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TARA REARDON COMMISSIONER  
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Tim M.  
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September 29, 2011

Holly O'Brien  
Regional Administrator  
U.S. Department of Labor  
Employment and Training Administration  
John F. Kennedy Federal Building, Room E-350  
Boston, MA 02203

27-09-11 11:42 AM

Dear Ms. O'Brien:

Enclosed is the Program Year 2010 Workforce Information Grant Annual Report, as required by TEGL 3-10 (July 16, 2010). This report summarizes what New Hampshire was able to accomplish with support from the ETA Workforce Information funding.

We appreciate the assistance that the Employment and Training Administration provides New Hampshire to develop information that meets the needs of workforce system staff, job seekers, and the business and economic development communities. With ETA support, New Hampshire has been able to prepare more current and local workforce information, draw together information from multiple data sources, and to provide the analysis needed by our different customers to make informed workforce decisions.

Thank you,

Tara G. Reardon  
Commissioner  
New Hampshire Employment Security

Dick Anagnost  
Chairman  
New Hampshire State Workforce Investment Board

Enclosure

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## **New Hampshire PY 2010 Workforce Information Grant Annual Report**

### **Core Products and Services**

The Economic and Labor Market Information Bureau of New Hampshire Employment Security, the designated workforce information entity for New Hampshire, supplied workforce information products and services in the following core areas.

#### **1) Continue to populate the Workforce Information Database (WIDb) with state and local data.**

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

#### **WIDb Maintenance**

The following data were loaded to WIDb tables, both local and Internet, between July 2010 and June 2011:

- Monthly updates of the following data tables:
  - Current Employment Statistics program data for NH Statewide and six Metropolitan NECTA/NECTA Divisions;
  - Labor force statistics for the US; NH Statewide; Counties; In-State and Cross-State Metropolitan and Micropolitan NECTA/NECTA Divisions, In-State and Cross-State Labor Market Areas; and Minor Civil Divisions (cities, towns, and unincorporated places);
  - Consumer Price Index for the US; and
  - Building permits (Census Bureau) for the US and NH Statewide
- Annual average data updates of the following data tables:
  - Current Employment Statistics program data for NH Statewide and six Metropolitan NECTA/NECTA Divisions;
  - Labor force statistics for the US; NH Statewide; County; In-State and Cross-State Metropolitan and Micropolitan NECTA/NECTA Divisions, In-State and Cross-State Labor Market Areas; and Minor Civil Divisions;
  - Building permits (Census Bureau) for the US, NH Statewide, and Counties

- Benchmark revisions by month for Current Employment Statistics (CES), 2009 and 2010, for NH Statewide and six Metropolitan NECTA/NECTA Divisions; and Labor Force, 2005 – 2010, for NH Statewide County; In-State and Cross-State Metropolitan and Micropolitan NECTA/NECTA Divisions, In-State and Cross-State Labor Market Areas; and Minor Civil Divisions
- Building/Demolition Permits (net change in housing supply) for NH Statewide, Counties, and Municipalities, from the NH Office of Energy and Planning, 2009
- Quarterly Census of Employment and Wages (QCEW)
  - Quarterly data for 2010 Q1 through 2010 Q4 to the NAICS industry group (4-digit) level for NH Statewide, Counties, Metropolitan NECTAs, Micropolitan NECTAs, and labor market areas
  - 2010 Q1 through 2010 Q4 to the NAICS industry group level for the US
  - 2010 Q1 through 2010 Q4 to the domain level (goods-producing and service-providing) for New Hampshire municipalities
- Annual Average QCEW
  - Annual average data for 2009 to the NAICS industry group (4-digit) level for the US, statewide, counties, labor market areas, and planning regions
  - Annual average data for 2009 to the NAICS sector (2-digit) level for municipalities
  - Annual average data for 2010 to the NAICS industry group (4-digit) level for the US
- Industry and Occupational Projections
  - Statewide short-term industry and occupational projections, 2010 Q2 to 2012 Q2
  - Statewide short-term industry and occupational projections, 2010 Q4 to 2012 Q4
  - Long-term industry and occupational projections, and staffing patterns data, 2008 – 2018, for New Hampshire's ten counties and nine planning regions
- Population Estimates
  - US Census Bureau for US, NH statewide, county, minor civil divisions, and metropolitan/micropolitan NECTAs, 2000 – 2009
  - US Census Bureau for US, NH statewide, county, and minor civil divisions, 2010 decennial Census
  - New Hampshire Office of Energy and Planning, for municipalities, counties, and statewide, 2009

- ARC Employer Database, 2010 second edition and 2011 first edition
- Transfer Payments (revised) from the US Bureau of Economic Analysis (BEA), for statewide and US, 1929 - 2009
- Measures of personal income from the Bureau of Economic Analysis (BEA)
  - Revised and preliminary statewide and US, annual 1929 – 2010
  - Statewide and US by quarter, revised and preliminary, 1990 Q1 – 2010 Q4
  - County (revised), annual 2001 – 2009
- Measures of income from the Census Bureau
  - Current Population Survey (CPS) median household income, 1984 – 2008, statewide and US
  - American Community Survey per capita income, median household income, and median family income – statewide and US, 2008 1-Year Estimates and 2006 – 2008 3-Year Estimates; county, 2006 – 2008 3-Year Estimates
- Property tax rates from the New Hampshire Department of Revenue Administration, municipalities, 2010
- Unrestricted tax revenues from the New Hampshire Department of Administrative Services, for New Hampshire, 2010
- Business Employment Dynamics (BED) data for 2009 Q4 through 2010 Q3 were added to local WIDb (programming to display this data via the NHnetwork application has not yet been developed)

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

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

In addition to standard WIDb tables, 16 tables were added to the WIDb to support Internet access of data contained in the New Hampshire Community Profiles. Users

are provided access to municipality-specific information through the NHnetwork application, as well as through standard HTML web pages and PDF documents. The annual update to these data tables was completed in February 2011.

### **Data Provided to NH Job Match System**

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

## **2) Produce and disseminate industry and occupational employment projections.**

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

Primary activities for PY 2010 were the production of statewide long-term projections by industry and occupation and statewide short-term projections. County and Regional Planning Commission area long-term projections were developed for the 2008 to 2018 period. Statewide short-term projections were developed for the 2010 Q2 to 2012 Q2 period and the 2010 Q4 to 2014 Q4 period.

- The Bureau prepared long-term estimates of employment by industry and occupation for New Hampshire's ten counties and nine Regional Planning Commission areas. These estimates incorporated annual average employment by industry for the 1972-2008 time period, with 2008 base year employment and employment projected to 2018. Data were made available on the Bureau's web site in data tables.
- The Bureau populated the Workforce Information Database with sub-state long-term projections for the 2008-2018 time period to allow for further public dissemination through NHetwork, New Hampshire's on-line labor market information system and WIDb user interface.
- The Bureau prepared two sets of short-term statewide estimates of employment by industry and occupation, based on the latest available quarter of information and forecast out eight quarters. One set covered the 2010 Q2 to 2012 Q2 time period. The Bureau populated the WIDb with these data to allow for further public dissemination of these projections in February 2011.
- The second set of short-term projections for the time period 2010 Q4 to 2012 Q4 was completed in June 2011. This satisfies the ETA requirement to produce short-term, industry and occupational employment estimates during PY 2010 covering the 2010-2012 time period. These estimates were delivered for use in America's Career InfoNet on June 29, 2011. The Bureau populated the WIDb with these data to allow for further public dissemination of these projections in July 2011.

- The Projections Workgroup's Skills-Based Projections web site was populated with New Hampshire's long-term county level projections (2008 – 2018) in September 2010. Statewide short-term projections were loaded to the Skills-Based Projections site in July 2010 (2009 Q3 – 2011 Q3) and February 2011 (2010 Q2 – 2012 Q2).
- The Bureau published an article discussing short-term projections for 2009 Q3 to 2011 Q3 in the September 2010 issue of *Economic Conditions in New Hampshire*. An article on the 2010 Q2 – 2012 Q2 short-term projections was published in the April 2011 issue. This article focused on occupations having entry level educational requirements between a high school diploma and a baccalaureate. Both articles are available on the Bureau's web site.
- In August 2010, the 2008-2018 projected were used to update 30 brochures entitled *So You Want To Be...* The brochures highlight expected job opportunities, wages, skills, working conditions, and tasks for the 30 occupations with either the fastest projected rate of growth or the largest number of projected openings. The brochures have garnered over 3,200 views and downloads on the Bureau's web site.



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

The Economic and Labor Market Information Bureau published its annual review of economic and social conditions in *Vital Signs 2011: New Hampshire Economic and Social Indicators*. This publication presents information about significant aspects of the state's economic, social, and environmental structure. Data for this publication is obtained from numerous other sources, ranging from federal agencies and other state agencies to private industry groups and institutes. Data for four years is collected and presented in eighteen chapters. Each chapter is accompanied by a capsule summary of recent events.

Based on customer interest, the Bureau developed an economic data dashboard for New Hampshire that presents a two-page summary of data including labor force and unemployment rates, current employment statistics, CPI measures, building permits, initial and continued claims for unemployment insurance, duration of unemployment, and employment by industry from the Quarterly Census of Employment and Wages. The dashboard is in a spreadsheet format and allows users to select a variety of geographic areas in each data section. The NH Economic Data Dashboard is available on the Bureau's website.

In December 2010, New Hampshire officially joined the Local Employment Dynamics (LED) Partnership with the US Bureau of the Census. New Hampshire supplied quarterly historical wage records and QCEW data back to 2003 in January 2011. The Census Bureau has compiled experimental Quarterly Workforce Indicators data and the Bureau has reviewed the data and provided feedback.

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

- The Bureau renewed a support and maintenance contract with the developer of the New Hampshire econometric model, Regional Economic Models, Inc. (REMI). An updated version of the model was installed in December 2010.

- Scenarios prepared using the REMI Policy Insight +® model included:
  - January-February 2011 — Several iterations of impact scenarios for potential job creation in Strafford County (part of a New Hampshire Division of Economic Development recruitment effort).
  - February 2011 — Assessment of the positive impact on the New Hampshire economy of the total unemployment compensation paid out to NH residents.
  - March 2011 — Impact on the New Hampshire economy of the potential closure of five biomass plants.
  - May 2011 — Comparison of several job creation scenarios in Coös County, were prepared for the commissioner for a presentation at the annual Coös County Symposium.

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

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

Throughout PY 2010, a complete revision of the Bureau's web site has been underway. The information has been reorganized with the goal of making locating information easier. Improvements include an A-to-Z index that lists topics and products in alphabetical order, and a Bureau-specific search function. The site will go live during PY 2011.

Staff attended the Workforce Information Council's LMI Technical Forum in May 2011. The forum was designed for states to share information on current technologies and to learn about state-of-the-art technologies for information dissemination.

During PY 2010 the New Hampshire Employment Security Economic and Labor Market Information Bureau's web site garnered nearly 968,000 page hits and downloads.

- The most popular product by far on the Bureau's web site is *New Hampshire Community Profiles*, a summary of demographic, social, and economic information for each of New Hampshire's 234 municipalities. The profiles are updated annually through a mail survey, and supplemented with data from administrative databases and public data sources, such as the US Census Bureau and other state agencies. The profiles are published in HTML pages and PDF files on the web site. Similar profiles for New Hampshire's ten counties are also published as PDF files.
- The second most accessed product was *New Hampshire Occupational Employment and Wages*, based on data collected and published by the Bureau's Occupational Employment Statistics (OES) program.
- 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 HTML pages.

- Other frequently accessed publications and web pages were:
  - the monthly employment situation news release for New Hampshire and Local Area Unemployment Statistics (LAUS) report;
  - New Hampshire Career Resources pages and publications, including *Job Notes* and *So You Want to Be A ...* brochures;
  - *New Hampshire Economic Conditions*, the Bureau's monthly bulletin;
  - Consumer Price Index data;
  - *Vital Signs*, New Hampshire's annual publication on economic and social indicators;
  - Employment Projections, including industry, occupation, long-term, short-term, and sub-state; and
  - Unemployment Insurance claims data.

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

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

- Throughout the year, the Bureau responded to multiple requests from the Office of Workforce Opportunity, New Hampshire's state workforce investment board.
- Conducted a presentation on labor market and career information at the Office of Workforce Opportunity's NH Works *Preparing Today for Tomorrow's Jobs* Conference in June 2011. Approximately 60 conference attendees came to the session.
- Conducted a presentation to the Workforce Opportunity Council discussing 2010 mass layoff statistics trends in New Hampshire in June 2011.
- Throughout the program year, New Hampshire Employment Security Employer Services Representatives were provided up-to-date presentation materials that included regional labor force, commuting, and industry employment data as well as a brief guide to accessing information on the Bureau's web site for distribution at local job fairs and employer seminars.
- Conducted presentations discussing labor market data and Bureau services for members of Professional Networking groups in Nashua, Concord, and Salem. These groups were formed to support professional worker who were having, and are continuing to have, difficulty finding professional positions after a layoff. In PY 2010, presentations were made at three separate networking meetings to a total of 35 attendees.
- Conducted training sessions for agency and partner staff members discussing how to use tools and information from the Bureau. Staff attending included:
  - NH Employment Security Certifying Officers (5)
  - NH Employment Security Employer Services Representatives (ESR) (10)
  - NH Employment Security Re-employment Eligibility and Assessment (REA) Counselors (14)
  - NH Department of Education Vocational Rehabilitation Counselors (12)

- Conducted separate presentations to NH Employment Security Local Office Managers and Employer Services Representatives, discussing the unemployment rate and how the measure is calculated.
- Conducted a products and needs assessment with NH Employment Security Local Office Managers to determine product usefulness, web site usefulness, and unmet needs.

### **Support of economic development and retention**

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

- This support consists primarily of informational packets detailing workforce statistics for specific areas of the state. The Division of Economic Development uses this information in business recruitment efforts. During PY2010, workforce information such as staffing patterns, occupational wages, commuting patterns, unemployment rates and labor force, available workforce, training opportunities, housing costs, educational levels, and employers were compiled for the towns of Salem, Groveton, Portsmouth, Londonderry, Rochester, and Farmington. This information was used in attracting businesses to the state.
- In January 2011, the Bureau updated composite profiles of New Hampshire's ten counties based on the content of the New Hampshire Community Profiles. The county profiles were provided to the NH Division of Economic Development for use in business recruitment and job creation initiatives. The county profile updates included newly-released 2010 Census population data.

### **Support of the education community and other activities**

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

- During PY2010, New Hampshire labor market information was used to update *Job Notes*, a career resource newspaper. *Job Notes 2010-2011* was produced in September 2010, and 42,000 copies were distributed primarily to schools throughout the state. Copies were also distributed to state agencies who use the

publication with adult clients, including local Employment Security offices, Vocational Rehabilitation regional offices, and the Department of Health and Human Services' Food Stamp Employment and Training Program. One feature of the publication is the Career Planning table, which included the 2008-2018 employment projections, the May 2009 Occupational Employment Statistics wage data, O\*Net basic skills, Holland code, and career cluster for over 430 occupations. In addition to the print copies, the publication garnered nearly 7,000 views and downloads on the Bureau's web site.

- July/August 2010 — Presentations to a total of 86 students at three sessions of the Dartmouth Health Careers Camp, a program for 10<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup> grade students exploring careers in health care.
- January 2011 — Presentation to the New Hampshire House Labor Committee, introducing newly-elected Legislators to Agency and Bureau services.
- January 2011 — Presentation to the Joint New Hampshire Senate and House of Representatives Ways and Means and Finance Committee to discuss recent labor market and economic highlights.
- March 2011 — Staff attended the Local Employment Dynamics (LED) Annual Workshop in Washington, D.C.
- May 2011 — Presentation to 30 students at Merrimack Valley High School discussing career planning activities.