

Part III

Abstract Connecting the Dots to the Green Economy

This is the abstract of the proposal from the State of New Jersey in response to SGA/DFA PY 08–17. New Jersey is \$1,249,995.00 for the 18 month period of the proposed grant. The grant would focus on the entire State of New Jersey; however, it also includes items like the career videos that are designed to have national impact.

The proposal includes several significant research items and a significant dissemination effort. Specifically, we will:

- A sophisticated labor supply/demand analysis methodology that can be applied to both green and non-green occupations in the New Jersey and nationally;
- A fully web-based delivery tool for the supply/demand analysis;
- A rapid reemployment system that uses the supply/demand analysis to guide unemployment claimants into the right job or the right training program and provides local One Stops with immediate access to individuals who need significant intervention.
- A searchable database of the programs and in most cases the courses available in the public higher education system that uses sophisticated matching technology to find the right courses to fill identified gaps in the job seeker's skill or knowledge base. Courses will be "green" coded once the coding tool is available from the Northeast Consortium;
- Career videos designed to provide a brief, visual introduction to high demand "green" careers and the world of work and to supplement more detailed sources of career information;
- Outreach to the State's workforce and higher education community to demonstrate the system and train staff on its use;
- A national webinar to describe the methodology, the tools and the approaches as the starting for national replication.

The value proposition for our work is that individuals trying to decide whether or not to pursue "green" careers need solid information about the demand for "green" jobs, the supply of "green" candidates who might be competing for the same jobs, a sense of the balance between supply and demand in "green" job and all other jobs, an easy way to get and find training to qualify for "green" or other jobs, and direct access to a current list of all the jobs are available in the local market. Our proposed supply/demand analysis tools, course database and user interfaces will just that. While the supply/demand analysis continue to be available in report form through our website, we believe that the primary dissemination effort will be through vehicles like our proposed Rapid Reemployment system which provides the sophisticated analysis right to the claimant at the point of initial application when s/he is most in need. The availability of the information through APIs will also greatly enhance the reach and the value of the tools.