



Funded by EDA's Partnership Planning Program



People and Places for Growth – An
Economic Development Webinar Series

Combating the "Brain Drain"



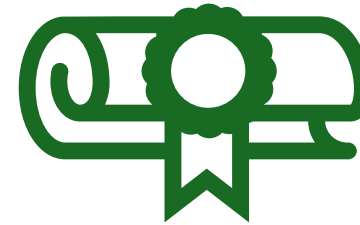
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Overview



“Brain Drain”: substantial migration of people from one region to another in search of better life conditions



More than 50% of college graduates leave NH in search of jobs, housing, and increased opportunities (Washington Post, Dam, 2022)

Importance of Addressing Brain Drain



FILL THE GAPS IN THE AGING
WORKFORCE AND KEEP NUMEROUS
INDUSTRIES OCCUPIED



MORE WORKERS = STRONG LOCAL
ECONOMY



OPENS MORE OPPORTUNITIES FOR
EMPLOYMENT AND TRAINING
PROGRAMS

Popular NH Higher Education

White Mountains Community College (WMCC) – 2 year

Plymouth State University (PSU) – 4 year

Lakes Region Community College (LRCC) – 2 year

New Hampshire Technical Institute (NHTI) – 2 year

Southern New Hampshire University (SNHU) – 4 year

University of New Hampshire (UNH) – 4 year



Most Popular Majors

- Liberal Arts & Humanities
- Business, Marketing, & Sales
- Nursing & Healthcare
- Elementary Education
- Psychology
- Communications
- Criminal Justice & Law Enforcement
- Welding
- Vehicle Operation
- Fire Science
- Electronics Installation and Repair

Post-graduation Employment

Median Earnings 6yrs After Graduation

WMCC - \$35,100/yr

PSU - \$41,700/yr

NHTI - \$38,200/yr

SNHU - \$45,400/yr

UNH - \$51,400

Percent of Students Employed 2yrs After Graduation

WMCC – 88%

PSU – 96%

LRCC – 90%

NHTI – 92%

SNHU – 91%

UNH – 96%

Post-graduation Employment by Residency

Location of Post-graduate Employment Based on Student Residency (2020 Graduating Class)

<i>Majors</i>	<i>Work in NH</i>	<i>Do Not Work in NH</i>
Engineering & Physical Sciences	68%	32%
Health & Human Services	78%	22%
Liberal Arts	64%	36%
Life Sciences & Agriculture	66%	34%
Business	52%	48%
TOTAL	64%	36%

Popular Industries by Sector	Coos	Grafton	Carroll
Agriculture, Forestry, and fishing	302	473	422
Construction	1,419	3,375	2,630
Manufacturing	1,557	4,462	2,465
Wholesale Trade	178	422	256
Retail Trade	1,860	3,928	2,961
Transportation & Warehousing	506	2,245	971
Information	111	1,149	553
Finance/insurance, real estate	584	2,052	1,220
Prof. Scientific and Management	968	6,008	2,366
Educational Services, health care and social assistance	3,710	14,149	6,064
Arts, Entertainment, and Rec.	1,637	4,023	2,823
Other services	663	2,328	1,235
Public Administration	936	1,373	867

Gaps in Employment

There are projected to be about 196,971 jobs openings for the top 80 occupations in NH between 2022 and 2032. (NH BEA Workforce Assessment April 2023)

OCCUPATION	Job Shortage
General and Operations Managers	11,905
Software Developers and Software Quality Assurance Analysts and Testers	9,384
Heavy and Tractor-Trailer Truck Drivers	9,235
Sales Reps, Wholesale and Manufacturing	8,070
Registered Nurses	7,946
First-Line Supervisors of Retail Sales Workers	7,521
First-Line Supervisors of Office Admin and Support Workers	7,247

Future Projections and Barriers

Future Projections

- NH is getting increasingly younger and will continue to until 2050
- The fastest growing group of adults is aged 18-39

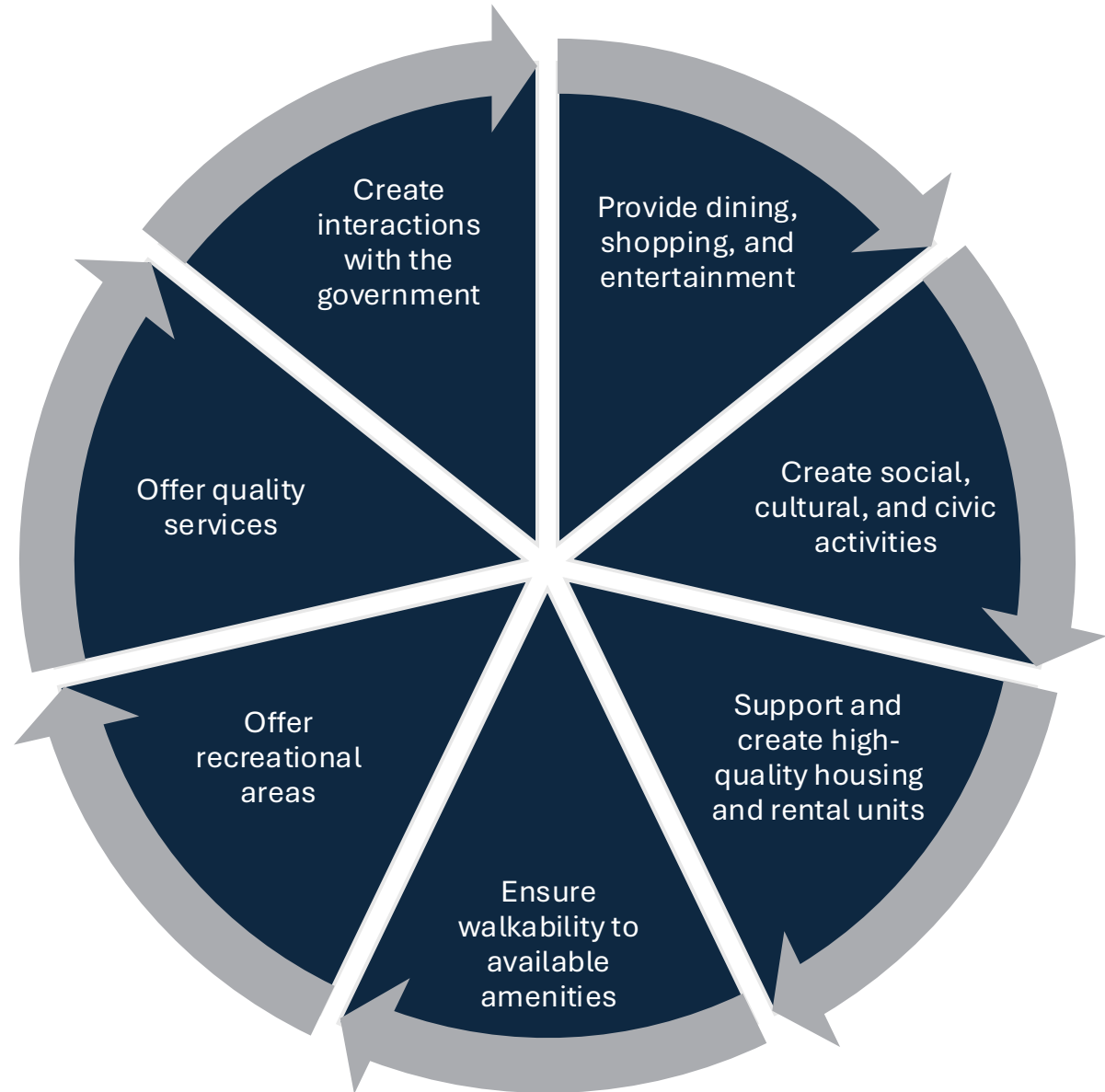
(Source: U.S. Census Data)

Barriers for young people trying to move to NH...

- Lack of affordable housing
- Virtually no public transportation
- Slim diversity
- Non-existent night life

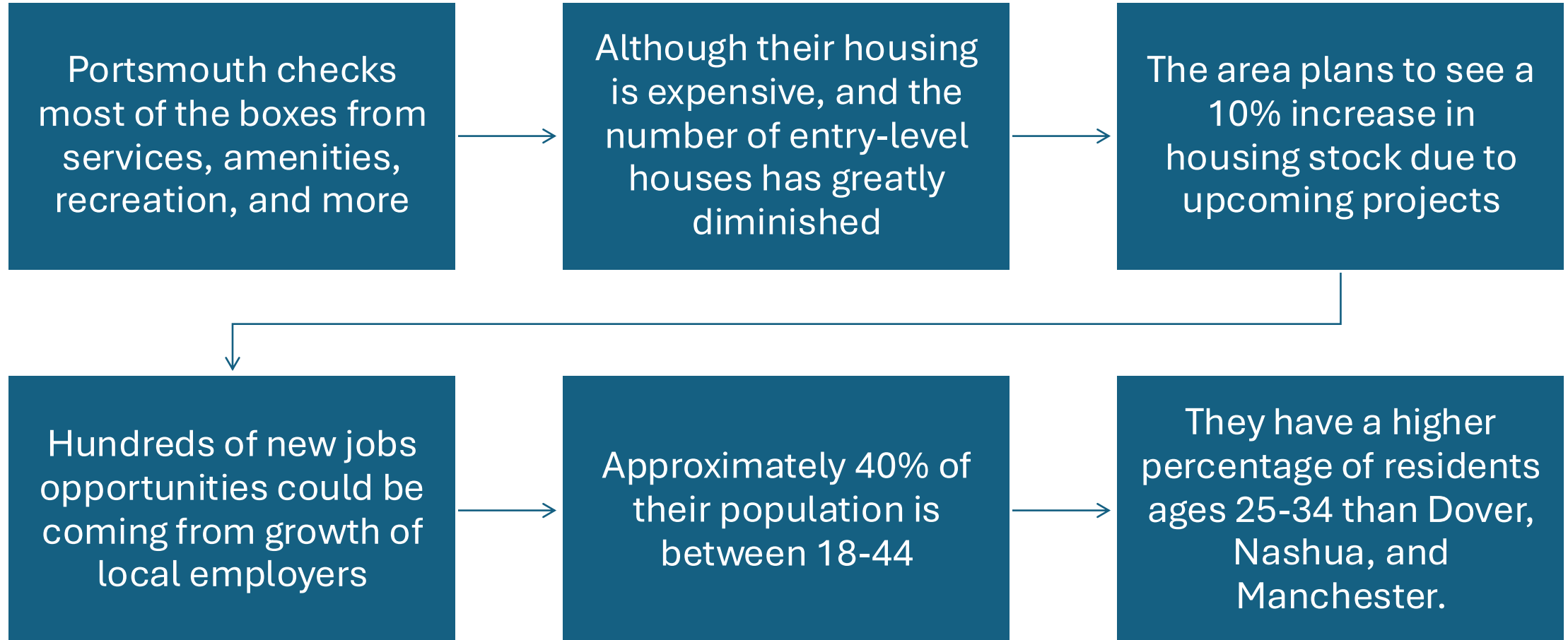



How to Draw in Young Adults



Case Study

Portsmouth, New Hampshire





Let's hear from our panelists

The panelists were chosen based on the top 5 workforce industries in Grafton, Carroll, and Coos Counties. They represent Accommodation & Food Services, Educational Services, and Manufacturing.

Michael Curtis

Principal of White Mountains Regional
Highschool

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White Mountains

Image of a Graduate



IMAGE OF A GRADUATE



ESSENTIAL HABITS	NECESSARY ABILITIES	IMPORTANT DISPOSITIONS
Kind Prepared Punctual Responsible Flexible Dependable	Collaborate Communicate Learn Independently Self Regulate Solve Problems Think Critically	Curiosity Gratitude Grit Social Intelligence Confidence

Advisory

The goal of advisory at White Mountains is for students to connect with an adult and practice their “soft skills” with their peers.

- In the past, advisors have led discussions which were related to Image of a Graduate topics.
- Students listen to various guest speakers at advisory.
- Lunch and Learn opportunities.
- Students participate in activity-based structured time.

Which were important to you? How can you work on dispositions while you are at WMRHS?

Classes

Extracurriculars

Athletics

ELOs/CTE

We ask students...what tenants are your strongest and which can you improve?



A word cloud centered around the words "Interpersonal" and "communication". The word "Interpersonal" is the largest and most prominent, rendered in a bold orange font. "communication" is the second largest, in a bold blue font. Other words in various sizes and colors (blue, orange, yellow, green) include: "Social", "Love", "Succeed", "Family Relationships", "Nonverbal Understanding", "Communication relationship", "Personal Empathy Motivation", "Attempt Permission", "Emotions Sciences", "development", "Fail", "Try", and "Social Sciences". The words are arranged in a somewhat circular pattern around the central terms.

80%
OF SUCCESS IS
SHOWING UP



Image of a Graduate Award – Honor Wall

Since 2017 WMRHS has recognized 40 deserving seniors who have displayed IOG traits.

What do employers want?

1. Able to problem solve
2. Leadership skills
3. Being part of a team
4. Ability to write
5. Ability to build relationships
6. Technology skills

5 JOBS YOU CAN GET FROM
TRADE SCHOOLS
Degree, Salary and Career Information

CAREER	Degree Required	Average Length for Degree Completion	Average Salary	Expected Job Growth
1 Plumber	Apprenticeship	4 years	\$59,880	5%
2 Veterinary Technician	Vet Tech Certificate	12 to 18 months	\$36,850	15%
3 Wind Turbine Technician	Certification	6 to 12 months	\$56,260	68%
4 Medical Sonographer	Sonography Certificate	2 to 4 years	\$75,380	14%
5 HVAC Technician	Certification or Apprenticeship	6 months to 2 years	\$48,630	5%



Post Secondary Degrees

- **Less than a high school diploma:** \$32,565
- **High school diploma:** \$42,081
- **Some college but no degree:** \$46,755
- **Associate degree:** \$50,093
- **Bachelor's degree:** \$69,381
- **Master's degree:** \$81,867
- **Doctorate degree:** \$99,290
- **Professional degree:** \$100,060

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Final Thoughts



Summary

It is important to raise awareness about NH industries at an early age and connect them to recent graduates.

Inform young adults about college majors that enhance their potential work opportunities.

Create programs that relieve student debt, keep tax dollars in the state by retaining recent graduates, address housing, and fill gaps in employment.

Questions

Thank you for participating in
People and Places for Growth -
An Economic Development
Webinar Series

Questions can be asked by typing
them into the chat or raising your
hand



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Thank You!

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To see the recordings from this webinar series go to our website:

<https://www.nccouncil.org/focus-areas/economic-development/>



Sources & Links

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