workforce Development (LWD). This continues to be an active area at the heart of the SETC role of providing guidance and oversight to the local WIBs.

The floor was opened to the members. Teri Duda shared her thoughts about the NAWDP 2013 Annual Conference held in May in Minneapolis. She recommended that other members attend next year's conference, to learn more about what is happening in the national and global workforce arenas.

### **III. New Jersey Update: Unemployment & Re-Employment**

Chairman Bone opened the discussion and expressed his appreciation to LWD Deputy Commissioner Aaron Fichtner, Ph.D., Assistant Commissioner Jeffrey Stoller and Assistant Commissioner Mary Ellen Clark for the strong partnership that the SETC has with LWD.

Deputy Commissioner Fichtner and Assistant Commissioner Stoller presented a PowerPoint detailing unemployment and re-employment trends in New Jersey. The LWD Office of Research and Information (ORI), led by Assistant Commissioner Stoller, provides economic and labor market data and publishes the monthly job numbers for the state. Dr. Fichtner invited feedback from SETC members with regard to the type of economics metrics that members would like to see on a regular basis.

During the recession, roughly 259,000 jobs were lost, the majority from the private sector. Turnaround began in early 2010, with about 45% of the jobs recovered. The private sector has recovered about 130,000 jobs or 53% of the jobs lost. This job growth data is updated on a monthly basis. Job creation by industry sectors was detailed in the report as well.

The current unemployment rate in New Jersey is 8.7%. The rate has declined over the past 4 months but the state rate continues to be higher than the national rate. This is due to New Jersey's high labor force participation rate and a higher rate of residents reporting that they are still looking for work. Other areas of the country have seen significant decreases in the number of residents continuing to search for work, which has contributed to their lower unemployment rates. There are 399,000 NJ residents out of work and looking for work, providing a critical backdrop for the goals of the workforce system.

Dr. Fichtner presented information detailing unemployment numbers by county, which showed that the recovery has not been equal across the state. The unemployment rate is higher for individuals with the least amount of education attainment. Members asked whether unemployed individuals could be identified by age group, so workforce services could be tailored to specific needs. Members also discussed highlighting occupation titles that are being filled more rapidly, in order to get a better understanding of the quality of the jobs. LWD is able to show which positions are being filled within various industries. It was noted that ORI reports data with a typical lag time of 3 to 6 months. The Talent Networks can help provide real-time intelligence based on their interactions with employers.

The delayed retirement of the baby boomers and the influx of immigrants into New Jersey were also discussed as potential impacts on the unemployment and re-employment rates in the state. Members noted the need for entry-level jobs and the high unemployment rate for 20-24 year olds. Dr. Fichtner stated that the Workforce Data Quality Initiative grant will enable LWD to share data with both the Department of Education and Office of Higher Education. This alignment of education data with labor market data can help identify trends over time and positively impact on future policy. Ms. Boronkas added that the

SETC's statewide Shared Youth Vision Council identified these same youth issues and the Council is well-equipped to explore potential solutions.

Chairman Bone thanked everyone for the robust discussion and noted that this aligns with the core values of the Unified State Plan and goals of the Talent Networks and Talent Advisory Councils (TACs). Through these efforts we will obtain critical information about job creation in our state and specific training requirements, so the workforce system can ensure job seekers receive targeted education and skills training.

#### **IV. Unified State Plan: Year 1 Strategies**

SETC Executive Director Michele Boronkas and LWD Deputy Commissioner Fichtner provided an update on the implementation of the Unified State Plan. Over the past few months, the leadership team has evaluated which strategic projects will make the most impact during year 1 for each of the core values. Stakeholder groups were convened which included both internal and external specialists, to develop the primary strategies for each core value area. Out of the 25 or so strategies proposed, the leadership team selected the most foundational strategies for implementation.

Each of the 2013 strategic projects has an SETC sponsor, an LWD leadership sponsor, and a project sponsor to lead the stakeholder team.

#### ***Core Value 1: Driving Investments Based on Industry Needs***

- 1.1 Launch Talent Advisory Councils (TACs). These set a foundation for collecting employer expertise to inform the strategies and help the Talent Networks identify what they need to develop to get employers and job seekers connected.
- 1.2 Create Talent Development Strategies. These will be key strategy reports developed from the business intelligence gathered in the TACs.

#### ***Core Value 2: Meeting Job Seekers Where They Are:***

- 2.1 Conduct one-year planning effort for One-Stop Career Centers to develop a vision for 21<sup>st</sup> Century Delivery. This includes the formal evaluation process, overseen by the SETC and LWD. The goal of the evaluations will be to provide actionable items that will enable LWD to make decisions to rebuild our One-Stop Career system to better align with the needs of the rapidly changing labor market.
- 2.6 Coordinate/Consolidate Virtual Talent Development Services

#### ***Core Value 3: Equipping the Workforce for Employment***

- 3.1 Develop a Statewide Adult Literacy Strategy. This will build on the strong foundation of the SCALES report and develop an action-oriented plan to improve basic literacy skills for NJ residents. An RFP is in development for this project.
- 3.9 Create Stackable Credential Models (Career Pathways) integral to the Key Industry Talent Development Strategies. Promising practices from other states will be used to create pilots around stackable credentials models and career pathways. These resources will provide guidance in building training systems that allow individuals to move along the career ladder and help ensure proper investment in curriculum and/or training modules.

#### ***Core Value 4: Increasing System Accountability***

- 4.1 Implement Balanced Scorecard Metrics. These will go beyond the common measures and provide qualitative and quantitative information to measure and improve program quality.

The implementation of these projects will be an interactive process. Assistant Commissioner Clark's successful quarterly newsletter, *Building Bridges*, will be used to communicate progress for this tremendous effort. A Core Value update will be provided at each of the future Commission meetings.

Members discussed outreach efforts for small to mid-sized companies, specifically with regards to the Jobs4Jersey.com website. LWD has focused on "meeting employers where they are" and has provided many presentations to business associations and other stakeholders; these presentations and outreach efforts are ongoing. Talent Networks and Business Service Representatives also meet with employers to discuss LWD services. Assistant Commissioner Mary Ellen Clark asked members to provide her office with any groups or individuals who would like LWD to present, or provide any resource information. Chairman Bone reiterated that the WIB Chairs felt this was a key issue as well. The responsibility belongs to all – LWD, SETC and all our members and partners - to identify new strategies to increase business awareness and usage of workforce system resources.

It was noted that the US Department of Labor (USDOL) has a listing of thousands of credentials. A crosswalk of credentials by industry or career cluster pathways could be created to assist individuals in career exploration. This tool would also be helpful as a guide for training institutions as well.

It was also suggested that LWD create a digital platform to increase communication between the state and businesses; either a specific webpage for businesses to receive information and provide feedback and interactive dialogue between LWD and employers. Another suggestion was to promote Jobs4Jersey through the smaller and ethnic-focused chambers of commerce.

#### **V. Core Value 1: Update**

Executive Director Michele Boronkas introduced Christina Herzog, who is responsible for the development of the Talent Advisory Councils (TACs) under Core Value 1. Ms. Boronkas recognized Ms. Herzog's outstanding efforts to develop an actionable plan to bring this concept to fruition. Ms. Herzog reported that a strategic action-oriented blueprint will be created for each of the key industries. The blueprint will combine quantitative and qualitative information to promote conversation with the council members about specific industry demands and needs. Each of the 7 key industries will have a TAC; each TAC consists of 15 employers with substantial experience in that industry.

Ms. Herzog detailed the steps to inform and convene the TACs. The Transportation, Logistics and Distribution (TLD) TAC and the Advanced Manufacturing TAC will be convened first. Strategic Action Reports will be created from these TAC meetings. These reports will inform potential pilot projects to address workforce challenges specific to the industry. A template for the Strategic Action Report was shared with Commission members. The TACs can also create recommendations to be shared with partners in LWD, the Department of Education (DOE), the Office of Higher Education and other agencies, to ensure collaborative strategies can be implemented for workforce and education projects.

Ms. Herzog asked all Commission members for their recommendations for potential TAC members and other industry experts who can contribute to this effort.

#### **VI. Committee Updates**

Governance Committee: Co-Chair JoAnn Trezza thanked the Governance team for the significant work accomplished over the past year. A chart of progress results for WIB Certification was included in the packets. Each WIB received a detailed feedback report highlighting strengths and weaknesses and noting where documentation is still needed. Overall, the results are as anticipated: most WIBs are in the middle range, with at least 7 of 15 items completed. There are four WIB areas in the low range; SETC staff liaisons are working diligently with these areas to improve their standings. The SETC staff continues to work closely with the local WIBs to ensure all areas reach 100%. The staff is providing technical

assistance to all WIBs as needed. Major progress has been made and most WIBs are in good standing to have the required certification information completed by January 2014.

**Performance Committee:** Chairman Mike Metzger provided a brief overview of the committee's work to-date and plans for next year. The pilot of the new Balanced Scorecard metrics will begin with the program year starting July 1, 2013. The committee will review metrics reports throughout the year and recommend any changes to the SETC at the end of the pilot. Additional metrics for Core Value 3 are under consideration; however SCALES is currently developing a statewide literacy strategy; new literacy metrics should move forward once this strategy is created. Performance Committee members served on the Core Value 4 Strategy Team, helping to align the committee's efforts with objectives and projects under the Unified State Plan. This was a very positive first year for the committee. The membership has become comfortable with their role and each other, and Mr. Metzger anticipates spirited discussions in the coming year. He thanked Chairman Bone and Executive Director Michele Boronkas for their continuing support of this critical committee, and he thanked LWD Deputy Commissioner Fichtner and Assistant Commissioners Jeff Stoller and Mary Ellen Clark for their partnership and support. Mr. Metzger also thanked Sheryl Hutchison for all of her hard work on behalf of the committee.

The floor was then opened to questions and comments.

Michele Boronkas took the opportunity to publicly thank her team as well: Lanse Davis, Kirsten Giardi, Christina Herzog, Sheryl Hutchison, Kirk Lew and our newest member, Maureen O'Brien-Murphy. Chairman Bone seconded the recognition of the SETC staff.

Bob Wise asked if the sectors that are represented as showing job growth or losses were influenced by the profiles of residents in the counties. Members discussed the creation of data reports, such as pie charts, showing greater and lesser opportunities by age and by sectors that could target creation of new businesses or the growth of existing ones, to match the skills of resident populations.

## **VII. Public Comment**

There was no public comment.

## **VII. Adjournment**

The meeting was adjourned at 12:00 pm.

*Respectfully Submitted,*

*Kirsten Giardi, SETC Policy Analyst*

### **Next SETC Meeting**

Tuesday, September 17, 2013

10 am – 12 pm

NJ Law Center, One Constitution Square, New Brunswick

**STATE EMPLOYMENT AND TRAINING COMMISSION MEETING  
ATTENDEES – JUNE 18, 2013**

**PRESENT MEMBERS or ALTERNATES**

Berry, Dana	Karsian, Andrea
Barry, Marie (for Cerf)	Levinson, Jody
Bone, Dennis	McAndrew, Brian
Duda, Teri	Mickens, Felix (for Lawson)
Fichtner, Aaron(for Wirths)	Sabater, Julio
Garlatti, Betsy (for Hendricks)	Trezza, JoAnn
Hornik, Stephen	Wade, Carolyn Carter
Howard, Donald (for McNamara)	Wise, Robert

**ABSENT MEMBERS**

Brown, Michele	Nadler, Sally
Carey, Michael	Nutter, Harvey
Constable, Richard	Reisser, Clifford
Davis, Gail	Sen, Tapas
Donnadio, John	Stout, Bruce
Gacos, Nicholas	Velez, Jennifer
Linder, William Msgr.	Wowkanech, Charles

**OTHER ATTENDEES**

Black, Jim	Melcher, Robert
Brady, Jane	Metzgar, Mike
Brown, Kevin M.	Richardson, Nils
Clark, Mary Ellen	Riehl, Stefanie
Ditzler, George	Semple, Barry
Janz, Greg	Stoller, Jeff
Lesure, Alan	

**SETC STAFF**

Boronkas, Michele  
Davis, Lansing  
Giardi, Kirsten  
Herzog, Christina  
Hutchison, Sheryl  
Lew, Kirk  
O'Brien-Murphy, Maureen