



BUSINESS SUMMIT PRESENTATION

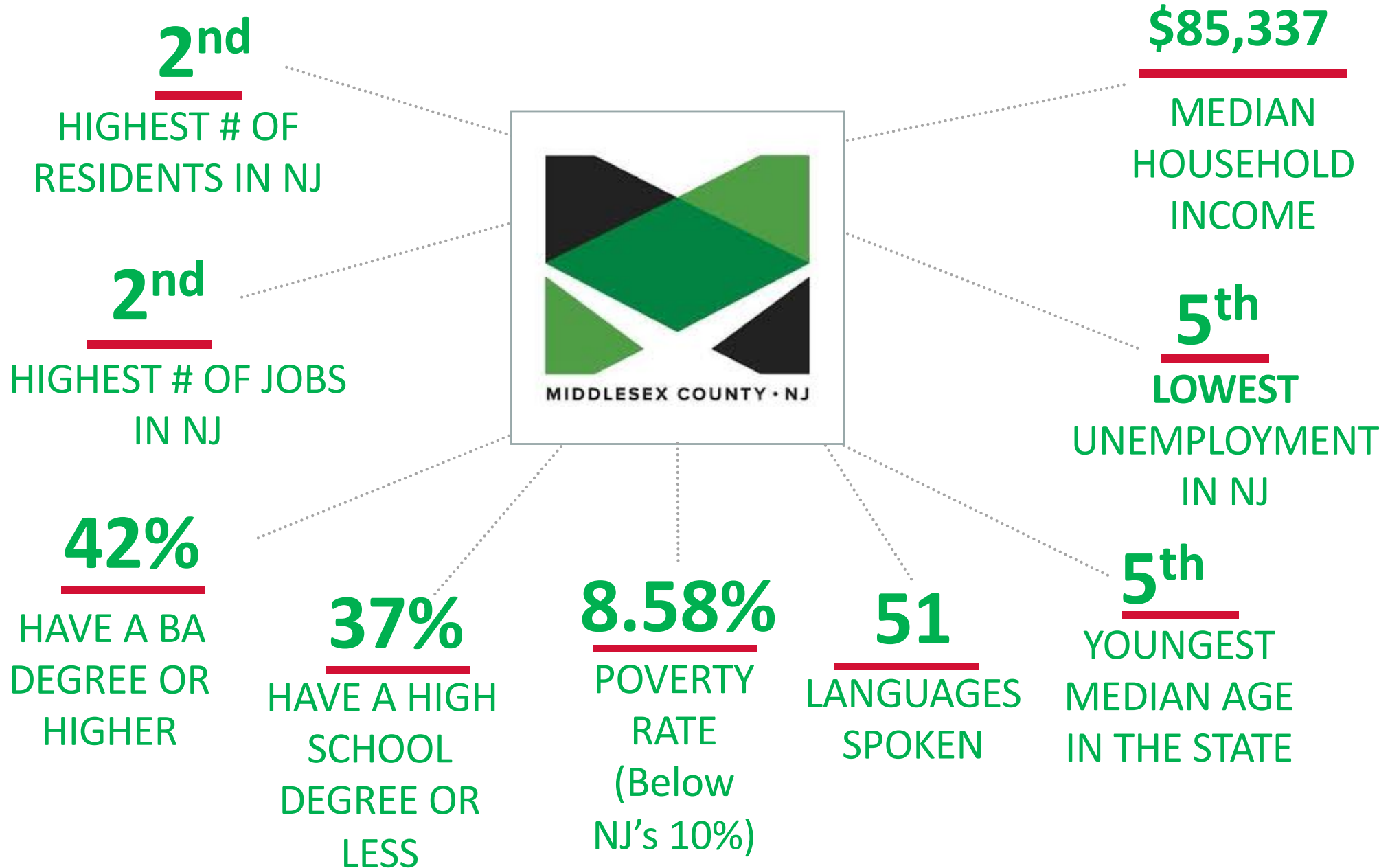
Middlesex County Economic and Workforce Competitiveness Project

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John J. Heldrich Center for Workforce Development
Rutgers University**

AGENDA

- I. MIDDLESEX COUNTY'S WORKFORCE IN 2019**
- II. PRINCIPAL BUSINESSES & INDUSTRIES**
- III. EDUCATIONAL & TRAINING ASSETS**
- IV. OPPORTUNITIES**
- V. VISION & RECOMMENDATIONS**

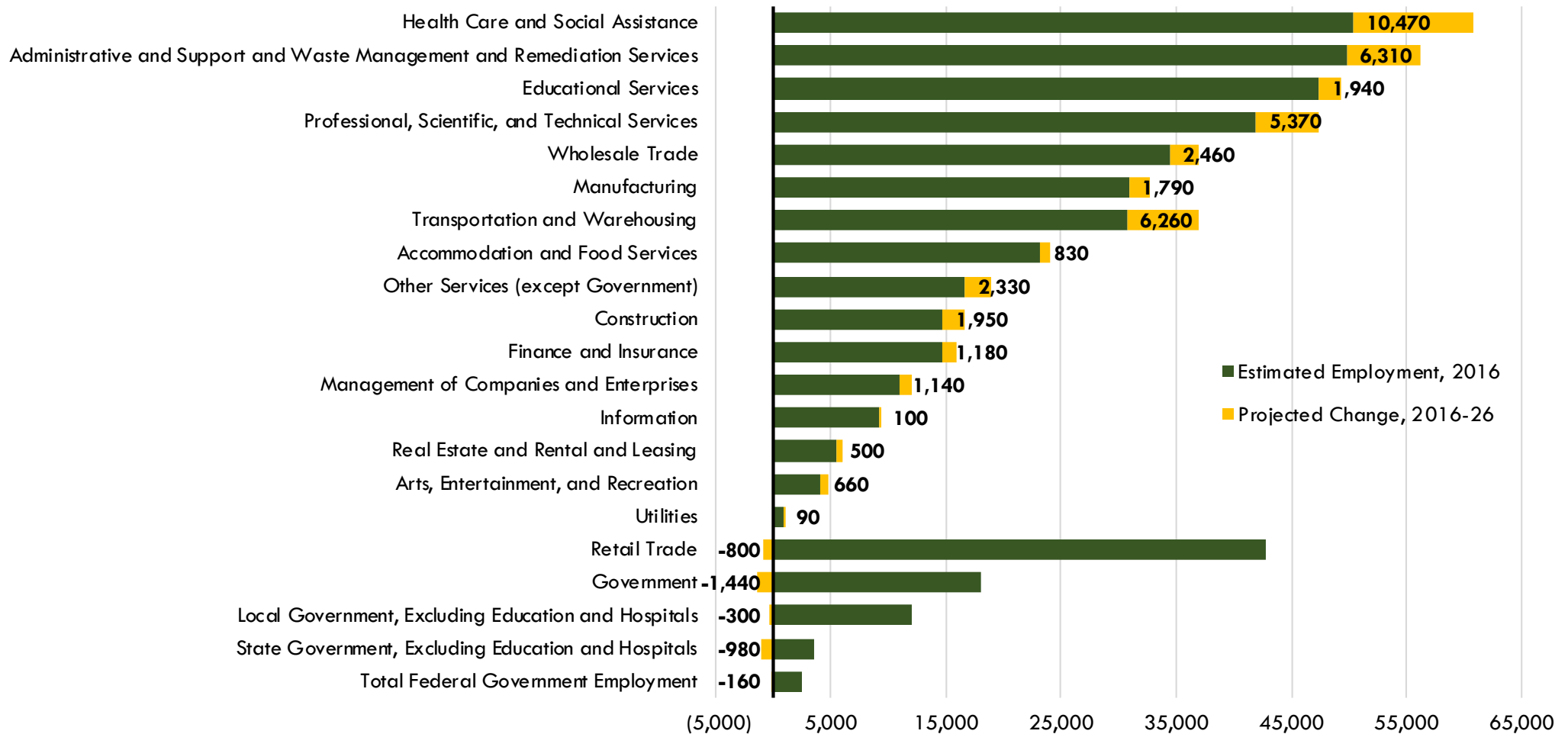
I. MIDDLESEX COUNTY'S WORKFORCE IN 2019



II. MIDDLESEX COUNTY'S PRINCIPAL BUSINESSES & INDUSTRIES

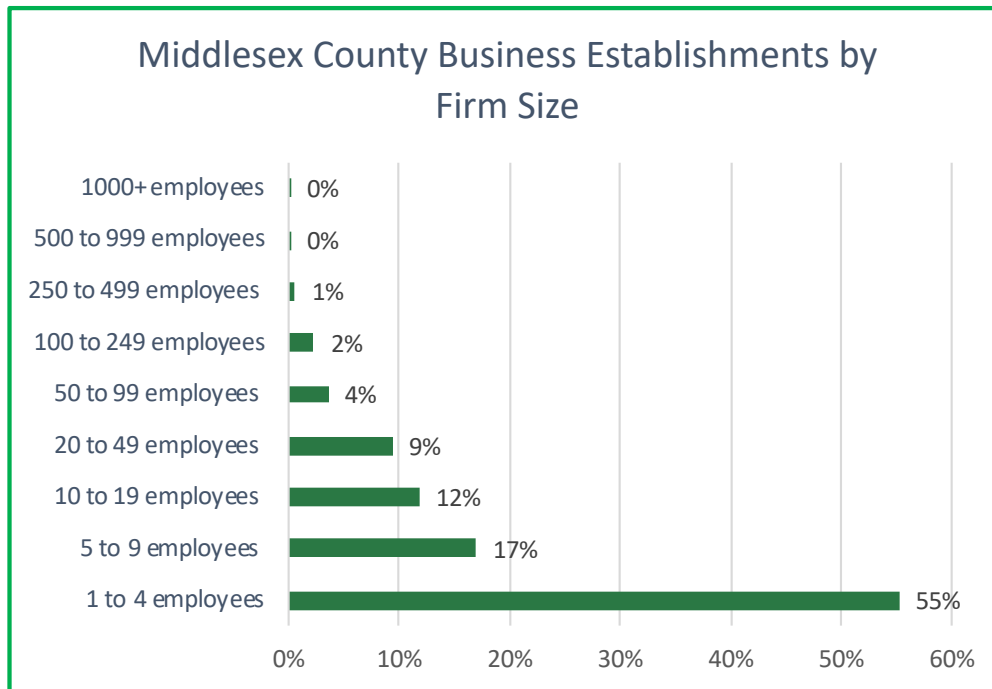
- From 2007-2017 the number of jobs increased by 3.4%—nearly 3 times faster than the state's overall rate of 1.15%.

Middlesex County Estimated Employment (2016) and Growth Projections (2026) by Sector



II. MIDDLESEX COUNTY'S PRINCIPAL BUSINESSES & INDUSTRIES

- **Large companies** (over 500 employees) employ most **workers**
- **Small and Midsized Employers** make up the majority of **businesses**



III. MIDDLESEX COUNTY'S EDUCATIONAL & TRAINING ASSETS



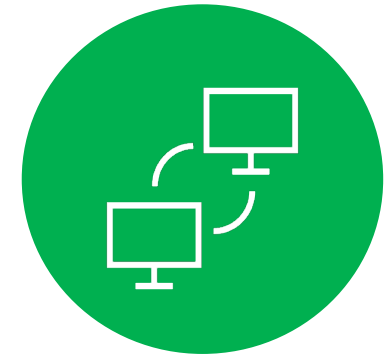
18 higher education institutions—including **Rutgers University** and **Middlesex County College**



5 Middlesex County Vocational Technical schools



2 One-Stop Career Centers, in New Brunswick and Perth Amboy



In 2018, **Middlesex County introduced SkillUp Middlesex,** offering 4,500+ free, self-paced online courses

III. MIDDLESEX COUNTY'S EDUCATIONAL & TRAINING ASSETS

- Heldrich Center created a searchable inventory of 1,196 programs & degrees offered by public & private education & training providers

Middlesex Education and Training Program Inventory - Draft

Program or Degree Field	Program or Degree Name	Specific Program Name	Type of Training Provider	Provider Name	Address
All	Theology and Religious Vocations	Rabbinical & Talmudic Studies	Other	Rabbi Jacob Joseph School	1 Plainfield Ave, Edison, NJ 08817
	Business, Management, Marketing, and Related Support Services	Accounting	Four-year Colleges and Universities	Strayer University	242 Old New Brunswick Rd Suite 220, Piscataway, NJ 08854
	Business, Management, Marketing, and Related Support Services	Business Administration	Four-year Colleges and Universities	Strayer University	242 Old New Brunswick Rd Suite 220, Piscataway, NJ 08854
	Homeland Security, Law Enforcement, Firefighting and Related Protective Services	Criminal Justice	Four-year Colleges and Universities	Strayer University	242 Old New Brunswick Rd Suite 220, Piscataway, NJ 08854
	Computer and Information Science and Support Services	Information Systems	Four-year Colleges and Universities	Strayer University	242 Old New Brunswick Rd Suite 220, Piscataway, NJ 08854
	Business, Management, Marketing, and Related Support Services	Accounting	Two-year, Technical and Community Colleges	Middlesex County College	2600 Woodbridge Ave, Edison, NJ 08837
	Computer and Information Science and Support Services	Accounting	Two-year, Technical and Community Colleges	Middlesex County College	2600 Woodbridge Ave, Edison, NJ 08837
	Business, Management, Marketing, and Related Support Services	Accounting Assistant	Two-year, Technical and Community Colleges	Middlesex County College	2600 Woodbridge Ave, Edison, NJ 08837
	Health Professions and Related Programs	Addiction Studies	Two-year, Technical and Community Colleges	Middlesex County College	2600 Woodbridge Ave, Edison, NJ 08837
	Health Professions and Related Programs	Allied Health Pre-Professional	Two-year, Technical and Community Colleges	Middlesex County College	2600 Woodbridge Ave, Edison, NJ 08837
	Foreign Languages, Literatures, and Linguistics	American Sign Language	Two-year, Technical and Community Colleges	Middlesex County College	2600 Woodbridge Ave, Edison, NJ 08837
	Engineering Technologies and Engineering-Related Fields	Automotive Technology	Two-year, Technical and Community Colleges	Middlesex County College	2600 Woodbridge Ave, Edison, NJ 08837
	Personal and Culinary Services	Baking and Pastry Arts	Two-year, Technical and Community Colleges	Middlesex County College	2600 Woodbridge Ave, Edison, NJ 08837
	Science Technologies/Technicians	Biological Laboratory Technology	Two-year, Technical and Community Colleges	Middlesex County College	2600 Woodbridge Ave, Edison, NJ 08837
	Biological and Biomedical Sciences	Biotechnology	Two-year, Technical and Community Colleges	Middlesex County College	2600 Woodbridge Ave, Edison, NJ 08837
	Business, Management, Marketing, and Related Support Services	Business Administration	Two-year, Technical and Community Colleges	Middlesex County College	2600 Woodbridge Ave, Edison, NJ 08837
	Computer and Information Science and Support Services	Business Information Systems Transfer	Two-year, Technical and Community Colleges	Middlesex County College	2600 Woodbridge Ave, Edison, NJ 08837
	Science Technologies/Technicians	Chemical Technology	Two-year, Technical and Community Colleges	Middlesex County College	2600 Woodbridge Ave, Edison, NJ 08837

[Category Explanations and Definitions](#)

Total Programs and Degrees

1196

IV. OPPORTUNITIES

- Middlesex County is well positioned to continue as an **economic leader** in NJ due to its **concentration of education and healthcare industries**.
 - Innovation Hub, major health care expansions (Rutgers Cancer Institute; RWJBarnabas), New Brunswick Performing Arts Center will further strengthen County's economy
- **County is projected to add over 300,000 jobs by 2026, up 9.3%** over current levels (BLS); more than all but 1 other county in NJ
 - Replacing retiring workers plus projected growth will create substantial demand for workers in the next 5 years
- County leaders have identified 3 industries for strategic marketing and economic development efforts:
 - **Advanced Manufacturing/Autonomous Transportation Technology**
 - **Food Innovation**
 - **Life Sciences**

FUTURE OF WORK: PREDICTED WORKFORCE IMPACTS OF AUTOMATION

- [McKinsey Global Institute](#) (MGI) projects Middlesex County will have:
 - **Net job growth of 5-10%** due to automation between 2017-2030
 - **Potential displacement rate of 22-23%**
- Other general predictions related to the future of work include:
 - **Occupational growth categories include Middlesex's strengths**
 - **Declining demand** for workers in food service, production work, and office support
 - Individuals with a **high school degree or less are four times more likely to be jobs that are "highly automatable"** compared to BAs
 - **Hispanic & African American workers may face the greatest risks**
 - **Young workers** and **workers over 50** are more likely to face challenges

V. VISION AND RECOMMENDATIONS

- Economic development, workforce development, and education should be strengthened and more closely aligned in order to achieve sustainable, vibrant growth in Middlesex County.
- Access to quality jobs should increase for all residents.
- Recommendations are aligned with **3 KEY STRATEGIC PILLARS:**



Improving
Governance,
Coordination, and
Communication

Inclusive Business
Growth Through
Sustained Employer
Engagement and
Sector Strategies

Improving
Residents' Access to
Quality Workforce
Services and
Quality Jobs



- Tied to **Destination 2040**, County's unified approach to workforce and economic development should explore the creation of a new Department of Business Innovation & Opportunity (DBIO).
- County should consider establishing a standing **Workforce and Economic Opportunity Council (WEOC)**, accountable to County Administrator and Freeholder Board. Members:
 - DBIO units
 - County Board of Social Services
 - Department of Transportation
 - Middlesex County Improvement Authority



WORKFORCE & ECONOMIC OPPORTUNITY COUNCIL (WEOC)

- Develop a **strategic implementation plan**
- Develop **milestones, measure progress, report quarterly** to County leadership and stakeholders
- **Collaborate with:**
 - **State agencies**
 - **Middlesex County's municipalities**
 - **Neighboring counties in central NJ and regional organizations**
 - **Businesses and employer associations, organized labor, and nonprofits serving disadvantaged populations**
 - **School districts and education and training institutions**



To increase the strategic involvement of local businesses, Middlesex County should explore:

- Expanding the Workforce Development Board
- Establishing the WDB as a private, not-for-profit 501 (c)(3)
- Creating County-focused Industry Sector Panels



INDUSTRY SECTOR PANELS ACTIVITIES

- **Review and improve career awareness and exploration programs**
- **Develop innovative career pathways that**
 - Focus on sector-specific education, training, and support services
 - Align across secondary/postsecondary education, training, and vo-tech
 - Offer multiple entry and exit points and credentials that stack
 - Include focus on work-based learning
- **Provide support for multi-employer industry-focused workforce training partnership programs**
- **Increase capacity of current programs to align with key sectors**



IMPROVE ACCESS TO QUALITY WORKFORCE SERVICES & JOBS

- **Create state-of-the-art One Stop Career Centers (OSCCs)** emulating the experience of welcoming retail stores, based on human-centered design
- Expand the reach of the OSCCs, and enhance the ability to offer customized support to different populations by **offering services in multiple satellite locations** such as:
 - Libraries, MCC, nonprofits, faith-based/community-based organizations in order to serve youth, previously incarcerated individuals, individuals w/disabilities, refugees, non-English speakers, Veterans
- **With input from OSCC users, simplify customer flow**, develop user-friendly forms and processes; enable more online completion of forms
- **WEOC and WDB should adopt, promote, & incentivize quality job measures**
- **Develop frontline OSCC staff as coaches**

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