

State of New Hampshire

PY 2005 Workforce Information Grant Plan

A. Statewide Workforce Information System

In New Hampshire we have been able to construct a Workforce Information system that works for our stakeholders. This has been possible in part because ELMI is able to:

- ◆ Adapt the information that we produce with our core workforce information programs.
- ◆ Add statistics that we generate from our own special New Hampshire ELMI research projects.
- ◆ Accumulate additional useful data from many other sources local, state, and national, public and private.
- ◆ Disseminate this information in ways that work for New Hampshire — publications, web pages, and NHnetwork. Distribution through all of these avenues is available to all of our workforce development partners and customers.
- ◆ Adjust products and information based on follow-up surveys of workforce information users, participation on committees involved in workforce development, and ongoing conversations with data users in the workforce development community.

This system is kept relevant to our stakeholders through contact with them. Bureau staff works with several committees and subcommittees of the Workforce Opportunity Council, New Hampshire's Workforce Investment Board, and the Bureau develops products to meet the needs of the workforce development community. Through surveys of product users, the Bureau identifies the needs of the business community in New Hampshire. This has resulted in modifications of products to enhance usability. The Bureau also works with NH Works One-stop staff to explain and promote the use of workforce information with individual customers.

ELMI has worked to meet the unique requirements of the New Hampshire geography, history, patterns of commuting and commerce, the needs of our planners and decision-makers, and most importantly our NH Works One-stop customers. Those customers are the workers and businesses that make the New Hampshire economy go.

The Workforce Information System in New Hampshire comprises traditional workforce information products generated by State-federal cooperative statistical programs in cooperation with the Bureau of Labor Statistics. These programs are the Quarterly Census of Employment and Wages (QCEW), Local Area Unemployment Statistics (LAUS), Current Employment Statistics (CES), Occupational Employment Statistics (OES), and the Mass Layoff Statistics (MLS) programs. These programs provide much of the traditional core of workforce and economic information.

However, the Workforce Information System in New Hampshire extends well beyond these traditional core BLS programs. Through the use of Workforce Information grant funding

from the U.S. Department of Labor Employment and Training Administration, the Economic and Labor Market Information Bureau (ELMI) of New Hampshire Employment Security has been able to tailor its programs to state and local needs.

The Economic and Labor Market Information Bureau of New Hampshire Employment Security is the designated employment statistics entity for New Hampshire.

New Hampshire is a small state, but has large-state development issues spilling over its border from Boston and northeastern Massachusetts. In order to fulfill the goal of a demand-driven business model, New Hampshire has concentrated on specific items that result in a full-fledged, multi-faceted Workforce Information System.

For example:

- State and substate projections, both long- and short-term, provide NH Works One-stop customers with critical knowledge upon which to base important life decisions. Industry and occupational projections contribute occupations in demand information, the bedrock of the WIA Title I-B Individual Training Account/Eligible Training Provider (ITA/ETP) System. Only training programs that lead to demand occupations qualify to be certified as ITA/ETPs. One-stop customers can save precious time and resources with knowledge of local and statewide occupational staffing patterns and projected occupational demand. The Bureau works closely with the Workforce Opportunity Council, New Hampshire's workforce investment board, to identify growth occupations, leading to designation of providers as eligible training providers. ELMI provides occupations in demand information directly to the New Hampshire Workforce Opportunity Council's ITA/ETP Committee for use in the process of recertifying WIA eligible training providers.

The projections are extensively used by the education and training community to plan course offerings and demand for training. The business and economic development communities also use the projections to plan location, expansion, and development activities.

New Hampshire has participated in both long-term and short-term industry projections and MicroMatrix training presented by consortia sponsored by America's Labor Market Information System (ALMIS). ELMI participates on the list servers for each of these programs, actively communicating with other states' experts for help in using the ALMIS software, projections techniques, and sharing best practices.

ELMI has used the ALMIS short-term industry projection software to produce eight-quarter projections as background to its semiannual summaries of the New Hampshire economy. It is used to help identify occupations in demand for WIA ITA/ETP purposes. The eight-quarter time frame may be more applicable to the short-term duration of most WIA Title I-B training. In general one-stop customers, WIA and nonWIA alike, are seeking to make vocational choices that have staying power, not just those yielding immediate short-term gratification. Therefore, long-term projections may continue to be the occupational demand mechanism of choice for one-stop customers.

- ELMI utilizes a New Hampshire customized econometric model. In addition to projecting a wide range of economic indicators for use by policymakers, it expands the range of LMI available to the one-stop customer. It is also able to simulate the impact of new industries or major new employers, stimulating and supporting economic development efforts. It also is able to anticipate how business closings and openings may affect occupational demand in a way that ALMIS projections software cannot, since the ALMIS software is driven by historical trends.
- NHES ELMI maintains a web page devoted to workforce statistics. This site is the gateway to the wide array of workforce statistics maintained for New Hampshire. This page can be accessed at <www.nhes.state.nh.us/lmipage.htm>. Highlights include the latest available core statistics, historical trends, special research topics and publications, unemployment claims data, career resource information, and an extensive array of on-line workforce data presented in our NNetwork system, which extracts data from the ALMIS database. Recognizing that experienced Internet users are becoming more sophisticated at the same time that Internet use is expanding rapidly to new, less knowledgeable users, the Bureau has continued to modify its web page to improve its appearance and user friendliness, and increase the amount of information available. The ELMI page offers a variety of formats including PDF, HTML, text, and spreadsheet options. The Bureau also uses a generic e-mail address on the web page, making it easy and convenient for data users and site visitors to contact us with questions. During the first quarter of 2005, the Bureau web site welcomed an average of 34,843 unique visitors per month, and totaled 336,255 downloads (unique files).

ELMI is committed to making New Hampshire's ALMIS database as good as it can be to support the state's workforce development needs. Pursuing that goal is an ongoing process. We are continuously updating statewide data, extending various data series, replacing data that has been revised, and adding new items. New Hampshire has also extended various substate data series, replaced data that has undergone revision, and added new substate data items.

Recognizing that different stakeholders view the state in different ways, New Hampshire's NNetwork offers workforce statistics in an assortment of substate configurations that reflect the diverse interests and needs of New Hampshire's workforce information customers. Data is provided at the minor civil division (MCD) level whenever possible. The MCD (city, town, or unincorporated place) is a common denominator from which almost all other substate areas are built. This ability to aggregate regions from MCDs is particularly important to New Hampshire, whose small labor market areas (LMAs) and metropolitan areas (MAs) have traditionally not followed county lines. New Hampshire's ten counties were all established by 1840. These county divisions do not necessarily reflect current patterns of commuting and commerce. NNetwork includes a variety of substate area selections, none of which can be described in terms of counties. New area definitions were introduced during the 2004 program year, following the redefinition of metropolitan areas based on the

2000 Census. ELMI has modified workforce information files to reflect those definitions.

- ELMI has developed a series of special reports on high growth industries and high growth occupations in New Hampshire. These publications synthesize state and national statistics about the topic from a variety of sources including many BLS and ELMI programs. They combine information such as current and historical staffing patterns estimates and wage survey data from the OES program, occupational demand and education and skills information from projections, industry employment information from the CES program, educational provider information from the ALMIS database, and occupational licensing requirements from ELMI's *Licensed, Certified, and Registered Occupations in New Hampshire*.
- ELMI has recognized that one critical gap in workforce information is employee benefits. In an effort to bridge this gap, ELMI has conducted periodic special surveys on general employee benefits. This general information has been made available in both hard copy and on our web site.
- ELMI gathers and publishes information on occupational licensing in New Hampshire. It is available, at no charge, in a hardcopy publication that is supplied to libraries and school systems throughout the state and to the general public upon request. The information is also included in the ALMIS database and can be accessed by several different avenues on ELMI's web page.
- Although New Hampshire is a "single Workforce Investment Board" state, WIA and the customers of the local NH Works One-stop offices demand the availability of more and more local data. To meet this need, ELMI uses the ALMIS long-term industry projections and MicroMatrix softwares to produce industry and occupational projections for the state's ten counties. The ability of the OES program to produce substate staffing pattern estimates has enhanced the quality of these county projections. The most recent series of county projections was prepared with 2002 as the base year.

ELMI's latest *New Hampshire Occupational Employment and Wages* reported employment estimates and corresponding wage data by occupation for statewide New Hampshire and fourteen substate areas consisting of MSAs, single LMAs and combinations of LMAs. This is a semiannual publication containing wage and employment estimates for roughly 600 occupations. Data tables include job title, SOC (Standard Occupational Classification) code, estimated employment, entry level wage, mean wage, median wage, and experienced wage. The published data are based on survey results from the Occupational Employment Statistics program. Both the publication and the ELMI website incorporate tables produced by the Estimates Delivery System (EDS). These tables display statewide and substate occupational wage estimates for either labor market areas or counties. In addition to the estimated employment, percentile distribution of wages, and mean wages, this system shows for

an occupation the areas where the most jobs are, and separately the areas where the wages are highest. These area profiles map the substate occupational wage information for easy interpretation. NHnetwork also makes OES wage data available for counties, LMAs, MAs, One-stop service areas, and planning regions.

Summary

The Economic and Labor Market Information Bureau will review its workforce information plans with the Workforce Opportunity Council, Inc. to ensure that the needs of both the State's workforce investment board and its customers are being met. Each product or service can be specifically linked to an identified need or strategy contained in the original New Hampshire Unified Workforce Development Five-Year Strategic Plan, as well as the recently submitted 2-Year State Plan. This ensures that the strategic vision of the Governor and the state workforce investment board is met.

The Economic and Labor Market Information Bureau is furthermore committed to making workforce and career information readily available to all types of users. As such, all workforce information products generated by ELMI are available on the Internet; many are also available in hard copy.

B. Core Products and Services

State Workforce Agency Deliverables

1. Continue to populate the ALMIS Database with state data.

- The Bureau will continue to concentrate on maintaining the ALMIS (America's Labor Market Information System) database in New Hampshire, refreshing New Hampshire data, continued data collection, and further population of the database.

The ALMIS database structure allows New Hampshire to store information in a single format and location to facilitate information delivery to a wide range of customers. The database serves as the cornerstone for information delivery, research, and product development. The Bureau will continue to gather additional substate data where available, and extend currently available substate data contained in the ALMIS database.

New Hampshire has populated Version 2.3 of the ALMIS database, which is considered the current version. All ALMIS database core tables are populated with most recently available statewide data. Available substate data is included in all data tables except the occupational licensing tables, since that data is identical to statewide data for all substate geographic areas.

- Occupational licensing data will be updated during PY2005. ALMIS database tables LICENSE, LICAUTH, LICHIST, and LICXOCC will be submitted to ACINet upon completion of the update. The licensing data will also be published via print and web site. The O*Net/SOC taxonomy is being used to classify occupations in these tables.
- The Bureau recognizes the value of local workforce information. In response to questions from the workforce development community, employers, and other users of workforce information, New Hampshire has populated the ALMIS database with extensive substate information. Revision of substate data in several tables due to redefinition of metropolitan/micropolitan areas and small labor market areas will be completed during PY2005. Where available, revised historical data will be included in the ALMIS Database. Substate data maintained in the ALMIS database include Counties; Cities/Towns/Unincorporated Places; Metropolitan/Micropolitan areas; Small Labor Market Areas; Planning Regions; and One-Stop Service Areas.
- Bureau staff will also attend ALMIS database seminars, when appropriate, to stay current on ALMIS developments.
- This product supports the New Hampshire Workforce Information Act/Wagner-Peyser Five Year Strategic Plan. The Executive Summary of the **State Unified Plan** submitted by New Hampshire under Section 501 of the Workforce Investment Act listed five major goals that will lead to sustained improvement in New Hampshire's workforce development system. The first goal listed is to improve the labor exchange and labor market information for all employers and individuals. Maintaining the ALMIS database,

including sub state data, is a major element in reaching this goal.

The current New Hampshire 2-Year State Plan specifies goals for the statewide workforce system that are consistent with the Governor's overall vision and goals for the State. Maintenance and enhancement of the ALMIS database supports New Hampshire's goal, "[t]o improve labor market exchange and labor market information for all businesses and individuals." Furthermore, the charge to "Improve Labor Exchange and Labor Market Information" is identified as one of the Governor's Key Workforce Investment Priorities. The ALMIS database electronic workforce information delivery systems are part of the key strategy to continue an integrated one-stop career center system that provides a gateway to jobs and labor market information as well as education and training programs. The ALMIS database supports electronic workforce information delivery systems that will help New Hampshire attain the Governor's goal.

- Principal direct users will be Economic and Labor Market Information Bureau staff members through NHetwork, our electronic workforce information delivery system. Indirect users, through NHetwork and other products, will be job seekers, employers, government policy makers, economic developers, and the workforce development community.
- The updated ALMIS database will promote efficient access to workforce data and information. The data will be used in NHetwork and the New Hampshire Career Resource Information System (NHCRIS).
- Updates will be ongoing during PY2005.
- Anticipated cost for Program Year 2005 is \$62,400.

2. Produce and disseminate industry and occupational employment projections.

- The Bureau will continue to produce and disseminate Statewide and substate short-term and long-term industry and occupational employment projections, using the methodology, software tools, and guidelines developed by the Projections Workgroup and the Projections Management Partnership. The Bureau will prepare statewide estimates of employment by industry, with the latest available base quarter of information, forecast out eight quarters. This will satisfy the ETA requirement to produce short-term, industry employment estimates during PY 2005. The Bureau will maintain NAICS-based historical industry employment series for short-term statewide projections.

The Bureau will prepare Statewide long-term industry and occupational employment projections for calendar years 2004-2014.

The Bureau will also prepare substate (county) level long-term industry and occupational employment projections for calendar years 2004-2014.

The Bureau will disseminate industry and occupational projections products via printed medium, and also via the Bureau web page. In addition, the Bureau will populate the ALMIS database with these sets of projections to allow further public dissemination through NHetwork, New Hampshire's automated Internet workforce information delivery system. This information will improve long-term education and training program development and planning; enrich the advice provided by counselors to students and improve career decision-making by students; and provide job seekers and workforce professionals with the latest information regarding industry and occupational projections thereby reducing duration of unemployment.

- The Bureau continues to work with committees and subcommittees of the New Hampshire Workforce Opportunity Council. One particular area of interest has been projections of industry trends for both Statewide and sub-State areas. The industry and occupational projections products fill a data gap.
- The various projections activities support the New Hampshire Workforce Information Act/Wagner-Peyser Five Year Strategic Plan. Section D of the **State Unified Plan** submitted by New Hampshire under Section 501 of the Workforce Investment Act contains a **Needs Assessment**. This section, in **D.1.0. Economic and Labor Market Trends, D.2.0. Growing and Declining Industries, and D.3.0. Key Occupational Trends**, describes the types of information required to assess the New Hampshire economy and guide decisionmaking related to workforce development.

The current New Hampshire 2-Year State Plan describes the Governor's key priorities for New Hampshire's public workforce system. The projections activities support all five strategic goals by helping to identify growing industries and occupations, and other market trends. The education and training community will use projections data to align learning opportunities and curricula with statewide educational standards and with vital and emerging industries. This is helpful in order to prepare emerging workers for employment and further education; to prepare transitional and disadvantaged workers for new jobs leading to job retention, wage progression, and self-sufficiency; and to identify emerging and growth industries and occupations that might require the upgrading of skills of current workers. Projections information will also improve the competitiveness of employers by providing continual assessment of market trends; and will improve labor exchange and labor market information that facilitates movement of individuals into and within the labor market. The projections activities will therefore help New Hampshire attain five strategic goals that exemplify the Governor's key priorities for the State's public workforce system.

- Principal users will be New Hampshire Community Technical Colleges, employment counselors, economic developers and planners, high school guidance counselors, students, unemployed persons searching for jobs, individuals evaluating career changes and options, government policy makers, and the workforce development community.
- Specific items related to Projections Activities that will be achieved during PY2005:

- **Statewide Long-Term Projections 2004-2014**

Produce state-level, long-term projections for 2004-2014 using the latest available NAICS-based historical employment and the latest available OES staffing patterns.

In conjunction with long-term projections, produce a printed publication with charts, tables, and text that briefly describes the growing and declining industries and occupations in New Hampshire. Populate ALMIS database tables with 2004-2014 statewide projections data.

- **Substate (County) Long-Term Projections 2004-2014**

Produce long-term substate projections for each of the state's ten counties for 2004-2014 using the latest available NAICS-based historical employment and the latest available OES staffing patterns.

In conjunction with substate projections, produce a brief hard-copy publication summarizing the occupational trends in each county. Populate ALMIS database tables with 2004-2014 substate projections data.

- **Statewide Short-term projections (2004 Q4 – 2006 Q4, and 2005 Q2 – 2007 Q2)**

Produce state-level, short-term projections for 2004 Q4 – 2006 Q4, and 2005 Q2 – 2007 Q2. Short-term projections are updated every six months, using the second and fourth quarters as a base.

- Create a **comprehensive occupational information publication**, listing available data for all occupations: base and projected employment, projected openings, occupation description, training requirements, wages, and the leading employing industries of the occupation.
 - Provide PACIA unit with a **list of demand occupations** that have a greater than average number of long-term openings.
 - Provide NHCRN with a **list of all publishable occupations** with projected growth, number of new jobs, and openings.
 - Produce tables of growing industries and occupations for publication on agency's web site.
 - All projections will be disseminated through NNetwork and will also be made available on the Internet through the agency's web site. Projections will be presented in hard-copy publications as completed.
- Anticipated cost for Program Year 2005 is \$67,105

State Workforce Investment Board (SWIB)/State Workforce Agency (SWA) Deliverables

3. Provide occupational and career information products for public use.

- Customer-focused occupational and career information products

New Hampshire will continue to develop customer-focused occupational and career information products, incorporating related information such as occupational supply information, employment projections, forecasts and trends, and skills requirements.

These customer-focused occupational and career information products, targeted toward employers, the workforce development community, and all types of workers will help satisfy goals identified in the current 2-Year State Plan. These products will help to prepare emerging workers for employment and further education; prepare the transitional and dislocated workers for new jobs leading to job retention, wage progression and self-sufficiency; upgrade the skills of current workers; improve the competitiveness of employers; and improve labor exchange and labor market information.

- Skills-Based Projections (SBP) System

The Bureau will use the new Skills-Based Projections (SBP) System to analyze projected skill and educational requirements of the workforce. The Skills-Based Employment Projections System is a tool that provides the ability to:

- Determine the presence and level of skills in the current workforce;
- Project skill needs over various time frames and geographic areas; and
- Measure the gap between projected skill needs and current skills

The new Skills-Based Employment Projections System will deliver the following significant benefits to the workforce development community:

- It will enhance the Economic and Labor Market Information Bureau's ability to provide valid, timely and accurate data, enabling the Workforce Opportunity Council to plan based on growth patterns in both occupations and skills.
- The information will provide employers a better understanding of the skill composition of their current workforce, and the ability to identify skill needs.
- The information will help educators better understand the skills projected to be in demand allowing them to adjust curricula in response to markets.
- Employment Service staff and Job and Career Counselors will be able to identify occupational skill trends to help job seekers plan their long-term career paths more effectively.
- The system combines industry data, occupational demand and skill demand in one system and incorporates O*NET data, including work activities by level of

experience required and importance to each occupation.

The New Hampshire 2-Year State Plan, in section IV.A., identifies that “another challenge will be meeting the rising knowledge and skills needs of New Hampshire’s employers. Over time, there has been growth in jobs demanding high levels of education and skill and a decline in jobs requiring lower levels of education and skill. Even low skill jobs now require a much higher level of basic and employability skills than in the past. Consequently, it will be critical to align employment, education, and training services to ensure that New Hampshire’s young people, as well as the adults who are already in the labor force, are prepared for a changing economy.” The Skills-Based Projections System will help meet this challenge.

- Benefits Survey

During PY2005 the Economic and Labor Market Information Bureau will conduct a benefits survey. The processing will continue into PY2006 in preparation for the publication of the results. Publication will be both on our web site and in hard copy.

The economic development community has indicated that employee benefits information is a valuable tool in business recruitment.

Employee benefits information will support the efforts of the New Hampshire Division of Economic Development to retain and expand existing New Hampshire businesses, and to attract new companies to the State. These efforts are contained in the New Hampshire 2-Year State Plan in Section I.A. as Economic Development Goals.

- Principal uses will be job seekers, employers, government policy makers, economic developers, and the workforce development community.
 - The expected outcome will be improved workforce information for use by the economic development community, continued success in industrial and business recruitment, and increased job opportunities for job seekers.
 - This publication will be completed during fall 2006.
- The New Hampshire Career Resource Information System (NHCRIS)

New Hampshire will continue work with the New Hampshire Office of Information Technology to develop an O*Net/SOC-based career information and assessment tool tailored to New Hampshire needs. The system being developed is a web application that provides a comprehensive package of occupational and career information via a user-friendly interface. The New Hampshire Career Resource Information System (NHCRIS) will disseminate occupational and career information, leading the user through the process of making career decisions, including the major steps in the process, and provide tools to explore career options based on skills, assessments and interest areas. The user will also be able to view educational requirements and resources within a geographical

area for the career of interest. Using the O*Net/SOC database, it will provide students, job seekers, and other users with information on hundreds of occupations. It will provide up-to-date information on job attributes and career opportunities.

- As indicated through consultation within the education community there would be great support for this product/service. Currently many schools utilize a fee-based career information system. This system would provide them much more comprehensive information and save their districts money since they would have open access. There are also many districts that cannot afford fee-based systems so this product would provide them a much-needed service.
- This system would support the New Hampshire Workforce Information Act/Wagner-Peyser Five Year Strategic Plan. **Section D** of the **State Unified Plan** submitted by New Hampshire under Section 501 of the Workforce Investment Act contains a **Needs Assessment**. This section identified the challenges in meeting the rising knowledge and skills needs of New Hampshire's employers, and in developing an in-state supply of educated and skilled workers. Part of this challenge will be met by the system through the integration of occupational information, trends, O*Net skills requirements, and training providers. These needs have been identified by the workforce development community in New Hampshire.

Furthermore, the system will help satisfy goals identified in the current New Hampshire 2-Year State Plan. This product will help to prepare emerging workers for employment and further education; prepare the transitional and dislocated workers for new jobs leading to job retention, wage progression and self-sufficiency; upgrade the skills of current workers; improve the competitiveness of employers; and improve labor exchange and labor market information.

- Principal users will be students, school systems, guidance counselors, job seekers, employers, government policy makers, the workforce development community, and the general public. **Emerging Workers, Current Workers, and Employers** as identified in Sections **D.8.0, D.9.0, and D.10.0** of the **State Unified Plan** would specifically have identified needs met.
- The projected outcome is a web application that provides a comprehensive package of occupational and career information via a user-friendly interface. Access to this information will be far more widespread than what is currently available since many similar systems are fee-based and have limited local data included.
- Specific activities related to the New Hampshire Career Resource Information System that will be achieved during PY2005:
 - Installation of the O*Net database on the development server
 - Development of a simple self-assessment module using Holland interest areas as an assessment tool with related occupational data including wages, educational requirements, licensing requirements, related programs of study and providers of those educational programs, skills, knowledge, and abilities

- Development of a comprehensive questionnaire based self-assessment module
- Prepare career videos for web deployment
- Testing and review of modules
- Transfer application and database to production server for deployment

Total anticipated cost for these occupational and career information products during Program Year 2005 is \$127,300.

4. Ensure that workforce information and support required by state and local workforce investment boards are provided.

- The Bureau will continue to develop workforce and economic information through use of our New Hampshire econometric model, and through a support and maintenance contract with the developer. This model will be used to analyze the short- and long-term impacts of economic changes, plant closings, proposed economic development, and other exogenous events.
- Consultations with the economic development community have indicated support for this activity. The Economic and Labor Market Information Bureau has used the model to support economic development purposes in New Hampshire.
- This activity supports the goals of the **State Unified Plan** as expressed in parts of **Sections B and D**. The identification of types of workers who will likely be affected by negative economic changes, and a prediction of the types of workers needed in response to business openings and specific economic development will enable the Workforce Opportunity Council and the NH Works partners to efficiently use their resources to serve both employers and job seekers.

Section D of the **State Unified Plan** submitted by New Hampshire under Section 501 of the Workforce Investment Act presented a Needs Assessment. This section, in **D.1.0. Economic and Labor Market Trends, D.2.0. Growing and Declining Industries**, and **D.3.0. Key Occupational Trends**, describes the types of information required to assess the New Hampshire economy and guide decisionmaking related to workforce development. The economic impact studies using the New Hampshire econometric model will provide information about the impacts of significant plant shutdowns or development, and the anticipated impact on occupational demand and workforce development requirements.

This activity supports the economic and workforce development goals identified in the current 2-Year State Plan, especially V.C. The use of the New Hampshire Econometric Model will identify the impacts of shifts and changes in the State's economy and support the development of policies to smoothly accommodate them.

- Principal direct users will be staff members of the Economic and Labor Market Information Bureau. Indirect beneficiaries will be government policy makers, economic

planners and developers, the workforce development community, employers, and the general public.

- The expected outcome will be improved workforce information for use by the economic development community, improved anticipation of the effects of economic events such as employer openings or closings, and increased job opportunities for job seekers.
- The econometric model will be used to identify state and area impacts of specific business and industrial contraction or expansion.

The anticipated cost in Program Year 2005 is \$87,189, including annual maintenance cost of \$35,200.

5. Maintain and enhance electronic state workforce information delivery systems.

- NHnetwork

NHnetwork is the electronic workforce information delivery system that provides access to New Hampshire's ALMIS database. Currently, ALMIS data is made available via a vendor application. Suggestions and requests for improvements from customers and staff combined with proffered support from the New Hampshire Office of Information Technology Web Development Team have made possible a plan to develop a state-specific application for ALMIS data delivery. The application, based on specifications established by ELMIB, will provide access to the full contents of the ALMIS database, including multiple sub-state regions and time-series data, in a clean, user-friendly web interface that takes advantage of up-to-date web application development technology.

Customers and staff requested that the Internet application accessing the ALMIS Database be simplified for ease of use. In response to this, a new Internet application for presentation of ALMIS data is under development, and will be ready for deployment in PY2005. The application will also include a module for display, download, and comparison of a wide variety of municipal data that is not part of the ALMIS Database.

During PY2005 the Bureau will also begin development of an O*Net Skills, Knowledge, and Abilities module that will help users interpret occupational skill requirements.

- New Hampshire is a pilot state for the ADAM (ALMIS Distributed Access Method) System, which allows interstate access to ALMIS data. The ALMIS database version 2.3 has been built in Oracle for that pilot, along with ADAM repository queries.
- The ALMIS Employer Database is updated every six months in the ALMIS database, and made available through NHnetwork.
- Section B of the **State Unified Plan** submitted by New Hampshire under Section 501 of the Workforce Investment Act described the One-Stop System envisioned for New Hampshire. Section B.5.0 was specifically dedicated to **Making Labor Market**

Information More Useful and Relevant to Customers. This section recognized the importance of this system, originally developed through ELMI's participation in the LMI Access Consortium.

The current New Hampshire 2-Year State Plan specifies goals for the statewide workforce system that are consistent with the Governor's overall vision and goals for the State. Maintenance, improvements, and other enhancements to New Hampshire's electronic workforce information delivery systems links to Goal Number 5, "[t]o improve labor market exchange and labor market information for all businesses and individuals." Furthermore, the charge to "Improve Labor Exchange and Labor Market Information" is identified as one of the Governor's Key Workforce Investment Priorities. The electronic workforce information delivery systems are part of the key strategy to continue an integrated one-stop career center system that provides a gateway to jobs and labor market information as well as education and training programs. These systems will help New Hampshire attain the Governor's goal.

- Principal customers are Job Center staff, job seekers, employers, government policy makers, economic developers, students, researchers, librarians, educators, educational program planners, WIA partners, regional planners, and others.
- A revised delivery system will make workforce data more easily accessible and therefore more useful to job seekers, employers, economic developers, NH Works Job and Information Center staff, and other users. This will result in more efficient access and use of this information, leading ultimately to improved career decision-making and business expansion.

Anticipated cost for Program Year 2005 is \$40,000.

6. Support state workforce information training activities.

- The Economic and Labor Market Information Bureau will continue to provide individual copies of the ALMIS Employer Database on compact disc to One-Stop Center staff semi-annually.

The Bureau will also provide additional training in the access to and use of the information on the discs as necessary and requested.

- The Economic and Labor Market Information Bureau will demonstrate the new Internet application to One-Stop Center staff, educators, librarians, economic developers, and others upon the application's deployment. This training will foster increased use of on-line workforce data, and provide One-Stop Center staff with additional resources with which to assist the public.
- The training activities relating to the use of the Employer Database in the NH Works Centers support the New Hampshire Workforce Information Act/Wagner-Peyser Five Year Strategic Plan. Section D of the **State Unified Plan** submitted by New Hampshire

under Section 501 of the Workforce Investment Act contains a **Needs Assessment**. This section, in **D.1.0. Economic and Labor Market Trends**, **D.2.0. Growing and Declining Industries**, and **D.3.0. Key Occupational Trends**, describes the types of information required to assess the New Hampshire economy and guide decision-making related to workforce development.

The New Hampshire 2-Year State Plan identifies the importance of workforce information in Section IX.B. The State Plan points out that “[t]he State’s primary source for workforce information is the Economic and Labor Market Information Bureau (ELMIB) of New Hampshire Employment Security. Through this department New Hampshire is able to provide a user-friendly labor market information system for use by job seekers, employers, program administrators, economic developers and state planners. This system provides print and on-line products, as well as one-on-one and group training services to insure that the One-Stop Centers and its customers have the information they need.” Furthermore, in Section VI.D., the State Plan describes the Economic and Labor Market Information Bureau’s link to policies that support a demand-driven approach to workforce development. “ELMIB staff maintains a presence on both the state and local level and is available to provide training, technical assistance, presentations, workshops, products, and other services to the State Board, partners, community agencies, employers and the local One-Stop Center staff.”

- Principal customers will be NH Works Job and Information Center staff and job seekers.
- The availability of the Employer Database in each NH Works Job and Information Center supports job search by unemployed and underemployed clients.
- Anticipated cost for Program Year 2005 is \$3,500.

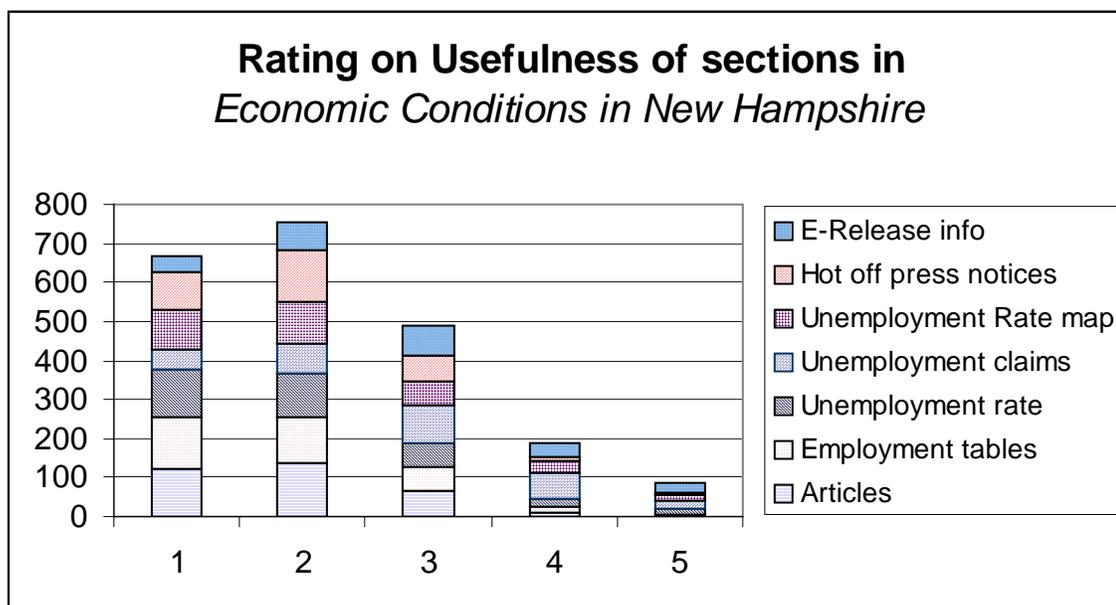
C. Consultation and Customer Satisfaction Assessment

The Bureau conducts periodic surveys of its specific workforce and career information products.

Since June 2004 the Bureau has used an inquiry tracking system to monitor the familiarity with and usefulness of our workforce and career information products. This system allows the Bureau to survey users to ensure that the level and quality of service are satisfactory, and to help determine what changes in product and delivery might be preferred.

The Economic and Labor Market Information Bureau also conducted a user survey of its monthly *Economic Conditions in New Hampshire* and county-based *Quarterly Census of Employment and Wages* data. A total of 3,091 surveys were mailed out; 400 surveys were returned; 394 surveys were useable representing 12.7% of the total. Of the 394 useable surveys, 197 (50.0%) were returned by businesses. Highlights of the survey results:

- Over two-thirds (68.3%) read the *Economic Conditions in New Hampshire* publication every month.
- Sections of *Economic Conditions in New Hampshire* were rated on a scale of 1-5 with “1” being “most useful” and “5” being “least useful”. Weighted scores for each section ranged from 1.88 (Articles) to 2.79 (Unemployment claims data).



- County data extracted from the Quarterly Census of Employment and Wages (QCEW) program was viewed, in another part of the survey, as useful. Almost 80% of the respondents indicated that they used the employment and wages data.
- 37.5% of the respondents indicated that they used employment and wages data mainly for business decisions; 10.7% used the data for economic development purposes; and

10.2% used the data for career planning; 9.5% used the data for state/local planning and policy making; and 8.8% used it to assist others to find employment.

- Respondents were asked to provide narrative answers about what additional items they would like to see in *Economic Conditions*. The Bureau is evaluating these suggestions to determine how best to accommodate identified user needs.

In addition, conversations with the workforce development community, including economic developers, have led to the production of specific products meant to enhance workforce and economic development in New Hampshire. The Bureau has begun discussions with the Department of Resources and Economic Development's Division of Economic Development to a follow-up survey to one conducted during PY2003. The original survey included questions about the usefulness of economic development and business services, as well as economic and labor market information. The new survey to be conducted in PY2005 will be similar in content.

During PY2005 the Economic and Labor Market Information Bureau will continue to employ surveys of product users to measure satisfaction and ensure that they meet the needs of the workforce development community, including our partners and the public.