

# *State of Nebraska*

## **PY 2005 Workforce Information Grant Plan**

October 1, 2005

### **A. Statewide Workforce Information System**

- **The process used to ensure that the SWIB can exercise its responsibility for ensuring that state workforce information policy is responsive to the needs of the state and local workforce investment system.**

The LMI Administrator and the Regional Analyst serve as staff support to the SWIB subcommittee Workforce and Economic Development. We plan to provide periodic reports to this committee as to the progress that has been made in fulfilling the objectives of this grant. The subcommittee chair will include this in the chair's report to the full committee. Additionally, on an annual basis, an LMI presentation will be given to Nebraska's three local WIB's. Feedback gathered from these presentations will be shared with the SWIB for their consideration in developing the state workforce information policy.

- **How the statewide workforce information system supports the goals of the state's WIA/Wagner-Peyser Two-Year Strategic Plan for state and local workforce development.**

The following plan conforms to the core Labor Market Information products and services as presented in the Workforce Information Council's plan. This plan also meets the requirements of Section 309 of the Workforce Investment Act and is consistent with Nebraska's WIA/Wagner-Peyser Two-Year Strategic Plan.

The world of workforce information is continually changing. Nebraska Labor Market Information Center through consultation with state and local boards, the business community, individuals and state and local education agencies and local career centers will continue to monitor and adapt information and delivery methods to meet the needs of our customers.

#### **Goal 1: Be a dynamic, demand-driven workforce development system focusing on Nebraska's high-growth, high-demand industries;**

The State WIB adopted the State of Nebraska **Economic Development Committee**—established priorities as key elements in addressing the State's economic health.

1. Retention, training, and retraining of the existing labor force.
2. Recruitment of new workers to the state with needed skills.
3. Development of Regionalized Industry Clusters suitable for expansion and development across the state, i.e., processed food, transportation and logistics, and information services.

4. Support efforts such as FutureForce Nebraska and standardized curriculum at the K-12, community college, and 4-year institution levels to prepare tomorrow's workforce.

- How LMI Supports – The LMI web site provides the best avenue for Nebraskans to have access to workforce information. Information is delivered in print, via website, CD-Rom, telephone, presentations, expanded training to Career Centers on LMI, and various one-on-one situations. LMI provides wages on over 600 occupations for the two MSAs and seven WIA regions throughout the state. Nebraska uses the EDS wage system and has wage data posted that only lags one quarter. Additional products include Occupational/Industry projections, the tracking of demographics, labor force updates, an economic analysis of Nebraska's economy, demographic industry/employment data developed for local areas, job vacancy surveys, and regional analyses of the various Nebraska areas.

**Goal 2: Continue to increase the integration of services to employers and job-seekers by multiple public and private partners;**

- How LMI Supports – LMI Center staff develop customized presentations on state and national resources for businesses, Chambers of Commerce, economic developers, and WIB members. Staff are available and visible on Workforce Information and Economic Development subcommittees and to assist the committee with survey processes and data.

Labor Market Information staff conduct special surveys such as the Dentistry Education and Staffing Needs survey that was funded by Southeast Community College with Nebraska Workforce Development and the Nebraska Dental Association as additional partners. Retirement plans and occupational demand for dentists, dental hygienists and dental assistants was calculated. This information was also used by the Office of Rural Health in the Department of Health and Human Services and is also being shared with WIB staff. Job seekers may access the report on the LMI website for information on demand for dental occupations.

The community colleges, state colleges and one campus of the University, Labor Market Information staff, the Nebraska Coordinating Commission for Postsecondary Education and the Nebraska Department of Education are cooperating on the employment outcomes project. Wage information in the unemployment insurance database is matched with graduate data to determine the percentage of graduates remaining in Nebraska, their county of employment, wages by major and degree and demographic characteristics. This labor supply

information is useful to WIBs, economic developers, and businesses. This information is also supplied to jobseekers in TrainingLink, where wages of recent graduates are displayed.

Nebraska served as lead state for the National Employee Benefits Consortium. This involved the creation of a standardized survey instrument and methodology that states can use to collect information on employer-sponsored benefits plans. As part of this effort, the Nebraska department of Health and Human Services requested LMI conduct a benefits survey in Nebraska as part of a grant obtained to measure insurance coverage in the state. This partnership allowed LMI to conduct the survey and serve as subject matter experts on an advisory committee.

**Goal 3: Recognize the need to meet the changing long and short-term needs of businesses and individuals with a coordinated, efficient, and less bureaucratic delivery system;**

- How LMI Supports – LMI provides training to Career Centers on the use of Internet resources including O\*NET and assists with strategies to incorporate O\*NET tools into the Career Center process. LMI provides wages, conducts job vacancy surveys, converts SOC codes to Career Clusters and incorporates them into the occupational information process.

**Goal 4: Provide the knowledge, skills and resources for learning, earning, and living.**

- How LMI Supports – The Production of Occupational Trends, Nebraska Explorer, Occupational Wages, Career Compass, Occupational projections, research into occupations, Licenses and Certified Occupations information, TrainingLink, and Geographic Information Systems (GIS) depiction of graduates work locations and earnings are provided to the Board to help them understand the current economic and demographic make-up of Nebraska.

- **How the grant activities are consistent with the strategic vision of the Governor and the SWIB.**

Nebraska's strategy for consulting with state and local workforce investment boards, the business community, individuals and workforce development professional to determine customer needs will be accomplished in a variety of ways. The attached core products address many of the ways in which we will develop, deliver and communicate the various types of information needed by the above-mentioned groups.

- The Nebraska State Workforce Investment Board has set a strategy to address the needs of labor market demand. The Board will align itself with employers' present and future needs for a numerically robust and job ready workforce. The Board will take an active role in developing initiatives in workforce development infrastructure elements.
  - The Board identified such items as: infrastructure issues limiting the attraction/retention of skilled employees, the top five critical employee/ occupational crises, demographic issues, language issues, and skill gaps.
  - Nebraska's Labor Market Information Center staff will serve as staff support for the Workforce Development Task Force. We will be assisting this committee in identifying relevant (quantitative) data regarding workforce development trends and issues and the relevant (qualitative) perspectives of experts regarding implications of the relevant data.

The local workforce investment board's consultation process revolves around LMI staff working with the Greater Nebraska WIB and support staff in development of their strategic plan, the LMI Administrator meets with all three local area WIB staff on a monthly basis, making presentations at WIB meetings and participating in local WIB subcommittees when requested. Nebraska LMI staff serves as staff support for the State WIB and the Greater Nebraska WIB subcommittees for workforce development. Many business community leaders participate on the WIBs' which allows us to get input from them through that process. In addition, Nebraska LMI tracks requests for information. In this way we can track the types of information being requested on a monthly basis. We can identify the type of requestor, what information is being requested, and how much staff time was required to complete a request. This system allows us to stay on top of any trends we see in requests by type of requestor. In addition, we use the database of requestors as one of our mailing lists for customer satisfaction surveys. In this way we are able to make sure that the information provided is meeting the customers' needs. Nebraska keeps track of presentations that are made and collects evaluation forms at the end of the presentations. This allows us to know who is requesting presentations, what topics are in greatest demand and whether we met their expectations.

- **The strategy of the SWA and the SWIB for consulting with local workforce investment boards and stakeholders in the workforce investment system to determine customer needs for workforce information.**

The SWIB Workforce Information and Economic Development subcommittee conducted a survey to gather information about workforce information. This helped the subcommittee to get a better understanding of how LMI is used and how frequently it is needed. This information will be used by the subcommittee and LMI to assist the committee to meet its goals.

- **The broad strategic approach for workforce information delivery to principal customers.**

The broad strategic approach for workforce information delivery to the business community, individuals, the state's workforce development system and the state's One-Stop service delivery system will be delivered in a three-pronged approach. The first approach will use the Internet to deliver the majority of data and information developed by Nebraska's Labor Market Information Center. The second approach will be to conduct workshops, training, conferences and presentations across the state on labor market information. Annually we will present to the local WIB's and we will deliver to career center staff, economic developers, employers and the public. This function allows the State Workforce Agency (SWA) to identify trends, needs and issues on a local, regional and statewide basis. Thirdly, we have developed a regional analyst approach to development and delivery of LMI. The regional analyst position travels the state meeting with One-Stop management and staff talking to them about what their needs are in LMI and explaining how to use LMI in their local areas. This analyst meets with local communities chambers of commerce and economic development committees and businesses to determine the needs of local businesses and assist them in understanding what LMI has available and how it can be used.

- **A description of the customer consultation and satisfaction assessment method(s) to be used to collect and interpret customer satisfaction information and the principal customers to be consulted.**

Nebraska will continue to integrate customer satisfaction into its Labor Market Information operation. Nebraska uses an evaluation form when presentations are given and will consult with various customer groups such as WIB's, employers, researchers, legislative branches and other customers that use LMI services. Nebraska will incorporate various types of methods to determine how we can best continue to meet customer needs. This approach will vary from one-on-one discussion, surveys (printed and/or Internet), focus groups, and tracking of the various services provided. Nebraska tracks the various type of requests that are received, numbers of individuals trained, web metrics, listserv subscriptions, etc. Nebraska will utilize the handbook "Customer Satisfaction Made Easy" as part of its strategy for collecting customer satisfaction. Nebraska has developed a customer satisfaction survey for the LMI web site. This survey can be used for the web site as a whole or can be easily adapted to be used for specific pages on the web site to hone in on specific improvements to the information and web site. Nebraska will use focus groups and surveys to gain information from business, individuals and other workforce customers.

- **A concise summary of customer satisfaction findings for the most recent survey of products and services and the effect those findings had on the planned products and services for PY 2005 including how the plan addresses inadequacies or gaps identified by users.**

The Labor Market Information Center has such a variety of customers and information available that Nebraska has conducted a variety of Customer Satisfaction Surveys. We are using the information gathered from these surveys to help us get a total picture of data needs in the workforce information field. We use the results of the various surveys to improve the core products and how they are presented in print and web format.

Overall, according to online and in-person surveys and data collection efforts, customer satisfaction with LMI products and services is high. The surveys indicate that customers familiar with LMI data are generally satisfied with it. Areas of improvement include more education – both of the data available and how to access labor market information. The focus group studies conducted by LMI also provided input into making enhancements to the LMI web site.

### **Focus group study:**

Four focus group sessions were conducted in local one-stop Career Center offices. The groups ranged from 6-10 people and included a couple of live LMI website surfing activities. Overall, this method of obtaining information about customer satisfaction about the website was excellent for a number of reasons. Focus groups provide a wealth of information. Not only can one learn about what aspects of the website are dissatisfying but also receive a variety of possible enhancements. Also, a visit to the regional office fosters communication and good relationships with some of the most heavy website users. Each participant learned something about the LMI website data during the discussion; and additional impromptu training sessions based on the discussion were conducted after each group.

There were essentially two themes that emerged in each discussion group as the greatest sources of dissatisfaction with the LMI website: navigability and data explanations. The navigability problems start from the LMI homepage which was described as “too wordy” and “intimidating”. Participants expressed the notion that with fewer links and more specific explanations of the links the page would be less overwhelming.

Two groups explicitly stated a desire for one clear path to the data. They argued that a webpage that contains links with similar or overlapping descriptions is confusing and that the ability to access data through two different paths also created doubt as to whether or not the data was the same. In addition, focus group participants thought it would increase the ability to learn the site quicker if there was only one path to each dataset.

Another source of dissatisfaction among users is the number of web pages one must pass through to arrive at the desired data. A step-ladder technique that walks users through a series of links was one of many suggested solutions to this problem. A “bread crumb trail” to trace the links one has clicked on was also suggested to improve the navigability of the website.

There was a consensus among participants that understanding exactly what the data represents is a point of concern and frustration. One participant expressed the notion that he does not use our data because he does not understand it enough to explain it to his clients if they question him about it. Mostly, participants wanted to know the source of the data. For example, does the data come from a survey or from administrative records, how current is the data, how frequently is it published, etc.? Most the participants did not realize that in some cases the title of the data set answers some of these questions (i.e.- Quarterly Census of

Wages and Employment). Some also would like to have the pros and cons of using specific LMI data products explained so they can be sure they're using the data that best meets their needs. All explanations need to be in simpler terms and in more obvious locations.

These are only two of the major themes that surfaced during the focus groups. There are numerous other issues and suggestions that will be addressed when upgrades and changes to the LMI web site are planned.

### **Internet Survey Analysis**

An online survey was added to the LMI web site to gauge satisfaction with LMI data and interactive tools on the internet. Links to the survey were included on the LMI home page as well as the NSTARS, Career Compass, and Nebraska Explorer interactive tools. Responses obtained from all areas of the site were combined for the analysis.

Jobseekers represented nearly 40% of respondents who provided their user type. Other categories, in order of responses received, were students, researchers, business representatives, "other", service providers (such as career counselors), Nebraska Workforce Development staff, and economic developers/chambers of commerce employees.

The online LMI customer satisfaction survey began with an open question to collect the types of information that users were searching for. Some responses to this question were very general, such as "looking for occupation info." Others were much more specific (i.e. "wage data for drywall installer, metal fabricators, assemblers, and first line supervisors"). Many survey respondents indicated that they were looking for job postings or employment opportunities, which are available elsewhere on the Nebraska Workforce Development web site and not the LMI page.

A series of questions were asked about customers' satisfaction of certain aspects of the LMI web page. Respondents were provided a statement and asked if they Strongly Agree, Agree, Neutral, Disagree, or Strongly Disagree. The percentage that said they Agree or Strongly Agree were:

Data was very easy to find = 59%

Data was timely = 47%

Data is well detailed = 47%

Data is easy to understand = 45%

Data is well formatted = 45%

Overall, only 37% of respondents responded that they had found what they were looking for. Considering the number of individuals who said they were looking for job postings (not available on the LMI web site) in the first open-ended question, it is not surprising that a low percentage reported they were able to find what they were looking for. Additionally, this may explain low percentages that were satisfied with the data available on the LMI site.

A second open-ended question asked users how the LMI site could better serve them. Of the responses received to this question, many focused on things outside of the realm of

LMI such as filing for unemployment insurance, job posting assistance, and job listings. Some respondents expressed an inability to find the exact type of data they were searching for. Those that provided input into improving the LMI site and access to data primarily included two recommendations: a search feature or rearrangement of the site to better locate data and more detailed explanations of the data that is provided.

Results of the online LMI customer satisfaction survey will be used to help identify areas where the LMI web page can be improved. The feasibility of enhancements to the site will be examined and changes will be made when possible.

### WIB Survey

In the fall of 2004, LMI conducted a survey on the behalf of the state WIB to collect information about the type of labor market information used. A total of 498 surveys were sent to a variety of constituent groups including local and state WIB members, members of the Nebraska Economic Development Association, power providers, and chambers of commerce. In addition to collecting the kinds of information used, respondents were asked how they access labor market information. Results are shown in the table below.

**Type of Labor Market Information Used and How Accessed**

| DATA SET                       | Total Response | % of total | Internet | % of total | Newspaper | % of total | Call | % Of total | Newsletter | % of total | Special Studies | % of total |
|--------------------------------|----------------|------------|----------|------------|-----------|------------|------|------------|------------|------------|-----------------|------------|
| Occupational wages             | 104            | 70%        | 70       | 67%        | 3         | 3%         | 18   | 17%        | 25         | 24%        | 22              | 21%        |
| Current labor force data       | 103            | 69%        | 71       | 69%        | 12        | 12%        | 15   | 15%        | 41         | 40%        | 20              | 19%        |
| Labor force availability       | 99             | 66%        | 57       | 58%        | 8         | 8%         | 12   | 12%        | 27         | 27%        | 20              | 20%        |
| Industry Employment data       | 99             | 66%        | 65       | 66%        | 9         | 9%         | 16   | 16%        | 26         | 26%        | 14              | 14%        |
| Census Data                    | 94             | 63%        | 74       | 79%        | 9         | 10%        | 11   | 12%        | 14         | 15%        | 7               | 7%         |
| Industry hours and earnings    | 93             | 62%        | 56       | 60%        | 6         | 6%         | 15   | 16%        | 26         | 28%        | 10              | 11%        |
| Employee Benefits              | 91             | 61%        | 53       | 58%        | 8         | 9%         | 16   | 18%        | 21         | 23%        | 28              | 31%        |
| Unemployment rates             | 86             | 58%        | 56       | 65%        | 11        | 13%        | 6    | 7%         | 26         | 30%        | 9               | 10%        |
| Industry projections           | 77             | 52%        | 49       | 64%        | 6         | 8%         | 9    | 12%        | 23         | 30%        | 9               | 12%        |
| Occupational projections       | 75             | 50%        | 49       | 65%        | 4         | 5%         | 9    | 12%        | 22         | 29%        | 9               | 12%        |
| Occupational demand            | 71             | 48%        | 48       | 68%        | 6         | 8%         | 12   | 17%        | 17         | 24%        | 9               | 13%        |
| Occupational supply            | 68             | 46%        | 42       | 62%        | 3         | 4%         | 7    | 10%        | 15         | 22%        | 6               | 9%         |
| Affirmative Action Information | 63             | 42%        | 41       | 65%        | 3         | 5%         | 12   | 19%        | 13         | 21%        | 10              | 16%        |
| Unemployment Insurance data    | 63             | 42%        | 36       | 57%        | 4         | 6%         | 7    | 11%        | 14         | 22%        | 9               | 14%        |

### Customer Satisfaction 2004

In the fall of 2004, a satisfaction survey was mailed to users of BLS program data including Current Employment Statistics (CES), Occupational Employment Statistics (OES), and Local Area Unemployment Statistics (LAUS). The key findings of this survey indicated:

- There is a high general level of satisfaction with data produced by these programs
- There is very little variation between the publications in the areas that customers are most satisfied with:
  - Nearly 90% of the LAUS survey respondents felt the information is accurate and understandable



- Over 85% of the LAUS respondents are satisfied with the information overall
- 80% 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
- Three out of four of the CES respondents are satisfied with the information product

Based on survey response, overall customer satisfaction is high. The general trend is that respondents are 85-90% satisfied with the available data and its presentation. There are some items that feature slightly lower satisfaction levels and could be improved. The Internet-based tools (NSTARS, Career Compass, Nebraska Explorer, and TrainingLink) and the customized services are especially indicative of this. Internet-based tools tended to have more people rate the tool in the “Somewhat Satisfied” category rather than the “Very Satisfied” rating. However, there were a number of respondents that said “Not Applicable” when rating the online tools, so it is likely that the lower satisfaction is a product of the lack of knowledge about these services. Thus, a recommended course of action would be to educate the current customers and potential new customers about the existence, purpose, and benefits of LMI services.

According to the customer satisfaction survey, individuals are more likely to use the NWD website than direct contact with the LMI Center. However, the data indicates a lack of knowledge about all of the website’s features. More education about LMI products could also increase the versatility of the website for the customers, and perhaps make it more useful to research / consulting-oriented people. The promotional effort should be centered not upon the website, but on the LMI Center – the reason being that a large segment of customers are unprepared, unable, or unwilling to transition to on-line services.

Since it seems that active customers (those who contact the center or utilize the website) are generally pleased with BLS program data, efforts to improve customer service should be focused less upon current staff procedures and more upon education, promotion, and/or marketing.

- **Identify funds leveraged or matched from funding sources other than these grant funds and how these funds will enhance delivery of products and services as part of the state’s workforce information system.**

Wagner Peyser, Vocational Rehabilitation, ALMIS Database Consortium, Benefits Consortium, Post-Secondary Coordinating Commission, Southeast Community College

## **B. Core Products and Services**

### *State Workforce Agency Deliverables*

**1. Continue to populate the ALMIS Database with state data.**

- **Description of core product, service or other demand activity**

Nebraska will continue to serve on the ALMIS Resource Center (ARC) assisting in the development and ongoing maintenance of the ALMIS database. Nebraska will maintain and update licensing data and provide updated files to the National Crosswalk Service Center.

Nebraska has been working as a pilot state for the ALMIS Distributed Access Method (ADAM) project. This project being developed by North Carolina will allow state to fully utilize the power of the ALMIS database. States will be able to access other states' ALMIS database via the web. This will allow for customers to have easier access to all states information. Nebraska will implement and maintain the most current version 2.3 of ALMIS database and will continue to populate all tables designated as core tables as well as state specific tables in accordance with guidelines issued by ALMIS Resource Center.

Nebraska will populate the ALMIS database with the following tables:

| <b>DATA TABLES</b> | <b>UPDATE FREQUENCY</b> | <b>AMOUNT OF TIME TO UPDATE (hrs)</b> | <b>GEOG AVAIL</b>             | <b>PERIOD AVAIL</b> |
|--------------------|-------------------------|---------------------------------------|-------------------------------|---------------------|
| BEAINCOM           | Annual                  | 10                                    | Natl, state, county, MSA      | 1969 - 2004         |
| BLDING             | Annual                  | 10                                    | Natl, state, county MSA       | 1980 - 2004         |
| EMPDB              | Semi-annual             | 20                                    | NE zip-code level             | 1st Edition 2006    |
| CES                | Monthly                 | 12                                    | State, MSA                    | 1998-present        |
| HUDINCOM           | Annual                  | 10                                    | Natl, State, County MSA       | 1980-2005           |
| INDUSTRY           | Quarterly               | 15                                    | State, county                 | 97-1 to present     |
| LABFORCE           | Monthly                 | 6                                     | Natl, state, county, MSA, LMA | 01/1990 to present  |
| POPULATN           | Annual                  | 6                                     | Natl, state, county           | 2004 estimates      |
| PAYMENT            | Annual                  | 10                                    | Natl, state, county           | 1993-2004           |
| CENINCOM           | Annual                  | 12                                    | Natl, State, county, MSA      | 1990-2004           |
| OESWAGE            | Quarterly               | 14                                    | State, region                 | 1 qtr 2001-present  |
| INDPRJ             | Biennial                | 15                                    | State, substate region        | 2004 to 2014        |

|                       |          |            |                           |              |
|-----------------------|----------|------------|---------------------------|--------------|
| OCCPRJ                | Biennial | 10         | State, substate region    | 2004 to 2014 |
| PROPVAL               | Annual   | 10         | State, county             | 1995-2004    |
| SALES                 | Annual   | 10         | State, county             | 1994-2004    |
| TAX                   | Annual   | 8          | State, county             | 1993-2004    |
| PROGCOMP              | Annual   | 15         | State, county             | 2004         |
| IOMATRIX              | Biennial | 10         | State, substate region    | 2004 to 2014 |
| OCCPAT                | Biennial | 10         | State, substate region    | 2004 to 2014 |
| LICENSE               | Annual   | 6          | State                     | 2004         |
| LICAUTH               | Annual   | 6          | State                     | 2004         |
|                       |          |            |                           |              |
| URL                   | Monthly  | 20         | Natl, state, county, city | present      |
| URLLINKS              | Monthly  | 20         | Natl, state, county, city | present      |
|                       |          |            |                           |              |
| <b>Total time:</b>    |          | <b>265</b> |                           |              |
|                       |          |            |                           |              |
| <b>LOOK UP TABLES</b> |          |            |                           |              |
| ADDRETY               | N/A      | N/A        | N/A                       | N/A          |
| ANNSLFLG              | N/A      | N/A        | N/A                       | N/A          |
| AREATYPE              | N/A      | N/A        | N/A                       | N/A          |
| BENMARK               | N/A      | N/A        | N/A                       | N/A          |
| CESCODE               | N/A      | N/A        | N/A                       | N/A          |
| CREDITCD              | N/A      | N/A        | N/A                       | N/A          |
| EMPSZFLG              | N/A      | N/A        | N/A                       | N/A          |
| EMPSZRNG              | N/A      | N/A        | N/A                       | N/A          |
| GEOCODE               | N/A      | N/A        | N/A                       | N/A          |
| GEOG                  | N/A      | N/A        | N/A                       | N/A          |
| GROWCODE              | N/A      | N/A        | N/A                       | N/A          |
| INCOMTYP              | N/A      | N/A        | N/A                       | N/A          |
| INCSOURC              | N/A      | N/A        | N/A                       | N/A          |
| INDDIR                | N/A      | N/A        | N/A                       | N/A          |
| INDSUB                | N/A      | N/A        | N/A                       | N/A          |
| INDTYPES              | N/A      | N/A        | N/A                       | N/A          |
| LEVELTYPE             | N/A      | N/A        | N/A                       | N/A          |
| LOCSTAT               | 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          |

|                         |     |     |     |     |
|-------------------------|-----|-----|-----|-----|
| OCCTYPES                | 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 |
| STATTYPE                | N/A | N/A | N/A | N/A |
| STFIPSTB                | 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 |
| WEBFLAG                 | N/A | N/A | N/A | N/A |
| <b>CROSSWALK TABLES</b> |     |     |     |     |
| MATXNAIC                | N/A |     | N/A | N/A |
| MATXOES                 | N/A | N/A | N/A | N/A |
| MATXSIC                 | N/A |     | N/A | N/A |
| MATXSOC                 | N/A | N/A | N/A | N/A |
| <b>ADMIN TABLES</b>     |     |     |     |     |
| INDCODES                | N/A | N/A | N/A | N/A |
| OCCCODES                | N/A | N/A | N/A | N/A |

We will continue to update the files for the time periods referenced. Currently, we are using version 1.1 for ALMIS database as well as version 2.2. Currently our application NSTARS is based on ALMIS 1.1 with modified database of version 2.2. We are planning to use ADAM display tool applications to display data to the public based on ALMIS 2.3 by December 2005

Funds for this portion of the grant are utilized for staff time, programming, web development, database design, and staff training. As referenced in the table above, we will populate the URL table as well as update and populate crosswalks to associated databases. We will continue to populate the occupational licensing data for placement on the DOL-ETA sponsored ACINet site. This will involve working with the National Crosswalk Service Center (NCSC) to display data on ACINet. We will continue to participate on the ALMIS Resource Center and its Structure Subcommittee to provide input in developing new versions of the database.

This database serves as the collection point and delivery mechanism for our Internet products and special reports that are supplied to the business community, local workforce investment boards, individuals, workforce development professionals and One-Stops.

Since the ALMIS Database is not a consumer product, customer satisfaction with data elements contained in the database are presented below.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

**Frequency of Data Presentation Satisfaction Scores**

| Data Type                       | % Very Satisfied | % Somewhat Satisfied | % Not Satisfied |
|---------------------------------|------------------|----------------------|-----------------|
| <i>Economic Indicators</i>      | 47.6 (376)       | 41.8 (376)           | 10.6 (376)      |
| <i>Employment/Unemployment</i>  | 59.1 (445)       | 30.6 (445)           | 10.3 (445)      |
| <i>Long Term Industry</i>       |                  |                      |                 |
| <i>Employment Projections</i>   | 40.8 (360)       | 46.9 (360)           | 12.3 (360)      |
| <i>Short Term Industry</i>      |                  |                      |                 |
| <i>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)      |

- **Support goals of the state’s WIA/Wagner-Peyser Two-Year Strategic Plan**

This meets the Strategic Goals for; Be a dynamic, demand-driven workforce development system focusing on Nebraska’s high-growth, high-demand industries; Continue to increase the integration of services to employers and job seekers by multiple public and private partners; Recognize the need to meet the changing long and short-term needs of businesses and individuals with a coordinated, efficient, and less bureaucratic delivery system; Provide the knowledge, skills and resources for learning, earning, and living.

- **Principal Customers**

Business, Education, Career Centers, Legislators, Workforce Investment Boards, Economic Developers, Job Seekers

- **Planned milestones**

See table above.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$78,400

**2. Produce and disseminate industry and occupational employment projections.**

- **Description of core product, service or other demand activity**

Nebraska will produce long-term industry and occupational projections for the statewide and sub-state areas. This will require much refining of historical files in order to base the industry projections on NAICS. Nebraska will develop projections for seven regional areas and micropolitan areas. These regional areas will comprise the planning regions for our balance of state WIB and our two metro WIB’s. Due to employment size of the projections for the micropolitan areas they will need to be reviewed for confidentiality.

These projections will cover the same time frame as our statewide projections (2004 to 2014). The statewide and sub-state projections will be completed by September 30, 2006.

We have developed a good working relationship with our Workforce Investment Boards and will provide them with projections relevant to their area. Methods for distribution will be via the website through NSTARS (Nebraska Statistical Tracking and Resource System), Nebraska’s Career Compass (see Item 3 below) or through the LMI Division website. The update of these delivery systems will be completed by October 2006. We will assist Board members and local staff with interpretation of the data to ensure understanding and proper use of the information. Excel Spreadsheets will be located on our FTP site for downloading projection data by December 15, 2006. In addition, this information will appear in many publications and presentations produced by the LMI Division. Based upon consultation with State and local education agencies, this information, matched with wages and training requirements, is needed to help students make career choices.

**(2a) Produce and disseminate short-term, industry and occupational employment forecasts.**

Nebraska will produce short-term forecasts using the methodology, software tools, and guidelines developed by the newly formed Forecast Council. Nebraska will produce forecasts using the fourth quarter 2004 and forecasting 2005 to 2007. Nebraska will continue to test using the short-term forecasting model for state and sub-state areas. These forecasts will be placed on our web site by June 30, 2006 for 2005. Forecast for 2006 will be placed on the web site by August 31, 2006. Forecasts for 2007 will be placed on our web site by October 30, 2006. Both statewide long and short term projections will be submitted for public dissemination in accordance with procedures established by the Projections Managing Partnership.

We will produce short-term occupational employment forecasts, we will begin working on forecasts for both the statewide and sub-state areas.

Both short and long term projections will continue to be reviewed for improvements to the NAICS based data used to produce the projections. This is a time consuming process to review ten years of data for seven areas by NAICS code.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

**Frequency of Data Presentation Satisfaction Scores**

| Data Type  | % Very Satisfied | % Somewhat Satisfied | % Not Satisfied |
|--|------------------|----------------------|-----------------|
| <i>Economic Indicators</i>                       | 47.6 (376)       | 41.8 (376)           | 10.6 (376)      |
| <i>Employment/Unemployment</i>                   | 59.1 (445)       | 30.6 (445)           | 10.3 (445)      |
| <i>Long Term Industry Employment Projections</i> | 40.8 (360)       | 46.9 (360)           | 12.3 (360)      |
| <i>Short Term Industry</i>                       | 42.8 (348)       | 45.1 (348)           | 12.1 (348)      |

|                                 |            |            |            |
|---------------------------------|------------|------------|------------|
| <i>Employment Projections</i>   |            |            |            |
| <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) |

- **Support goals of the state’s WIA/Wagner-Peyser Two-Year Strategic Plan**

This meets the Strategic Goals for; Be a dynamic, demand-driven workforce development system focusing on Nebraska’s high-growth, high-demand industries; Continue to increase the integration of services to employers and job seekers by multiple public and private partners; Recognize the need to meet the changing long and short-term needs of businesses and individuals with a coordinated, efficient, and less bureaucratic delivery system; Provide the knowledge, skills and resources for learning, earning, and living.

- **Principal Customers**

Business, Education, Career Centers, WIB’s, Legislators, Economic Developers

- **Planned milestones**

Sub-state projections completed by September 30, 2006

Delivery Systems updated by October 2006

Data on FTP site for download December 15, 2006

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$90,000

***State Workforce Investment Board (SWIB)/State Workforce Agency (SWA)  
Deliverables***

**3. Provide occupational and career information products for public use.**

- **Description of core product, service or other demand activity**

As part of our commitment to the Workforce Investment Boards, State and local educational agencies, individuals and businesses, we will continue to provide more extensive analysis of our occupational data. One of the products Nebraska developed during the Program Year 2001 was Nebraska Career Compass. Career Compass now includes the following features: career information, employment trends, apprenticeship occupations, wages, licensing and certified occupation information, hot jobs, annual job openings, geographic and regional information, surrounding state annual average wages, training and education needed, skills, knowledge, abilities, and other job-related information. We have developed high-level, search options using a key word search in the title, description or skill set, all or one at a time. There are also searches by fastest growing, most openings, highest paying, ‘hot’ job prospects and typical training/education.

At the request of the Nebraska Department of Education we have added a search by the educational career clusters. Career Compass allows users to ‘change’ regions, and sort by growth rate, annual openings, average annual wage, job prospects, occupation title and education/training. OES-EDS wage estimates have been incorporated so that Career Compass is updated quarterly. Enhancements to the system were implemented including: the addition of career videos for almost 400 occupations and 16 Career Clusters; dynamic links to the Employer Locator within America’s Career InfoNet for each occupation; the addition of a SOC code search; addition of 40,000 lay titles to improve the keyword search; dynamic links to OES wage information on the industries that pay best and employ most workers for an occupation; and addition of education and training category (sortable) to the Career Cluster search results.

Labor Market Information staff continues to provide information for other users. For example, we provided Omaha Public Schools with direct links to search result pages within Career Compass for each of 16 Career Clusters to incorporate into their online resource for students. We also assisted ASVAB by providing the matching Career Cluster for selected occupations.

Nebraska conducted a sample review of training program information with the goal of using a CIP/SOC crosswalk to link occupations in Career Compass to related training in TrainingLink. The review identified obstacles that must be overcome before that goal can be met. A comprehensive review and re-coding of all training programs would be required to successfully crosswalk occupations to training.

Nebraska will continue to develop and provide LMI products to meet special needs at the State and/or local level. Nebraska will continue to develop local labor supply and demand information, including: projections, vacancy and turnover data, local occupational wage rates, community and state college completer data with wages, benefit levels, skills measurement – in support of O\*NET, analysis of employer demand characteristics, and support of customized/ad hoc research. Our web based information delivery system (NSTARS) contains some of the elements for occupational supply and demand comparisons. We will continue to develop this information, along with updating the OES-EDS wage estimates on the website every quarter. Labor Market Information staff continues to contribute expertise in making improvements to “Nebraska JobLink”.-

Nebraska Department of Education and Department of Labor have engaged in a process to develop a career portal to provide career information to all Nebraska citizens. The intent is for the site to allow users to access information produced by multiple career information providers (Education, Labor and others) as well as save information such as portfolios, resumes, career goals, etc. Labor Market Information staff has participated in focus groups and steering committee meetings to assist in planning for development of this career portal. Staff continue to provide their expertise on the uses of coding systems such as O\*NET, SOC, CIP etc. to link information and dynamically display it across systems. Labor will continue to provide content for web dissemination rather than for print. This content may include career information such as: resume assistance, high-paid occupations, accredited schools, fast-growing occupations, job-hunting information, interviewing techniques, etc. Labor is also exploring a partnership with Education Quest



to provide the scholarship, schools and financial aid information to Career Center customers.

Articles on occupation information will be written for the monthly *Economic Trends* newsletter. The newsletter is distributed each month to over 2,800 readers with information about the state and local economy. Occupational profiles included detailed information such as: training requirements, institutions that provide training, wages that one can expect to earn, on-line resources, projected job growth/decline, licensing requirements, membership associations, industries that employ the occupation, comparison of wages/job growth to other regions within the state or with surrounding states, and general job description information. Other articles covered how to use the Career Compass online occupation information system, the 2002-2012 occupational outlook, employment trends by occupation and industry, and compensation information. Nebraska has a goal of increasing readership of the Economic Trends online version by five percent.

LMI plans to develop materials that provide guidance to students/jobseekers in finding and using Labor’s occupation wage and trend information and other linked resources in Career Compass. This project is expected to begin in fall 2005 with a goal of completing publications by fall 2006.

The Nebraska Occupational Wage and Trends Outlook publication 2004-2014 will be updated for the state and sub-state areas and includes localized occupation information for the Workforce Investment Boards and One-Stop offices. Content includes wage, trend and other occupation information plus instructions on how to access the information online.

Investigate the possibility of partnering with community colleges to offer labor market information classes for businesses and that provide continuing education credits for human resource professionals.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

**Frequency of Data Presentation Satisfaction Scores**

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

- **Support goals of the state’s WIA/Wagner-Peyser Two-Year Strategic Plan**

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- **Principal Customers**

Business, Education, Career Centers, WIB's, Legislators, Jobseekers, Students, Economic Developers

- **Planned milestones**

Nebraska Career Compass updated with new projection data

Maintaining OES-EDS wages on web site

Nebraska Occupational Outlook Publication 2004-2014, November 15, 2006

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$147,042

**4. Ensure that workforce information and support required by state and local workforce investment boards are provided.**

- **Description of core product, service or other demand activity**

LMI staff have been attending the Greater Nebraska WIB meetings and will continue to meet with WIB committees to discuss performance measures, customer reports, eligible training provider system, individual training account system, and other initiatives. LMI staff will continue meeting each month with staff members from the three local areas (Greater Nebraska, Lincoln, and Omaha) to keep them apprised of new and updated products. The Research Analysts will continue to work closely with the local boards to provide the local information that they need. The Research Analysts will serve as staff support for the Greater Nebraska WIB. The LMI Director and the Regional Analyst serve as staff support for the Workforce and Economic Development subcommittee for the State WIB.

Nebraska will continue to work with the local Workforce Investment Boards to provide labor market information. This information will be in the way of monthly e-mail newsletters to inform recipients of the latest and greatest labor market information (e.g., current unemployment rates, updates for economic indicators, nonfarm employment data, etc.) or by developing products displaying maps developed through GIS with accompanying analysis.

We are currently providing labor market information at Offutt Air Force Base to the individuals in the Transition Assistance Program (TAP). The TAP sessions occur once or twice each month and we will continue to provide this service during the grant period. Content highlights include O\*NET Online, America's Career InfoNet, America's Job Bank, Nebraska-specific information and information tools plus other useful sites (a cost of living calculator, finding LMI in other states, etc.).

We will continue our development of the new Regional Analysis publication for the local areas to help them understand their local economies. Information that will be included in these publications includes: demographic data (population trends and projections, commuting patterns, educational attainment, etc.); labor force and labor supply data; unemployment rates; industry employment data with historical information and location quotients; industry employment projections; occupational employment and projections; and regional skills assessment.

Graduate employment and earnings information is being collected after receiving confirmation that the processes comply with student confidentiality laws. Graduate information is matched with UI wage files for all community and state colleges, as well as for a number of private postsecondary career schools. One campus from the University is pursuing a wage match and it is anticipated that if this is successful, the other campuses may follow. This information includes numbers and percentages of graduates remaining in Nebraska, estimated annual earnings, industry employment by major and degree, employment by gender, age, race, and maps of work locations. WIB members are able to utilize this information on labor supply and other policy issues in their local areas. The information is also supplied back to the colleges in aggregated form with accompanying maps. Information from this source is supplied in the WIA ETP list TrainingLink on the LMI website. A publication will be produced and published on the website by March 2006. In July of 2006, a follow-up publication will be released.

Nebraska will provide information about occupations that require licenses for use in the Licensed Occupations Information System (LOIS) to support America's Career Kit and America's Learning Exchange. It is our intent to have all Licensed Occupation Information in place by March 1, 2006. The information will also be made available in a CD-Rom format that can be used as a more interactive tool for career exploration. CD-Roms will be available to all middle and secondary school counselors, career placement offices of post-secondary institutions, workforce development one-stop offices, licensing authorities, and the general public. The publication also features occupational videos and live Internet links to more detailed information.

Nebraska will conduct an employee benefits survey in the spring of 2006. The survey will use recommendations and materials developed by the national Employee Benefits Consortium. Results will be presented by business size and industry and can be compared to past benefits survey data. Final results should be available on the Nebraska LMI web site and in print form by winter 2006.

Nebraska has merged the DMV (Department of Motor Vehicle) records with the UI wage files and is developing an ongoing analysis phase. This information gives Nebraska a detailed look at the labor force in each of the local workforce areas, the amount of money the workers are earning, as well as a wealth of demographic data. The WIB members and local communities are able to utilize this information in policy decisions. We market this information as another tool to help understand the local labor force and to compare wages by gender and age. Information generated from this research is placed on our web site. Nebraska believes that the data that we have developed for our customers through the use of wage records is better than the current LED product. We will continue to utilize PY 2005 funds to enhance and broaden the information that we can deliver from the use of administrative data.

The Labor Market Information Center will contract with the University of Nebraska for the Nebraska Annual Social Indicators Survey (NASIS). Questions on the survey will focus on labor availability, consumer confidence, multiple jobholders, and individuals' retirement plans. This household information is not available elsewhere for Nebraska and has proven to be a valuable tool for providing localized economic information. Results of the NASIS survey will be published in the Economic Trends publication.

The Labor Market Dynamics information is a combination of Nebraska Workforce Development, Department of Labor Administrative databases. Quarterly wage records provide worker information, and the Quarterly Census of Employment and Wages provides business information. When this information is combined, we can determine the ebb and flow of workers in and out of the labor market by industry. Only workers covered by the Nebraska Employment Security Laws are included in the Labor Market Dynamics program. This information is shared with the WIBs and Career Centers to assist them in understanding the labor market. We are able to identify high turnover industries, identify best scenarios for job retention and identify wage levels that have high turnover. This data allows businesses, WIBs, and Career Centers to make better decisions and also provides valuable information to Unemployment Insurance workers, economic developers, and regional planners.

Nebraska will conduct two Job Vacancy surveys during program year 2005. The surveys will be conducted during 4<sup>th</sup> quarter 2005 and second quarter 2006. We have determined that these two quarters account for a lot of the hiring both seasonal and school graduations. Two demand driven reports were developed from the Job Vacancy Survey that are provided to the Employment Service (ES) Managers. These reports provide a comparison of survey results and openings from the ES system. These reports help ES staff to predict employers' needs and allow staff to inform employers how many applicants they have for their openings. In addition, reports are published showing the results of each job vacancy survey.

We will again, be conducting Customer Satisfaction Surveys obtaining feedback from Workforce Investment Board members, customers in local communities, general users of labor market information, and One-Stop office staff and partners. An online Customer Satisfaction Survey was developed and posted on the main LMI web page, Nebraska

Explorer, NSTARS and Career Compass. In addition, a customer satisfaction survey will be developed to accompany the Licensed Occupations publications as they are requested. The newly re-designed Internet-based *Economic Trends* will be evaluated for customer satisfaction in PY05. A 'standard' evaluation form that is used when presentations are made to varied customers was also developed. Evaluation information is data entered, tracked, stored and reported from databases created specifically for that purpose.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

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.

- **Support goals of the state’s WIA/Wagner-Peyser Two-Year Strategic Plan**

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- **Principal Customers**  
Business, Education, Career Centers, WIB’s, Legislators, Economic Developers, Chambers of Commerce, Jobseekers, Career Counselors, Students

- **Planned milestones**  
Job Vacancy Surveys conducted 4<sup>th</sup> Quarter 2005 and 2<sup>nd</sup> Quarter 2006  
*Economic Trends* customer satisfaction survey, March, 2006  
*Licensed Occupations* customer satisfaction survey, April, 2006  
*Graduate Earnings* publication, July, 2006  
Regional Analysis publication updated, May and November, 2006

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$37,400

## **5. Maintain and enhance electronic state workforce information delivery systems.**

- **Description of core product, service or other demand activity**

Dissemination of labor market information will continue to be through the Nebraska Explorer web site, through NSTARS/ADAM (Nebraska’s version of the North Carolina

system), Career Compass, and TrainingLink. In addition to the LMI web site that contains a wide variety of LMI data. 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. Nebraska Explorer is reviewed quarterly to keep links updated and to add links recommended by customers through our on-line customer satisfaction survey (December 2005, March 2006, June 2006, September 2006, December 2006).

The online customer satisfaction survey will be redesigned to improve response rate among data users. Responses from the customer satisfaction survey will be reviewed to determine enhancements and modifications that can be made to improve the LMI website.

Nebraska developed a demand driven web page for economic developers that links them to data needed for community site selections. This web page, Community Site Selection Data Sources, is laid out to make it easy for employers and economic developers to complete the International Economic Development Council spreadsheet of data standards. These web links will be updated December 2005, March 2006, June 2006, September 2006, and December 2006.

Nebraska will continue membership with the ALMIS Resource Center. To extend the capability of the ALMIS Database Nebraska will participate as a pilot state for the ADAM project. This project will allow all states to be able to share their ALMIS database with other states. This demand driven system will allow employers, economic developers, WIB board members to have easy access to information from coast to coast in an easy to access web format.

Nebraska is currently a pilot state for ADAM. Based upon ADAM's capabilities we may replace our current NSTARS system. Data available through NSTARS will continue to be marketed to community partners.

Nebraska will continue to maintain information on our Internet web site including:

- \* CES and Labor Force data
- \* State and sub-state wage data
- \* Monthly *Economic Trends* newsletter
- \* Affirmative Action data
- \* Long- and Short-Term Occupation/Industry Projections
- \* Licensed and Certified Occupations publication
- \* Nebraska Wage and Trend publication
- \* Employee Benefits Data
- \* Job Vacancy Reports
- \* Graduate Outcomes
- \* Industry Turnover Data

We have made many changes to our web site and will continue to serve our customers in the best manner possible. We will continue to work with our IT staff to convert the files to html code or PDF format and make additions/changes throughout the year.

We will continue to explore ways to allow customers to download data. Our IT staff members have created the site, and we have populated the site with some PowerPoint presentations and O\*NET information for our customers. We have added information on our website directing customers to the presentations on the LMI website.

Nebraska will continue to publish one of our most popular items “Nebraska Economic Trends”. This is a monthly newsletter that goes to around 2,800 subscribers. This is available in print as well as on our web site. Nebraska developed an interactive version of the “Nebraska Economic Trends” for the web site. This version is user friendly and has a built in search that allows the user to find past articles using a keyword search. For those that subscribe to the web version we have set them up on a listserv that notifies them when the latest version of Trends is available.

Nebraska TrainingLink, the electronic WIA eligible training provider delivery system will be updated with new consumer information since student privacy law requirements for UI wage matches are being met. Program specific employment and wage information will be available to the public and WIA customers. The number of participants, number of graduates, number employed and estimated annual wages will be available for consumers. The application compares graduates in one program at one institution to graduates in all institutions that offer the same program and degree. More institutions are being solicited to participate in the process. Enhancements to the system include; adding the 2000 CIP codes, adding updated earnings information and developing an automated process for updating the information in TrainingLink by April 2006. Vocational education teachers and career counselors are a major market for this career planning information.

We have available to us Crystal Reports. This is a software package that allows us to develop reports from a variety of databases. Both Licensed Occupations and Job Vacancy Survey Reports have been developed using this software. We plan to fully utilize this capacity in order to deliver information to our customers. With this software we may be able to set up data retrieval processes for our customers.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

**Frequency of Internet Tool Satisfaction Scores**

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

(ETPS)

- **Support goals of the state's WIA/Wagner-Peyser Two-Year Strategic Plan**

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- **Principal Customers**

Business, Education, Career Centers, WIBs, Legislators, Economic Developers, Career Counselors, Students, Jobseekers

- **Planned milestones**

Nebraska Explorer and Community Site Selection Data Sources - web links updated December 2005, March 2006, June 2006, September 2006, December 2006

TrainingLink enhancements by April 2006

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$50,000

## **6. Support state workforce information training activities.**

- **Description of core product, service or other demand activity**

Nebraska plans to continue expanding the training of our LMI staff members as well as conduct training sessions for users of LMI. Nebraska will redesign the existing 'Speakers Bureau' on our website which provides instructions on how to contact a speaker to present topics related to labor market information. We have provided and will continue to provide an increased number of custom presentations and trainings designed around customer needs.

Nebraska will continue to develop alternative methods of training delivery include placing PowerPoint presentations on the LMI website for download on demand, CDs of PowerPoint presentations, publication resources provided to attendees and non-attendees of training, and custom training for special audiences as requested.

Nebraska will explore different options to deliver training to One Stop Staff, WIB members and conduct meetings with other states. Nebraska plans to use Internet tools to expand the understanding of LMI. Training for Workforce Development staff in 2006 will focus on helping One-Stop Office staff members help our business customers. LMI



staff will pursue developing presentations/training for the WIA In-Service Conference to be held in April 2006.

From January through April of 2006, LMI will provide training on SOC coding, NAICS coding and use of the systems O\*NET Online and O\*NET Code Connector to Nebraska Vocational Rehabilitation staff.

Throughout the PY 2005, LMI will provide customized trainings/presentations as requested to education and student audiences. For example, computer workshops are being provided to high schools in fall of 2005 to introduce students to occupation and wage information and other career resources such as employer locator, occupation characteristics from Career Compass, America’s Career InfoNet, O\*NET OnLine, and other online sites. Presentations are also being scheduled providing similar information in PowerPoint slide show format.

In June of 2006, LMI will provide training/presentations at the Nebraska Career Education conference held annually, serving educators. Content will include resources useful to students, counselors and teachers.

Cross training has been and will continue to be a part of improving the capacity of the LMI staff. Staff members will be trained in the areas of Long-Term and Short-Term Projections, Crystal Reports, GIS, SPSS, OES, Visual FoxPro, LAUS, and CES. Nebraska will continue training in the areas of SPSS, NSTARS, and Microsoft Office: Word, Excel, Access, PowerPoint, and Project. Analysts will continue training in the area of economics, statistics, analysis, marketing, and sociological research. Staff members will attend the various ALMIS trainings and will use other types of training available. Nebraska will explore additional training and seminars to be delivered on-site. With many educational institutions available, we will research training on statistics, statistical analysis, analytical writing, researching, and economics. Staff members are at various levels of expertise so we will take this into consideration as we develop the curriculum. Nebraska will employ various methods for training, which will include: formal class training, seminars, workshops, on-site technical assistance, and cross training. By having highly skilled, trained staff members, we will be able to perform outreach activities much more efficiently.

We will be sending staff members to the Long/Short Projections Training, Specialized Analyst Training: Survey Design for LMI, ALMIS Resource Center Meetings, and other applicable training when available.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

| <b>Frequency of Special Services Satisfaction Scores</b> |                  |                      |                 |
|--|------------------|----------------------|-----------------|
|  | % Very Satisfied | % Somewhat Satisfied | % Not Satisfied |
| <i>Publication</i>                                       |                  |                      |                 |
| <i>Customized Data Analysis</i>                          | 43.5 (147)       | 44.2 (147)           | 12.3 (147)      |

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- **Principal Customers**

Business, Education, Career Centers, WIB's, Legislators, Career Counselors, Chambers of Commerce, Jobseekers, Economic Developers, Students

- **Planned milestones**

April 2006 Training completed for Vocational Rehabilitation  
LMI Training for WIB staff and Career Center staff - Fall 2006

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$22,698

## C. Consultation and Customer Satisfaction Assessment

Customer feedback through surveys, focus groups, one-on-one conversations, and other data collection methods are among the best way to ensure continuous improvement of products and services. LMI has conducted a number of customer satisfaction surveys in the past and will continue to solicit customer feedback in PY 2005. Results obtained from customer satisfaction surveys will be used to improve products, services, and delivery methods of materials provided by LMI.

### LMI User Database

Nebraska maintains a database of customers that can be used to track the types of customers requesting LMI data and their contact information, data that is requested, and method of dispersing the data. Additionally, LMI staff log the amount of time to compile the data and can include notes in the database.

The database of LMI data users can be used to show the need for various types of labor market information. Because the database has been populated for several years, trends can be tracked of the number of data requests, types of users, information requested, etc. The LMI user database can also be used to create a mailing list for other customer satisfaction surveys. Follow-up contact can be made with those that request LMI data to obtain additional information about their satisfaction with a range of products.

## **Online Customer Satisfaction Surveys**

Nebraska will continue the use of customer satisfaction surveys included on pages throughout the LMI website. These surveys were implemented in 2005 to collect data on users' experiences with Nebraska LMI data online. In PY 2005, the online customer satisfaction surveys will be evaluated and improvements will be made to increase the number of responses and quality of data collected.

## **Web Hits**

LMI is developing a method to track "hits" on different areas of the website. This tracking system will not collect any demographic information or identifiable characteristics of LMI users, but it will show which areas of the site are most visited. This information can be used to better organize the web site for users to easily access the most requested online data. Additionally, areas of the site that contain frequently requested data but are not utilized as frequently can be highlighted in articles in the Economic Trends newsletter.

## **Other Satisfaction Collection**

Nebraska will review customer satisfaction data collection methods used in the past to determine the best method of collecting both qualitative and quantitative customer satisfaction data in PY 2005. The "Customer Satisfaction Made Easy" manual, made available by the WIC, will also be consulted when deciding how to collect customer satisfaction data.

Each year, Nebraska conducts customer satisfaction on a few different products or services to ensure that current satisfaction data is available. In PY 2005, LMI will examine past customer satisfaction surveys to identify products and publications that do not have current customer satisfaction data. Those that are new or have recently been changed, such as the Economic Trends publication, will likely be included as well to gauge customer reaction to the enhancements made.

## **Using Customer Feedback**

Collecting customer satisfaction data is of very little use if nothing is done with the data. Nebraska will use customer feedback data obtained to make improvements to products, when possible. In the past, users have requested new products or enhancements to current products and LMI has delivered what was desired. Some examples of products developed based on customer feedback include:

- Free e-mail newsletters to help customers keep abreast of labor market trends
- Regional Labor Market Analyses
- Nebraska Employee Benefits Survey
- Presentations to schools, Workforce Investment Boards, military personnel transitioning to civilian jobs, and others

- Work in partnership with education and other government and private agencies
- Community Site Selection Data Sources on LMI web site

Future customer satisfaction surveys will be used to guide development of new products and services similar to those listed above, as well as improvements to current LMI products.