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*Real Time Analysis – Understanding the Labor
Market in New Ways*

New Hampshire Labor Market Information

- Job Posting Trends
- Educational Requirements
- Results of Green Survey



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Job Postings



Job Postings

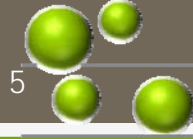
- Job posting trends in non-metropolitan areas were examined
- Posting trends were compared to a metropolitan area
- Size of business, ownership and type of job all influence how and where jobs are posted



Where are Companies Posting?

- These industries generally only post in the newspaper, without cross posting online
 - Construction/ building trades;
 - Transportation;
 - Personal Services.





Newspaper Ads

- Smaller employers, or locally owned businesses are likely to post positions in the newspaper, and cross post only mid to upper level jobs requiring several years of experience online
- Lower level, seasonal, part time or irregular jobs were generally only posted in the newspaper





- Large, corporate employers generally post in both the newspaper and online
- Regardless of the type of occupation, it appears that large, corporate employers are posting all jobs online and in local newspapers





- Job postings followed this trend regardless of geography
- Employers in areas where broadband access is not reliable may be even more likely to post in newspapers
- Postings printed in the newspaper are not necessarily transferred to the newspaper's online version
- A job search conducted exclusively online is not enough for most job seekers



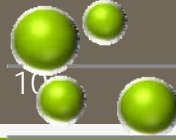
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Educational Requirements in Job Postings



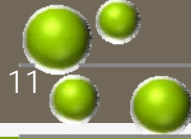
Educational Requirements in Job Posting Data

- A sample of 8,000 postings were downloaded from the Burning Glass database
- Sample contained all job families for 8 states: New England, New York and New Jersey
- Of the 8,000 postings, 21% listed a Bachelor's Degree, only 5% listed a High School Diploma



- Comparison of degree requirements in postings versus employed workforce
- Based on the 3,038 postings that listed a degree

Degree	Frequency	Percent	Employed 25-64 United States	
High School	373	12%	116,471,826	
Post H.S.	333	11%	<H.S.	9.3%
Associate's	173	6%	H.S. Grad	25.3%
Bachelor's	1647	54%	Some College	31.4%
Master's	447	15%	B.A or Higher	34.0%
PhD	65	2%	American Community Survey 2009	



- Of the 8,000 postings, 4,962 postings had no educational requirement listed
- NH took a random sample of 1,000 postings with no educational requirement to look at posting characteristics



- Of the 1,000 sample postings that had no degree requirement listed, 601 also had no experience level listed
- Are these postings for lower level or entry level jobs that have no education or experience requirements?



- Analysis showed that even if a posting did not list education or experience requirements, it didn't mean there were none
- The lack of listed requirements does not indicate the job is lower-level or entry level



601 No Education/ Experience Postings

High Skilled Postings

- 61 were for Medical Doctors or Dentists
- 70 were in Computer Occupations
- 45 were for Nurses
- 23 were for Accountants

Lower Skilled Postings

- 1 was for a Restaurant Worker
- 24 were for Secretaries
- 4 were for Assistant Store Manager



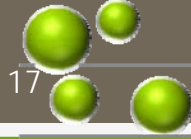
- Despite a superficial appearance that postings with neither education or experience requirements are lower-level, the opposite appears to be true
- Many highly skilled job postings do not list these requirements
- Of online postings that list education requirements, the vast majority require a Bachelor's or higher





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New Hampshire Green Jobs Survey



NH Green Jobs Survey

- Targeted survey to 971 businesses the New Hampshire Labor Market Information Bureau anticipated to be green
- 273 respondents as of 4/29/11
- 28 percent response rate

Green Jobs Survey

This survey is targeted to green businesses in New Hampshire and intends to gather information about employment and training needs. Please help us out by completing the survey by April 12, 2011. The completed survey can be mailed back in the enclosed postage paid envelope or faxed to 603-228-4172.

Section A: Basic Information

Contact Person: _____
Phone: _____
Email: _____
(Contact information is requested in case clarification is needed about the responses to the survey)

Check here if you would like to be notified when survey results are available on our website (note: e-mail address must be provided above)

1. Your company has been identified as potentially producing a green product, offering a green service or using a green process or practice in one of the following industries. Please check any that describe the primary work of your business:

Renewable Energy or Energy Efficiency

Section B: Employment

2. How many workers does your company currently employ in New Hampshire? _____

3. Do you anticipate hiring within the next two years?

Yes If Yes, about how many workers: _____
 No

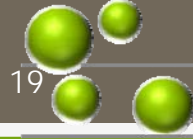
4. How do you advertise jobs? (check all that apply)

Online job board (including NH Job Match System)
 Company web site
 Newspaper
 New Hampshire Employment Security Local Office
 Union Hiring Hall
 Word of mouth referral
 Help wanted sign in window or on marquee
 Other: _____



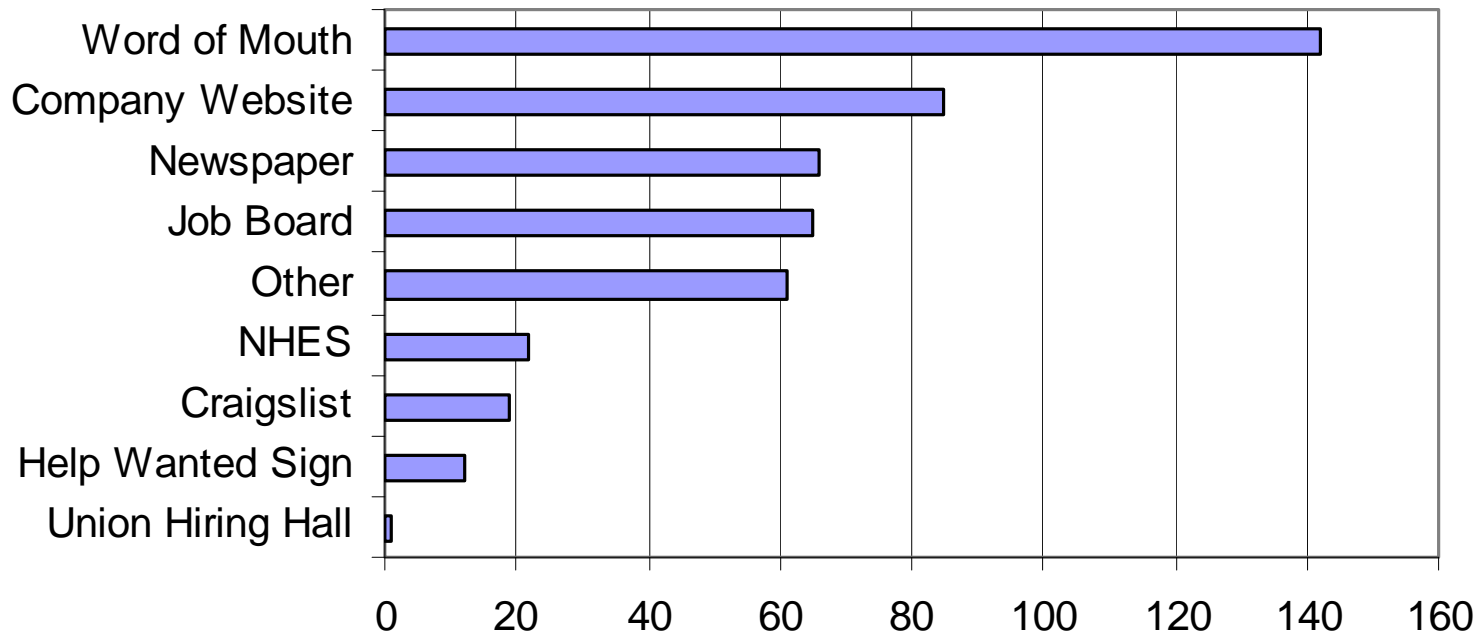
- In a survey of green businesses in New Hampshire, employers reported the following top hiring practices
 - Word of Mouth (68%)
 - Company website (40%)
 - Job Board (31%)
 - Newspaper (31%)





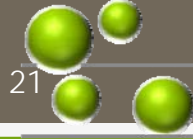
- Word of Mouth is the most popular option for hiring among green businesses, with a potential affecting job search practices

Green jobs Survey Response: Hiring





- The hiring method with the lowest utilization rate was Apprenticeship programs
- Many think of apprenticeship programs as being for plumbers and electricians. Apprenticeship opportunities are available in many occupations
- Though employers were not asked, the low utilization rate could have to do with the paperwork burden being on the employer



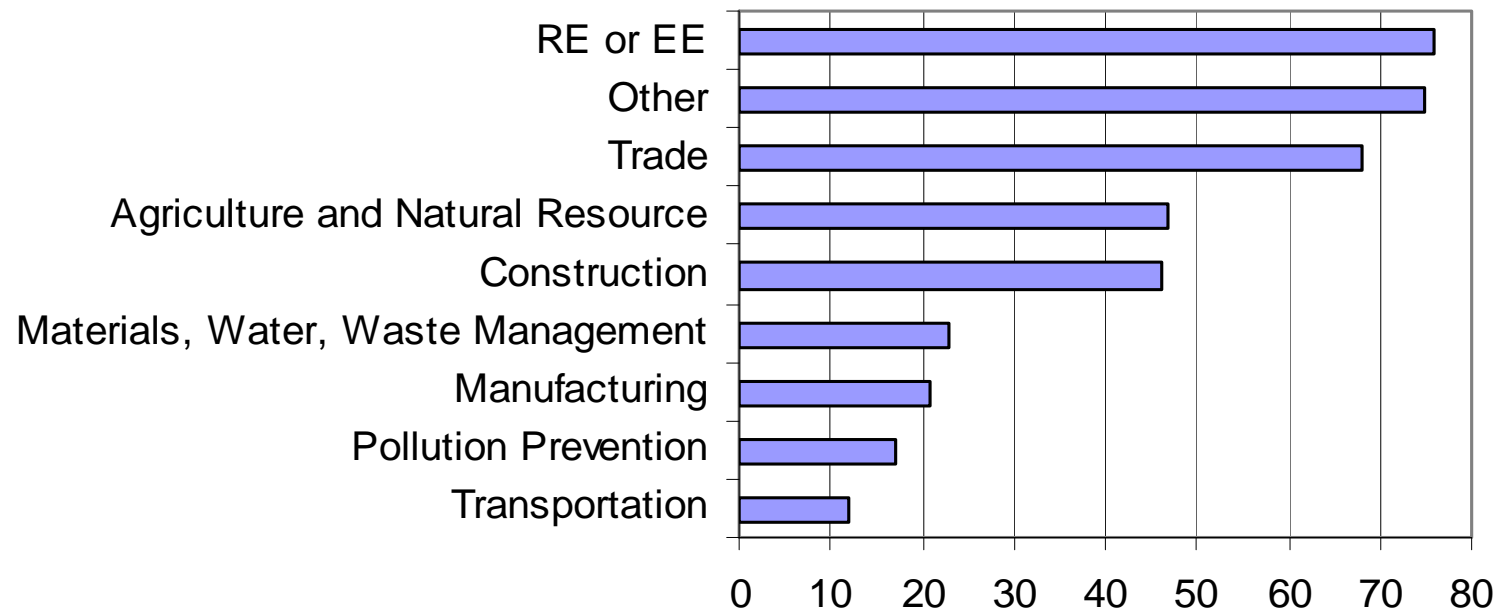
- New Hampshire has implemented a Return to Work program, where unemployment compensation claimants are able to train with an employer for six weeks while still collecting benefits
- The employer gets to train a potential employee for six weeks at no cost on a “try-out” basis and has little paperwork burden as NHES organizes and coordinates the program



○ Top Industries:

- Renewable Energy and Energy Efficiency
- Trade
- Construction

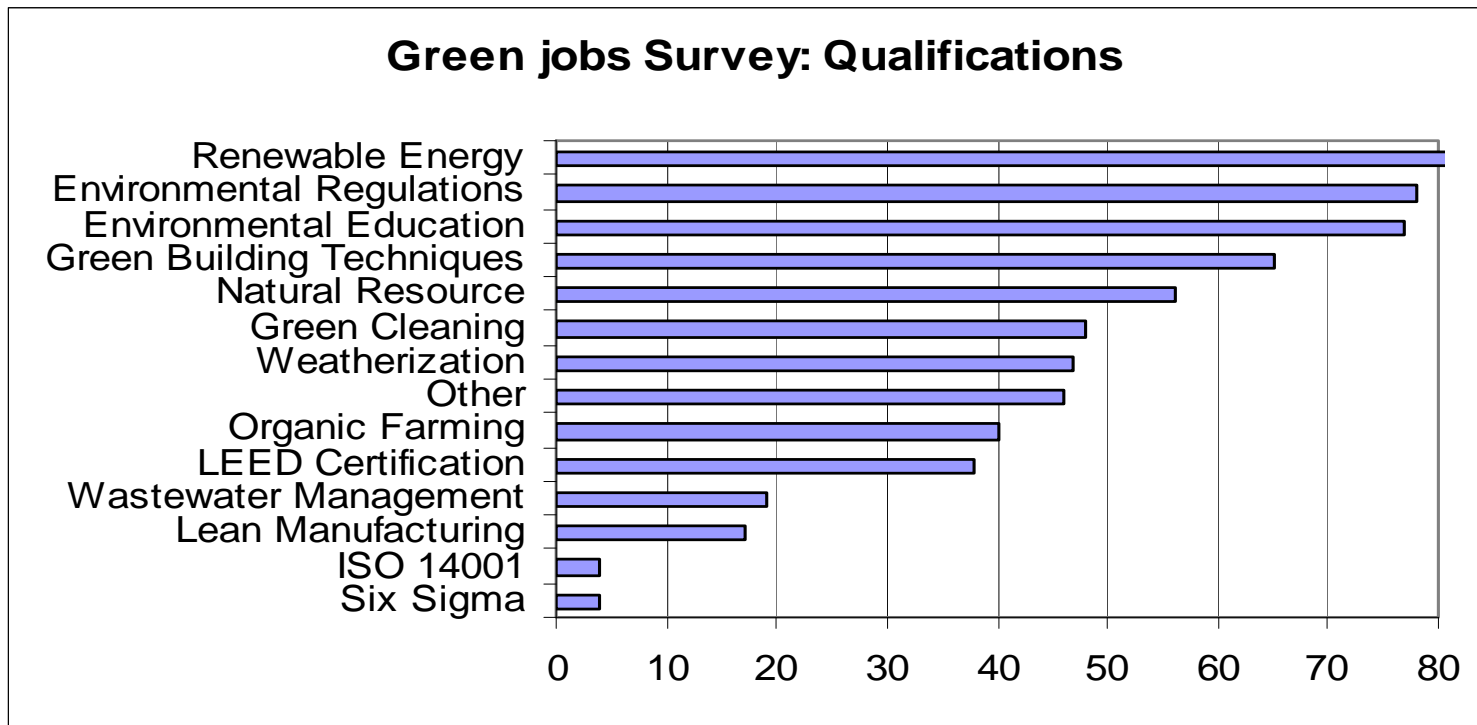
Green Jobs Survey Response: Green Industries





Qualifications

- These are areas of knowledge, experience and/or formal training programs reported by green employers to be desirable



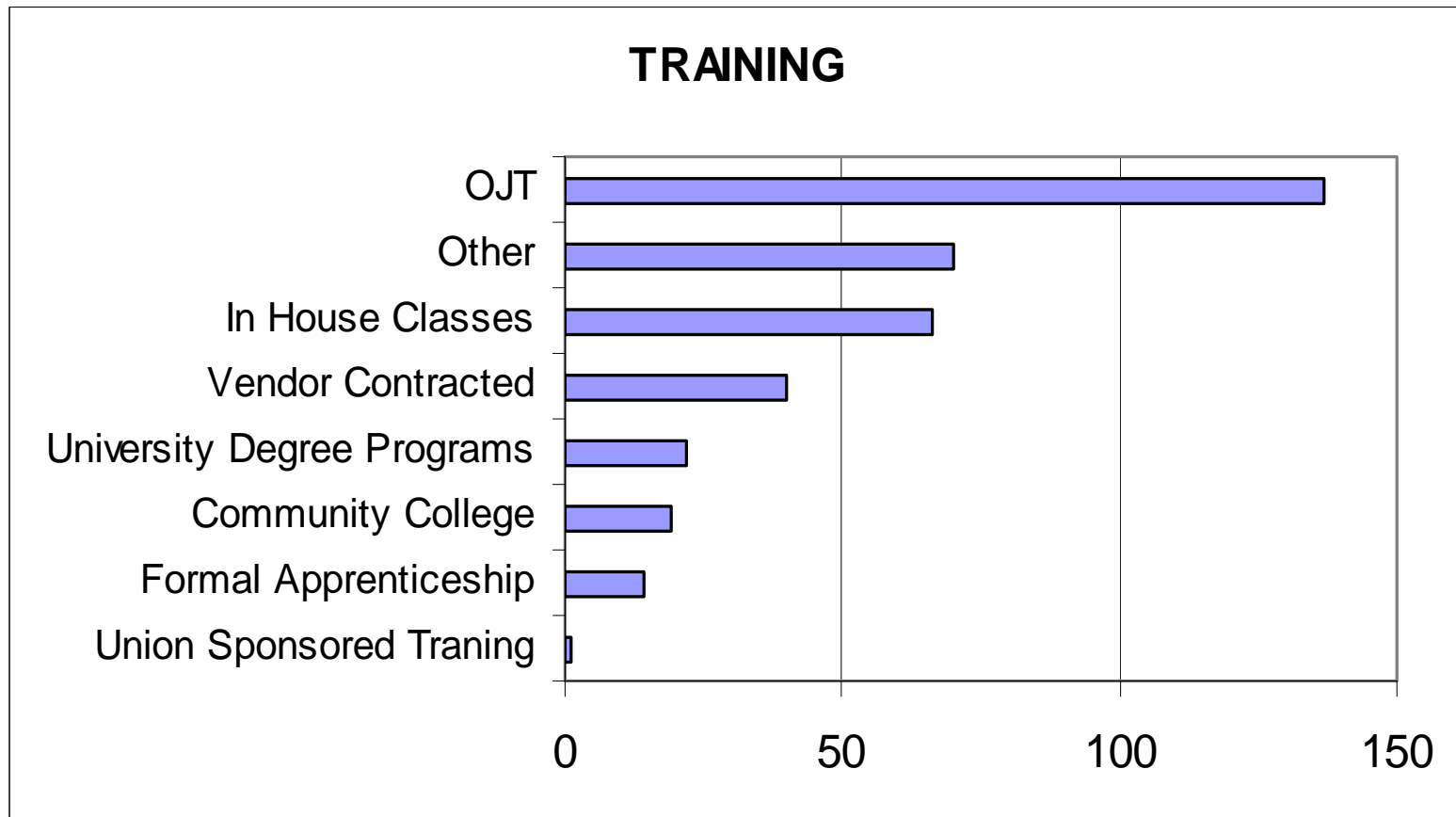
- These qualifications are additional to a worker's basic skills or other basic qualifications. For example, an electrician still needs to have attended an educational program and obtained a license. To work for a green business, they also need to have knowledge of renewable energy systems





Training

- On-the-Job training is the most frequently occurring response





- Job seekers need to be looking in a variety of places for job postings
- Networking or joining a professional group may be useful
- “Green Jobs” are not 100% green 100% of the time- within New Hampshire, green is largely an additional skill needed to remain competitive
- Continuing education is important to keep skills up to date
- Green Jobs are likely to have an education component
- Online job postings may be biased towards openings with educational requirements; however, they could be reflecting a trend towards higher educational requirements by employers



Questions

- Word of mouth was reported to be the most common method of hiring. Does this change how you might advise job seekers to approach their search?
- Have you noticed a difference in posting methods between metropolitan and non-metropolitan areas?
- Do you feel that more jobs are requiring postsecondary education?