

Barron County Labor Market and Green Jobs

*Gary Paul Green
University of Wisconsin-Madison/Extension*

*Andrew Dane
Barron County UW-Extension*

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EXECUTIVE SUMMARY

Labor market conditions in Wisconsin are changing rapidly and employers are requesting information on the skills of the workforce, labor supply, wages and benefits, and the effects of technology in the workplace. In response to a request from the Barron County Economic Development Corporation, the University of Wisconsin-Extension conducted a study of labor market conditions in Barron County during the Spring of 2010. The purpose of the study was to examine the existing and anticipated demand for labor in the county. Data for the study are drawn from mailed questionnaires to 52 employers in the region. We have conducted similar surveys in Barron County in 1996, 1997, 1999, 2001 and 2004.

Barron County employers do not anticipate growing much in the next year or so. Many employers continue to report that they are having difficulty recruiting qualified workers, and attribute it to the fact that applicants lack the necessary skills for the jobs that were available. The largest demand in the region is for commission sales, machine operators, mechanics and repair, and laborers.

Almost all employers report that they provide on-going training and skill development in their firm. They are most likely to offer job specific skills. On average, employers provided formal training to approximately 49.8% of their workforce. More than half spent less than \$4,000 on formal job training last year.

Many employers report difficulty in retaining workers. The average turnover rate for the county was 6.7% in 2009, which is down significantly since the previous survey. Most of the vacancies are due to terminations. About half of the employers report they have had to lay off workers in the past year, with many of them being recalled.

Wage increases have slowed since the labor shortage in the late 1990s. Employers reported that wages increased about 1.98% in 2009 and they anticipate an increase of 2.38% in 2010. The cost of providing benefits is increasing fast. Employers estimate that their costs for providing benefits increased 12.6% last year, and they anticipate an increase of 9.4% in 2010.

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INTRODUCTION

In response to a request from the Barron County Economic Development Corporation, the University of Wisconsin-Extension conducted a study of labor market conditions in Barron County in the Spring of 2010. The purpose of the study was to examine the existing and anticipated demand for labor in the county. A similar study was conducted in Barron County in 1996, 1997, 1999, 2001 and 2004. We will examine how conditions have changed in the past five years whenever possible.

A secondary purpose of the study was to characterize the type and number of existing “green jobs” in the County, which we defined as jobs related to expanding renewable energy production, increasing energy efficiency, reducing greenhouse gas emissions, reducing waste and pollution, and/or conserving water and other natural resources.

Data for the study are drawn from completed questionnaires from 52 employers. These surveys obtained information on characteristics of the establishments, vacant positions and recruitment efforts, training, retention of employees, and benefits and wages offered in the firm. See Appendix A for a copy of the surveys used to gather the labor market and green jobs data for the study.

Funding for the study was provided, in part, through a grant from Xcel Energy.

REGIONAL CONTEXT

Barron County is located in the West Central Wisconsin region. The region has a diverse economy, ranging from food processing to electronics manufacturing. One of the major influences on the regional labor market is the proximity to the Minneapolis-St. Paul Metropolitan Statistical Area (MSA). The population in the region tends to have a large population of older workers, which may limit the labor supply growth in the future.

Another key influence on the supply of labor in the region is the large number of workers who commute to the Minneapolis-St. Paul area. The region exports approximately four times as many workers as it imports. Barron County is an exception here as it imports slightly more workers than it exports.

Population growth in Barron County has been lower than the state or national averages, but the City of Barron has experienced significant increases in non-native residents in recent years. The labor force in Barron County has grown to approximately 25,000 workers. The labor force participation rate is a bit lower in Barron County than the state average because the large share of older residents in the county.

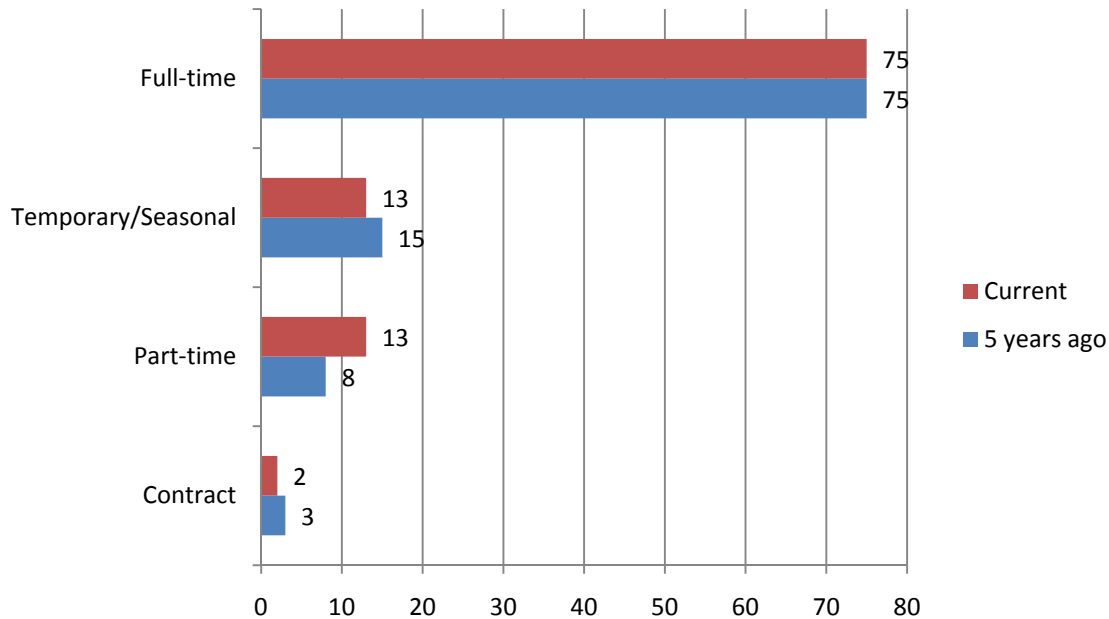
Among the Barron County employers, the ten largest establishments account for almost 25% of the jobs located in the County. The two largest establishments are The Turkey Store and the St. Croix Casino. The largest number of jobs is in the food and kindred products sector, educational services, and health services. Employment in the food and kindred products sector, however, is declining.

CHARACTERISTICS OF EMPLOYERS

Among the 52 employers completing surveys, three-fourths are for-profit organizations. About 12% are governments and the rest are nonprofit organizations. Most (51%) firms are independently owned, 18% are owned by a multi-establishment firm, 9% are locally owned but franchised and 19% own branch firms. There is a wide variation in the number of years the firm has been in the county, with the oldest one being established in 1859.

We obtained information on the past, current, and anticipated employment in the firm, and different types of employment: full-time, part-time, temporary/seasonal, and contract workers. See Figure 1 for the average for each of these categories. The size of the firms in the sample ranged from 0 to 1196 employees. Although employers have increased the size of their workforce from five years ago a bit, they anticipate having about the same number of full- and part-time workers one year from now. About one-half of the firms report they do not anticipate any change in the number of their full-time employees. Only two firms expect to decrease the number of full-time employees, while fifteen expect to increase. Employers anticipate relatively smaller changes in the number of part-time, temporary and contract workers.

Figure 1. Past and Current Average Employment Levels Among Employers



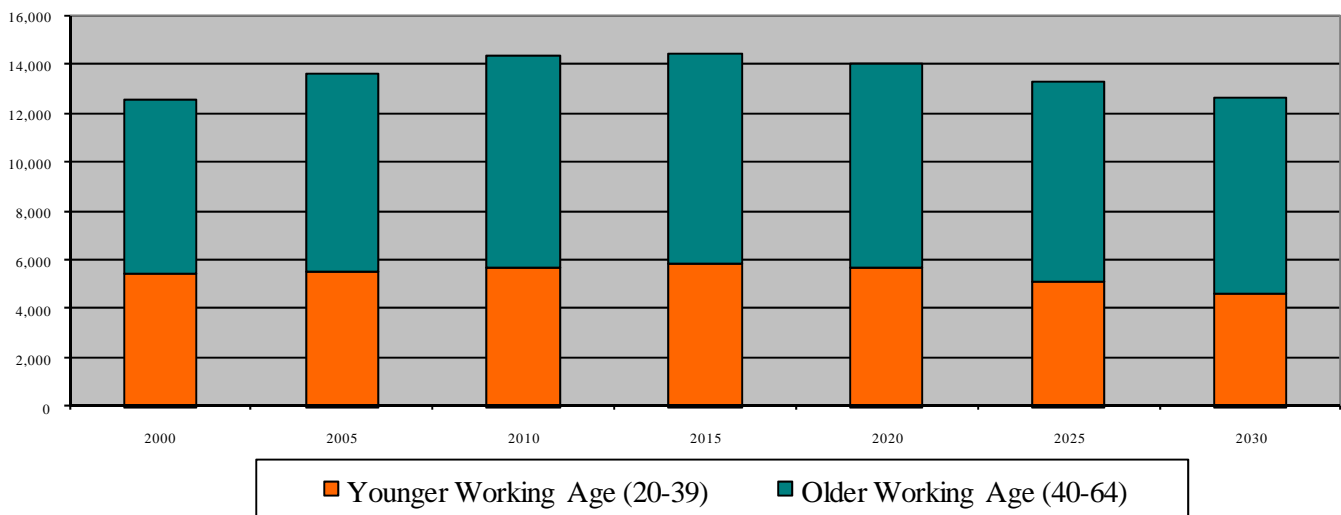
Barron County employers are increasingly independent of staffing or temporary agencies for hiring. Over the past five years, 36% of the employers report they have used a staffing or temporary agency. This figure has decreased substantially since the last survey. Among those firms, about one-fourth report they have hired temporary employees as a recruitment method for locating permanent employees.

Recent census data suggest that immigration in the Midwest has increased dramatically over the past decade. We were interested in assessing the extent to which employers in the region were hiring immigrant workers. Over the past five years, 6% of the employers report they have hired immigrant workers at some time. Most firms hiring immigrant workers did not do it on a large scale. Only three employers have hired any guest workers (defined as someone with a H1 visa) during this time period.

Several projections suggest that a relatively large percentage of the labor force will retire in the next five years or so, as the baby boom begins to reach retirement age. We asked each employer to identify the percentage of their workforce in various age categories. Overall, we find that the majority of residents are in prime working age. Approximately 18% of the workforce is older than 55 years old, which suggests the potential of a relatively large number of retirees in the next few years.

In Figure 2, we report the projected working age population through the year 2030 in Barron County. As we can see, the number of younger workers will increase slightly by 2015, followed by a continual decline from 2015 to 2030.

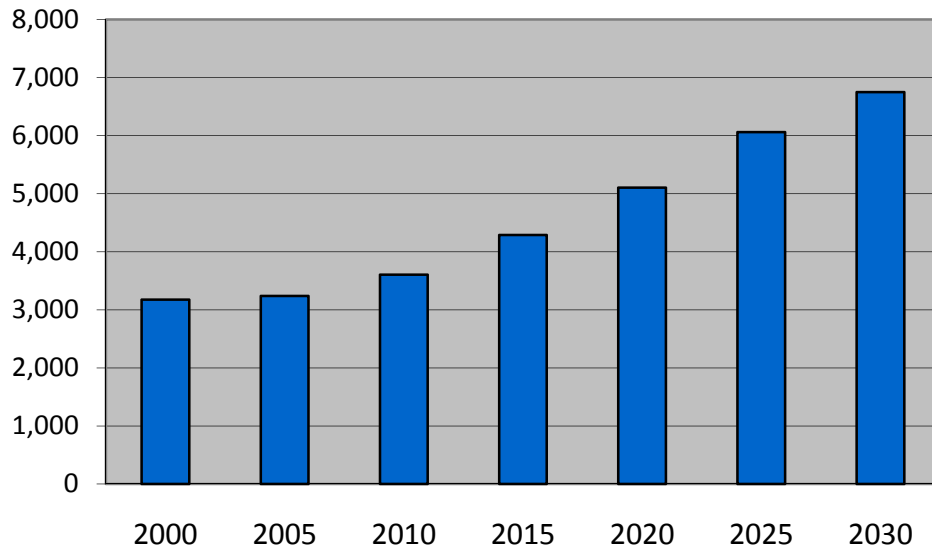
**Figure 2. Working Age Population, 2000 to 2030
Barron County**



Over this same period, the age 65 and over population are expected to grow quite rapidly. (Figure 3). The overall aging of the population will have significant impacts on economic and workforce development, housing, and transportation.

Figure 3. Retirement Age Population, 2000 to 2030 Barron County

65 + Age Population, 2000 to 2030 Barron County



Source: Wisconsin Department of Administration, Demographic Services Center, County Population Projections, 2004.

In terms of ethnicity, Barron County remains largely white and non-Hispanic. According to the U.S. 2000 Census, 97.4% of County residents fell into that category. The 2010 census data should provide a different picture of the County, however. Over the past several years the County has experienced a large influx of Somali residents, particularly into the city of Barron. At the same time, the Hispanic population has been increasing as well.

VACANT POSITIONS AND RECRUITMENT

Several changes in the region have made it more difficult to recruit workers over the past decade. Rapid economic growth in the region has increased the demand for workers. Although the population in the area has grown rapidly during the past decade it has not kept pace with employment growth. The aging of the population has reduced the growth rate in the number of young workers, and the labor force participation rates among women have peaked. Computerization and other technological changes have affected the demand for skilled workers in the area. In the following section we briefly examine how employers in the region have responded to these changes, the current and anticipated vacancies in the firm, how they recruit workers, and the attributes and skills they look for in applicants.

About 38% of the employers report they are having difficulty in recruiting qualified workers. This percentage has declined significantly in recent years. Forty-four percent of the employers report they were having difficulty recruiting qualified workers in 2004. In 2001, about 63% of the employers said they were having difficulty. For those employers reporting difficulty in hiring, we asked them to identify the type of employee that was most difficult to recruit now. There were a wide range of positions reported, but most were higher skills positions that required a significant level of training, such as welders, engineers, computer network analysts, etc. This is a quite different situation than five years ago when the labor shortage made it especially difficult to hire unskilled workers.

We asked employers that were having a difficult time recruiting, what the reasons were for their problems. About one-third said that there were simply too few applicants and almost half reported that the applicants lacked the necessary skills for the available positions. A few employers indicated that applicants were unwilling to work for the existing wages/benefits or work conditions.

We asked employers to identify the position that had been vacant the longest. Six employers reported information on this vacancy. The positions ranged from mechanics and maintenance personnel to quality assurance technicians. On average, the position vacant the longest had been open for six weeks, although this figure is influenced by one extremely long search. Why was this position vacant? Employers were most likely to report that the position was vacant because the previous employee left for another job.

How do Barron County employers recruit new workers? We asked employers to identify all the strategies they use to recruit new workers. In Table 2, we report the responses to this question. Employers are most likely to rely on current employees and walk-ins to recruit new workers. The strategies for searching for workers have not changed much over the past five years.

**Table 1. Methods Employers Use
To Recruit New Workers**

	Percentage
Newspaper Ads	76%
Current Employees	69%
Internet	40%
Walk-ins	36%
Schools	36%
Temp Agency	22%
Job Center	20%
Recruiting Firm	20%
Referral Bonus	13%
Hiring Bonus	11%
Job Fair	9%
Community Agency	4%
Other	4%
Radio Ads	2%

In Table 2, we present a list of the current and anticipated (one year) vacancies among the employers interviewed in this study. The largest number of current vacancies and the largest number of anticipated vacancies are for commission sales, machine operators, mechanics and repair, and laborers.

Table 2. Current and Anticipated (One Year) Vacancies in Barron County

	Current	Anticipated	Difficulty Recruiting (%Very)
Technical			
Computer Specialist	0	0	29
Teachers	0	0	0
Engineering	0	1	50
Drafting Technicians	0	1	0
Other Professional/Technical Specialty	0	1	33
Clerical & Administrative Support			
Secretarial/Wordprocessing	1	0	18
Bookkeeping & Accounting	1	1	50
General Office	1	3	39
Computer Operation & Data Entry	0	0	0
Receptionist/Desk Clerk	1	1	0
Shipping, Receiving, Stock & Inventory	0	0	44
Other Clerical & Administrative Support	0	1	50
(Continued)			

Sales, Marketing, and Tellers

Retail Sales	1	0	40
Sales Representatives/Wholesale	0	0	33
Commission Sales	5	4	60
Cashier/Teller	10	0	1
Other sales and marketing	0	0	40

Service

Chefs & Cooks	0	0	0
Kitchen Workers	0	0	0
Other Food and Beverage	0	0	0
Housekeeping	0	0	0
Cleaning/Janitorial	0	0	0
Protective Service	0	0	0
Customer Service Representative	1	0	33
Other Services	0	0	0

Health Care

RN	1	0	50
LPN	0	0	0
CNA and health aids	0	2	0
Health care technician	0	0	0
Other health care	0	0	0

Mechanics & Repair

Vehicle maintenance and Repair	0	0	25
Industrial Machinery Maintenance & Repair	2	2	67
Electrical & Electrical Equipment Repair	0	0	100
HVAC & Refrigeration	0	0	75
Other Mechanics & Repair	1	5	60

Machine Operation

CNC Programmer/Operator	0	0	50
Tool & Die Makers	0	0	0
Machinists	1	0	0
Welder-Wire	5	0	0
Welder-Combination	0	0	0
Woodworking Machine Setter/Operator	2	5	100
Extruding Machine Setter/Operator	3	3	100
Other Precision Production	0	0	100
Other Skilled Trades	0	0	100

(Continued)

Table 2. Current and Anticipated (One Year) Vacancies in Barron County

	Current	Anticipated	Difficulty Recruiting (%Very)
Assemblers, Processors & Laborers			
General Machine Feeders/Offbearers	0	0	0.
Assemblers	2	0	0.
Misc. Assemblers & Fabricators	0	0	50
Inspectors/Quality Control	0	0	75
Foundry Workers	0	0	0.
Truck Driver (CDL)	0	0	33
Forklift Operators/Material movers	1	0	25
Hand Packers & Packagers	0	0	33
Other Laborers & Helpers & Prod. Workers	3	5.75	14
Other Oper., Assem., Processors & Laborers	0	3.5	25
Construction Trades			
Brickmasons and Stonemasons	0	1	100
Carpenters	0	1	100
Electricians	0	0	100
Plumbers	0	0	67
Other Trades	0	2	100

We next asked employers whether they use a variety of pre-employment screening techniques (Table 3). Employers are most likely to check references and perform drug and alcohol testing. Co-worker interviews are also widely used.

Table 3. Employer Pre-Employment Screening Techniques

	Percentage
Reference Checks	93%
Drug & Alcohol Test	52%
Basic Skills Test	39%
Co-Worker Interviews	36%
Job-Specific Skills Test	27%
Job Trails/Internships	27%
Aptitude Test	16%
Personality Test	11%
Other	5%

There is substantial evidence that the skills demanded by employers are changing rapidly. To understand what skills are most valued by employers, we asked them to evaluate how important a variety of attributes were in their hiring decisions (Table 5). There were three levels of importance: very important, somewhat important, and not at all important. Employers value many of the standard skills, such as reading, writing and math. However, there appears to be much more emphasis placed on basic work skills, such as punctuality, productivity, and motivation.

Table 4. Employer Ratings of Importance of Employee Skills

	Percent Very Important
Attendance/Punctuality	96%
Integrity/Honesty	96%
Productivity	94%
Initiative/Motivation	89%
Quality/Customer Satisfaction	89%
Teamwork	89%
Proper use of tools, equipment, and technology	87%
Listening	83%
Safety Awareness	81%
Specific Job-Required Skills	80%
Reading Skills	75%
Ability to learn and apply new concepts	70%
Problem Solving Skills	68%
Ability to organize and use info	67%
Mathematics	59%
Speaking	55%
Decision Making Skills	55%
Writing Skills	46%
Ability to interact with individuals from diverse backgrounds	45%
Creativity	38%
Computer Skills	30%

TRAINING

Given the technological change in the workplace and internationalization of markets there is a growing need for job training. To assess how much and what type of training Barron County employers offered we asked a series of questions regarding their training activities. More than half of employers provide some type of informal training and 49% provide some type of formal training to new hires. On average, a new hire receives 76 hours of formal training. Forty-one percent of the employers reported that they provide new hires with mentor. Many employers also provide new hires with some type of orientation to the workplace. Forty-nine percent provided a formal orientation, with an average of 34 hours of orientation, and 55% gave new hires an informal orientation.

Similarly, almost all (94%) employers report they provide on-going training and skill development in their firm. They are more likely to offer training for job specific skills than for general skill development. On average, employers provided some formal training to more than 49% of their employees and spent an average of \$20,385 on training last year. This average amount spent on training, however, is not evenly distributed. More than half of the employers spent less than \$4,000 on training last year. About half of the employers provide incentives for employees to acquire new skills and knowledge. In Table 6, we provide descriptive information on the educational and experience requirements for various positions in Barron County. College and technical degrees are not required for most service and laborer positions. Employers have not changed their demands much in the past four years.

**Table 5. Education and Experience Required
for Various Positions in Barron County**

	Percent Requiring Technical College or Above	Experience Required (#Years)
Technical		
Computer Specialists	90%	3
Teachers	100%	
Engineering	100%	3.5
Drafting Technicians	100%	2
Other Professional/Technical Specialty	83%	2

(Continued)

**Table 5. Education and Experience Required
for Various Positions in Barron County**

	Percent Requiring Technical College or Above (%)	Experience Required (#Years)
Clerical & Administrative Support		
Secretarial/Wordprocessing	25%	1.3
Bookkeeping & Accounting	61%	1.9
General Office	25%	2.3
Computer Operation & Data Entry	0%	0.0
Receptionist/Desk clerk	33%	2.0
Shipping, Receiving, Stock & Inventory	25%	1.0
Other Clerical & Administrative Support	50%	2.0
Sales, Marketing, and Tellers		
Retail Sales	20%	2.0
Sales Representatives/Wholesale	67%	0.0
Commission Sales	60%	1.5
Cashiers/Teller	0%	0.0
Other Sales & Marketing	0%	0.0
Service		
Chefs & Cooks	0%	0.1
Kitchen Staff	0%	0.1
Wait Staff	0%	0.1
Other Food & Beverage	0%	0.5
Protective Service	100%	3.0
Customer Service Representative	0%	5.0
Other Service	10%0	2.0
Health Care		
RN	100%	3.0
LPN	100%	
Health Care Technician & Technologist	100%	
Other Health Care	100%	3.0
Mechanics & Repair:		
Vehicle Maintenance & Repair	25%	2.0
Industrial Machinery Maintenance & Repair	50%	2.8
Electrical & Electrical Equipment Repair	100%	0.0
HVAC & Refrigeration	50%	
Other Mechanics & Repair	50%	2.0

(Continued)

**Table 5. Education and Experience Required
for Various Positions in Barron County**

	Percent Requiring Technical College or Above	Experience Required (#Years)
Machine Operation:		
CNC Programmer/Operator	50%	2.0
Tool & Die Makers	100%	5.0
Machinists	100%	2.0
Welder-Wire	0%	2.0
Welder-Combination	100%	2.0
Woodworking Machine Operator	0%	
Extruding Machine Setter/Operator	0%	4.0
Other Precision Production	0%	1.0
Other Skilled Trades	100%	2.0
Assemblers, Processors & Laborers		
General Machine Feeders/Offbearers	0%	0.0
Assemblers	50%	1.0
Misc. Assemblers & Fabricators	0%	
Inspectors/Quality Control	40%	2.0
Foundry Worker	0%	
Truck Driver (CDL)	33%	1.0
Forklift Operators/Material Movers	0%	2.0
Hand Packers and Packagers	0%	0.3
Other Laborers & Helpers & Prod. Workers	17%	1.0
Other Operators, Assemblers, Processors & Laborers	0%	0.3
Construction Trades		
Brickmasons and Stonemasons	0%	
Carpenters	50%	
Electricians	0%	
Plumbers	67%	2.0

RETENTION

The tight labor market of the late 1990s has placed a great deal of pressure on employers to retain good workers. We asked employers whether they had difficulty retaining workers in the labor market. About 10% of the employers report they are having difficulty retaining qualified workers, which is down considerably from the one-third of the employers reported difficulty five years ago. The average turnover rate in the county was 6.7%, which is much lower than the 10% rate in 2004, and which is considerably lower compared to the 17% in 2000. Thus, both the objective and subjective indicators suggest that the problems with turnover have diminished significantly in recent years in Barron County. Existing turnover is largely due to terminations. Among the employers in the study who had some turnover in the last year, the average number of terminations was 11, versus about 7 resignations and three retirements. Thus, more than half of the turnover is due to terminations.

Five years ago, approximately one-third (36%) of the employers we interviewed reported that they laid off employees in the past 12 months. The percentage of employers laying off workers has increased and 54% indicated they have had some layoffs in the past year. The average number laid off was 13 and the average number recalled was 9. To get an aggregate picture, the total number of workers laid off from our sample was 276, while only 135 have been recalled.

The average absentee rate among Barron County employers was 2.4% in 2009, 4.0% in 2004 and 3.5% in 2000. Among the possible reasons for absenteeism, employers were most likely to report that illness (100%) and family or personal conflicts (56%) were the most frequent causes.

BENEFITS AND WAGES

Benefits

Employers were asked to report whether they provided a variety of benefits to workers in their firm. Table 7 summarizes these findings. Almost all of employers offer paid vacations and health insurance to their employees. Ninety percent of employers extend health insurance to employees family members. However, employees pay for a majority of the coverage. Surprisingly, the percentage of the health care costs that employees pay has not increased substantially during the past four years. And, the percentage of firms offering health care has not changed. Employers reported that the cost of providing benefits has increased about 12.6% in the past year, and they anticipated an increase of 9.4% in 2010.

Eighty percent of the employers indicated that they required new employees to work a specified time period before receiving benefits. Most firms required a period of about four months. When asked about the relative importance of benefits and wages,

the majority (60%) report they are about equal. And about 17% of the firms said that benefits were more important while 19% said wages were more important.

About one-half of the employers report that their benefit package has become more important in the past five years to attract good workers. And about 23% said they have made significant changes in their package during this period. Most of the changes were adopting lower cost health insurance programs.

Table 6. Benefits Offered by Barron County Employers

	Percent
Paid vacations	94%
Health insurance to employees	89%
% employee pays	26% (mean)
Health insurance to family members of employees	79%
% employee pays	28% (mean)
Retirement plan	79%
401k/403(b) match	48%
401k/403(b) plan	38%
Other	28%
Company provided	15%
Maternity or family leave (paid or unpaid)	72%
Disability	66%
Short term	62%
Long term	56%
Paid sick leave	62%
Dental care coverage	57%
Tuition reimbursements	40%
Time off to attend classes	36%
Section 125 Flex-benefits	36%
Employee assistance programs	34%
Cafeteria benefit plan	32%
Profit sharing	28%
Vision care	24%
Technology assistance	23%
Stock options	6%
Housing assistance	4%
Transportation assistance	4%
Company-provided childcare	2%

In addition to the standard package of benefits offered to workers, we looked at several other work incentives. We asked employers if they provided flextime—allowing workers to set their starting time for work. One-third said they offer flextime. Only about 19% of the employers reported they offered job sharing at their establishment. Fewer (10%) employers offer tele-commuting or other options that allow individuals to work out of their homes on a regular basis.

Wages

The overall wage increase for Barron County employers averaged 1.98% in 2009 and is projected to be 2.38% in 2010. These increases are a bit lower than five years ago. In Table 8 we report the entry and maximum wages for various positions in Barron County.

Table 7. Entry Wage, Maximum Wage, and Current Employment Among Barron County Employers

	Entry Wage	Maximum Wage	# Workers
Technical			
Computer Specialists	16.19	23.80	24
Teachers	16.00	28.00	108
Engineering	22.49	37.37	20
Drafting Technicians	12.69	19.24	1
Other Professional/Technical Specialty	18.78	37.07	49
Clerical & Administrative Support			
Secretarial/Wordprocessing	11.71	16.63	76
Bookkeeping & Accounting	12.54	19.02	82
General Office	11.31	17.37	48
Computer Operation & Data Entry	10.43	15.13	2
Receptionist/Desk clerk	10.54	15.52	30
Shipping, Receiving, Stock & Inventory	12.21	16.10	138
Other Clerical & Administrative Support	12.45	21.71	55
Sales, Marketing, and Tellers			
Retail Sales	14.67	23.50	25
Sales Representatives/Wholesale	18.45	29.54	13
Commission Sales	13.14	33.34	29
Cashiers/Teller	8.14	13.54	24
Other Sales & Marketing	17.39	25.07	17

(continued)

Table 7. Entry Wage, Maximum Wage, and Current Employment Among Barron County Employers

	Entry Wage	Maximum Wage	# Workers
Service			
Chefs & Cooks	10.52	14.67	29
Kitchen Staff	8.79	12.24	41
Other Food & Beverage	8.27	9.89	60
Housekeeping/cleaners	9.85	16.25	14
Cleaning/Janitorial	11.01	15.53	108
Childcare	13.76	19.91	3
Protective Service	16.69	32.62	23
Customer Service Representative	11.44	15.46	41
Gardening/Grounds	11.11	12.53	1
Other Service	14.32	25.99	34
Health Care			
RN	22.23	31.11	66
LPN	14.54	21.64	8
CNA and Health Aids	9.85	16.25	33
Health Care Technician	15.70	28.85	18
Other Health Care	22.56	27.64	15
Mechanics & Repair:			
Vehicle Maintenance & Repair	12.28	19.09	28
Industrial Machinery Maintenance & Repair	14.05	21.76	84
Electrical & Electrical Equipment Repair	14.17	19.25	13
HVAC & Refrigeration	12.64	22.13	39
Other Mechanics & Repair	13.11	22.16	36
Machine Operation:			
CNC Programmer/Operator	12.14	14.97	18
Tool & Die Makers	19.52	24.44	7
Machinists	13.42	19.43	6
Welder-Wire	12.53	17.55	81
Welder-Combination	16.37	20.47	3
Woodworking Machine Operator	11.30	14.65	53
Extruding Machine Setter/Operator	9.00	16.00	28
Other Precision Production	14.00	18.00	2
Other Skilled Trades	12.50	17.50	8

(continued)

Table 7. Entry Wage, Maximum Wage, and Current Employment Among Barron County Employers

	Entry Wage	Maximum Wage	# Workers
Assemblers, Processors & Laborers			
General Machine Feeders/Offbearers	12.00	14.00	65
Assemblers	9.77	11.89	31
Misc. Assemblers & Fabricators	10.28	17.81	100
Inspectors/Quality Control	12.39	18.56	52
Foundry Worker	10.25	16.31	28
Truck Driver (CDL)	14.00	18.18	52
Forklift Operators/Material Movers	11.29	14.97	65
Hand Packers and Packagers	10.67	13.67	17
Other Laborers & Helpers & Prod. Workers	11.28	15.10	629
Other Operators, Assemblers, Processors & Laborers	9.70	12.47	319
Construction Trades			
Brickmasons and Stonemasons	14.50	26.00	8
Carpenters	11.25	21.75	11
Electricians	14.47	19.66	20
Plumbers	17.00	23.33	9
Other trades	10.00	20.00	12

EMPLOYER NEEDS

We asked employers to identify any needs they have related to business educational programs. In Table 9, we report the types of programs they identified. Employee training and hiring programs were identified the most often.

Table 8. Business Related Educational Needs

	Percent Yes
Local Demographics	46%
Employee Training/Hiring	36%
Business Planning	32%
Marketing Trends	32%
Advertising/Marketing	29%
Government Contracting	29%
Internet/E-Commerce	25%
Business Market Analysis	21%

We also asked employers in what areas they would be interested in receiving assistance in addressing their employer needs (Table 10).

Table 9. Areas in Need of Assistance

	Percent Yes
Recruiting Workers	47%
Increasing Employee Productivity	47%
Screening/Matching applicants	41%
Providing Training	41%
Determining Training Needs	24%
Reducing Turnover	24%
Analyzing Skill Requirements	18%
Reducing Absenteeism	18%
Out-placement Assistance	6%

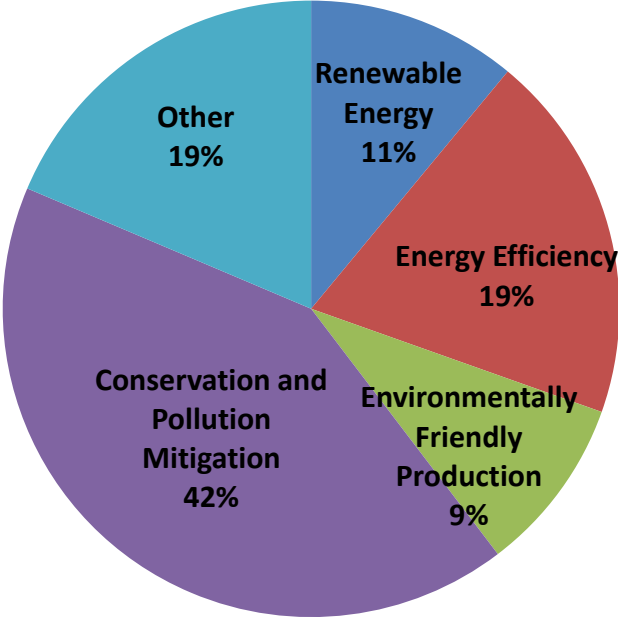
GREEN JOBS

We asked employers to identify jobs related to five green job categories. These categories included expanding renewable energy production, increasing energy efficiency, reducing greenhouse gas emissions, reducing waste and pollution, and/or conserving water and other natural resources. We coded the data according to the Bureau of Labor Statistics' standard occupation classification. Table 10 summarizes the number of green jobs in each occupation, and their percentage relevance to green jobs. Figure 4 offers an overview of the distribution of these green jobs in various categories.

Table 10. Green Jobs in Barron County

Job Title	Total Number of Jobs	Green Job % FTE
General and Operations Managers	3	90
Industrial Production Managers	9	100
Buyers and Purchasing Agents, Farm Products	2	100
Logisticians	1	100
Mechanical Drafters	1	100
Materials Scientists	2	100
Environmental Scientists and Specialists, Including Health	1	25
Social Scientists and Related Workers, All Other	4	45
Social and Human Service Assistants	4	100
First-Line Supervisors of Personal Service Workers	3	25
Sales Representatives, Services, All Other	1	100
Bookkeeping, Accounting, and Auditing Clerks	1	100
Office Clerks, General	2	0
Electricians	13	100
Plumbers, Pipefitters, and Steamfitters	2	50
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	40	164
Maintenance Workers, Machinery	5	100
Helpers--Installation, Maintenance, and Repair Workers	1	100
Installation, Maintenance, and Repair Workers, All Other	2	100
Assemblers and Fabricators, All Other	2	100
Machinists	1	100
Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders	5	100
Water and Wastewater Treatment Plant and System Operators	1	100
Helpers--Production Workers	130	100
Heavy and Tractor-Trailer Truck Drivers	1	75
Material Moving Workers, All Other	5	100
Command and Control Center Officers	9	100

Figure 4. Summed Distribution of Green Jobs in Barron County



SUMMARY AND CONCLUSIONS

The evidence from the Barron County labor market study suggests that labor market conditions in the region are improving. Fewer employers are laying off workers and many expect to hire more workers in the next year or so. Wages are increasing, but at a lower rate than five years ago. The costs of benefits to employers is rising rapidly (about 13% last year), but employers are not passing on many of these increased costs to workers. Most employers continue to see their benefit package as a critical mechanism for recruiting and retaining qualified workers.

The demand for labor in the region has begun to shift to more skilled work, although not as quickly as some other regions in the state. There appears to be much more demand for semi-skilled and skilled workers in the area than there was five years ago. This shift will probably change the character of the demand for labor in the area, but also the number of workers that will be needed in the future. As employers adopt new technology and hire more skilled workers, they will probably need fewer workers in the future. Of course, to make this transition, employers will need an educated and trained work force to fill the skilled position in the region.

In terms of green jobs, relatively few employers in Barron County identified positions that they would classify in that category. However, a wide range of employers did identify 235 green jobs county-wide, including those related to energy efficiency, renewable energy, environmentally friendly production, and conservation and pollution mitigation.

The green job results provide a rough baseline to measure future growth (or decline) of Barron County's green economy. As federal and state policies evolve to combat climate change and address other environmental issues, Barron County may be in a position to leverage its strong workforce, educational, and manufacturing assets into future economic development opportunities.

Appendix A. Survey of Barron County Work Establishments

LABOR MARKET STUDY

A. CHARACTERISTICS OF THE ESTABLISHMENT

Q1. Which category best describes this establishment?

- 1. For-profit organization
- 2. Government organization (including public educational institutions)
- 3. Other non-profit organization
- 4. Other (please specify _____)

Q2. Which description best fits this establishment's situation.

- 1. It is an independent, single establishment firm.
- 2. It is owned by a multi-establishment firm.
- 3. It is locally owned, but franchised to offer "brand-name" products or services.
- 4. It owns one or more branch establishments besides the one at this location.
- 5. It is a franchise that sells the right to use its concept to one or more franchises.

Q3. What is your establishment's main product or service? Please describe this activity as specifically as possible. _____

Q4. In what year did it begin operations in this community? 19__ 20__

All of the following questions refer to your establishment only.

Q5. What are the current number of employees working in your establishment now, the expected numbers one year from now, and the number five years ago in each of the following categories?

	<u>Current</u>	<u>Anticipated 1 Year</u>	<u>Five Years Ago</u>
Full-time payroll employees	_____	_____	_____
Part-time (<35 hours/week) payroll employees	_____	_____	_____
Temporary/seasonal employees (hired for a specific time period)	_____	_____	_____
Contract workers (hired for specific job/employed by another firm)	_____	_____	_____
TOTAL	_____	_____	_____

Q6. Over the past five years, have you used "staffing"(temporary) agencies for hiring temporary workers?

- 1. Yes
- 2. No
- 3. Don't know

Q7. During the past five years, have you used temporary employees as a recruitment method for locating permanent employees?

- 1. Yes
- 2. No
- 3. Don't know

Q8. During the past five years, have you hired any seasonal workers for a specific time period, such as the summer?

- 1. Yes
- 2. No
- 3. Don't know

Q8a. If yes, are you generally able to retain the same workers from year to year?

- 1. Yes
- 2. No
- 3. Don't know

Q9. During the past five years, have you hired any immigrant workers (defined as someone who was not born in the United States and did not have their citizenship when you hired them)

- 1. Yes
- 2. No
- 3. Don't know

Q9a. If yes, how many immigrant workers have you hired? _____

Q10. During the past five years, have you hired any guest workers (defined as someone who has a H1 visa)?

- 1. Yes
- 2. No
- 3. Don't know

Q10a. If yes, please identify their country or origin and the number from each country.

Country	#
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Q11. Please estimate what percentage of your workforce is in the following age categories.

Percent

- 1. Under 25 years old
- 2. 25-34
- 3. 35-54
- 4. 55-64
- 5. 65 years or older

Q12. Please estimate what percentage of your workforce is in the following racial/ethnic categories.

Percent

African American	_____
Asian and Pacific Islander	_____
Native American	_____
White (Non-Hispanic)	_____
Hispanic/Latino	_____
Other	_____

Q12a. Are there language barriers in hiring new employees?

- yes
- no

B. VACANT POSITIONS AND RECRUITMENT

Q13. Are qualified workers easy to **recruit** in this labor market (within an hour's commuting distance)?

- 1. Yes
- 2. No

Q13a. If no, what specific types of employees are you having difficulty finding? _____

Q13b. What have you done differently in the past three years to recruit workers? _____

Q13c. If no, what do you consider the most important reason for this difficulty?

- 1. Too few applicants
- 2. Applicants lack necessary skills
- 3. Applicants unwilling to work for the wages/benefits offered
- 4. Applicants unwilling to accept working conditions/requirements
- 5. Other (please specify _____)

Q14. Among positions that do not require a college degree, which position has been vacant for the longest period of time (leave blank if no vacancies) ? _____

Q14a. How many weeks has this position been vacant? _____ weeks

Q14b. Why is this position vacant?

- 1. New position
- 2. Previous employee left
- 3. Previous employee was fired
- 4. Other reason (please specify _____)

Q15. Which of the following methods do you normally use to recruit new workers? (check all methods that apply and underline the three most effective strategies)

- 1. Post help-wanted signs
- 2. List advertisements in newspapers
- 3. Consider walk-ins without referrals
- 4. Referrals from Job Center
- 5. Referrals from temp/staffing agency
- 6. Referrals from a community agency
- 7. Referrals from schools
- 8. Referrals from employee in your firm
- 9. Used recruiting firm
- 10. Internet
- 11. Job fair
- 12. Hiring bonuses
- 13. Referral bonuses
- 14. Television advertising
- 15. Radio advertising
- 16. Other sources (please specify _____)
- 17. Don't know

The next few questions are about some factors that might or might not be important in your evaluation of a prospective employee.

Q16. Do you use any of the following pre-employment and/or post-offer screening techniques?

- 1. Basic skills testing
- 2. Aptitude testing
- 3. Job specific skills testing
- 4. Personality testing
- 5. Drug & alcohol testing
- 6. Reference checks

- ___7. Job trails/internships
- ___8. Co-worker/team member interviews
- ___9. Other (please specify_____)

Q17. How important are the following attributes in selecting employees? (If it varies, use the last person hired)

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not at all Important</u>
1. Reading skills	1	2	3
2. Writing skills	1	2	3
3. Mathematics	1	2	3
4. Speaking	1	2	3
5. Listening	1	2	3
6. Attendance/punctuality	1	2	3
7. Productivity	1	2	3
8. Initiative/motivation	1	2	3
9. Integrity/honesty	1	2	3
10. Quality/customer satisfaction	1	2	3
11. Teamwork	1	2	3
12. Ability to interact with individuals from diverse backgrounds	1	2	3
13. Ability to organize and use information	1	2	3
14. Problem solving skills	1	2	3
15. Creativity	1	2	3
16. Decision making skills	1	2	3
17. Ability to learn and apply new concepts	1	2	3
18. Proper use of tools, equipment, and technology	1	2	3
19. Safety awareness	1	2	3
20. Computer skills	1	2	3
21. Specific skills required for job	1	2	3
22. Other –specify below			
_____	1	2	3
_____	1	2	3
_____	1	2	3
_____	1	2	3

Q18. Do you customarily use a probationary period when hiring new workers?

- ___1. Yes
- ___2. No
- ___3. Don't know

Q19. Do starting salaries/wages vary for individuals in the same position based on the applicant/s skills, experience and/or training?

- ___1. Yes
- ___2. No
- ___3. Don't know

C. TRAINING

Q20. Have the skill demands in your establishment changed in the past five years?

- 1. Yes
- 2. No

Q20a. If yes, would you say that the following skills are more in demand today? (check all that apply)

- 1. Basic reading
- 2. Writing
- 3. Numeric skills
- 4. Social and verbal skills
- 5. Problem solving skills
- 6. Basic computer skills
- 7. Other (please specify _____)

Q20b. If yes, have the skill needs of this job changed because of: (check all that apply)

- 1. New technology
- 2. More use of computers
- 3. New products produced
- 4. Higher level of product quality
- 5. New services provided
- 6. Change in the organization of work, such as broader job categories or new duties in this job?

Q21. Do you provide any of the following for new hires? (Check all that apply)

- 1. Formal Orientation # hours
- 2. Informal Orientation
- 3. Formal Training # hours
- 4. Informal Training # hours
- 5. Mentors

Q22. Do you provide workers with on-going training and skill development?

- 1. Yes
- 2. No
- 3. Don't know

Q23. Do you offer on-site training at your establishment for any of the following (check all those that apply)?

- 1. Basic academic skills
- 2. Job specific skills
- 3. Other (please specify _____)

Q24. Do you provide pay or other incentives for employees who participate in training to acquire new knowledge and skills?

- 1. Yes
- 2. No

Q25. How many of your employees received formal training last year? workers

Q26. How much did your firm spend on formal training last year? \$

Q27. Please indicate any areas that you would be interested in receiving assistance in addressing your employment needs.

- 1. Recruiting workers
- 2. Screening or matching applicant skills to job requirements
- 3. Analyzing skill requirements for jobs in my firm
- 4. Determining skill training needs of workers in my firm
- 5. Providing training to upgrade the skills of workers in my firm
- 6. Reducing employee absenteeism
- 7. Reducing turnover
- 8. Increasing employee productivity
- 9. Out-placement assistance for employees who may lose employment
- 10. Other (Please specify _____)

Q28. "KeyTrain" is a learning program that can be accessed from any computer. The student teaches him/her self in reading, math and another subject. For specific jobs there are recommended levels of achievement. The goal of the program is to ensure employers that the person has demonstrated a certain level of competency in the skills necessary for the position.

Q28a. 1) Are you aware of the State training program called KeyTrain? YES NO (please circle)

Q28b. 2) Would you be willing to use the certificates after completing the program as part of your application process? YES NO (please circle)

D. RETENTION

Q29. Are qualified workers difficult to **retain** in this labor market?

- 1. Yes
- 2. No

Q29a. If yes, What is the primary reason for this difficulty? _____

Q29b. What have you done differently in the past three years to retain workers?

Q30. What was the turnover rate (% of positions vacated) in your establishment in 2009? ____%
(Note: Do not include layoffs in this figure)

Q31. Among the positions that were vacated, how many were due to resignations, retirees, or terminations?

of resignations _____
of retirees _____
of terminations _____

(Note: Do not include layoffs in these figures)

Q32. Did your establishment lay-off any employees in the past 12 months?

- 1. Yes
- 2. No

Q32a. If yes, how many workers were laid off? _____

Q32b. If yes, how many workers were recalled? _____

Q33. What was the average absenteeism rate (% of workdays missed) in your firm last year (2009)?
____%

Q34. What are your major reasons for absenteeism? (Check all those that apply)

- 1. Illness
- 2. Child care problems

- 3. Family/personal problems
- 4. Transportation problems
- 5. Poor work ethic
- 6. Other

E. BENEFITS AND WAGES

Q35. Please indicate whether any of the following benefits are provided to workers in this position? (check all that apply)

- 1. Health insurance to employees (% employee pays ___%)
- 2. Health insurance to family members of employees (% employee pays ___%)
- 3. Dental care coverage
- 4. Vision care
- 5. Disability 5a. Short-term 5b. Long-term
- 6. Retirement plan
 - 6a. Company provided
 - 6b. 401k/403(b) plan
 - 6c. 401k/403(b) match
 - 6d. Other
- 7. Paid vacations
- 8. Paid sick leave
- 9. Maternity or family leave (paid or unpaid)
- 10. Employee assistance programs
- 11. Tuition reimbursements
- 12. Time off to attend classes
- 13. Profit sharing
- 14. Cafeteria benefit plan (giving the employee the option of choosing benefits)
- 15. Company-provided childcare
- 16. Stock options
- 17. Section 125 Flex-benefits
- 18. Housing assistance
- 19. Transportation assistance
- 20. Technology assistance (providing employees with home computer, internet access, etc.)
- 21. Other (please specify _____)

Q36. Do you offer flextime at your establishment?

- 1. Yes
- 2. No

Q37. Do you offer job sharing at your establishment?

- 1. Yes
- 2. No

Q38. Do you offer tele-commuting or other options that allow individuals to work out of their homes on a regular basis?

- 1. Yes
- 2. No

Q39. Do you require most new employees in your establishment to work for a specified time before receiving benefits?

- 1. Yes Q38a. If yes, what is that period? _____
- 2. No

Q40. In your experience with workers in this region, do you find that benefits are more important, less

important, or equally important to wages?

- 1. Benefits are more important than wages
- 2. Benefits are equally important as wages
- 3. Wages are more important than benefits
- 4. Don't know/no response

Q41. Over the past five years, has your benefit package become more important to attract good workers?

- 1. Yes
- 2. No
- 3. Don't know/no response

Q42. Have you made any significant changes in your benefit package over the past five years?

- 1. Yes
- 2. No

Q42a.. If yes, what changes have you made? _____

Q43. Do you anticipate making any significant changes in your benefit package in the near year?

- 1. Yes
- 2. No

Q43a.. If yes, what types of change? _____

Q44. What was your overall wage increase (percentage) for 2009? ____%

Q45. What is your anticipated wage increase (percentage) for 2010? ____%

Q46. Please estimate how much the cost of providing benefits (health insurance, retirement, etc.) increased during the year 2009. _____%

Q47. How much you anticipate the cost of benefits will increase in 2010? _____%

Q48. Barron County Economic Development Corporation and Barron County UW Extension organize and/or deliver business related educational programs. Which of the following program topics are you interested in? (check all that apply)

- Business Planning
- Advertising/Marketing
- Employee Training/Hiring
- Government Contracting
- Business Market Analysis
- Internet/E-Commerce
- Local Demographics (Identifying customers)
- Marketing Trends
- OTHER (describe)

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WAGE INFORMATION

The following table is an effort to summarize the occupational employment of your establishment. We need to establish the wage range, current employment level, current and anticipated vacancies, recruitment difficulty, and desired education and experience for each position in your workforce. For the question on recruitment difficulty, circle the appropriate answer—evaluate whether it is not difficult (N), somewhat difficult (S), or very difficult (V) to recruit for each position in your firm. What type of education, work experience, and special skills/abilities do you look for in hiring new employees? Circle whether a n educational level of none (N), high school (H), technical college (T), college (C), or an advanced degree (A) is absolutely required and the number of years of experience you absolutely require. Use blank lines for occupations not listed.

Position Description	Entry Wage	Maximum Wage	Current Number Employed	Current Vacancy	Anticipated Vacancies (1 year)	Difficulty to Recruit	Education Required (Years)	Experience Required
<i>EXAMPLE:</i> Bookkeeper	\$6/hour	\$8/hour	2	1	1	S	T	5
Technical								
Computer Specialists	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Teachers	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Engineering	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Drafting Technicians	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Other Professional/Technical Specialty	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Clerical & Administrative Support								
Secretarial/Wordprocessing	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Bookkeeping & Accounting	_____	_____	_____	_____	_____	N S V	NHTCA _____	
General Office	_____	_____	_____	_____	_____	N S V	NHTCA _____	

Position Description	Entry Wage	Maximum Wage	Current Number Employed	Current Vacancy	Anticipated Vacancies (1 year)	Difficulty to Recruit	Education Required (Years)	Experience Required
Computer Operation & Data Entry	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Receptionist/Desk clerk	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Shipping, Receiving, Stock & Inventory	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Other Clerical & Administrative Support	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Sales, Marketing, and Tellers								
Retail Sales	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Sales Representatives/ Wholesale	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Commission Sales	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Cashiers/Teller	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Other Sales & Marketing	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Service								
Chefs & Cooks	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Kitchen Workers	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Wait Staff	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Bartenders	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Other Food & Beverage	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Housekeeping/cleaners	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Cleaning/Janitorial	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Domestic Service	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Child Care	_____	_____	_____	_____	_____	N S V	NHTCA _____	

Position Description	Entry Wage	Maximum Wage	Current Number Employed	Current Vacancy	Anticipated Vacancies (1 year)	Difficulty to Recruit	Education Required (Years)	Experience Required
Protective Service	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Customer Service Representative	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Gardening/Grounds	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Other Service	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Health Care								
RN	_____	_____	_____	_____	_____	N S V	NHTCA _____	
LPN	_____	_____	_____	_____	_____	N S V	NHTCA _____	
CNA & Health Aides	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Health Care Technician & Technologist	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Other Health Care	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Mechanics & Repair:								
Vehicle Maintenance & Repair	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Industrial Machinery Maintenance & Repair	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Electrical & Electrical Equipment Repair	_____	_____	_____	_____	_____	N S V	NHTCA _____	
HVAC & Refrigeration	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Other Mechanics & Repair	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Machine Operation:								
CNC Programmer/Operator	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Tool & Die Makers	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Machinists	_____	_____	_____	_____	_____	N S V	NHTCA _____	

Position Description	Entry Wage	Maximum Wage	Current Number Employed	Current Vacancy	Anticipated Vacancies (1 year)	Difficulty to Recruit	Education Required (Years)	Experience Required
Machine Tool								
Setter/Operator	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Welder-Tig/Mig	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Welder-Wire	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Welder-Combination	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Woodworking Machine								
Setter/Operator	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Extruding Machine								
Setter/Operator	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Other Precision Production	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Other Skilled Trades	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Assemblers, Processors & Laborers								
General Machine Feeders/ Offbearers	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Assemblers	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Electrical & Electronic Assemblers	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Misc. Assemblers & Fabricators	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Inspectors/Quality Control	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Foundry Workers	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Truck Driver (CDL)	_____	_____	_____	_____	_____	N S V	NHTCA _____	

Position Description	Entry Wage	Maximum Wage	Current Number Employed	Current Vacancy	Anticipated Vacancies (1 year)	Difficulty to Recruit	Education Required (Years)	Experience Required
Forklift Operators/ Material Movers	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Hand Packers & Packagers	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Other Laborers & Helpers & Production Workers	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Other Operators, Assemblers, Processors & Laborers	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Construction Trades								
Brickmasons and Stonemasons	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Carpenters	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Electricians	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Plumbers	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Other trades	_____	_____	_____	_____	_____	N S V	NHTCA _____	
Other								
_____	_____	_____	_____	_____	_____	N S V	NHTCA _____	
_____	_____	_____	_____	_____	_____	N S V	NHTCA _____	
_____	_____	_____	_____	_____	_____	N S V	NHTCA _____	
_____	_____	_____	_____	_____	_____	N S V	NHTCA _____	
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*****Please Take 5 minutes to fill out the Green Jobs Survey on the Following Page. Your answers will help local and regional economic developers better understand - and support the development of - emerging occupations in this area*****

Green Jobs Survey

Core Areas for Green Jobs (Defined as jobs related to expanding renewable energy production, increasing energy efficiency, reducing greenhouse gas emissions, reducing waste and pollution, and conserving water and other natural resources)

Total # of Workers in Company and Job Titles Related to Five Core Areas		Renewable Energy	Energy Efficiency	Environmentally Friendly Production	Conservation and Pollution Mitigation	Other
		Jobs involved in the production, transmission, maintenance, and storing of renewable energy	Jobs that help Americans reduce the amount of energy we use, whether to run a plant, or heat, cool, or light an office or home	Jobs that seek to mitigate the harmful environmental impacts of existing products and develop and supply alternatives that require less energy and emit fewer greenhouse gases	Jobs that manage water and other natural resources more effectively and to mitigate emissions of greenhouse gases and other pollutants, efforts to recycle and re-use materials and waste streams	Jobs that do not fit nicely into the other categories but which may be considered "green" because they meet the definition above
Below - please list any jobs you feel fit under the above categories						
Job Title Related to Core Area	Total # of Workers in Position	FTE Equivalent (% of position dedicated to core area)	FTE Equivalent (% of position dedicated to core area)	FTE Equivalent (% of position dedicated to core area)	FTE Equivalent (% of position dedicated to core area)	FTE Equivalent (% of position dedicated to core area)
Example: Construction Worker	1		0.5			