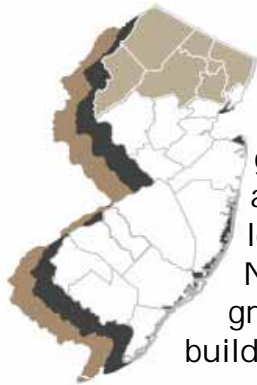


Northern New Jersey



Northern New Jersey, composed of 8 counties including Newark, is home to nearly half of the state's population. This region is challenged by an economy that demands experience in technology, global markets and fast-paced innovation. Despite its close proximity and transit access to New York City, Northern New Jersey faces job loss in its manufacturing base and a slowing economy. The Northern New Jersey WIRED region has set forth a plan to stimulate economic growth by re-shaping the region's workforce investment strategies and building on the competitive assets of the region.

Manufacturing jobs – which employ many of Northern New Jersey's residents – are declining in number, and as a result, the region seeks to diversify the local economy through strategically bolstering other industries. These industries include health services, retail, entertainment and the arts, transportation and logistics, advanced manufacturing and support of small business development. A Northeast Regional Economic Innovation Alliance (NREIA) study found that these industries – if given the proper attention and resources – could potentially produce high-growth jobs and add more than 130,500 jobs to the Northern New Jersey region over the next 10 years.

The Newark Alliance, a private non-profit agency focused on economic growth, has assumed a leadership role in revitalizing the Northern New Jersey economy. The Newark Alliance, which prepared a cluster-based economic development strategy for the City of Newark, is now turning to regional approaches for economic and workforce development. With strong links to business and industry leadership, the Newark Alliance is uniquely positioned to lead strategic transformation of the region's workforce and economic development initiatives.

The regional collaboration will engage eight local workforce investment boards, state leadership at the New Jersey Department of Labor and Workforce Development and post-secondary educational institutions in this endeavor. One of the education partners, the New Jersey Institute of Technology (NJIT), houses the business acceleration and incubator assistance program which supports the region's economy through development of small businesses and entrepreneurship to drive job growth.

To help regional employers meet their workforce demands, the region plans to promote talent development through entrepreneurial outreach programs in K-12 school systems and improvement of STEM skills at all levels of education. The region will also target development of spin-off industries growing along side high growth industries and establish a ladder Skills Competency Certification program for high growth industries.

