

**Nebraska's Annual Report
Labor Market Information
Products and Services
Program Year 2004**

A. Outline Summary of 2004 ALMIS Report

1) Update ALMIS Database

a. Accomplishments Compared to Plan

- i. Version 1.1 Completed and maintained for our internet dissemination software
- ii. Version 2.2 completed. Nebraska will have version 2.3 populated by the end of 2005.
- iii. Nebraska is an active member of the database consortium
- iv. Nebraska pilot state of ADAM project

b. Customer Satisfaction Assessment

- i. 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

- i. Projections completed for statewide and eight sub-state areas
- ii. Posted to LMI web site

b. Customer Satisfaction Assessment

- i. Very Satisfied 40.8%, Somewhat Satisfied 46.9%, Not Satisfied 12.3% ¹

3) Produce and disseminate short-term, industry and occupational employment forecasts

a. Accomplishments Compared to Plan

- i. Produced two sets of short term projections during plan period.
- ii. Short Term projections placed on LMI web site.

b. Customer Satisfaction Assessment

- i. Very Satisfied 42.8%, Somewhat Satisfied 45.1%, Not Satisfied 12.1%

4) Develop occupational analysis products.

a. Accomplishments Compared to Plan

- i. Customer Satisfaction Assessment

c. Examples of Occupational Analysis Products

- i. Nebraska Career Compass
- ii. Occupational Outlook Publication
- iii. Wage Records Research
- iv. Customer Service Web Survey
- v. Job Vacancy Survey
- vi. Benefits Survey

¹ See Appendices on Page for survey results.

- vii. Benefits Consortium
- viii. Job Vacancy Survey

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

a. Accomplishments Compared to Plan

- i. Nebraska receives CDs from InfoUSA and inputs into ALMIS Database
- ii. Files are updated upon receipt of CD

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

a. Examples of Information Support:

- i. Meeting Attendance
- ii. Representation on Workforce Development Sub-Committee of State Workforce Investment Board
- iii. Regional Analyst
- iv. Rapid Response for Job Seeker Assistance
- v. Transition Assistance Program
- vi. Nebraska Licensed Occupations
- vii. Career and Job Fairs and Trade Shows
- viii. Nebraska TrainingLink
- ix. Data Request Tracking System
- x. Customer Satisfaction Survey
- xi. Community Site Selection Data Sources

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

a. Customer Satisfaction Assessment

- i. See Appendices for customer satisfaction survey results and hits on website
- ii. Examples of Dissemination Medium
 - 1. Nebraska Career Compass
 - 2. TrainingLink
 - 3. Nebraska Explorer
 - 4. LMI Website
 - 5. Email Newsletters
 - 6. *Economic Trends* Monthly Publication

8) Fund State workforce information training initiatives.

a. Examples of Dissemination Methods

- i. Labor Market Resource Training
- ii. LMI FTP site
- iii. Software Training Support for Staff,
 - 1. Arcview Mapping Software,
 - 2. SPSS Statistics Software,
 - 3. Crystal Reports, etc.

- iv. Research Methods
- v. Presentations

B. Recommendations for Improvements or Changes to the Suite of Core Products

C. Appendices

- 1) Customer Satisfaction Survey results Tables 1 - 4
- 2) 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
- 3) Table of “Hits” per category on the Nebraska LMI Web Pages
 - a. Over 84,000 hits per year
- 4) LMI Data Request Graphs – Totals for 2004
 - a. Highest number of requests: Schools, Economic Developers and Government agencies

1) Update ALMIS Database

DATA TABLES	UPDATE FREQUENCY	AMOUNT OF TIME FOR UPDATE (hrs)	GEOG AVAIL	PERIOD AVAIL
BEAINCOM	Annual	10	Natl, state, county, MSA	1969 - 2003
BLDING	Annual	10	Natl, state, county MSA	1980 - 2003
EMPDB	Semi-annual	20	NE zip-code level	1st Edition 2005
CES	Monthly	12	State, MSA	1998-present
HUDINCOM	Annual	10	Natl, State, County MSA	1980-2004
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	2003 estimates
PAYMENT	Annual	10	Natl, state, county	1993-2003
SCHOOLS	Annual	12	State, substate region	2004
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	1995-2003
SALES	Annual	10	State, county	1994-2003
TAX	Annual	8	State, county	1993-2003
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	2004
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	2004
MLSCCLAIM	Quarterly	5	state, county, MSA	4 th quarter 2004
MLSEVENT	Quarterly	5	state, county, MSA	4 th 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
STATTYPE	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

The ALMIS Database tables for version 1.1 were completed for Program Year 2004. Nebraska has 100% 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 was 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 a 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 of interest to our local customers.

The Employer database portion is used by employment services 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. OES wage 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. Staff members from Nebraska participated in all of activities of the ALMIS Resource Center and its structure subcommittee to provide input in developing new versions of database. One also serves as trainer for the ALMIS Training Institute.

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. The new program has been checked and corrections identified. Other higher priority projects have delayed completion of the programming, but it is anticipated that it will be completed by the end of 2005. This data provides county and statewide demand for labor among businesses listing job vacancies with Employment Services as well as occupations of Employment Service job applicants. Historical data series are maintained in the ALMIS database and will be used for articles on job vacancies including any trends that emerge.

Nebraska volunteered to be a pilot site for the ADAM project. This will allow all states to access the ALMIS database of other states. Nebraska was the first state to be up on this system. Version 2 will be put out in December.

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

During PY03, Nebraska produced LTIP for a period of 2002-12 for statewide and WIA regions including Greater Omaha, Greater Lincoln and Greater Nebraska (“Greater Nebraska” includes all areas excluding Lincoln and Omaha WIA regions). These projections were also used to forecast occupational projections which were developed statewide and for eight sub-state regions. Both industry and occupational projections were posted on our website and are available for review. Occupational projections were also used to create a publication that incorporated OES wages to provide readers with an overview of occupational trends and demands. This publication was published quarterly and is also available for download off of the www.NebraskaWorkforce.com website.

3) Short-term Industry Projections (STIP)

STIP were done twice in the reporting period and both were NAICS based. These periods were 2003-2005Q1 and 2003-2005Q2. 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 projections were used for occupational short-term projections and are also posted on our website.

4) Develop Occupational Analysis Products

CAREER COMPASS is an interactive web tool developed by Nebraska to provide occupational information.

This product has been updated to provide current 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 in Career Compass 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. Education and training information includes educational requirements, Nebraska certificate and license information and a link to other states' licensing information (through America's Career InfoNet), training providers, and apprenticeship sponsors.

Employment and wage information in Career Compass 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), links to other states' annual wage information within America's Career InfoNet, links to Nebraska industries that are highest paying or employ most workers for this occupation, and links to Nebraska businesses or to other states' businesses that may employ people in this occupation (through the Employer Locator in America's Career InfoNet). Many of the features were developed and tested during the plan year (implemented August 2004)

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 experience. 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.

Occupational Outlook Publication

The Nebraska Occupation Wages and Trends publication with 2012 projections data was finalized and disseminated in pdf format on the website in October 2004.

Wage Record Research

Wage record analysis continues on the BLS LAUS AAMC for improved methodology of the unemployment rate through use of wage records for understanding new hires and rehires, especially in areas of low population. The original group, consisting of South Dakota, New Mexico, and Wyoming, has expanded to include Alaska and Iowa. Where data sharing agreements are in place, states performed wage record matches to further determine if new entrants to wage records are truly new entrants to the workforce or if they previously worked in a surrounding state. The demographic data obtained from the Department of Motor Vehicles (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.

Wage record research has expanded to include the posting of Labor Market Dynamics (LMD) on the LMI website. This data reports counts and rates of hires, separations, exits, and flow (the difference between hires and separations). The information is reported for statewide all industry and NAICS sectors. The information is used by human resource professionals to assist in comparing their experience to that of their industry as a whole. It can also be used by economic analysts as a lagging indicator and to observe changes in the labor market over time. An article reporting the LMD information has been submitted for inclusion in the LMI monthly publication, *Economic Trends*.

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 2003, an online customer satisfaction survey was added to the main Labor Market Information web page. Similar surveys were added to different areas of the site in 2004 to measure satisfaction for online LMI tools such as Career Compass, NSTARS, and Nebraska Explorer. Although there are a limited number of responses to these surveys, the feedback received has been a useful tool for reviewing the LMI web site. For instance, many users of the Career Compass web site have commented that they are unable to find job listings on the site. Since the Career Compass web site is intended to provide career information and not job postings, this information can be used to improve the instructions on the site. Information obtained from the online customer satisfaction surveys will be used along with other customer satisfaction data collection efforts to improve the LMI site.

Job Vacancy Survey

Nebraska conducted Job Vacancy Surveys for the second and fourth quarters of 2004. The second quarter 2004 publication is available in print and as a pdf file on the internet. The fourth quarter 2004 publication is currently being written. The surveys have been conducted using Minnesota's survey instrument and methodology. The Bureau of Labor Statistics (BLS) drew the sample for both survey rounds in 2004. BLS conducted the analysis for the second quarter 2004 survey round. Minnesota's method of determining a new weight based on respondents will be used to analyze the fourth quarter 2004 and future survey rounds. Crystal Reports software is being used to report findings which are posted on the internet as PDF files. Two hundred printed reports of second quarter 2004 findings were mailed to survey respondents requesting a copy and to Workforce Investment Boards. Other customers were e-mailed an announcement of the results with a link to the website. An article summarizing the results of the second quarter survey round was written for the monthly *Economic Trends* publication. In addition, a report was developed for use by Career Center staff to assist them in finding employers with a high number job vacancies and wages.

A question was added to the survey asking employers if they wanted assistance from the Employment Services. Crystal Reports was used to develop a report to Employment Service One Stop managers. From the second quarter 2004 survey round, a total of 13 reports were emailed to managers, containing 22 businesses requesting assistance from Employment Services in filling a total of 219 full time vacancies and 25 part time vacancies (46 job titles). The fourth quarter 2005 survey is currently underway.

Employee Benefits Survey

Nebraska conducted an employee benefits survey in spring of 2004. This survey was conducted in cooperation with and funded by a grant from the Nebraska Department of Health and Human Services. The survey collected information on a variety of employer-provided benefits including insurance, paid time off, retirement plans, and other benefits such as child care, tuition assistance, and flexible spending accounts. More than 13,000 survey questionnaires were mailed with over 9,000 useable surveys returned. The results of the survey were published in the *2004 Nebraska Employee Benefits Report*. This report was 76 pages and provided detailed information about employee benefits by business size, industry, and regional location within Nebraska. Additionally, a web site was developed that allows users to query the data based on specific business size, industry, and region criteria.

National Employee Benefits Consortium

Nebraska served as the lead state for the national Employee Benefits Consortium. This group was formed in 2002 by the Employment and Training Administration (ETA) and Workforce Information Council (WIC) to develop a nationally standardized benefits survey. This group developed a standardized survey program including a questionnaire, methodology, and survey table outputs. Seven states (Missouri, Alaska, North Carolina, Minnesota, Montana, Idaho, and Kansas) piloted the entire survey process. A final report will be delivered to the Employment and Training Administration in December 2005 that incorporates suggestions and feedback from the pilot survey states. A workgroup of states will be formed at the conclusion of the Benefits Consortium to maintain materials developed by the group.

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

Nebraska has 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 staff will continue to work with data users and InfoUSA to work through any requests that arise and maintain updated information. One of the benefits of having this information available on the Internet is that job seekers can examine 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 staff attend the monthly meetings of the three local area WIB administrative 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 two LMI staff that serve on two different committees. 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 twenty-two 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 are held once or twice each month for individuals leaving the military and returning to the civilian labor force. 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. Additionally, the CD-Rom application features short video clips of many of the occupations that require Nebraska licensure or certification. The publication is available on CD or 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. Nearly 500 copies have been requested and distributed throughout 2004-2005.

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; the Business-to-Business Trade Show; Society for Human Resources Management Annual Convention; Career Kaleidoscope at the University of Nebraska-Lincoln; and Career Fairs at the University of Nebraska, Southeast Community College, and Union College. 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 from 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, including JobLink and TrainingLink. These resources combined with Career Compass, allow job seekers to explore what is needed to enter into an occupation.

Nebraska Data Request System

The Nebraska LMI Center is one of few states with an established process for capturing types of requests received though phone calls, email, and people who walk in for information. This type of information has been captured for ten years. These numbers go up and down on a year-to-year basis, but are dependent on staff entering the data. If there is a year with many new staff, the numbers may go down due to lack of getting emphasis across on entering the data. Numbers may also go down, as staff members have emphasized to

requestors, the ability to get the data from our website. The constants that have been seen over the years include businesses at the top of the list of requestors, with wages topping the list of most requested item. See the appendices at the end of this report for additional information.

Customer Satisfaction Survey – Summer 2004

Several customer surveys have been conducted by the Nebraska Labor Market Information Center. A 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.

Focus Groups – Summer 2005

Four focus groups were conducted at local Career Center offices. Each focus group contained 6-10 participants and concentrated on collecting information about the Labor Market Information web site. This method allowed users to not only provide opinions about the Labor Market Information web site, but offer suggestions for improvement. Additionally, using the live internet at the sessions allowed the focus group participants to learn about parts of the site that they may not have known about. A short question and answer session followed each of the focus groups that allowed participants to ask questions about Labor Market Information. Results of the Labor Market Information focus groups will be used to improve the LMI web site. See Appendix for major findings of the focus groups.

LMI User Customer Satisfaction Survey – 2004

A 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 are 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 customer group consists of economic developers. It was learned that this group had a need to receive labor market data more expediently. In response, a web portal that can be used to quickly assist this user group with community site data sources was developed.

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 based on 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 2004-2005.

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, wages of recent graduates 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 375 people have signed up to receive at least one of the four e-mail newsletters.

The website customer satisfaction survey was modified to work with NSTARS and Nebraska Career Compass. This information is gathered on a quarterly basis and results of the survey are used to make improvements to these web-based applications.

A location quotient tool was added to the Quarterly Census of Employment and Wages (QCEW) web page. This allows economic developers to tell which industries are importing and exporting.

A website tool was developed to help us better track LMI web hits. This tool allows us to drill down to discover which items are used most frequently.

Another interactive web tool was developed so that users can do inquiries on employee benefit information. Customers can search based on business size, industry, and regional location.

Nebraska is committed to using the website as the major source providing information to our customers. This commitment requires constant monitoring and updating of data tables, information sources, links, publications, and improvements to make the site easier to use. Nebraska staff invested a great deal of time in the maintenance and enhancement of the site throughout the year.

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, GIS, 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 included 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.

B) Recommendations for Improvements or Changes to the Suite of Core Products

Nebraska recommends that the basic suite of core products remain 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, and wage record expansions.

C. Appendices

1) Focus Group Findings

Focus groups were conducted at Career Center offices in Grand Island, Columbus, Lincoln, and Omaha. Questions asked in these groups focused on the Labor Market Information web site and accessibility of data online. Key findings from the groups included are shown below:

Documentation of Data

- Would like to know source of data (i.e. survey, UI records, when next estimates will be made, etc.)
- Would like documentation that helps determine which data set is the best for the user's needs.

Navigation

- Too many clicks to find what you're looking for
- Try a step ladder or branching approach so you are required to go to a whole new screen each time (here I believe he's referring to the thematic link off to the left of the homepage)
- For links that go to a different site, should have something that says you're leaving LMI page
- With many paths to the same data, it seems like there are several different data sets.

Specificity of data

- Would like more specific geography and industry. If not possible, explain why it can't be more specific (i.e. not enough in survey sample, cost restrictions, confidentiality, etc.)

Data Access

- More ability to sort or query data to find exactly what you're looking for
- Printer friendly version of different file types
- Would like a search feature to easily locate data
- Upfront
 - Publish unemployment rate or something common right on the front page
 - Have a TOP 25 list of jobs
 - Allow to search for data on a particular county right from front page

Acronyms & Definitions

- Some acronyms (i.e. MSA, QCEW are not defined on the data screens)
- Certain data elements could use more description or better definitions
- Some definitions are written too technical, need to be written more for the general public
- A lot of text to read to determine which link you should visit or what you're actually looking for.
- Topic links don't contain keywords they're usually looking for (i.e. – Employment vs. # Jobs by industry)

Data Clarity

- Time issues
 - Not sure if data is current (it's not obvious)
 - EDS wages says June 2005 but employment published with EDS wage estimates doesn't say it's not June 2005

All of the information collected in the Labor Market Information focus groups was very helpful to better understand how users search for data. Comments obtained in the focus groups will be used to evaluate the LMI web site and determine changes that can be made to help increase accessibility of Labor Market Information in Nebraska.

2) 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.

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)

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)

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)

Publication	% Very Satisfied	% Somewhat Satisfied	% Not Satisfied
Nebraska Employee Benefits Repo	49.7 (296)	42.6 (296)	7.7 (296)
Affirmative Action Publication	41.9 (217)	48.8 (217)	9.3 (217)
Nebraska Underemployment Study	42.0 (243)	50.6 (243)	7.4 (243)
Economic Trends	55.8 (405)	36.8 (405)	7.4 (405)
Nebraska Labor Market Review	51.0 (353)	41.6 (353)	7.4 (353)
Certified & Licensed Occupations in Nebraska	48.4 (258)	43.4 (258)	8.2 (258)
Nebraska Careers & Education	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 (pages 20 – 21) provide the preliminary findings from the survey. These findings have been shared with the State WIB.

Summary of Comments:

Of the 149 respondents, 39 chose to 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."

8-Nov-04
 Total Surveys out 480
 Returned to date 146
 Response rate 30%

DATA SET	10/28/2004	Responders	% of Total	Internet	% of total	Newspaper	% of total	Call	% of total	Newsletter	% of Total	Special	% of total
Occupational wages	102	74%	67	66%	3	12%	17	17%	23	23%	20	20%	
Current labor force data ¹	101	73%	70	69%	12	8%	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.										

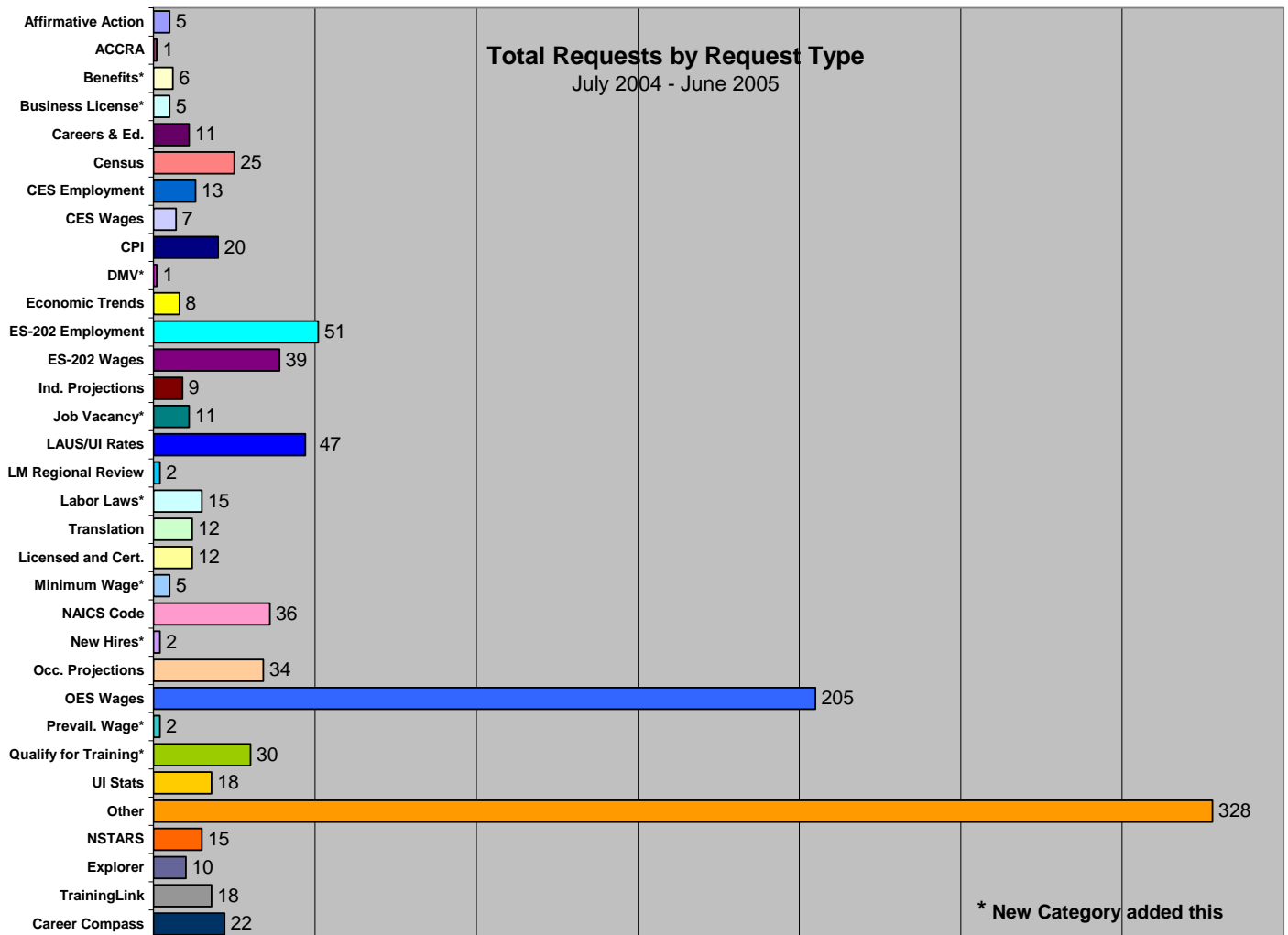
3) Nebraska Labor Market Information Web Hits

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 84,000 hits per year for core LMI products. When you add in the TrainingLink portion you have 272,500 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 & Occupational Information.

Week of:	July 19 - 25	Aug 23 - 29	Sept 20 - 26	Oct 25- 31	Nov 22- 28	Dec 20- 26	Jan 24- 30	Feb 21- 27	Marc h 21- 27	Apr il 18- 24	Ma y 23- 29	Jun e 20- 26	52 Week Total
About Us/FAQ's	44	47	46	22	21	28	31	35	29	21	33	30	1677
Affirmative Action Career & Occ. Resources	30	51	50	13	28	20	40	62	42	20	31	41	1855
Economic Development	129	139	165	99	121	145	190	159	170	111	165	140	7510
Employment/Unemploy ment	32	64	61	30	36	40	32	36	32	24	30	32	1946
Index	141	172	184	195	150	142	250	248	165	221	186	147	9538
Population	53	60	55	25	25	52	55	45	31	37	33	47	2245
Projections	36	47	38	15	22	36	32	32	22	24	18	29	1521
Publications/Special Studies	30	47	62	38	32	31	45	51	55	41	58	36	2279
Related Links	29	63	62	22	15	41	40	47	31	19	34	36	1902
Speakers Bureau	30	50	44	14	17	20	30	36	23	14	20	24	1395
Wages/Cost of Living	28	42	35	15	8	19	25	12	11	12	15	19	1044
NSTARS	146	190	156	100	119	142	192	227	259	127	250	167	8992
Nebraska Explorer	60	68	48	63	51	62	81	61	70	67	71	64	3319
Career Compass	325	320	286	754	478	275	355	276	322	297	325	219	18339
Training Link	364	433	715	322	299	375	305	299	361	350	359	414	19916
FTP	NA	NA	NA	NA	NA	NA	NA	20	25	31	20	37	576

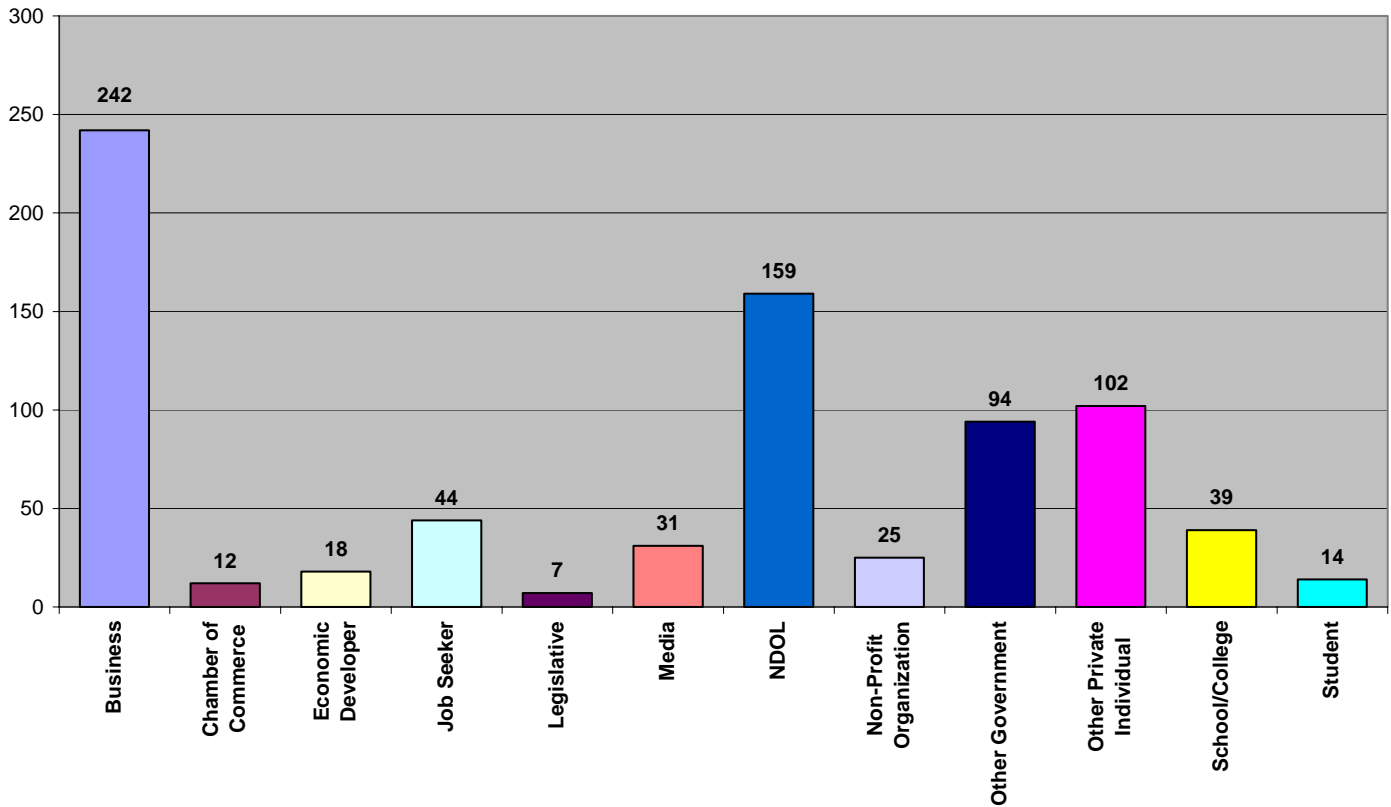
4) Nebraska Labor Market Information Data Requests

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 2004-05 was 26 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 schools, 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

July 2004 - June 2005



Average Time Spent on Each Request By Requestor Type

July 2004 - June 2005
20759 Total Minutes
787 Total Request

