

State of New Hampshire

PY 2004 Workforce Information Grant Plan

August 12, 2004

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 NHetwork. 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 NHWorks 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 NHWorks 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 Covered Employment and Wages (ES-202), 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 provide a complete and well rounded Workforce Information System, New Hampshire has concentrated on specific items in order to provide a full-fledged, multi-faceted Workforce Information System.

For example:

- For example, State and substate projections, both long and short-term, provide NHWorks Center 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 also 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 in order to plan location, expansion, and development.

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' projection shops 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 timeframe may be more applicable to the short-term duration of most WIA Title I-B training. However, most one-stop customers, WIA and nonWIA alike, are seeking to make vocational choices that have staying power, not yielding just 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 and NNetwork for Job Seekers systems, both of which extract 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. In July 2004, the Bureau web site welcomed 24,853 unique visitors, using 11.26 GB of bandwidth.

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 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 10 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. As new area definitions are introduced during this program year, following the redefinition of metropolitan areas based on the 2000

Census, ELMI will modify workforce information files to reflect them.

- 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 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 licensed occupations 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 the Internet at ELMI's web page.
- Although New Hampshire is a "single Workforce Investment Board" state, WIA and the customers of the local NHWorks Job and Information Centers (New Hampshire's one-stops) 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 10 counties. The ability of the OES program to produce substate staffing pattern estimates has enhanced the quality of these county projections. New Hampshire has begun preparation for another series of substate occupational projections, with 2002 as the base year. These projections are county-based.

ELMI's latest *New Hampshire Occupational Employment and Wages* reported employment estimates and corresponding wage data, by occupation for New Hampshire, statewide, and for fourteen substate areas consisting of single LMAs and combinations of LMAs. This has been an annual publication containing wage and employment estimates for up to 450 occupations, for statewide and 14 substate areas. Data tables include job title, SOC (Standard Occupational Classification) code, estimated employment, mean wage, 25th, 50th and 75th wage percentiles, as well as percent of relative error for both employment and mean wage. The employment estimates and wages are based on survey results from the Occupational Employment Statistics program. The ELMI web site incorporates 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. NNetwork also makes OES wage data available for counties, LMAs, and MAs.

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 New Hampshire Unified Workforce Development Five-Year Strategic 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. This includes new area definitions for statistical areas and small labor market areas determined by the Office of Management and Budget and the Bureau of Labor Statistics. The latest version of the ALMIS Database will be used. The Bureau will ensure that New Hampshire occupational licensing information available via ACINet conforms to O*NET-SOC.

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.

- 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. At least some information is available by county, metropolitan statistical area/labor market area, planning region, vocational education region, tourism region, and by city and town.
- 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 is a major element in reaching this goal.

The availability of substate data 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 substate data in the ALMIS database is a major element in reaching this goal.

- Principal direct users will be Economic and Labor Market Information Bureau staff members. 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 our electronic workforce information delivery system (NHnetwork) and the New Hampshire Career Resource Information System (NHCRIS).
- Updates will be ongoing during PY2004.
- Anticipated cost for Program Year 2004 is \$62,800.

2. Produce and disseminate industry and occupational employment projections.

- The Bureau will prepare to produce and disseminate State-level, short-term industry and occupational employment projections for calendar years 2004-2006, 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 2004. The Bureau will maintain NAICS-based historical industry employment series for short-term statewide projections.

The Bureau will also prepare substate (county) level long-term industry and occupational employment projections for calendar years 2002-2012.

- The Bureau has worked with several committees and subcommittees of the New Hampshire Workforce Opportunity Council. One particular area of interest has been sub-State area projections of industry trends. This product fills 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 described in **D.1.0. Economic and Labor Market Trends**, **D.2.0. Growing and Declining Industries**, and **D.3.0. Key Occupational Trends** the types of information required to assess the New Hampshire economy and guide decisionmaking related to workforce development.
- Principal users will be Vocational and 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.
- The Bureau will disseminate industry and occupational projections products via printed medium. These publications will also be placed on the Bureau web page. In addition, the

Bureau will populate the ALMIS database with these sets of projections to allow further public dissemination through NHnetwork, our automated Internet workforce information delivery system. These publications will be prepared in hard copy as completed. This information, disseminated both electronically and in hard copy, 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.

- Specific milestones related to Projections Activities that will be achieved during PY2004:
 - Statewide Long-Term Projections 2002-2012
 - Estimates were completed during PY 2003
 - Complete ALMIS tables during first part of PY 2004
 - Prepare publication for web site and hard copy distribution
 - Substate (County) Long-Term Projections 2002-2012
 - Prepare employment data for substate projections
 - Complete industry forecasts for ten counties and 100+ industries
 - Load county data into MicroMatrix and generate occupational projections
 - Prepare ALMIS files, check for confidentiality
 - Prepare county publications for web site and hard-copy publication
 - Statewide Short-term projections (2004 Q2 – 2006 Q2)
 - Install the latest version of STP software
 - Assemble monthly data in NAICS for January 1990 to the latest available month
 - Prepare state-specific indicators for STP
 - Prepare short-term industry forecasts
 - Run MicroMatrix short-term occupational forecasts
 - Compile tables and charts
 - Prepare text for *Economic Conditions in New Hampshire* insert
- Anticipated cost for Program Year 2004 is \$67,569

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

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

- 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.

A. Publication of benefits survey

- During PY2003 the Economic and Labor Market Information Bureau conducted a benefits survey. The processing will continue into PY2004 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.
- The Workforce Information Council, a unique structure for State-federal cooperation in planning and overseeing the workforce information system, issued a detailed annual plan for 2000-2004, **Quality Information -- Informed Choices**. The Workforce Information council identified several critical information needs, including “providing new data, especially on current job vacancies, occupational skills, and fringe benefits at the State and local levels.” This need was further identified in **Section D. Needs Assessment / Section D.10.0: Employers** of the State Unified Plan.
- 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 2004.
- Anticipated cost for Program Year 2003 is \$6,900.

B. The New Hampshire Career Resource Information System (NHCRIS)

- New Hampshire will develop an O*Net/SOC-based career information and assessment tool tailored to New Hampshire needs. The projected system 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 the 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 to develop an instate supply of educated and skilled workers. Part of this will be fulfilled by the system through the availability and integration of occupational information, trends, O*Net skills requirements, and training providers. These have been needs identified by the workforce development community in New Hampshire.
- 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 since many similar systems are fee-based and have limited local data included.
- Specific milestones related to the New Hampshire Career Resource Information System that will be achieved during PY2004:
 - Installation of the O*Net database on the development server
 - Development of a simple self-assessment module (based on selection of Holland interest areas) 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
 - Inclusion of career videos with the related occupational data
 - Testing and review of modules

- Transfer application and database to production server for deployment
 - Development of additional enhancements such as practical learning activities, apprenticeship information, financial aid information, self-employment tips, opportunities in military services, and job enhancement information
 - Testing and review of enhancements
 - Transfer enhancements to production server for deployment
- Anticipated cost for Program Year 2004 is \$82,750.

C. *Job Locator*

- During PY2004 the Economic and Labor Market Information Bureau will prepare *Job Locator*, which will identify industries in which specific occupations are found. This within specific industries will take additional time because of the difficulty in checking each occupation for primary and secondary confidentiality.
- This directory of individual occupational distribution among industries has been considered by employment counselors to be a valuable tool in job search assistance.
- This product supports 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 described in **D.1.0. Economic and Labor Market Trends**, **D.2.0. Growing and Declining Industries**, and **D.3.0. Key Occupational Trends** identifies the types of information required to assess the New Hampshire economy and guide decisionmaking related to workforce development.
- Principal users will be Vocational and 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.
- This information, disseminated both electronically and in hard copy, 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.
- Preparation of publication, publication, and hard-copy distribution and electronic distribution will be completed by November 2004.

- Anticipated cost for Program Year 2004 is \$8,200.
- Total anticipated cost for these occupational and career information products during Program Year 2004 is \$97,850.

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.
- 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 described in **D.1.0. Economic and Labor Market Trends, D.2.0. Growing and Declining Industries, and D.3.0. Key Occupational Trends** 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.

- 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 2004 is \$75,800, including annual maintenance cost of \$35,200.

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

- 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 uses up-to-date web application development technology.
- 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, developed through ELMI's participation in the LMI Access Consortium.
- 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, NHWorks 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.
- Specific milestones related to the NHnetwork System that will be achieved during PY2004:
 - Installation and testing of Oracle 9i on development server
 - Population of ALMIS 2.2 on development server
 - Development of geographic area selection and data session selection modules
 - Development of 27 data session modules
 - Testing and review of modules
 - Transfer of application and database to production server for deployment
- Anticipated cost for Program Year 2004 is \$82,561.

6. Support state workforce information training activities.

- The Economic and Labor Market Information Bureau will provide individual copies of the ALMIS Employer Database on compact disc to each of the New Hampshire Works Job and Information Centers. The Bureau will also provide training in the access to and use of the information on the discs. This would begin with a test site and/or staff member in each Center.
- The Bureau has received periodic requests from NH Works Job and Information Center staff for lists of employers to assist in client job search.
- The training activities relating to the use of the Employer Database in the NHWorks 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 described in **D.1.0. Economic and Labor Market Trends, D.2.0. Growing and Declining Industries, and D.3.0. Key Occupational Trends** the types of information required to assess the New Hampshire economy and guide decisionmaking related to workforce development.
- Principal customers would 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 will support job search by unemployed and underemployed clients.
- Specific milestones related to workforce information training that will be achieved during PY2004:
 - Distribution of compact disc sets by the end of the calendar year.
 - Installation of software on pilot work stations in each NH Works Center.
 - Training of at least one staff member from each NH Works Center in the use of the ALMIS Employer Database.
- Anticipated cost for Program Year 2004 is \$3,500.

C. Consultation and Customer Satisfaction Assessment

The Bureau conducts periodic surveys of its specific workforce and career information products. Modifications to the Bureau web site and our electronic delivery system for workforce information (NHnetwork) that are currently being prepared were the result of customer surveys.

In the fall of 2003 the Economic and Labor Market Information Bureau joined with the New Hampshire Department of Resources and Economic Development's Division of Economic Development, and Public Service of New Hampshire to measure among manufacturing firms the awareness of and satisfaction with business services. A portion of the survey contained questions specific to the Economic and Labor Market Information Bureau and its workforce information products. One thousand five hundred eleven surveys were mailed out with 311 responses to the ELMI portion, a 20.58% response rate to that section. Of the 311 responses, 113 were either "very familiar" or "somewhat familiar" with the Bureau (36.3% of respondents); 180 firms were either "very familiar," "somewhat familiar," or "not very familiar" with the Bureau (57.9% of respondents). Only 131 (42.1% of respondents) indicated that they were "not at all familiar" with the Bureau. Ninety-five of the 311 respondents (30.5%) have used either the ELMI web site or hard-copy publications to review or obtain workforce information. Eighty-three of the 311 respondents rated their satisfaction with ELMI service from "(5) very satisfied" to "(1) not satisfied." The overall satisfaction score was 3.60, indicating a high degree of satisfaction with the Bureau and its products. This was a higher satisfaction score than eight of ten services offered by the Division of Economic Development; a higher satisfaction score than ten of thirteen state and local government and local non-profit business services programs (tied with one of the remaining three); and a satisfaction score around those for the Education sector business services. Market recognition/market share for the Economic and Labor Market Information Bureau was one of the highest among state government/local government/local non-profit providers.

In June 2004 the Bureau also inaugurated an inquiry tracking system. This system will allow 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.

During PY2004 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.