

Education Matters – But So Does Experience

Educational attainment beyond a high school diploma has long been touted as the road to career success. People with more education have been statistically shown to have lower unemployment rates and higher earnings over their lifetime.¹ Projected employment data for New Hampshire² support the need for workers with some postsecondary education: an estimated 36 percent of average annual job openings from 2014 to 2024 will be in occupations that usually need education beyond a high school diploma or equivalent for entry-level employment. At the same time, three-fourths of projected annual job openings through 2024 will be due to the need to replace workers who retire or leave the occupation — and

many employers will be looking to fill those jobs with workers who already have experience with a particular skill or credential.

Experience and education requirements in online job postings

Whether replacing a departing employee or filling a new job opening, employers must invest time and money in advertising, interviewing, recruiting, and developing a new worker's skills after hire. In an attempt to reduce those costs, employers may prefer to recruit applicants who already have at least some of the specific skills and abilities that come with experience. Online job postings provide insight into the amount of experience employers are looking for as they recruit workers.

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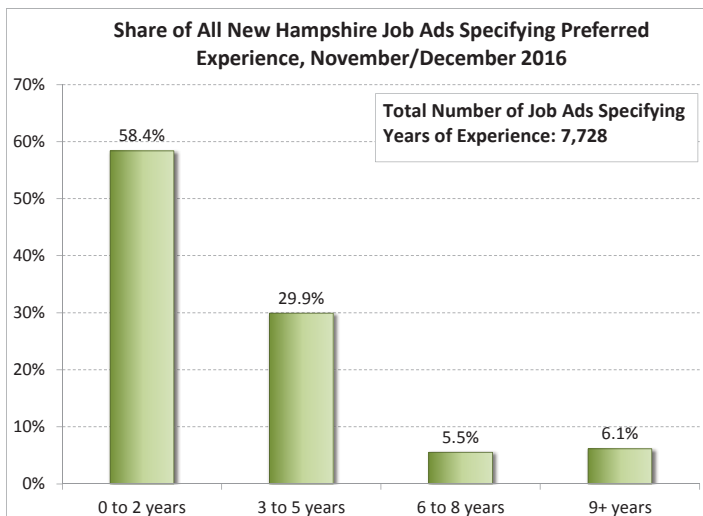
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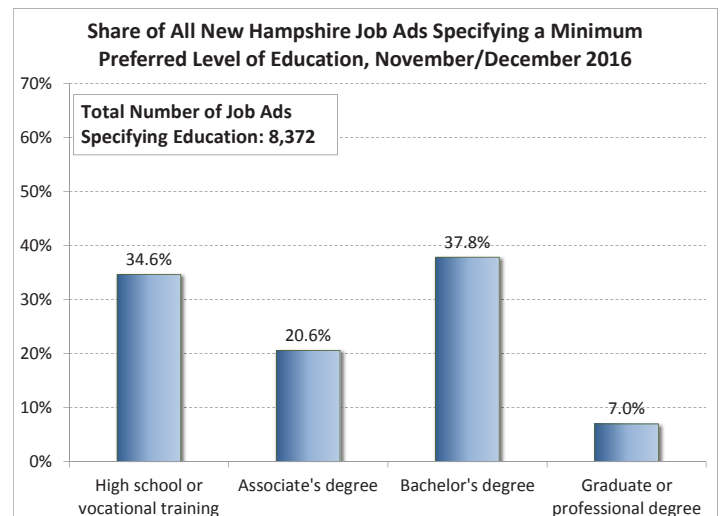
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Using the Labor/Insight tool from Burning Glass Technologies, jobs posted online for a location in New Hampshire were examined for experience and educational requirements. The Labor/Insight tool filters the content of online job ads and classifies experience specified in the ads as one of four categories: less than two years;



Source: Labor/Insight, Burning Glass Technologies



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¹ US Bureau of Labor Statistics, Earnings and unemployment rates by educational attainment, 2015. Data are for persons age 25 and over; earnings are for full-time wage and salary workers. https://www.bls.gov/emp/ep_chart_001.htm

² Employment Projections by Industry and Occupation, base year 2014 to projected year 2024, Economic and Labor Market Information Bureau, New Hampshire Employment Security, June 2016. <http://www.nhes.nh.gov/elmi/products/proj.htm>

three to five years; six to eight years; and nine or more years. Similarly, minimum educational attainment specified in job ads is classified as high school or vocational training; Associate’s degree; Bachelor’s degree; or graduate or professional degree.

From November 1 and December 31, 2016, there were 17,838 jobs posted online for New Hampshire. Among those, 7,728 postings (43.3 percent) specified a preference for years of experience in a skill or credential. Over half, 58.4 percent, of those job ads specified experience of up to two years, while 29.9 percent specified three to five years of

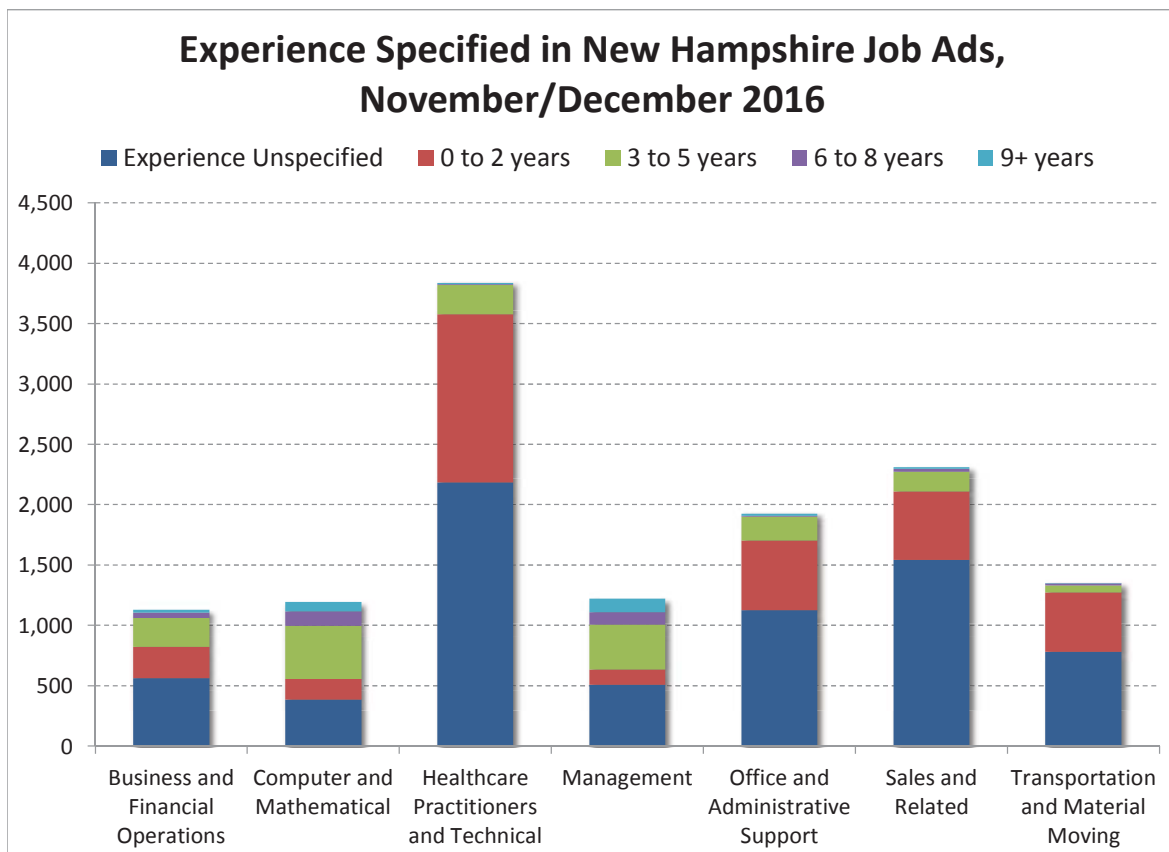
experience. Job ads specifying nine or more years of experience held a slightly larger share than those specifying six to eight years of experience, with 6.1 percent and 5.5 percent, respectively.

A minimum educational requirement was specified in 8,372 online job ads, representing 46.9 percent of all New Hampshire job postings for November/December. Out of the job ads specifying minimum educational attainment, the largest share, 37.8 percent, specified a bachelor’s degree; the share specifying high school or vocational training was close behind with 34.6 percent. Job ads

specifying educational attainment of at least an associate’s degree represented 20.6 percent of job ads, while seven percent specified at least a graduate degree or professional practice doctorate.

Experience by Occupational Group

From November to December, 2016, there were seven major occupational groups with over 1,000 online job postings for New Hampshire. The experience requirements in job postings for these seven major occupational groups differed in share of postings specifying experience and length of experience expected.

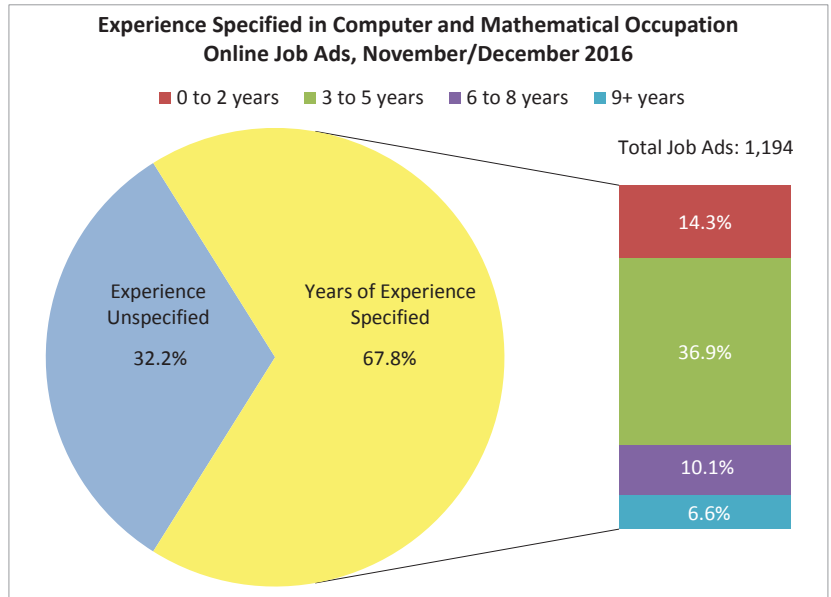


Source: Labor/Insight, Burning Glass Technologies

Computer and Mathematical Occupations

The occupational group with the largest share of ads specifying years of experience was Computer and Mathematical occupations. Nearly 68 percent of postings included a requirement for years of experience; the largest portion, 37 percent of postings, specified three to five years of experience.

- The largest number of job ads was for Software developers, applications; about two-thirds of the job ads for this occupation specified years of experience; this occupation had one of the largest number of job postings in each of the four experience categories.
- Among job ads specifying three to five years of experience, the largest number was for Web developers, and Computer user support specialists had the largest number of ads specifying two years or less experience.

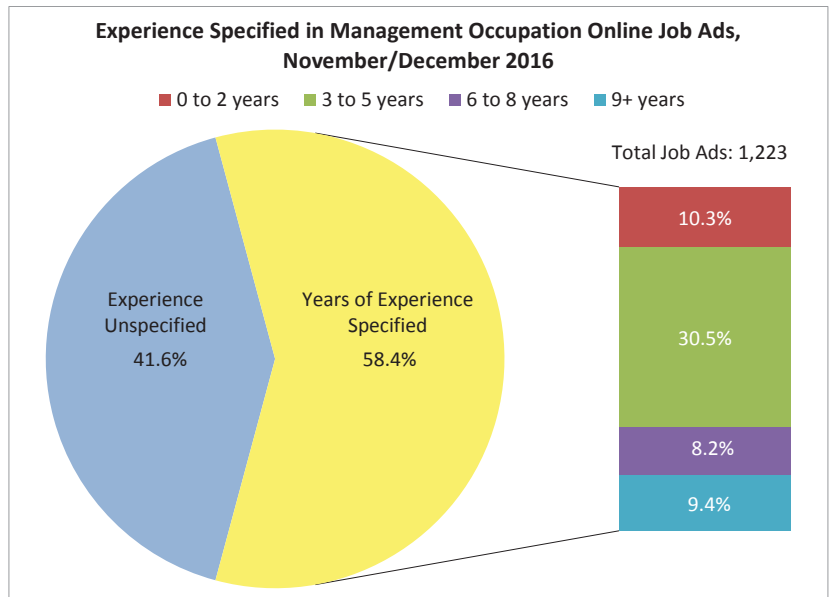


Source: Labor/Insight, Burning Glass Technologies

Management Occupations

Among occupational groups with at least 1,000 job ads posted for New Hampshire, Management occupations had the second-largest share of postings specifying years of experience, with just over 58 percent. Postings for this occupational group were spread across all four experience categories, and had one of the highest shares of postings specifying nine years or more of experience.

- This group had the largest shares of postings specified in the six to eight years and the nine years or more experience categories.
- Medical and health services managers ranked among the top five job postings in each of the four experience categories.

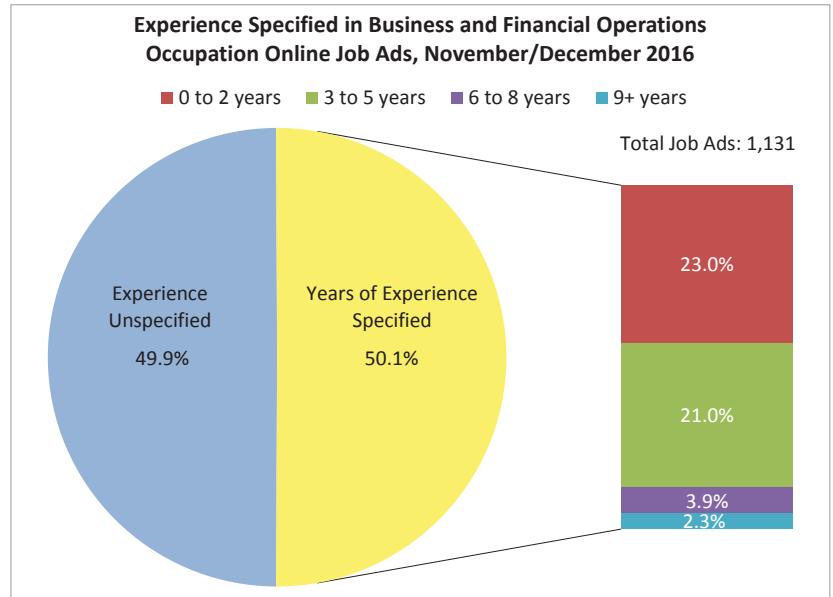


Source: Labor/Insight, Burning Glass Technologies

Business and Financial Operations Occupations

Half of the job ads for workers in Business and financial operations occupations specified years of experience. Most ads were divided between two years or less experience (23 percent) or three to five years of experience (21 percent).

- Human resource specialists had the most job ads specifying experience, and also had one of the largest numbers of postings in all but the nine years or more experience category.
- Among occupations with at least 50 job ads in this group, Accountant was the only occupation with considerably more ads in the three to five years of experience category compared to the less than two years of experience category.

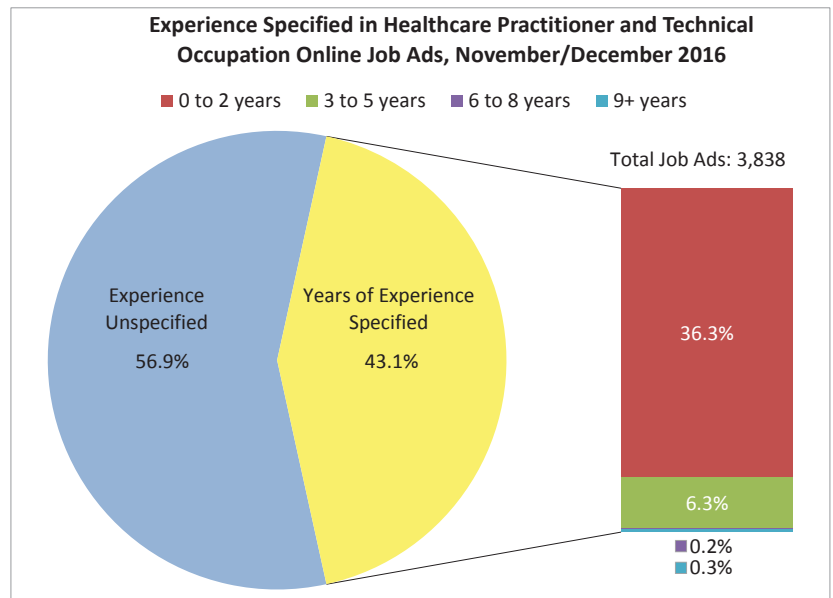


Source: Labor/Insight, Burning Glass Technologies

Healthcare Practitioners and Technical Occupations

Although this occupational group had the largest number of online job ads, 57 percent of the postings did not include an experience requirement. Just over 36 percent of healthcare practitioner and technical occupation job postings specified up to two years of experience, while just over six percent specified three to five years of experience.

- About half of the healthcare job ads specifying experience were for Registered nurses. Among Registered nurse job ads with experience specified, 90 percent preferred up to two years. Critical care nurses and Licensed practical nurses were also among the top occupations with ads specifying experience.
- Although Physician assistants had the second-largest number of postings, 98 percent did not specify experience. There were 1,420 job ads for Registered Nurses, which continues to top the count of postings among all occupations.

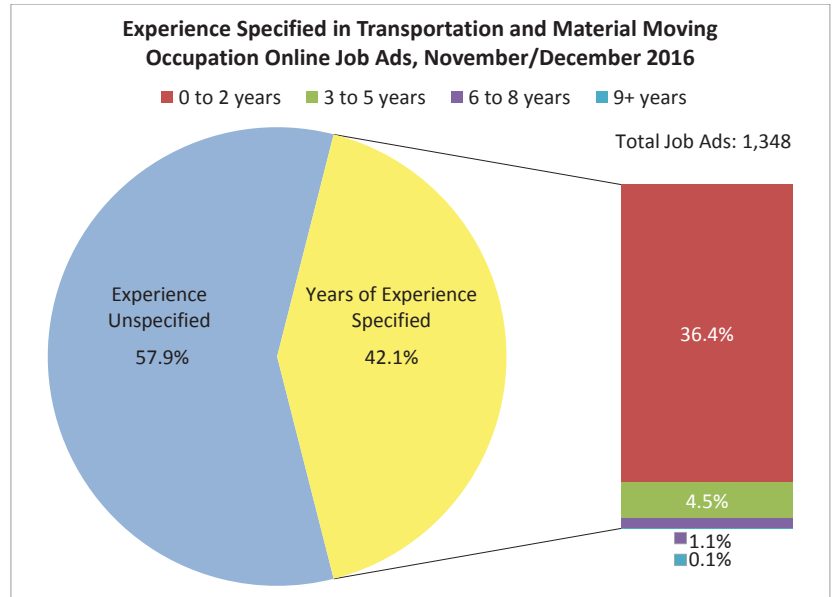


Source: Labor/Insight, Burning Glass Technologies

Transportation and Material Moving Occupations

Less than half, 42 percent, of job postings for occupations in Transportation and material moving specified years of experience. Among job ads for this group, over a third, 36 percent, specified up to two years of experience, while 4.5 percent specified three to five years of experience.

- Job ads for truck drivers, both heavy and light, as well as driver/delivery workers usually included an experience requirement, but also offered multi-tiered options. For example, in many ads, applicants were expected to have one year of experience out of the last three years; three years of experience out of the last five years; or five years of experience out of the last ten years.
- There were 601 job ads for Heavy and tractor-trailer truck drivers, the third largest number among all job ads.

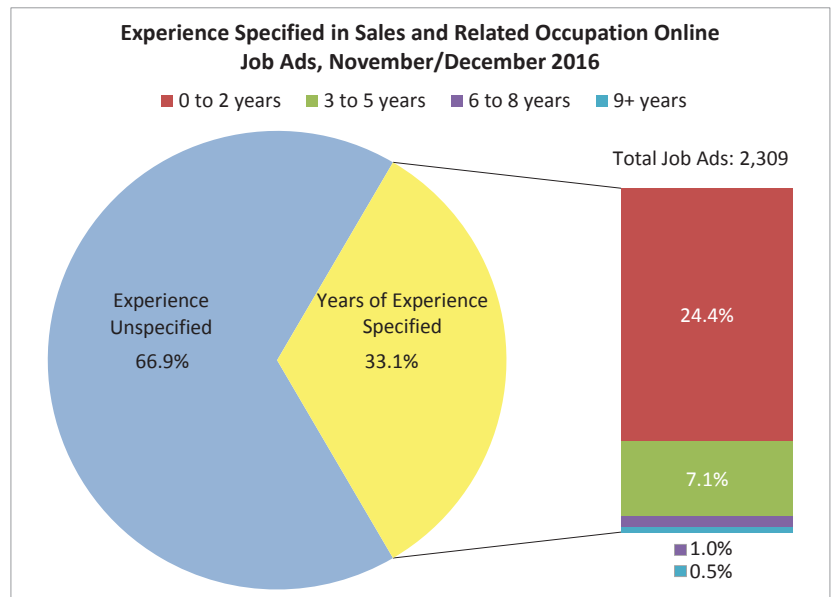


Source: Labor/Insight, Burning Glass Technologies

Sales and Related Occupations

Only a third of Sales and related occupation job ads included a specific experience requirement. About 24 percent of all jobs ads for this group specified two years or less work experience, and seven percent specified three to five years of experience.

- The majority of job ads specifying three to five years of experience were for Sales representatives, wholesale and manufacturing except scientific and technical products, or for First-line supervisors of retail sales workers.
- Among job ads specifying two years or less experience, the largest number was for Retail salespersons. This occupation also had 686 job ads, the second-largest number among all occupations during this time period.



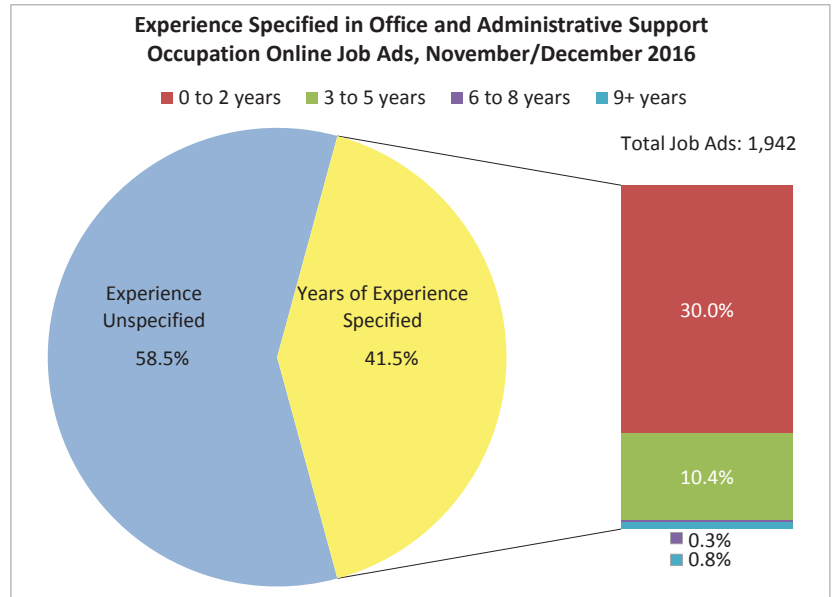
Source: Labor/Insight, Burning Glass Technologies

Office and Administrative Support Occupations

Just over 40 percent of job ads for this occupational group included an experience requirement. Among the postings with experience specified, 30 percent indicated up to two years of experience, and ten percent specified three to five years of experience.

- Customer service representatives had by far the largest number of postings in this group, with 398. Roughly one-third of the postings for this occupation included an experience requirement; 75 percent of those specifying experience preferred up to two years.
- Shares of job ads specifying experience similar to Customer service representatives were posted for Bookkeeping, accounting, and auditing clerks, and Secretaries and administrative assistants, except legal, medical, and executive.

Katrina Evans, Assistant Director



Source: Labor/Insight, Burning Glass Technologies