

Workforce Development Challenges for New Jersey and I: An Internship

ARITRA SAMANTA | APPLIED FIELD EXPERIENCE 2020

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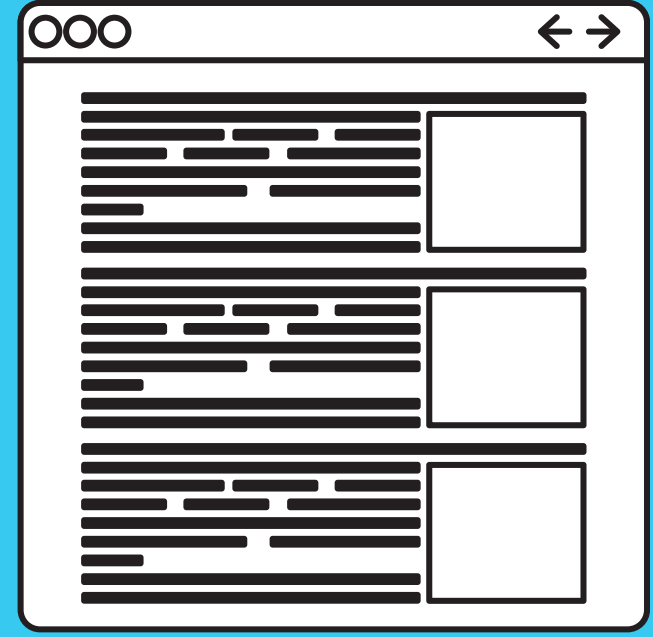
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Questions?

About Rutgers-VTC

Voorhees Transportation Center

- Primarily focused on transportation policy research
- Works on policy research and public outreach
- Partnerships with local, state and national agencies



What Did I Do?



WORKFORCE DEVELOPMENT

- Analysed results and wrote up report for survey on workforce challenge faced by NJ businesses
- Developed guide for focus groups with small businesses in the state



MIDDLESEX COUNTY DESTINATION 2040

Topic Briefs on:

- Energy Efficiency
- Smart Cities
- Community Development
- Vocational/Technical Education



- Edit and update Engage! database
- Collect and organize resources on best practices for virtual engagement

What Helped?

Research Design

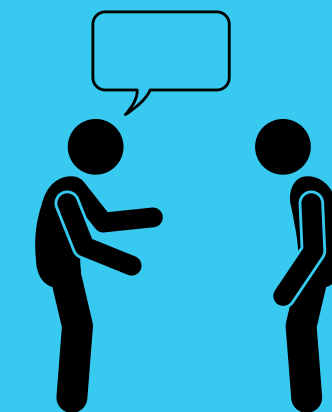
Writing focus group guides, being a better survey evaluator and report writer

Managing People and Organizations

Being a better communicator

Coat-Benefit Analysis/Intro to Transportation

Writing concisely for several audiences



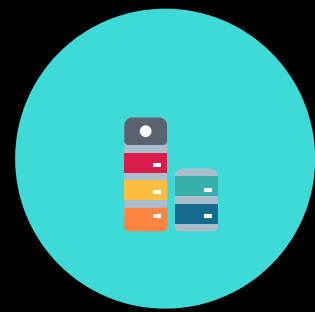
Workforce Development Challenges in New Jersey

Context



1

Partnership with EANJ and North Jersey Partners



2

Convenience sampling method



3

Email distribution to businesses



4

Asked questions regarding challenges to workforce hiring, retention and training



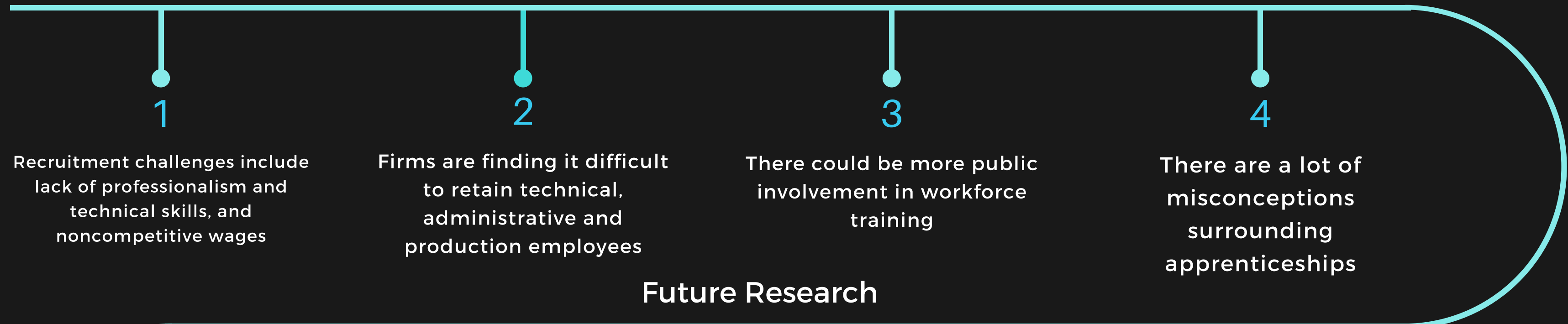
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Limitation: COVID-19 resulted in a high nonresponse rate

Workforce Challenges in New Jersey

What did we find?

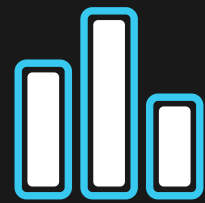
Results



Future Research



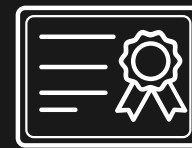
How did it Help Me?



GOT EXPOSED TO
DIFFERENT POLICY AREAS



BECAME A BETTER
PROFESSIONAL
COMMUNICATOR



LED ME TO TAKE A
PLANNING CERTIFICATE



QUESTIONS?

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