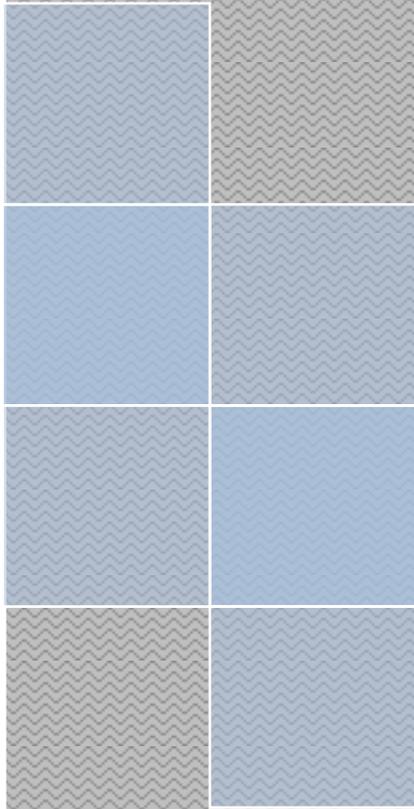


Nebraska Department of Labor

2010 Plan Year Workforce Information Grant Report



Nebraska Workforce Information Grant Report

Introduction and Background Information

Workforce Information Grant activities in Nebraska are carried out by the Nebraska Department of Labor (NDOL), Office of Labor Market Information. The Workforce Information Grant (WIG) team for the State of Nebraska is located in the state administrative office building of NDOL in Lincoln, Nebraska.

PY2010 Workforce Information Grant Staff

At the beginning of PY10, there were six permanent staff on the WIG team: five Research Analysts and a Research Supervisor. There was also a temporary Research Analyst and a Research Analyst intern who hired on as a temporary employee during the program year.

During PY10, two of the permanent and one of the temporary staff spent the majority of their time working on the Nebraska Green Jobs Survey funded by an ARRA LMI Improvement Grant. This grant ended in May 2011 and work assignments were shifted back to focus on WIG deliverables. Another staff member worked approximately half time on WIG and half time on WIA assignments. In December 2010, the WIG Research Supervisor left NDOL and supervisory duties were transferred to a Research Supervisor previously assigned exclusively to overseeing the BLS statistical programs.

Staff Training & Conferences Attended

WIG staff attended several trainings and conferences during PY10:

- Seven staff members attended the Nebraska State Data Center's Summer Data Conference in August 2010. This conference focuses on workforce and socio-economic data, Census updates, population trends, and other relevant information.
- One staff member attended Advanced Local Employment Dynamics (LED) Analyst training in Vienna, VA in August. The purpose of this training was to develop a group of high-level LED analysts who can further the use of the LED data in the field.
- A staff member attended the LED Partnership Workshop in Arlington, VA in March. This annual conference was for LED state partners and data users, and had examples of uses for LED data as well as information on using the newest version of the OnTheMap web based tool.
- A staff member attended the April ACT annual conference in April as that staff member is on the ACT Advisory Council. Topics at the conference included the P-16 initiative and skills assessments to match businesses with employees.
- One staff member attended the Geographic Solutions 8th Annual Workforce Technology Conference titled Workforce Development without Boundaries in Monterey, CA in June. General sessions included updates on new Geographic Solutions enhancements, US DOL priorities and a Washington update.
- A staff member attended an Analyst Resource Center meeting in October 2010 so as to supply input to assist in the construction of the Workforce Information Database.
- Two staff attended a University of Nebraska-Omaha Center for Public Affairs Research training on new health insurance data from the American Community Survey in October 2011.

- A staff member attended the Building a Culture of College Access and Success in Nebraska Conference for education, business and policy makers in May. This event was co-sponsored by P-16, Education Quest Foundation, and the Nebraska Departments of Economic Development and Labor.
- Staff attended and managed a booth at the University of Nebraska-Lincoln's October Green Jobs Conference.
- Five staff attended the Northern Plains and Rocky Mountain Consortium's "Researching the Green Economy" conference in April. Presentations at this conference focused on results of the consortium's green jobs survey efforts as well as discussing issues related to building a green workforce.
- The LMI Administrator attended the LMI Technology Forum, held in St. Louis, Missouri, in May 2011. The Forum was planned to be one component of a broader effort to review and build knowledge of the technology that is available today to deliver labor market information and to create a guide to current state-of-the-art practices that could be used as a reference for the development and enhancement of state LMI websites.

PY10 Workforce Information Grant Deliverables

The following pages report a brief review, by deliverable, of work completed during PY2010.

Table Name	Table Type	Core Table	Data Populated
Ces	Data	Y	National: 1939-present month. NE: Statewide, Omaha MSA, Lincoln MSA 2004-present month.
Empdb	Data	Y	Over 80,000 Nebraska Employers including physical location, mailing address, geocode, employee count, credit rating
Income	Data	Y	Census (Median Household-Type 03 Source 1): National 1984-2007. NE 1984-2007. County 1984-2007. BEA (Total Income-Type 01 Source 3): National 1929-2006. NE 1929-2006. County 1969-2006. BEA (Per Capita Income-Type 02 Source 3): Nat 1929-2006. NE 1929-2006. MSAs 1969-2006. Counties 1969-2006. MCs 1969-2006. HUD (Median Family Income-Type 04 Source 2): Nat 1989-2006. NE 1989-2006.
Indprj	Data	Y	Industry Level projections statewide ** Nebraska populates IOMATRIX instead of indprj and occprj
Industry	Data	Y	Nebraska Industries – includes data from the Quarterly Census of Employment and Wages (QCEW) program
Iomatrix	Data	Y	Nebraska Projections
Labforce	Data	Y	1948-present
Licauth	Data	Y	Occupational License ID Directory
License	Data	Y	Occupational Licenses in Nebraska

Occprj	Data	Y	Occupational Level projections statewide ** Nebraska populates IOMATRIX instead of indprj and occprj
Oeswage	Data	Y	Occupational wages by area
Populatn	Data	Y	Population (Census) National 1900-2007, NE statewide 1900-2006, counties 1970-2007 Projected to 2020

1) Populate the Workforce Information Database (WID) with state and local data.

The Workforce Information Database provides states with a common structure for storing information in a single database for each state. The database is intended to serve as the cornerstone for information delivery, workforce research, and product development for information that is standard and comparable across all states. One staff member from Nebraska served on the Analyst Resource Center (ARC) Structure Committee, which helps maintain comparability of WID databases in each state.

In program year 2009, Nebraska purchased a web delivery system from Geographic Solutions that uses the WID to publish information online. The system integrates labor market information contained in the WID with job postings and applicant information from employment services, “spidered” job postings, and other data such as O*NET and the InfoGroup employer database. The new site, known as NEworks, was made available to the public in October 2010. NEworks functions well using mobile devices such as smart phones and tablets to allow customers more access to labor market information. In an effort to coordinate enhancements to NEworks, Nebraska is heading up a newly created Geographic Solutions user group for states using the virtual LMI product. The piece of NEworks that pulls data directly from the WID can be accessed directly at

<http://neworks.nebraska.gov/analyzer>.

Nebraska maintains and updates the core and optional database tables as designated by ETA under the State Workforce Information Grant. All look-up tables and other necessary updates to ensure that data displays correct on the NEworks site are also maintained. Nebraska is required to submit occupational licensing tables to the National Crosswalk Service Center for updates to ACINET on a biannual basis. Nebraska submitted updated files in June. The next update will be in 2013.

2. Produce and disseminate industry and occupational employment projections.

In PY10, short-term (2010-2012) industry and occupational projections were produced for the Nebraska Statewide region and seven sub-state areas. Long-term industry and occupational projections (2008-2018) were produced for the Nebraska Statewide region and seven sub-state areas in PY09 and are planned to be updated for the 2010-2010 time frame in PY11.

Industry Projections

Short-term (2010-2012) industry projections were completed in June 2011. In Nebraska, projections for state and all sub-state areas are produced at the same time for each projections period. This is done so that customers in the local areas do not have to wait an extra year for sub-state projections to be produced. Industry projections, posted to the LMI website in June, can be found at

<http://neworks.nebraska.gov/analyzer/default.asp>.

These projections are used for the Nebraska Business Forecasting Council, a group of economists from University of Nebraska at Lincoln and Omaha, Creighton University, Nebraska Public Power District, Nebraska Department of Labor, and the Nebraska Department of Revenue. This group meets twice per year to create a business forecast for the state of Nebraska. Biannual reports, which include forecasts of industry and economic growth in the state, are published in January and June.

Occupation Projections

Short-term (2010-2012) occupational projections were completed in June 2011 and transmitted to North Carolina for inclusion on the projections central website (<http://projectionscentral.com>). In Nebraska, projections for state and all sub-state areas are produced at the same time for each projections period. This is done so that customers in the local areas do not have to wait an extra year for sub-state projections to be produced. Occupation projections, posted to the LMI website in June, can be found at <http://neworks.nebraska.gov/analyzer/default.asp>.

Projections information is provided to State and Local Workforce Investment Boards, agency staff, and customers via the NEworks website (<http://neworks.nebraska.gov/analyzer/default.asp>). Projections data has also been integrated into the NEworks website to provide job seekers with information at the point of service while completing job search activities and viewing employer job postings. Data is available through secure Excel worksheets that may be downloaded by customers via the “Data Download Center” page in NEworks at <http://neworks.nebraska.gov/gsipub/index.asp?docid=433>.

Staff wrote several articles in the monthly Nebraska Workforce Trends publication that focused on various elements of the projections data. Staff also released a publication that provided an in-depth analysis of the projected occupation and industry trends in Nebraska as well as in each region in December 2010. WIG staff members are available for presentations and consultations to assist in accurate interpretation of the data used in workforce planning and decision-making.

3) Conduct and publish relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the governor and state and local WIBs.

Labor Market Regional Reviews

The Labor Market Regional Reviews were published to the web in June 2011. The Regional Reviews are produced annually for Nebraska Statewide, as well as each Metropolitan and Micropolitan Statistical Area in the state. Each Regional Review contains a variety of localized labor market information, including a demographic review, labor force data, employment by industry and occupation, and employment projections. These publications can be viewed or downloaded at <http://neworks.nebraska.gov/gsipub/index.asp?docid=417#LMRA>.

Economic Impact of Business Opening: Wal-Mart Distribution Center Case Study

This project analyzed the ramifications of a Wal-Mart Distribution Center that opened in North Platte, Nebraska a few years ago. Topics of the report included unemployment, wages, worker migration, and government intervention in the form of tax incentives. In addition to real data collected and tracked following the opening of the distribution center, the software program IMPLAN was used to model the increase in employment, income,

and output. This report contained confidential information, and was distributed only within the Nebraska Department of Labor and the office of the Governor.

Flood Plain Analysis

Due to increased rainfall in surrounding states, Nebraska experienced flooding for multiple river systems running through or adjacent to the state. To assist the Governor's office with determining the economic impact of this flooding, WIG staff members used industry data from the QCEW along with flood plain maps from the Army Corp of Engineers & Department of Natural Resources to determine the number of businesses and employment that could be affected by the flooding of the Missouri, North Platte, and Platte River systems. Detailed maps and data tables were provided to the Governor's Office near the end of PY10.

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

Career Compass

Nebraska continues to provide job seekers and students with a variety of labor market information via Career Compass (<http://www.dol.nebraska.gov/lmi/CareerCompass/index.cfm>). To meet the needs of WIA and the Demand Occupation Policy, Labor Market Information provides a Focused Workforce Search highlighting high-wage, high-skill, and high-demand occupations in the state.

College Wage Match Graduate Outcomes Publication

Results from the Public Postsecondary Graduate outcomes project give a closer picture of recent graduates earnings, industry employment, and work location. This publication also includes information about which majors produce graduates most likely to be employed in Nebraska, which majors produce the highest wages, which Nebraska counties graduates are employed in, and demographic characteristics of graduates.

The publication includes sections for all six of Nebraska's Community Colleges, all three State Colleges and one campus in the University of Nebraska system. The information is used by career center case managers to assist people in making informed training decisions. The Graduate Outcomes in Nebraska publication can be found at <http://networks.nebraska.gov/gsipub/index.asp?docid=417>.

Nebraska Workforce Trends

Nebraska Workforce Trends is a monthly publication filled with information about the economy and labor market in Nebraska. This publication is sent to approximately 400 subscribers each month with additional readers logging onto the website to read each issue. The subscriber list for Nebraska Workforce Trends includes the state's senators, Workforce Investment Board members, and community leaders, economic developers, state educators, and professionals from the business community. Issues of Nebraska Workforce Trends can be viewed at <http://www.dol.nebraska.gov/center.cfm?PRICAT=3&SUBCAT=4E&APP=4ET>.

Social Media

LMI has expanded outreach efforts to include a Twitter account. Tweeted topics include monthly press releases, Nebraska Workforce Trends, and local articles and topics of interest. There are approximately 180 followers to the LMI account. The Twitter account can be followed at http://twitter.com/#!/NE_DOL. LMI also provides content for the NDOL Facebook page. However, this page is maintained by staff in another area of the NDOL, so there are significantly fewer postings.

Licensed Occupations in Nebraska

In addition to providing the updated licensing files to the National Crosswalk Service Center, a publication containing the licensing information was released in June 2011. This publication includes occupational descriptions, licensing and certification requirements, contact information, fee information, renewal information and licensing statistics. This publication can be found at

<https://networks.nebraska.gov/admin/gsipub/htmlarea/uploads/2011%20Licensed%20Occupations%20final%20linked-Secured.pdf>.

Labor Market Regional Reviews

Nebraska's Labor Market Regional Review publications are designed to paint a picture of the local labor market in a concise format. The Labor Market Regional Reviews are targeted for use by State and Local Workforce Investment Boards, local and regional economic development organizations, chambers of commerce, and employers, and continue to evolve in response to feedback from these partners. The publications, available for Nebraska statewide and twelve sub-state areas, are available at

<http://networks.nebraska.gov/gsipub/index.asp?docid=417#LMRA>.

Nebraska Occupation and Industry Projections

The Occupational and Industry Projections for Nebraska publication, with an in-depth analysis of long-term industry and occupational projections information, was released on the LMI website in December 2010. Several tables and graphs are included for each type of projections along with written narrative. This narrative gives more details of occupations or industries as well as regional highlights. This publication can be found at

<http://networks.nebraska.gov/gsipub/index.asp?docid=417#LMRA>.

5) Partner and consult on a continuing basis with workforce investment boards and other key workforce and economic development partners and stakeholders.

LMI has continued to be incorporated into the State WIB meetings on a regular basis. WIG staff has been invited to update the Board on current labor market conditions and give project updates to the Board at each full Board meeting. This gives the Board an opportunity to understand current trends in the state's labor market, as well as ask questions that help them to make more informed decisions. Topics presented included NEworks, unemployment and labor force data, Current Employment Statistics (CES), projections, education completer data, new hires, green jobs and flood plain analysis. Several Board members were interested in the NEworks online training offered by LMI and either attended themselves or had their staff attend. Lieutenant Governor Rick Sheehy serves on the SWIB and attends regularly to represent the Governor's office.

Local Workforce Investment Board Presentations

In February, staff presented the NEworks LMI pages at the February Greater Nebraska Workforce Investment Board meeting in York to approximately 50 people. The Omaha Workforce Investment Board invited LMI to present at the Heartland Workforce Solutions Learning session in May. Eighteen people, primarily WIB and human resources professionals, participated in the event. Workforce demographics, projections, consumer price index and NEworks labor market information pages were presented.

State and Local Workforce Investment Area Plans

Staff provided updates for the WIA PY11 State plan modification in January. In addition to presentations and providing information for the State plan, LMI has supported the state's local WIBs through data collection for each of the LWIBs' local plans. This included gathering population demographics, employment and unemployment trends, employment projections, wage statistics and other economic trends. Data was provided for the Greater Nebraska Local Plan, Heartland Workforce Solutions (Omaha) Local Plan and the Lincoln Local Plan. This data is used to chart and/or reinforce the direction each local area has taken to meet the needs of the customers served in that area, and justification for continued efforts.

SyNErgy

Nebraska submitted and received a US Department of Labor State Energy Sector Partnership (SESP) grant. This grant is coordinated through the Nebraska Department of Labor. The Office of Labor Market Information participated in the grant development process; supplying information, reviewing the grant's wording and assisting in some of the writing. This grant has been named the syNErgy Project in Nebraska and the goal is to place skilled workers in unsubsidized employment in the Renewable Energy and Energy Efficiency fields. This is to be done by preserving and creating new jobs in power generation, transportation, building, agriculture and waste management markets while reducing the environmental footprint of these energy intensive industries. The Office of Labor Market Information has participated on the Governor's Blue Ribbon Panel for this grant and the Nebraska SESP Charter Committee which serves as an industry advisory committee throughout the life of the grant.

Green Jobs Grant

Nebraska continued its collaboration with Wyoming, Montana, South Dakota, Iowa, and Utah to define and research green jobs. This study was funded by an American Recovery and Reinvestment Act (ARRA) grant from the USDOL. The grant award had several research deliverables, which included the following:

- Identify Green Industries: Existing, New, and Emerging
- Identify Green Occupations
- New and Emerging Green Technologies Research
- Research Methodology Comparisons
- Skills in Demand and Employment Service Placements
- Researching Sustainable Agriculture

A Green Jobs Survey was mailed to almost 12,000 businesses within the state. The purpose was to identify how businesses categorize themselves within various green economic activities, how many green employees are within the business, and information about green jobs, such as wages, education requirements, additional skills, vacancies, and jobs recently created and/or eliminated.

Data collection and cleaning occurred through the end of December 2010 followed by data analysis and report writing. The Nebraska Green Jobs Report was published in June 2011 and is available online at <http://networks.nebraska.gov/gsipub/index.asp?docid=417#GREEN>.

New Hires Survey

The New Hires survey was part of the deliverables for the LMI Improvement Grant received by the Northern Plains & Rocky Mountain Consortium. The survey focused on personal traits and skills of new hires as reported by employers. Survey design started in PY09 and the survey was fielded during PY10. A total of 1,304 replies were received from Nebraska employers. Data was analyzed and published during the end of PY10 and the start of PY11. The full report has been published to the NEworks website as part of the green jobs research at <https://neworks.nebraska.gov/admin/gsipub/htmlarea/uploads/Nebraska%20New%20Hires%20Report.pdf>.

Economic Impact of Green Projects

The Northern Plains & Rocky Mountain Consortium compiled a list of ARRA projects from www.recovery.gov which relate to green activities. Each project was analyzed using Implan software to establish the impact of these green projects on the economy. Results were published on the NEworks website at <https://neworks.nebraska.gov/admin/gsipub/htmlarea/uploads/Economic%20Impact%20from%20Green%20ARRA%20Projects%20in%20Nebraska.pdf> in June 2011.

Adult Basic Education GED Analysis

The Department of Education requested information on Adult Basic Education completers to see if wages increased among those who completed a General Equivalency Diploma (GED). WIG staff matched the GED recipients from a single quarter to a series of wage records including the wages from the year before they began the GED and the year after receiving the GED. The mean and median wages were calculated for different subsets of the data including those GED recipients that worked all eight referenced quarters or worked only some of the time; those that worked for a single employer or worked for several employers; and those recipients that were reported as English as a Second Language (ESL) students or non-ESL students. A report was compiled with the findings and provided to the Department of Education. A summary of the findings was published in the Nebraska Workforce Trends newsletter.

Career Ladder Posters

The Career Ladder Posters are a publication designed to educate individuals on possible career paths. Six different career paths were determined and turned into Career Ladder Posters. The occupations in those posters were stratified by education level and provided expected wages. This tool is useful for jobseeker customers in making decisions as to what type of career they would like to pursue.

Layoff Map

A monthly report on recent Nebraska permanent layoffs was created due to an increased interest in the Nebraska economic condition during the most recent recession. The report includes layoff notification to Rapid Response and WARN. Layoffs are displayed geographically by size and industry to provide a clear picture of the layoff climate in Nebraska. The report also includes layoff events and number of affected workers by industry, event month, and type of layoff (closure or layoff). Due to decreased layoff activity, the report has been produced quarterly since March 2011 (it had been created monthly when there were high numbers of layoffs). This map is frequently used by the SWIB and other community planners. The map is available on the NDOL website at <http://www.dol.nebraska.gov/employers/dislocated/LayoffMap.pdf>.

In PY10, a Layoff Comparison was created to show the annualized differences in layoffs between 2009 and 2010. This five page analysis used data from the Rapid Response warning system to compare layoffs and closures for

the two years. The annualized maps and associated analysis were made available on the NEworks website in January 2011 at <https://neworks.nebraska.gov/admin/gsipub/htmlarea/uploads/LayoffComparison.pdf>.

H2A Wage Survey

WIG staff conducted two surveys of temporary/seasonal agricultural workers to determine prevailing wage figures for the H2A foreign workers program. This survey was conducted on behalf of the Foreign Labor Certification Board as a fee for service. The first survey, conducted in December of 2010, was sent by mail to 658 employers to assess the standard wage and benefits practices of temporary and seasonal agricultural employees. The second survey, conducted in May of 2011, was conducted by phone contacting 241 employers to assess the prevalence of written labor contracts and specific dispute arbitration language for temporary and seasonal agricultural employees. Results were sent to the Foreign Labor Certification Board.

Nebraska Unemployment in Brief

Nebraska Unemployment In Brief is a monthly dashboard report containing employment- and unemployment-related statistics for the state. Included in this report are monthly payouts of regular and extended unemployment insurance benefits, comparisons of the number of individuals receiving unemployment benefits, the number of individuals who have exhausted their claim for unemployment insurance benefits, job gains and losses by industry, the number of job seekers and employer job orders, and information about recently announced company layoffs. This report can be found on the NDOL website at <http://www.dol.nebraska.gov/infolink/Unemployment%20in%20Brief.pdf>.

Skillshed Studies

Collaboration between Iowa, Missouri, Indiana, and Nebraska, as well as the city of Peoria, IL, sought to develop a framework for a Skillshed analysis that could be easily reproduced by other states or regions. A Skillshed is a geographic area or region that pulls its workforce and the skills, education, and experience that the workforce possesses. The Skillshed analysis spurs an understanding of the area's competitive strengths by detailing the current workforce mix. Furthermore, the analysis enables recognition of which occupations or industries the area has the ability to grow as a result of understanding the difference between the area's current skill set and that skill set that would be required by emerging markets within that area.

Collaboration for this analysis began at the end of PY09. A quarterly meeting took place in Nebraska in June 2010. The results were shared at the regional Heartland Conference in July 2010. The final publication was made available to Nebraska in December 2010.

Battelle Study

The Nebraska Department of Labor collaborated with the Nebraska Department of Economic Development, to select the Battelle Technology Partnership Practice (TPP) to conduct the competitive advantage assessments and assist in crafting a strategic plan of action with concrete action steps. Battelle TPP is the economic development consulting arm of the world's largest independent non-profit research and development organization. Battelle TPP brought to this project a position as the national leader in advanced, technology-based and cluster-driven economic development practice with an established track record in developing and advising many of the most successful modern development programs in the U.S.

The focus of this study was addressing the terms of competition of today's global knowledge-based economy. The Office of Labor Market Information was a major participant in the development of this study. The LMI Office provided historical Quarterly Census of Employment and Wage (QCEW) data, Industry and Occupational Employment Projections data, Occupational Employment and Wage Statistics data, along with supporting analysis. The study called for Nebraska to be more strategic and comprehensive in its economic development approaches. So, this assessment of Nebraska's competitive advantage focuses on three highly inter-related building blocks:

- The underlying performance of specific industry clusters in Nebraska, based on employment trends, economic output, and geographic patterns of development. This analysis also considers expected national growth rates and identifies niche industry specializations that can inform targeted industry development for the state's economic development efforts;
- The position of Nebraska in innovation and high-growth potential entrepreneurial development in the state, and how Nebraska is positioned in core competencies for future growth;
- The talent position of Nebraska overall and within its leading industry clusters, and how to establish more concrete strategies to link talent with the state's overall economic development efforts.

The study led to four pieces of legislation being introduced and passed in the State legislative process; The Business Innovation Act, Angel Investment Tax Credit Act, The Site and Building Development Act and The Nebraska Internship Program. All of these bills that were passed are now in the process of being implemented.

USDOL Workforce Data Quality Initiative Grant Application

In August, South Dakota submitted the Workforce Data Quality Initiative Education and Workforce Longitudinal Database grant application for a consortium comprised of Nebraska, South Dakota and Wyoming. The grant application was unsuccessful.

LMI Support of State Economic Development Initiatives

Labor Market Information staff have a good working relationship with WIB members, economic development entities, and career center managers. WIG staff have a comprehensive knowledge of LMI data and fulfill many of the requests for information from these groups. WIG staff fulfilled 46 requests for data from career center managers and staff, constituting 22 hours of staff time.

Several times throughout this past year, WIG staff have provided large amounts of labor market data to the Department of Economic Development to support their recruitment of businesses to the state. Data commonly provided included labor force and employment trends, industry and occupational projections, industry and occupational wages, commuting patterns, recent college graduates working in Nebraska, Unemployment Insurance claims by occupations, and recent area layoffs. WIG staff fulfilled 34 direct requests for data from state and local economic developers and chambers of commerce, 37 hours of staff time.

Youth Conservation Program Legislation

In April, staff provided input on the bill's criteria and labor market information for LB 549-Youth Conservation Program, a jobs program for youth across Nebraska. LMI mapping helped identify youth that fit the bill's criteria on unemployment and poverty in areas with state parks across the state. The legislation was signed by the Governor in May 2011.

Region V/GLETA Rapid Response Survey Work Group

Staff participated in the Region V/GLETA Rapid Response survey work group to develop a common survey to be administered at Rapid Response sessions. The goal of the common survey was to be easily able to share information across state lines and with the Regional Office. The tool may be used for economic development across state borders and provides information on services needed.

Unemployment Insurance Technical Assistance

LMI provided technical assistance to Unemployment Insurance on defining declining and high demand occupations in December. This information will assist UI staff in determining approved education for benefits recipients.

Nebraska P-16 Initiative/Department of Education State Longitudinal Database System

LMI was designated to serve on a technical committee at the Department of Education regarding a longitudinal database. This is also related to P-16 initiative to ensure NDOL is in step with Education as they create unique identifiers and other elements so that students may be tracked from elementary school through postsecondary education and into the workplace.

Training and Presentations Provided by Workforce Information Grant Staff in PY10

Transition Assistance Program (TAP)

Labor market information resources that are available online were presented to individuals retiring or separating from the military 18 times in PY10. TAP was conducted at Offutt Air Force Base, with approximately 30-35 people in attendance at each session. Offutt made a computer lab available and expanded the sessions for individuals preparing to transition from the military back into the civilian workforce. Content includes O*NET, ACINET, occupational wages, projections, Salary Relocation Calculator, NEworks, Career Compass, BLS OES wage tool, and Job Central. Customer satisfaction is tracked for each session and comments are used to refine the presentation.

Nebraska Economic Development Association (NEDA)

In June, college wage match, projections, and census information was presented at the June Nebraska Economic Development Association (NEDA) conference in Grand Island. Approximately 40 people attended. The Association is comprised of public and private economic development professionals.

Vocational Rehabilitation Training

Training on O*NET, NAICS, ACINET, Career Compass, My Next Move, MySkills MyFuture, and Salary Relocation Calculator was conducted in cooperation with Vocational Rehabilitation staff. The training was related to case management employment plan guidelines. Participant evaluations indicated a preference for the hands-on computer exercises. WIG staff will continue to work with this target audience to customize training content. Training was conducted on a fee for service basis in March 2011 for 10 new staff.

Pathways to Success Train-the-Trainer Training

In December, LMI staff partnered with NDOL Employment and Training Office to offer an all day train-the-trainer session on the Pathways to Success Work Readiness and Occupational Skills training. Approximately 50 people from non-profit organizations, many of which work with refugees, attended the training that included labor

market information and using the new NEworks web site. As a result of the training, Nebraska Department of Correctional Services approved the curriculum and distributed it to every Nebraska correctional facilities' job skills teacher in the education departments. The materials were also adopted by nonprofits working with ex-offenders in Lincoln, Omaha and Oklahoma City. Exercises from the curriculum have been translated into Spanish and Arabic, with French, Chinese, and Taiwanese currently in process.

Partnerships for Innovation/Nebraska Department of Education

In November and December two staff members attended Partnerships for Innovation/Nebraska Department of Education visioning sessions on the "Business, Management, and Marketing" and "Law, Public Safety, and Security" career clusters. Staff presented information on occupational projections, wages, and college wage match data. The session was aimed at providing a base for education staff to draft curriculum models with the aim of having a capstone course for dual secondary and postsecondary credit.

Building Nebraska's Future Workforce Forum

In October, staff presented at Nebraska Appleseed's "Building Nebraska's Future Workforce Forum Connecting Working Nebraskans to Hot Jobs" workshop. Topics covered included occupational projections and wages, O*NET competency models, NEworks, green jobs update and career ladder posters. Approximately 40 people attended the two sessions.

Experience Unlimited

Two staff members presented to the Lincoln Career Center's Experience Unlimited support group for unemployed and underemployed professionals. The new NEworks labor market information pages were the topic at the October meeting.

Fremont Career Center

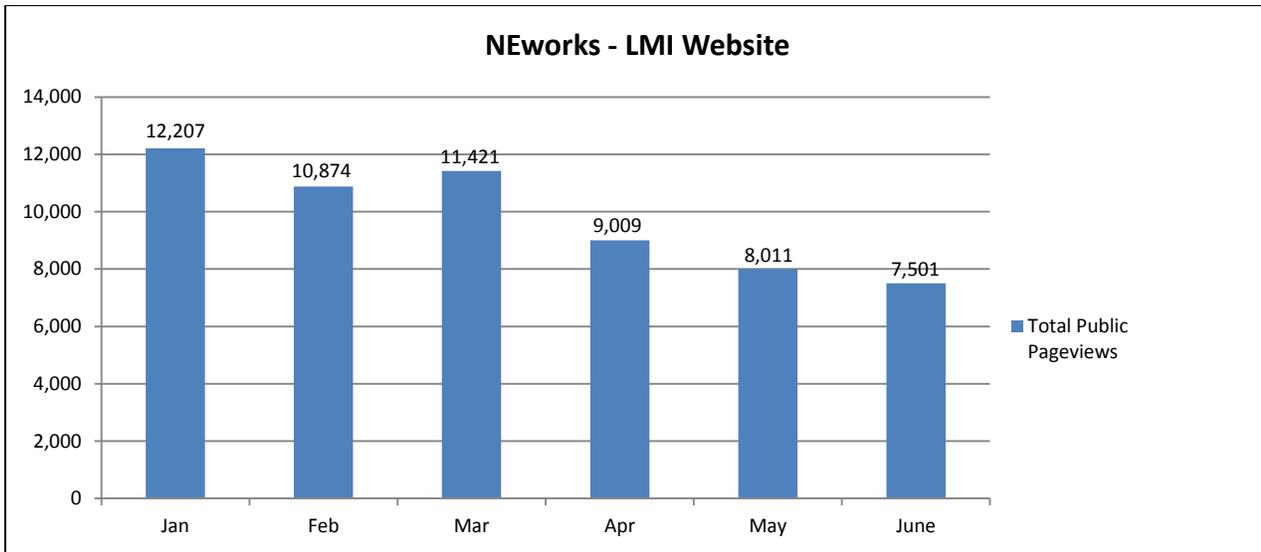
The Fremont MC regional review, NEworks, projections, college wage match, unemployment and labor force data, new hires, green jobs and flood plain analysis were presented to 28 people in Fremont in June. Attendees included economic developers, chamber of commerce, state legislator's staff, business, local press, Vocational Rehabilitation and Career Center staff and several businesses.

Web Conferencing Technology

Nebraska has utilized Microsoft Live Meeting web conferencing software to conduct training on how to use our new NEworks LMI website. Two trainings were conducted in February for a total of six sessions with a combined attendance of approximately 155 people. The first training gave an overview of the new website while the second focused on the Area Profile feature. Attendees have not only been DOL staff but also individuals from the business community, other state agencies, local economic development groups, and area colleges. Attendees have spanned the entire geography of the state from Scottsbluff to Omaha.

Google Analytics Website Tracking

The newest LMI homepage was launched early in October 2010. In order to track the new website's performance, Google Analytics code was installed and refined over the first three months to include nearly every page on the site and allow tracking of website usage as of January 1, 2011. Since that time a monthly inventory of page visits has been taken to monitor the site's usage. The graph below shows the combined total public page views per month for all of the LMI pages that are tracked from January through June 2011.



In addition to page views, several other metrics can be tracked and analyzed using the Google Analytics program, including location of users, entrance paths onto the site, and the number of new vs. returning users.

Data Requests

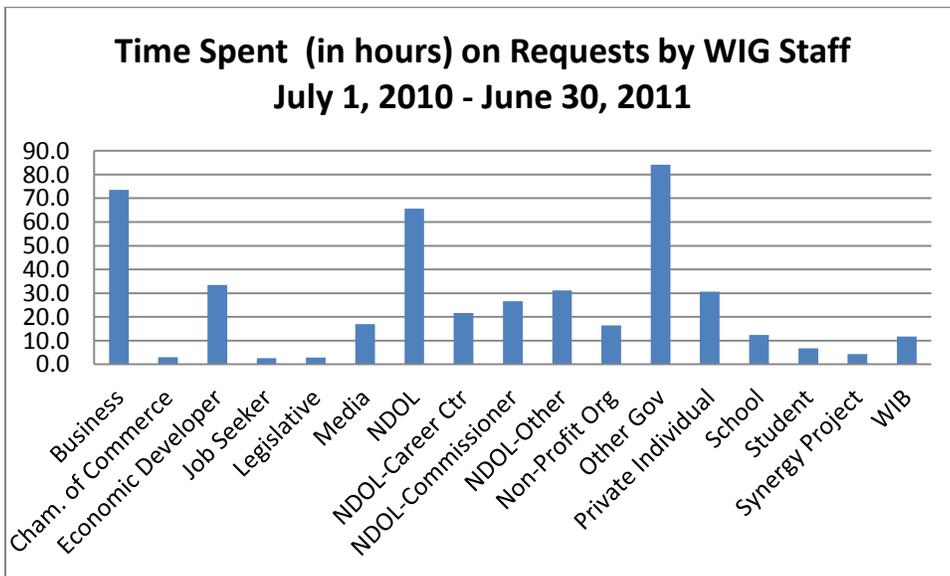
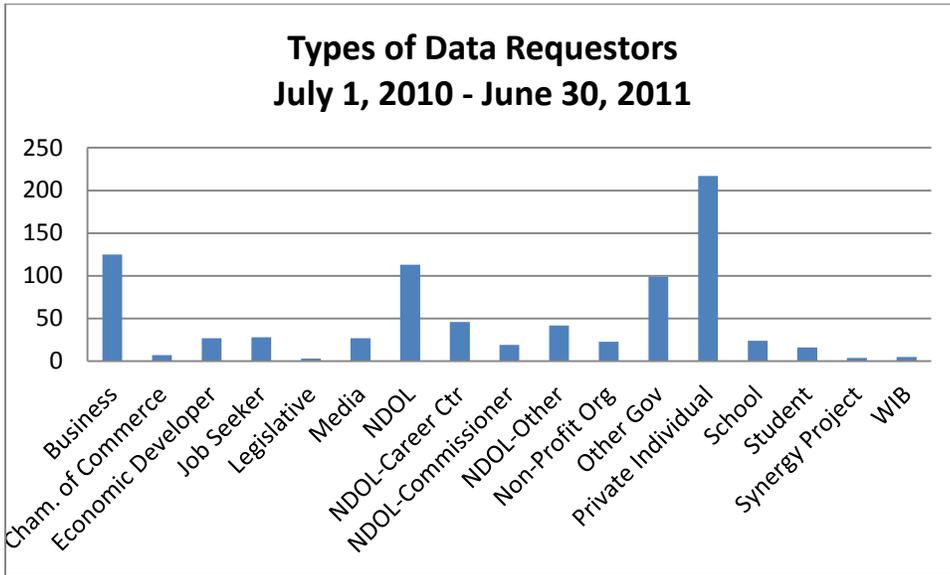
Information on data requests are recorded in a shared database. Aggregate information from the request database is displayed below.

Presentations Given July 1, 2010 – June 30, 2011		
Presentations	Sessions	Attendees
Businesses	2	53
Case Managers	3	105
Economic Developers	4	211
Job Seekers	14	430
Students	1	27
WIB	3	125
Other Government	2	170
Other	4	210
Total	33	1,331

LMI Data Requests July 1, 2010 – June 30, 2011	
Data Requested	Count
Affirmative Action	5
Attend Meeting	2
Benefits Report	6
Business Licenses	2

Census	47
CES Employment	21
CES Wages	2
CPI/COLA	4
Commuting Patterns	1
DMV	1
Green Jobs	1
Ind. Projections	15
Job Seeker Assistance	8
JobLink	2
LAUS/UI Rates	74
Laborforce/Workforce	53
Labor Laws	30
LED	16
LM Regional Review	4
Layoffs/Rapid Response	9
Licensed and Cert.	4
Mass Layoffs	3
Minimum Wage	3
Minorities	1
NAICS Code	155
New Hires	3
Occ. Projections	30
OES Wages and Employment	111
ONET	8
Prevail./D-B Wages	1
Projections Publication	5
QCEW Employment	52
QCEW Wages	32
Rapid Response	1
Supply/Demand	5
Training Related	161
UI Stats / UI in Brief	28
Wage Match	10
Workforce Trends	3
Other	146
Explorer	3
TrainingLink	2
Career Compass	12

Job_Link	3
LMI Site	24
Networks	50
Other Web	19
Total	1,171



Data Request Delivery Methods July 1, 2010 - June 30, 2011

