

# PEAK WORKFORCE

---



**New Hampshire**

LIVE FREE

New Hampshire  
Department of Business  
and Economic Affairs



# INITIATIVES

---

State Program Realignment and Deregulation

Focus On Accessing Diverse Workforce

Build New Business/Academic/State Alliance

Launch and Maintain Strategic Digital Media Marketing Campaign


# BUSINESS AND ECONOMIC AFFAIRS PHILOSOPHY

---

It's no secret why people come to New Hampshire for vacation, it's the same reason we choose to live here: work and life are in balance. From our variety of and proximity to outdoor adventures, to exceptional career/business opportunities, to one of the lowest tax burdens in the nation, New Hampshire gives you the physical and financial freedom to create your own path and to build the life you've always dreamed of.

**LIVE FREE** is the foundation for that spirit and it's our rallying cry. Through the statewide adoption of this well-established brand and motto, New Hampshire can showcase the collaborative spirit of the state and the benefits of living and working here.

All with one powerful voice.

A man wearing safety glasses and a dark shirt is working on a circuit board. He is focused on his task, and the background is blurred. The text is overlaid on the image.

# STATE PROGRAM REALIGNMENT AND DEREGULATION GOALS

---

Realign the state's 100+ workforce development  
and training programs to maximize effectiveness

Reform occupational licensing infrastructure

Simplify business registration procedures

Spearhead and support efforts to make state  
regulation more predictable

# ACCESSING & ATTRACTING DIVERSE WORKFORCE

---

Unlocking and enabling populations already here and developing strategies to bring the value that comes from all types of diversity is important for our state and for our employers.



**NEW  
AMERICANS**



**VETERANS**



**RETIRED/  
SEMI-RETIRED**



**DIVERSIFIED  
WORKFORCE**



**FORMERLY  
INCARCERATED**



State Policy  
Leaders

STATE

**BUILD A NEW  
ALLIANCE**

Business  
Leaders

BUSINESS

ACADEMIC

Academic  
Institution Leaders



# WORKFORCE RECRUITMENT AND OPPORTUNITY

---

New Hampshire academic institutions represent the greatest single source for workforce expansion. The K-16 pathway must line up to provide talent to the vast array of employers across the state. This demands a high level of committed and functional leadership and dedication.

**“Any successful economic development strategy must include strong academic recruitment strategies.”**



# TARGETING MILLENNIALS & COMMUTERS

---





A man wearing a blue helmet and a yellow life vest is smiling and looking upwards. He is holding a yellow kayak with a logo on it. The background is a blurred river and forest.

# LAUNCH AND MAINTAIN STRATEGIC DIGITAL MEDIA MARKETING CAMPAIGN

---

Utilizing the established Live Free brand and market knowledge, BEA is launching a talent attraction website and creating new video marketing content. These tools are scalable and can grow in functionality and expand content. They are also designed for utilization by employers and other stakeholders to advance their own recruitment efforts.

---





  
New Hampshire  
LIVE FREE

STAY

WORK

PLAY

LEARN

[f](#) [t](#) [p](#) [in](#) [You Tube](#) [RSS](#)

SEARCH NHECONOMY.COM

# FROM KAYAK TO COMPUTER

LEARN MORE

## THE HEART OF NEW ENGLAND

When it comes to location,



Québec City (6 hours)

Montréal (4 hours)

Toronto (9 hours)

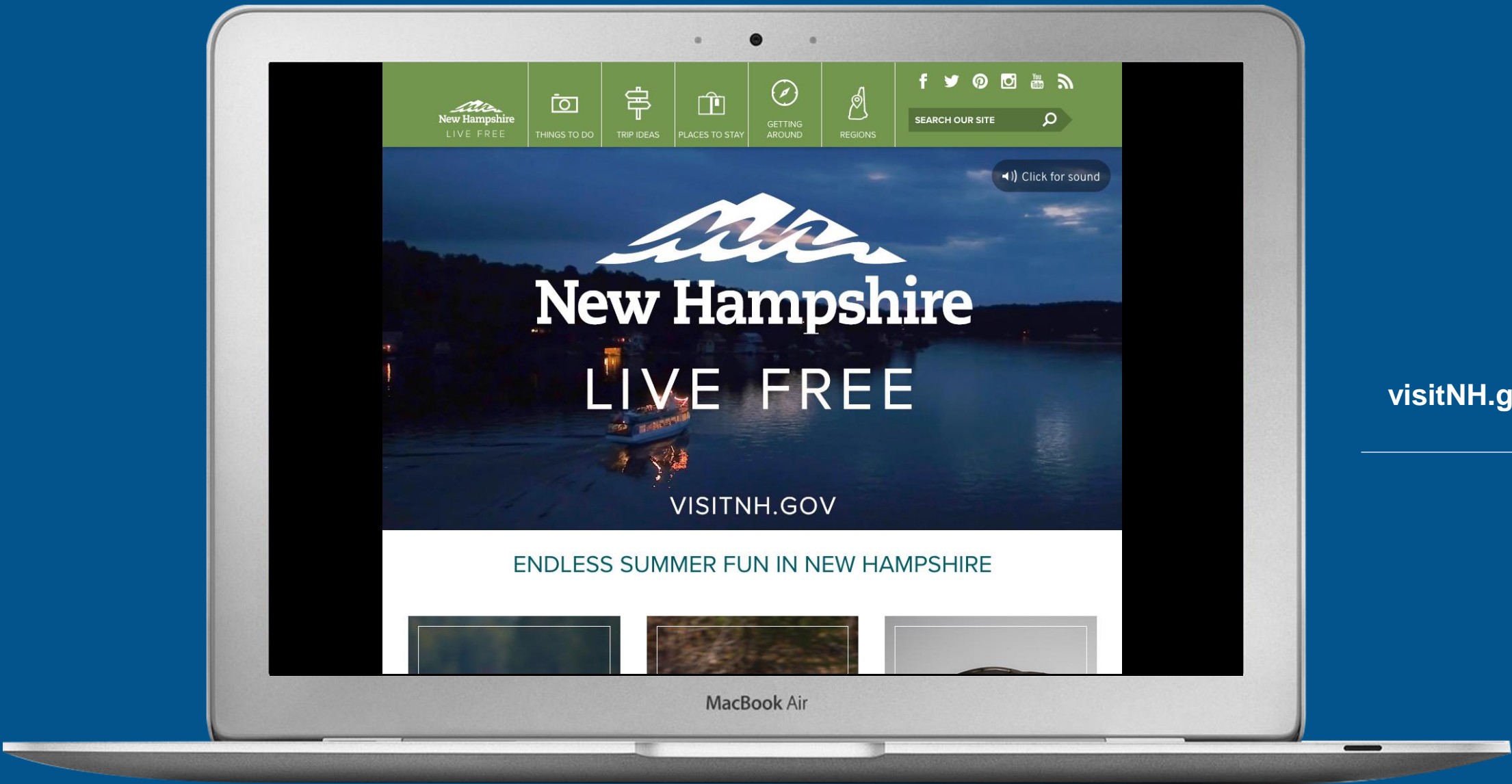
ME VT NH

Concord

[chooseNH.com](http://chooseNH.com)

MacBook Air






[visitNH.gov](https://visitnh.gov)

# STAY






# WORK

# PLAY


# LEARN



STAYWORKPLAYLEARN



SEARCH



### LIVE FREE FROM ROUTINE

Whether its job opportunities, affordability, proximity to family, connection to top-notch education institutions or outdoor recreation, there is one common thread that unites us together: opportunity.

Ranked the #1 best state in America in which to [live](#), [U.S. News & World Report](#), the Granite State offers an unparalleled quality of life with a low tax burden unmatched by our Northeast neighbors.


High-quality educational offerings, safety rankings and diverse housing options, are just some of the reasons we're ranked the #2 best state to raise a family.

No matter your age or parental status, you'll find the outdoor recreation opportunities you want here in New Hampshire. Home to adventures for every season and skill-level, our state is built for those who thrive on fresh air just as much as fresh ideas.


Whether you're a newcomer, heading back to your roots, or you've known the benefits of life in New Hampshire all along, we want to be the first to say welcome home.

#### RANKINGS AND FACTS






- #1 Living Environment in the NE (Chief Executive Magazine, 2016)
- #1 Friendliest State in the Union (Cato Institute, 2016)
- #2 Gender Equality (U.S. News & World Report, 2017)
- #3 Best State to Live in (247wallst.com, 2016)
- #4 State for High Quality of Life (CNBC, 2016)

StayWorkPlayLearn


172 Pembroke Road Concord, NH, 03301 T: 603.217.2591 E: [info@nhaeconomy.com](mailto:info@nhaeconomy.com)  
© Copyright 2018 New Hampshire Department of Business and Economic Affairs, New Hampshire Division of Economic Development



STAYWORKPLAYLEARN



SEARCH



### WORK SMART, LIVE FREE

Where a rewarding career meets personal freedom.

Home to a wide range of high-paying jobs across diverse industries, New Hampshire welcomes job seekers from around the world to find exciting careers and powerful businesses in technology, advanced manufacturing, hospitality, healthcare and more. Our state's unparalleled natural beauty, proximity to other East Coast hubs and low taxes, including the absence of income and sales tax, also mean you'll get more for your paycheck here.



New Hampshire is ranked one of America's top six states for employment, according to [U.S. News & World Report](#). Whether you're new to the Granite State or ready to return to the place you call home, New Hampshire has an exciting job offer for you.

View some of the amazing jobs available in [New Hampshire](#)!

New Hampshire boasts a stable economy, featuring industries that offer career opportunities and competitive salaries.

#### RANKINGS AND FACTS





- #2 U.S. Employment Leader (Business Facilities, 2016)
- #3 Highest Household Income in New England (20% above national average)
- #4 Lowest Unemployment Rate Gap (WalletHub, 2016)
- #6 Best State for Employment (U.S. News & World Report, 2017)
- 71% Higher Annual Average Job Growth Than Maine (U.S. News & World Report, 2017)



TECHNOLOGYADVANCED MANUFACTURING


## START PLANNING YOUR SUMMER GETAWAY NOW!

EXPLORE ACTIVITIES BELOW AND PLAN YOUR PERFECT TRIP!








KAYAKINGHIKINGBIKINGKID-FRIENDLY ATTRACTIONSWHERE TO EATLEARN MORESWIMMING HOLE SECRETSFESTIVALSBOTATINGSHOPPING


<https://www.visitnh.gov/things-to-do/food-and-drink/restaurants>



STAYWORKPLAYLEARN



SEARCH



### ONE OF AMERICA'S MOST EDUCATED STATES

Success in education corresponds to a higher potential for career achievement, personal health and overall happiness. Just ask [U.S. News & World Report](#), which ranks New Hampshire #1 in the nation for K-12 education and third overall when [top-tier higher education institutions](#) are included.


The Granite State is home to nationally-ranked public and private K-12 institutions, plus a diverse mix of Ivy League, public universities, and liberal arts colleges, that make higher education accessible. That's in addition to the seven colleges in the Community College System of New Hampshire, which is ranked among the top ten community college systems in the country.

Education happens outside of the classroom, too. From research labs to plant floors, New Hampshire offers the resources and flexibility you need to master job-specific skills that maximize your earning potential.

So whether you're looking for the best possible education for your children, or want to jumpstart your career with continuing education and skills training, New Hampshire has the tools you need to succeed.

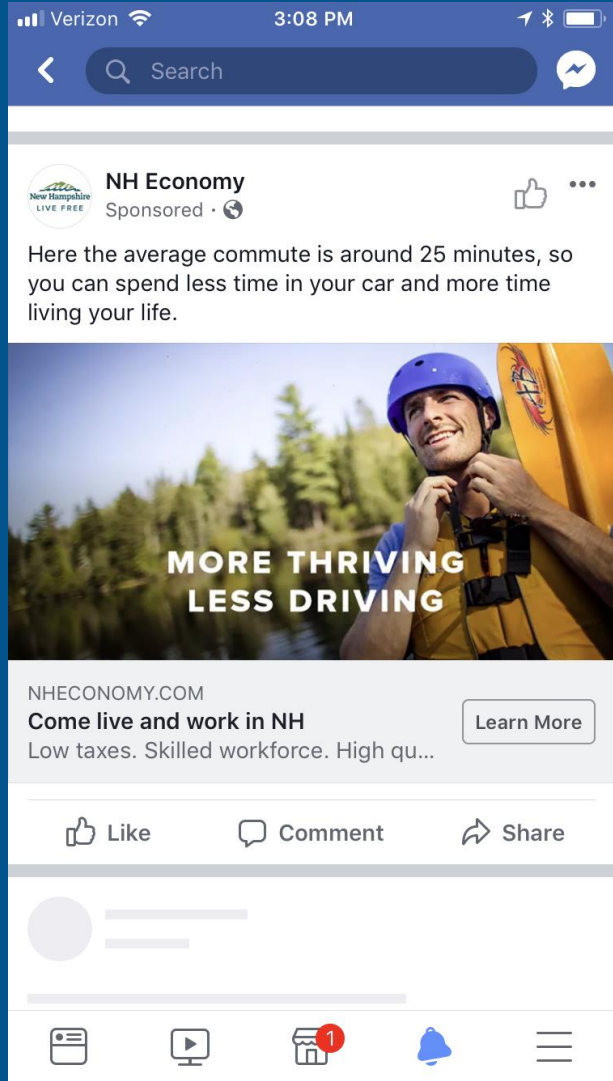
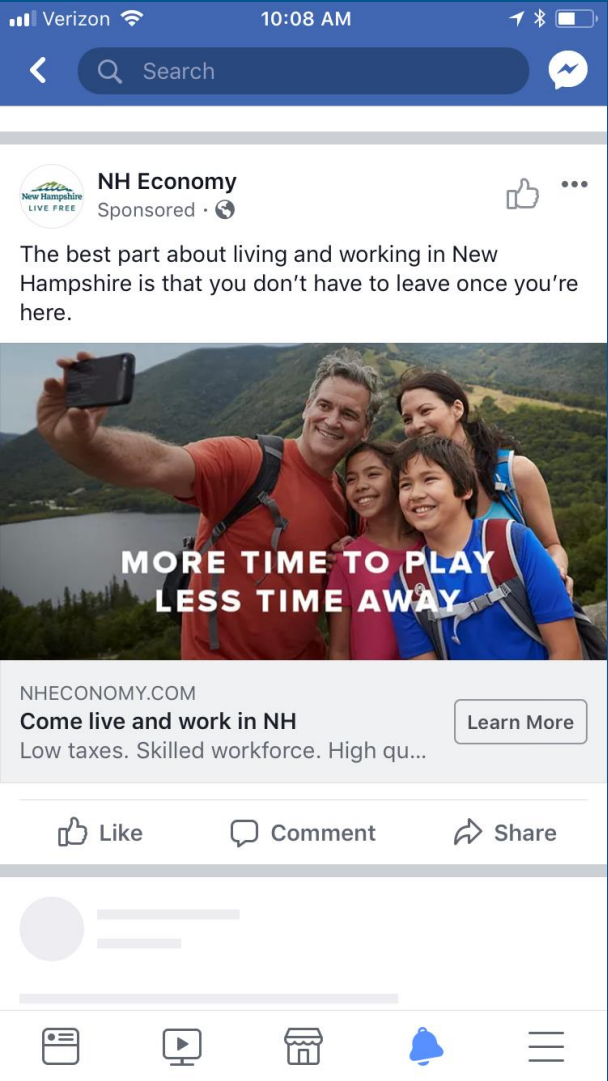
#### RANKINGS AND FACTS

- #1 K-12 Education (U.S. News & World Report, 2017)
- #6 Best Education in America (U.S. News & World Report, 2017)
- #5 College Attainment (Site Selection, 2017)
- #6 States with the Best School Systems (WalletHub, 2016)
- #10 Best Community College Systems (WalletHub, 2016)

StayWorkPlayLearn

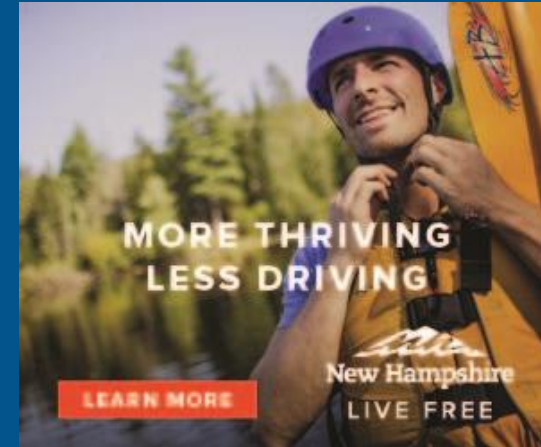


# SOCIAL MEDIA ADS



## DIGITAL BANNER ADS

---





DIGITAL MEDIA CAMPAIGN PARTNERS

---

**MIT  
Technology  
Review**



**SCIENTIFIC  
AMERICAN**

**COMPUTERWORLD**

**THE Manufacturer**

**Hotel Business**

**FBN**  
Food Business News.

 **TotalFoodService**

**Modern  
Healthcare**

**HEALTHCARE FINANCE**



**Fierce  
Pharma**





---

# THANK YOU

---