

***IMPLEMENTING THE 2009 AMERICAN RECOVERY &  
REINVESTMENT ACT FUNDS***



## TABLE OF CONTENTS

EXECUTIVE SUMMARY	
LABOR MARKET ANALYSIS	
OVERARCHING DESCRIPTION OF LOCAL ECONOMY	4
AFFECT OF RECESSION AND PRESENT UNEMPLOYMENT LEVELS	6
INDUSTRIES/OCCUPATIONS TARGETED FOR TRAINING	7
EMERGING INDUSTRIES	8
DESCRIPTION OF THE LABOR POOL	11
KEY POPULATIONS TO BE SERVED	12
DATA SOURCES	14
PLANNING PROCESS DISLOCATED WORKER & ADULT	
STAKEHOLDERS	15
LOCAL & REGIONAL PLANNING PROCESS	16
PLANNING FOR GREEN JOBS	17
ONGOING PLANNING	17
STRUCTURE OF THE ONE-STOP CAREER CENTER	18
EXPANSION OF THE ONE-STOP CAREER CENTER	20
BULK CONTRACTING FOR SERVICES	23
USE OF INDIVIDUAL TRAINING ACCOUNTS	23
SECTOR PLANNING	24
PLANNING PROCESS YOUTH	
GOALS OF THE SUMMER YOUTH PROGRAM	27
POPULATIONS TO SERVE	27
INNOVATIVE PROJECTS	28
EMPLOYER OUTREACH	28
STRUCTURE OF THE SUMMER YOUTH PROGRAMS	29
THE ONE-STOP CAREER CENTER AND THE SUMMER YOUTH PROGRAM	32
TRANSITIONING SUMMER YOUTH	34
FOLLOW-UP SERVICES	35
GREEN JOBS	37
STAFFING	40
CAPACITY BUILDING	40
TRANSPARENCY & REPORTING	40
SIGNATURE PAGE	42

## *EXECUTIVE SUMMARY*

The American Recovery and Reinvestment Act (ARRA) provides Burlington County with resources that will allow us to provide a wide range of support and training to incumbent workers, job seekers and youth. The Stimulus Funds not only bring short-term relief, but more importantly, create a significant opportunity for the Burlington County One-Stop Career Center to assist those greatest in need in a time of economic volatility and uncertainty. The role of the Workforce Investment System is to help people acquire new skills, get back to work and to position the workforce for the 21<sup>st</sup> century global economy.

This document updates and builds upon what was established in the most recent Burlington County Workforce Investment Board's Collaborative Planning Strategy 2007. However, it addresses the use of ARRA funds only.

The first section will focus on a Labor Market Analysis of the local and regional area. The second section will focus on the planning process, the key goals, activities, and the structures that are in place to support ongoing planning. The third section details the Program Planning for Dislocated Worker, Adult, Youth, and planning activities related to identifying Green Jobs. Finally, Staffing, Capacity Building, and Transparency/Reporting will be addressed.

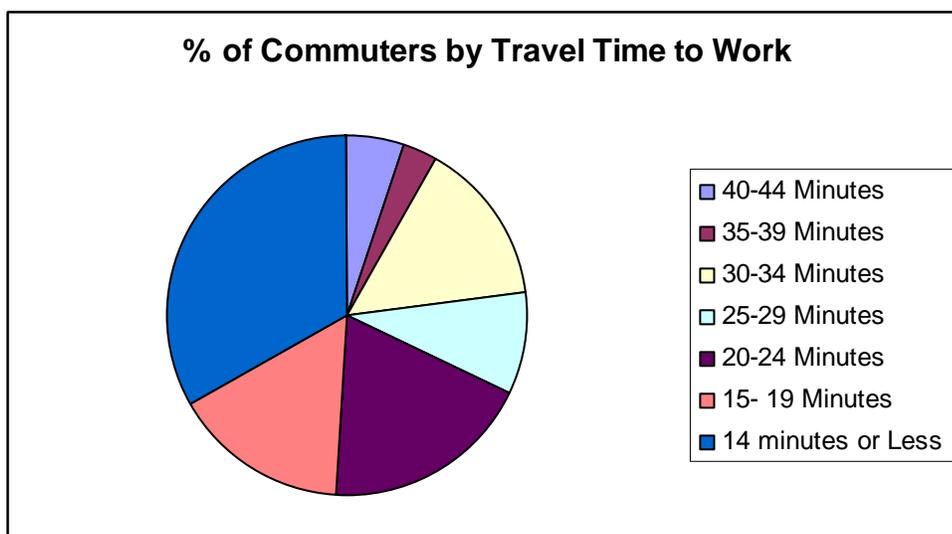
This plan describes how the Burlington County WIB will continue to work with our local and regional partners to help our community realize a more prosperous future. As with all of our plans, this plan is a living document and it is to be understood that we will consult it often and change course as necessary, dictated by the conditions of the economy.

## Section I: Labor Market Analysis

### Overarching Description of Regional and Local Economy

Burlington County is the largest of New Jersey's counties and is located in the south central portion of the State. The county is in close proximity of not only Trenton and Camden, but is also close to Philadelphia. It is part of the Philadelphia Metropolitan Statistical Area and the Delaware Valley Region.

With a transportation network that allows easy commuting trips from neighboring counties, it is only natural that workforce development issues be considered on a regional basis. In the labor market, the nearest competitors for the regional supply of labor are the balance of the Camden Labor Area (which consists of Burlington, Camden, and Gloucester counties) and Mercer County.

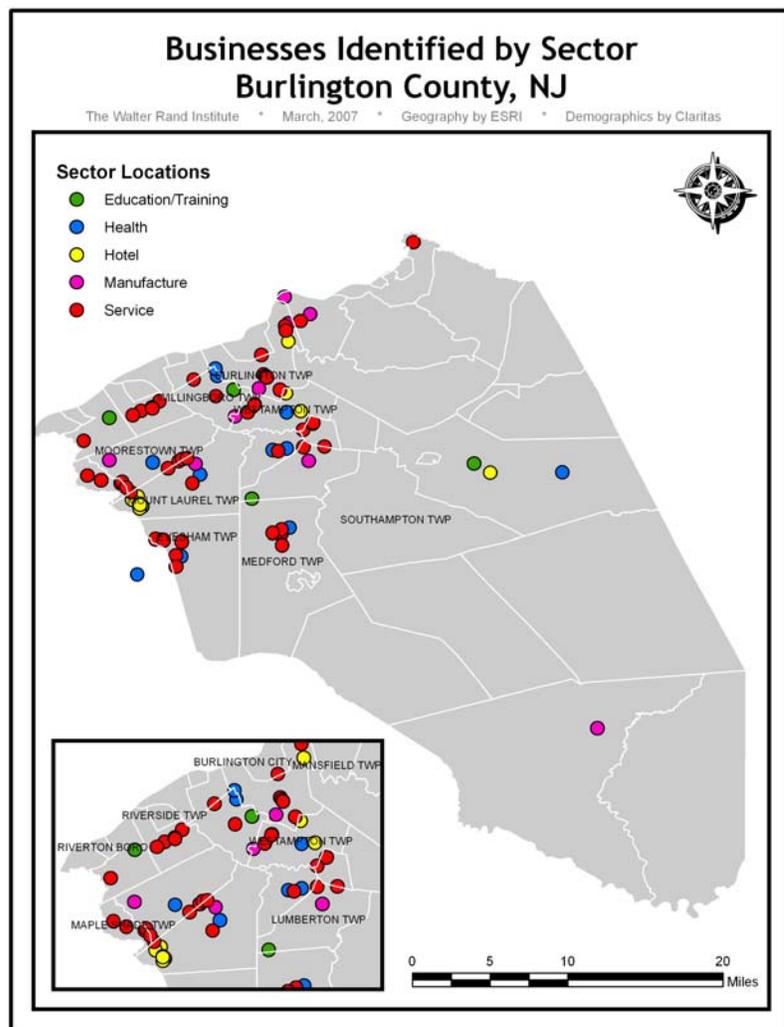


Data Source: 2005 American Community Survey

There are five distinct regions within the County. The largest region of the County is rural in nature, consisting of farms and the Pinelands protected areas. The western region bordering the Delaware River is densely populated and mostly industrial. The southwest region is residential and commercial. The central region is mostly known for the County seat and the military bases. The merger of Fort Dix, McGuire Air Force Base and Lakehurst Naval Air Station into a new "mega base" will carry a huge economic impact for Burlington over the next 10 years. The Northeast region of the county is the agricultural region and where most of the farmland preservation efforts have been invested working to preserve farming as a business.

Burlington County's economy is well diversified between the manufacturing, service, health care, and agricultural sectors. In all of these industries there is a need for skilled and semi-skilled workers and a need to deliver qualified workers to employers within the County and the region.

Immediately preceding the recession, a Literacy Needs Assessment Survey was undertaken by the Walter Rand Institute on behalf of the Burlington County Workforce Investment Board's Literacy Committee, of the five key industries identified, the *service sector* emerged as the most heavily represented business type in Burlington County (54%). Nineteen percent of the businesses in Burlington County are from the *hospitality/restaurant* sector. *Health services* comprise 12% of the county's total businesses. *Manufacturing* represents 7% of the business population in the county. *Education and training* totals 5%. Finally, *transportation* accounts for 3% of the total businesses in Burlington County. The map at right shows that the majority of these businesses are located in the northwestern portion of the county.



This mirrors the data found in *STATS Indiana-USA Counties IN Profile* that show in 2007 Retail Trade was the largest of 20 major sectors. Manufacturing accounted for 9.2% of all jobs in the County; Health Care, Social Assistants accounted for 12.2% of all jobs ; Finance & insurance account for 7.5% of all jobs; and, Transportation & Warehousing accounted for 0.6% of all jobs.

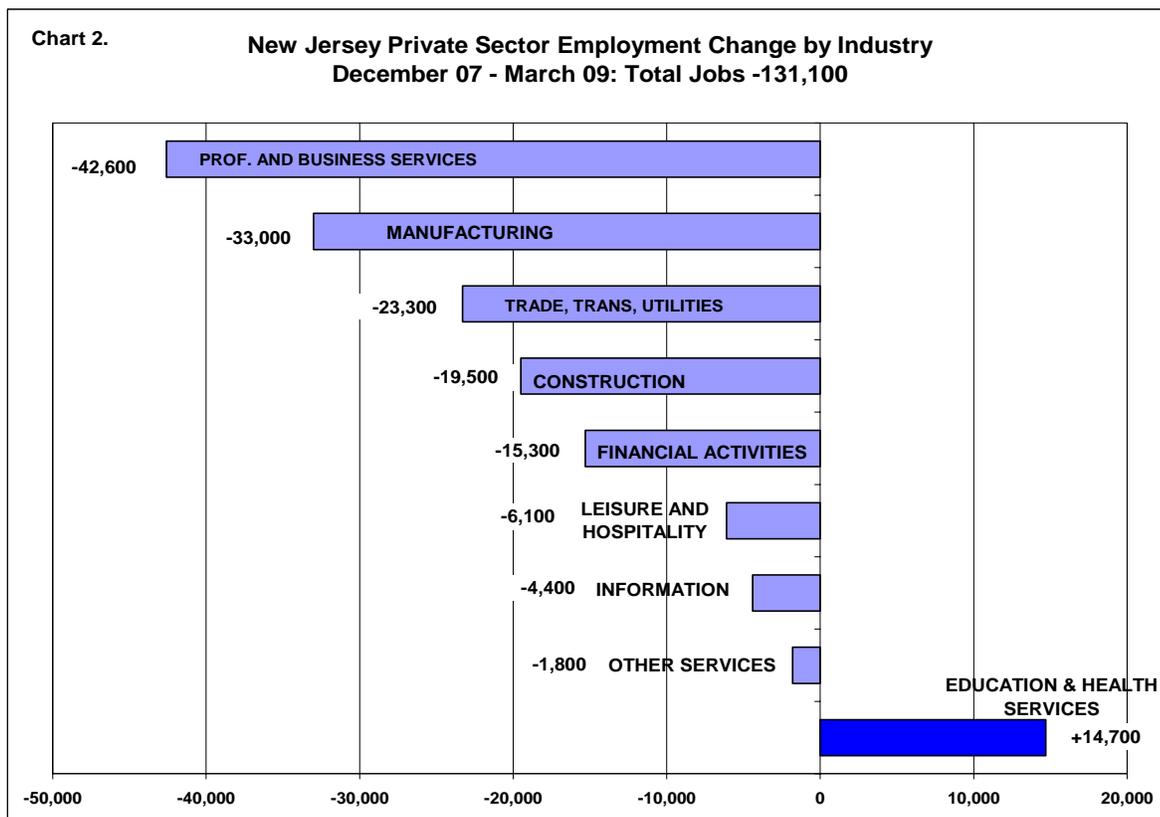
According to the NJ Department of Labor and Workforce Development's Southern Regional Community Fact Book - Burlington Count Edition (February 2009) The largest Industry (2007) was Professional & Business Services accounting for 16.6% of employment Trade, Transportation and utilities was the County's largest employment sector in 2007 employing 28% of private sector workers.

## Affect of recession and present local unemployment levels

According to the United States Department of Labor's Bureau of Labor Statistics, the Burlington County Unemployment rate has fluctuated between 3 and 8 % since 1999. Currently the unemployment rate is 7.6 % for the period ending April 2009. This is a 2.6 % increase since January 2009. In 2008, Burlington experienced a gradual Unemployment rate increase from 4.6% in January 2008 to 6.3% at the end of December 2008.

Changes in consumer demand, technology, and many other factors contribute to the ever-changing employment picture. For Burlington County, the impact of the recession is felt across all industry sectors, but particularly in the residential housing and mortgage industries.

As mentioned earlier, Burlington County's economy is well diversified between the manufacturing, service, health care, and agricultural sectors. The availability of jobs in these areas spans a vast cross section of wages, skills, and responsibilities. Although there has been a shift in the national and state economy from manufacturing, the manufacturing sector is still a significant element to the local economy. In addition, although Leisure and Hospitality has declined in the state economy, currently Burlington County ranks #3 in the state for hotel development. Therefore, hospitality is identified as a key industry to be targeted for training.



Source: New Jersey Workforce Investment System Unified State Plan Modification

## Industries and their occupations to be targeted for training including emerging trends, projected openings

The emphasis for the use of ARRA funds for Adult and Dislocated Workers is to expand training services in occupations/industries that are predicted to be in demand. In this report, the seven southern counties (Burlington, Camden Gloucester, Atlantic, Cape May, Cumberland, and Salem) have taken a regional approach to planning and training initiatives with the ARRA funds.

Through regional planning efforts, the various Workforce Investment Boards are able to more successfully accommodate the different economic development needs and opportunities that may arise. As demonstrated in past experience, the Southern area Workforce Investment Boards successfully collaborate in deriving the needed strategies with consideration of their differing economic needs, population, as well as, projected employment needs.

Future needs will be formulated through regional planning by sharing information, program development and service delivery. The common occupations/industries that have been identified by the Southern Region WIB's are: Health and Dental Care; Mechanical Trades (HVAC, Hydraulics, Technicians); Law, Public Safety and Security; Agribusiness and food processing; General Business Skills and Hospitality.

The above industries were chosen based on data collected through: the One-Stop Career Centers; Workforce Investment Board committees; and, local Business Advisory Councils for both the Institute of Technology and the County College. Those industries that are projected to have the highest increase in employment are: Health Services; Professional and Business Services; Leisure and Hospitality; Information Technology; Energy related; and, Mechanical Trades.

The growth occupations corresponding to these industries still need to be examined for the region. Although the industries may be very different, the occupational skill sets could be very similar so they could be easily transferable across the different industries. A true regional approach seems in everyone's best interest in order to deliver qualified workers to employers within the County and the region.

Since the economy is still in the midst of redefining itself, the next step is to partner with businesses in the industries that would have need for a common skill set. These business partners would then help service providers, Community Colleges and Institutes of Technology, develop programs to meet their skill needs. This step requires that all parties involved continually gather, share and update information. There are many resource people at the New Jersey Department of Labor and Workforce Development available to help with this effort, but none substitute for the need for input from the end-users of the labor supply system.

## **Emerging Industries**

Examining the projected growth industries in a region is the first step in program development and service delivery. In order for planning to be done on an ongoing and dynamic basis, collaboration with the business community is essential. The following were identified as emerging industries in late 2007 and throughout this planning process all stakeholders referred to them as growth industries.

### **Hospitality**

In Burlington County, the Hospitality industry will still continue to grow. This industry which consists of the hotels/lodgings and restaurant/food service sectors is still rising significantly throughout not only the Burlington County labor market but the Philadelphia Region as well. The diverse range of jobs offered by this industry provides opportunities for people with varied skills and educational backgrounds. Jobs are plentiful for first-time job seekers, senior citizens, and those seeking part-time employment. The local college has partnered with Drexel to offer Bachelor of Science degrees in Culinary Arts and Hospitality Management programs for higher end jobs.

### **Biotechnology**

Growth in the biotechnology and medical device industry is expected to continue as the population ages both nationally and globally. Life sciences, technology, manufacturing are all a part of biotechnology. To succeed and grow in today and tomorrow's economy, biotechnology employers need a viable workforce of qualified, skilled individuals to hire from. Since Burlington County is predominately made up of farmlands, agricultural bio-processing technology is important. Additionally, many of the manufacturing companies throughout the area rely on biotechnology techniques in their Research and Development. The education needed for the positions in this field range from an Associates degree to a Doctoral degree.

### **Nanotechnology**

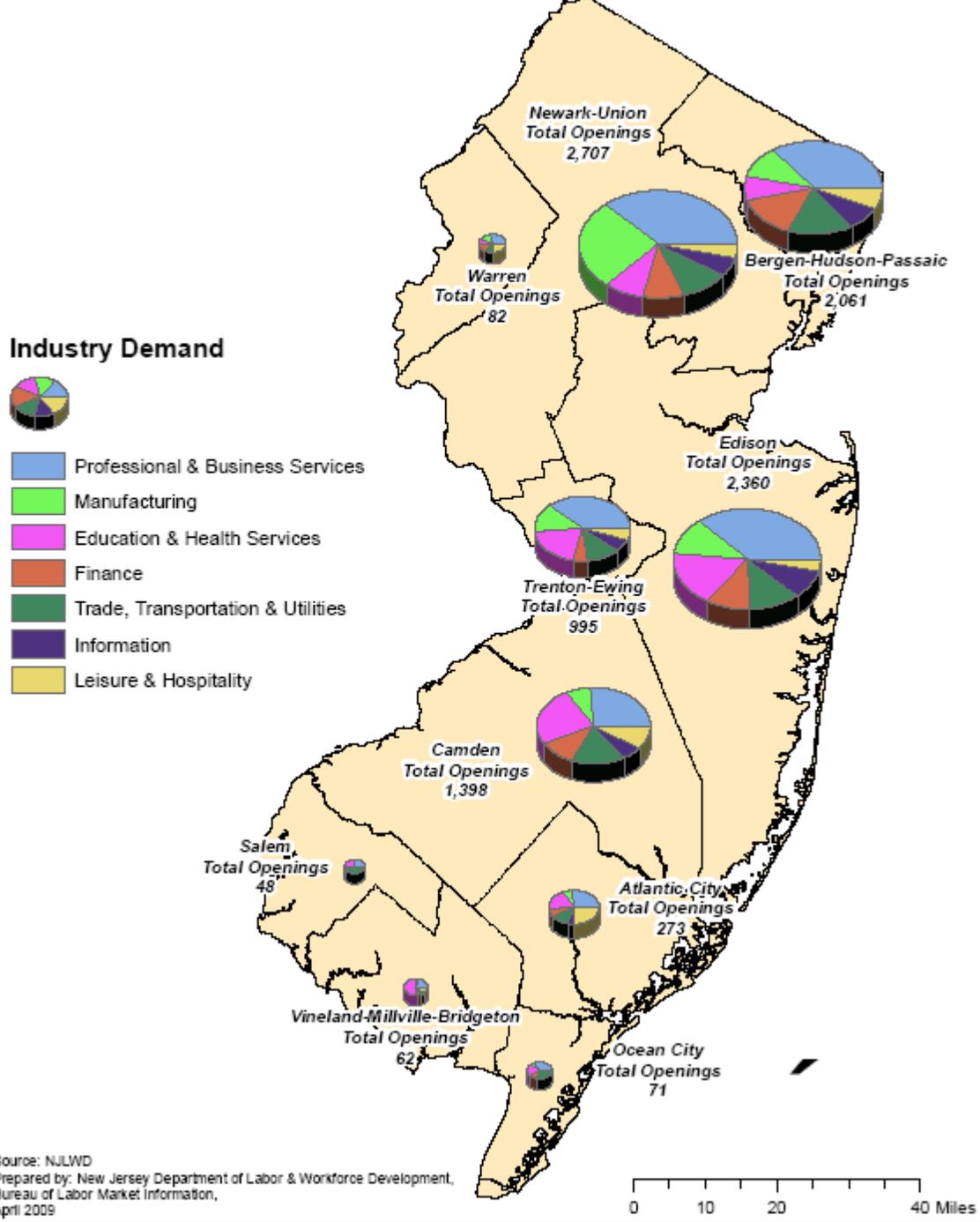
Nanotechnology is an emerging industry that has applications in health care, information technology, manufacturing, and national defense. With the size of the manufacturing, health care, and information technology industry in and around Burlington County, it is anticipated that the need for nanotechnology job opportunities will grow. This field requires specialized education and training; therefore, the workforce development community will need to provide training to meet the skill needs in this expanding industry.

According to New Jersey Next Step the Demand-Side Emerging Skills for the 21<sup>st</sup> Century the following industries will likely require new/additional workers: biotechnology (including medical devices); security; e learning; e-commerce; and, food/agribusiness. For the most part, this is also in alignment with the trends identified by the Southern Region Workforce Development Areas.

## Top 10 Occupations in Demand - Real Time Jobs in Demand

	ATLANTIC/ CAPE MAY	BURLINGTON	CAMDEN	CIMBERLAND/ SALEM	GLOUCESTER
1	Computer Software Engineers, App.	Computer Software Engineers, App.	Computer Software Engineers, App.	Registered Nurses	Registered Nurses
2	Registered Nurses	Registered Nurses	Registered Nurses	Sales Representative Services, All Other	Medical & Health Services Managers
3	Computer Software Engineers, Systems	Computer Systems Analysts	Computer Software Engineers, Systems	Medical & Health Services Managers	Transportation, Storage & Distribution Managers
4	Medical and Health Services Managers	Sales Representative Services, All Other	Medical and Health Services Managers	Physical Therapists	Computer Programmers
5	Securities, Commodities, & Financial Services	Computer & Information Systems Mgrs.	Sales Representative Services, All Other	Insurance Sales Agents	Securities, Commodities, & Financial Services
6	Physical Therapists	Computer Programmers	Computer Programmers	Occupational Therapists	Physical Therapists
7	Network Systems & Data Comm. Analysts	Medical and Health Services Managers	Computer & Information Systems Mgrs.	Computer Hardware Engineers	First-Line Supervisors/Mgrs. Of Retail Sales
8	Computer Systems Analysts	Accountants & Auditors	Accountants & Auditors	Special Education Teachers, Pre-K-Elementary	Licensed Practical & Licensed Vocational Nurses
9	Pharmacists	Physical Therapists	Financial Managers	Speech Language Pathologists	Special Education Teachers, Pre-K-Elementary
10	Insurance Sales Agents	Computer Software Engineers, Systems	Computer Systems Analysts	Purchasing Managers	Occupational Therapists

# Largest Industry Demand by Labor Area March 2009



## Description of the Labor Pool

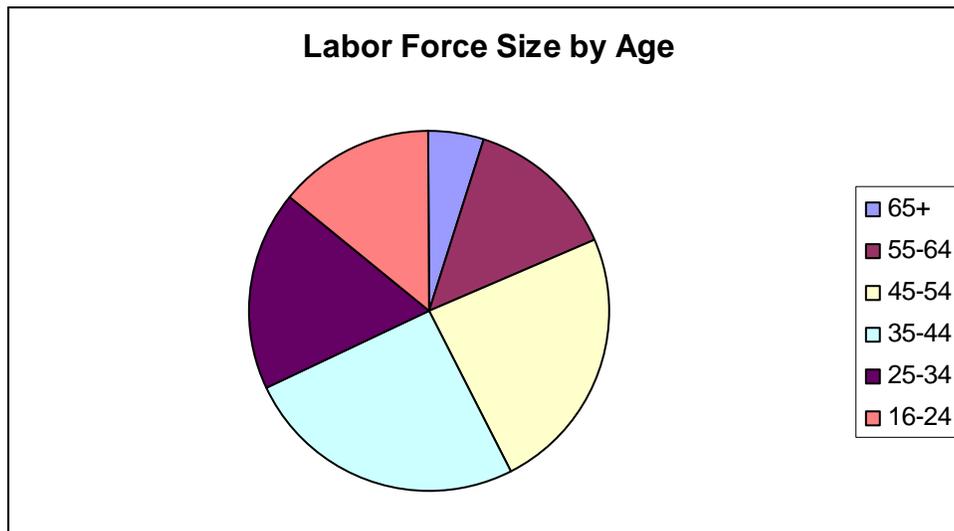
Burlington County is geographically the largest county in New Jersey. Total population for Burlington County according to USA Counties IN Profile in 2008 was 445,475.

**Burlington County Population Proportion by Gender 2000**

GENDER	2000
Female	50.5
Male	49.5

**Burlington County Population Proportion by Ethnicity (1990 vs. 2000)**

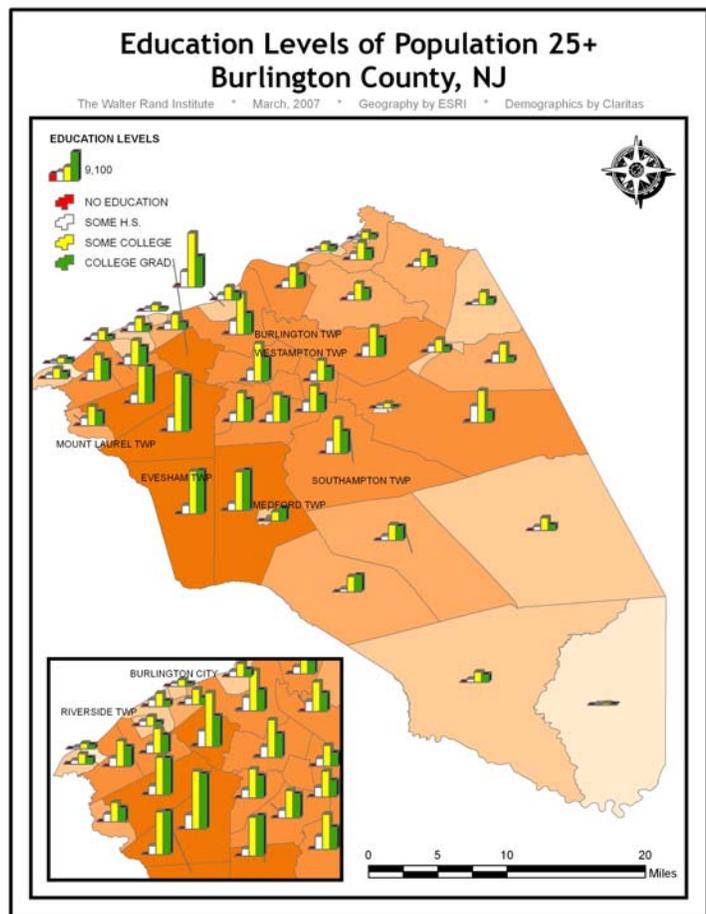
RACE	1990	2000	2007
Caucasian	82%	76%	77%
African-American	14%	15%	17%
Hispanic	3%	4%	5%



Data Source: 2005 American Community Survey

Based on the 2000 Census, the majority of Burlington County residents (87.2%) have obtained a high school diploma and 28.4% have earned a college degree or advanced degree.

Attainment Level	%
< than 9 <sup>th</sup> grade	2.8
9 <sup>th</sup> to 12 <sup>th</sup> grade, No Diploma	9.5
High School Graduate	32.6
Some College, No Degree	18.1
Associate degree	7.6
Bachelor's degree	20.9
Graduate or Professional degree	8.2



In 2000, 5% (19,280) of individuals and 3% (1,612) of families in Burlington County were living below the poverty level. The median family income is \$67,481; the median household income is \$58,608.

Today, many of our unemployed customers are highly educated and have a vast work history. These individuals have led a rich professional life and the only barrier to re-employment is the lack of job opportunities. The other predominate category of job seeker are those that have little or no education and occupational skills.

Educational and workforce development systems, must prepare for students that are more diverse and a more diverse workplace. Lower levels of education and skills have negatively affected labor market experiences of individuals from traditionally marginalized populations. Community College and Technical School programs are important if individuals are to move into high pay high skill jobs.

### Key Populations to be Served

In accordance with the guidance for implementation of the ARRA of 2009, emphasis will be on "...serving low-income, displaced and under skilled adults and disconnected youth". As such, we will broaden programs and services to recipients of public assistance and other

low-income individuals as identified through Workforce Investment Act eligibility assessment.

Active outreach, recruitment and enrollment of youth, adults and dislocated workers are conducted at appropriate sites in the community. For youth, outreach efforts include schools, youth service provider sites, and community based organizations that offer youth services.

With the influx business closures and substantial layoffs occurring throughout the local and regional area, the rapid response team will be utilized as a mean of outreach to educate those affected to the services available to them. The rapid response team is made of key stakeholders of the local One-Stop Career Center and offer orientations to employment transition, intake activities, and other workshops to the dislocated worker.

The Burlington County One-Stop Career Center site will determine which customers are eligible to receive training funds based upon a customer's inability to find self-sustaining employment without an investment in additional training. Since ARRA funding follows the rules and regulations under the WIA, eligibility is not based on income level, but rather on the need for training to gain employment. Consistent with the law, priority will be given to people coming from Welfare.

Additionally, the Burlington County Workforce Investment Board places priority to those job seekers facing multiple barriers to employment and who are the most in need of training or skill enhancement in order to become employed. This may include individuals with disabilities, single parents, and displaced homemakers who need additional help in order to become employed.

The following customer segments have traditionally been the predominate individuals who have sought job-seeking services through the One-Stop:

- Economically Disadvantaged Adults
- Dislocated Workers
- Youth
- Older Workers
- Persons with Disabilities
- Public Assistance Recipients
- Veterans

Currently, the customers who are entering the One-stop Career Center for services are A-Typical of the customers who the One-Stop has been serving for the past ten years, in that they are educated with an extensive work history. Therefore, we are still struggling to gain a better sense of specific skill needs (i.e. academic, occupational, etc.). Burlington County proposes to meet the skill development needs of its customers by continuing its efforts to identify and close the gaps between employer skill needs and current and future workforce participant skill sets. Skill development needs of individuals in the above customer segments are presently, and will continue to be, widely varied.

While occupational skills needed by individuals to become and remain productive members of the local workforce vary considerably by industry and occupation, local employers have consistently identified a set of common skills needed by all employees to successful employees. The common skills that are identified by employers as necessary for candidates to be successful are:

- Basic Work Ethic Skills including positive attitudes towards work, respect for others, showing for on time and as scheduled, self motivation and self initiative;
- Basic Academic Skills including reading, speaking, listening, writing, computation, and basic computer literacy skills.
- Thinking Skills including the ability to learn new skills, decision making, problem solving, analyzing, interpreting, and creative thinking abilities.
- Workplace Competency Skills including productivity, time management, team building, and customer service skills.

The biggest challenge that we will need to overcome is getting Individuals who are typically our hardest to place: recipients of public assistance; low-wage workers; at-risk youth; and, other hard-to-employ individuals (ex-offenders, persons with disabilities) into a tight labor market. Even in a dynamic labor market, individuals who fall into these categories find it difficult to work their way into well-paying reliable jobs.

## Data Sources

Since the economy and labor market is so volatile, it is difficult to get a clear picture of the industries and occupations that are in demand or will be in demand upon recovery. Therefore, a myriad of Data Sources were used to obtain available labor market information.

- Real Time Jobs in Demand; New Jersey Department of Labor & Workforce Development
- Southern Regional Community Burlington County Fact Book - February 2009; New Jersey Department of Labor & Workforce Development
- New Jersey Next Stop
- Career Voyages
- US Bureau of Labor Statistics
- STATS Indiana - USA Counties IN Profile
- The John J. Heldrich Center for Workforce Development, Edward J. Bloustein School of Planning and Public Policy, Rutgers
- NJBIZ
- 2005-2006 American Community Survey, US Bureau of the Census
- 2000 Census of Population and Housing
- The Data Web Hot Report
- Local Characteristics of Customers entering the Burlington County One-stop Career Center
- Various planning documents issued by The Burlington County Office of Economic Development & Regional Planning

## *Section II: ARRA Planning Adult and Dislocated Worker Programs*

### **Stakeholders**

The primary responsibility of the WIB is to serve as an alliance of the public and private sectors for the purpose of coordinating planning, policy guidance, and oversight of workforce development in Burlington County. In partnership with the Board of Chosen Freeholders, the overall goal is to develop and sustain a unified; labor market-driven system that can deliver needed services to job seekers and employers in an effective and cost efficient manner.

#### **Burlington County Workforce Investment Board Mission Statement**

The Burlington County Workforce Investment Board is committed to building and maintaining a workforce of the highest quality. Our services are designed to not only benefit employers and job seekers, but to enhance the social economic well being of all citizens who live and work in Burlington County.

The employer led Burlington County Workforce Investment Board, which was established in 1995, provides policy guidance, and oversight of Burlington County's workforce development system. Throughout our existence we have emphasized the importance of coordination of all workforce readiness programs in Burlington County and will continue to do so.

The WIB is structured in a way that promotes continual planning that elicits information and input from a myriad of stakeholders. To address the ARRA funds the WIB has met with the local workforce system partners to collaborate on revising our existing plans and learn about the evolving economic landscape to better plan for the future. The main focus of this document is to pull the relevant policies and key priorities out of existing strategies to create an updated local plan that highlights strengths and makes us aware of where we need to focus our efforts.

The partners involved in dialogues surrounding the information for this plan include: the Burlington County Board of Chosen Freeholders; the Burlington County Office of Economic Development and Regional Planning; the Burlington County Chamber of Commerce; Burlington County College; Burlington County Institute of Technology; the Burlington County Library System; the Burlington County Board of Social Services; the Mid-Atlantic Career Education Center; The seven southern area WIB Directors; municipalities; community based organizations; faith based organizations; and, various Business Advisory Councils.

## Description of the local and regional planning processes

Since February 4, 2009 there have been approximately 33 meetings held with the various stakeholders involved in the planning process. The meeting topics ranged from Green Energy, Summer Youth Employment and Training, Job Seeker Services, Demand Occupations, Career Pathways, to how to spur economic growth in the County and Region.

Since the Summer Youth Employment and Training program above all other ARRA programs needed to be implemented expeditiously Burlington proactively planned a Summer Employment program for Youth. To that end we developed approximately 235 summer jobs at public not for profit organizations to be filled by our County's most in need, disengaged youth between the ages of 14 and 24. The municipalities, community based organizations, and faith based organizations throughout the County in collaboration with our year round Youth Opportunity Program developed high quality work experience programs for the summer of 2009.

As a testament to how Burlington County is committed to building a strong workforce, our diverse coalition of organizations came together to offer summer jobs to our disadvantaged young people that cut across many occupational sectors. Unfortunately, our ability to assist those in need is limited by our funding constraints. The actual allocation amount for Burlington County was significantly less than the estimated figure. Therefore, the relationships that we built in a short amount of time with all of the organizations that have offered jobs to our youth may be severely damaged now that we have to go back and let these partners know that we cannot fill the positions.

Since Biotechnology was identified as an emerging industry, regionally we have begun to extend our efforts of the WIRED initiative. The 14 WIB's who are involved in the Philadelphia WIRED project were awarded a grant in late April and are currently working together to plan for and develop projects. The Southern Area WIB directors are currently engaged in meetings with Rutgers University to offer high level advanced training in the BIO-Pharma field. The individuals who participate in this endeavor will earn "mini-MBA" from Rutgers University.

Since five out of the top ten occupations in Demand (according to the Real Time Jobs in Demand - March 2009) were in the computer field, the WIB and the One-Stop are conducting a resource inventory of the training programs that are available to our customers. We will make sure that the current providers are training students in the demand areas of the technology industry. To be completely responsive to business and industry needs, education and training providers must ensure their programs are equipped with not only nationally recognized occupational certifications, but also with verified work-ready knowledge and skills.

## Planning for Green Jobs

Another focus thus far has been Green Energy. A lot of time has been spent defining green energy, identifying the key stakeholders in the field, researching the various occupational and industry clusters that are affected by this emerging trend.

First, it should be understood that essentially, Green Energy is not a new industry. After meeting with people in the energy field, we have learned that the majority of the jobs are simply a re-tooling and skill expansion of jobs that already exist. It is difficult to count the job openings that may be created of the occupations that will be effected by skill upgrading.

What has been learned thus far is that there are two primary sectors of Green Jobs: Energy Efficiency/Conservation and Renewable/Sustainable Energy. As we gain knowledge, we are creating partnerships with a myriad of new partners. One of the new partners, the Rutgers EcoComplex, a unit of the New Jersey Agricultural Experiment Station at Rutgers University is located in Burlington County. The EcoComplex is New Jersey's first environmental research and outreach center and serves as a university-based resource hub for the environmental and renewable energy industries.

The WIB has initiated meetings and is developing training projects in the Green Energy field. We have spoken with the Mid-Atlantic Career and Education Center to conduct three Green Job Initiatives at the EcoComplex. One initiative will focus on training individuals who work in the Green Buildings job market. The second will focus on training individuals to install photovoltaic units and hoe wind turbines in both the home and commercial building markets. The third initiative will focus on training individuals in jobs engaged in advance food and green plant production and technology. All three initiatives will result in nationally recognized certifications.

## Ongoing Local and Regional Planning

In order to support ongoing planning that will allow us to respond to changing needs and economic trends, the local WIB's need to facilitate a strategy whereby employers, educators, and local economic development leaders can exchange ideas and address workforce demand and skill needs on a regular basis. The Key partners need to fully embrace the need to become more collaborative in not only a County approach but also a regional approach to realign training programs to be more responsive to industry demands.

The strategic direction of the Burlington County Workforce Investment System will be to provide its customers with the information and services they need to respond to the career opportunities and industry requirements of the changing economy. Looking at the future demand industries in the Burlington County and Philadelphia labor market area, we need to assure that the education and training is in place to develop a world-class workforce in

order to enhance the global competitiveness of New Jersey's businesses particularly through our two-year and four-year colleges.

Although the individual Workforce Investment areas have the responsibility of addressing the training issues (analyzing what resources are available and needed to ensure that the appropriate services are available and delivered) for their particular County, regional planning is intrinsic to creating a truly integrated workforce development system. By leveraging the collective energy and intellect of the Workforce Investment Boards in any given area, labor supply and demand issues can be better addressed.

### **Structure of the One-Stop Career Center services and program to meet the needs of the customers**

In response to the Workforce Investment Act of 1998, Burlington County designed and developed a physical, comprehensive, One-Stop Career Center. This comprehensive One-Stop Career Center site is located in the heart of the Burlington County workforce investment area and serves the pre and post employment needs of job seekers, incumbent workers and businesses.

The services delivered through the Burlington County One-Stop Career Center System consist of the following:

- Universal access for all job seekers and employers to a core set of career decision making, job search and recruitment tools;
- Intensive services for job seekers and employers who need facilitated assistance in order to accept and retain employment or who require customized assistance to meet their recruitment and personnel development needs;
- Training services for those job seekers and employers who need additional training to become employed or require skill upgrades and basic skill training for their employed workforce.

The consolidation effort that took place under the Department of Labor and Workforce Development beginning in 2004 put an end to years of duplicative efforts in house. However, we have yet to reach a level of needed integration with our education partners in order to effectively utilize our resources, both human and financial.

With this in mind, we can build on what has already been established through the consolidation efforts. Expanding relationships with the County College and the Institute of Technology in the areas of Assessment, Financial Aid, knowledge, skill acquisition, credentialing, career guidance and preparation, business services, and other workforce development services can only create a win-win situation for our customers.

Since its creation, the Burlington County One-Stop Career Center offers individuals information on job openings, resume development, interview techniques, and other job search skills as required. If a customer requires assistance in searching for a job and

obtaining employment, the individual will be paired up with a staff member to work one-on-one with them until their employment goals are met.

If it is apparent at any stage during the job search/job placement stage that the customer is in need of training and education services, those services will be made available to those individuals who may desire them.

Career Guidance and Preparation services and activities are intended to assist individuals, to make educational, training and occupational choices and to manage their careers. These One-Stop offer a cadre of Career Guidance and Preparation services to all the customers of the center. The activities may take place on an individual or group basis, and may be face-to-face. They include career information provision, assessment and self-assessment tools, counseling interviews, career education, and work search assistance.

As mentioned earlier there are two categories of Job Seeking customers: highly educated/High skilled; and, low educated/low skilled. Both categories present customers who have very different needs. The Burlington County One-Stop Career Center System will meet these varying needs through an individualized approach to each customer.

Burlington County residents and businesses must have the knowledge and skills necessary to succeed in a rapidly changing economy. The needs and aspirations of job seekers and employers will drive the delivery of workforce development programs and services. This commitment will allow workforce information and services to be delivered in a seamless way that produces tangible, measurable results for job seekers, businesses, employees and the community at large.

Individuals who are unable to get or keep a job through intensive services and/or who may need training can access the training continuum of the Burlington County One-Stop Career Center System. The customer who meets the training provider qualifications and selects training which is responsive to the labor market demands of the area and who are unable to get financial assistance through any other means, will be given access to training services.

<i>Training Services for Job Seekers</i>	<i>Training Services for Employers</i>
Job Readiness Training	Incumbent Worker Training
On-the-Job Training	On-the-Job Training
Occupational Skills Training through ITA	Advanced Skill Training
Adult Education and Literacy	Basic Skills Training
Skill upgrading and Retraining	Skill upgrading and Retraining
Entrepreneurial Training	Customized Training
Customized Training	

All individuals needing training will have access to information on the certified education and training programs available. Employers will have access to the same information so that they can address any workforce needs they may have. Through this information,

individuals and employers will be able to make informed decisions about which training provider to select based upon their record of accomplishment as documented through the consumer report card.

Through Burlington County's Workforce Investment System and the One-Stop Career Center System, businesses will receive core, intensive and training services to identify and close skill gaps, hire qualified personnel and address related human resource management concerns. Thus ensuring the ability for businesses to remain and/or expand in Burlington County. The above charts delineate the service continuum that businesses will be able to access through the One-Stop Career Center system.

### **Expansion of the One-Stop Career Center**

As an expansion of the central One-Stop Career Center, we intend to collaborate closely with the local college, the institute of technology, community based organizations, local faith based organizations, and the County Library System.

Burlington County College is in the business of knowledge. One of their main goals is to prepare individuals for transfer to four-year colleges, for employment in business and industry and for new career skills. They offer many certification programs to their students and as a vendor on the eligible training provider list, to the customers of the Burlington County One-Stop Career Center.

As an expansion of One-Stop core services, the college Business & Career Development Center provides assistance in researching, preparing for, and responding to job opportunities. These services are provided at no cost to all Burlington County residents:

- Free On-site usage of personal computers with access to the Internet and word processing software for job searching and career research.
- Access to fax machine and copier
- Resume assistance
- Internet job search assistance
- Access to a large selection of job search resources and materials
- Regularly updated job postings from local employers and employment agencies
- Assistance in posting your resume on the Internet
- Listing of your resume in the Center's database that is reviewed by prospective local employers.

Burlington County College (BCC) plays the key role in creating the avenues for advancement of current workers, jobseekers, and future qualified labor market entrants for our local employers. One of BCC's goals is to prepare individuals for transfer to four-year colleges, for employment in business and industry and for new career skills. They also facilitate customized training programs to employers and target jobs in industries of importance as identified through their own data teams.

In the summer of 2008 the local Library System and the One-stop met to develop efforts that the library could under take to compliment the One-Stop with respect to job readiness programs. Initial focus for the first year was on youth/teens. Many evening and weekend programs were developed covering various aspects of job search, career assessment and preparation for job fairs. In the fall the library focused on youth entrepreneurship and launched the Burlington County High School business idea competition.

Since the advent of the recession, the library has realized more and more their role in helping the community with job search and career change. They have seen a marked increase in the demand for the use of their computers, technology classes, business and career on-line resources, job search related programming and more.

In response to the economic downturn, the Burlington County Library system has expanded their focus beyond young adults. They are currently looking at low-cost, short programs that target various audiences in the areas of skills identification, career decision making, career change, networking and resources for job search.

Recently we finally realized a partnership with the Burlington County Institute of Technology (BCIT) by working with them to participate on the NJ Eligible Training Provider list and by joint participation on various business advisory councils. BCIT offers technical training in a variety of career choices. The training is geared toward individuals who are seeking new careers and to those who are looking to update their existing skills. Additionally, they facilitate customized training programs for employers throughout the Burlington County Labor Market area.

As another expansion of our ability to reach more individuals who are negatively impacted by the recession, the One-Stop Career Center has collaborated with several faith-based organizations in the community. The partnerships include outfitting the faith-based organizations with the technology and information necessary to provide to their customers with assistance in researching, preparing for, and responding to job opportunities. In addition, they provided referrals to the One-Stop Career Center for individuals to gain access to intensive and training services.

### **Assessment**

Currently the Burlington County One-stop Career Center has an in-house testing and assessment center. We offer comprehensive assessment in Basic Skills, Career Exploration, and the Work Readiness Credential. We partner with the County College to provide the GED exam for customers of the One-Stop Career Center who have successfully completed their basic skills training.

Additionally, Burlington County College is South Jersey's only ACT Center. The College is part of a nationwide network of state-of-the-art training and certification testing in a variety of careers. Customers can participate via web-based training courses and server delivered certification testing.

Distance Learning would not only be beneficial to our job-seeking customers but it would be a great service to market to our business customers as well. The certifications that go along with the distance-learning component assure the learner of the validity of their decision to embark on their training path.

### Financial Aid

As another way to streamline services to more quickly and effectively move job seekers into the appropriate service continuum, we need to be able to assess funding for training options. Customers of the One-Stop Career Center who are unable to get or keep job through intensive services and/or who may need training can access the training continuum of services. The customer who meets the training provider qualifications and selects training which is responsive to the labor market demands of the area and is unable to get financial assistance through any other means, will be given access to training services. Currently, we do not have a financial aid staff person on site.

We rely on the customer applying to schools who offer financial aid. We also offer customers assistance in applying on-line. However, we have had numerous discussions in the past with the College about cross training One-Stop staff or giving space to a financial person from the College on an as needed basis. In this time of tightening budgets and economic uncertainty, now more than ever federal and state grants, scholarships, and loans should be used to offset the costs of training. At Burlington County College customers can obtain a free application for Federal Student Aid.

In Summary, the Burlington County Workforce Investment Board recognizes the need for better coordination between the One-Stop Career Center, the College, the Institute of Technology, and our local faith-based and community based organizations to meet the workforce and economic development needs of the County.

The next steps for us to take will be to identify and narrow our priorities for the workforce development arena by doing so we can then begin to discuss the possible elimination of unnecessary services and the creation of new services.

The One-Stop Career Center needs to expand their use of technology to facilitate knowledge and skill acquisition. With a better relationship with the College and BCIT, we can empower our customers to direct their own learning. Distance learning is currently non-existent at the Burlington County One-Stop Career Center. In this day and age, we need to transform our One-Stop into the digital world and who better to teach us than our educational partners.

Standards for services will be driven by customer outcomes, particularly how well we meet the business standards. Continuous improvement will be attained through regular feedback and will underlie the development of all protocols.

## LWD Bulk Contracting for Training

Burlington County plans to participate in the County College Consortium -Based Training program initiated by the New Jersey Department of Labor and Workforce Development (NJLWD). Although the NJLWD in entering into a contract with the New Jersey Council of County Colleges to deliver programs through bulk training agreements, we would like to enter into bulk training contracts with our local college.

Since we are still unsure of the particulars of this program, we will participate conservatively in the beginning with an understanding of expansion if warranted. We will participate in the following programs for Dislocated Workers:

- Basic Entry Level Workplace Skills (100 slots); and,
- Electro Mechanical Engineering Technician (50 slots)

We will begin to work closely with Burlington County College and Burlington County Institute of Technology who have the training modules available to arrange for these courses to be provided locally.

Due to the lack of ARRA adult funding, we are unable to participate in the bulk contracting for the adult population; however, adults will be provided training services using Individual Training Accounts.

## Use of Individual Training Accounts

Through the individual training account, the customer is able to spend funds at any state and locally certified training provider that is listed on the New Jersey Eligible Training Provider's List. Training provider performance information is made available to all customers of the Burlington County One-Stop Career Center. This information along with labor demand information leads to informed customer choice.

Performance data that the Burlington County Workforce Investment Board requires from eligible training providers includes Completion or Graduation Rates; Placement Rates; Wages at Placement; and, total Program Cost.

The Burlington County One-Stop Career Center site will determine which customers are eligible to receive Workforce Investment Act funds for a training account based upon a customer's inability to find self-sustaining employment without an investment in additional training. Under the Workforce Investment Act, eligibility is not based on income level, unlike many of the programs that currently exist, but rather on the need for training to gain employment. Consistent with the law, priority will be given to people coming from public assistance programs.

Additionally, if funds for individual training accounts are dramatically limited, the Burlington County Workforce Investment Board may give priority to those job seekers facing multiple barriers to employment and who are the most in need of training or skill enhancement in order to become employed. This may include individuals with disabilities,

single parents, and displaced homemakers who need additional help in order to become employed.

The amount of money to be obligated for a customer will be based on an assessment that includes a financial need determination of the customer and the customers' Individual Service Strategy. The amount of the individual training account will be determined on an individual customer basis and will fall within the Burlington County cap that is currently set at \$4000.00.

All available funding sources will be leveraged in order to provide the most comprehensive array of services. Available funding includes, but is not limited to, WIA Adult, WIA Dislocated Worker, WIA Youth, Workforce Development Program, and Work First funds.

### ARRA Planning - Sector Planning

*"Sector strategies that enable low-income, displaced, and under-skilled adults and disconnected youth to acquire the knowledge and skills for success at work in key industries are an important service delivery innovation. Sector strategies for ... high-demand industry sectors identified by local area should become an integral part of comprehensive approaches to workforce development and regional growth." (TEGL 14-08 page 4)*

The Workforce Investment Board recognizes that we need to align training and service delivery with high-demand occupations and skill clusters in: Health and Dental Care; Mechanical Trades; Law, Public Safety and Security; Agri-business and Food Processing; General Business Skills and Hospitality; and, Green Energy. In order to assist in this effort industry sector planning will need to be integrated into the local area.

This will include industry panels that incorporate broad participation from industry leaders, organized labor, educators, workforce, and economic development leaders. In return, One-stop training funds will be targeted to the identified sectors and occupations. The industry panels would need to continuously examine the workforce needs of industries that they represent and create action plans to meet those needs.

Within sector planning, the use of career pathway frameworks for connecting workforce education, training and related services can make it easier for individuals to advance over time to successively higher levels of education and employment within an industry sector. Each step in a career pathway is designed to prepare individuals for the next level of employment. We will look to our Southern New Jersey Regional partners to expand upon some of our efforts undertaken for WIRED. We will also look for leadership from our State partners in regards to developing strategies with the necessary partners (education, unions, etc.) to create industry and career based training programs so that all of our customers can be successful in their chosen career path.

If the utilization of career pathways is successful, it will enable our customers to obtain skills and credentials over time. The customer can complete a succession of education and training programs while they continue to work. The alignment of adult basic education, vocational education and higher education will allow for career advancement.

In keeping with a career pathway mindset, a common skill needed for a preponderance of jobs is Basic Information Technology and Computer Fundamental skills. IT skills are a bridge to enter employment, academic classes, formal computer classes, or vocational training. Most of the region's key industries that have been identified require an entry-level workforce with information technology competencies.

Currently the available IT training courses do not include basic IT skills. We are seeing a diverse customer base that needs basic IT skills:

- Low skilled and low income individuals;
- Older Workers
- Non English Speaking customers
- Individuals who have IT skills however, their skills no longer meet minimum requirements of the workforce.

Therefore, the Burlington County One-stop Career Center will look to collaborate with our local County College and/or Institute of Technology to provide all appropriate customers Basic Information Technology/Computer Fundamentals as an initial program for the career pathway that they are interested.

Additionally, we will make sure that Burlington County College investigates its participation in the State established Innovation Partnership Institutes (IPI). These institutes represent key industries of New Jersey's Labor Force and are located at 2 and 4-year postsecondary institutions. The institutes developed industry-focused curricula that can be utilized statewide.

	<b>April-June, 2009</b>	<b>July- September, 2009</b>	<b>October- December, 2009</b>	<b>January- March, 2010</b>	<b>April-June, 2010</b>	<b>July- September, 2010</b>
# of Dislocated Workers Enrolled LWD Bulk Training						
# of Dislocated Workers Enrolled Local Classroom industry strategies						
# of Dislocated Workers Enrolled ITAs	<b>41</b>	<b>38</b>	<b>38</b>	<b>38</b>	<b>38</b>	<b>32</b>
# of Dislocated Workers Enrolled OJT						
# of Dislocated Workers Enrolled in Apprenticeships						
# of Dislocated Workers Enrolled Other Initiatives						
	<b>April-June, 2009</b>	<b>July- September, 2009</b>	<b>October- December, 2009</b>	<b>January- March, 2010</b>	<b>April-June, 2010</b>	<b>July- September, 2010</b>
# of Adults Enrolled LWD Bulk Training						
# of Adults Enrolled Local Classroom industry strategy						
# of Adults Enrolled ITAs	<b>4</b>	<b>8</b>	<b>8</b>	<b>2</b>		
# of Adults Enrolled OJT						
#of Adults Enrolled in Apprenticeships						
# of Adults Enrolled Other Initiatives						

\*The Local Area may revise figures once more information is available regarding the LWD Bulk Training options for Dislocated Workers and Local Classroom Industry Strategies

### **Section III: ARRA Planning - Youth**

#### **Description of the Planning Process & Goals for the Summer Youth Program**

The Burlington County Workforce Investment Board (WIB) in conjunction with its Youth Council, the Community College, secondary schools and, community and faith-based organizations has been planning for the Summer Youth Employment and Training Program since January. Since the unemployment rate for teens was 21.5% for April 2009, and, consistent with the intent of the ARRA funds, the local area decided to use all of the stimulus funds that it received to operate an expanded Summer Youth Employment program for the summer of 2009. Of particular interest to those involved in the planning process was the development of activities that expose our youth to opportunities in the "green" educational and career pathways.

The overall goal of the Burlington County Summer Employment Program is to get as many disengaged, eligible youth into jobs and/or educational work experiences as possible. With the minimal funding allocated to the local area, unfortunately not all job slots developed will be filled with youth who desperately need the services. In line with the overarching goal of the Youth Opportunity Program, we will serve as many of the neediest youth as possible to get them work ready.

Due to the need for an expedited implementation of the program, Burlington County did not engage in regional planning and/or regional projects for summer youth.

#### **Populations to Serve**

The Burlington County Youth Opportunity Program has been actively recruiting youth between 16 and 24 years of age that meet the low income guidelines, along with the necessary barriers to education and employment. Priority is on the recruitment of the older, disengaged youth population.

Consistent with the Workforce Investment Act we will be focusing on serving youth that have basic academic skill deficiencies, are high school dropouts, offenders, pregnant or parenting teens. Homeless, or require additional assistance to complete and educational program or secure and hold employment having an employment barrier.

A new population of youth who are entering the One-Stop Career Center seeking services, Veterans and their families, will also be recruited to participate in the Summer Employment Program as appropriate.

Up to 5% of the youth served can be individuals who do not meet the low-income criteria but who are disabled, including learning disabled, or have one of the previously identified employment barriers. We will make every effort to serve all interested eligible youth.

## Innovative/Transformational Summer Youth Projects

The WIB is partnering with the County College to provide an innovative “*Going Green*” work experience and academic remediation program for at-risk youth between the ages of 18 and 24. The program will be a 10 week program divided into two components: 300 hours of work experience; and, the completion of 3 academic, credit bearing courses.

The program will be made available to twenty eligible candidates referred from the Burlington County One-Stop Career Center’s Youth Opportunity Program. The theme “*Going Green*” will highlight the College’s recent activities to promote sustainability on campus in an effort to raise participant awareness of sustainability issues and green jobs.

Students will be introduced to green initiatives on the College campus. For example, the college Public Safety Officer will provide a demonstration of the College’s Global Electric Motor Cars, an all-electric vehicle that is helping to reduce the College’s carbon footprint. Additionally, the youth will take a Pinelands Ecology seminar at the historic Whitesbog Village.

Along with the “*Going Green*” work experiences, the youth will complete 3 credit-bearing courses. The selected courses were chosen to promote technology skills and encourage the youth to continue their education upon completion of the summer program. The educational courses include: Introduction to Microsoft Office; Career Planning; and, Student Success. In addition to the classroom experience, the youth will take part in various student activities on the campus.

## Employer Outreach

Initial efforts of securing employment opportunities for the youth participants focused on jobs in the non-profit sector. In light of the economic situation and the job prospects at an all time low, we surveyed various entities throughout the County to ascertain the availability of jobs. Letters of inquiry and cooperation were sent to community and faith-based organizations, as well as municipalities, local government agencies and not-for-profit organizations. Over 40 organizations/agencies responded with an eagerness to participate. With their enthusiastic support, more than 200 job positions were made available for the summer months. Unfortunately, the allocation for the Summer Employment Program will not allow us to realize filling all 200+ job slots.

Since the job availability is at an all-time low, and many entities could be in the midst of a lay-off, we did not focus our efforts on any one particular industry. Additionally, we needed to be cognizant of those employers who may have had lay offs and to ensure that the work experience slot did not unfavorably impact current employees. We need to ensure that we did not impair existing contracts or collective bargaining agreements by filling those job vacancies with the youth participants.

As stated earlier we accumulated over 200 job slots for the youth to fill. However, we will only have the ability to fill approximately 65 of those slots. We will work with the

employers and the youth to make every effort to match worksites with each party's interests and goals. At the same time, we will try to assure that each work experience imparts measurable communication, interpersonal, decision-making, and learning skills in the workplace.

Utilizing the current Youth Program's system, a Schedule of Activities was developed for youth and participating employers; Application Process, Job Readiness/Life Skills Workshop and Employer Interview Process and Orientation. Since some of the worksites will not be available until the end of June, there will be two (2) rolling starts; the first on June 1<sup>st</sup> and the second on July 6<sup>th</sup>.

For youth determined eligible to participate in the Summer Program the Youth Opportunity Program partners will provide them with an Application class, focusing on the proper way to complete the job application. For younger youth (16 and 17 year olds), working papers would be collected at this time. All youth are mandated to attend a six (6) hour, all day Job Readiness/Life Skills Workshop that focuses on the proper way to communicate with the worksite supervisor, peer conflict, appropriate dress and language, what to do if you are ill, time management, managing transportation, keeping a positive attitude, using the opportunity for summer employment.

### **Structure of the Work Readiness/Academic Learning Programs for Summer Youth**

A key provision in the Recovery Act allows Local Workforce Boards to award contracts to institutions of higher education if it is determined that it would facilitate the training of a group of individuals in high-demand occupations without limiting customer choice. The Burlington County Workforce Investment Board utilized this provision with Burlington County College in regards to a Summer Employment and Academic Enrichment Program for disengaged at-risk youth.

The WIB, members of the Youth Opportunity Program, and Burlington County College met to discuss and develop a program that would successfully engage older at-risk youth in the Summer Employment Program, while at the same time exposing them to college life.

Burlington County College (BCC) will host a ten (10) week Out of School At Risk Summer Youth Program to provide work experience and academic remediation for residents between the ages of 18 to 24 who meet the income requirement and possess barriers, established under the Workforce Investment Act of 1998. The goal of the Out of School At Risk Summer Youth Program is to increase employment and enhance the work skills of eligible youth in Burlington County.

Countless out-of-school youth are currently being left behind due to a lack of program focus and emphasis on outcomes. Out-of-School youth (and those at risk of dropping out) are an important part of the workforce "supply pipeline" needed by businesses to fill entry level vacancies. Through the Out-of-School At-Risk Summer Youth Program, BCC will provide a well-designed, coordinated program that will prepare the neediest youth. BCC

will provide leadership by serving as a catalyst to connect these youth with quality post-secondary education opportunities, high-growth and employment opportunities.

The Summer Youth Program will commence on Monday, June 15<sup>th</sup> and will conclude on Friday, August 21, 2009. The Program will be divided into two (2) components: (1) 210 hours of work experience at Burlington County College and (2) completions of three (3) academic, credit-bearing courses. Twenty (20) eligible candidates will be referred from the Workforce Investment Board and enroll in the Summer Youth Program.

The theme of the Summer Youth Program will be "*Going Green.*" BCC will highlight recent activities to promote sustainability on campus in an effort to raise participant awareness of sustainability issues and Green Jobs.

The second component of the Burlington County Summer Youth Employment Program will be a work experience program. The work experience program will be very similar to Summer Youth programs of the past. The lead agency of the year-round program, the Board of Social Services, will also take the lead on this initiative.

Burlington County Board of Social Services (BSS) will host a seven (7) week Summer Youth Employment and Training Program to provide work experience for residents between the ages of 16 to 24 who meet the income requirement and possess barriers, established under the Workforce Investment Act of 1998. The goal of the Summer Youth Employment and Training Program is to increase employment and enhance the work skills of eligible youth in Burlington County.

Youth, out-of-school and those at risk of dropping out, are an important part of the workforce "supply pipeline" needed by businesses to fill entry level vacancies. Through the Summer Youth Employment and Training Program, BSS will provide a well-designed, coordinated program that will prepare the neediest youth. BSS will provide leadership by serving as a catalyst to connect those disconnected youth with quality, employment opportunities.

The Summer Youth Employment and Training Program will commence on Monday, July 6<sup>th</sup> and will conclude on Friday, August 21<sup>st</sup>, 2009. The Program will be divided into two (2) components: (1) completion of a series of workshops and (2) 210 hours of work experience with local government, non-profit organizations, community and faith-based organizations and municipalities. Forty (40) eligible candidates will be referred from the Workforce Investment Board's Youth Opportunity Program and enrolled in the Summer Youth Employment and Training Program.

### **WORKSHOPS**

Interested youth must meet the eligibility parameters before being considered a participant of the Summer Youth Employment and Training Program. After which youth must partake in a three (3)-step process before beginning work experience.

- **Application Seminar**  
The seminar will teach youth the proper way to complete a job application, what is necessary for completing all parts of the job application and the importance of being truthful when completing an application.
  
- **Work Readiness/Life Skills Workshop**  
Youth must attend the full day, six (6) hour Work Readiness/Life Skills workshop, which will focus on appropriate positive work habits, attitudes and behaviors such as punctuality, regular attendance, presenting a neat appearance, getting along and working with others, exhibiting good conduct, following instructions, completing tasks, accepting constructive criticism from supervisors and co-workers, showing initiative and reliability, and assuming the responsibilities involved in maintaining a job.  
  
Work Readiness also encompasses survival/daily living skills such as using the phone, telling time, waking up to an alarm clock, opening a bank account, using transportation, etc.
  
- **Interview Process**  
Youth will utilize what they have learned during the Work Readiness/Life Skills workshop and put their new found skills to the test. Each youth will participate in the interview process with all prospective worksites. The sole decision on whether the youth is hired will rest with the employer.

### WORK EXPERIENCE

Youth participating in the Summer Youth Employment and Training Program will start each day at their chosen worksite; chosen and selected during the interview process. The students will work toward the completion of 210 hours of work experience at work sites secured throughout the County.

Examples of the positions the youth workers will fill include, but are not limited to:

- Office/Clerical Aide
- General Indoor Maintenance Aide
- General Outdoor Maintenance Aide
- Recreation Worker Aide
- Child/Elderly Care Worker Aide
- Food Service Worker Aide
- Community Aide
- Education/Teacher's Aide

In order to define outcome measures to define work readiness we need to be cognizant that at-risk, disengaged youth typically lack work experience, work ethic, and marketable skills necessary to obtain and maintain successful employment. To that end, we will measure success on the basic knowledge and skills surrounding work readiness and how well

the youth proceed through the program. Since there is not a standard work readiness indicator, the Youth Development Specialist will utilize the currently utilized pre and post assessment process to document gains.

Youth enrolled in the Summer Youth Employment and Training Program will learn the basic, yet essential skills needed to become engaged with the workforce. Through the Work Readiness/Life Skills workshop, youth will learn the basics of Communication Skills; Interpersonal Skills; and, Decision Making-Skills.

In addition, youth will learn how to complete a job application, interview with an employer, and dress appropriately for the interview/workplace and how to open a bank account and deposit checks. Youth who complete the workshop will be allowed to interview with a pool of potential employers. Whether the youth is selected by an employer, relies on whether the youth is ready to work based on the employer's standards.

All youth enrolled in the Summer Youth Employment and Training Program will be monitored daily to determine progress and completeness. The Summer Youth Program monitor will record the number of youth that complete the Work Readiness/Life Skill Workshop, those who are selected for entry-level positions and those who complete the program in order to determine the success of the Summer Youth Employment and Training Program.

### **Structure of the One-Stop Services to meet the needs of the Summer Youth**

Although any youth activities under the Workforce Investment Act is allowable using the Recovery Act funds, there is particular emphasis on providing eligible youth a Summer Employment program. Because all 10 youth program elements of the Workforce Investment Act are offered throughout the year using our normal WIA youth allocation, Burlington County will not be using the Recovery Act funds to make them available during the Summer Employment Program.

### **Recruitment**

Active outreach, recruitment and enrollment of youth, adults and dislocated workers are conducted at appropriate sites in the community. For youth, outreach efforts include schools, youth service provider sites, and community based organizations that offer youth services.

The Burlington County Youth Opportunity Program has been actively recruiting youth between 16 and 24 years of age that meet the low-income guidelines, along with the necessary barriers to education and employment. Priority is on the recruitment of the older, disengaged youth population. Outreach efforts focused on areas that are typically popular "hang-outs" for disengaged youth, in areas of the County that have a significant pockets of the targeted youth.

Outreach activities included but were not limited to personal visits to schools, malls, convenience stores, roller skating rinks, fast food establishments, and other areas that youth frequently hangout. We were prepared to place advertisements in the local newspapers and on popular radio stations; however, this was not needed, as there were not a lot of slots to fill due to low ARRA funding.

Although during the year-round program, the designed framework of the youth program includes objective assessments, individual service strategy development and referral processes the only element the all youth entering the Summer Employment Program will receive are the objective assessments.

The assessment process will include the TABE test and a review of the youth's academic and occupational skills, interests, and aptitudes. The assessments will provide the needed information and data to complete placement in the appropriate work experience/academic enrichment activity. Assessment information and employment strategies will be shared with appropriate partners.

Throughout the Summer Employment program, information and referral processes will be implemented to help expose youth to the wide array of applicable services that are available through the Burlington County One-Stop Career Center System.

Interested youth must meet the eligibility parameters before being considered a participant of the Summer Youth Employment and Training Program. Eligibility will occur upon intake with the Youth Development Specialist. As mentioned earlier, each youth must partake in a three (3)-step process before beginning their work experience activity.

- **Application Seminar**

The seminar will teach youth the proper way to complete a job application, what is necessary for completing all parts of the job application and the importance of being truthful when completing an application.

- **Work Readiness/Life Skills Workshop**

Youth must attend the full day, six (6) hour Work Readiness/Life Skills workshop, which will focus on appropriate positive work habits, attitudes and behaviors such as punctuality, regular attendance, presenting a neat appearance, getting along and working with others, exhibiting good conduct, following instructions, completing tasks, accepting constructive criticism from supervisors and co-workers, showing initiative and reliability, and assuming the responsibilities involved in maintaining a job.

Work Readiness also encompasses survival/daily living skills such as using the phone, telling time, waking up to an alarm clock, opening a bank account, using transportation, etc.

- **Interview Process**

Youth will utilize what they have learned during the Work Readiness/Life Skills workshop and put their newfound skills to the test. Each youth will participate in the interview process with all prospective worksites. The sole decision on whether the youth is hired will rest with the employer.

Since we will be focusing our efforts on disengaged youth (those not connected to education or employment for at least 6 months), we have determined that it is not appropriate that academic learning be directly linked to summer employment for all of the youth served with our Recovery Funds. We will however, try to match each youth the appropriate worksite activity. Examples of the positions the youth workers will fill include, but are not limited to:

- Office/Clerical Aide
- General Indoor Maintenance Aide
- General Outdoor Maintenance Aide
- Recreation Worker Aide
- Child/Elderly Care Worker Aide
- Food Service Worker Aide
- Community Aide
- Education/Teacher's Aide

### **Transitioning the Summer Youth**

For the older, out-of-school youth we will encourage them to continue their educational experience after the summer program through training and/or academic opportunities made available through the One-Stop Career Center. We will utilize any appropriate funding including but not limited to: WIA Adult and WIRED.

For those out-of-school youth who are interested in continuing their work experience, we will encourage employers to hire them. The youth will be paired up with the One-Stop Career Center Job Developers to assist them in obtaining leads to unsubsidized, gainful employment.

For all age appropriate youth, we will encourage their participation in the year round youth opportunity program made available through the Workforce Investment Act. They will be exposed to various growth opportunities that are afforded through the program elements established by the Youth Investment Council and the Youth Opportunity Program.

All participants will be given access to employability skills development, access to knowledge about careers and career pathways, self-management and life coping skills.

### **Number to be Served**

As stated earlier, although we accumulated over 200 job slots for the youth to fill due to the lack of Summer Youth ARRA funding we will only have the ability to fill approximately 65 of those slots.

## Follow-up Services

All youth customers who participate in the Summer Youth Employment program will receive appropriate follow-up services for at least 12 months after program participation. The intensity and duration of follow-up services will be based upon individual customer need. Follow-up services will include, but not be limited to, adult mentoring, contact with employers to address work-related problems and assistance in career development and educational opportunities.

At-risk youth will be provided additional support services or coordination with other services that may benefit them. The Burlington County Youth Investment Council has facilitated relationships with a myriad of County agencies to form linkages or establish programs for at-risk youth.

The Burlington County One-Stop Career Center System along with the aid and support of the Burlington County Youth Investment Council will expand their One-Stop initiative to provide a vehicle to connect students to the services/program elements they need for appropriate career exploration. Included in these expansion activities, is the development of a catalogue describing the resources of the Burlington County One-Stop Career Center System and a guide for parents to help their children start planning for their educational and career goals after high school. These resource materials are a product of a joint venture of the Burlington County Workforce Investment Board staff, the Burlington County One-Stop Career Center Operator and the Burlington County Youth Investment Council and are widely marketed throughout the school systems and community.

The Burlington County Workforce Investment Board, in partnership with its Youth Investment Council, will develop and enhance the relationship with the Burlington County One-Stop Career Center System, local youth agencies, and service providers. This will ensure that the necessary ancillary services are available to eligible youth in addition to the Workforce Investment Act required service elements.

	<b>April-June, 2009</b>	<b>July-September, 2009</b>	<b>October- December, 2009</b>	<b>January-March, 2010</b>
# of Youth Enrolled in Private Sector Employment and/or organized labor				
# of Youth Enrolled in Summer Work Experience with not-for-profits, FBCOs, government, etc.		<b>67</b>		
# of Youth Enrolled in Academic Learning	<b>20</b>	<b>20*</b>		
# of Youth Enrolled in LWD Bulk Contracting				
# of Youth Enrolled in Local WIB Classroom/Industry-Based Training				
<b>Total Amount of Funds For Summer Youth</b>	<b>\$198,825</b>			
Total amount to be spent by September 30, 2009	<b>\$198,825</b>			
Total amount to be spent after September 30, 2009				

\*Note: This figure is a duplicate count. The youth enrolled in Academic Learning are also taking part of a Summer Work Experience.

## Section IV: ARRA Planning - Green Jobs

Since February 4, 2009 there have been approximately 33 meetings held with the various stakeholders involved in the planning process. The meeting topics ranged from Green Energy, Summer Youth Employment and Training, Job Seeker Services, Demand Occupations, Career Pathways, to how to spur economic growth in the County and Region.

A major focus of all program planning thus far has been Green Energy. A lot of time has been spent defining green energy, identifying the key stakeholders in the field, researching the various occupational and industry clusters that are effected by this emerging trend. A green job can be defined as an occupation that contributes to the improvement of the environment in some way. This includes reducing harmful emissions and pollution, creating/using energy more efficiently, or preserving areas of natural resources. Essentially, Green Energy is not a new industry.

After meeting with people in the energy field, we have learned that currently a majority of the green-collar jobs are simply a re-tooling and skill expansion of jobs that already exist. It is difficult to count the job openings that may be created of the occupations that will be effected by skill upgrading.

A list from a report entitled, "Green Recovery" that was produced by the Center for American Progress state that green jobs will result in "green investments". The following table is a short list of Green Investments and a sample of the representative jobs in each "investment".

<i>Green Investments</i>	<i>Representative Jobs (Sample)</i>
<b>Building Retrofitting</b>	Electricians, HVAC Installers, Carpenters, Construction, Roofers, Insulation workers, Building Inspectors,
<b>Mass Transit</b>	Civil Engineers, Rail Track Layers, Electricians, Welders, Metal Fabricators, Bus Drivers, Railroad Workers,
<b>Smart Grid</b>	Computer Software Engineers, Electrical Engineers, Electrical Equipment Technicians, Machinists, Construction Laborers, Electrical Power Line Installers and Repairers
<b>Wind Power</b>	Environmental Engineers, Iron and Steel Workers, Sheet Metal Workers, Machinists, Electrical Equipment Assemblers, Construction Equipment Operators, Industrial Truck Drivers,
<b>Solar Power</b>	Electrical Engineers, Electricians, Industrial Machinery Mechanics, Welders, Metal Fabricators, Construction Equipment Operators, Installation Helpers, Laborers
<b>Advanced Biofuels</b>	Chemical Engineers, Chemists, Chemical Equipment Operators, Chemical Technicians, Mixing and Blending Machine Operators, Agricultural Workers, Farm Product Workers, Agricultural Inspectors

\* The short list cites many related jobs that are in occupations that are deemed not in demand (carpenters, roofers, construction, etc.).

What has been learned thus far is that there are two primary sectors of Green Jobs: Energy Efficiency/Conservation and Renewable/Sustainable Energy. Under ARRA there is a call for quick implementation of the economic recovery plan. Projects that are included under the vast public infrastructure projects will create green jobs. Retrofitting of public buildings and schools for the purpose of energy-efficiency will create a vast number of jobs in a relatively short period of time. The jobs included in these projects range economic and skill levels (laborers to engineers).

As we gain knowledge, we are creating partnerships with a myriad of new partners. One of the new partners, the Rutgers EcoComplex, a unit of the New Jersey Agricultural Experiment Station at Rutgers University is located in Burlington County. The EcoComplex is New Jersey's first environmental research and outreach center and serves as a university-based resource hub for the environmental and renewable energy industries.

The WIB has initiated meetings and is developing training projects in the Green Energy field. We have spoken with the Mid-Atlantic Career and Education Center to conduct three Green Job Initiatives at the EcoComplex. One initiative will focus on training individuals who work in the Green Buildings job market. The second will focus on training individuals to install photovoltaic units and hoe wind turbines in both the home and commercial building markets. The third initiative will focus on training individuals in jobs engaged in advance food and green plant production and technology. All three initiatives will result in nationally recognized certifications.

The target populations for training will vary for each initiative. The Green Buildings initiative will be able to serve individuals with minimal skills or who have dropped out of high school. The Solar and Wind Energy initiative will be able to serve those with some work experience in building trades, electrical systems, and they must be able to read manuals and design plans. The Food and Plant Materials Initiative will target individuals with basic reading skills and a desire to work with natural materials.

The key partners and their roles in all three initiatives include:

- Mid-Atlantic Career & Education Center who will conduct classes and link graduates to the employer base;
- Rutgers University EcoComplex who will provide training space, computers, specialized technology materials, and guest speakers/instructors. Alternative energy firms located at the EcoComplex will supervise the work experiences that are offered;
- US Green Buildings Council will provide instructional materials and certification exams. They will also assist the program in connecting to green employers in the surrounding region;
- United Electrical Workers who will supply potential enrollees and basic electrical instruction;
- North American Board of Certified Energy Practitioners will supply formal course materials, certification exams, certificates and connectivity to potential employers;
- Rutgers University Plant Science Department will provide instructional materials and expertise;

- Rutgers University Continuing Education will provide pesticide applicators and turf grass certification;
- National Organic Farmers Organizations will provide certification, instruction, and apprenticeship;
- National Restaurant Association.

	April-June, 2009	July-September, 2009	October-December, 2009	January-March, 2010	April-June, 2010	July-September, 2010
# Green Jobs Currently Available						
# Green Jobs Expected to Become Available						
Green Jobs <b>Training</b> # Adults Enrolled		30			15	
Green Jobs <b>Training</b> # Dislocated Workers Enrolled				30	15	
Green Jobs <b>Training</b> # Youth Enrolled		20				

\*The New Jersey Master Energy Plan has set a goal of generating green jobs. However, the potential for generated Green Jobs is still unknown. The Local area will continue to strive for a better understanding of Green Jobs and the actual Green Job Availability in Burlington County and the Southern Region.

## ***Section V: Staffing***

Burlington County will not hire new staff that will be paid for using ARRA funds.

## ***Section VI: Capacity Building***

A description, if any, of information/training/capacity building needs you have in preparing and developing the knowledge and expertise of your WIB members and staff, One-stop Career Center staff and other entities involved in carrying out this plan.

We need information/training/capacity building in the following areas:

- ✓ Sector Planning
- ✓ Green Energy Planning
- ✓ One-Stop Partner Training in Triaging the One-Stop Customer (State Partners)
- ✓ Establishment of the Oversight Committee goals and guidelines
- ✓ WIB Member Briefing on their roles and responsibilities under ARRA

## ***Section VII: Transparency/Reporting***

The Burlington County transparency and reporting system will be consistent with the accountability provisions of ARRA, WIA, the State Employment and Training Commission and the New Jersey Department of Labor and Workforce Development regulations and guidelines.

Burlington County will comply with the transparency and reporting requirements of the ARRA as outlined in the SETC local planning guidelines and TEGL 14-08.

The TEGL 14-08 cites the following responsibilities related to oversight of ARRA funds:

- Pursuant to WIA regulations at 20 CFR 667.410, each state recipient and subrecipient of Recovery Act funds must conduct regular oversight and monitoring of its WIA and Wagner-Peyser Employment Services activities and those of its subrecipients and contractors in order to determine that expenditures have been made against the appropriate cost categories and within the cost limitations.
- Oversight and monitoring should determine whether or not there is compliance with programmatic, accountability, and transparency provisions of the ARRA and this TEGL, as well as the regular provisions of WIA and the Wagner-Peyser Act, as amended by WIA, and their regulations and other applicable laws and regulations.

In addition to the monitoring described above, local Workforce Investment Boards are expected to conduct oversight of the progress and implementation of their local plans to achieve full enrollment and expenditure of funds in an effective and efficient manner. Key areas of local WIB Oversight include:

- Occupations selected for training are aligned to local and regional labor market demand as defined in this economy.

- On track for training enrollments by quarter as projected and placements.
- Ensuring substantial increases in One Stop services as well as training and placements.
- Youth Funds allocated to summer programs and transitional services to education and work.
- Transparency and accountability in reporting training, job creation and placements and expenditure of funds.
- On track for full expenditure of funds by end of stimulus.
- Oversight of ARRA budget, ensuring obligations/expenditures in line with requirements.
- Coordination and effective utilization of PY '09 WIA, WDP, TANF, adult education and other funding sources with ARRA.
- Development of strategies for industry sector involvement.
- WIB role in outreach, networking and developing relationships with key employers to secure training and placement opportunities.

The Burlington County WIB will institute an Oversight Committee utilizing the existing One-Stop Committee. The Burlington County Workforce Investment Board's One-Stop Career Center Committee is an alliance of community agencies and programs that may or may not be considered a "primary" partner under the Workforce Investment Act.

Since its inception, the One-Stop Committee has been charged with establishing a universal policy for providing workforce development services and sharing resources for the One-stop Career Center System for Burlington County. The partners meet, at the very least, monthly to create a customer responsive workforce development system which all residents of Burlington County can utilize.

The team is striving to attain a fully integrated system that includes common intake, uniform administrative procedures, counseling, monitoring, and ease of access. They also concentrate on capacity building needs of partner agency staff to enable them to provide services that are more direct and focus on the service needs of our customers.

The One-Stop Committee will expand their mission, vision and develop new guidelines in order to meet the ARRA oversight requirements. The Oversight committee will utilize the *"Readiness and Technical Assistance Consultation Guide"* along with any other guidelines that are supported by the New Jersey DOLWD Monitoring & Compliance Unit and Fiscal Unit and/or the SETC.

Additionally, the Fiscal Unit of the One-stop Career Center will meet all fiscal reporting requirements of the ARRA funds as set forth by the NJDOLWD Fiscal and Accounting Office.

*Signature Page*

We the undersigned, herby acknowledge and support the Burlington County 2009 - 2011 American Recovery and Reinvestment Act Strategic Plan as the guideline for the efficient implementation of the American Recovery and Reinvestment Act.

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Robert V. Santare  
Workforce Investment Board, Chair

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Augustus Mosca  
County Administrator

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Mark Remsa  
Workforce Investment Board, Director

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Kelly West  
One-Stop Career Center, Operator

## Appendix A - Comment Section

### Public Comments

There were no public comments received on the draft plan that was publicly advertised on June 1, 2009 (A copy of the notice is on file in the office of the Burlington County Workforce Investment Board).

### Comments from New Jersey Department of Labor and Workforce Development

#### Labor Market Information Review

##### Page 4

- Area description in first two paragraphs appears to be accurate.
- Table: titled “% of Commuters by Travel Time to Work”. The data is from the 2005 American Community Survey (ACS). The 2007 ACS is available. No percentage numbers shown, just a pie chart with shaded slices. The data in the table is not referenced directly in the text. It appears to have been included to support the statement that most workers in Burlington County work in Burlington, Camden Gloucester or Mercer counties. Based on the 2007 ACS, 59.3 percent commute less than 30 minutes, 19.7 percent commute from 30 to 44 minutes and 20.9 % commute more than 45 minutes.
- While the pie chart is unclear, from the 2007 commutation data, it is reasonable to say that most Burlington County residents work in the county or commute to an adjacent county.
- In Paragraph 5, the report says that the county’s economy is well diversified between the manufacturing, service, health care and agricultural sectors. While “well balanced” is a subjective interpretation, it appears to be true.

##### Page 5

- Paragraph 1 discusses the number of businesses in the county by industry. The source of the information is listed as literacy needs assessment survey conducted by the Walter Rand Institute on behalf of the Burlington WIB’s Literacy Committee. We do not have access to this survey. However, QCEW data is available and lists the number of establishments in the county by industry. The ARRA report says the Rand Institute survey cited lists five industries, however the report then provides percentage totals for six. These are Service (54%), Hospitality/Restaurant (19%), Health Services (12%), Manufacturing (7%) , Education & Training (5%) and Transportation (3%). The percentages listed add up to 100%.
- The ARRA report does not explain how the Rand Report defined these industries, which are not directly comparable to NAICS sectors. According to the 2007 QCEW Private Sector Report, there were 11,014 private sector establishments in the county

in that year. The percentage of establishments by industry was Arts, Entertainment, Recreation (1.4%), Accommodation & Food Services (7.8%), manufacturing (3.9%), educational services (1.2%), and Transportation & Warehousing (2.2%). The private service-producing sector accounted for 85.2 percent of the businesses in the county and the goods producing sector accounted for 14.8 percent.

- **The data presented in the Burlington ARRA report on the percentage of businesses by industry does not coincide with the same data as reported in the 2007 Private Sector Report, which uses QCEW data reported by NAICS industry sector.**
- **Paragraph 3** discusses employment by major industry sector as reported in the STATS Indiana-USA Counties IN Profile. The paragraph states that the STATS Indiana report said that in 2007, Retail Trade the largest of the 20 major industry sectors. The percentage of jobs accounted for by other sectors in 2007 was as follows: Manufacturing (9.2%), Health Care & Social Assistance (12.2%), and Finance & Insurance (7.5%), Transportation & Warehousing (0.6%). **It did not indicate whether or not these major industry sectors were on NAICS.**
- I do not have access to the STATS Indiana report. However, similar data is available in the 2007 QCEW Annual Private Sector Report for Burlington County. According to the Private Sector Report, the percentage of total private sector employment in the county by industry sector in 2007 was as follows: Retail Trade (15.8%), Manufacturing (10.8%), Health Care & Social Assistance (13.4%), Finance & Insurance (8.9%) and Transportation & Warehousing (5.0%).
- **While the STATS Indiana numbers did not match the percentages as determined from QCEW, they were close, except for Transportation & Warehousing which makes up a substantially larger portion of private sector employment under QCEW (5.0%) than it did as reported in the Burlington ARRA report (0.6%). Under QCEW, Retail Trade was the largest private industry sector, the same as the Burlington WIB reported.**
- **Paragraph 4** discusses percentage of private employment by industry sector as reported in the NJ Department of Labor & Workforce Development's Southern Regional Community Fact Book. The Burlington ARRA report states that the Community Fact Book states that Professional & Business Services is the largest industry in the county and that Trade, Transportation and Utilities was the county's largest supersector.
- **Both of these facts were correctly reported from the Community Fact Book.**
- Map titled "Businesses Identified by Sector, Burlington County, NJ." This map uses five industries reported on the Walter Rand Institute study and lists locations in the county where employers in these industries are concentrated.

- While I cannot verify this from data because I do not have access to the Walter Rand Study and that report did not use the NAICS system of industry classification, I can state from my experience as a labor market analyst that most businesses are located in the northwest part of the county as shown on the map. (This accurately reflects the trend.)

Page 6.

- Paragraph 1 states that according to the US Bureau of Labor Statistics (BLS), Burlington County's unemployment rate has fluctuated between 3 and 8 percent since 1999. Currently the unemployment rate is 7.6% (4/09). This is a 2.6% increase since 1/09. In 2008, the county's unemployment rate gradually climbed from 4.6% in 1/08 to 6.3 percent in 12/08.
- According to labor force data from the NJLWD website, since January 1999, unemployment in Burlington County ranged from a low of 2.7 % (in 12/99 and again in 4/00) to a high of 8.0 percent in 2/09. (Reported substantially accurately in ARRA Report.)
- According to the NJLWD web site the unemployment rate for the county in 4/09 was 7.6%, the same as the ARRA report.
- In 1/09 the unemployment rate in the county according to our website was 7.2%. By 4/09, the rate stood at 7.6%, a 0.4% gain. The ARRA report erroneously said it went up by 2.6% during this time.
- According to our website, the unemployment rate was 4.6% in 1/08 and 6.3% in 12/08. This was the same as stated in the ARRA report
- Paragraph 4 ARRA report states that leisure and hospitality has declined in state economy. Text does not indicate source of this information or period covered. Probably is over the 12/07 to 3/08 period as referenced in chart on bottom of page. Source of data in chart is listed as NJ Workforce Investment System United State Plan Modification. I do not have this source so I can't check it.
- ARRA report states that Burlington County Ranks third in the state for hotel development. Again, no source given, no time period mentioned. It does not explain what variable was measured to reach this conclusion. I can't check this. However, per the 2007 Annual Private Sector Report, 1,362 workers were employed in the county's accommodation industry, or 1.7 percent of the state's total. Based on this, only a small part of the state's hotel industry is located in the county.
- The ARRA report identifies hospitality as a key industry to be targeted for training. From the context of this statement, the "hospitality" industry means the "accommodation" or hotel industry. The report does not state which occupations should be targeted. However, according to 2006-0016 industry employment projections for the county, employment in the accommodation industry was 1,200 in

2006 and is projected to remain at this level in 2016. Employment growth is projected to be less than 50 jobs over the 2006-2016 period (+0.2% per year). The industry outlook is classified as “stable”. Based on this, only a small number of new jobs are projected to be created in the county’s hotel industry through 2016.

- Chart titled “New Jersey Private Sector Employment Change by Industry December 07\_March 09: Total Jobs -131,100”. This source of data in this chart is the New Jersey Workforce Investment System Unified State Plan Modification. This is from the March 2009 Real Time Jobs in Demand report. The table (including the data), is identical to the table in the March report. (Data is OK)

#### Page 7

- Paragraph 3 The ARRA report indicates that the Southern Region WIBs identified the following common occupations/industries. Health and Dental Care; Mechanical Trades (HVAC, Hydraulics, Technicians), Law, Public Safety and Security, Agribusiness and food processing, General Business Skills and Hospitality. According to the fourth paragraph these occupations were identified based on input from One-stop Career Centers, WIB committees, and local colleges. Based on my interpretation of the first two paragraphs of this page, it appears that these “common occupations/industries” were identified by these groups as being in demand.
- It is unclear from the report how these “common occupations/industries” are classified. However from the context of the report it appears that this refers to clusters of occupations as opposed to specific industries (which can employ workers of many different occupations), or to specific occupations. Real Time Jobs in Demand provides information on whether jobs are currently in demand. A list was developed by WIB area of occupations deemed not in demand based on current supply and demand data. This list is not available for occupational groups, however below I listed occupations within each industry group that are listed as not in demand in Burlington County.
- Health and Dental Care: medical secretaries, medical assistants.
- Mechanical Trades (HVAC, Hydraulics, technicians): Bus & truck mechanics and diesel engine specialists; automotive service technicians & mechanics; maintenance & repair workers, general; machinists; plumbers, pipefitters & steamfitters; electricians; automotive body & related repairers; **heating, air conditioning & refrigeration mechanics** & installers; electrical & electronics repairers, commercial & industrial equipment; helpers-plumbers, pipefitters & steamfitters; helpers-electricians; mobile heavy equipment mechanics, except engines; installation, maintenance & repair workers, all other; telecommunications equipment installers & repairers, except line installers.
- Law: No occupations listed as not in demand.

- **Public Safety & Security:** Correctional officers & jailers; **security guards**; crossing guards.
- **Agribusiness & Food Processing:** Laborers & freight, stock & material movers, hand; industrial truck & tractor operators; packers & packagers, hand; helpers-production workers; production workers, all others; packaging and filling machine operators & tenders; tree trimmers & pruners; cutting & slicing machine setters, operators & tenders; machine feeders & offbearers; landscaping & groundskeeping workers; farmworkers & laborers, crop, nursery & greenhouse.; chemists; material moving workers, all other.
- **General business skills:** Managers, all other; general & operations managers; sales managers; transportation, storage & distribution managers; construction managers; sales representatives, wholesale & manufacturing, technical & scientific products; Sales representatives, wholesale & manufacturing, except technical & scientific products; executive secretaries & administrative assistants; loan officers; administrative service managers; first-line supervisors/managers of production & operating workers; bookkeeping, accounting & auditing clerks; retail salespersons; customer service representatives; office clerks, general; billing & posting clerks & machine operators; first-line supervisors/managers of construction trades & extraction workers; loan interviewers & clerks; office & administrative support workers, all other; data entry keyers; first line supervisors/managers of mechanics, installers & repairers; stock clerks & order fillers; receptionists & information clerks; employment, recruitment & placement specialists; cashiers; advertising sales agents; secretaries, except legal, medical and executive; cost estimators; human resources, training & labor relations specialists, all other; sales & related workers, all other; eligibility interviewers, government programs; first line supervisors/managers of landscaping, lawn service and groundskeeping workers; bill & account collectors.
- **Hospitality:** Cooks, restaurant; food servers, non-restaurant; bartenders; dining room & cafeteria attendants & bartender helpers; waiters & waitresses; combined food preparation & serving workers, including fast food; chefs & head cooks; cooks, fast food. ;
- **Paragraph 4** The ARRA report indicates that the industries projected to have the highest increase in employment are Health Services; Professional & Business Services; Leisure & Hospitality; Information Technology; Energy Related; and Mechanical Trades.
- The Real Time Jobs in Demand data is a measure of the present supply and demand situation. It is not a projection of the long-term occupational demand. It is implied from the report that these growth “industries” were identified by committees rather than through formal projections. The following data is from the 2006-2016 long term occupational employment projections prepared by NJLWD.

- Health Services : Healthcare occupations are broken into two groups on the 2006-2016 projections. Employment of Health Diagnosing and Treating Practitioners is projected to expand by 1,550 jobs (21.2%) over the 10-year period. The outlook is listed as growing. Employment of Healthcare Support Occupations workers is projected to increase by 1,350 jobs (25.6%) over the same period. The outlook is listed as growing.
  
- Professional & Business Services: The following categories from the occupational projections include occupations found in business and the professions. Workers in these occupations are found at many types of businesses. These jobs are not limited just to the Professional & Business Services NAICS industry supersector. Management Occupations employment is projected to increase by 300 or 2.4 percent over the 2006-2016 period. The outlook for these occupations is stable. Employment in Business & Financial Operations Occupations is projected to increase by 1,300 jobs (10.3%). The outlook is listed as growing. Employment in Computer & Mathematical Occupations is projected to increase by 1,050 (16.7%) The outlook is growing. Employment in Architecture & Engineering Occupations is projected to decline by 250 (-5.3%), The outlook is listed as declining. Employment in Life, Physical & Social Science Occupations is projected to increase by 200 (11.7%) The outlook is listed as growing. Employment in Legal Occupations is projected to increase by 50 (2.9%). The outlook is listed as stable. Employment in Arts, Design, Entertainment, Sports & Media Occupations is projected to decline by less than 50 jobs (-0.5%). The outlook is listed as declining. Employment in Sales and Related Occupations is projected to increase by 1,200 (4.4%). The outlook is listed as stable. Employment in Office and Administrative Support Occupations is projected to grow by 400 jobs (0.9%). The outlook is stable.
  
- Leisure & Hospitality: The accommodation and food service sector makes up the largest part of the Leisure & Hospitality industry in Burlington County. Most jobs in accommodation and food service are in the Food Preparation and Serving-Related Occupations. According to the 2006-2016 occupational employment projections, employment in these occupations is expected to increase by 2,300 (16.2%) over the 10-year period. The outlook for these occupations is listed as growing.
  
- Information Technology: In common usage, “information technology” occupations are those that are computer-related. Within this field there are professional computer specialists such as programmers, analysts and network administrators. Also, there are workers in a broad range of occupations who use personal computers and similar electronic devices as tools to perform their jobs. These positions range from administrative support workers such as clerks and secretaries to auto mechanics and machine operators in factories.
  
- I do not have occupational employment projection data specifically for workers who use computers as tools to do other jobs. However I do have data for

programmers and other professional computer specialists, According to the 2006-2016 projections employment for Computer Specialists is expected to increase by 1,050 jobs (16.8%). The outlook for these occupations is listed as growing.

- Energy-Related: There is no classification for energy-related jobs in the occupational employment projections. This classification is vague. The writers probably mean jobs in energy production or in energy conservation. If this is the case, whether a job is “energy related” or not depends not only on a worker’s occupation, but also on the nature of the work performed.
- Mechanical Trades: Within the Occupational Employment Projections, most mechanical trades jobs are found in the Installation, Maintenance & Repair Occupations classification. Employment in Installation, Maintenance & Repair Occupations is projected to increase by 450 jobs (4.3%) over the 10-year periods. The outlook is listed as stable.
- Paragraph 5 While the WIB has identified “industries” or occupational groups for training, it has not selected any specific occupations for training. Some of the occupations may be found in several of the selected industries.

#### Page 8

- Paragraph 2 The report states that the **hospitality industry** in the county and the Philadelphia region continues to grow. It defines the hospitality industry as **hotels/lodgings and the restaurant/food service sectors**. (These two sectors together correspond to the Accommodations & Food Service NAICS industry sector.) No time period was given in report. From CES data for the period 4/08 through 4/09, accommodation & food services employment in the three-county Camden Labor Area (Burlington, Camden & Gloucester counties) declined by 2,800 jobs or 7.8%. Burlington-County only data is not available on CES. However, this shows that accommodation & food services employment declined in the labor area over the past year.
- Paragraph 3 The report states that **biotechnology** and the **medical device industry** is expected to continue to grow nationally and globally. No way to verify this empirically.
- Paragraph 4 The report states that **nanotechnology** is an emerging industry and that it is expected to continue to grow in the county. We **can not verify this** empirically because we do not have data that defines nanotechnology or breaks it out as a separate industry.
- Paragraph 5 The report states that New Jersey Next Stop the Demand Side Emerging Skills for the 21<sup>st</sup> Century states that the **biotechnology** (including medical devices), **security**, **e-learning**, **e-commerce** and **food-agribusiness** industries will require additional workers. I do not have this publication. Our projections do not break out biotechnology, e-learning, e-commerce, and food-agribusiness as separate

industries. The 2006-2016 occupational employment projections indicate that **employment for security guards is projected to increase by 100 jobs in the county (12.5%) over the 10-year period. The outlook is listed as growing.**

#### Page 9

- Chart titled Top 10 Occupations in Demand - Real Time Jobs in Demand which shows the top 10 jobs for the Atlantic/Cape May, Burlington, Camden, Cumberland/Salem and Gloucester WIB areas.
- The information on this chart is from the table Statewide Real Time Jobs in Demand Based on Cumulative Data: Dec 08-March 09. The occupations are listed in order of WIB Area Score, with the highest scoring occupation listed first. **The data in the table is accurately listed.**

#### Page 10

- Map titled Largest Industry Demand by Labor Area March 2009. This map is the same as that published on page 10 of Labor Demand Update, April 2009. Prepared by the Division of Labor Market & Demographic Research, May 15, 2009, **the map, including the data, is the same as in our publication.**

#### Page 11

- Paragraph 1 The report indicates that Burlington County is geographically the largest county in New Jersey and that total population according to USA Counties IN Profile in 2008 was 445,475. Burlington County is the largest county by area of New Jersey's 21 counties. I can not verify the population number from the source the report uses because I do not have access to the publication USA Counties IN Profile. Similar data is available from 2008 population estimates published by the NJLWD. **According to the NJLWD estimates, the county's population in 2008 was 445,475, the same as in the WIB report.**
- Table titled Burlington County Population Proportion by Gender 2000 Source is not listed, but it is probably the US Census. The table reports Female 50.5% and Male 49.5%. The Census reports Male 49.4% and Female 50.6%. (Basically the same)
- 2008 estimates of population by sex are available from NJDOL. For Burlington County in 2008, population is estimated to be 49.5% Male and 50.5% Female. (2000 Census data reflects current trend).
- Table titled Burlington County Population Proportion by Ethnicity (1990 vs. 2000) Table shows % of population as Caucasian, African-American and Hispanic for 1990, 2000 and 2007.
- While the table does not specify the source I assume it is either the Census (for 1990 and 2000) or the population estimates (for 2000 and 2007). The population estimates differ from the Census in one important respect when reporting race and ethnicity. The Census for both 1990 and 2000 allows reporters to pick a listed race

or the “some other race” category, while the 2000 and 2007 estimates place all persons into one of the designated racial categories. Therefore, either the estimates or the Census numbers for 2000 produced slightly different results.

- Another source of discrepancy has to do with how to treat Hispanic origin. The Census and the estimates have a category which reports Hispanics of all races, regardless of Hispanic origin. This is in keeping with the notion that Hispanic origin is an ethnicity, distinct from race. However, Hispanic origin is often treated as a distinct racial category. The estimates accommodate this view to a certain extent by reporting white non-Hispanics and white Hispanics separately.
- I computed the percentages using Census Summary File 3 for 1990 and 2000 and the estimates at the time of the Census (4/00) and for 2007. I treated Hispanic origin as an ethnicity, distinct from race and added Hispanic and Non-Hispanic whites together where the two categories were separated.
- The numbers reported in the table for 1990 agree with those from the 1990 Census.
- For the year 2000, the table reports the following percentages: **white (76%), black (15%), Hispanic (4%)**. The Census Summary File 3 data report the following: **white (78.4%), black (14.9%) and Hispanic (4.1%)**. **Allowing for differences due to rounding, the percentages of blacks and Hispanics from the report and the Census agree, while the Census yields a higher percentage of whites.** Using the estimates for 4/00, the percentages by race are as follows: **white (79.9%), black (15.6%) and Hispanic (4.2%)**. **The estimates indicate a substantially higher percentage of whites for 2000 than the data in the report.**
- For the year 2007, the report indicates the following: **white (77%), black (17%), Hispanic (5%)**. The 2007 estimates indicate **white (77.1%), black (16.7%) and Hispanic (5.5%)**, **nearly the same as the numbers in the report.**
- Estimates of population by race are available from NJLWD for 2008. The breakout would be similar to 2007. The long term trend in the county is for a decrease in the percentage white population, and an increase in the percentage of blacks and Hispanics. **The trends reported in the report are correct except that the report indicates the percentage of whites increased from 2000 to 2007. In fact, the estimates indicate it declined over this time.**
- Chart titled Labor Force by Age this pie chart indicates the relative proportions of members of the county’s labor force that fall within various age groups. No percentages are indicated on the chart, just the relative size of each cohort. The data is from the 2005 American Community Survey. The pie chart is somewhat ambiguous since the same color was used to represent two age cohorts on two different occasions.

- 2007 American Community Survey data is available. The trends expressed in the 2005 data are similar to those found in the 2007 data.

Page 12:

- Paragraph 1 The report indicates that according to the 2000 Census, 87.2 percent of Burlington County Residents have obtained a high school diploma and 28.4 percent have earned a college degree or an advanced degree.
- **The numbers themselves are correct. However the data needs to be qualified.** According to the 2000 Census, **87.2 percent of county residents age 25 and older have attained at least a high school diploma.** Of residents age 25 and older, **28.4 percent have attained at a bachelor's degree or higher degree.**
- More recent data is available. **According to the 2007 American Community Survey (ACS), the population of the county is more educated than it was in 2000.** According to this data, **33.8% of county residents age 25 and older have at least a bachelor's degree and 90.8% have at least a high school diploma.**
- **As mentioned above under Paragraph 1, the 2007 ACS data shows that Burlington County's population has become more educated since the 2000 Census.**
- Chart titled Education Levels of Population 25+, Burlington County, NJ The chart shows the distribution of the county's population by educational attainment level across the county. The source listed is The Walter Rand Institute and the date is March 2007.
- I do not have access to this source. The chart does not list numbers or percentages, it just shows bar graphs at points on the map that probably correspond to municipalities, although this is not indicated. I am unable to verify the information in this chart.
- Paragraph 2: The report says that in 2000, 5% (19,280) of the county's individuals and 3% (1,612) of the county's families were living below the poverty level. Based on paragraph 1, this is presumably from the 2000 Census. The report also says that the median family income in the county is \$67,481 and the median household income is \$58,608.
- According to the 2000 Census Summary File 3 for Burlington County, **3,605 of all families or 3.2 percent of families were living below poverty level.** (The report **incorrectly reported** the number of families with female householder, no husband present below poverty level (1,612) as the total number of families below poverty level.) According to the 2000 Census **19,280 individuals or 4.7 % were below poverty level. This is the same as indicated in the report.** The 2000 Census reports that the **median income in Burlington County was \$58,608** and that the median family income was \$67,481. **This is the same as stated in the ARRA report.**
- More recent poverty and median income data are available for the county from the 2007 American Community Survey (ACS). According to the 2007 ACS, reported that

20,568 individuals (4.7%) were below poverty level. The 2007 ACS indicated that there were 116,499 families in the county of which 3.1% were under poverty level. The 2000 Census data reflects the current trend for poverty as reported in the 2007 ACS. The 2007 ACS reports median household income for the county as \$73,566 and \$87,270. This is somewhat more than was reported in the 2000 Census and the ARRA report.

Review Points for ARRA Plans – Compare to what is included in plans

Area Burlington WIB

Reviewer Bing Blachford

- Important to note #'s
    - Number by category (adult, dislocated worker, and youth)
    - Within category:
      - Adult/dislocated workers:
        - # bulk - adult 0 ITA's only DW 150
        - Local training #s -- adult \_\_\_\_\_ DW \_\_\_\_\_
        - Local ITA #s - adult 22 DW 225
        - Local OJT #s - adult \_\_\_\_\_ DW \_\_\_\_\_ - N/A
        - Local apprenticeship #s - adult \_\_\_\_\_ DW \_\_\_\_\_ N/A
        - #s for supportive services - adult \_\_\_\_\_ DW \_\_\_\_\_ N/A
        - #s for needs based payments - adult \_\_\_\_\_ DW \_\_\_\_\_ N/A
        - #s other - adult \_\_\_\_\_ DW \_\_\_\_\_ N/A
      - Youth
        - #s in-school v. out-of-school – in \_\_\_\_\_ out \_\_\_\_\_ N/A
        - # apprenticeship/pre-apprenticeship – in \_\_\_\_\_ out \_\_\_\_\_ N/A
        - # Summer Youth Employment (in and out-of-school) 67 – in \_\_\_\_\_ out \_\_\_\_\_ Not specified whether in or out.
        - # Academic/remediation – 20 in \_\_\_\_\_ out \_\_\_\_\_
        - # occupational/industry-based – 40 in \_\_\_\_\_ out \_\_\_\_\_
        - Proportion of youth funds to be used by 9/30/09. Total amount is \$198,825. There no more funds to be used after 9/30/09.
        - #s for supportive services – in \_\_\_\_\_ out \_\_\_\_\_ N/A
        - #s for needs based payments– in \_\_\_\_\_ out \_\_\_\_\_ N/A
    - Green Jobs
      - Types of related training (by category)
        - List categories as applicable
1. Training individuals who work in the Green Buildings job market.
  2. Training individuals to install photovoltaic units and hoe wind turbines in both the home and commercial building markets.
  3. Training individuals in jobs engaged in advance food and green plant production and technology. All three initiatives will result in nationally recognized certifications.
    - Numbers to be enrolled (with available #s as provided)
      - 45 Adults
      - 45 Dislocated Workers

## 20 Youth

- General Comments

- Does it give a clear picture of what will take place locally? **Although the plan includes well researched background and what areas that they should focus on, the plan does not provide specific numbers needed in the questions above.**
- Does it describe a transparent local system for use of ARRA funds? Do you think this will provide sufficient transparency? **No. It does not include their procurement process.**
- What is good/bad or requiring more information in the plan?

**Positives:**

- **WIB will broaden programs and services to recipients of public assistance and other low income individuals.**
- **WIB emphasize expanding training services in demand occupations and using the regional approach with 7 Southern counties.**
- **Uses the information from the Real Time Jobs in Demand to identify the training needs.**
- **Partners and collaborates with community college, technical colleges, faith-based organizations, Burlington County agencies, municipalities, County Library system, etc.**
- **Developed about 235 summer jobs at public not for profit organizations for youth ages 14-24. See the negative entry.**
- **YOUTH - WIB will partner with the County College for the “Going Green” work experience and academic remediation program for 20 candidates.**
- **YOUTH – The Summer Youth E&T Program will enroll 40 candidates.**
- **As one of the Southern Area WIB directors involved in the WIRED initiative, they are engaged in meetings with Rutgers University to offer high level advance training in the BIO-Pharma field and these individuals will earn a “mini-MBA” from Rutgers University.**
- **Plans to participate in the County College Consortium-Based Training initiative initiated by LWD and would also like to enter into training contracts with the local college.**
- **Since current IT training courses do not include basic IT skills, they will collaborate with the local county college or institute of technology to provide Basic Information Technology/computer Fundamentals as an initial program for the each career pathway.**
- **WIB will institute an ARRA Oversight Committee but details were not specified.**
- **New staff paid with ARRA funds will not be hired.**

**Negatives:**

- **Lack of specific numbers in OJT, Apprenticeships, In and Out of School Youth, Supportive Services and Needs Based Payments.**
  - **No procurement information for providers used.**
  - **Summer Jobs – Although 200+ summer job slots were developed, only 65 slots can be filled due to the lack of Summer Youth ARRA funding. Note: the Chart on page 36 states 67 # of Youth enrolled in Summer Work Experience.**
  - **Transparency in reporting was included but not specific.**
- Other comments

