

# The Myth of Scarcity

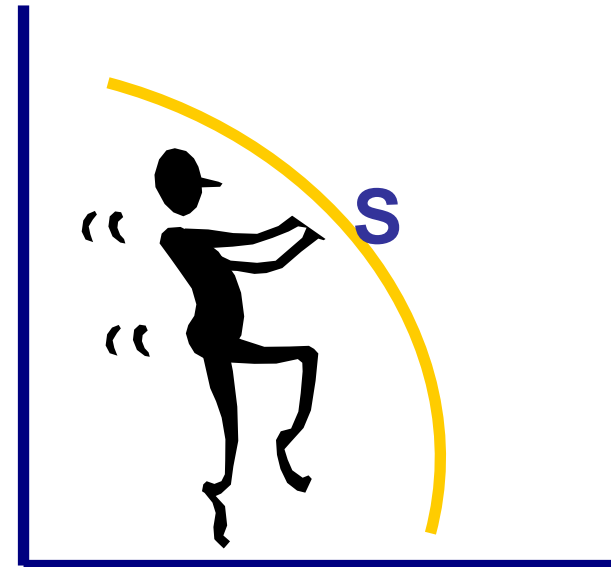


## Pushing the Supply Curve of Workforce Resources

Kathy Weaver & Yustina Saleh

# Overview

- What is WIRED and the Impact on NJ
- WIRED Region Profiles
  - North Jersey Partners
  - Central Jersey Bio-1
  - Delaware Valley Innovation Network (DVIN)
- The WIRED Paradigm Shift
  - Development of New Tools
  - Paradigm Shift
  - Talent Network Model
- Open Question & Answer



# What is **Wired**?

TALENT DRIVING PROSPERITY

- Workforce Innovations for Regional Economic Development.
- A Groundbreaking approach to workforce and economic development through the development of talent.
- 39 WIRED regions throughout the US
- NJ “The Most WIRED State”: 3 WIRED Regions





# Ultimate Goal: Create Leading High-Skill Ecosystems

- Catalyst
  - Research to fuel innovation
- Nourishment
  - Flows of human and financial capital
- Supportive environment
  - Culture and regulations supporting innovation and specialized infrastructure
- Connectivity
  - Foster local networks, social capital

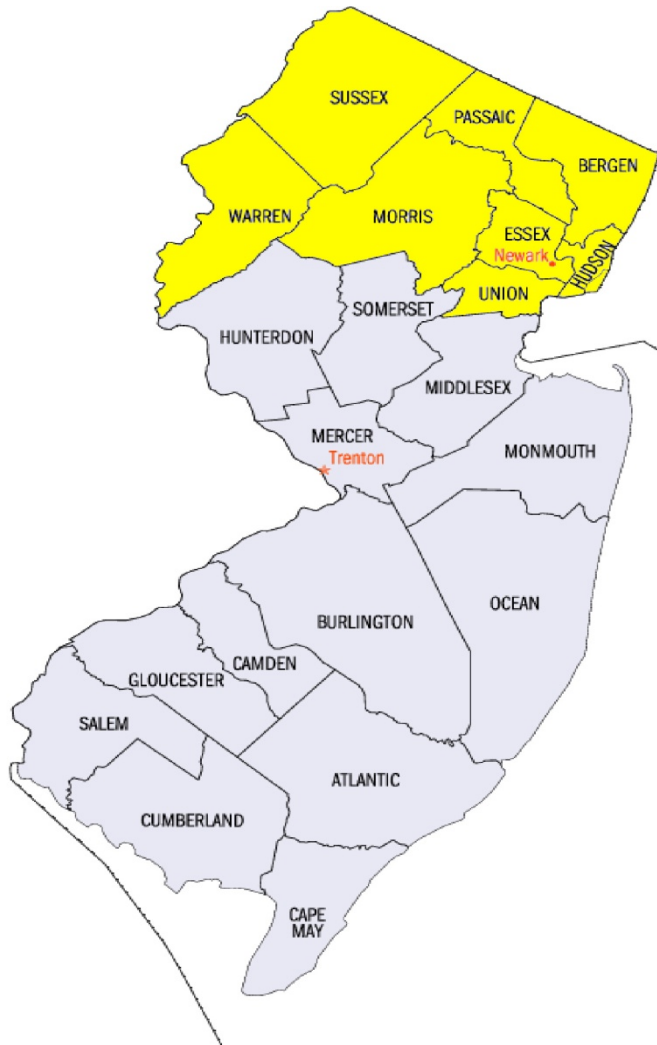


# Impact on New Jersey

- WIRED funds           \$15.3 million
- Leveraged funds       \$218+ million
- Reaching                4 million+ people
- Developing   A talented workforce
- Resulting in   Regional economic transformation



# North Jersey Partners

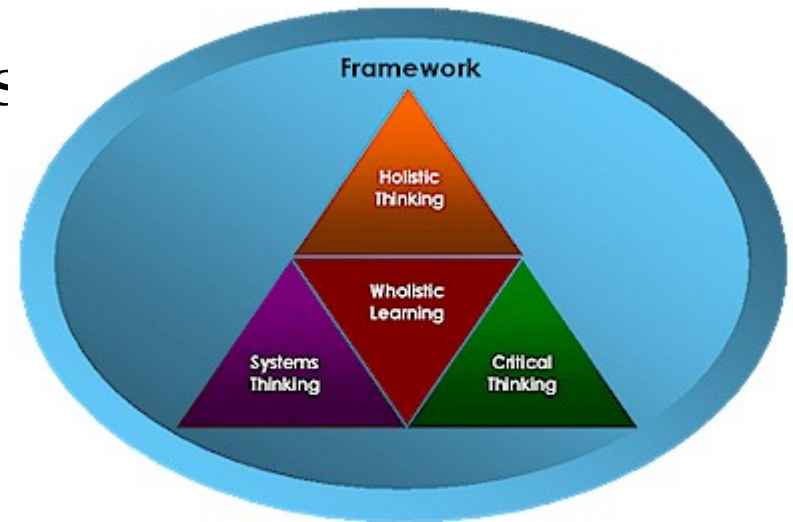


## North Jersey Partners

- **Eight county region**
- **Seven workforce investment boards**
- **Eight community colleges**
- **Four-year universities including**  
New Jersey Institute of Technology, Kean University, William Paterson University, Fairleigh Dickinson University
- **Numerous faith-based and community development agencies**
- **Many globally recognized businesses**  
Port Authority of NY & NJ, Prudential Financial, Continental Airlines, Conrail, Integrated Device Technology Inc., UPS, Schering Plough, UBS Financial Services, Minolta, Maher Terminals, Distribution Solutions
- **Advanced research institutions**  
NJIT, University of Medicine & Dentistry of NJ, Rutgers University, Stevens Institute of Technology
- **Target industries** Life sciences – health services, Transportation, Logistics & Distribution, & Entertainment, Arts and Retail

# Systems Change = Paradigm Shift

- Data-driven strategies designed to realign worker training with employer needs through “systems change”
- Three spheres of “systems change”
  - Industry
  - Education and training systems
  - Public policy

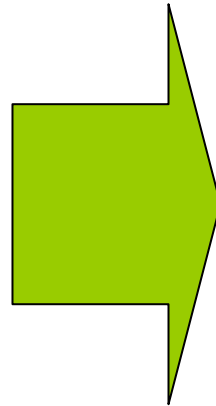


# Paradigm Shift

## The Talent Network Model

### OLD MODEL

- Broad, scattershot approach
- Focus on Deficiencies
- Individual organizations working in silos
- Local Focus
- Government input
- Fragmented training programs
- One time events



### NEW MODEL

- Sector specific approach
- Linkage infrastructure building
- Eye on the “new economy”
- Regional Focus
- Business/employer input
- Formal education paths and credentials
- Sustainability

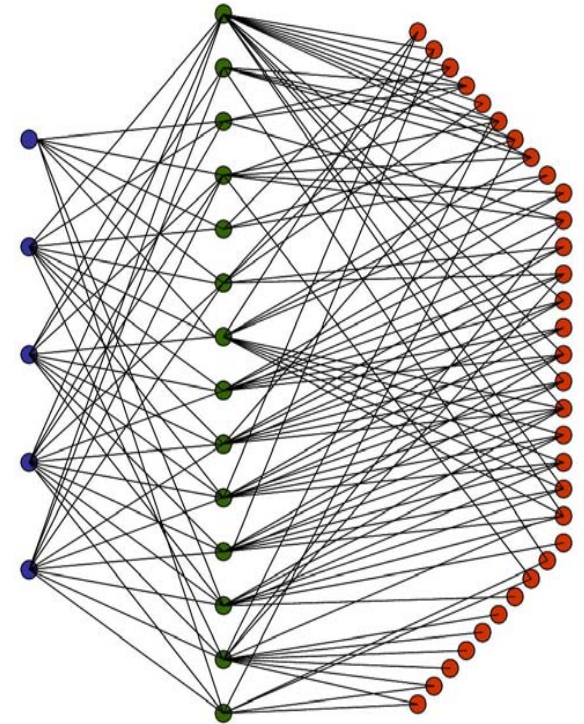


# Creation of Talent Networks

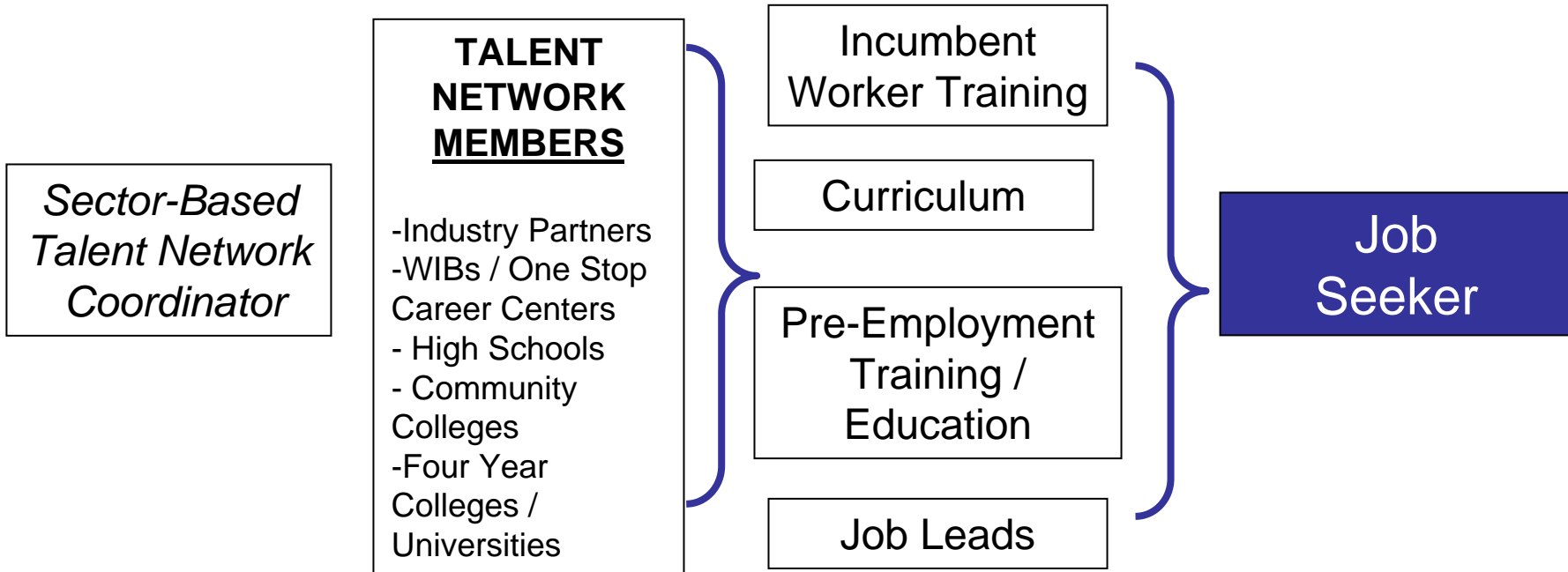
Infrastructure of Linkages: WIB's, One Stop Career Centers, community colleges, 4-year colleges and universities, industry associations, employers and nonprofits.

## Goal of Talent Networks:

1. Identify current and emerging skills gaps
2. Develop new curricula and refine existing curricula
3. Disseminate improved information
4. Prepare job seekers for the “new economy”
5. Provide effective incumbent worker training



# Talent Network Model



# Talent Network Model

Business Input

+

Real-Time Demand Data

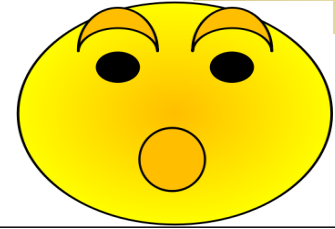
Clear Skills Demand Picture

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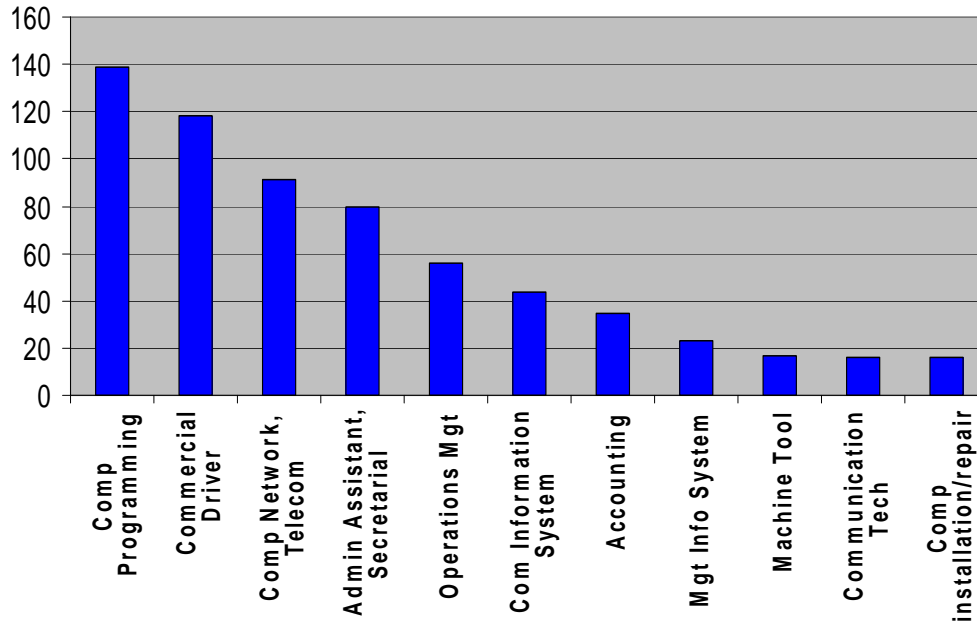
Partnerships

Workforce Ready for the "New Economy"

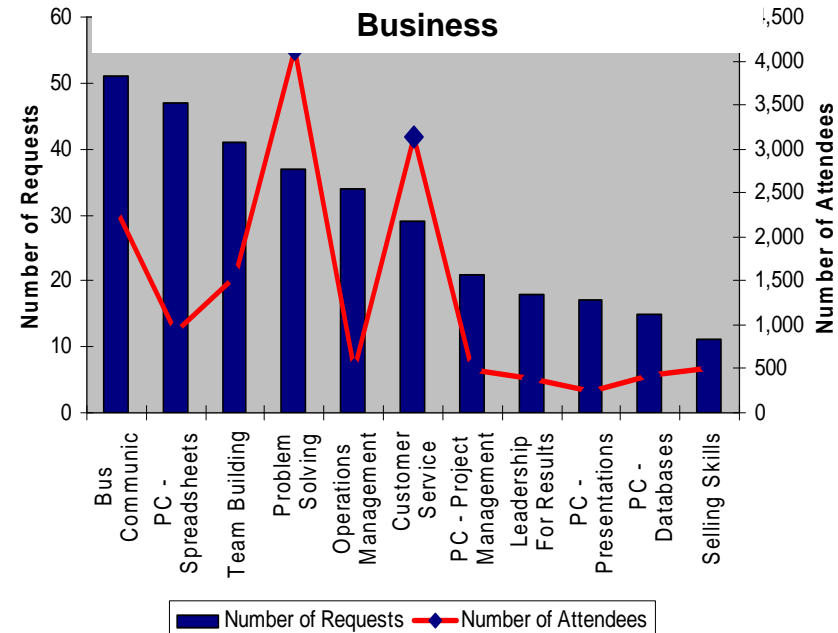
# Old Paradigm: Misaligned Resources



Distribution of Training by Instructional Program

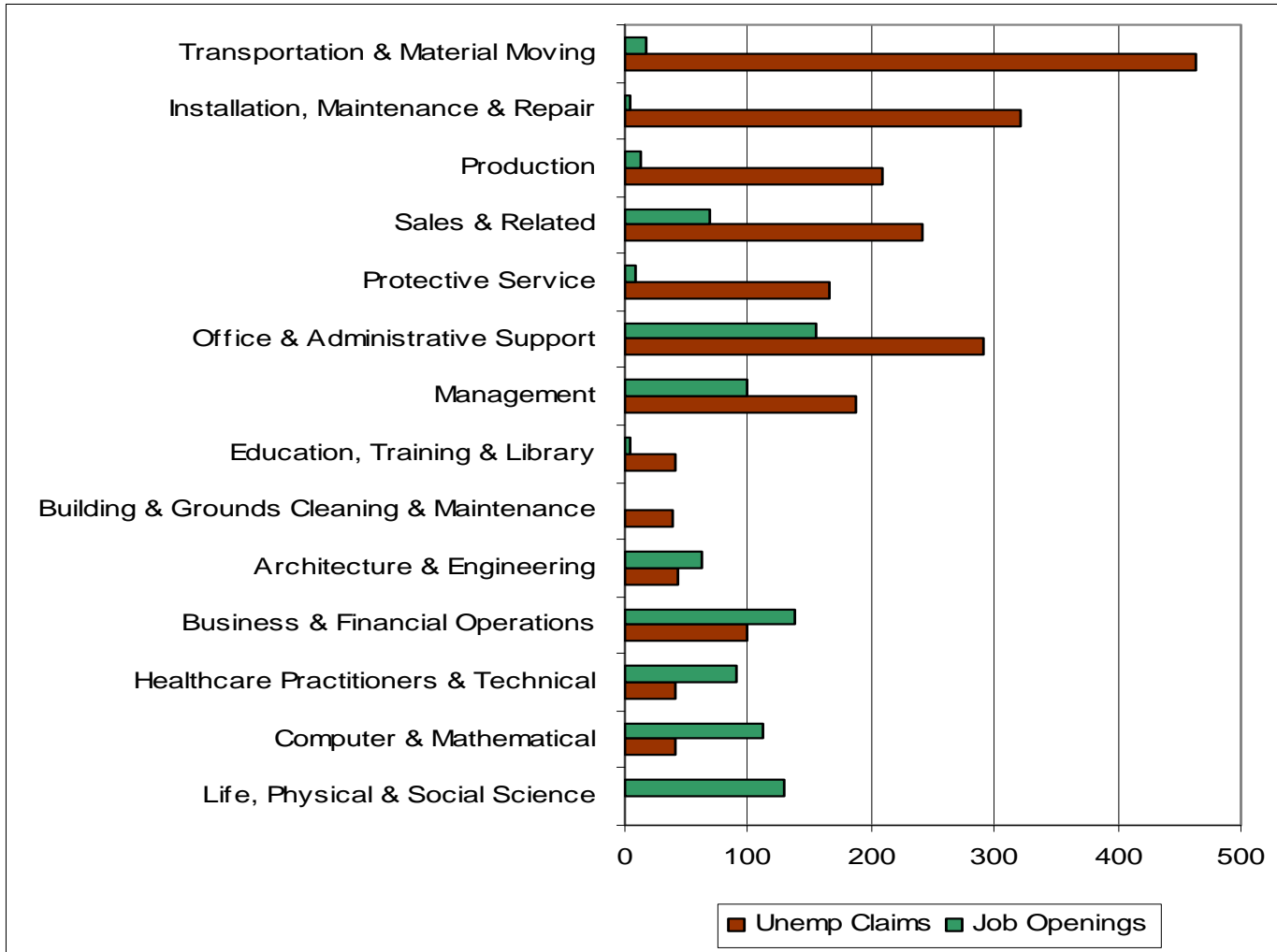


Distribution of Training by Instructional Program

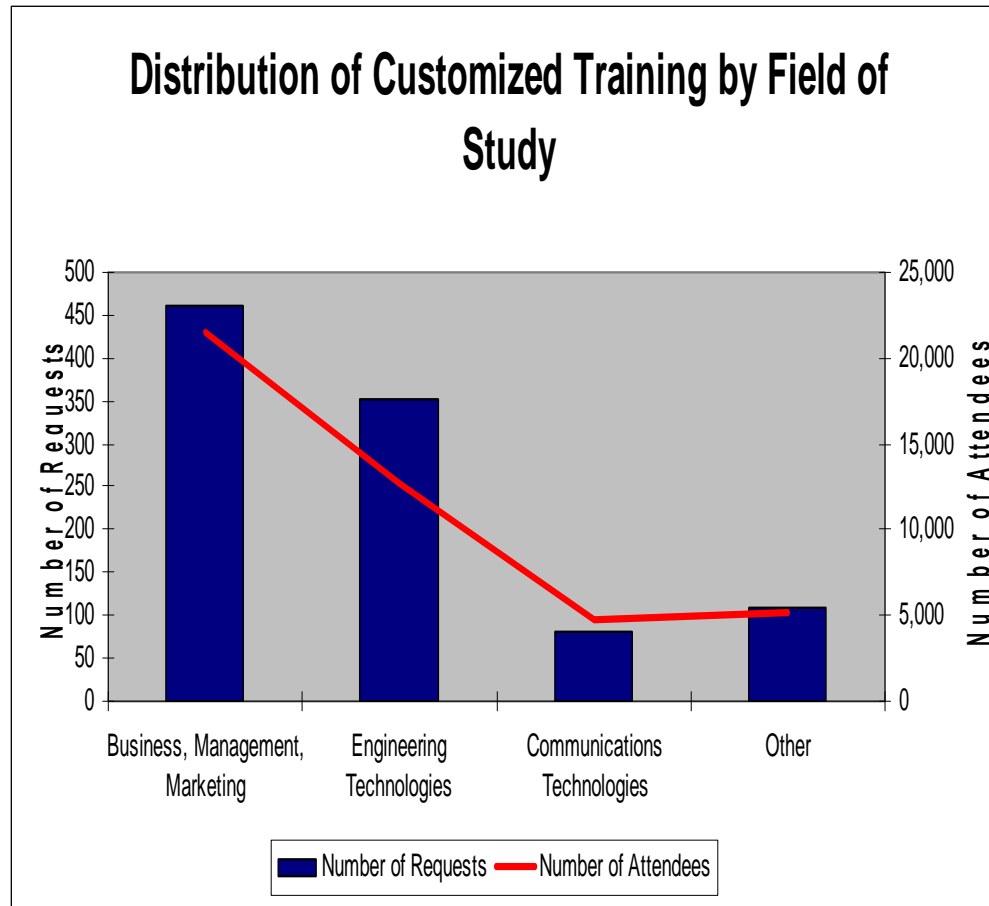


- Too much technical training via WIA!
- Not enough soft skills!

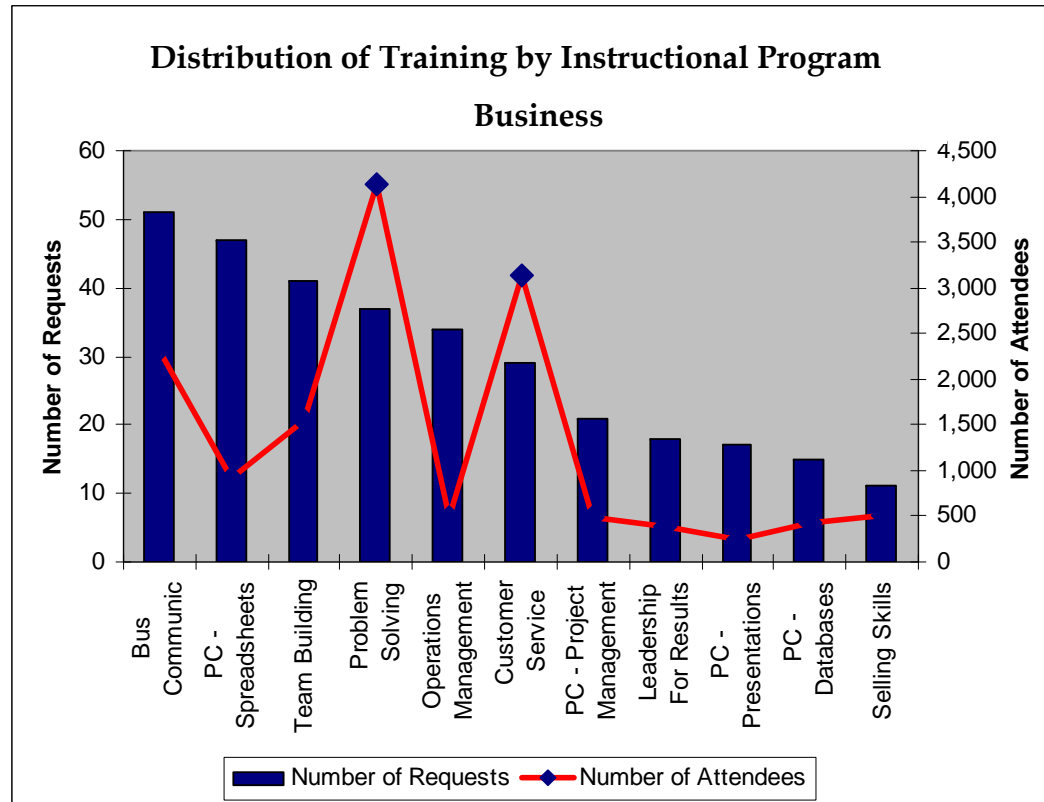
# Results of the Old Paradigm



# New Paradigm Identify Industry Needs



# New Paradigm Identify Company Needs

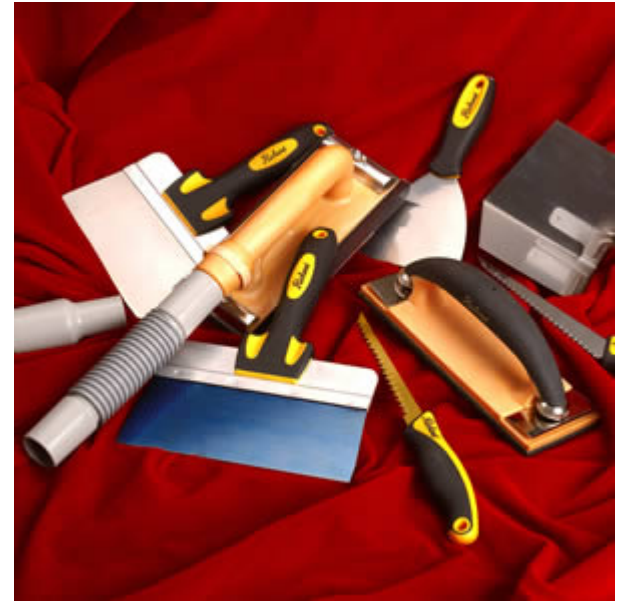


# New Paradigm

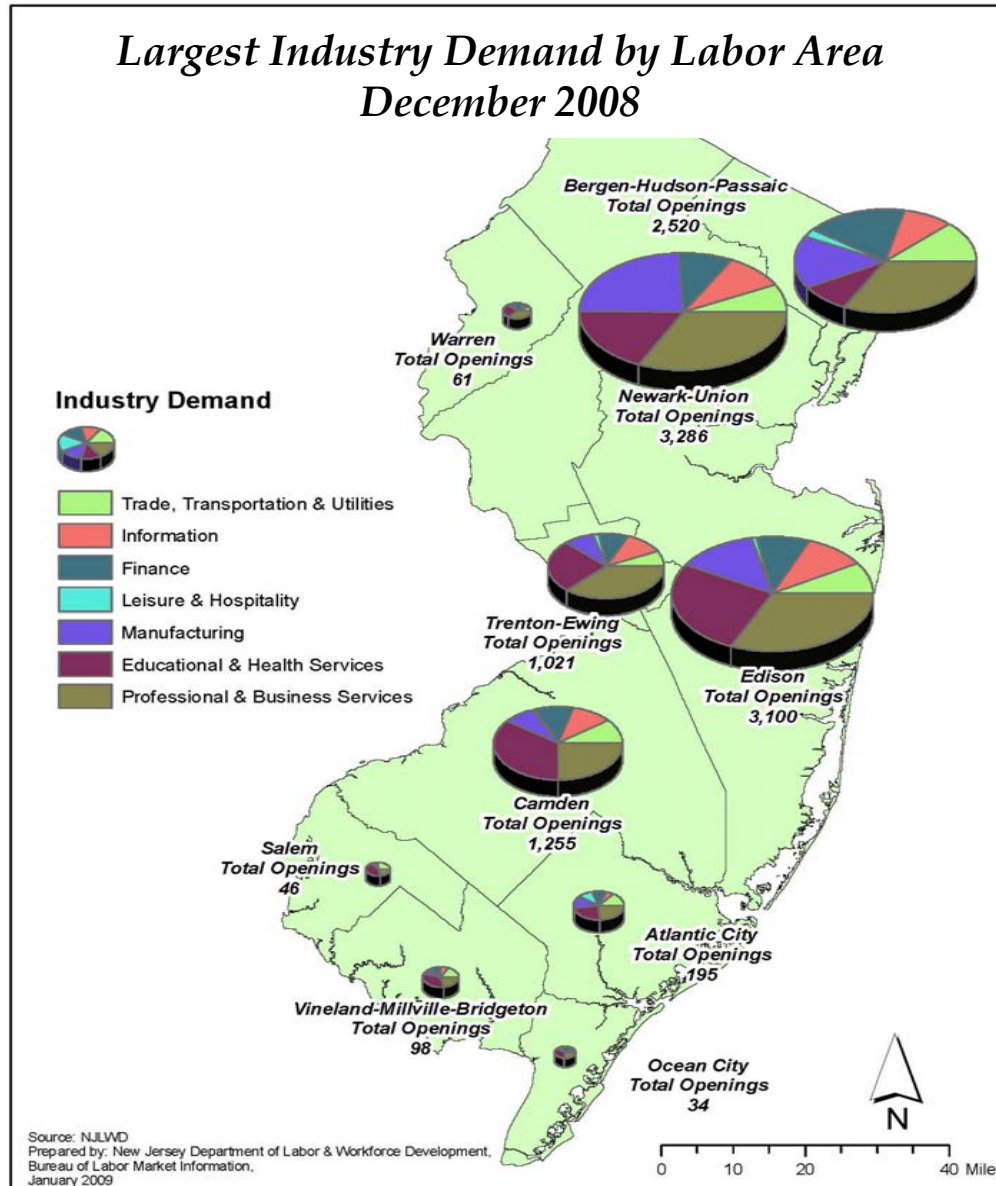
## Identify Real-Time Demand

### Two Tools

- Tool 1: Real-Time Industries in Demand
- Tool 2: Real-Time Jobs in Demand



# Real-Time Industry Demand



## NJ Industries with over 100 Job Openings December 2008

NAICS2Title	County	Openings			
			Professional and Technical Services	Hudson	145
Manufacturing	Morris	342	Health Care and Social	Mercer	145
Educational Services	Middlesex	295	Health Care and Social	Monmouth	144
Administrative and Waste Services	Middlesex	263	Manufacturing	Middlesex	142
Administrative and Waste Services	Bergen	249	Administrative and Waste	Essex	136
Health Care and Social Assistance	Camden	241	Manufacturing	Bergen	134
Administrative and Waste Services	Morris	233	Health Care and Social	Bergen	128
Professional and Technical Services	Morris	227	Finance and Insurance	Somerset	123
Professional and Technical Services	Mercer	224	Health Care and Social	Middlesex	121
Finance and Insurance	Hudson	220	Professional and Technical	Monmouth	120
Educational Services	Essex	211	Administrative and Waste	Union	118
Other services	Bergen	202	Other services	Essex	118
Finance and Insurance	Passaic	184	Other services	Monmouth	118
Professional and Technical Services	Somerset	180	Information	Middlesex	117
Information	Morris	174	Other services	Morris	113
Administrative and Waste Services	Somerset	172	Information	Mercer	112
Administrative and Waste Services	Mercer	169	Information	Hudson	110
Manufacturing	Union	168	Information	Bergen	108
Administrative and Waste Services	Hudson	166	Retail trade	Bergen	107
Professional and Technical Services	Bergen	161	Finance and Insurance	Bergen	107
Finance and Insurance	Essex	159	Finance and Insurance	Middlesex	107
Professional and Technical Services	Essex	154	Health Care and Social	Burlington	107
Manufacturing	Somerset	151	Health Care and Social	Ocean	102
Professional and Technical Services	Middlesex	149	Finance and Insurance	Mercer	101
			Other services	Middlesex	101

# NJ Companies Hiring

Companies Hiring December 2008		Companies Hiring by County December 2008		
Company Name	Openings	Company_Name	County	Openings
THE PNC FINANCIAL SERVICES GROUP, INC.	359	NOVARTIS INTERNATIONAL AG	Morris	172
NOVARTIS INTERNATIONAL AG	176	VALLEY NATIONAL BANCORP	Passaic	147
VALLEY NATIONAL BANCORP	147	ST. JOSEPH'S HEALTHCARE SYSTEM	Passaic	130
ST. JOSEPH'S HEALTHCARE SYSTEM	130	SCHERING-PLOUGH CORPORATION	Union	65
BAYADA NURSES	78	TRINITAS HOSPITAL	Union	53
SCHERING-PLOUGH CORPORATION	76	KENNEDY HEALTH SYSTEM	Camden	51
WACHOVIA CORPORATION	59	THE PNC FINANCIAL SERVICES GROUP, INC.	Bergen	44
TRINITAS HOSPITAL	53	THE PNC FINANCIAL SERVICES GROUP, INC.	Mercer	41
KENNEDY HEALTH SYSTEM	51	BECTON, DICKINSON AND COMPANY	Bergen	36
TD Bank	50	THE PNC FINANCIAL SERVICES GROUP, INC.	Hudson	35
JOHNSON & JOHNSON	42	STARWOOD HOTELS AND RESORTS WORLDWIDE, INC.	Hudson	30
DICK'S SPORTING GOODS, INC.	41	THE PNC FINANCIAL SERVICES GROUP, INC.	Camden	30
BECTON, DICKINSON AND COMPANY	36	THE PNC FINANCIAL SERVICES GROUP, INC.	Essex	30

# Real-Time Occupational Demand

- Which jobs are in demand today?
- Which jobs will be in demand in the future?
- Which jobs are experiencing a labor shortage?
- How much are these jobs paying?
- Do I have the necessary credentials for my next job?



# Real Time Jobs in Demand

## December 2008 Job Seekers with Associate Degrees

Rank (A)	Occupation Title (B)	# New Job Openings (C)	# New Unemp. Claims (D)	Projected Openings (2007 to 2009) (E)	Average Hourly Wage (F)	Labor Shortage (Openings-Claims) (G)	Percent with BA (H)	Percent with Some College (I)	Percent with High School (J)	Occupational License Needed (K)	SCORE (L)
1	Occupational Therapist Assistants	85	1	19	21.5	84	31.9	43.3	24.7		77.5
2	Registered Nurse	1,434	231	2,324	34.1	1203	.	14.7	82.6	REGISTERED NURSE (RN)	75.4
3	Physical Therapist Assistants	75	6	51	19.2	69	66.9	25.5	7.6		73.9
4	Respiratory Therapists	17	4	70	27.4	13	25.2	36.5	38.4	RESPIRATORY THERAPIST	71.9
5	Computer Support Specialists	818	261	616	23.5	557	24.7	52.7	22.5		70.8
6	Broadcast Technicians	36	9	39	25.1	27	78.1	17.8	4.2		70.3
7	Dental Hygienists	12	11	229	33.8	1	99.5	.	.	DENTAL HYGIENIST	69.8
8	Aerospace Engineering and Operations Technicians	27	1	1	26.3	26	18.4	54.4	27.2		69.0
9	UROLOGIC RADIOLOGIC TECHNOLOGIST	64	61	140	27.8	3	.	49.1	40.4	UROLOGIC RADIOLOGIC TECHNOLOGIST	66.5
10	RADIOLOGIC TECHNOLOGIST	64	61	140	27.8	3	.	49.1	40.4	RADIOLOGIC TECHNOLOGIST	66.4

# *Real Time Jobs in Demand*

- Incorporates long-term trends plus all current job openings in New Jersey
- Provides information about competition over the same jobs
- Based on all these factors, each job gets a "demand rank" that shows which ones are most in demand

# *Real Time Jobs in Demand*

## Reflects Various Educational and Training Levels

### College:

- Associate degree
- Bachelor degree
- Graduate degree
- First professional degree

### Training:

- Post-secondary vocational education
- Short-term on-the-job training
- Moderate-term or long-term on-the-job training

# *Real Time Jobs in Demand*

- Data is revised every month
- Use these reports to get the best picture of New Jersey's job market today
- To see the full list of jobs in demand and for more information go to:

<http://lwd.dol.state.nj.us/labor/lpa/content/RealTimeJobsinDemand.html>



# Partnership for Success

- We partnered with higher educational institutions to develop statewide training programs based on the tool. More programs in the pipeline.
- We are using WIRED and the Economic Stimulus package to revamp our workforce resource allocation models.

# Recommendations

- Scarcity could be your biggest reality or your greatest myth.
- The old paradigm results in notable misaligned training pursuits.
- We need a coordinated structure of workforce investments.
- Partnerships! Partnerships! Partnerships!
- Include LMI in this partnership.
- Encourage new thinking, encourage a paradigm shift in LMI as well.



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**[www.doleta.gov/wired/regions/2g\\_Northern\\_New\\_Jersey.cfm](http://www.doleta.gov/wired/regions/2g_Northern_New_Jersey.cfm)**

**Thank You**