

# Camden County Workforce Development Board LOCAL PLAN MODIFICATION 2025



# Local Plan Modification

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### **Operations Committee Contributors:**

Robert Regensburger, Chair

Frank Ciri

Kristi Connors

Richelle Hardison

Laurie Maguire

Salama McFarland

Nidia Sinclair

Debra Vaughn

Leslie Williams

Jeffrey S. Swartz, Executive Director

# 2025 Local Plan Modification

## Section 1: Introduction

As specified in Section 116(c)(2) of WIOA, local workforce boards must review and, if necessary, modify their local plans at least once every two years. This review ensures that the Camden County local plan remains responsive to evolving economic conditions and workforce needs within the local area.

This document has been prepared by the Camden County Workforce Development Board (CCWDB) and is intended to showcase what the local area did well, list potential opportunities as we see them for the state’s consideration and expand on the now emerging industries that were identified in the original plan. This modification builds upon the solid foundation of the 2023 Camden County Local Plan and reflects both achievements and new opportunities that have emerged within our region. It also integrates strategies designed to advance the four key goals outlined in the New Jersey 2024–2027 WIOA Combined State Plan.

## Section 2: Expansion and development of pathways and services

### Local Context and Workforce Conditions

As of August 2025, Camden County’s unemployment rate stands at 6.3%, up from 5.3% in August 2023. The local labor force has grown slightly from 273,000 to 276,000, but the number of employed residents has remained stagnant, resulting in an increase in the number of unemployed individuals from 15,000 to 17,000. Please see chart below for exact numbers reported by the New Jersey Department of Labor and Workforce Development as of August 2025.

# Unemployment Rates and Labor Force Estimates

Camden County, NJ	August 2023	August 2025
Labor Force	273,421	275,935
Employment	258,928	258,641
Unemployment	14,493	17,294
Unemployment Rate (%)	5.3%	6.3%

<https://www.nj.gov/labor/labormarketinformation/employment-wages/unemployment-rates-labor-force-estimates/>

This net-zero growth suggests that while more individuals are entering the labor force, certain populations—particularly persons with disabilities, low-income individuals, youth ages 16–24, and older workers—continue to face barriers to sustainable employment. Camden County remains committed to closing these gaps through targeted training, supportive services, and equitable program design.

## Core and Emerging Industries

The 2023 Local Plan identified five priority industry sectors:

- Healthcare
- Transportation, Distribution, and Logistics (TDL)
- Advanced Manufacturing
- Finance, Insurance, and Real Estate (FIRE)
- Retail, Hospitality, and Tourism

Emerging industries, including cannabis cultivation, wine production, and film/media production, have since shown measurable growth and are now being more deliberately integrated into Camden County's workforce pipeline strategies.

**Cannabis Industry** - The legalization and regulation of cannabis in New Jersey have created new employment and entrepreneurial pathways. Camden County is emerging as a regional hub for South Jersey's cannabis operations. The sector has generated jobs in cultivation, processing, retail sales, logistics, security, and marketing, and is projected to continue expanding. *(Source: Heady NJ, June 2025)*

To support this growth, the CCWDB will:

- Identify occupational pathways and required credentials for cannabis-related roles.
- Explore partnerships with training providers to develop industry-specific curricula.
- Assess barriers to entry, particularly for equity applicants and returning citizens.
- Collaborate with employers to ensure training quality and job placement outcomes.

**Wine Production** - New Jersey now ranks fifth in national wine production, with 17 wineries across more than 500 acres the CCWDB will build on this success by:

- Supporting workforce training in vineyard operations, hospitality, and wine marketing.
- Advocating for agricultural workforce housing and safety programs.
- Collaborating with the NJ Department of Agriculture to strengthen educational pathways.

**Film Production** - With state tax incentives and large-scale investments from Netflix and Lionsgate, the film industry has become a major emerging employer. Camden County residents can access new jobs in production, set design, editing, and digital content.

Local communities including Gloucester Township, Moorestown, and Mount Holly have been designated as film-ready communities, positioning the region for future growth.

The CCWDB will continue collaborating with education providers—such as Camden County College's E-Sports and Film Technology programs to ensure local talent pipelines align with industry needs.

## **Section 3: Enhance the alignment of the support systems serving employers and career seekers**

### **Expansion of our Menu of Services**

In our 2023 Local plan, our primary expansion focus was on creating a strong physical and programmatic foundation to support community access and engagement. We invested in developing a one-stop facility of co-located partners, establishing a GED testing site, launching a Chromebook loaner program, and implementing outreach initiatives such as targeted print campaigns on buses and trains. These efforts were crucial in expanding visibility, accessibility, and the physical capacity to serve the public effectively.

Now, having built that solid infrastructure, our focus has evolved toward expanding direct workforce and training opportunities that deliver measurable impact. We are prioritizing the acquisition and development of programs that directly employ, train, and upskill the public. This includes increasing the number of Individual Training Account (ITA) providers, establishing on-the-job training (OJT) sites, providing opportunities for incumbent worker training and developing customized training programs tailored to meet the needs of both job seekers and employers.

Our local workforce development area also encourages residents who face barriers to employment to take advantage of specialized programs co-located at the One-Stop Career Center. These include Pathways to Recovery, which assists individuals impacted by opioid addiction, and Job Opportunities for Building Success (JOBS), a program designed to support justice-involved individuals in reentering the workforce through access to training, supportive services, and reemployment resources.

This shift marks a transition from building the framework that supports access to creating pathways that drive employment, skill development, and long-term economic growth.

### **Enhancing Business Outreach**

The CCWDB will continue to enhance business engagement efforts through the coordinated work of the Business Services Outreach Team. These efforts will focus on expanding partnerships with employers, identifying workforce needs, and connecting businesses with available resources and talent pipelines. The team will maintain active participation in the Advanced Manufacturing Business Sector and State Industry Sector Partnership groups to support regional sector strategies and employer-driven workforce solutions.

CCWDB staff will continue attending Camden County and local job fairs to promote workforce programs and strengthen connections with employers across key industries. In addition, ongoing collaboration with the Camden County Business Services Representative will ensure alignment of outreach activities and consistent communication to better serve the business community.

## **Utilization of Labor Market Data**

The CCWDB will utilize labor market data obtained from the state to strengthen coordination between our local workforce agencies and our partners. Labor market data will serve as a shared, evidence-based foundation for collaboration among education, workforce, and business partners, supporting the development of a skilled and competitive workforce.

Labor market data will help us ensure that our contracted vendors are offering courses and programs that align with employer needs. By prioritizing funding in high-demand industries, workforce partners can maximize training resources and improve employment outcomes for individuals and the regional economy. Data-driven insights will inform WDB decisions on which programs to fund, expand, or create to meet both current and emerging employer demand.

## **Section 4: Strengthen public infrastructure promoting high-quality employment opportunities and practices**

### **Public Outreach and Digital Engagement**

The emergence of new industries in Camden County provides the Workforce Development Board (WDB) and the One-Stop Career Center with valuable opportunities to expand business engagement and outreach to targeted populations. By leveraging community partnerships, strengthening social media presence, and maintaining a strong grassroots approach, we can more effectively connect job seekers with emerging sectors while supporting employers in building a skilled local talent pipeline.

Over the past two years, our local area has significantly increased Public Outreach and Digital Engagement by launching new social media campaigns, bus wraps, and digital advertisements featuring QR codes that connect residents directly to One-Stop services. Building on this success, we plan to further expand the use of QR codes over the next two years to provide continuous, real-time access to information about all programs and services. These codes will be printed on outreach materials, distribution cards, and prominently displayed at all community engagement events.

### **Technology Upgrades**

To date, technology enhancements have included upgrades to the One-Stop Career Center (OSCC) check-in systems, improving data collection by incorporating demographic information and enhancing performance reporting through the implementation of a centralized check-in process. The most recent monthly check-in reports are publicly available on the CCWDB's website under the Operations Committee Minutes. Moving forward, the OSCC plans to integrate state-issued ID scanning capabilities to further improve the accuracy and efficiency of participant tracking. When a One-Stop customer scans their driver's license, specific Personally Identifiable Information (PII) would automatically populate within the Onsite Customer SimpliGov or



Modernized System form. Additionally, the Board will leverage State and/or Local Interns to assist in updating and maintaining a user-friendly, accessible website that supports timely dissemination of information, promotes system transparency, and enhances the overall customer experience. These ongoing improvements directly support WIOA priorities by fostering data-driven decision-making, improving service coordination, and ensuring equitable access to high-quality workforce services.

### **Customer Feedback and Continuous Improvement**

The OSCC implements customer satisfaction surveys and service tracking metrics to identify barriers, evaluate service delivery, and improve overall service quality. Ongoing collaboration with the WIOA Program Oversight and Development (POD) team ensures that performance standards and required metrics are consistently met. These efforts promote a culture of continuous improvement and accountability across all One-Stop partner programs.

### **Community Partnerships**

The CCWDB continues to strengthen the public infrastructure that promotes high-quality employment opportunities and equitable workforce practices by developing and expanding community partnerships. For example, the Camden County Department of Children's Services maintains a scheduled presence at the Camden County One-Stop Career Center, assisting WorkFirst participants with completing childcare applications, providing information on available childcare programs, and connecting families to state and local support agencies.

Additionally, the WDB enhances outreach through initiatives such as the Camden City Homeless Day Center, which is staffed by One-Stop partners and offers coordinated access to workforce, training, and supportive services. These collaborative efforts ensure that residents facing barriers to employment can access the comprehensive resources necessary to achieve sustainable employment and family stability.

The WDB's community partnerships also include representation on the Boards of the Chamber of Commerce, the Southern New Jersey Development Council, the Camden Community Partnership, and the Cooperative Business Assistance Corporation. In addition to these board positions, the WDB collaborates with Tri-State SHRM (Society for Human Resource Management) and numerous other community stakeholders.

These invaluable partnerships are central to the WDB's mission and contribute significantly to the success of efforts to serve the residents of Camden County.

### **Enhanced Coordination**

The Camden County Board of Social Services (CCBOSS) will continue to work cooperatively with partner agencies co-located at the Camden County One-Stop (CCOS) as well as community organizations that serve our Work First New Jersey (WFNJ) and Supplemental Nutrition Assistance Program (SNAP) clients. With the changes to the SNAP and Able-Bodied Adult

Without Dependents (ABAWD) programs, additional efforts will be made to motivate clients to engage in training, education, and other work activities in order to continue receiving their benefits. To support participation in work activities, CCBOSS provides referrals to childcare resources and issues transportation assistance directly onto clients' Electronic Benefit Transfer (EBT) cards or through NJ Transit and PATCO tickets.

CCBOSS will continue to assist clients in addressing employment barriers such as mental health, substance abuse, and family violence through referrals to the National Center for Advocacy and Recovery for Behavioral Health (NCAAR-BH). NCAAR-BH conducts assessments and connects clients to appropriate treatment and services based on need.

## **Section 5: Implementation of local innovations and system improvement**

### **Co-Enrollment Initiatives**

The CCWDB supports co-enrollment and service integration among partners and programs identified by the New Jersey Department of Labor and Workforce Development (NJLWD). By serving participants through multiple grant-funded programs, the WDB expands access to Workforce Innovation and Opportunity Act (WIOA) career services while providing comprehensive support tailored to individual needs. Co-enrollment occurs not only between WIOA and WorkFirst New Jersey (WFNJ) programs offered through the One-Stop Career Center, but also among WDB partner agencies administering other employment and training-related grants. This coordinated approach ensures participants receive the full range of resources necessary for successful employment outcomes.

Camden County Employment Services (ES) has implemented a formal process to co-enroll Reemployment Services and Eligibility Assessment (RESEA) participants into WIOA Title I programs to ensure compliance with state and federal directives promoting integrated service delivery. Under this process, ES walk-in customers are entered into the AOSOS system using the “*Utilizing Resource Room*” activity code, which automatically initiates co-enrollment with Title I. This procedural alignment enhances case management coordination, ensures consistent data tracking across funding streams, and allows participants to access the full continuum of career, training, and supportive services available through the One-Stop delivery system.

### **Shift in Delivery of Literacy Services**

With basic skills funding now distributed through a competitive Adult Literacy Innovations Initiative NGO award process, rather than a direct allocation to the local workforce area, the CCWDB will attempt to adopt a regional strategy to modernize literacy services. This approach aims to expand access, strengthen digital learning capabilities, and align training opportunities with in-demand occupations.



Our local area literacy services include:

- Integrating Virtual and Hybrid Learning Options: Expanding online learning platforms and digital literacy tools to promote flexible participation, self-paced learning, and broader accessibility.
- Enhancing Individualized Learning Plans: Leveraging skills assessments and career pathway mapping tools to tailor instruction to each participant's goals and align learning with employer needs.
- Data-Driven Program Oversight: Implementing performance tracking systems to monitor outcomes such as credential attainment, measurable skill gains, and employment placement, ensuring alignment with WIOA performance indicators.

Through these modernization strategies, the CCWDB aims to create a more flexible, accessible, and outcome-driven model that meets the evolving needs of job seekers and employers.

### **Performance Measures and Accountability**

**Youth Supplemental Wages** - An important part of performance outcomes for youth includes gathering wage information specifically during the post-program follow-up period. This includes information for Q2 and Q4 Entered Employment. After reviewing the NJWIN 2-17(P), it appears other Supplemental Wage information can be used, including "Self-employment worksheets signed and attested to by program participants..." To capture Supplemental data, outside the reporting of State UI wages, a post-program survey will be developed, considering best practice methods utilized by other workforce development systems.

**Industry-valued Credential** - An industry-valued credential is of paramount importance in occupational training. Although the One-Stop supports this notion, not all training providers understand the significance of identifying the connection between curricula and the subsequent credential achievement. Training providers will be required to provide occupational training through WIOA that results in an acceptable credential based on the curriculum of the respective training program. The CCWDB will research best practices and identify ways to make certain participants are not expected to initially cover credential testing costs. This will ensure participants complete training through obtaining an industry valued credential and WorkFirst Performance Outcomes are met.

**WorkFirst Performance Outcomes** - In FY26, the WorkFirst New Jersey (WFNJ) funding year changed to October 1, 2025, through September 30, 2026, which now aligns WFNJ funding with the federal funding of WIOA. With this change, new performance requirements are implemented. The Temporary Assistance to Needy Families (TANF) minimum level of service will be 225; and the Supplemental Nutrition Assistance Program (SNAP) will be 135. Of the enrollees at least 80% of participants will be placed in unsubsidized employment; and at least 60% of those who enter employment will be retained for at least 180 days or until the 2<sup>nd</sup> quarter

after exit. The CCWDB will submit monthly program dashboards reflecting funding, levels of service, as well as performance outcomes.

### **Regional Alignment**

The South Jersey Workforce Collaborative will convene to complete its Regional Plan modification. The CCWDB will recommend convening WDB's and County executive leadership to discuss the implications of the Supplemental Nutrition Assistance Program (SNAP) and Able-Bodied Adults Without Dependents (ABAWD) changes outlined in H.R. 1. The discussion will focus on assessing the potential impact of these changes on New Jersey's counties, local governments, and residents.

### **Youth Investment Council Initiatives**

The CCWDB's Youth Investment Council (YIC) established a Youth Subcommittee composed of a representative cross section of out-of-school, in-school, and justice-involved youth between the ages of 16 and 24. The purpose of this subcommittee is to provide the YIC with direct insight into the employment, education, and training needs of Camden County youth. Through this engagement, the YIC seeks to ensure that its strategies and initiatives remain relevant, equitable, and responsive to the challenges young people face. This approach supports the Council's broader goal of developing pathways to success that address both opportunities and barriers affecting youth across the county.

## **Section 6 Summary**

The CCWDB remains committed to fostering an inclusive, demand-driven workforce ecosystem that creates equitable opportunities for all residents while meeting the evolving needs of employers. These plan modifications reaffirm our alignment with the State's four key goals of Expanding Career Development Pathways, Strengthening Workforce Development System Coordination, Improving Public Employment Infrastructure, and Advancing Quality Employment for all New Jerseyans.