

SETC

State Employment & Training Commission

Chris Christie, Governor
Dennis M. Bone, Chair

SETC Commission Meeting Minutes

January 31, 2012

10:00AM – 12:00PM

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

I. Welcome & Introductions

Chairman Dennis Bone called the meeting to order at 10:05 am. He welcomed all members and reviewed the agenda. Roundtable introductions were conducted.

Chairman Bone indicated that in compliance with the Open Public Meeting Act, notice of this meeting was published in the Star Ledger and the Trenton Times. A motion was made by Julio Sabater and seconded by Nicholas Gacos to approve the November 30, 2011 minutes. The minutes were approved with no changes or corrections.

II. Chairman's Report

State Energy Sector Partnership (SESP) Update

As the minutes of the last meeting reflect, the administration of the SESP grant has been moved from the SETC to the grants unit within the NJ Department of Labor and Workforce Development (LWD), overseen by Assistant Commissioner Mary Ellen Clark. This unit has more resources and is better equipped to support the grant operations. The \$6 million SESP grant was awarded to New Jersey in January 2010 and is scheduled to end in January 2013. The US Department of Labor (USDOL) monitors this grant and advised that a faster rate of expenditure for grant funds was needed to ensure full usage of the funds by the end of the grant. Chairman Bone reported that grant spending is progressing well now and is on target. The grant's expenditure plan includes the allocation of \$500,000 to each of the three regional SESP partners for On the Job Training (OJT) initiatives.

Literacy Assessment Results

The SCALES Committee will report on the statewide adult literacy assessment at the next SETC meeting on March 13. The study is being conducted in partnership with Montclair State University. The information gained from the literacy assessment will be a critical piece of the Unified State Plan for Workforce Development, to be created by the SETC this year.

III. Governance Committee

WIB Certification Process

Joanne Trezza, co-chair of the Governance Committee, presented the timeline for the Workforce Investment Board (WIB) Certification Process. The WIB Certification Process is

a collaborative effort of the SETC and LWD. The Governance Committee is submitting the high-level timeline and assessment framework to SETC members for review and approval. The WIB Certification Process supports the WIB Certification, Recertification and Decertification Policy that was incorporated into NJ Administrative Code in October 2011. The WIB assessment and certification “clock” will begin on July 1, 2012. The timeline shows a five month ramp-up period before July 1, 2012, which allows for the baseline assessment of all local WIBs in New Jersey.

The process will begin with the rollout of WIB assessment tools and processes at the quarterly WIB Chairs meeting, hosted by Chairman Bone. All WIB Chairs and WIB Executive Directors have been invited and strongly encouraged to attend this meeting, to be held on February 21, 2012 at the PSE&G Training Center in Edison.

Following the rollout, the SETC staff will work individually with local WIBs to establish their WIB capacity, baseline assessment levels and technical assistance plans. Five reporting benchmarks are built into the process between July 2012 and March 2014. In March 2014, the SETC will submit its recommendations for WIB recertification to Assistant Commissioner Mary Ellen Clark, as set forth in the rule.

Jody Levinson, co-chair of the Governance Committee, indicated that this process is intended to be supportive of local WIBs and proactively improve the workforce system. Chairman Bone noted that the WIB recertification process is the culmination of the SETC’s work of the past two years. These processes will bring more discipline and oversight to the system, and will strengthen the SETC’s governance of local WIBs. A motion was made by Charlie Wowkanech to approve the WIB Certification Process, seconded by Joe McNamara.

Members discussed collaboration efforts with WIB Chairs and Directors to develop and implement this process. Ms. Levinson noted that the WIB Chairs who serve on the Governance Committee fully support the initiative. Chairman Bone reported that in his discussions with WIB Chairs, many have expressed their support. Earl Axelson, Atlantic/Cape May WIB Chair, attending today’s meeting as a guest, indicated his support as well. The process also has been discussed with WIB Directors, and many have indicated that they look forward to receiving this direction and support from the SETC.

Members discussed the capacity of the SETC staff to support and maintain this effort. The required level of staff support will depend on the results of the baseline assessment and the amount of assistance needed by local WIBs. Michele Horst noted that the SETC staff is currently operating at full capacity. Chairman Bone indicated that the staff capacity will be monitored; the need for additional support can be explored with collaboration and assistance from LWD. Assistant Commissioner Mary Ellen Clark indicated that this effort coincides with LWD’s broader efforts for better performance and accountability, and LWD is ready to assist the SETC in these initiatives.

The motion was carried and the WIB Certification Process was unanimously approved by the Commission.

IV. Jobs4Jersey Presentation and Discussion

Assistant Commissioner Mary Ellen Clark provided a comprehensive presentation of the new Jobs4Jersey website. The site was created to provide a powerful job search and employment tool that can be easily accessed by the public. The LWD website site provides a great deal of information and services, including two job banks, but the site can be difficult to navigate. The Jobs4Jersey website was developed through efforts with Deputy Commissioner Aaron Fichtner and a six-person team at LWD, to better connect job seekers and employers.

The site uses On Ramp software from Burning Glass. Through “spidering” technology, the site consolidates job openings from 2,400 job sites daily. The software assists users with resume creation, or the enhancement of an existing resume. It provides customized job searches using skills-based matching and alerts users about job openings via e-mail. It also assists job seekers with career planning and the development of their short- and long-term goals. This encourages users to think differently about themselves and their skills, and explore new employment opportunities based on those skills.

To date, 43,000 individuals have registered on the Jobs4Jersey website, with an average of 2,000 new registrants each week. Assistant Commissioner Clark noted that with 400,000 unemployed individuals in New Jersey, the site has not yet reached the full population. LWD has conducted two surveys of Jobs4Jersey registrants, with 3,300 respondents. The survey results were positive, with approximately 70% of respondents indicating the system was user-friendly, easy to follow and they would recommend the site to other job seekers. The surveys also reflected a few areas of complaint, including the tough job market in New Jersey and requests for site-specific technology improvements.

The Jobs4Jersey employer portal is expected to launch in February. A few technical issues must be resolved before the rollout can occur. Several WIB Chairs and members are participating in focus groups to test the employer portal. As part of the rollout, a toll-free employer assistance hotline will be provided. Additionally, LWD Business Service Representatives will provide technical website training and assistance to employers.

The Jobs4Jersey marketing effort began with Lieutenant Governor Guadagno’s press conference in Trenton on November 30. Commissioner Wirths has been promoting the site at additional press events around the state, and NJ Transit buses were wrapped with Jobs4Jersey advertisements. One-Stop Career Centers are targeting new enrollees among all customer populations, including General Assistance clients, vocational rehabilitation clients and veterans. Many train-the-trainer sessions have been held, and include local partners; there has been great success in engaging librarians in this effort. Community colleges and faith-based organizations have been instrumental in promoting the site as well. Moving forward, the effort will be to enroll all new unemployment insurance recipients on Jobs4Jersey, in order to more quickly engage them in an effective job search. This supports the larger goal of creating a “Virtual One Stop” for job seekers and employer self-service.

Assistant Commissioner Clark indicated that, in the future, the Jobs4Jersey will provide demographic data on job seekers, as well as enhanced labor market intelligence regarding

hiring trends and skills gaps. She noted that LWD is currently working to add internship and volunteer opportunities to Jobs4Jersey.

Members discussed marketing the website in schools across the state, to reach unemployed parents. The marketing materials are available as PDF brochures, which can be downloaded from the website. Train-the-trainer materials are available on the site and train-the-trainer sessions continue to be held around the state. Information on these sessions will be e-mailed to all SETC members.

It was noted that Jobs4Jersey can be used by high school students to create their resumes. The Jobs4Jersey site provides links to a number of other career guidance websites, including NJ Career Assistance Navigator (NJCAN) and the USDOL “my Skills my Future” website. Users do not have to register on Jobs4Jersey in order to explore the job listings, and the site is available in 14 languages. The train-the-trainer materials will be translated into four languages.

Members suggested marketing the Jobs4Jersey website at the NJ Governor’s Conference for Women in May 2012, and creating cross-platform applications for use on smartphones and other devices. The SETC and local WIBs can also assist by encouraging job seekers and employers to register on Jobs4Jersey, and by providing feedback to LWD on the website’s functionality.

V. Director’s Report

Talent Development Industry Advisory Councils

Michele Horst, Executive Director of the SETC, reported that kick-off meetings for the advisory councils are being planned. They will take place in late February and early March. SETC staff will be asking Commission members who work in these industry sectors to participate in this effort. The kick-off meetings will gather employer input around workforce needs, qualifications and skills gaps and will focus on finding solutions to these issues. A job description for talent development industry advisory council members is being developed, outlining a member’s role and time commitment. This job description will be shared with all Commission members when available. Chairman Bone noted that each industry sector should be represented on the Commission; this will be a priority as the Commission membership is developed with the Governor’s Appointments Office.

State Plan Overview

Teri Duda and Tapas Sen are co-chairing the Planning Committee. The bar chart provided in today’s packet outlines the state plan inputs and timeframe. A draft document outlining the plan to create the State Plan will be sent to the USDOL by June 30, 2012. The USDOL regional liaison, Tom Dalton, is very supportive of New Jersey’s efforts in this area and has indicated that the SETC will be given time to create a real strategic plan.

Ms. Horst noted that the new USDOL Workforce Innovation Grant provides an opportunity to try new ideas and expand successful efforts. A cross-sectional team from LWD, Labor Planning and Analysis and the SETC is working on the grant application, due March 22, 2012. The grant team is creating plans for workforce innovations that can be achieved regardless of whether the grant is received. Assistant Commissioner Clark noted that New

Jersey previously received \$27 million in discretionary funds each year. The USDOL has redirected these funds to the Innovation Grants, which means that New Jersey is competing with other states and local areas for a potential \$6 million grant over three years.

Chairman Bone indicated the state plan will be the most significant body of work to come out of the SETC in 2012. The plan will align with New Jersey's economy and will optimize the workforce system, in partnership with LWD.

Members discussed the plan to hire a new SETC policy analyst for Youth Strategy development. Michele Horst indicated that an initial round of interviews had been held and the talent search has been reopened.

It was noted that linking workforce development to economic development will create a new synergy for New Jersey. Members agreed that linking the State Plan for workforce development to economic strategies developed by the Economic Development Authority (EDA) and *Choose New Jersey* will yield greater results than plans created in isolation.

Performance Oversight

Ms. Horst reported that a cross-sectional team from the SETC and LWD are exploring enhanced performance measures that go beyond the standard WIA common measures, and provide more system insight and accountability. The SETC also is charged with oversight of the state's Workforce Development Program (WDP). An evaluation of the WDP program can be conducted by a third-party evaluator. Discussions are underway with Deputy Commissioner Aaron Fichtner and Assistant Commissioner Mary Ellen Clark to develop a framework and contract for this evaluation effort.

Michele Horst announced that a new logo has been created for the SETC. This logo was designed as part of the SETC's re-branding effort and the launch of a new SETC website, which is expected to go live in March.

VI. Public Comment

No public comment was received.

VII. Adjournment

The SETC meeting dates for 2012 were provided to members, and the next meeting date was announced. A motion was approved to adjourn the meeting at 11:25am.

Next SETC Meeting:
Tuesday, March 13, 2012
10 am - 12 noon
New Jersey Law Center
One Constitution Square, New Brunswick, NJ

**STATE EMPLOYMENT AND TRAINING COMMISSION MEETING
ATTENDEES – JANUARY 31, 2012**

PRESENT MEMBERS or ALTERNATES

Barry, Marie (for Cerf)
Berry, Dana
Bone, Dennis
Clark, Mary Ellen (for Wirths)
Davis, Gail
Duda, Teri
Ehrlich, Kim (for Franzini)
Gacos, Nicholas
Hendricks, Rochelle
Hines-Cunningham, Lorna (for Velez)
Karsian, Andrea
Levinson, Jody
Linder, Msgr. William
McAndrew, Brian
McNamara, Joseph
Mickens, Felix (for Lawson)
Sabater, Julio
Santare, Robert
Starghill, Catherine (for Constable)
Trezza, Joann
Wowkanech, Charles

ABSENT MEMBERS

Carey, Michael
Henderson, Henry
Hornik, Stephen
Munyan, Robert
Nutter, Harvey
Reisser, Clifford
Ryan, G. Jeremiah
Sen, Tapas
Stout, Bruce
Wade, Carolyn

OTHER ATTENDEES

Axelton, Earl	Nadler, Sally
Ford, Robin	Richardson, Nils
Garlatti, Betsy	Scalia, Donna
Guillard, Jane	Semple, Barry
Lowery, Rhonda	Williams, Greg
Melcher, Robert	

SETC STAFF

Conway, Ashley	Formalarie, Judy	Hutchison, Sheryl
Davis, Lansing	Horst, Michele	Vetterl, Susan