

**Nebraska's Annual Report
Labor Market Information Products
and Services
Program Year 2003**

Nebraska ALMIS Grant Report PY 2003

- 1: Update ALMIS Database
 - A. Accomplishments Compared to Plan
 - a. Version 1.1 Completed and maintained for our internet dissemination software
 - b. Version 2.2 90% completed. Plan to have 100% completed by mid November. Nebraska will have version 2.3 populated by the end of 2005.
 - c. Nebraska is an active member of the database consortium
 - d. Activity conforms to plan
 - e. Expenditures conform to plan
 - B. Customer Satisfaction Assessment
 - a. Does not apply to this core product. Customer does not see this product in this form.

- 2: Produce and disseminate long-term industry and occupational employment projections
 - A. Accomplishments Compared to Plan
 - a. Projections completed for statewide and eight sub-state areas
 - b. Posted to LMI web site
 - c. Expenditures conform to plan
 - B. Customer Satisfaction Assessment
 - a. Very Satisfied 40.8%, Somewhat Satisfied 46.9%, Not Satisfied 12.3%

- 3: Produce and disseminate short-term, industry and occupational employment forecasts
 - A. Accomplishments Compared to Plan
 - a. Produced two sets of short term projections during plan period.
 - b. Short Term projections placed on LMI web site.
 - c. Expenditures conform to plan
 - B. Customer Satisfaction Assessment
 - a. Very Satisfied 42.8%, Somewhat Satisfied 45.1%, Not Satisfied 12.1%

- 4: Develop occupational analysis products.
 - A. Accomplishments Compared to Plan
 - a. All items have been completed or are on target to be completed by end of contract
 - b. Expenditures conform to plan
 - B. Customer Satisfaction Assessment
 - a. See Appendices for survey results

<ol style="list-style-type: none">a. Nebraska Career Compassb. Local Labor Supply and Demandc. Job Turnoverd. Benefitse. Local Occupational Wage Rates	<ol style="list-style-type: none">f. Occupational Skillsg. Wage Record Researchh. Job Vacancy Surveyi. Nebraska Careers and Educationj. Occupational outlook publication
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- 5: Provide an employer name and address list that can be accessed by the public.
 - A. Accomplishments Compared to Plan
 - a. Nebraska receives CDs from INFOUSA and inputs into ALMIS Database
 - b. Files are updated upon receipt of CD
 - c. Expenditures conform to plan
 - B. Customer Satisfaction Assessment
 - a. This item is not specifically identified in customer satisfaction survey
 - b. This is part of two web based suites NSTARS and Nebraska Explorer see Appendices for results of these two systems
 - c. Conducted survey with customers of LAUS and CES using Customer Satisfaction model. See number 6 for more information.
 - d. Conducted customer satisfaction survey for State WIB on LMI
 - e. Reviewed previous survey results and they still match with current findings from surveys. See Appendices for results.

- 6: Provide information and support to State and local Workforce Investment Boards and produce other State information products and services.
 - A. Accomplishments Compared to Plan
 - a. All items have been completed or are on track to be completed by end of grant.
 - b. Expenditures conform to plan
 - B. See Appendices for results of customer survey
 - a. Meeting Attendance
 - b. State and Greater Nebraska WIB Reorganization
 - c. Regional Analyst
 - d. Transition Assistance Program
 - e. Regional Analysis Publications
 - f. Nebraska Licensed Occupations
 - g. Career and Job Fairs
 - h. Nebraska TrainingLink
 - i. Data Request Tracking System
 - j. Customer Satisfaction Survey
 - k. Community Site Selection Data Sources

- 7: Support State-based workforce information delivery systems and maintain Common Systems/Web-Based Systems support
 - A. Accomplishments Compared to Plan
 - a. All items have been completed or are on track to be completed by end of grant.
 - b. Expenditures conform to plan
 - B. Customer Satisfaction Assessment
 - a. See Appendices for customer satisfaction survey results and hits on website
 - a. Nebraska Explorer
 - b. Email Newsletters
 - c. ALMIS Database Consortium
 - d. LMI Speakers Bureau

- 8: Fund State workforce information training initiatives.
 - A. Accomplishments Compared to Plan
 - a. All items have been completed or are on track to be completed by end of grant.
 - b. Expenditures conform to plan
 - a. Labor Market Resource Training
 - b. LMI FTP site
 - c. Training

Recommendations for Improvements or Changes to the Suite of Core Products

Appendices

Customer Satisfaction Survey results Tables 1 - 4

Survey conducted for State WIB on Labor Market Information use

- a. Surveyed 480, over 50 percent use LMI in planning process
- b. Information most accessed: Occupational Wages

Table of “Hits” per category on the Nebraska LMI Web Pages

- a. Over 77,000 hits per year

LMI Data Request Graphs – Totals for 2003

- a. Highest number of requests: Chamber of Commerce, Economic Developers and Government agencies

Continue to populate ALMIS Database

DATA TABLES	UPDATE FREQUENCY	AMOUNT OF TIME FOR UPDATE (hrs)	GEOG AVAIL	PERIOD AVAIL
BEAINCOM	Annual	10	Natl, state, county, MSA	1969 - 2002
BLDING	Annual	10	Natl, state, county MSA	1980 - 2002
EMPDB	Semi-annual	20	NE zip-code level	1st Edition 2004
CES	Monthly	12	State, MSA	1998-present
HUDINCOM	Annual	10	Natl, State, County MSA	1980-2003
INDUSTRY	Quarterly	12	State, county	97-1 to present
LABFORCE	Monthly	6	Natl, state, county, MSA, LMA	01/1990 to present
POPULATN	Annual	6	Natl, state, county	2002 estimates
PAYMENT	Annual	10	Natl, state, county	1993-2001
SCHOOLS	Annual	12	State, substate region	2003
OESWAGE	Quarterly	14	State, region	1 qtr 2001-present
INDPRJ	Biennial	10	State, substate region	2002 to 2012
OCCPRJ	Biennial	10	State, substate region	2002 to 2012
PROPVAL	Annual	10	State, county	1995-2002
SALES	Annual	10	State, county	1994-2002
TAX	Annual	8	State, county	1993-2002
PROGCOMP	Annual	15	State, county	2003
STAFFPAT	Biennial	10	State, substate region	2002 to 2012
OCCPAT	Biennial	10	State, substate region	2002 to 2012
LICENSE	Annual	6	State	2003
LICAUTH	Annual	6	State	2003

LICHIST	Annual	8	State	2002
URL	Monthly	20	Natl, state, county, city	present
URLLINKS	Monthly	20	Natl, state, county, city	present
PROGRAMS	Annual	10	state, county, MSA	2003
COMMUTE	Annual	10	state, county, MSA	2000
ESAPPLIC	Monthly	8	state, county, MSA	1997-present
ESDATA	Monthly	8	state, county, MSA	1997-present
SUPPLY	Annual	8	state, county, MSA	2003
MLSCLAIM	Quarterly	5	state, county, MSA	2 nd quarter 2004
MLSEVENT	Quarterly	5	state, county, MSA	2 nd quarter 2004
Total time:		329		
LOOK UP TABLES				
CESCODE	N/A	N/A	N/A	N/A
CODETYPE	N/A	N/A	N/A	N/A
INDDIR	N/A	N/A	N/A	N/A
INDDIV	N/A	N/A	N/A	N/A
INDSUB	N/A	N/A	N/A	N/A
LEVELTYPE	N/A	N/A	N/A	N/A
OCCDIR	N/A	N/A	N/A	N/A
OCCSUB	N/A	N/A	N/A	N/A
OESCODE	N/A	N/A	N/A	N/A
OWNERSHIP	N/A	N/A	N/A	N/A
PERIOD	N/A	N/A	N/A	N/A
PERIODID	N/A	N/A	N/A	N/A
PERIODTY	N/A	N/A	N/A	N/A
POPSOURC	N/A	N/A	N/A	N/A
RATETYPE	N/A	N/A	N/A	N/A
SICCODE	N/A	N/A	N/A	N/A
SICDIV	N/A	N/A	N/A	N/A
SICLEVEL	N/A	N/A	N/A	N/A
STATYPE	N/A	N/A	N/A	N/A
WGSOURCE	N/A	N/A	N/A	N/A
URLTOPIC	N/A	N/A	N/A	N/A
CROSSWALK TABLES				
MATXOES	N/A		N/A	N/A

MATXSIC	N/A		N/A	N/A
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The ALMIS Database tables for version 1.1 were completed for Program Year 2003. Nebraska has 90% of the tables completed for version 2.2. Currently, we are populating version 1.1 as well as 2.2. Recently ALMIS version 2.3 is released, so we plan to work on 2.3 as soon as script is available. We anticipate version 2.3 will be done by the end of 2005. Currently, Nebraska’s data display system uses version 1.1 with modified version 2.2.

The ALMIS database is a standardized database that has been developed for the maintenance of labor market and occupation information. The ALMIS database provides the ability to analyze state and sub-state data for research purposes and to disseminate the results of such analysis to a wide variety of customers. Nebraska’s ALMIS database is accessible to the public through the internet via NSTARS (Nebraska Statistical Tracking and Resource System) as well as Nebraska licensed information on America’s Career Information Network (ACINet). Occupation and industry projection tables have been used to identify high growth of industries and occupations statewide as well as workforce investment regions. The staffing pattern table has been used to fulfill the data requests on occupational staffing patterns within an industry. The URL table is used to identify state web linkages in interest of our local customers.

The Employer database portion is used by job service offices, LMI research units, One Stop Career Centers and other partner agencies involved in career exploration, job search and job development efforts. The employment services table provides information on job applicants and job openings. OESwage data is used to establish prevailing wages for Alien Labor Certification purposes; a list of licensed occupations has been provided to different career planning agencies; commuting pattern information has been supplied for economic development; data from the industry table was used to write an article on average wages in Nebraska; and at least 40 other types of data requests from both private and government sectors have been filled using direct access to the various tables in the ALMIS database. Nebraska is a member of the ALMIS Resource Center formerly called ALMIS Database Consortium. We participated in all of activities of the ALMIS Resource Center and its structure subcommittee to provide input in developing new versions of database.

Local Labor Demand and Supply data – New programming has been written to extract job applicants and job openings data from a newly developed Employment Services system. This information is available in ALMIS database but not yet available in NSTARS. This data provides county and statewide demand for labor among businesses listing job vacancies with Employment Services. Historical data series are maintained in the ALMIS database and used for articles on job vacancies including any trends that emerge.

2. Long-term (LTIP) Industry and Occupational Projections

Nebraska produced LTIP for a period of 2002-12. These projections were both for statewide and WIA regions including Greater Omaha, Greater Lincoln and Greater Nebraska (“Greater Nebraska” includes all areas excluding Lincoln and Omaha WIA regions). A significant difference this year, in calculating these projections was the use of NAICS. NAICS conversion scheme was provided by the National Projection Consortium. Nebraska was successful in making the transition from the previous projection code model. The Longitudinal database was used to capture NAICS based employment for 1990-2000 period provided by the BLS. These projections were also used to forecast occupational projections. Both

industrial and occupational projections were also posted on our website and are available for review. Occupational projections were developed statewide and for eight sub-state regions. Long term industry and occupational projections were posted to our web site and e-mail notifications were sent out announcing the updates.

3. Short-term (STIP) Industry Projections

STIP were done twice in the reporting period and both were NAICS based. These periods were 2002-2004 and 2003-2005. These projections were also done for all WIA regions in Nebraska. Again the longitudinal database was used to estimate employment for previous years, while EQUI data was utilized for more recent years. Results from former period's projections were used for occupational short-term projections and are also posted on our website.

4. Develop Occupational Analysis Products

CAREER COMPASS an interactive web tool developed by Nebraska for occupational information.

This major analysis product has continued to be developed and updated to provide occupation information. Wage content is updated quarterly, employment trend information is updated every two years, and licensing and other Nebraska-specific content is updated annually. Career Compass now incorporates ten different search methods, and allows users to compare multiple occupations to one another within the same view (in the Career Basket) or obtain detailed information about any single occupation. Information is presented based on the region selected by the user (Nebraska statewide and eight sub-state regions). The user can change the region before or after a search. Search options include 1) fastest growing, 2) most openings, 3) highest paying, 4) 'hot' job prospects, 5) typical training/education level, 6) key word, 7) SOC code, 8) Career Cluster, 9) occupation group or 10) occupation title. Content includes Nebraska specific information and also links dynamically (retains the occupation selected by the user) to information on other sites. Individual occupation content is provided on characteristics, employment and wage information, education and training information and links to other resources.

Characteristics provided include a job description, SOC code, career video (if available), career cluster video and links to important knowledge, skills, abilities, tasks, etc. through a dynamic link to the summary report for the occupation in O*NET OnLine.

Employment and wage information includes Nebraska and sub-state employment trends (2002 and 2012 employment, growth rate, annual openings and job prospects) and dynamic links to other states' employment trends information within America's Career InfoNet. It also includes Nebraska and sub-state wages (average, entry and experienced - updated every quarter), dynamic link to other states' annual wage information within America's Career InfoNet, dynamic link to Nebraska industries that are highest paying or employ most workers for this occupation, dynamic link to Nebraska businesses or to other states' businesses that may employ people in this occupation (through the Employer Locator in America's Career InfoNet).

Education and training information include educational requirements, Nebraska certificate and license information and a dynamic link to other states' licensing information (through America's Career InfoNet), training providers, and apprenticeship sponsors.

The following improvements were developed and tested during the plan year (implemented August 2004):

Additional features:

- 1) SOC code search
- 2) Print friendly page for the Career Basket.

- 3) View Nebraska's industries that are highest paying or employ most workers for the selected occupation.
- 4) Find Nebraska businesses that may employ people in this occupation (This is a dynamic link to the Employer Locator within Career OneStop/America's Career InfoNet).
- 5) Find businesses in other states that may employ people in this occupation (This is a dynamic link to the Employer Locator within Career OneStop/America's Career InfoNet)
- 6) Career Videos for over 400 occupations.
- 7) Videos for all 16 Career Clusters
- 8) Additional links (to the Bureau of Labor Statistics' Occupation Handbook, and ONET Code Connector)

Changes to existing features:

- 1) Better keyword search – addition of over 44,000 'lay titles'.
- 2) Search results for a Career Cluster now also displays education and training categories. Users can sort all occupations within a cluster by education and training category. This may be helpful in identifying possible career paths.
- 3) The Education and training search has been expanded to allow for more accurate and focused searches, such as short, moderate, long-term, on the job and related work exp. The search results also display the Career Cluster for each occupation.
- 4) The detail page has been reorganized so that information is grouped within three main categories; Occupation Characteristics, Employment and Wage Information, Education and Training Information and Other Resources.
- 5) Better online instructions have been added to direct the independent user of the system to the detailed information.

Customer feedback and the availability of new or improved resources are the two driving forces behind development of Career Compass. User feedback directed the development of a print-friendly page, the SOC code search, and several of the new links. Additional customer feedback is now being solicited through an online survey that was created and posted on the Career Compass home page in March of 2004. Information obtained from this online survey is being reviewed monthly to identify opportunities to serve customers better.

Nebraska's Careers and Education publication included career information such as: resume assistance, fastest growing occupations, accredited schools, job-hunting information, interviewing techniques, entry and experienced wages for occupations and many other items. This year's print publication was distributed in August 2004 to Career Centers across Nebraska and in addition, pdf files of the publication were provided on our website. Careers and Education was developed in partnership among Nebraska's Career Information System, Nebraska Commission for Postsecondary Education, Education Quest and Nebraska Workforce Development-Department of Labor.

Occupational Outlook publication – The Nebraska Occupation Wages and Trends publication with 2010 projections data was finalized and disseminated in pdf format on the website in December 2003. This project took a while to complete - it was new (hadn't existed before) and was delayed by late release of software to create some of the estimates. (Also, many different information sources were used and had to be 'linked' to conduct the analyses). In October 2004 we completed a new issue of this publication which incorporates 2002-2012 projections. The pdf version is posted online.

Wage record analysis has expanded to join South Dakota, New Mexico, and Wyoming on a BLS LAUS AAMC to apply use of wage records for understanding new hires and rehires, especially in areas of low population, for improved methodology of the unemployment rate. The demographic data obtained from DMV will also be used for this project. Wage record data matched to DMV data is being analyzed for a

report to determine residency and to compare place of work to place of residence. Findings from this research were reported in our monthly newsletter and published to our website by October 31, 2003

Nebraska is also used wage record analysis to participate in a pilot project with the Employment and Training Administration (ETA) to estimate reemployment rates of Unemployment Insurance claimants. Nebraska will exceed the scope of the requirements by including cohort analysis of reemployment rates by turnover code and WIA region. Analysis of these additional data elements revealed differences in the percent of UI claimants who work in continuous employment compared to claimants who have separated from an employer. A report was given to the Unemployment Insurance division of the Nebraska Department of Labor and published in our monthly newsletter.

Nebraska has partnered with the Nebraska Coordinating Commission for Postsecondary Education and all the community and state colleges to perform wage matches on graduates by college major and degree. The colleges and Commission receive reports on industry employment, county of employment, and percents found in wage records. This information is also used as consumer information in Nebraska TrainingLink and by the Local Workforce Investment Boards when approving providers for subsequent eligibility.

Customer Satisfaction Web Survey – In December 2003, we added an online customer satisfaction survey for the main LMI page and in March 2004 added similar ones to Career Compass and NSTARS to collect customer feedback on those specific resources. While there was a limited number of responses (12 NSTARS and 8 Career Compass through November), these were helpful in identifying problems to customers and finding solutions. For example, five of the Career Compass responses were from job seekers and most of these thought they should be able to find job postings in this system. A temporary solution was created and implemented on November 2004. A link was added to the front page of Career Compass to direct users looking for job postings to JobLink, Nebraska's job and resume posting site.

Job Vacancy Survey – Nebraska has conducted two Job Vacancy Surveys and is starting a third which is to be completed by mid January. The surveys have been conducted using Minnesota's survey instrument and methodology. The results of the survey reported vacancies that were open in the 4th quarter of 2002, 2nd quarter 2003, and 4th quarter 2003. Crystal Report software was used to report findings and posted on the internet as PDF files. 250 printed reports were mailed to survey respondents requesting a copy and to Workforce Investment Boards. In addition, a report was developed for use by Career Center staff to assist them in finding employers with high job vacancies and high wages. A question was also added to the survey asking employers if they wanted help from the Employment Services. Other customers were e-mailed an announcement of the results with a link to the website.

Nebraska conducted an employee benefits survey in spring and summer of 2004. This survey was conducted in cooperation with and funded by the state department of Health and Human Services and focused on insurance benefits, paid time off, retirement plans, and other benefits. More than 13,000 survey questionnaires were mailed with over 9,000 useable surveys returned. The final report from the survey will be available at the end of the year.

Benefits – The national Employee Benefits Consortium has held eight meetings with a seventh scheduled for December in San Antonio, TX. The consortium has developed a standardized survey program including a questionnaire, methodology, and survey outputs. Seven states are piloting the survey process. Missouri began their survey in April and the other six (Alaska, North Carolina, Minnesota, Montana, Idaho, and Kansas) started the survey process in November 2004. Based on the experiences of the pilot states, modifications may be made to the survey questionnaire and methodology. A final report is scheduled to be presented to the Employment and Training Administration in December

2004. The Employee Benefits Consortium will develop training sessions to be held for non-consortium states in early 2005.

5. Provide an employer name and address list that can be accessed by the public

We have established a mechanism to allow the general public to access the ALMIS Employer Database through Nebraska Explorer (equivalent to North Carolina Navigator) and through NSTARS (Nebraska Statistical Tracking and Resource System). This application is easily accessible to customers and we will continue to work with data users and InfoUSA to work through any requests that arise. One of the benefits of having this information available on the Internet is that job seekers can look at the industry listings to find businesses to send resumes to.

6. Provide information and support to State and local Workforce Investment Boards and produce other State information products and services

Nebraska continues to work with local Workforce Investment Boards to provide Labor Market Information. LMI attends the monthly meetings of the three area WIB's staff. Discussions with WIB members and staff included performance measures, consumer reports, eligible training provider system, O*NET options, labor market demographics and other initiatives.

The State WIB has created a Workforce Development Committee. This committee is staffed by the LMI Administrator and Regional Analyst. The Greater Nebraska WIB has reorganized and the LMI Regional Analyst staffs the Economic Development Committee and an LMI Research Analyst is staff for the Compliance Committee.

The position of Regional Analyst that was developed continues to be a very important position. This staff member visits all seventeen Career Centers and One Stops, These visits consist of meeting Employment Service staff, One Stop Partner staff, observing office operations, reviewing Resource Centers for LMI material, assisting staff in better understanding how to use web based LMI information, and offering to come and do presentations to local community leaders on LMI. The regional analyst has also been asked to provide numerous presentations across the state for employers, Chambers of Commerce, economic developers and other local officials. Additionally, he shares occupational and job search information with individuals during Rapid Response meetings at businesses with closures and large numbers of layoffs. Rapid Response presentations were conducted at approximately 20 sites across southeast Nebraska.

We provided labor market information at Offutt Air Force Base to the individuals in the Transition Assistance Program (TAP). The TAP sessions occur once or twice each month. Content highlights O*NET Online, Career OneStop, America's Job Bank, Nebraska-specific information and tools like Career Compass, Nebraska Explorer and TrainingLink plus other useful sites (a cost of living calculator, finding LMI in other states, etc.). Over 700 people are trained annually through this program.

Nebraska completed compiling information on licensed occupations and submitted the LOIS file for America's Career Kit. The *Nebraska Licensed Occupations* continues to be a much requested publication. An exciting addition to the CD and web-based editions is a short video clip about each occupation in English and Spanish. Nebraska publishes the information on licensed occupations in print, CD, and in PDF format on the website. The data was used to update the ALMIS database which is the basis for Nebraska's NSTARS interactive web application. Licensing information is also available through Career Compass, the career exploration web application.

Nebraska has been involved in a variety of Career and Job Fairs this year. Labor Market Information established booths at events such as the Technology Fair, Ability Quest – Accessibility for Individuals with Disabilities, Society for Human Resources Management Annual Convention and Career Kaleidoscope at the University of Nebraska-Lincoln. When possible, the event team showcased LMI products on the web with a live web connection and on-line job searching or information look-up available.

Nebraska TrainingLink - Nebraska maintained a consumer reports system that was developed through a grant that we had with ETA. The system is called Nebraska TrainingLink and can be seen on our website at <http://traininglink.dol.state.ne.us/>. This system is used by providers to submit their online applications for WIA eligible provider to all three local WIBs. After approval, programs are displayed as WIA approved. As part of the consumer reports and performance for WIA, subsequent eligibility Unemployment Insurance wage matches were performed for all the state's community and state colleges, plus several private career schools and apprenticeship programs. Information on the wages for recent graduates by institution, program and degree is displayed in TrainingLink. This information is being marketed to high school career counselors and vocational educators through presentations at schools and at statewide conferences. Local area staff, providers, WIB members, and persons seeking training have been very happy with the system. It is part of a package that the agency is offering to the public. We now have JobLink and TrainingLink. This combined with Career Compass allows a job seeker or career shifter to see what is needed to go into an occupation.

Nebraska Data Request System – Nebraska LMI Center is one of a few states with an established process for capturing types of requests received through phone calls and people who walk in, for its labor market information. This is just collected for those requests that come directly to the LMI Center. We have been capturing this type of information for ten years. We see these numbers go up and down on a year-to-year basis. To capture this information we rely on staff entering the data. When we have a year with a lot of new staff the numbers go down due to lack of getting emphasis across on entering the data. We also have seen the numbers go down as we have emphasized with callers the ability to get the data on our website. The constants that we have seen over the years are businesses are usually at the top of the list of requesters and wages tops the list of most requested item. See charts at the end of this report.

Customer Satisfaction Survey – Several customer surveys have been conducted by the Nebraska Labor Market Information Center. The most recent survey was conducted for the State WIB, Economic and Workforce Development committee. This survey showed a high use of labor market information by Chambers, Economic Developers and WIB members. The information is used primarily on a monthly and annual basis and occupational wage information is the highest used item. See Appendix for more information.

Another customer satisfaction survey was conducted to identify which areas of service are in need of improvement and which areas are performing well. The survey was distributed via mail or the Internet to recent data requestors, Workforce Investment Board (WIB) members, subscribers of two LMI publications (*Local Area Unemployment Statistics (LAUS)* and *Economic Trends*)– all of whom are considered “customers”, for they all acquire labor market information through the Center via direct or indirect methods.

Of the 2,306 people receiving a survey, 567 returned the instrument, resulting in a 24.6% response rate (roughly 1 in 4 people). Of these, a quarter of respondents (24.1%) were data requestors, while the majority of respondents were subscribers to the LAUS and Economic Trends newsletters (27.6% and 41.6%, respectively) and a small remainder (6.7%) was comprised of WIB members. These proportions are similar to those of the survey population, so the response pool is adequately representative of the population.

The survey revealed that while many of our customers are unaware of the variety and extent of LMI's products and services, most are either "somewhat" or "very" satisfied. Of those respondents who are familiar with the items in question, the results indicate a great deal of satisfaction with data presentation, Internet tools, publications, and customized services – in most cases, 90% of respondents indicated that they were "somewhat" or "very" satisfied with a given item.

The survey also revealed a high level of non-applicability with our products and services. This could mean that respondents are unfamiliar with the product or service, or they don't have current uses for it. Respondents were encouraged to give non-applicable responses whenever they came across items with which they were too unfamiliar to accurately rank. The incidence of non-applicable responses ranged between 25-50% of the total responses. This is particularly true in the case of the Internet-based tools (47-50% N/A) and the specialized services of customized data analysis and in-person presentations (62-70% N/A respectively). Efforts to market our products and services are on-going through LMI training and presentations.

Another customer satisfaction survey was conducted using the survey process designed by Customer Satisfaction workgroup sponsored by ETA. The primary purpose of the Customer Satisfaction Survey in 2004 was to gather information that allows the Nebraska Workforce Development's Labor Market Information (LMI) Center continuously improve the information it provides to a variety of customers.

The survey was designed to gather data on two main themes: the first was customers' uses of LMI products and by classification of the users, and the second was customers' degree of satisfaction with the product. To gather information on the first theme respondents were asked to provide information on all of the purposes for which the product is used, as well as the classification the customer falls under. In an effort to obtain information on the second theme the respondents were asked to rate a series of questions on a scale of: strongly disagree, disagree, neutral, agree, strongly agree, and N/A for each question.

In an effort to achieve this goal, a series of survey questions from the information and methodology in the resource handbook from the Customer Satisfaction Work Group of the Workforce Information Council, was adapted for use by Nebraska's LMI Center aimed at gathering specific information about customer satisfaction with the Labor Area Summary (a LAUS product), Industry Earnings & Employment Data-*Nebraska Employment by Place of Work & Average Hours and Earnings* (a CES product), and Wages by Occupation-*Occupational Employment Statistics* (an OES product) publications. The survey was sent to all recipients of the three publications.

The findings were very positive for the survey. There is a high general level of satisfaction for all three publications. We also found that there is very little variation between the publications in the areas that customers are most satisfied with. Nearly 90% of the LAUS survey respondents feel the information is accurate and understandable, and over 85% of the LAUS respondents are satisfied with the information overall. Eighty percent of the OES survey respondents feel the information is accurate and understandable. Over 90% of respondents for the CES survey understand what the content of the information means, and three out of four of the CES respondents are satisfied, overall, with the information product.

It was also apparent that there are a variety of uses for each of the publications. In addition there is a wide variety of businesses and individuals that use the publications. There were a significant number of uses that were not considered before the survey was conducted. The types of users and the uses were slightly different for each of the three publications. This further proves the necessity of each of the products because they each serve a different segment of the market.

Almost two hundred and fifty copies of this publication have been mailed out to employers, legislators, educators as well as chamber of commerce within state and labor market information directors all over the country.

Nebraska continues to meet with its customers on a regular basis. One such customer group is economic developers. It was learned that this group had a need to get labor market data faster. In discussions we were able to learn what they needed. We found that we had most of what was needed on our web site but, it was not easy to locate for this customer. So we developed a web portal that can be used to quickly assist this user group with community site data sources. Following is a description of the site;

Community Site Selection Data Sources

Over the past decade, not only have the numbers of corporate expansions and relocations increased but the time frame in which they occurred tightened dramatically. For businesses competing in today's climate, the facility siting process has been reduced from six months to between 45 and 90 days. As a result, communities now receive a growing number of information requests and questionnaires from a wider range of location professionals, all requiring different types of data that must be completed or provided in shorter response times. Location consultants struggle with communities' inability to provide the amount of reliable data needed in available time frames. A site selection data task force was developed with the intent of providing a user-friendly instrument to improve the site selection process. So in 2000, a task force which included representatives from International Economic Development Council (IEDC), site selection consultants from leading US site selection consulting firms and community representatives established site selection data standards spreadsheets. These are 25 spreadsheets having more than 1200 data elements. Nebraska Workforce Development, Department of Labor developed this portal on basis of International Economic Development Council site selection data standards spreadsheets. Most data points are available from public sources but putting all these links at one place will have the following advantages:

1. Assists site selection consultant in determining which communities to recommend to their clients
2. Assists communities to put their data directly in front of the eyes of site selection consultants and potential businesses
3. Allows users to compare communities using different criteria
4. Provides a method for data to be accessed quickly

7. Support State-based workforce information delivery systems and maintain Common Systems/Web-Based Systems support

Dissemination of labor market information continued to be through the Nebraska Explorer website (Nebraska Explorer is a user friendly, comprehensive on-line resource for jobs and careers, labor market research, education and training programs/providers, and employer information), through NSTARS (Nebraska's version of the North Carolina system) via the Internet and using Career Compass and TrainingLink. We deleted 45 dead links from Nebraska Explorer but added 102 new very useful links for our customers during 2003-2004.

Career Compass is Nebraska's comprehensive online occupation exploration tool. TrainingLink is a wide-reaching list of training providers and programs available to Nebraskans. TrainingLink also includes information on cost, placement rates and contact information for the providers. Additionally, the LMI website contains a wide variety of LMI data, special studies and publications.

The Labor Market Information Center offers four e-mail newsletters. Subscribers can receive information about unemployment rates, economic indicators, non-farm employment statistics, and the

Economic Trends publication. The e-mail newsletters are sent as soon as information is released to the public, so subscribers are among the first to receive the information contained in the newsletters. Approximately 350 people have signed up to receive at least one of the four e-mail newsletters.

Nebraska participated in ALMIS Database consortium meetings during the year. One staff member performed as a trainer for the ALMIS Training Institute.

Nebraska has a Speaker's Bureau made up of LMI staff. This can be accessed via our website. The site contains a picture and a short bio on the speaker and the topics they can speak about. You can view this site by going to www.NebraskaWorkforce.com then clicking on Information (left hand column). On this page, click on Labor Market Information, and then you can click on Speakers Bureau. We have received requests to make presentations and to allow Educational Service Units in Nebraska to add a Speakers Bureau link to the ESU websites. Additional audiences of the Speakers Bureau include: Business Associations, Vocational Rehabilitation, and Chambers of Commerce. Current counts show an average of 15 "hits" to the Speakers Bureau web page per week.

8. Fund State workforce information training initiatives

Nebraska LMI has set up an FTP site accessible through our website that will allow people to download our Power Point presentations, *Careers and Education* publication, Projections databases and labor force/work force data.

Nebraska continues cross training as a part of improving the capacity of the LMI staff. Staff members were trained in the areas of Long-Term and Short-Term Projections, Crystal Reports, GIS, SPSS, OES, Visual FoxPro, LAUS, and CES. We will continue training in the areas of SPSS, NSTARS, and Microsoft Office: Word, Excel, Access, Power Point, and Project. The entire LMI office was recently upgraded to Windows XP and Microsoft Office XP. This upgrade gives Nebraska one standard platform in the LMI office. Analysts will need to continue training in the area of economics, statistics, analysis, marketing, and sociological research. New staff members brought on board will attend ALMIS training and other training that is available. Several staff members are trained in using Crystal Reports. This is software that allows us to retrieve data from databases and display it in a report format. This will make the use of the ALMIS database more valuable. Nebraska also continues to train and maintain upgrades with ArcView 8. Because of the mapping experience within LMI, several other agency offices regularly request maps from our staff members.

Nebraska continues to provide numerous presentations throughout the year. These presentations include career information resources, Rapid Response presentations to 20 sites, Workforce Investment Board meetings, Governor's Summit on Workforce Development, Latino Leadership Conference, TechPrep Conference, Transition Assistance Program for Offutt Air Force Base, and various Chambers of Commerce. These presentations about LMI and how the information can be used total around 2000 people. When presentations and trainings are performed an evaluation form is handed out. Nebraska continually receives a satisfactory to above satisfactory rating on these forms. The responses always say the information presented was valuable and they did not know so much was available.

Recommendations for Improvements or Changes to the Suite of Core Products

Nebraska recommends that the basic suite of core products remains the same. This core has allowed us to produce timely information on a regular basis. The plan has enough flexibility to allow us to customize it to meet our customer's needs.

The biggest recommendation that Nebraska would make is the need to increase the funds available to expand into additional core elements. These would be Job Vacancy Surveys, Benefits Surveys (When product is ready), and wage record expansions.

**Nebraska's Annual Report
Labor Market Information Products and Services
Program Year 2003**

Appendices

Customer Satisfaction Survey

This survey was conducted in 2002. The data for this survey is still relevant and follows findings from other smaller surveys that were conducted during PY 2003.

Table 1: Frequency of Data Presentation Satisfaction Scores

Data Type	% Very Satisfied	% Somewhat Satisfied	% Not Satisfied
<i>Economic Indicators</i>	47.6 (376)	41.8 (376)	10.6 (376)
<i>Employment/Unemployment</i>	59.1 (445)	30.6 (445)	10.3 (445)
<i>Long Term Industry Employment Projections</i>	40.8 (360)	46.9 (360)	12.3 (360)
<i>Short Term Industry Employment Projections</i>	42.8 (348)	45.1 (348)	12.1 (348)
<i>Occupational Projections</i>	45.3 (371)	42.9 (371)	11.8 (371)
<i>Occupational Wages</i>	48.9 (421)	37.8 (421)	13.3 (421)
<i>Industry Wages</i>	46.5 (383)	39.4 (383)	14.1 (383)

Table 2: Response Rates by Source List

Source List	Response Rate
<i>Data Requestors</i>	22.5% (574)
<i>LAUS Subscribers</i>	29.7% (498)
<i>WIB Members</i>	25.0% (144)
<i>Trends Subscribers</i>	21.4% (1041)
<i>Internal Employees</i>	63.3% (49)

Table 3: Frequency of Internet Tool Satisfaction Scores

Tool Type	% Very Satisfied	%	
		Somewhat Satisfied	% Not Satisfied
<i>Nebraska Career Compass</i>	41.5 (193)	49.7 (193)	8.8 (193)
<i>Nebraska Statistical Tracking And Resource System (NSTARS)</i>	40.0 (215)	47.9 (215)	12.1 (215)
<i>Nebraska Explorer</i>	42.1 (195)	48.2 (195)	9.7 (195)
<i>Eligible Training Provider System</i>	36.4 (143)	52.4 (143)	11.2 (143)

Table 4: Frequency of Publication Satisfaction Scores

Publication	% Very Satisfied	%	
		Somewhat Satisfied	% Not Satisfied
<i>Nebraska Employee Benefits Report</i>	49.7 (296)	42.6 (296)	7.7 (296)
<i>Affirmative Action Publication</i>	41.9 (217)	48.8 (217)	9.3 (217)
<i>Nebraska Underemployment Study</i>	42.0 (243)	50.6 (243)	7.4 (243)
<i>Economic Trends</i>	55.8 (405)	36.8 (405)	7.4 (405)
<i>Nebraska Labor Market Review</i>	51.0 (353)	41.6 (353)	7.4 (353)
<i>Certified & Licensed Occupations in Nebraska</i>	48.4 (258)	43.4 (258)	8.2 (258)
<i>Nebraska Careers & Education</i>	51.6 (289)	40.5 (289)	7.9 (289)

Survey conducted for State WIB on Labor Market Information use.

The Workforce and Economic Development Committee conducted a survey of local chambers, economic developers, and WIB members. There were a total of 480 surveys mailed with a 30 percent response rate. The following three tables provide the preliminary findings from the survey. These findings have been shared with the State WIB.

Summary of Comments:

Of the 149 respondents, 39 choose to make a comment. While the comments were largely positive and supportive of the efforts the Labor Market Information Center staff and the quality of the data, there were some comments that were critical of the data;

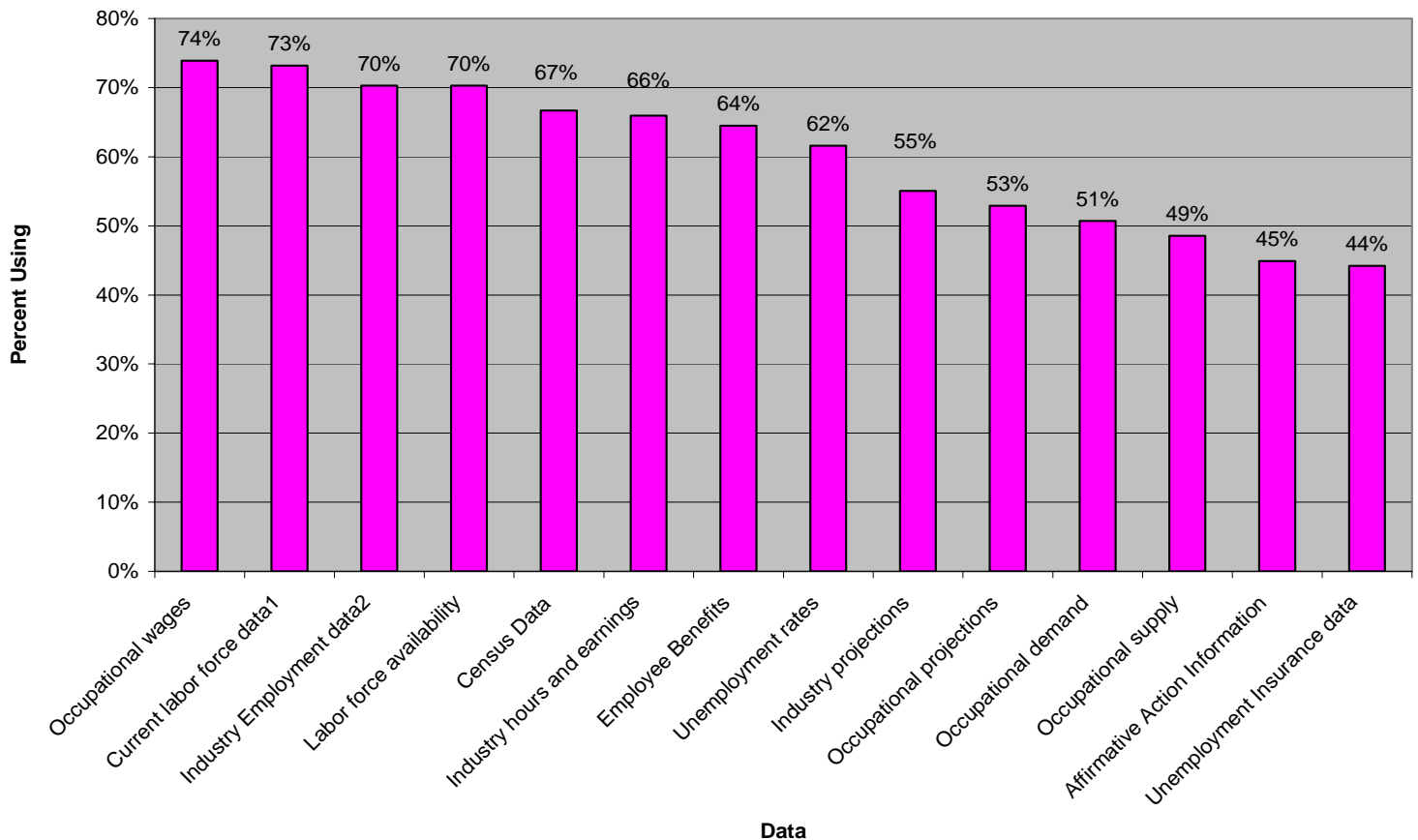
- the data is not available for rural areas except in a regional aggregate
- the data is not current enough
- information is dated, need more up to date info
- data such as labor availability and labor quality is unavailable
- would like to return to paper copies of the data that is available

These issues can be addressed through education to the users.

Some of the positive comments were:

- "The labor market data is very important when working with prospects whether new industry and expansion. However, finding the info takes time to research. I depend on the Lincoln Labor Market Information center and Workforce Development for their expertise."
- "The "someone" I call is the Workforce Development Office"
- "You do an excellent job of compiling and presenting pertinent data."
- "We receive outstanding service from the staff. They are very knowledgeable and helpful."

Percent of Respondents Using Specific Labor Market Information Data



Survey of Labor Market Information use done for the Nebraska Workforce Investment Board October 2004

8-Nov-04

Total Surveys out 480
 Returned to date 146
 Response rate 30%

10/28/2004												Special	
DATA SET	Responders	% of Total	Internet	% of total	Newspaper	% of total	Call	% Of total	Newsletter	% of Total	Studies	% of total	
Occupational wages	102	74%	67	66%	3	3%	17	17%	23	23%	20	20%	
Current labor force data ¹	101	73%	70	69%	12	12%	15	15%	39	39%	17	17%	
Industry Employment data ²	97	70%	64	66%	8	8%	15	15%	25	26%	12	12%	
Labor force availability	97	70%	54	56%	8	8%	12	12%	26	27%	18	19%	
Census Data	92	67%	69	75%	9	10%	10	11%	14	15%	7	8%	
Industry hours and earnings	91	66%	51	56%	6	7%	14	15%	25	27%	9	10%	
Employee Benefits	89	64%	49	55%	7	8%	15	17%	21	24%	27	30%	
Unemployment rates	85	62%	53	62%	11	13%	7	8%	26	31%	7	8%	
Industry projections	76	55%	45	59%	4	5%	9	12%	21	28%	7	9%	
Occupational projections	73	53%	46	63%	3	4%	9	12%	21	29%	7	10%	
Occupational demand	70	51%	46	66%	5	7%	12	17%	17	24%	9	13%	
Occupational supply	67	49%	41	61%	3	4%	7	10%	15	22%	5	7%	
Affirmative Action Information	62	45%	39	63%	3	5%	11	18%	13	21%	9	15%	
Unemployment Insurance data	61	44%	34	56%	4	7%	7	11%	14	23%	13	21%	
		60%		62%		7%		14%		26%		14%	

Do you use labor market information as part of your planning process? 77 53%

Frequency of use by period (D,W,M,Q,A) and means												
DATA SET	Daily	% of total	Weekly	% of total	Monthly	% of total	Quarterly	% of total	Annually	% of total		
Current labor force data ¹	4	4.0%	12	11.9%	36	35.6%	16	15.8%	33	32.7%		
Industry Employment data ²	2	2.1%	8	8.2%	29	29.9%	23	23.7%	35	36.1%		
Labor force availability	3	3.1%	11	11.3%	26	26.8%	25	25.8%	32	33.0%		
Occupational projections	0	0.0%	3	4.1%	15	20.5%	22	30.1%	33	45.2%		
Industry projections	0	0.0%	2	2.6%	18	23.7%	24	31.6%	32	42.1%		
Occupational wages	2	2.0%	5	4.9%	23	22.5%	32	31.4%	40	39.2%		
Industry hours and earnings	1	1.1%	5	5.5%	17	18.7%	27	29.7%	41	45.1%		
Unemployment Insurance data	0	0.0%	3	4.9%	13	21.3%	19	31.1%	26	42.6%		
Unemployment rates	2	2.4%	7	8.2%	30	35.3%	25	29.4%	21	24.7%		
Occupational supply	1	1.5%	4	6.0%	14	20.9%	17	25.4%	31	46.3%		
Occupational demand	1	1.4%	4	5.7%	13	18.6%	19	27.1%	33	47.1%		
Employee Benefits	1	1.1%	1	1.1%	10	11.2%	23	25.8%	54	60.7%		
Census Data	6	6.5%	15	16.3%	15	16.3%	17	18.5%	39	42.4%		
Affirmative Action Information	0	0.0%	1	1.6%	8	12.9%	8	12.9%	45	72.6%		
Average % of usage of all data sets		1.8%		6.6%		22.5%		25.6%		43.55%		
The data is most frequently accessed annually												
The most frequently accessed data is occupational wages												
The least frequently accessed data is unemployment insurance data												
The internet is the most frequent means of accessing data followed by newsletter, call someone, special studies, and newspaper.												

Nebraska Labor Market Information Web Hits

Below is the current tabulation of “Hits” per web page for the Nebraska Labor Market Information pages. These counts were taken from the last week of each month. Nebraska uses a sample week from each month and then extrapolates the monthly totals. Nebraska receives approximately 78,000 hits per year for core LMI products. When you add in the TrainingLink portion you have 318,000 hits per year. Career Compass is the most popular interactive tool followed by Nebraska Explorer. Sites visited the most are Employment /Unemployment followed by Wages/Cost of Living and Career & Occupation Resources.

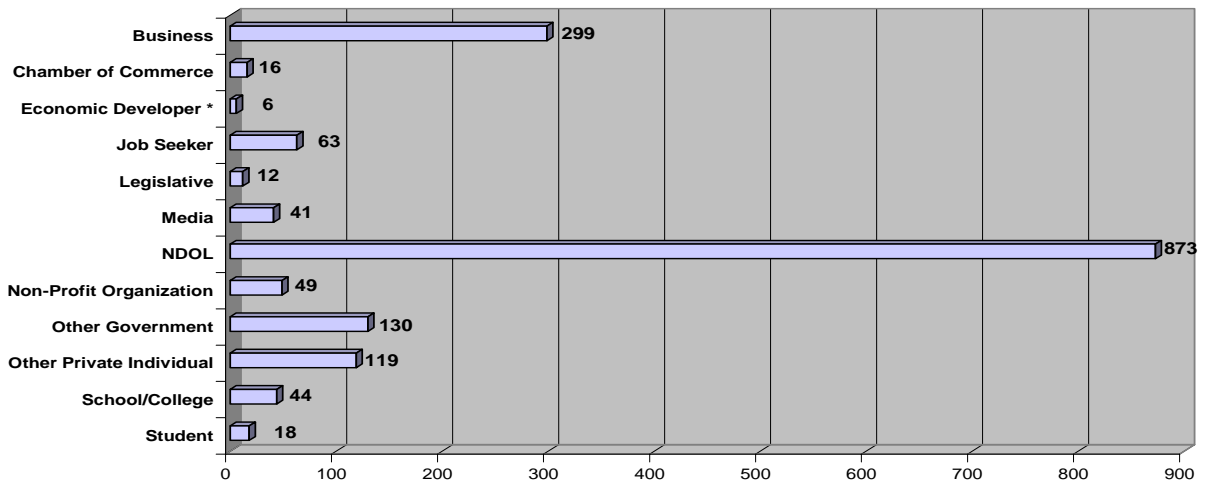
	July 21-27	August 25-31	Sept. 22-28	Oct. 20-26	Nov. 17-23	Dec. 22-28	Jan. 19-25	Feb. 23-29	March 22-28	April 19 - 25	May 24 - 30	June 21 - 27	52 Week Total
About Us/FAQ's	29	30	20	20	22	27	34	30	23	38	33	50	1,543
Affirmative Action	12	23	25	15	27	21	41	54	39	30	29	47	1,573
Career & Occupation Resources	118	127	114	108	122	39	183	172	112	136	106	156	6,470
Economic Development	21	20	22	26	33	27	37	36	27	34	42	70	1,712
Employment/Unemployment	164	206	260	191	160	88	296	243	162	134	121	196	9,624
Index	18	37	33	32	22	29	58	48	38	55	54	57	2,084
Population	20	14	16	17	26	14	29	38	19	31	30	44	1,291
Projections	67	17	39	31	35	24	56	38	30	40	33	51	1,998
Publications/Special Studies	18	27	20	21	13	28	40	49	39	21	42	52	1,603
Related Links	12	20	13	15	11	22	51	26	13	34	29	42	1,248
Speakers Bureau	6	13	4	8	10	17	14	18	18	20	26	31	802
Wages/Cost of Living	129	117	130	114	122	58	201	193	159	150	133	154	7,193
NSTARS	52	91	64	69	45	41	92	62	72	58	61	77	3,397
Nebraska Explorer	320	321	276	756	378	180	360	346	354	268	277	266	17,775
Career Compass	484	342	659	325	289	154	312	365	450	428	296	436	19,673
Subtotal	1470	1405	1695	1748	1315	769	1804	1718	1555	1477	1312	1729	77,987
Training Link	8886	4328	9816	4049	4044	1780	4523	4186	3332	3503	3841	3158	240,266
Total hits for the week	10356	5733	11511	5797	5359	2549	6327	5904	4887	4980	5153	4887	318,253

Nebraska Labor Market Information Data Requests

Nebraska tracks data requests that are received by staff. Requests are submitted by phone, e-mail, walk-in, mail, etc. The average time spent on a request in 2003 was 30 minutes. We have noticed over time the number of requests has declined as the number of web hits has increased. We have also noticed that the average time spent on requests has increased. This is due to the increased complexity of the requests from customers, as they are able to directly access all the information that is available to them. The customers that we spend the most time with have been students, chambers of commerce, economic developers, and government. The two groups that have the most requests are government and Business. The following charts display who the requests came from and the types of information that was requested. We consider this a form of customer survey. With this we can understand what customer group needs what type of information. We can also tell if their needs are changing based on the mix of information they are requesting.

Total Requests by Requestor Type

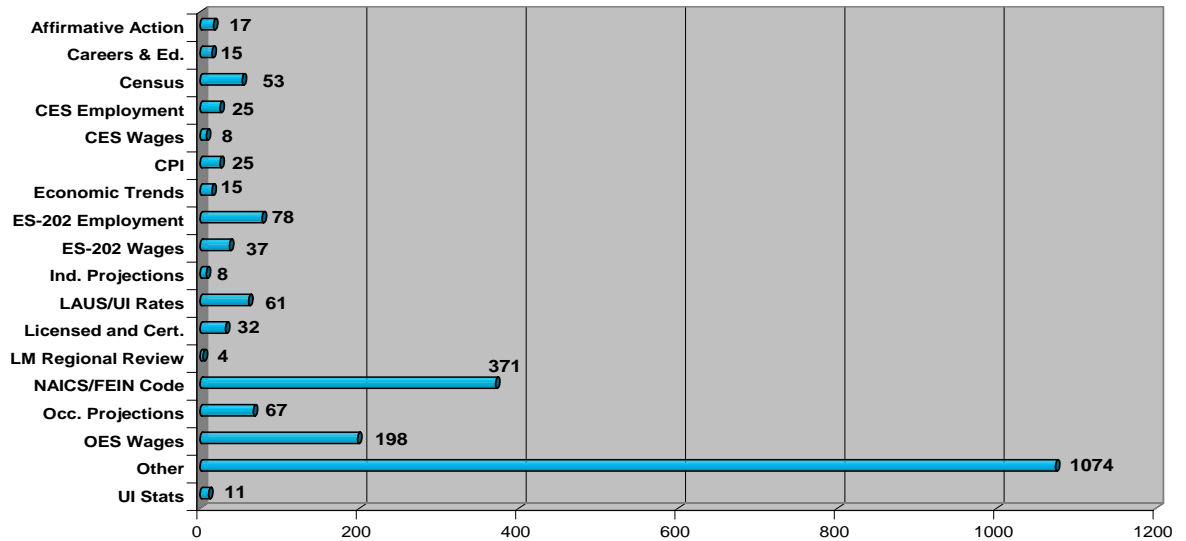
July 1, 2003 - June 30, 2004
1670 Total Requests



* New Category in 2nd Qtr 2004

Types of Data Requested

July 1, 2003 - June 30, 2004
1670 Total Requests



Avg Time per Request - in Minutes

July 1, 2003 - June 30, 2004

1670 Total Requests

33009 Total Minutes

