

New Hampshire PY 2011 Workforce Information Grant Annual Report

A) Accomplishments Related to Deliverables

The Economic and Labor Market Information Bureau of New Hampshire Employment Security, the designated workforce information entity for New Hampshire, supplied a wide variety of workforce information products and services to meet requirements of the Workforce Information Grant.

1) Populate the Workforce Information Database (WIDb) with state and local data.

The Bureau continues to maintain the Workforce Information Database (WIDb) in New Hampshire. All core tables are populated in version 2.4 of the WIDb, and data are maintained on a regular basis, as are multiple non-core tables.

WIDb Maintenance

The following data were loaded to WIDb tables, both local and Internet, between July 2011 and June 2012:

- Monthly updates of the following data tables:
 - Current Employment Statistics program data for NH Statewide and six Metropolitan NECTA/NECTA Divisions;
 - Labor force statistics for the US; NH Statewide; Counties; In-State and Cross-State Metropolitan and Micropolitan NECTA/NECTA Divisions, In-State and Cross-State Labor Market Areas; and Minor Civil Divisions (cities, towns, and unincorporated places);
 - Consumer Price Index for the US; and
 - Building permits (Census Bureau) for the US and NH Statewide
- Annual average data updates of the following data tables:
 - Current Employment Statistics program data for NH Statewide and six Metropolitan NECTA/NECTA Divisions;
 - Labor force statistics for the US; NH Statewide; County; In-State and Cross-State Metropolitan and Micropolitan NECTA/NECTA Divisions, In-State and Cross-State Labor Market Areas; and Minor Civil Divisions;
 - Building permits (Census Bureau) for the US, NH Statewide, and Counties
- Benchmark revisions by month:
 - Current Employment Statistics (CES), 2010 and 2011, NH Statewide and six Metropolitan NECTA/NECTA Divisions
 - Labor Force, 2007 – 2011, NH Statewide; County; In-State/Cross-State Metro and Micro NECTA, NECTA Divisions, and Labor Market Areas; and Minor Civil Divisions
- Industry and Occupational Projections
 - Statewide short-term industry and occupational projections, 2011 Q2 to 2013 Q2
 - Statewide short-term industry and occupational projections, 2011 Q4 to 2013 Q4
 - Long-term industry and occupational projections, and staffing patterns data, 2010 – 2020, for New Hampshire statewide

- Quarterly Census of Employment and Wages (QCEW)
 - Quarterly data for 2011 Q1 through 2011 Q4 to the NAICS industry group (4-digit) level for NH Statewide, Counties, Metropolitan NECTAs, Micropolitan NECTAs, and labor market areas
 - 2011 Q1 through 2011 Q4 to the NAICS industry group level for the US
 - 2011 Q1 through 2011 Q4 to the domain level (goods-producing and service-providing) for New Hampshire municipalities
- Annual Average QCEW
 - 2010 annual average data to the NAICS industry group (4-digit) level for the US, statewide, counties, labor market areas, and planning regions
 - 2010 annual average data to the NAICS sector (2-digit) level for municipalities
 - 2010 annual average data to the NAICS industry group (4-digit) level for the US
- Population Estimates
 - US Census Bureau estimates for US and NH statewide, 2011; and Counties, 2010 and 2011
 - US Census Bureau revised estimates for US and NH statewide, 1900 – 2010; and Counties, 1970 - 2010
- ARC Employer Database, 2011 second edition and 2012 first edition
- Transfer Payments from the US Bureau of Economic Analysis (BEA), statewide and US, 2009 - 2010
- Measures of personal income from the Bureau of Economic Analysis (BEA)
 - Statewide and US by quarter, revised and preliminary, 2008 Q1 – 2011 Q4
 - Statewide and US, revised and preliminary annual 2007 – 2011
 - County (revised), annual 2008 – 2010
- Business Employment Dynamics (BED) data for 2010 Q4 through 2011 Q3 were added to local WIDb (programming to display this data via the NNetwork application has not yet been developed)
- Tables containing Standard Occupational Classification (SOC) codes, North American Industry Classification System (NAICS) codes, and Classification of Instructional Program (CIP) codes were updated with the 2010 revisions of each taxonomy, and the Bureau of Labor Statistics' education and training codes for occupations were incorporated with the 2010 – 2020 occupational projections data

Occupational Licensing

An update of occupational licensing information for New Hampshire, entitled *Licensed, Certified, and Registered Occupations in New Hampshire*, was completed in December 2011. Information included license description; licensure requirements such as education, experience, examination, continuing education, and reciprocity; licensing authority; statutory and administrative rule references; number of active licensees; URL links, and related Classification of Instructional Programs (CIP) codes.

New Hampshire's occupational licensing information was disseminated in a print publication, on the Bureau's web site in PDF format, and in the WIDb via the NHnetwork application. This publication had over 73,700 hits on the ELMI web site during PY 2011.

Formatted data files, using the O*Net taxonomy, were also submitted to the National Crosswalk Service Center (NCSC) for inclusion on the CareerOneStop web site in April 2012 and went live in May 2012. This satisfies the ETA requirement to biennially submit updated occupational licensing data to Career OneStop.

Local and Substate Data Maintenance

The Bureau recognizes the value of local workforce information. In response to requests from the workforce development community, employers, and other users of workforce information, New Hampshire continues to populate the WIDb with extensive substate information. Substate data is maintained in 17 of the 30 populated WIDb data tables. Access to this data is provided through NHnetwork, New Hampshire's on-line labor market information system and WIDb user interface.

In addition to standard WIDb tables, 16 tables were added to the WIDb to support Internet access of data contained in the New Hampshire Community Profiles. Users are provided access to municipality-specific information through the NHnetwork application, as well as through standard HTML web pages and PDF documents. The annual update to these data tables was completed in February 2012.

Data Provided to NH Job Match System

A subset of the WIDb data maintained for the NHnetwork application was deemed relevant to the Job Match System, New Hampshire Employment Security's on-line labor exchange and labor market information system. The bureau has provided regular data updates for the system, primarily at the US, NH statewide, and county geographic level, for those data sets considered appropriate for the application. Data submitted for the system included CPI, CES, QCEW, Labor Force, Building Permits, OES Wages, industry and occupational employment projections, Employer Database, and education and training program providers.

Web Server Upgrade

In addition to regular data maintenance, the NHnetwork application and the supporting Workforce Information Database (in Oracle) were migrated to new servers. Equipment housing the database and application was experiencing frequent operational failures, and technical support was no longer available for the equipment. Both the data and the application were migrated to new servers in July 2011.

2) Produce and disseminate industry and occupational employment projections.

New Hampshire continues to produce and disseminate statewide industry and occupational employment projections using the methodology, software tools, and guidelines developed by the Projections Workgroup and the Projections Managing Partnership.

Primary activities for PY 2011 were the production of statewide long-term projections by industry and occupation and statewide short-term projections. Statewide long-term projections were developed for the 2010 to 2020 period. Statewide short-term projections were developed for the 2011 Q2 to 2013 Q2 period and the 2011 Q4 to 2013 Q4 period.

- The Bureau prepared long-term estimates of employment by industry and occupation for New Hampshire, incorporating annual average employment by industry for the 1972-2010 time period, with 2010 base year employment and employment projected to 2020. The estimates satisfy the ETA requirement to produce long-term projections for 2010 – 2020, and were delivered for use on CareerOneStop on June 29, 2012. Additionally, the projections were made available on the Bureau's web site in data tables.
- The Bureau populated the Workforce Information Database with sub-state long-term projections for the 2010-2020 time period to allow for further public dissemination through NNetwork, New Hampshire's on-line labor market information system and WIDb user interface.
- The Bureau prepared two sets of short-term statewide estimates of employment by industry and occupation, based on the latest available quarter of information and forecast out eight quarters. One set covered the 2011 Q2 to 2013 Q2 time period. The Bureau populated the WIDb with these data to allow for further public dissemination of these projections in February 2012.
- The second set of short-term projections for the time period 2011 Q4 to 2013 Q4 was completed in June 2012. This satisfies the ETA requirement to produce short-term, industry and occupational employment estimates during PY 2011 covering the 2011-2013 time period. These estimates were delivered for use in CareerOneStop on June 29, 2012. The Bureau populated the WIDb with these data to allow for further public dissemination of these projections in July 2012.
- The Projections Workgroup's Skills-Based Projections web site was populated with New Hampshire's long-term statewide projections (2010 – 2020) in June 2012. Statewide short-term projections were loaded to the Skills-Based Projections site in February 2012 (2011 Q2 – 2013 Q2) and June 2012 (2011 Q4 – 2013 Q4).
- The Bureau published an article on short-term projections for 2010 Q4 to 2012 Q4 in the July 2011 issue of *New Hampshire Economic Conditions*. The article discussed the differences between short-term (to 2012 Q4) and long-term (to 2018) industry employment expectations. An article on the 2010 – 2020 long-term projections was published in the June 2012 issue of *New Hampshire Economic Conditions*. This article focused on highlights from the new round of projections. Both articles are available on the Bureau's web site.

- In June 2012, the Bureau published the *New Hampshire Job Outlook and Locator by Industry and Occupation* for base year 2010 to projected year 2020 in conjunction with statewide long-term projections. This publication lists over 650 occupations, with base year and projected year employment, ten-year growth rate, average annual openings, and occupational descriptor, identifying expected employment prospects for each occupation. Also included is a brief description of the occupation, the top six employing industries (reverse staffing patterns), the May 2011 Occupational Employment Statistics (OES) wage rates, and the (new) Bureau of Labor Statistics education, experience, and job training requirements. The *Job Locator* was made available on the Bureau's web site in PDF format in addition to the hard copy.

3) Conduct and publish relevant economic analyses, special workforce information, and economic studies of benefit to the governor and the SWIB.

Vital Signs: New Hampshire Social and Economic Indicators

The Economic and Labor Market Information Bureau updated *Vital Signs*, an annual review of economic and social conditions. *Vital Signs* presents information about significant aspects of the state's economic, social, and environmental structure. This year, the publication was redesigned from an annual publication with extensive analysis to a series of on-line data tables with rolling updates.

Data for this publication is obtained from numerous other sources, ranging from federal agencies and other state agencies to private industry groups and institutes. Data covering a five-year time span is collected and presented in eighteen chapters. To improve timeliness of data publication, the information is now updated on a rolling basis, that is, when new information becomes available. This change is an effort to provide customers with the most recent data available without awaiting the annual completion of a written publication.

Since initial publication in March 2012, *Vital Signs* data tables have garnered nearly 2,100 hits on the Bureau's web site. The previous edition of *Vital Signs*, a full publication with data tables and written analysis, had about 5,600 hits from July 2011 through February 2012, totaling 7,700 web hits for PY 2011.

New Hampshire Economic Data Dashboard

The New Hampshire Economic Data Dashboard presents a two-page summary of data including labor force and unemployment rates, current employment statistics, CPI measures, building permits, initial and continued claims for unemployment insurance, duration of unemployment, and employment by industry from the Quarterly Census of Employment and Wages. The dashboard is in a spreadsheet format and allows users to select a variety of geographic areas in each data section. The NH Economic Data Dashboard is available on the Bureau's website. This product had about 3,300 web hits during PY 2011.

Local Employment Dynamics (LED)

In December 2010, New Hampshire officially joined the Local Employment Dynamics (LED) Partnership with the US Bureau of the Census. New Hampshire data went live on the Census LED web site in January 2012. In May 2012, an LED landing page was added to the Bureau web site, with links to the Census LED site, along with "skinned" versions of the Quarterly Workforce Indicators (QWI) application and the Industry Focus application for New Hampshire. The LED page on ELMI's web site had about 250 hits in the six-week period since posting in late May 2012 through the end of PY 2011.

New Hampshire staff participated in a workgroup for the LED program to redesign the QWI on-line application. This application was first developed during the pilot phase of LED, and has not been updated since. Ease of use, improvements to accessibility of geographic area data, and information suitable for users of various knowledge and ability levels were considered.

Equal Employment Opportunity Data Analysis

In September 2011, the Bureau arranged receipt of monthly data extracts on the gender and minority status of registered job seekers. This information is useful for businesses who are developing affirmative action plans, and others with EEO responsibilities. This information provides counts and percentages registered job seekers, by O*Net code, for females, minorities, veterans, the indigent, the disabled, and youth.

In addition to the monthly reports, data tables with the gender and minority status of the population and the employment status of the civilian population by minority and race were updated, using Census 2010 data and American Community Survey (ACS) data for 2006 – 2010.

Econometric Model (REMI)

The Bureau continued to develop workforce and economic information through use of our New Hampshire econometric model. This model is used to analyze the short- and long-term impacts of economic changes, plant closings, proposed economic development, and other exogenous events. These economic impact studies provide information about the impacts of significant plant shutdowns or development, and the anticipated impact on occupational demand and workforce development requirements. The Bureau identifies types of workers who would likely be affected by negative economic changes, and predicts the types of workers needed in response to business openings and specific economic development.

- The Bureau renewed a support and maintenance contract with the developer of the New Hampshire econometric model, Regional Economic Models, Inc. (REMI). An updated version of the model was installed in January 2012.
- Scenarios prepared using the REMI Policy Insight +® model included:
 - September-November 2011 — Assessed the capabilities of the REMI model as a tool to simulate proposed regional scenarios under HUD Sustainable Regional Planning Grant initiative
 - November-December 2011 — Used the REMI modeling tool for an advisory assessment of the impact of major public works in New Hampshire
 - May 2012 — Evaluated the population estimates in the REMI Model to use as a benchmark for New Hampshire's 2010-2020 industry and occupational employment projections

Benefits Survey

The Economic and Labor Market Information Bureau conducted an Employer Benefits Survey during PY2011. Processing began during the program year, but will be completed, along with analysis and publication, in PY2012.

At the request of the New Hampshire Task Force on Work and Family, the Bureau added several questions regarding family-friendly benefits to the survey instrument. One of the charges of the Task Force is to collect data and information concerning work-family issues, including employer policies and practices that enable employees to balance work responsibilities and family commitments and also help employers improve productivity. The Task Force was created pursuant to New Hampshire RSA 276-B, Chapter 255:1 Laws of 2010.

4) Post products, information, and reports on the Internet.

New Hampshire has posted all of its grant-produced products, reports, and other workforce information on the New Hampshire Employment Security, Economic and Labor Market Information Bureau web site. This facilitates product and information use by the workforce investment system, including partners, researchers, allied agencies, and other customers.

In February 2012, a web site revision was launched. The updated site includes a number of organizational and search capability improvements. The site has been reorganized with the goal of making locating information easier. Improvements include a listing of recently updated data and publications, an A-to-Z index that lists topics and products in alphabetical order, and a Bureau-specific search function.

During PY 2011 the New Hampshire Employment Security Economic and Labor Market Information Bureau's web site garnered just over 663,000 page hits and downloads. Due to the launch of the new site, web page hit and download data were unavailable for the month of February 2012. Also, the revised site changed how users access some information, so web site measures were not necessarily comparable between the periods of July 2011 – January 2012 and March 2012 – June 2012.

- The most popular product by far on the Bureau's web site is *New Hampshire Community Profiles*, a summary of demographic, social, and economic information for each of New Hampshire's 234 municipalities. The profiles are updated annually through a mail survey, and supplemented with data from administrative databases and public data sources, such as the US Census Bureau and other state agencies. The profiles are published in HTML pages and PDF files on the web site. Similar profiles for New Hampshire's ten counties are also published as PDF files. There were approximately 300,000 page hits and downloads of this information during PY 2011.
- The second most accessed product was *Licensed, Certified, and Registered Occupations in New Hampshire*. Licensing information is made available on the web site as a PDF document and in HTML pages. There were approximately 68,000 page hits and downloads of this information during PY 2011.
- The third most accessed product was *New Hampshire Occupational Employment and Wages*, based on data collected and published by the Bureau's Occupational Employment Statistics (OES) program. There were approximately 50,000 page hits and downloads of this information during PY 2011.
- Other frequently accessed publications and web pages were:
 - the monthly employment situation news release for New Hampshire and Local Area Unemployment Statistics (LAUS) report;
 - *New Hampshire Economic Conditions*, the Bureau's monthly bulletin;
 - Monthly Current Employment Statistics (CES) data; and
 - Unemployment Insurance claims data, and an analysis of historical data.

5) Partner and consult on a continuing basis with workforce investment boards and other workforce and economic development partners.

Grantees are required to partner and consult on a continuing basis with the SWIB in order to identify and provide needed information support for workforce investment strategic planning and response to rapidly changing economic conditions and state and local initiatives.

- Throughout the year, the Bureau responded to multiple requests from the Office of Workforce Opportunity, New Hampshire's state workforce investment board.
- Information was gathered to support the Office of Workforce Opportunity as they prepared to update the State WIA Unified Plan.
- Throughout the year, the Bureau responded to requests from National, State, and Local government representatives including staff for both the President and Vice President, the Governor's Office, the New Hampshire Executive Council, New Hampshire's U.S. Senators and Representatives, State Senators and Representatives, and many municipal officials. The most frequently requested information was regarding labor force statistics.
- Conducted presentations discussing labor market data and Bureau services for members of Professional Networking groups in Nashua, Concord, and Salem. These groups were formed to support professional workers who are continuing to have difficulty finding professional positions. In PY 2011, presentations were made at three separate networking meetings to a total of 52 attendees.
- Conducted training sessions for agency and partner staff members discussing how to use tools and information from the Bureau. Staff attending included:
 - NH Employment Security Certifying Officers (5)
 - NH Employment Security Field Auditors (10)
 - Strafford County Community Action Program WIA Staff (25)
 - NH Dept. of Health and Human Service, Transitional Assistance (4)

Support of economic development and retention

The Bureau continued its support of economic development and retention efforts by the Department of Resources and Economic Development, Division of Economic Development as well as regional and local economic development organizations throughout the program year.

- In April 2012, the Bureau updated composite profiles of New Hampshire's ten counties based on the content of the New Hampshire Community Profiles. The county profiles were provided to the NH Division of Economic Development for use in business recruitment and job creation initiatives.
- Provided the NH Division of Economic Development an analysis of Science, Technology, Engineering, and Mathematics (STEM) occupations, including 2010 – 2020 employment projections and 2010 – 2011 postsecondary program completions data.

- Conducted a presentation with the Belknap County Economic Development Council to 35 members of the Lakes Region Chamber of Commerce discussing the median age of the population, economic forecasts, and commuting patterns.
- Provided the NH Division of Economic Development workforce and commuting information using the Local Employment Dynamics OnTheMap application. This information supported efforts to attract potential employers to the area.

Support of the education community and other activities

Data and research assistance was also provided to a variety of other state partners in support of grant applications, strategic planning, and career development activities.

Distribution of career products. Throughout the year, career products were distributed in print as well as via downloads from the Bureau's web site. Though last updated in 2010, there is still demand for career products. During PY 2011, the following publications were distributed to schools, local employment offices, counselors, and other users.

- ***New Hampshire Job Notes.*** The 2010-2011 publication was the 21st edition of the career tabloid, a popular product for both youth and adults. It includes articles on using interests to identify occupational choices, postsecondary education options, applying for college, military careers, apprenticeship, lifelong learning, and planning for life after school. It also has sections on job hunting tips, resume and cover letter writing, and interviewing, as well as a Career Planning Table that lists about 600 occupations, with a description, projected openings, hourly or annual wage, basic skills, and related educational requirements. During PY 2011, there were 6,200 copies of the newspaper distributed in print, and 4,400 downloads from the web site.
- ***So You Want to Be A ...*** A set of 20 different brochures describing the top ten occupations based on average annual openings and the top ten occupations based on ten-year growth rate. During PY 2011, there were 82 sets of the 20 brochures distributed in print, and over 3,000 downloads from the web site.
- ***Career Posters.*** A set of 15 posters outlining the career clusters, listing occupations in each clusters organized by basic educational requirement, and including average annual openings and hourly wages for each occupation. During PY 2011, there were 10 sets of the posters distributed in print, and over 2,200 downloads from the web site.

Other activities. Other activities related to the Bureau's mission.

- December 2011 — Presentation to the Joint New Hampshire Senate and House of Representatives Ways and Means and Finance Committees to discuss recent labor market and economic highlights.
- March 2012 — Staff attended the Local Employment Dynamics (LED) Annual Workshop in Washington, D.C.
- June 2012 — Staff attended the BLS/ETA Roundtable in Boston, MA, and gave a presentation on *Exploring Green in Real-Time — A New Hampshire Perspective*, to discuss work conducted as part of the Northeast Consortium

B) Customer Consultations

New Hampshire is a small state, with a single Workforce Investment Board. The Bureau and its customer base are small enough to provide individualized services for most customers. Through the process of responding to requests for information, discussions with presentation attendees, and informal requests for feedback provide the source for suggestions on improving services and expanding products available.

During PY 2011, staff responded to over 350 information requests from the public, the media, other state and federal agencies, local government representatives, and state and federal legislators.

C) Partnerships and Collaborations

State Labor Market Information Improvement Grant

New Hampshire is a member of the Northeast Consortium, which received a Labor Market Information Improvement Grant to determine (1) the effectiveness of real-time labor market information extracted from online job postings, and (2) the ability to measure jobs in renewable energy, energy efficiency, and related green businesses using job posting data. The grant was initially received in 2009, and work continued through the end of 2011.

During PY 2011, the Consortium's research was completed. In addition to specific activities related to the Consortium's deliverables, what was learned through research on real-time data and the green economy in New Hampshire provided information for industry research papers, including:

- ***New Hampshire Green Jobs Survey:*** results of a targeted survey of potential green business to gather information on job posting behaviors, and education, skills, and training requirements for workers at green establishments.
- ***Emerging Green Construction in New Hampshire:*** examines the shift toward energy efficiency affects training needs and certifications for construction workers and industry professionals, along with other changes in the industry.
- ***Green Manufacturing in New Hampshire:*** A look at how New Hampshire's Green Manufacturing industry streamlines the manufacturing processes and uses green practices.
- ***The Greening of Transportation in New Hampshire:*** A look at Transportation and Warehousing in New Hampshire, and some of the ways businesses in this industry are incorporating more efficient energy use.
- ***Exploring Green in Real-Time — a New Hampshire Perspective:*** provides a summary of the work completed by New Hampshire under the Labor Market Information Improvement Grant. The report details work in understanding the "green" economy, including the definition used in New Hampshire, the use of real-time data, New Hampshire's green economy, green industry papers, and a "what we learned" section.

Business One-Stop Initiative

In January 2011, the Governor established an initiative to compile state services related to business into a single web application. The Business One-Stop application is designed to be a single location for business-related information, making it easier for businesses to interact with all of government and to streamline business transactions. New Hampshire Employment Security was an initial participant, providing Unemployment Insurance tax information, employer services, occupational licensing information, and other labor market information. ELMI staff coordinated NHES' involvement in Business One-Stop, and assisted in application design review and testing. The application is scheduled to go live in fall 2012.

NH Community College System — Program Completer Industry Match

During PY 2011, the Bureau provided support for outcomes assessment activities for the Community College System of New Hampshire. The NH Community College System consists of seven independent colleges, plus academic centers, and serves over 27,000 students annually. Support for the outcomes assessment was accomplished through two different efforts.

First, under an agreement with the Community College System of New Hampshire, the Bureau provided data for the purpose of reporting information concerning the placement of students in employment as required by Section 203 of the Carl D. Perkins Career and Technical Improvement Act of 2006, also known as "Perkins IV." This involved affirming or denying existence of wage records in the New Hampshire Employment Security Unemployment Compensation data base during the quarter following the academic year. No individual wage records or employer names were provided.

Second, under individual agreements with three separate campuses of the Community College System of New Hampshire, the Bureau provided NAICS codes for program completers where wage records existed in the New Hampshire Unemployment Compensation system. This allowed the campuses to assess the effectiveness of training programs, and to determine some likelihood of students' ability to obtain a job in their field of education. No individual wage records or employer names were provided.

US Housing and Urban Development (HUD) Sustainable Communities Grant

In November 2011, New Hampshire's Regional Planning Commissions were awarded a Sustainable Communities Grant from HUD. Under the three-year grant, New Hampshire's nine regional planning commissions will assess issues related to transportation and land use, economic development and resource management, housing, public health, energy, and cultural, historic, and natural resources. By the end of the grant, a growth and development plan specific to each of the nine regions will be prepared. Public input into this process is a high priority, and a range of community and business leaders, state agencies, counties and municipalities, and citizen groups will be participating.

Bureau staff personnel have attended communications training and are members of the Community and Economic Vitality Technical Advisory Subcommittee. New Hampshire's ELMI Bureau will also support this effort, under contract, by evaluating economic scenarios based on proposed decisions to aid planners in the value of various alternatives. ELMI will utilize New Hampshire's ten-county REMI Policy Insight +[®] econometric model to run outcome scenarios for each of the Regional Planning Commissions.