

**New Hampshire
Workforce Information Grant
Annual Report
PY 2015**

September 30, 2016

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 2.6 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 access the WIDB via NNetwork, New Hampshire's online labor market information system. During PY 2015, upgrades to the application included: improvement of the ARC Employer Database data display; addition of a new metropolitan area and related Current Employment Statistics (CES) data; addition of income types to expand available income data; and addition of Occupational Employment Statistics (OES) survey data for interstate geographic areas.

WIDb Maintenance

Regular updates of data released on monthly, quarterly, and annual schedules were completed during PY 2015, 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, 2014 Q4 - 2016 Q4 and 2015 Q2 - 2017Q2
- Statewide 2014 - 2024 long-term industry and occupational projections
- ARC Employer Database, 2016 second edition
- Schools and Educational Programs Information:
 - Programs offered by New Hampshire secondary career and technical education centers and postsecondary institutions, 2016-2017 school year
 - Secondary career and technical education program completers, 2015-2016 school year, and postsecondary program completers, 2014-2015 school year

Occupational Licensing

During PY 2015, the biennial update of occupational licensing information was undertaken. Information on nearly 150 occupations was reviewed by 72 state government licensure authorities. Updates were posted to the Economic and Labor Market Information Bureau's website in February 2016, and loaded to the WIDb for further dissemination via NNetwork.

The information was compiled into a print publication, and copies were distributed to the New Hampshire State Library, NH WORKS One-Stop offices, NH Vocational Rehabilitation offices, and the NH Legislature's House Committee Research Office, as well as the licensing boards and agencies who submitted information. The latest update of licensing information for New Hampshire was supplied to the National Crosswalk Service Center for inclusion in Career OneStop in June 2016.

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 NNetwork.

In addition to standard WIDb tables, 16 tables were added to the WIDb to accommodate search and display of the New Hampshire Community Profiles. Users access this municipality-specific information through the NNetwork application, HTML web pages, and PDF documents. Updates to these data were completed in November 2015, to incorporate updates from an annual survey to communities, and again in February 2016, to incorporate American Community Survey (ACS) 2010-2014 5-year estimates.

Data Provided to NH Job Match System

A subset of the WIDb data compiled for the NNetwork application is also provided for maintenance of the Job Match System (JMS), New Hampshire Employment Security's on-line labor exchange and labor market information system.

New Hampshire-specific data submitted for JMS maintenance during PY 2015 included Current Employment Statistics, Quarterly Census of Employment and Wages, Local Area Unemployment Statistics, BEA income, Consumer Price Index, 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.

- The Bureau prepared two sets of short-term statewide employment estimates by industry and occupation. The first set covered 2014 Q4 to 2016 Q4, Data tables were posted to the Bureau's website and the WIDb was populated with these data for further public dissemination in July 2015.

The second set of short-term projections covered 2015 Q2 to 2017 Q2. Data tables were posted on the Bureau's website and the WIDb was populated with these data for further public dissemination in February 2016. These estimates were delivered per Projections Managing Partnership instructions in February 2016. This satisfies the ETA requirement to produce short-term industry and occupational estimates during PY 2015 covering 2015 to 2017.

- The Bureau published an article discussing short-term projections in the March 2016 issue of *New Hampshire Economic Conditions*. The article focused on occupations in New Hampshire with high growth rates and job openings from short-term projections covering 2015 Q2 to 2017 Q2.
- In June 2016, the Bureau published *the New Hampshire Job Outlook and Locator by Industry and Occupation* for base year 2014 to projected year 2024 in conjunction with statewide long-term projections. This publication lists over 700 occupations, with base year and projected employment, growth rate, average annual openings, and occupational descriptor, identifying the employment outlook for each occupation. Also included are a brief description of the occupation, the top six employing industries (reverse staffing patterns), the May 2015 Occupational

Employment Statistics (OES) mean hourly or annual wage rates, and the Bureau of Labor Statistics' entry-level education, experience, and job training requirements. The Job Locator is also available on the Bureau's web site in PDF format.

- During PY 2015, staff participated in discussion with Projections Managing Partnership members on the transition to LEWIS wage information system, the proposed "step-ahead" enhancement to long-term industry projections, and responded to request from PMP regarding suggestions for improvements to Report Manager Module in the Projections Suite software.

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 2015:

2015 in Review: A Perspective of New Hampshire's Future Labor Market

The annual economic analysis report reviewed a variety of economic indicators, and evaluated the changes in these indicators between 2000 and the latest available data for 2016. The report examined the current conditions of New Hampshire's labor market and how migration patterns over the last decade have impacted available labor. The report also analyzes newly released employment projections for 2014-2024 from a broader perspective, comparing the relationship between educational attainment requirements and openings available.

The Hospitality Industry Cluster in New Hampshire - January 2016

This publication was developed to assist the state's Sector Partnership Initiative team in selection of industry sectors on which to focus industry engagement efforts. The analysis provided an overview of the Hospitality industry cluster in New Hampshire, including data for the leisure and hospitality industries, career paths, and hospitality employment by county. The report included an economic impact analysis of leisure and hospitality in Carroll, Coös, and Belknap Counties, the three counties with the largest share of employment in leisure and hospitality.

Real-Time Labor Market Information Reports

Using data from Burning Glass Technologies' Labor/Insight, the following analyses of online job postings data were produced during PY 2015.

- ***Truckers: Keep Goods Moving - July 2015***

Truck drivers are a vital link in moving goods across the country. There were about 1,100 online job postings in New Hampshire for various truck drivers during April and May of 2015. This analysis of online job ads for truck drivers includes a review of specific education, experience, and skills in the ads, along with the employers posting the largest number of ads. A brief glossary of terms commonly found in online ads for truck drivers is included.

- ***Staffing Agency Job Ads in New Hampshire, September and October 2015 - October 2015***

Staffing agencies posted about 20 percent of all New Hampshire online job ads in September and October 2015. Why might an employer use a staffing agency to hire? Are employers looking for temporary workers or are staffing agencies simply more efficient? This study explored the occupations, employers, educational requirements, and more in online job ads posted by staffing agencies.

- ***Positively Productive – June 2016***

This report provided an overview of different aspects of manufacturing employment, such as employment by age and employment projections for production workers. The report also examines differences in online job postings between jobs posted by manufacturing employers and jobs posted for production workers. The analysis also provided supporting labor market information to the state's Sector Partnership Initiative team prior to the launch of the New Hampshire Manufacturing Sector Partnership.

- ***New Hampshire Online Job Ads Summary – September and December 2015; March and June 2016***

This summary, produced on quarterly basis, lists job titles found in the largest number of online job postings, organized by eight major occupational groups. The summary also lists employers posting the most job ads for each group. Each summary is a compilation of data from the prior 60-day period.

Manufacturing in New Hampshire Fact Sheet – September 2015

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.

Apprenticeship Infographic – November 2015

The Bureau developed an infographic highlighting apprenticeship in New Hampshire, including top occupations in sponsored apprenticeships, top employers sponsoring apprenticeships, and the share of active apprentices by occupation. The infographic was created to support National Apprenticeship Week activities in the state.

Pay Equity Data – October 2015

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, which include estimates of the number of full-time, year-round employed individuals and median earnings for the past 12 months, by gender, are now based on the 2014 1-year American Community Survey. Data are available for five high-level aggregations of major occupational groups, 17 major occupational groups, and 13 minor occupational groups.

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.

The Bureau completed available updates for *Vital Signs* online data tables in January and May 2016. Each of the 18 chapter topics has its own web page, providing easy access to data tables and analysis, and includes print-friendly options and links to other subject-related articles and charts produced by the Bureau.

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.

- The Director of the Office of Workforce Opportunity was provided a quarterly online job postings report for distribution at the quarterly Workforce Investment Board meetings, held in September, December, March, and June. The reports listed job titles and employers with the largest number of job ads, by occupational group, for the prior two-month period.
- August 2015 – Provided the Office of Workforce Opportunity information on online job postings related to the Tube Fabrication and Forming Certificate Training at Manchester Community College.
- September 2015 – Provided analysis of economic conditions in New Hampshire for use in the Strategic Planning Elements section of the Workforce Board's State Plan, required under WIOA.
- March 2016 – Presented data and trends on youth labor force and workforce participation and experience to the Workforce Investment Board's Youth Council.
- March 2016 – Responded to a request from the Workforce Investment Board's Interagency Directors' Group, on behalf of the New Hampshire Department of Health and Human Services, regarding high skill, high wage, and high demand occupations. The request was related to the Gateway to Work Program, an initiative planned by the Governor.
- March 2016 – Provided the Office of Workforce Opportunity with information on top occupations in New Hampshire for a presentation at a high school career day.
- March 2016 – Presented information on youth work and labor force experience in New Hampshire to members of the Workforce Board's Youth Council.
- April 2016 – 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).
- May 2016 – Supplied the latest available poverty rates and unemployment rates for Belknap, Merrimack, and Rockingham counties to the Office of Workforce Opportunity for use in support of Senior Community Service Employment Program (SCSEP) Grantee goal negotiation for PY 2016.
- June 2016 – Presented an update on recent labor market trends and industry and occupational projections at the State Workforce Investment Board quarterly meeting.

v. Activities undertaken to meet customer needs

During PY 2015, staff responded to over 175 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.

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. Throughout the year, the Bureau responded to numerous requests to support economic development efforts, ranging from simple statistics to complex projects, including presentations, maps, data tables, and substantial industry and area analyses.
- July 2015 – Responded to an inquiry from the DRED Division of Economic Development for information about population diversity for a presentation to a business recruit who indicated that diversity was an important consideration.
- August 2015 – Compiled labor force information requested by the City of Berlin Community Development Director to support discussion on business opportunities for the area and available labor force.
- March 2016 – Composite profiles of New Hampshire’s ten counties, similar to the content of the New Hampshire Community Profiles, were updated with data from the 2010-2014 5-Year American Community Survey. The county profiles were posted on the Bureau’s website and provided to the DRED Division of Economic Development for use in business recruitment and job creation initiatives.
- April 2016 – Responded to a request from DRED regarding the availability of manufacturing workers, including in-flow and out-flow of workers, and the share of workers in each area coming from out-of-state.
- April 2016 – Responded to a request from the DRED Division of Economic Development seeking clarification about data recently released by the U.S. Small Business Administration. The SBA reported 130,939 small businesses in New Hampshire; however, that includes over 100,000 nonemployer businesses. Most nonemployers are self-employed individuals operating unincorporated businesses (sole proprietorships), which may or may not be the owner’s principal source of income, and are not subject to Unemployment Compensation law.
- April 2016 – Responded to a request from DRED regarding New Hampshire’s rank in age among the states. The information was in preparation for the DRED Commissioner’s testimony at a hearing about free ski passes for people over 65 years of age.

- May 2016 – Responded to a request from DRED regarding the availability of manufacturing workers, demographics, and commuting patterns.
- May 2016 – Responded to a request from the NH Works Littleton Office on behalf of a town official needing worker commuting patterns, the distance and directions that people commute to work in Littleton, and from where persons tend to commute into the community for a grant application.
- May 2016 – Provided data on labor market activity in New Hampshire to the Director of the Division of Economic Development at DRED. Data included average 2014 employment by industry for persons age 14-18 and age 19-24 and labor force status data averaged over the 12-month period from April 2015 to March 2016 for persons age 16-19.

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.

- July 2015 – Provided information to the Southwest Regional Planning Commission on commuting patterns of workers and how the information is presented in NHnetwork, New Hampshire's online labor market information data system, as well as in the U.S. Census's Bureau's OnTheMap application.
- January 2016 – Provided an explanation of the reason for large differences between the Local Area Unemployment Statistics program unemployment rates and the American Community Survey unemployment rates to a member of the Strafford Regional Planning Commission.
- April 2016 – Provided guidance to a regional planner from the Southwest Regional Planning Commission on how to consolidate two different data sources for commuting data.
- April 2016 - Assisted a planner from the North County Council who needed industry and occupational employment data, as well as occupational wage data for a grant application.

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.

- December 2015 – At the request of the New Hampshire Employment Program Career Pathways Coordinator, provided 37 Holland Code-based PDF files for use in a career pathways module under development for the use of staff and clients.
- December 2015 – Assisted a career advisor at the New Hampshire Technical Institute who was researching changes in student enrollment and wanted to align programs to occupations expected to be in demand.
- December 2015 - Provided labor force statistics and earnings estimates by age and educational level for New Hampshire and the U.S. to the Chancellor of the Community College System of New Hampshire. Data were extracted from the Current Population survey and covered the twelve month periods from December 2013-November 2014 and December 2014-November 2015.
- May 2016 - Provided updated New Hampshire labor force statistics by age group and education level to the Chancellor of the Community College System of New Hampshire. These statistics included estimated labor force, employment, unemployment levels, and unemployment rates, and were based on April 2015-March 2016 Current Population Survey data. ELMI also provided an estimate of youth working part-time for economic reasons, a category generally considered to represent underemployment.
- June 2016 - Provided graphics for inclusion in a population, employment, and workforce trends section of a Status of Higher Education publication under development by the New Hampshire Department of Education.

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
- July 2015 – Presented recent economic and employment trends and why/how employees are leaving more rapidly to a group of employers.
- July 2015 – Participated in a meeting of the Aging Advisory Committee for the Economics of Aging in New Hampshire, a project organized by the New Hampshire Center for Public Policy and the Endowment for Health. The goal is to better understand the economic implications of aging in New Hampshire.

- July 2015 – Provided a summary of calendar year 2014 benefit payments by county for regular and emergency unemployment compensation to the Regional Income Branch of the Bureau of Economic Analysis, for purposes of estimation of income by county.
- August 2015 – ELMI responded to a request from the Puerto Rico Planning Board for summary data on interstate claims and state unemployment benefits paid by New Hampshire to Puerto Rico residents. The Puerto Rico Planning Board is an agency of the Commonwealth of Puerto Rico, responsible for the collection and analysis of Puerto Rico’s economic accounts.
- August 2015 – Assisted a Field Specialist in Community and Economic Development at the University of New Hampshire’s Cooperative Extension with commuter information by labor market area, as well as the new labor market area delineations.
- August 2015 – Provided a variety of information to the Veterans Community Employment Coordinator at the Manchester (NH) V.A. Medical Center, including labor force and median income, and estimates of self-employment of female veterans and nonveterans. This and related information about veterans was presented at the Homeless Veterans Summit, sponsored by the Manchester V.A. Medical Center.
- September 2015 – Provided employment data by industry for the Claremont-Newport MicroNECTA, and for the cities and towns that make up the MicroNECTA, along with the 2007 to 2014 total employment trends for Claremont and Newport, to the City of Claremont Planning and Development Office.
- October 2015 – Assisted the New Hampshire Fiscal Policy Institute with data on the estimated number of working New Hampshire residents, including those working in New Hampshire and those working out-of-state; and annual estimates of multiple jobholders.
- October 2015 – Assisted in review of a revised Profiling Model for use by New Hampshire Employment Security to identify claimants who are more likely to exhaust benefits and require intensive employment services.
- October 2015 – Provided the estimated number of persons (2012 and projected 2022) in occupations that typically require a specified minimum level of education to the New Hampshire Center Public Policy Studies.
- October 2015 – Provided firms by size information to the AARP of New Hampshire.
- November 2015 – Provided estimates of the total population and Hispanic population for New Hampshire to the New Hampshire Employment Security Equal Employment Opportunity (EEO) officer, along with tables extracted from the American Community Survey detailing Language Spoken at Home.
- December 2015 - Responded to a request from the Veterans Community Employment Coordinator (CEC) at the Manchester V.A. Medical Center for updated data on the New Hampshire veteran population, such as gender, age, educational attainment, and median income.

- January 2016 – Met with the Executive Director of the New Hampshire High Tech Council to discuss the NHHTC’s workforce development initiatives for 2016.
- May 2016 – Participated in a conference call with the Employment Services Director, the NH Division of Economic Development Business Development Manager, and a representative from a business firm interested in relocating to New Hampshire. ELMI provided data regarding availability of labor, recent manufacturing employment trends, and commuter data.
- May 2016 - Presented information on recent New Hampshire labor market trends and preliminary long-term industry and occupational projections at the Joint Economic and Fiscal Orientation for the New Hampshire House and Senate Fiscal and Ways and Means committees.
- June 2016 - Provided a labor market information training session to staff at the New Hampshire Job Corps Center, concentrating on service delivery and how to use labor market information to benefit clients.
- June 2016 - Presented at the Forum on the Future, concentrating on trends in New Hampshire labor force participation and implications for industry and occupational projections.

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-lets*, an e-mail subscription system. During PY 2015, 50 *e-lets* were issued for news releases, data updates, and publication releases. *ELMI e-lets* averaged 795 subscribers each month during the program year.

During PY 2015 the New Hampshire Employment Security Economic and Labor Market Information Bureau’s web site garnered approximately 727,500 page views and downloads. The site had 381,500 unique visitors during PY 2015, averaging 2.3 visits per visitor and 2.1 pages accessed per visit.

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 annually using the ACS 5-Year estimates.

- There were over 271,000 page views and downloads of local area profiles during PY 2015. The County Profiles garnered another 13,700 downloads.
- 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 over 64,700 page views and downloads of *New Hampshire Economic Conditions* during PY 2015.
- The third most accessed pages on the Bureau's web site were the Career Resources pages. The Career Resources section of the website includes:
 - *New Hampshire Job Notes*, an electronic career tabloid;
 - the Career Planning Table, with a variety of information on over 700 occupations;
 - career Cluster pages, including information on the occupations in each of the U.S. Department of Education's 16 career clusters;
 - a Career Assessment page, including information on occupations organized by the Holland interest code;
 - a Registered Apprenticeship information page; and
 - New Hampshire's 25 top career prospects, profiles of the occupations with the best projected opportunities in the state, in HTML pages and print-ready PDF files.
 - There were over 57,000 page views and downloads of career resource publications and other information during PY 2015.
- The fourth 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, with information on each license available in individual PDF files. Data is also submitted to the National Crosswalk Service Center for inclusion in Career OneStop following the biennial update.
 - There were over 51,200 page views and downloads of this information during PY 2015.

- 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 2014 Occupational Employment Statistics survey updated to June 2015 using Employment Cost Index factors.
 - There were over 37,500 page views and downloads of this information during PY 2015.
 - *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 over 22,800 page views and downloads of this information during PY 2015.

vi. New Tools and Resources

U.S. Census Bureau's Local Employment Dynamics and OnTheMap

In September 2015, the U.S. Census Bureau announced the release of Quarterly Workforce Indicators for Massachusetts. This long-awaited release will allow improved analysis of interstate commuting between New Hampshire and Massachusetts. The data have already been used to respond to numerous requests for information in support of economic development and workforce retention.

The Bureau utilized this information in an article entitled *Age Distribution of Workers in Private Industry – How do New Hampshire and Massachusetts Compare?* The article was published in the November 2015 issue of *New Hampshire Economic Conditions*. A second article, entitled *OnTheMap – New Hampshire Out-Commuters, 2014*, was published in the June 2016 issue of *New Hampshire Economic Conditions*. This in-depth analysis looked at New Hampshire workers based on their county of residence, where they commuted to work, as well as the distance and direction of their commute.

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.

In September 2015, Bureau staff joined Burning Glass Technologies in presentation of a webinar entitled *Behind the Numbers: Producing Real-Time Data Products*, discussing use of real-time data and the multiple ways the Bureau has analyzed the information to provide insight to users. There were about 50 registered attendees from across the country, representing state and local workforce boards, state labor market information, chambers of commerce, and community colleges. This webinar was received enthusiastically, and Labor/Insight subscribers from other states subsequently produced reports for their regions using similar methodology.

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.

vii. Efforts to create and support partnerships and collaborations

Workforce Information Council – High Technology Taxonomy Study

In August 2015, the Bureau participated in the final conference call with the High Technology Taxonomy Study Group of the Workforce Information Council (WIC) to review a forthcoming publication entitled “High-Tech Industries in the U.S. Economy.” The group has worked to update the definition of high technology industries by assessing staffing patterns and estimating the share of industry employment in STEM occupations.

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.

In December 2015, the Data Use Agreement between New Hampshire Employment Security and the US Census Bureau for use of confidential New Hampshire administrative records under the Local Employment Dynamics (LED) Partnership was renewed. This agreement is valid for a five-year period.

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 March 2016.

Wage Record Interchange System (WRIS)

During PY 2015, the Bureau provided information in an effort to amend State Law which would allow New Hampshire to join WRIS2. As a partner in WRIS2, the use of wage records from other states to assess outcomes performance in US Department of Education-supported training programs would be enabled.

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.

The New Hampshire Office of Workforce Opportunity is the entity responsible for development of the WIOA State Plan. Partner agencies were asked to participate in

several teams to meet goals outlined in WIOA. During PY 2015, the Economic and Labor Market Information Bureau has actively participated in four planning teams.

- **WIOA Sector Strategies Team.** Following the Supporting Sector Strategies: Boston Convening in April 2015, the New Hampshire Sector Strategies Initiative team was organized. Bureau staff participated in this team throughout PY 2015. Activities related to this initiative included:
 - Labor market data research and analysis
 - Real-time data analysis using Burning Glass Technologies' Labor/Insight
 - Participation in ETA-sponsored Sector Strategies Technical Assistance Peer Learning Group conference calls
 - Participation in the May 2016 ETA Sector Strategies Virtual Institute
 - Weekly conference calls with the NH Sector Strategies Initiative Team
 - Monthly meetings of the NH Sector Strategies Initiative Team
 - Preparation for the July 2016 launch of the New Hampshire Manufacturing Sector Partnership

In support of the Sector Strategies Initiative, the Bureau prepared data and analysis related to the team's four selected sector focus areas: manufacturing, health care, information technology, and hospitality. Publications completed during PY 2015 included:

- *The Hospitality Industry Cluster in New Hampshire* — an overview of the Hospitality industry cluster in New Hampshire that examines the statewide hospitality industry. Analysis reviews hospitality career paths, hospitality employment by county, and the economic impact of leisure and hospitality in Carroll, Coös, and Belknap Counties, the three counties employing the largest number of workers in the hospitality industry. (January 2016)
- *Positively Productive* — an overview of different aspects of manufacturing employment, such as employment by age and employment projections for production workers. The report also examines differences in online job postings between jobs posted by manufacturing employers and jobs posted for production workers. (June 2016)
- **WIOA Professional Development Team.** In August 2015, Economic and Labor Market Information Bureau staff met with members of the Professional Development Team to discuss labor market information training for NHWorks front-line staff. The resulting plan was presentation of five one-hour tracks, delivered via webinar, covering a variety of labor market information, and how to locate and use the information. The webinars were delivered every four weeks from

December 2015 through March 2016. Each webinar was followed by an on-line survey to obtain feedback.

The five webinar topics were:

- *Lost in the Land of LMI* — LMI 101/Navigating the ELMI Website (110 registrants);
- *Wandering Through Wage Information* — Using OES Wage Data (80 registrants);
- *What Do You Want To Be?* — Career Resources and Occupational Licensing (80 registrants);
- *What Will The Future Bring?* — Introduction to Employment Projections (82 registrants); and
- *Putting it all Together* — Connecting Occupations to Industry to Employers: Using the Job Locator and the infoGroup Employer Database (70 registrants)

The webinar slides were converted to PDF format and posted on the Bureau's website to allow attendees to review the information as well as make the information available to those who were unable to attend. The webinar slides received over 800 page views and downloads through the end of PY 2015.

In April 2016, following completion of the webinars, the presenters met with the Professional Development Team to review the Labor Market Information webinar training series, and to discuss further training needs for NHWorks front-line staff.

- **WIOA Eligible Training Providers List (ETPL) Team.** This team was 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; discussions on data structure changes; and identifying potential issues with and resolutions for evaluation of Adult Education and Vocational Rehabilitation participants.
- **WIOA Career Pathways Team.** This team met for six months with the goal of developing a statewide Career Pathways collaborative to better serve clients. The Interagency Director's Group determined that the goals of career pathways would be better served by combining with the sector strategies team. The team was terminated in September 2015.

viii. Activities to leverage LMI-WI funding**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 2015, staff participated in over 35 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) — Perkins Act

The Bureau conducted the annual employment match for Perkins Act CCSNH career and technical program completers from the 2014-2015 academic year with wage records from calendar year 2015, third quarter. This match only identifies if an individual had wage records, and does not provide any wage or employer information. 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).

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.

- *Recommend specific funding support to maintain access to real-time labor market information, extracted from online job ads.* While data from job postings 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.