

**New Hampshire  
Workforce Information Grant  
Annual Report  
PY 2014**

**September 30, 2015**

## **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.

### **i) Workforce Information Database (WIDb)**

The Bureau continues to maintain the Workforce Information Database (WIDb) in New Hampshire. All core tables are populated in version 2.5 of the WIDb, and data are maintained on a regular basis, as are multiple non-core tables. New Hampshire-specific statewide and substate data are compiled for import into the WIDb where available. Substate data include counties, municipalities, planning regions, one-stop service areas, and metropolitan, micropolitan, and small labor market areas.

Customers are provided access to the WIDB via NHNetwork, New Hampshire's online labor market information system. During PY 2014, upgrades to the application included: revisions to the interface for the ARC Employer Database to incorporate provisions of the new contract with infoGroup; improved accessibility to building permits data; corrections of display issues for Occupational Employment Statistics (OES) survey data; and incorporation of re-delineated metropolitan, micropolitan, and small labor market areas.

#### **WIDb Maintenance**

Regular updates of data released on monthly, quarterly, and annual schedules were completed during PY 2014, including:

- local area unemployment statistics;
- current employment statistics;
- benchmark revisions of local area unemployment statistics and current employment statistics;
- consumer price index;
- building permits;
- occupational employment and wages;
- quarterly census of employment and wages;
- population;
- personal income and transfer payments;
- state general fund tax revenues; and
- local and equalized property valuations and tax rates.

In addition to regularly scheduled updates, the following data were loaded:

- Statewide short-term industry and occupational projections, 2013 Q4 to 2015 Q4 and 2014 Q2 to 2016 Q2
- 2012 to 2022 long-term industry and occupational projections, and staffing patterns for New Hampshire's nine planning regions and ten counties

- Occupation by gender data, 2010 Census Special EEO tabulation, NH statewide
- Commuter (journey to work) data by place of residence and place of work, ACS 2006–2010 5-year estimates, by municipality
- ARC Employer Database, 2015 first edition
- Schools and Educational Programs
  - Programs offered by New Hampshire secondary career and technical education centers and postsecondary institutions, 2014-2015 school year
  - Secondary career and technical education program completers, 2013-2014 school year, and postsecondary program completers, 2012-2013 school year

### **Geographic Area Revisions**

With the release of January 2015 monthly data, the Bureau began publishing data using re-delineated metropolitan, micropolitan, and small labor market areas, based on 2010 U.S. Census Journey to Work data. Labor force and Current Employment Statistics data for the re-delineated areas were re-estimated back to 1990, both monthly and annual estimates. Quarterly Census of Employment and Wages data were published using the revised delineations as of the release of 2014 Q3 data. All of these data were loaded into the WIDb, and the NHnetwork application was revised to reflect the geographic area revisions.

### **Occupational Licensing**

Since the completion of the publication Licensed, Certified, and Registered Occupations in New Hampshire in PY2013, updates have been posted on the web site and loaded in the WIDb upon request of licensing boards and agencies to accommodate changes in personnel, address, telephone number, etc. The latest update of licensing information for New Hampshire was supplied to the National Crosswalk Service Center, and released on the U.S. Department of Labor's Career OneStop web site in July 2014. The biennial occupational licensing update will be undertaken during PY 2015.

### **Local and Substate Data Maintenance**

Local workforce information, such as data for New Hampshire's municipalities, continues to be in demand by Bureau customers. New Hampshire populates 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.

In addition to standard WIDb tables, 16 tables were added to the WIDb for data contained in the New Hampshire Community Profiles. Users access this municipality-specific information through the NHnetwork application, HTML web pages, and PDF documents. Updates to these data were completed in November 2014, to incorporate updates from an annual survey to communities, and again in March 2015, to incorporate American Community Survey (ACS) 2009–2013 5-year estimates.

**Data Provided to NH Job Match System**

A subset of the WIDb data maintained for the NNetwork application was deemed relevant to the Job Match System (JMS), New Hampshire Employment Security's on-line labor exchange and labor market information system. The Bureau provided regular data updates of those data sets considered appropriate for the JMS application.

New Hampshire-specific data submitted during PY 2014 for JMS included Current Employment Statistics, Quarterly Census of Employment and Wages, Local Area Unemployment Statistics, building permits, Occupational Employment Survey wage estimates, industry and occupational employment projections, ARC Employer Database, and educational data, including schools, programs, and program completions.

## ii) Industry and Occupational 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.

- In January and February 2015, the Bureau populated the Workforce Information Database with county and planning region long-term projections for the 2012 to 2022 time period for further public dissemination through NHNetwork, New Hampshire's on-line labor market information system and WIDb user interface.
- In conjunction with the 2012 to 2022 long-term projections for New Hampshire's nine planning regions, the Bureau published a summary of the highlights for each planning region as well as an overall comparison of the employment growth rate for the regions.
- The Bureau prepared two sets of short-term statewide employment estimates by industry and occupation. The first set covered 2013 Q4 to 2015 Q4. Data tables were posted on the Bureau's website and the WIDb was populated with these data for further public dissemination in July 2014.

The second set of short-term projections covered 2014 Q2 to 2016 Q2. The Bureau both posted data tables on the web site and populated the WIDb with these data for further public dissemination of these projections in February 2015. These estimates were delivered per Projections Managing Partnership instructions on February 23, 2015. This satisfies the ETA requirement to produce short-term industry and occupational employment estimates during PY 2014 covering 2014 to 2016.

- The Bureau published an article on job prospects in New Hampshire by Holland interest type in the January 2015 issue of *New Hampshire Economic Conditions*. The article focused on occupations in dominant interest areas with the largest number of projected openings from 2012 to 2022.
- The Bureau published an article discussing short-term projections in the April 2015 issue of *New Hampshire Economic Conditions*. The article focused on the occupational outlook for high school graduates in a diverse labor market.
- During PY 2014, staff participated in discussion with Projections Managing Partnership members on the installation and testing of the Projection Forum within the Projection Suite and participated in the beta testing of ETA upload function for delivering short-term projections. Staff also participated in online training offered by PMP and C2ER on changes to net separation calculations proposed for 2016 to 2026 projection cycle.

### **iii) Annual Economic Analysis and Other Reports**

The following publications and reports were published on the Economic and Labor Market Information Bureau's web site during PY 2014:

#### ***2014 in Review: Recovery***

The annual economic analysis report assessed New Hampshire's post-recession economy. The report reviewed a variety of economic indicators, and evaluated the changes in these indicators between 2007 and 2014. The report also examined two continuing employment issues haunting the state: long-term unemployment and the skills gap. The report was published in February 2015.

#### ***New Hampshire's Top Career Prospects***

The Top Career Prospects are 25 occupations with the largest number of annual job openings, expected to have "very favorable" employment prospects in New Hampshire through 2022. For each occupation, detailed career information was compiled, such as lay job titles, job responsibilities, New Hampshire employment outlook and wage, top industries, education and training and work environment. This information was posted on the Bureau's web site in July 2014, both as HTML pages and also available for download in PDF files.

#### ***Sullivan County: A Workforce Study***

This study presented a demographic and labor force profile of Sullivan County, New Hampshire, the state's third smallest county in land area. The report illustrated the age breakout of workers in the county's largest industries using LED data from the Census Bureau. Commuting data show how Sullivan County is a net exporter of workers, with more residents commuting out of the county to work than workers commuting in. The report was published in August 2014.

#### ***Manufacturing in New Hampshire Fact Sheet***

In support of New Hampshire's Manufacturing Week activities, a two-page fact sheet on *Manufacturing* in New Hampshire was prepared. This handout included information on employment levels, average wages, turnover rates, online job postings (from Burning Glass Technologies), and long-term projections for the top occupations in manufacturing. The fact sheet was published in September 2014.

#### ***Work in Progress: Construction in New Hampshire***

The outlook for Construction employment in New Hampshire is positive, with nearly 4,000 new jobs expected by 2022. This analysis reviewed aspects of the Construction industry, including nonemployer businesses, worker age and gender, seasonal hiring and temporary layoff patterns, occupations, and worker supply. The report was published in September 2014.

### ***Vital Signs: New Hampshire Social and Economic Indicators***

*Vital Signs* presents information about significant aspects of the state's economic, social, and environmental structure. The publication is published as a series of on-line data tables that are updated on a rolling basis depending on information availability. Data covering a five-year time span is collected from a variety of sources and presented in 18 topical chapters.

In January 2015, the Bureau completed an update for *Vital Signs* online, creating separate web pages for each of the 18 chapter topics. The revised site provides easy access to data tables and analysis, and includes print-friendly options. Links to other subject-related articles and charts produced by the Bureau were added to each page.

### **Pay Equity Data**

New Hampshire law, NH RSA 275:41-c *Pay Equity Information*, requires that information about compensation differentials by gender and occupation be made available to assist the public in understanding any differentials. Data tables on wages by occupation by gender were compiled to comply with this law. The data tables were posted to the Bureau's web site in February 2015.

Information posted on the Bureau's web site included:

- Data tables on over 475 individual occupations in 22 major occupational groups. These data were extracted from the U.S. Census Bureau's 2006-2010 5-year American Community Survey, special Equal Employment Opportunity (EEO) Tabulation of 2006-2010 Wages by Occupation.
- Data tables on estimates of the number of full-time, year-round employed individuals and median earnings for the past 12 months, by gender, for five high-level aggregations of major occupational groups, 17 major occupational groups, and 13 minor occupational groups. These data were extracted from the U.S. Census Bureau's 2013 American Community Survey 1-year estimates, which are compiled annually and represent the experience of New Hampshire residents, not necessarily workers employed at jobs in New Hampshire.
- Data tables on average hourly earnings for New Hampshire residents who are employed full-time, by gender, for 22 major occupational groups. These estimates are based on unpublished Current Population Survey (CPS) data from the U. S. Census Bureau for the 60-month period January 2010 through December 2014. The data in this table are based on responses from individuals who were employed full-time with consistent hours of work; adjustments were made to estimated hourly earnings to remove the impact of overtime (more than 40 hours per week). These estimates represent the experience of New Hampshire residents, not necessarily workers employed at jobs in New Hampshire.

***New Hampshire Computer and Information Technology Job Postings***

In New Hampshire, there were about 1,000 computer and information technology job postings online between November 2014 and January 2015. The distribution of these job postings varied only slightly between New Hampshire and the nation, indicating that business needs in the state are not significantly different than those nationwide. Education, certifications specified, and computer language preferences were evaluated by job title, as well as by employer. The report was published in May 2015.

***Nursing Job Postings in New Hampshire***

In New Hampshire, there were over 900 online job postings for nursing positions from January through February 2015. This report examined all occupations that included 'nurse' in the job title. More than 60 percent of those postings were for registered nurses. Top nursing specialty titles, education, and certification were evaluated, as well as employers with the most job postings. The report was published in June 2015.

***New Hampshire Economic Data Dashboard***

The New Hampshire Economic Data Dashboard presents a two-page data summary of economic data in a spreadsheet format that allows users to select a geographic area in applicable sections. Updated monthly, the NH Economic Data Dashboard is available on the Bureau's web site.

#### **iv) Customer Consultations**

##### **Workforce Board Consultations**

Throughout the year, the Bureau consulted and provided assistance to the Office of Workforce Opportunity, New Hampshire's state workforce investment board.

- August 2014 — Staff provided an overview of the PACIA (Performance Accountability and Consumer Information Agency) operations to a new staff member of the NH Office of Workforce Opportunity (OWO). This included an overview of Eligible Training Providers and programs information maintained by PACIA, a summary of products provided by PACIA to the OWO, and an introduction to NSCITE (NH Works Source for Consumer Information on Training and Education), the state's eligible training provider application.
- April 2015 — Bureau staff met with the Director of the Office of Workforce Opportunity to review and discuss real-time labor market information products being developed by the Bureau. As a result of this discussion, the Bureau will be providing a quarterly evaluation of online job postings, listing top job titles and employers by occupational group, for use by the Workforce Investment Board.

##### **Career Information Product Consultations**

Throughout PY 2014, the Bureau consulted with members of the education and training community to garner feedback on ways to improve presentation of career information, making it more useful to teachers, students, and practitioners.

- July 2014 — The Bureau prepared information for the Community College System of New Hampshire regarding potential apprenticeship opportunities related to occupations with very favorable projected employment opportunities, along with the industries in which these occupations are found, and firms in those industries.
- September 2014 — Bureau staff met with representatives from the education community, including the Administrator of the Bureau of Career Development at the NH Department of Education; the Director of Carl D. Perkins Programs for the Community College System of NH; and the Career Coordinator for Pinkerton Academy in Derry, NH. The meeting involved a discussion of (1) the level of knowledge about labor market information in the education community; (2) what products or tools would be useful to those engaged in career education and counseling; and (3) what the Bureau can do to facilitate the knowledge and use of labor market information by those in the educational community, with the ultimate goal of career success for New Hampshire's students.
- November 2014 — Bureau staff met with representatives from the Career and Technical Education Division at NH Department of Education, the USDOL Apprenticeship State Director, and the Career Coordinator for Pinkerton Academy in Derry, NH to discuss development of useful career tools, based on available labor market information, and apprenticeship issues.

## **v. Activities undertaken to meet customer needs**

During PY 2014, staff responded to over 200 information requests from the public, the media, other state and federal agencies, local government representatives, and state and federal legislators. The most frequent requests for information, assistance, and presentations were received from customers in workforce development, economic development, regional planning, and the education community.

### **Workforce Investment Board**

- July 2014 — Bureau staff compiled a variety of information about New Hampshire's North Country into a presentation, including Local Employment Dynamics data, Quarterly Census of Employment and Wages data, population, median age, and unemployment rates, for a local office manager, who was speaking at the WIA Interagency Directors' Group meeting.
- September 2014 — Bureau staff presented information on New Hampshire labor force statistics, trends in unemployment compensation initial claims, the number of unemployed and long-term unemployed persons by age group and education level, and the 2012 to 2022 long-term industry and occupational projections.
- September 2014 — Bureau staff prepared a Manufacturing fact sheet in conjunction with the October 2014 Manufacturing Week in New Hampshire, which was distributed at the New Hampshire Workforce Investment Board meeting.
- September 2014 — Bureau staff prepared a Construction fact sheet in conjunction with Construction Days 2014, which was distributed at the New Hampshire Workforce Investment Board meeting.
- October 2014 — Bureau staff provided estimates of unemployment and long-term unemployment by age and education to the Office of Workforce Opportunity. This fulfilled a request made at the September 2014 New Hampshire State Workforce Board meeting.
- December 2014 — Bureau staff spoke to the New Hampshire Shared Youth Council. The presentation covered labor market conditions for youth in New Hampshire and described the occupational outlook for 2012 to 2022.
- March 2015 — Bureau staff hosted representatives of the U.S. Employment and Training Administration who were conducting an on-site review of the Wage Record Interchange System (WRIS), used for training program outcomes measurement and assessment.
- March 2015 — Bureau staff presented information to the State Workforce Investment Board discussing New Hampshire labor force statistics, trends in unemployment compensation initial claims, and short-term projections.
- April 2015 — Bureau staff provided the Office of Workforce Opportunity with a summary of persons exiting WIA training programs and the industry sectors in which they are employed, broken out by type of training program (classroom training or on-the-job training).

- June 2015 — The Director of the Office of Workforce Opportunity was provided a quarterly online job postings report, listing top job titles and employers by occupational group.

### **Economic development and retention**

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

- November 2014 — the Bureau responded to a request from the Division of Economic Development for labor market information covering the southeastern part of New Hampshire. The information was used in a business recruitment effort.
- In December 2014, the Bureau updated composite profiles of New Hampshire's ten counties, similar to the content of the New Hampshire Community Profiles, with data from the 2011-2013 3-Year American Community Survey. The county profiles were provided to the NH Division of Economic Development for use in business recruitment and job creation initiatives.
- Throughout the year, the Bureau responded to requests from the New Hampshire Division of Economic Development with information ranging from simple statistics to complex projects, including presentations, maps, data tables, and substantial industry and area analyses. The information was used for business recruitment and retention efforts.

### **Support for Regional Planning Commissions**

Regional planning commissions are legislatively authorized to prepare a coordinated plan for regional development. The commissions assist member communities in land use issues, such as agriculture, forestry, industry, commerce, and housing; facilitating transportation and communication; developing recreational areas; and civic design. The Bureau supports these efforts by providing information and assistance in use of labor market information for planning purposes.

The Bureau prepared industry and occupational projections and staffing patterns for the period 2012 to 2022, and Occupational Employment Statistics (OES) employment and wage estimates by these regions specifically for regional planning efforts.

- February 2015 – Staff provided information to the Southwest Region Planning Commission about the projected industry and occupational growth for that region, including an explanation about the projections process and a discussion on why the region's growth rates were relatively low compared with other regions.
- March 2015 — Bureau staff participated in meeting with stakeholders of the Strafford Economic Development District. The meeting was organized by the Strafford Regional Planning Commission in order to get feedback on the region's Comprehensive Economic Development Strategy.

- March 2015 — Bureau staff presented information to the New Hampshire Planners Association. The presentation described the differences in regional employment outlook between the state's nine regional planning commissions.
- June 2015 — Bureau staff met with two regional planners from Strafford Regional Planning Commission, who wanted to understand which economic data is available and the timeline for the release of these data sets.

### **Education community**

The Bureau has provided data and research assistance to the Department of Education and educational institutions, including the Community College System of NH, in support of grant applications, strategic planning, and career development activities.

- August 2014 — the Bureau provided occupational-related information for the AMPed NH digital and print career exploration tools for advanced manufacturing. AMPed NH (Advanced Manufacturing Partnerships in Education), a New Hampshire initiative created to educate and train eager, motivated people for high-wage, high-skill jobs in the advanced manufacturing industry.
- October 2014 — Bureau staff presented career and labor market statistics to a group of high school seniors along with counselors and teachers. This presentation was part of a kick off college application day.
- December 2014 — Bureau staff spoke to the directors of New Hampshire Career and Technical Education Centers. The presentation covered career resources available on the Bureau's web site and an overview of the 2012 to 2022 industry and occupational employment projections.
- February 2015 — the Bureau Director presented a summary of 2012 to 2022 to New Hampshire long-term industry and occupational projections to the Community College System of New Hampshire Board of Directors.
- May 2015 — the Bureau responded to a request for information from a representative of the New Hampshire Department of Education's Division of Higher Education. The information requested was for a project related to identifying non-degree credentials and certificates of value that yield earnings premiums.

### **Other Customer Groups**

Other presentations, meetings, and activities related to meeting customer needs.

- Bureau staff presented quarterly updates on labor market information and economic trends to the New Hampshire Employment Security Unemployment Compensation Advisory Council
- September 2014 — Bureau staff responded to an inquiry from the NH Employer Support of the Guard and Reserve (ESGR) regarding the number of employers in New Hampshire.

- September 2014 — The Bureau Director accompanied the Commissioner of NH Employment Security to a meeting arranged by the President of Dartmouth College and a former Governor to discuss how to stimulate economic development and attract new business to the Upper Valley region.
- September 2014 — Bureau staff attended the Federal Reserve Bank of Boston's New England Community Development Advisory Council's 2014 Regional Convening. The theme of the Convening was the Future of Northern New England's Smaller Post-industrial Cities. The agenda included a discussion of the Federal Reserve Bank of Boston's research on post-industrial smaller cities and the potential for replication of the Working Cities Challenge in New England communities.
- November 2014 — Bureau staff prepared a fact sheet on the characteristics of veterans in New Hampshire for use by veteran assistance staff in the Employment Service Bureau.
- January 2015 – Bureau staff compiled data relating to projected growth occupations in New Hampshire's North Country, including the education required to obtain these jobs and other labor market information, for a presentation by a New Hampshire Employment Security local office manager at a *Leadership North Country* meeting. The purpose of *Leadership North Country* is to create a leadership core in the northern part of the state who:
  - know how to partner and network with each other;
  - know how to find leadership partners in new areas, including economic development, community development, and social services; and
  - know and understand what kinds of deliverables and services are available from organizations and agencies outside the North Country for the betterment of its citizens and communities.
- February 2015 — The Bureau Director and Assistant Director met with NH Employment Security local office managers to discuss new labor market area delineations to be used starting with the release of January 2015 labor force data in March 2015. Other labor market information updates were also discussed, including newly released substate employment projections and new career products available on the Bureau's Career Resources web page.
- February 2015 — The Bureau supplied demographic data by various job categories to the Administrative Office of the Courts. The data will be used for a grant application, as well as for Equal Employment Opportunity (EEO) Plan purposes.
- April 2015 — Bureau staff spoke at a meeting of the Veterans Employment Collaborative. The purpose of the Collaborative is to bring different partners together and help remove barriers for homeless veterans to secure meaningful employment when shelter has been found. The presentation covered demographics of New Hampshire veterans, occupational projections, and resources including O\*Net, My Next Move for Veterans, and COOL (Credentialing Opportunities Online).

- April 2015 — The Bureau Director attended an event on *Convening a Conversation on the Economics of Aging*, organized by the NH Center for Public Policy Studies and the Endowment for Health, who are partnering on a research project to better understand the economic implications of aging in New Hampshire.
- May 2015 — Bureau staff responded to a request from the NH Department of Health and Human Services, Office of Minority Health and Refugee Affairs for information regarding the number of persons at 200 percent of the poverty level in New Hampshire and the counties.
- May 2015 – The Bureau Director accompanied the Commissioner of NH Employment Security to a discussion meeting arranged by the NH Department of Education to discuss the Future of the Workforce in New Hampshire.
- May 2015 – The Bureau Director accompanied the Commissioner of NH Employment Security to consult with staff of the NH Department of Education regarding their application for a Statewide Longitudinal Data System grant and potential Bureau involvement in educational outcomes assessment through wage record matching.
- June 2015 — Bureau staff compiled a variety of data related to the types of jobs being created in New Hampshire and unemployment rates by industry sector for a presentation by the Commissioner and Deputy Commissioner to the NH House Ways and Means Committee. Based on follow up request from a State Representative attending the presentation, Bureau staff compiled data on employment and related staffing patterns on the temporary help industry.

### **Distribution of Products and Information**

In addition to responding to direct requests for information or presentations, all grant-produced products, reports, and other workforce information are posted on the Economic and Labor Market Information Bureau's web site. This facilitates product and information use by the workforce investment system, including partners, researchers, allied agencies, educational institutions, and other customers.

Information posted on the ELMI web site is publicized via *ELMI e-letters*, an e-mail subscription system. During PY 2014, 53 *e-letters* were issued for news releases, data updates, and publication releases. *ELMI e-letters* averaged 774 subscribers each month during the program year.

During PY 2014 the New Hampshire Employment Security Economic and Labor Market Information Bureau's web site garnered approximately 805,200 page views and downloads. The products and information most in demand on the web site are highlighted below.

- The most popular product by far on the Bureau's web site are the New Hampshire Community Profiles, a summary of demographic, social, and economic information for each of New Hampshire's 234 municipalities. The profiles are updated through an annual mail survey of the communities, and supplemented with data from administrative databases, other state agencies, and public data sources. A second update is conducted to incorporate data from the annual release of American Community Survey (ACS) 5-year estimates from the U.S. Census Bureau. The profiles are published in HTML pages and PDF files on the Bureau's web site. In addition, similar profiles for New Hampshire's ten counties are published in PDF format, and updated using the ACS 3-Year estimates.
  - There were approximately 385,900 page views and downloads of local area profiles during PY 2014.
- The second most accessed product on the site was the Bureau's monthly bulletin, *New Hampshire Economic Conditions*. This newsletter includes a timely article along with monthly statistics including labor force, current employment statistics, unemployment insurance claims, and the Consumer Price Index.
  - There were approximately 48,000 page views and downloads of *New Hampshire Economic Conditions* during PY 2014.
- The third 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 individual PDF files for each occupation, as well as submitted to Career OneStop following the biennial update.
  - There were approximately 38,200 page views and downloads of this information during PY 2014.
- Other publications frequently accessed on the Bureau's web site were:
  - *New Hampshire Occupational Employment and Wages*, including wage and employment estimates for about 600 occupations, based on the May 2013 Occupational Employment Statistics survey updated to June 2014 using Employment Cost Index factors.
    - There were approximately 37,400 page views and downloads of this information during PY 2014.
  - *New Hampshire Industry and Occupational Projections*, including the long-term statewide, county, and planning region projections, and the *Job Outlook and Locator* publication.
    - There were approximately 22,600 page views and downloads of this information during PY 2014.

- *Distribution of career products.* Throughout the year, career products were distributed primarily via downloads from the Bureau's web site. During PY 2014, the Bureau focused on updating career information posted on the web site. The following items were re-designed and/or updated:
  - Apprenticeship
  - Career Planning Guide
  - Career Planning Guide by Career Cluster
  - Career Exploration by Holland Interest Profile
  - 25 Top Career Prospects
- Altogether, the career resources section of the Bureau's web site garnered approximately 52,300 page views and downloads during PY 2104.

## vi. New Tools and Resources

### **Burning Glass Technologies Labor/Insight: Real-Time Labor Market Information**

The New Hampshire Economic and Labor Market Information Bureau subscribed to Burning Glass Technologies' Labor/Insight in September 2014. This tool provides access to the detailed content of online job postings, parsing the information into searchable fields. Information from job postings gives a picture of the skills, abilities, and qualifications employers are looking for in job applicants. Online job postings are considered "real-time" because the data are updated daily, versus a survey-based data set whose results are not available for a substantial period of time after data collection.

To date, the Bureau has utilized information from Labor/Insight in numerous publications, research tasks, and fulfilling requests for information. In addition, the Bureau participated in an ETA Technical Assistance Project to improve understanding of how to use this information.

### **Career Exploration — Career Cluster**

As part of the goal to improve career information products offered by the Bureau, a long-standing product, the Career Planning Table, was revised. The Career Planning Table lists occupations alphabetically, and includes projections data, OES wages, education and training required, basic skills, the Holland Interest code, and the career cluster. Customer feedback indicated that while the information was useful, the table itself was too long, and included so much information it was overwhelming.

To improve this product, the entire table was separated into groups based on career clusters. The resulting 16 tables include slightly less information, but the display is simpler and includes data filters for ease of use. The revised tables were posted to the Bureau's web site in December 2014.

### **Career Exploration — Holland Interest Profile**

A second new career product that organizes occupational information by Holland Interest Code was created. Occupations were organized by the two strongest Holland interest codes, about 20 groups were formed. These groups are accessed via a grid, allowing users to select their two strongest interest areas. The resulting list includes the occupations in that group, and for each occupation, the projected job outlook for 2012 to 2022, entry-level and average wages, and minimum educational requirements. Links to Holland interest tests to help users identify their interests are also available. This tool was posted to the Bureau's web site in May 2015.

### **Econometric Model (REMI)**

The Bureau continued to develop workforce and economic information through use of the 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 economic changes, 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.

## **vii. Efforts to create and support partnerships and collaborations**

### **Live Free and Start Initiative**

Live Free and Start is a joint initiative between the Governor's Office, Business Finance Authority, and Department of Resources and Economic Development aimed at creating jobs and making it easier for innovation based companies to start, grow, and succeed in New Hampshire. The initiative, led by an advisory council, first met in July 2014.

In October 2014, ELMI staff met with the New Hampshire Business Finance Authority's Director of Entrepreneurship and members of the Live Free and Start advisory board data subcommittee to discuss what data might be available related to business start-ups and growing sectors of the economy, especially concerning high-technology industries. The Bureau presented information summarizing the employment at young private firms by industry and projected growth; relative concentration of High Tech industry employment in New Hampshire and trends over the past decade; and an infographic of the top 20 occupations in New Hampshire High Tech industries distributed by industry. This infographic was posted to the Bureau's web site.

In November 2014, the Bureau presented information on high technology industries, young firms, and location quotient for industries with high concentrations of STEM employment to the Live Free and Start advisory board.

### **Career Information Products Collaboration**

During PY 2014, one goal for the Bureau was to expand and improve career information and planning products. Staff collaborated with the New Hampshire Employment Program (NHEP) Career Pathways Specialist (TANF Administration) to identify ways of improving available career information. Career planning and career information research is an integral part of required activities for NHEP participants. Bureau and NHEP staff met to brainstorm about ways to make the career information currently on the Bureau's web site user-friendly, and make it suitable to a variety of audiences. This collaboration is ongoing.

### **Local Employment Dynamics (LED) Partnership**

The Bureau continued its relationship with the US Census Bureau in support of the Local Employment Dynamics (LED) program, submitting data to Census on a quarterly basis. This information is used for analysis of industry sectors and geographic areas. It is also used extensively in informational packets prepared for the New Hampshire Division of Economic Development, for purposes of business recruitment.

Staff participated in the Local Employment Dynamics (LED) Steering Committee and participated in monthly conference calls. Staff also attended LED Workshops, sponsored by the U.S. Census Bureau, held in September 2014 and June 2015.

### **Workforce Information Council – High Technology Taxonomy Study**

The Bureau participated in conference calls with the High Technology Taxonomy Study Group of the Workforce Information Council (WIC). The group has worked on updating the definition of high technology industries by assessing staffing patterns and estimating the share of industry employment in STEM occupations. The WIC produced two summaries of high technology industries: “High Technology Industries in the U.S. Economy – 2014” and “Health Technology Industries in the U.S. Economy – 2014.”

### **Workforce Innovation and Opportunities Act Activities**

With passage of the WIOA, the Bureau began actively seeking opportunities to collaborate with workforce, economic development, and other partners. Labor market information is an integral part of initiatives that must be undertaken to meet WIOA requirements. Participation in WIOA planning activities during PY 2014 include:

- April 2015 — Attendance at the *Supporting Sector Strategies: Boston Convening* event. The event was sponsored by Department of Labor’s Employment and Training Administration Supporting Sector Strategies Initiative, and co-hosted by the Boston and Philadelphia Regional Offices.
- April 2015 — Bureau staff attended a webinar on Industry Driven Sector Strategies, presented by the U.S. Employment and Training Administration.
- The New Hampshire Office of Workforce Opportunity is the entity responsible for development of the WIOA State Plan. To meet goals outlined in WIOA, partner agencies were asked to participate in several teams. To date, the Economic and Labor Market Information Bureau are actively participating in three planning teams:
  - **WIOA Career Pathways Team** — April 2015. This team will be responsible for developing a statewide Career Pathways collaborative to better serve clients. Additionally, this team will coordinate with the Sector Strategies team in identifying pathways for targeted industry sectors.
  - **WIOA Sector Strategies Team** — May 2015. This team began by examining state geographic issues, and how some sector partnerships may be statewide while others will be targeted to a specific area of the state. A goal for this team is to design a procedure by which sector initiatives can be formulated and offered to industry.
  - **WIOA Eligible Training Providers List (ETPL) Team** – June 2015. This team is tasked with reviewing the new WIOA guidelines pertaining to the ETPL and vetting the new policies and procedures, including the addition of apprentice sponsors as eligible training providers.

**viii. Activities to leverage LMI-WI funding****ETA Technical Assistance Project – Real-Time LMI**

From January to June 2015, New Hampshire participated in a Technical Assistance Project with Maher & Maher and New York City Labor Market Information Services. The purpose of the technical assistance project was to expand use of and understanding of real-time labor market information, using Burning Glass Technologies' Labor/Insight to evaluate online job postings data. New Hampshire's goals for the project included:

- Develop a quarterly report providing an overview of job titles appearing most frequently in online job ads and the employers posting the most ads.
- Conduct in-depth analysis on occupations or occupational groups, examining job posting details for job titles, employers, skills, knowledge, and preferred education and experience most frequently specified by employers in the job postings.
- Use job posting information to support and complement other data for sector strategy development.

Throughout the course of the project, the following products were developed:

- *Real-Time Labor Market Information: New Hampshire Computer and Information Technology Job Postings* (publication and brochure)
- New Hampshire Online Job Ads Summary, January/February 2015
- New Hampshire Online Job Ads Summary, April/May 2015
- *Nursing Job Postings in New Hampshire*

**LMI Institute Membership**

The Bureau maintains membership with the LMI Institute. This membership provides staff access to no-cost training webinars and information on new developments in the field of economic and labor market information. During PY 2014, staff participated in over 30 informational and training webinars offered by the Council for Community and Economic Research (C2ER), the U.S. Census Bureau, the Association of Public Data Users (APDU), and others.

**Employment Match Memorandum of Understanding (MOU) with the Community College System of New Hampshire (CCSNH) — TAACCT Grant**

In spring of 2015, the Bureau, under a data sharing agreement with Community College System of NH (CCSNH), provided wage match information on approximately 6,500 CCSNH graduates (students graduating between 2012 and 2014). This information was used to support reporting requirements to the Department of Labor under a \$20 million Trade Adjustment Assistance Community College and Career Training (TAACCT) grant received by CCSNH to support advanced manufacturing within the state.

**Employment Match Memorandum of Understanding (MOU) with the Community College System of New Hampshire (CCSNH) — Perkins Act**

The Bureau conducted the annual employment match for Perkins Act CCSNH career and technical program completers from the 2013-2014 academic year with wage records from calendar year 2014, third quarter. This match only identifies if an individual had wage records, and does not provide any wage or employer information. Approximately 69 percent of program completers had wages in third quarter 2014. This is a slight decrease in last year's match; however the 69 percent employment match was within 10 percent of the CCSNH Perkins placement goal. The match provides CCSNH with performance information as required by Section 203 of the Carl D. Perkins Career and Technical Improvement Act of 2006 (Perkins IV).

**Granite State Future Project: US Housing and Urban Development (HUD) Sustainable Communities Grant**

New Hampshire's nine regional planning commissions jointly conducted activities for this three-year grant, with the goal of assessing issues related to transportation and land use, economic development and resource management, housing, public health, energy, and cultural, historic, and natural resources. The Bureau has supported this effort, under contract, by evaluating economic scenarios based on proposed decisions by each planning region to aid planners in assessing the value of various alternatives.

In August 2014, Bureau staff attended the final meeting of the Community and Economic Vitality Technical Advisory Subcommittee of the Granite State Future project. In November 2014, the Bureau delivered the final reports analyzing the results of multiple scenarios selected by each of the nine planning commissions. These analyses utilized New Hampshire's ten-county REMI Policy Insight+<sup>®</sup> econometric model. New Hampshire's nine regional planning commissions completed activities related to this three-year grant in June 2015.

**Ammonoosuc River District Development Impact Study**

The Bureau entered into a contract with the Town of Littleton, New Hampshire, to conduct an economic impact analysis of proposed development in Littleton's Ammonoosuc River District. This study described potential revitalization scenarios proposed for the district. REMI simulations were generated for each of the proposed projects. Results were summarized and a final report was delivered to the Town of Littleton in June 2015.

**ix. Recommendations to ETA for changes and improvements to WIGS requirements**

- Recommend specific funding support for employee benefits surveys to be conducted on a regular basis. The changing workplace landscape, with increased reliance on part-time employment, somewhat diminished labor union influence, shorter job tenures, and recent and potential changes to national health care legislation, points to increased value of workplace benefits information to employers and workers alike.

After the ETA-supported Employee Benefits Consortium —New Hampshire was a member of this consortium — successfully developed and tested methodology for this survey, there have not been sufficient funds or staff to continue gathering benefits data. Although New Hampshire last conducted a benefits survey in 2011, the publication received nearly 500 web views and downloads during PY 2014, indicating a continued interest in this information.

- Recommend specific funding support to maintain access to job postings information. While the job postings data has limitations, the ability to review individual job ads makes access useful in interpreting employer needs for certain skills, certifications, training, and other worker attributes. Use of this information is of value to workforce boards and educational program planners, among others.

The Workforce Innovation and Opportunity Act (WIOA) includes requirements for the development of sector strategies, career pathways, and education and training programs that respond to employer needs. Analysis of real-time labor market information is one of the best tools for identification and dissemination of information on employer needs for training and educational programs.