

Nebraska Workforce Development-Department of Labor
PY 2006 Workforce Information
Core Products and Services
Grant Report



PY 2006 Report on Core Products and Services Grant (by Deliverable)

Overview: PY2006 Core Products and Services Grant

The Core Products and Services Grant (CPSG) team for the State of Nebraska resides in the state administrative office building of Nebraska Workforce Development-Department of Labor. Several professional staff positions are dedicated partially or fully to the grant deliverables: Research Analysts (3.5), Statistical Analysts (2), and an Economist (.5), as well as partially funded coordinating Administrative staff.

With the exception of 3 of the positions noted above, all positions were held by staff hired during the latter part of PY2005. The benefit of new staff in the positions is the perspective that they bring as a former outsider to the grant. However, there is a challenge of “the learning curve” in having several staff who are new to the deliverables. As in PY2005, the experienced staff who had served with the CPSG for several years proved to be an anchor for the grant as newer staff grew more competent in their jobs. As part of the effort to build skills for new staff and enhance knowledge of experienced staff, the following training sessions were attended by CPSG staff: Grant Writer Training, Adobe InDesign Training, ArcView GIS Training, Economic Data Sources Training, State Data Conference, Wider Opportunities for Women Self-sufficiency Conference (fee & travel paid by other funds), and a Chicago Region V Meeting focusing on Regional Economies.

Our work during PY2006 included conducting a statewide benefits survey. The survey team was lead by a seasoned CPSG Research Analyst. Two key players on the survey team were graduate students from the UNL-Gallup Research Methodology Program at the University of Nebraska-Lincoln. Initially, they served with us on a paid internship while earning credit. To finalize documentation and analysis of the study, they remained with us as part-time temporary staff. Additional support for the survey was provided by several on-call staff to assist with data entry tasks. The study was published at the conclusion of the grant year.

One of the challenges faced by our grant staff is that key contacts for two local WIB's have resigned, with their positions remaining vacant over several months. A top priority for the CPSG team will be to build a strong relationship with the newly hired Local WIB administrative contacts.

The following pages report a brief review, by deliverable, of work completed during PY2006. Readers who are interested in learning more about reported activities are encouraged to contact grant staff at (402)471-2600.

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

1. Continue to populate the Workforce Information Database with state and local data.

The Workforce Information Database (WID) provides states with a common structure for storing information in a single database for each state. The database is intended to serve as the cornerstone for information delivery, workforce research, and product development for information that is standard and comparable across all states.

Nebraska will continue involvement with the Analyst Resource Center (ARC) by aiding in the long term development of the Workforce Information Database program. In addition, our state participates as a member of the Workforce Information Database Structure Subcommittee, a work group of the Analyst Resource Center. Fiscal Year 2006 held many major tasks for the ARC, Nebraska provided testing and content support toward: the 2.4 database version release, a new ARC website, and an updated data source database.

Nebraska currently maintains database version 1.1 until an updated web interface is implemented. Upon the implementation of a new web structure, data will be sourced from current WID database versions. During the past year, we have explored updated web-interface products. Our goal is to implement a vendor solution for an integrated comprehensive system serving workforce program areas. NWD-DOL has completed an assessment of requirements including the web interface for WID files, with the formal Request for Proposal process initiated by October, 2007. The web interface will be a first stage implementation of the vendor contract. Nebraska will install Version 2.4 of the Workforce Information Database released in July, 2007, and once installed, populate all core tables with current data.

Nebraska maintains and updates the core database tables as designated by the Employment and Training Administration under the State Workforce Information Core Products and Services Grant:

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

Table Name	Table Type	Core Table	Data Populated	Update Frequency	Last Updated	Next Update
addressy	Lookup	Y	Address Types 1: Physical, 2: Mailing, 3: UI, and 4: OES	As Needed	Verified	As Needed
annslflg	Lookup	Y	Annual Sales Codes, 1: Collected and 2: Estimated	As Needed	Verified	As Needed
areatype	Lookup	Y	Areatypes defined for each state and national. NE has 26 area types defined (State, MSA, SDA, County, City, Town, Etc.)	As directed	Verified	As Directed
benchmark	Lookup	Y	2000-2004 Benchmarks from CES and 2005-2006 from LAUS	As Needed	Nov 30 2007	As Needed
ces	Data	Y	National: 1939-present month. NE:Statewide, OmahaMSA, LincolnMSA 2004-present month.	Monthly	September 2007	October-07
cescode	Lookup	Y	3890 series codes with long and short descriptions for National and NE Statewide series.	As Needed	June-06	As Needed
creditcd	Lookup	Y	6 Credit Ratings used in Employer Database.	As Needed	Verified	As Needed
empdb	Data	Y	Over 80,000 Nebraska Employers including physical location, mailing address, geocode, employee count, credit rating	Twice Yearly	April-07	Sept-07
empszflg	Lookup	Y	Two records for source of employment size within empdb. 1 is collected from source, 2 is estimated by empdb data supplier	As Needed	Verified	As Needed
empszrng	Lookup	Y	Employment size ranges for employers within the empdb table. Size ranges are A-K	As Needed	Verified	As Needed
geocode	Lookup	Y	Levels of precision for geocodes: Address, Zip+4, Zip+2, Zip Code	As Needed	Verified	As Needed

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

geog	Lookup	Y	Geography definitions for us, each state, Ne has state, MSA, LMA, and counties defined	As Needed	January-06	As Needed
growcode	Lookup	Y	Growth codes used in industry or occupation data. Declining, Growing, or Stable.	As Needed	Verified	As Needed
income	Data	Y	Census (Median Household-Type 03 Source 1): National 1984-2005. NE 1984-2005. County 1984-2004. BEA (Total Income-Type 01 Source 3): National 1929-2005. NE 1929-2005. County 1969-2004. BEA (Per Capita Income-Type 02 Source 3): Nat 1929-2006. NE 1929-2006. MSAs 1969-2005. Counties 1969-2005. MCs 1969-2005. HUD (Median Family Income-Type 04 Source 2): Nat 1989-2006. NE 1989-2006.	Annual: January (Census), March (HUD) Semi-Annual: May and September (BEA)	September 2007	January 2008
incomtyp	Lookup	Y	Income Types National and NE: Total Income, Median Household, Per Capita, Median Family	As Needed	Verified	As Needed
incsource	Lookup	Y	Income Sources National and NE: HUD, BEA, Census	As Needed	Verified	As Needed
indcodes	Administrative	Y	NE industry codes and titles, 3 digit to 6 digit, 3397 records total.	As Needed	Verified	As Needed
inddir	Lookup	Y	Micromatrix level industry codes used in projections	Annually	Reviewed 2007	Review 2008
indprj	Data	Y	Industry Level projections statewide ** Nebraska populates IOMATRIX instead of indprj and occprj	Annually	2005	N/A
indsub	Lookup	Y	Industry sectors and subsectors	As Needed	Reviewed 2007	As Needed
indtypes	Lookup	Y	SIC or NAICS designation	As Needed	Verified	As Needed
industry	Data	Y	Nebraska Industries	As Needed	Reviewed 2007	Fall 2007
iomatrix	Data	Y	Nebraska Projections	Annually	2006	2007

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

labforce	Data	Y	1948-present	Monthly	August 2007	September-07
leveltyp	Lookup	Y	Occupational Levels (apprenticeship, experienced, journeyman, etc.)	As Needed	Verified 2007	As Needed
licauth	Data	Y	Occupational License ID Directory	Annually	2006	2007
license	Data	Y	Occupational Licenses in Nebraska	Annually	2006	2007
licnumty	Lookup	Y	License Number Types	As Needed	Reviewed 2007	As Needed
licxocc	Crosswalk	Y	License to Occupational Code Crosswalk-includes License to SOC	As Needed	Reviewed 2006	As Needed
locstat	Lookup	Y	Firm Location Types	As Needed	Reviewed 2007	As Needed
matxnaic	Crosswalk	Y	Mat Industry Code to Naics code	As Needed	As Needed	As Needed
matxsoc	Crosswalk	Y	Mat Occupational code to Soc Code	As Needed	As Needed	As Needed
occcodes	Administrative	Y	All Occupational Codes (multiple types)	As Needed	As Needed	As Needed
occdir	Lookup	Y	Mat Odd Code matched with occupational titles	As Needed	As Needed	As Needed
occpvj	Data	Y	Occupational Level projections statewide ** Nebraska populates IOMATRIX instead of indprj and occprj	N/A	N/A	N/A
occssub	Lookup	Y	Occupational Data Summary levels	As Needed	As Needed	As Needed
occtypes	Lookup	Y	Types of occupational codes (DOT, Census, OES, etc.)	As Needed	Reviewed 2007	As Needed
oeswage	Data	Y	Occupational wages by area	Twice yearly	Needs Reviewed	Fall 2007
ownershp	Lookup	Y	Ownership codes and titles for employers and categories	As Needed	As Needed	As Needed
period	Lookup	Y	Time periods	Monthly	September 2007	October 2007
periodid	Lookup	Y	Projection Periods	Annually	Needs Reviewed	June 2008
periodty	Lookup	Y	Time period types (Annual, Quarter, Monthly, etc.)	As Needed	Reviewed 2007	As Needed
popsourc	Lookup	Y	Population Sources (Census, BEA, State Defined)	As Needed	Reviewed 2007	As Needed
populatn	Data	Y	Population (Census) National 1900-2006, NE statewide 1900-2006, counties 1970-2006	Annual	April 2007	April 2008
ratetype	Lookup	Y	Wage Rate Types (hourly, weekly, etc.)	As Needed	Reviewed 2007	As Needed

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

stattype	Lookup	Y	Income stat types (Mode, Mean, Median, 10 th percentile, etc.)	As Needed	Reviewed 2007	As Needed
stfipstb	Lookup	Y	State FIPS Codes	As Needed	Reviewed 2007	As Needed
urltopic	Lookup	Y	URL Description	As Needed	Reviewed 2007	As Needed

Nebraska is required to submit occupational licensing tables to the National Crosswalk Service Center on a biannual basis. Our state has most recently submitted updated files in August 2006, with the next submission of Licensing Tables scheduled in 2008.

Customer satisfaction for the Workforce Information Database can be measured in data requests to the applications that draw data from it. (See Appendices) The requests focus around economic data pertinent to specific areas within Nebraska and with bordering states.

The Workforce Information database will become more central to Nebraska's Labor Market Information website with the implementation of a new web interface that relies upon current database versions. The new interface will allow public users of the data to find information more easily.

Further utilization of the Workforce Information Database will include an interface with a new on-line product, NebraskaCareerConnections.org, which is a Nebraska-based lifelong career planning project supported by a partnership between the state Departments of Education and Labor. The next phase of NebraskaCareerConnections is to integrate individual lifelong career planning with pertinent workforce information products, for a comprehensive "K through Gray" system. (See Deliverable 4)

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

2. Produce and disseminate industry and occupational employment projections.

In PY06, short-term (2006-2008) industry and occupational projections were produced for the Nebraska Statewide region and nine sub-state areas, including two additional sets separating metro from non-metro.

- ◆ Short-Term Industry Projections (STIPs): Short-term (2006-2008) industry projections were completed at the statewide level and transmitted to MicroMatrix for creation of occupation projections for the June 30, 2007 deliverable. At the regional level, short-term industry projections were completed mid-July.
- ◆ Short-Term Occupation Projections (STOPs): Short-term occupational projections were completed. Several revisions were made to the short-term projections as new information became available. The final projections are posted to the website. Posters were created for the local WIB Area One Stop and Career Center offices featuring the top 10 'fastest growing', 'most openings', and 'in-demand skills'.

Projections information is provided to state and local Workforce Investment Boards, agency staff, and customers via the Nebraska Workforce Development website (www.NebraskaWorkforce.com). Data is available in html format as well as excel worksheets that may be downloaded by website customers.

Nebraska's Core Products and Services Grant (CPSG) staff assist State and Local Workforce Investment Board members in reviewing projections to ensure understanding of the data. In addition, CPSG staff members are available for presentations to and consultation with state and local agency staff, local Economic Development groups, Chambers of Commerce, and businesses to assist in accurate interpretation of the data used in workforce planning and decision-making.

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

3. Publish an annual economic analysis report for the governor and the SWIB.

The draft report was adapted from the Regional Review publication format, and presented to the Nebraska Workforce Investment Board (NWIB) Executive Committee at their meeting in June, 2007. Comments and suggestions were received, and the published report with edits will be distributed at the next NWIB meeting in September, 2007. This publication is posted to NebraskaWorkforce.com, and will be updated later this fall in both display format and content. Prior to June, 2007, similar information has been shared with the NWIB and the board's Key Result Area (KRA) Committees for consideration of inclusion in the State Plan and decision-making by the Committees. This report with recommendations, will be approved by the NWIB, and subsequently presented with formal recommendations to the Governor by NWIB delegates. The data displayed in the Statewide report, as well as additional data, is available to the NWIB and its committees for planning.

As part of strategic planning efforts, the NWIB established four committees focusing on Key Result Areas (KRA) identified within the Board's strategic plan. Committee members serving on KRA #1 focus on the following Goal: Increase partnerships and opportunities to meet the twenty-first century needs of our workforce customers (employers and labor force). It is anticipated that members of this committee will utilize the statewide data report when making recommendations to the NWIB and the Governor.

The Statewide report has also been shared with an Ad Hoc Talent Management Team with membership from the Department of Education (Career and Technical Education), the Department of Economic Development, and Nebraska Workforce Development- Department of Labor. This group has been meeting on a regular basis with a focus on closer coordination and planning among the agencies, as well as collaboration for grants and projects for the State of Nebraska.

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

4, Post products, information, and reports on the Internet.

As noted in the 2005 report, customer input by website users as well as recommendations given by the ETA Regional Representative initiated an effort to redesign the labor market information (LMI) pages of the NWD-DOL website. The focus of the improvements centered on navigation, search capabilities, less cluttered home page, easier access to current data, and fewer clicks when using the site. Over the past year, design changes were developed, with each being tested by the staff of the Core Products and Services Grant. Recently implemented, the LMI web pages feature a more user friendly design. The improved site offers improved search capabilities, statistics at a glance, a quick view of newly released information, and a 'how-to-use' video tutorial. Following is a small image of how the site currently appears.

The screenshot shows the 'Official Nebraska Government Website' for 'Nebraska Workforce Development, Department of Labor'. The main heading is 'Labor Market Information'. A search bar is located in the top right corner. A navigation menu on the left lists various services and information categories. The main content area features a 'NEW!' indicator and a link to an LMI Site Redesign video tour. Below this are buttons for 'NSTARS', 'Career Compass', 'Nebraska Explorer', and 'TrainingLink'. A bar chart titled 'Q1 2007 Average Nurses Wages Compared by Nebraska Statewide & Regions' displays wage data for various regions. To the right of the chart is a 'Current Statistics' table. Below the chart and statistics is a 'Current Releases' section with a table listing recent reports.

Region	Average Wage
Central	24.86
Mid Plains	23.62
Northwest	22.95
Panhandle	24.52
Southwest	22.58
Omaha Core	26.85
Lincoln	25.12
Metropolitan	26.36
Non-Metro	23.84

Statistic	Rate
June 2007 Nebraska Unemployment Rate (not seasonally adjusted)	3.3%
June 2007 Nebraska Unemployment Rate (seasonally adjusted)	3.2%
June 2007 U.S. Unemployment Rate	4.5%
June 2007 Lincoln MSA Unemployment Rate	3.1%
June 2007 Omaha MSA Unemployment Rate	3.6%
May 2007 Nebraska Unemployment Rate	3.1%
May 2007 U.S. Unemployment Rate	4.5%

Title	Description	Release Date
Mass Layoff Statistics 2006 Annual Report	The Mass Layoff Statistics program tracks major job cutbacks or layoffs throughout the country. This report is a compilation of data for Nebraska layoffs in 2006. Information is presented by Industry, Geography, and other event details. The report also includes unemployment insurance claimant characteristics and employment statistics.	Aug 17, 2007

The new design features 1) A low vision indicator on the Home Page that can be easily accessed by visually impaired, 2) A new side panel that lists the information categories for customer choice. 3) The interactive exploration tools like NSTARS and Career Compass are now buttons with pop up definitions as the mouse hovers over the button. 4) The main page

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

has been broken into three panels; one panel for current statistics such as the unemployment rate, one panel that features a slide presentation of LMI data with a brief description beside it. Each slide can be clicked on to take the user directly to that data. The third panel lists current releases of publications. 5) Navigation and search issues were addressed by adding clickable “bread crumb” navigation to the top of the page so the user can track the path taken to the page. A keyword search was added. Under the About Us/FAQ section, we have added an A to Z index that can be used to search the site. 7) A training feature was developed to acquaint users with the new format. The video, which explains the new features and how to use them, has been very well received. The video was sent to each Career Center in Nebraska the week prior to “go live” so that staff would be acquainted with the changes for their own use as well as assisting job seekers at the Career Center.

The website brochure was redesigned to serve as a “how to” for new users. This redesign produced two versions of the LMI Website brochure. One version targets job seekers acquainting them with interactive features of the website, such as Career Compass, NSTARS, and other areas that help them learn about career fields, wages, education requirements and other helpful information. The second version is focused on business and economic development professionals, introducing sections of the website that will be helpful for their planning and decision-making. The new brochures were sent prior to “go live” along with the video to Career Centers, so that staff could be acquainted with them in advance and make them available to website users. The reception to the brochures has been very positive.

Nebraska will continue to provide more extensive analysis of occupational data as part of our commitment to the Workforce Investment Boards, as well as state and local educational agencies, individuals, and businesses. One of the products Nebraska developed during the Program Year 2001 was **Nebraska Career Compass**. During PY06, Career Compass captured quarterly EDS wage estimates and received updated surrounding state Bureau of Labor Statistics wage updates. Over the next twelve months, apprenticeship files from the Bureau of Apprenticeships and Training will be included in the Career Compass application.

Community Site Selection Portal

A critical element in the ability of a business to survive and thrive has always hinged on one factor –*location, location, location*. The location factor has never been more important than it is today, as businesses are now competing in a global market. This makes Site Selection a top priority for businesses and developers, making competition to attract new businesses into Nebraska communities fiercer than ever. In order to compete, local and

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

regional economic development entities must submit more complete and enhanced proposals faster than ever before. For this reason Nebraska's Labor Market Information Center developed a web-based Community Site Selection Data Sources portal. The original design of the Site Selection Data Sources tool, developed in 2004 was simply a long list of links to websites.

In response to customer requests, the tool was redesigned into an easy to use portal format in 2007. This new portal, based on site selection data standards spreadsheets from the International Economic Development Council, provides quick and easy access to more than 1,200 data elements required in a typical Site Selection proposal. The numbers and titles in the portal correspond directly with the numbers and titles in the site selection data standards spreadsheets. The links within the portal provide direct access to the best source of information for each of the 25 different categories. The new, more interactive design became available to the public in August 2007. The Community Site Selection Data Sources Portal can be accessed online at www.NebraskaWorkforce.com.

Licensed Occupations in Nebraska 2007 was released to Nebraska secondary schools in hard copy format in April of 2007. The CD-Rom version was released in early July. An online customer satisfaction survey link was maintained within the CD-Rom menu so that teachers and students could easily enter their feedback. As schools are back in session, additional feedback will soon be available.

Skill-Based Projections were created for both Nebraska and nine economic regions, including the metropolitan and non-metro areas of the state. Skills were compared with 2004-2014 long-term occupational projections to determine potential shortages or 'gaps' in the future workforce of the state. Publications for each area were created and will be posted to the labor market information website in 2007. In addition, the top ten most in-demand skills were created for the 2006-2008 short-term projection period. This information is needed by employers and economic developers as they work to more fully utilize and improve the existing workforce. It is also used by schools as they educate and counsel students who enter the workforce.

The Nebraska ***Labor Market Regional Review*** publications include localized demographic, occupation and industry information and analysis. This publication was designed to paint a useful picture of the local labor market while displaying complex concepts in a concise and simple format. *Labor Market Regional Reviews* are available for each of

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

Nebraska's ten micropolitan and two metropolitan statistical areas. The statewide version was also developed for the Nebraska Workforce Investment Board (NWIB).

Labor Market Regional Review publications are targeted for use by State and Local Workforce Investment Boards, local and regional economic development organizations, chambers of commerce, and employers. During program year 2006, over 600 copies of the publication were disseminated across the state. The publication is also available online in portable document format (pdf).

Presentations disseminating information found in *Labor Market Regional Reviews* and other resources were given during program year 2006 in the following micropolitan areas: Scottsbluff, North Platte, Lexington, Kearney, Hastings, Beatrice, Columbus, Norfolk, and Fremont. Attendees of the presentations included local employers, Chambers of Commerce, educational institutions, Human Resource professional groups, and Career Center staff.

Originally developed in 2001, the publication has been redesigned and continues to evolve in response to the needs of Nebraska's Career Centers, Workforce Investment Boards, and Economic Development entities. Several additions and enhancements such as migration data and older worker profiles have been made as a result of feedback from these groups. This publication is in essence a living document as the web version is easily updated.

One example of how communities use the *Labor Market Regional Review* is found in a presentation given in February, 2007, by the grant's Regional Analyst in Columbus, Nebraska. The presentation was scheduled in partnership with the Columbus Career Center. Columbus is an area of the state that is experiencing worker shortages due to the large number of manufacturers concentrated in the area. There was such an overwhelming response by employers indicating interest in attending the presentation that an additional presentation session was added. Over 80 employers attended the presentations, many of whom requested a subscription to the *Economic Trends* publication as well as any other information updates as available. A direct result of the presentation being given at the Columbus Career Center is that staff were able to make contact with many employers who had not used Career Center services before. Several community leaders who attended the presentation in Columbus also scheduled an additional session to be given in their communities.

The ***Economic Trends*** newsletter is a monthly publication of the NWD-DOL Office of Workforce Security made possible through the CPSG. The publication serves as an educational tool to inform businesses, educators, and individuals about employment trends,

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

issues, and data. It has included articles on topics from “Occupational Wage Estimates” and “Community Site Selection” to “Nebraska Job Vacancy Survey” and “Commuting and Telecommuting in Nebraska.” Other topics covered were “Health Care and Occupational Trends,” “Supporting Business Innovation,” and “The BLS/State Cooperative Programs.” Results from a customer satisfaction survey indicated readers were interested in the Industry Developments monthly column as well, which provided them with recent employment data on non-farm industry employment industries and sub-sectors. Subscriptions continued to increase as people became aware of the newsletter. Email subscriptions increased over 400 percent from June, 2006 to June, 2007. Contributing to this increase is the interest from those attending LMI Training sessions, who subscribed to the online publication. In early 2007, subscribers to *Economic Trends* fell into the following nonexclusive groups in descending frequency of signup: businesses, human resources, nonprofit staff, economic developers, and other government staff. By month, there were 101 training attendees that subscribed between January and May, 2006.

Beginning in June 2007, postal increases created a need to reduce mailing costs. Layout changes for *Economic Trends* that would ultimately affect its mailing size were considered. This task required consultation with other divisions of Nebraska Workforce Development - Department of Labor and the state government printing services. The agency also further explored ways to simplify the assembly of and expedite the production of the newsletter, with an emphasis on improving the timeliness of the publication for its readers.

Nebraska will continue to develop and provide occupational and career information products to meet special needs at the state and/or local level. As noted earlier, Nebraska Career Connections was launched at the high school level on September 1, 2006. By the preparation of this report, there are over 278 sites set up to use Nebraska Career Connections. This translates to over 24,000 assessments taken by Nebraska students at the close of the 06-07 school year. The top three clusters of interest of those students are: 1) Finance, 2) Health Science, and 3) Architecture & Construction. Within the next year, Nebraska will complete an interface between the Career Connections portal and workforce products. All of these students will have seamless access to current labor market and occupational data for career planning.

The lifelong career planning concept, with Nebraska Career Connections serving as a comprehensive career portal, has generated interest beyond the boundaries of our state.

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

Meetings have taken place during this grant year on how Nebraska and three neighboring states (Kansas, Missouri, and Iowa) can work collaboratively to integrate Career Center services and labor market information within this career portal. Nebraska's goal is to integrate job seekers and employers into the existing framework of the application. A proposal for the ensuing quad-state partnership was submitted at the end of PY06 to the Employment and Training Administration for funding consideration. Nebraska's Workforce Information Database will be utilized to provide wage, projection, and labor force data within this application. The Career Compass tool currently available on our website will also serve to provide career related data for this comprehensive career planning system.

In an ongoing effort to provide the best resources available to the public, Nebraska reviewed many of its online web tools and determined that the Nebraska Explorer web tool is ready for an update. **Nebraska Explorer** is a large repository of links to information grouped into six major groups: Job and Career, Education and Training, State and Local Resources, Economic Research, Government and Miscellaneous. The changes to this site will include the removal of page frames allowing each item clicked to launch in a new browser window. The updates also include a complete revision of the links offered. Obsolete links will be removed or replaced and newly available sites added. The new version of Nebraska Explorer will be available to the public in Fall 2007.

Nebraska continues to focus on building awareness of LMI online products and consultative resources through active promotion of the products. Over the past year, the LMI webpages were featured in an "emmercial" message sent to 14,000 businesses. Another successful approach that Nebraska continues to use is in-person presentations by CPSG analysts. These sessions are an excellent forum for answering the "what's in it for me" questions by both job seekers and businesses. A summary list follows:

Regularly Scheduled Training Provided in PY06

Transition Assistance Program (TAP):

Online Labor Market Information resources are presented to individuals retiring or separating from the military. Content includes O*NET, ACINET, occupational wages, projections, Salary Relocation Calculator, JobLink, and America's Job Bank. This session is conducted at each scheduled TAP at Offutt Air Force Base (16 times per year), with

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

approximately 50 people in attendance at each session. Customer satisfaction is tracked for each session and comments are used to refine the presentation.

Labor Market Resource Training:

Training was planned based on field interests/needs identified through job shadowing and manager surveys. Based on field interests, the target audience expanded beyond staff to partners, WIB members, and businesses. At the Career Center manager's request, sessions were modified from hands on computer lab training to formal presentations. Presentations were customized for each office and sessions began in July 2006 and ended in April 2007. Nearly 25 presentations were given around Nebraska. Examples of session titles are: *Surfing to Hire the Right Employees*, *Competitive Wages for a Competitive Labor Force*, *Surfing to Land the Right Job*, *Locating Your Business Labor Force*, and *Site Selection Sources for Economic Development*.

TREX/ITA Training:

Hands-on training was offered covering use of the eligible training provider list, TrainingLink, Career Compass, O*NET, ways to document demand, and the WIA information management system. Self-sufficiency information is included so that participants make informed career decisions. Evaluations are used to refine training for future improvements of training materials and methods. Twenty-seven new Career Center staff and WIA partner staff attended these sessions.

Vocational Rehabilitation Training:

Training on O*NET, NAICS, ACINET, Career Compass, TrainingLink, Nebraska Explorer, and Salary Relocation Calculator was conducted in cooperation with Vocational Rehabilitation staff. The training was related to case management employment plan guidelines. Participant evaluations indicated a preference for the hands-on computer exercises. CPSG staff will continue to work with target audiences to customize training content. Training was conducted in January 2007 for twenty new staff.

Conferences and Public Presentations

Nebraska Career Education Conference:

Lesson plan ideas for incorporating labor market information into classroom activity were presented to 40 individuals attending this conference. Several presentation requests were received for additional information.

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

Nebraska State Data Center Conference:

NWD-DOL presented a breakout session at the University of Nebraska – Omaha Center for Public Affairs Research, State Data Center Conference in early August, 2007. Changes to the LMI website, benefits survey report, job vacancy, college graduate follow-up, and DMV workforce demographics were presented. Attendees included representatives from government agencies, media, non-profits, education, and businesses. The Omaha Mayor's office requested a copy of the presentation and State Personnel requested more of the demographic data after the presentation.

Job Seeker related presentations

Presentations were given to groups that requested Labor Market Information for the purpose of seeking a job. Career planning and job seeking topics including web based assistance were included in the presentations. Special request Job Seeker Presentations are noted below: .

Labor Market Information for Job Seekers –CenterPointe	July 19, 2006	15 people
Labor Market Information for Job Seekers –CenterPointe	March 7, 2006	15 people
Labor Market Information for Job Seekers –Experience Unlimited of Lincoln	Sept. 14, 2006	20 people
O-Net Auto Coder training-Nebraska UI Claims Center staff	March 29, 2007	40 people

Business/Economic Development related presentations

These presentations mutually focused on occupational wages, projections, college graduate follow, economic development site selection and other topics covered in the regional reviews.

Business/Economic Development related presentations

York Chamber of Commerce	June 18, 2006	20 people
York Chamber of Commerce	July 22, 2006	20 people
LMI for North Platte Economic Development	July 11, 2006	25 people
LMI for Fremont Businesses/Economic Developers	July 18, 2007	20 people
LMI for York Chamber of Commerce	August 22, 2006	20 people
LMI for York Chamber of Commerce	October 24, 2006	20 people
Beatrice Chamber of Commerce – regional review	November 17, 2006	10 people
York- demographic data	December 19, 2006	15 people
Hastings- regional review data	January 10, 2007	35 people
Kearney-regional review data	January 25, 2007	50 people

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

Columbus-regional review data	February 8, 2007	80 people
Nebraska Health Insurance Policy Coalition	February 9, 2007	30 people
Nebraska State Data Center Conference	August 16, 2007	42 people
Falls City-economic and demographic data	February 20, 2007	20 people
Nebraska City-economic and demographic data	February 26, 2007	10 people
Holdrege-economic and demographic data	March 12, 2007	20 people
Trailblazer RC & D in Geneva-special study	March 26, 2007	40 people
Norfolk-regional review data	April 27, 2007	30 people
McCook-economic and demographic data	May 14, 2007	15 people
Chadron-economic and demographic data	May 15, 2007	7 people
Sidney-economic and demographic data	May 16, 2007	2 people
Alliance-economic and demographic data	May 17, 2007	30 people
Scottsbluff-regional review data	May 17, 2007	35 people
Lexington-regional review data	May 18, 2007	10 people
Cozad-regional review data	May 18, 2007	30 people

Open House/Career Fair Booths

SHRM conference-HR Professionals	September 22, 2006	250 people
UNL City Campus- Student Career Fair	October 3, 2006	500 people
UNL East Campus- Student Career Fair	October 5, 2006	200 people
Business to Business Trade Show- Business Fair	October 17, 2006	500 people
Fremont Business Expo- Business Fair	October 19, 2006	200 people
Veterans Job Fair-Military Fair	March 28, 2007	300 people

All Presentation Events		7/1/06 - 6/30/07	
Audience	# of Events	Participants	
Business	23	3903	
Case Managers	5	50	
Econ. Development	11	122	
Human Resources	4	5536	
Job Seekers	19	1202	
Other	3	40	
Students	5	5855	
WFD - DOL	4	61	
WIB Committees	5	75	
Totals	76	16799	

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5. Partner and consult on a continuing basis with workforce investment boards.

Local Area Workforce Investment Area Plans:

Labor market information is provided to Nebraska's three local areas as requested and for the completion of annual program plans. Data that is needed includes population demographics, workforce and labor force size, unemployment rate, and employment and industry projections for each area. This information is used to chart and/or reinforce the direction each local area has taken to meet the needs of the customers served in that area, and justification for continued efforts.

Another example of working with local boards is an overview of labor market information resources was presented to the Outreach Committee of the Tri-County (Omaha) Workforce Investment Board on October 27, 2006. The information was well-received and generated a healthy dialog with board members about labor market information. One Board member recommended researching an enhanced data display product and the CPSG unit followed up with the vendor for demonstrations. Nebraska is now in the Request for Proposal process of identifying a vendor meeting specifications for a new data display system.

State Workforce Investment Planning

Updates and enhancements were made to the labor market information section of the State plan in February, 2007. Enhancements made to the report include additional analysis of current and future labor market trends and graphical depictions to support the data. Identification of the state's economic base by industry, which industries and occupations are projected to grow and decline (both short and long term), and in what industries and occupations there is a demand for skilled workers was made in the report. Additionally, critical occupations to the state's economy and skills needed for available, critical and projected jobs were identified. Emphasis was placed on skill gaps that exist within the state today, and what is projected over the next decade. The updated plan highlights current and projected demographic trends of the available labor pool, both now and over the next decade, including migration of workers that impact the available labor pool.

This information was provided to the Nebraska Workforce Investment Board within the state plan. In addition, as previously mentioned, the strategic NWIB Key Result Area Committees review and consider the data as appropriate during committee discussions and planning.

6. Conduct Special Studies and Economic Analysis

2006 Nebraska Employee Benefits Survey Report:

The 2006 Employee Benefits Survey collected data on the incidence of insurance, retirement, paid time off and other benefits by region, industry and size class. The report was completed in June. The report is available on the LMI website and the printed version will be released in September 2007. Preliminary data was presented to the Nebraska Health Insurance Policy Coalition including the Governor's office, state agencies, insurance companies and brokers, nonprofit agencies and small businesses. The goal of the group was to explore options of bringing health *insurance to more Nebraskans through their employers.*

Labor Market Dynamics (LMD):

Aggregate counts of hires, separations, retention, "one quarter workers", corresponding rates and flow rate are available through the second quarter of 2006. The information is provided as both quarterly and annual data for NAICS sector and sub-sector industry levels. Specific quarters and/or additional industry detail are provided to businesses upon request.

Labor Market Dynamic results have been included in Workforce Investment Board (WIB) committee reports, economic development groups, businesses, and the Nebraska regional review publication, which is frequently requested by economic development and businesses. The Labor Market Dynamics updates will be completed when the Quarterly Combined Employment and Wages data is available in September.

Job Vacancy Survey:

The Nebraska ***Job Vacancy Survey*** (JVS) provides supply and demand indicators of workforce shortages to understand and interpret the needs for labor in the current economy. The number of job vacancies, the job vacancy rate, and the duration of vacancies combined give a picture of which occupations are in demand, experience significant turnover, or appear to be in relative balance.

Job vacancy estimates by region and Nebraska statewide are available for: industry, major occupation, detail occupation, business size, and job type (fulltime/part/time), as well as region and statewide totals, including average wage for each grouping. The 2006 quarter 4 survey and 2007 2nd quarter surveys are scheduled for release in September, 2007.

Job Vacancy preliminary reports are distributed to Career Centers comparing Employment Services job applicants and job openings to estimated number of job vacancies

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

from survey results. The reports assist business managers to determine where to market job applicants. The reports also provide the number of occupational vacancies by industry so that applicants might be placed in higher paying industries. Employers can be found by industry in the Employer database using NSTARS, Nebraska's viewer for the Workforce Information Database.

Job Vacancy Survey results were used in LMI training, media requests, WIB committee reports, occupational demand indicators for litigation, WIRED grant proposals, articles for Economic Trends, a study of historical job vacancies by occupation and industry as a justification for expanding teaching positions within a community college, and job turnover by occupation. Employers completing the survey are also provided an opportunity to indicate that they would like to be contacted by their Local Career Center.

WIRED Grant Applications:

CPSG staff provided data for the two WIRED grants submitted by the state in 2007. Our support to these requests included: data, maps, and charts on long-term industry and occupational projections, occupational wages, industry employment and wages, job vacancy, workforce demographics from DMV and QCEW, unemployment information, educational attainment, college graduate follow up results, and mass layoff information.

Currently, Nebraska Workforce Development Department of Labor and the Departments of Education and Economic Development are working together to analyze data to assess regional economies to build into a report to the Governor. This assessment will likely benefit any future WIRED grant solicitation.

HHSS Long-Term Care Grant:

The Nebraska Health and Human Services System, University of Nebraska Medical Center and Nebraska Workforce Development – Department of Labor cooperated on an application for a Long-Term Care grant. NWD-DOL provided demographic data and wages for occupations focused on by the grant. NWD-DOL also suggested incorporating both the self-service and Career Center labor exchange services. Listing the programs of study on TrainingLink, the eligible training provider display system, was also proposed within the grant.

Trailblazer RC&D Analysis & Presentation:

A special analysis was conducted for a seven county region of the state in April, 2007. As a result of a presentation given in Columbus, Nebraska in February, 2007 Grant Staff were approached by the Trailblazer RC&D, a regional economic development group, to put together

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

a comprehensive labor market analysis of the area. The group requested that the Regional Analyst present the findings at a special meeting open to the public. Clay, Franklin, Fillmore, Harlan, Nuckolls, and Webster counties were included in the analysis. The presentation was attended by 40 economic developers, employers, and community leaders. Materials, including a binder with economic, demographic, labor force, industry and occupational information for each county, were given to all of the attendees. The group planned to use the information provided to aid in their efforts to attract new business into the area.

Career Center Staff-Assisted Services Interface (SASi) Data:

The numbers of job applicants and job openings contained in SASI by Economic Regions were submitted to Regional Managers of NWD-DOL.

Wage Records:

A wage record match for Employment Services of 500 job applicants was conducted as a test to see if they had become reemployed. New Hires data was also used for this request. A wage record match was also conducted for the Department of Employment, Research & Planning in Wyoming for a longitudinal nursing study and succession planning. Nebraska also performs wage records matches for WIA performance information for Adult Basic Education and the Migrant and Seasonal Farmworker program. Nebraska has also been working with the Nebraska Department of Education Carl Perkins staff on testing the college graduate follow up with wage records for WIA common measures performance.

DMV Wage Records:

Nebraska matched unemployment insurance Social Security Numbers with driver's license records at the Department of Motor Vehicles to obtain demographic information on Nebraska's workforce. This data was merged with the Quarterly Census of Employment and Wage EQUI file to add industry employment fields to the database. This information is used often for data requests and presentations.

Nebraska Health Insurance Policy Coalition:

A CPSG staff person participates in Coalition meetings. We have presented benefits survey data and have worked with the Legal Division on the contract for the University of Nebraska Medical Center (UNMC) to access a data file for their benefits survey. On behalf of the Coalition, UNMC surveyed Scottsbluff, the mid-state tri-city area of Grand Island/Hastings/Kearney, and Lincoln. Participant agencies, other than Nebraska Workforce Development-DOL, participating in the Coalition are: Nebraska Hospital Association, Blue Cross Blue Shield of Nebraska, Nebraska Appleseed Center, Lincoln-Lancaster County Health

Nebraska 2006 Report on Core Products and Services Grant (by Deliverable)

Dept, Nebraska Medical Association, Public Health Association of NE, Voices for Children in Nebraska, Community Action of Nebraska, Iowa/Nebraska Primary Care Association, Creighton University Medical Center, University of Nebraska Medical Center, BryanLGH Hospital.

Capacity Building Training:

CPSG staff actively lead or participate in effective users/training groups to increase and expand staff expertise. The intent of these offerings is increased ability of agency research staff to answer requests and complete related analysis in a more timely and effective manner. Current capacity building groups include: ArcView GIS, Microsoft Access, Statistics, and Professional/Technical Writers. These groups meet briefly on a monthly basis to share tips, tricks and techniques that help build staff talent. These guided professional development opportunities are designed, facilitated, attended and evaluated by labor market research staff members.

Trainings attended by staff include Grant Writer Training, Adobe InDesign Training, ArcView GIS Training, Economic Data Sources Training, State Data Conference, Wider Opportunities for Women Self-sufficiency Conference, and a Chicago Region V Meeting.

Data Requests:

Information on data requests are recorded in a shared database. Aggregate information from the request database is displayed in Appendix included with this report. Additional information on data requests is available by request.

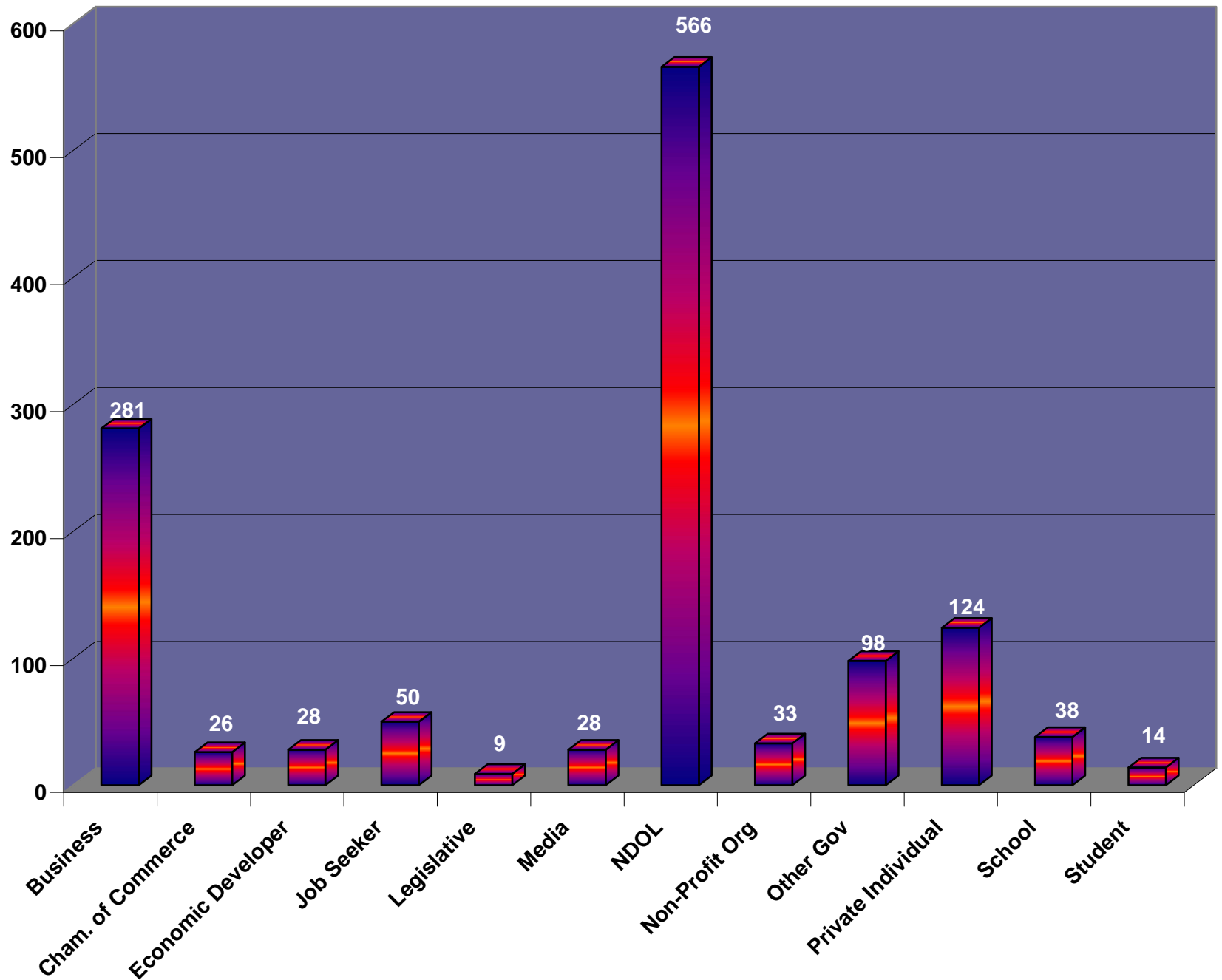
APPENDIX 1

Data Requests Logged

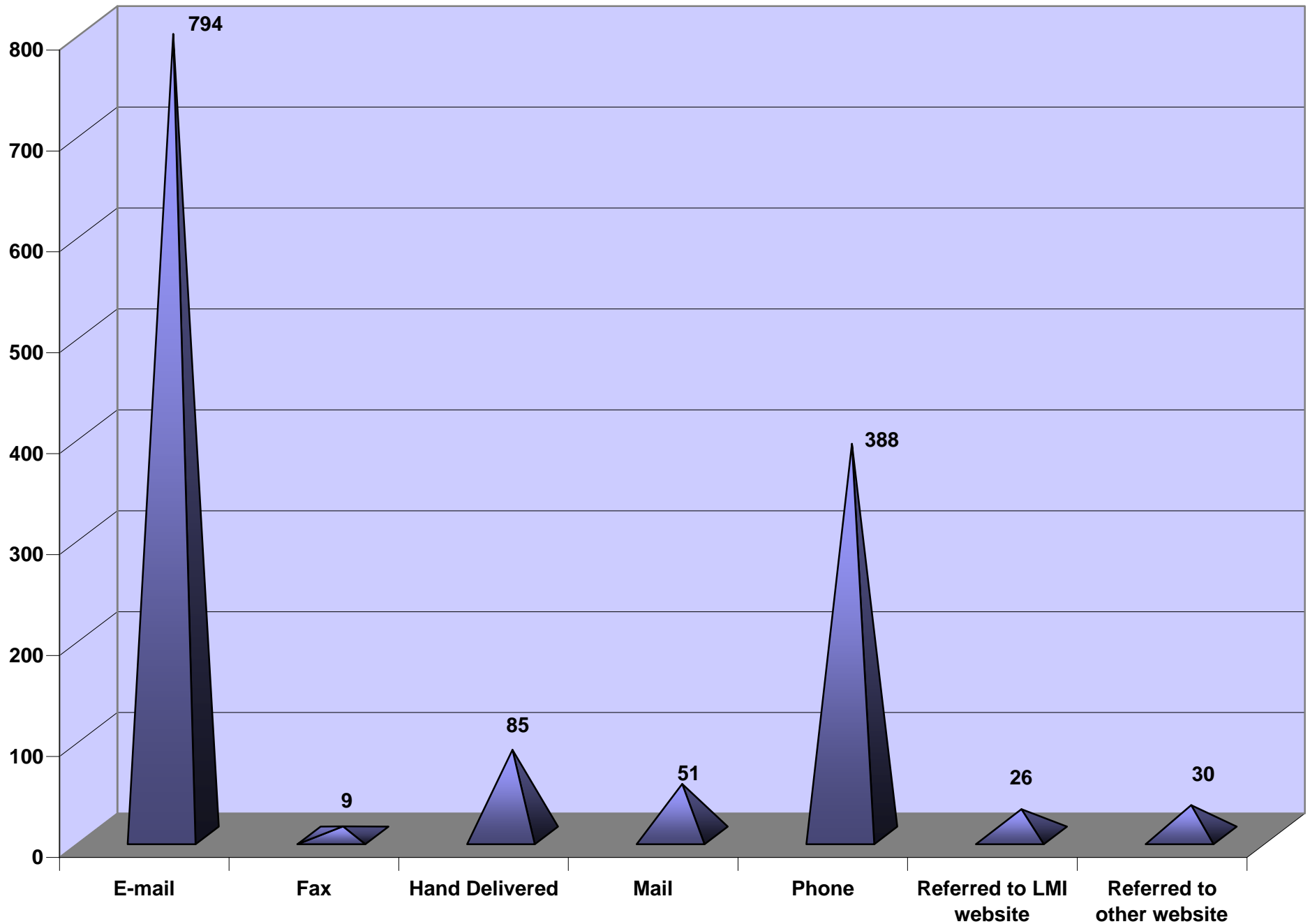
June 2006 - July 2007

- * By Type of Requestor**
- * By Delivery Method**
- * By Type of Information Requested**

Types of Requestors July 2006-June 2007



Data Request Delivery Methods July 2006-June 2007



Data Types Requested July 2006-June 2007

