



# NEBRASKA DEPARTMENT OF LABOR

2011 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.

### PY2011 Workforce Information Grant Staff

At the beginning of PY11, there was six permanent staff on the WIG team: five Research Analysts and a Research Supervisor. One Research Analyst split time between WIG and WIA activities. There were also two temporary Research Analysts during the program year.

### Staff Training & Conferences Attended

WIG staff attended several trainings and conferences during PY11:

Several staff members attended the Nebraska State Data Center's Summer Data Conference in August 2011. This conference focuses on workforce and socio-economic data, Census updates, population trends, and other relevant information.

In November, one staff member attended the Nebraska Appleseed 2011 Building Nebraska's Future Workforce Forum in Omaha. Topics included outreach to adults, retention in education & training, and funding streams for adult education. Nebraska Appleseed is a non-profit organization that focuses on the low income population, children, Immigrants and health care.

A staff member attended the Local Employment Dynamics (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 ACT annual conference in April because that staff member is on the ACT Advisory Council. Topics at the conference included dual-credit Coursework and career readiness.

One staff member attended the Geographic Solutions 9<sup>th</sup> Annual Workforce Technology Conference titled Making Connections, in Clearwater Beach Florida in June. Nebraska uses this web based software system to deliver labor market information through the agency web site. 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 2011 so as to supply input to assist in the construction of the Workforce Information Database.

One staff member attended the October Rapid Response/LMI Forum in Chicago. The objective of this forum was to facilitate communication between each state's LMI and Rapid Response staff and to share best practice ideas between states.

WIG personnel organized and sixteen LMI and three DED staff members attended a two hour workshop on American FactFinder in the NDOL training room. David Drozd from UNO's Center for Public Affairs Research (State Data Center) presented the training.

In May, one Staff member attended the Nebraska Appleseed Bridge Program Blueprint for Nebraska Conference. A portion of the Blueprint contains high wage high skill high demand occupations, occupational projections and wage data and industry clusters by regions within the state.

## **PY11 Workforce Information Grant Deliverables**

The following pages report a brief review, by deliverable, of work completed during PY2011.

### **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. This site, named NEworks, 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 element of NEworks that pulls data directly from the WID can be accessed directly at <http://networks.nebraska.gov/analyzer>.

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 1984-2009. NE 1984-2007. County 1984-2009. BEA (Total Income-Type 01 Source 3): National 1929-2009. NE 1929-2009. County 1969-2009. BEA (Per Capita Income-Type 02 Source 3): Nat 1929-2009. NE 1929-2009. MSAs 1969-2009. Counties 1969-2009. MCs 1969-2009. HUD (Median Family Income-

			Type 04 Source 2): Nat 1989-2009. NE 1989-2009.
Indprj	Data	Y	Industry Level projections statewide
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
Oeswage	Data	Y	Occupational wages by area
Populatn	Data	Y	Population (Census) National 1900-2010, NE statewide 1900-2006, counties 1970-2010 Projected to 2020

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. Due to coding changes in the SOC and NAICS systems, there are tables which do not presently display information correctly. These issues will be resolved during the next update of the NEworks site, in fall 2012. 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 2011. The next update will be in 2013.

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

In PY11, short-term (2011-2013) industry and occupational projections were produced for the Nebraska Statewide region and seven sub-state areas. Long-term industry and occupational projections (2010-2020) were produced for the Nebraska Statewide region and seven sub-state areas in August 2012. The deliverable deadline for the long-term projections was extended this year to the end of August by ETA to account for new projections software and a delay in National Projections.

### Industry Projections

Short-term (2011-2013) industry projections were completed in June 2012. 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://networks.nebraska.gov/analyzer/>

These projections are used by 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 (2011-2013) and long-term (2010-2020) occupational projections were completed in June 2012 and August 2012, respectively. These projections were transmitted to North Carolina for inclusion on the projections central website (<http://projectionscentral.com>). Occupation projections can be found at <http://networks.nebraska.gov/analyzer/>.

Projections information is provided to State and Local Workforce Investment Boards, agency staff, and customers via the NEworks website (<http://networks.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 Excel worksheets that may be downloaded by customers via the "Data Download Center" page in NEworks at <http://networks.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 2011. An updated version of this publication will be published in PY12. 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 Statewide Regional Review was completed in July 2012 published to the web. The Regional Reviews are produced annually for Nebraska Statewide, as well as each Metropolitan and

Micropolitan Statistical Area in the state. Regional Reviews for the MCs and MSAs will be published in PY12. 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://networks.nebraska.gov/gsipub/index.asp?docid=417#LMRA>.

#### 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>.

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

#### H3 – High Wage, High Demand, High Skill Occupations

WIG staff assisted in the development of a new site designed to show high wage, high demand, and high skill (H3) occupations. This site, developed in partnership with the Nebraska Department of Education, provides top ten listing of current job openings from NEworks, occupational wages, projections, educational programs, and licensing information. Reports by educational cluster, region of the state, and industry cluster can be viewed and downloaded. The H3 site also provides links to other online resources to assist students, educators, and job seekers learn about and search for jobs. WIG staff was funded by PY2009 Federal Incentive Grant. The WIG staff adapted the data from the WID so it can be automatically pulled into the web site when files are updated. The web site address for this is; <http://h3.ne.gov/H3/>

#### Career Compass

Nebraska continues to provide job seekers and students 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. During PY2012 we plan to add remaining items from Career Compass into H3 and make that the source to meet needs of WIA staff.

#### College Wage Match Graduate Outcomes Publication

Results from the public postsecondary Graduate Outcomes project give a picture of recent graduates' earnings, industry employment, and work location. This publication also includes information about which fields of study produce graduates most likely to be employed in Nebraska, which fields of study produce the highest wages, in which Nebraska counties graduates are employed, 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 publications can be found at <http://networks.nebraska.gov/gsipub/index.asp?docid=417>.

### Social Media

LMI has expanded outreach efforts to include a Twitter account. Tweeted topics include monthly press releases, Nebraska Workforce Trends, and local articles on topics of interest. There are approximately 310 followers to the LMI account. The Twitter account can be followed at [http://twitter.com/#!/NE\\_DOL](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.

### 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>.

### Recession in Nebraska

The Recession in Nebraska publication was an historical analysis of the past four recessionary periods in the nation's, state's and local areas' labor markets. Data sources included Bureau of Economic Analysis, Bureau of Labor Statistics, the Census Bureau and the Federal Housing Financing Agency. The result was posted online in August 2011.

<https://networks.nebraska.gov/admin/gsipub/htmlarea/uploads/Recession%20in%20Nebraska.pdf>

### Layoff Comparison

In February 2012 the LMI office posted the Layoff Comparison publication on the NEworks website. This publication contains a summary of known layoff events for the past three years. The layoffs are analyzed by industry, area and time period.

<https://networks.nebraska.gov/admin/gsipub/htmlarea/uploads/LayoffComparison.pdf>

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

### Local Workforce Investment Board Presentations

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 full Board meetings. 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 using NEworks, unemployment and labor force data, Current Employment Statistics (CES), projections, and education completer data. State WIB members were surveyed on topics of interest by the Employment and Training Office. LMI was most requested followed by Economic Indicators and Workforce Issues and Solutions, Education and Training Initiatives, Legislative issues and several others. Staff will develop a more detailed questionnaire to assess Board interests in PY12.

### State and Local Workforce Investment Area Plans

Staff provided updates for the WIA PY12-17 State plan in June. In addition to making 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 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.

### WIA Area Study

Staff provided data and maps to the State WIB and state Employment and Training Office in January. The State WIB was considering re-defining the Workforce Investment Areas to align with community college or economic development service areas. The State WIB decided to keep the current area boundaries.

## Nebraska Workforce Investment Board Strategic Planning Session Planning Meeting

Two staff members attended the Nebraska Workforce Investment Board Strategic Planning Session internal planning session in August. Links to the Regional Review and Graduate Outcomes were provided to send out to participants.

## Labor/Economic Development

In PY11, a bill was introduced in the Nebraska Legislature to merge the Nebraska Departments of Labor and Economic Development; this bill was put on hold to allow for studies examining the impacts of the merger. The Governor appointed the Commissioner of Labor, Catherine Lang, to also serve as Executive Director of the Department of Economic Development. As a result, WIG staff has worked more closely with staff in the DED research office to provide labor market information and assist with projects.

## WDQI Grant

In June LMI was notified that they had received a \$1 million three years Workforce Data Quality Initiative Grant. The grant is to establish a data warehouse for education and workforce data. Initial partners include; NDOL training programs, community colleges, state colleges, University of Nebraska-Kearney, Adult Basic Education, and Career and Technical Education. Registered Apprenticeship, Vocational Rehabilitation and TANF will also be invited to participate. The Nebraska Longitudinal Data System (NELDS) will be designed to connect with the K-12 longitudinal data system through the unique student ID that the public colleges will provide in the matching process. The development team for the data warehouse is coordinating with the state's unemployment insurance team that has started developing a UI data warehouse.

## Bridge Programs

Staff have partnered with Adult Basic Education and Nebraska Appleseed, a non-profit organization, to provide projections and wage information for the development of a blueprint for organizations and community colleges to establish bridge programs. These programs use contextual instruction for basic education and ESL for training in high demand occupations. The bridge program grants were established by the Nebraska legislature in 2012.

## Rapid Response Common Survey

Labor Market Information and the Rapid Response unit are participating in the Region V common Rapid Response survey. The intent is for LMI to be able to add additional information to the survey results in order to make the data more useful for economic developers and to develop a common data set that could be used for economic development across state lines.

## Central Community College Institutional Research Office

LMI is partnering with Central Community to obtain graduates' Social Security Numbers for wage matches. For WIA consumer reports the wages will be matched with WRIS and FEDES in addition to matching with Nebraska wage records. WRIS2 and FEDES will be utilized for postsecondary Career and Technical Education federal performance reporting along with Nebraska's wage records. The data will be added into the NELDS for additional research and will be matched with DMV, unemployment claims and other data sources.

### Layoff Map

This quarterly 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). 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 PY11, a Layoff Comparison was created to show the annualized differences in layoffs between 2009 and 2011. This analysis used data from the Rapid Response warning system to compare layoffs and closures for the three years. The annualized maps and associated analysis were made available on the NEworks website in February 2012 at <https://networks.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 on a fee-for-service basis. The first survey, conducted in the fall of 2011, was sent by mail to 692 employers to assess the standard wage and benefits offered to temporary and seasonal agricultural employees. The second survey, conducted in the spring of 2012, focused on custom combine related activities. It was also conducted by mail and was sent to 110 employers. Results were sent to the Foreign Labor Certification Board.

### Nebraska Unemployment in Brief

Nebraska Unemployment In Brief is a monthly dashboard report containing 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%20Breif.pdf>.

### LMI Support of State Economic Development Initiatives

Labor Market Information staff has a good working relationship with WIB members, economic development entities, and career center managers. WIG staff has a comprehensive knowledge of LMI data and fulfill many of the requests for information from these groups. WIG staff fulfilled 60 requests for data from career center managers and staff, constituting 34 hours of staff time.

Staff prepared data for Department of Economic Development (DED) to help attract a large computer related business. Census, LED, On the Map, OES wages and staffing patterns, claims data, resumes from NEworks, graduate data, veterans data, industry employment and wages and industry and occupational projections were all supplied to DED to be used in a website and presentations to attract this major employer.

WIG staff fulfilled 24 direct requests for data from state and local economic developers and chambers of commerce, 69 hours of staff time.

#### LMI and Nebraska Department of Education Career Information Coordination

In December, two staff members met with a Department of Education representative to discuss career education resources such as NEworks, Career Compass, Career Ladder Posters and College Wage Match. They were also shown updated features in Nebraska Career Connections useful for the Transition Assistance Program at Offutt Air Force Base.

#### Avenue Scholars Foundation

The Avenue Scholars program is designed to provide support for needy students through high school, college, and into the workforce. Staff provided Avenue Scholars with computer lab training on LMI resources such as O\*NET, My Next Move, OES wages, occupational projections and others. Efforts are underway to use unemployment insurance wage matches to follow up on the workforce outcomes of these students.

#### Rapid Response Presentations

Online resources for dislocated workers were presented during three Rapid Response events. America's Career InfoNet, MySkills MyFuture, My Next Move and O\*NET OnLine content were included. Utilization of these resources to assist in the transition to a new career was discussed. Training and Presentations Provided by Workforce Information Grant Staff in PY11

#### Transition Assistance Program (TAP)

The Transition Assistance Program is a career planning and job search workshop for active military personnel who will soon be retiring or separating from the armed forces. The NDOL Veterans Unit conducts most of the training with addition of LMI and an employer panel for mock interviews. Labor market information resources that are available online were presented to individuals retiring or separating from the military 17 times in PY11. 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.

Presentation Database

The number of attendees is tracked in the LMI presentation database along with the type of audience and number of sessions presented.

Presentations Given		
July 1, 2011 - June 30,2012	Sessions	Attendees
Case Manager	1	32
Economic Developer	1	100
Job Seekers	21	548
Other: Nonprofit, Government	2	150
Student	2	130
WIB	2	68
<b>Total</b>	<b>29</b>	<b>1,028</b>

Google Analytics Website Tracking

The LMI homepage is located at <http://neworks.nebraska.gov/analyzer>. The site provides the public access to data compiled and prepared by LMI staff. With the use of Google Analytics, page usage and user data can be tracked. Every page on the website can be analyzed in a variety of ways. Below is a chart of the page views of a very general breakdown of site areas. This data is pulled from the time period July 1, 2011 through June 30, 2012. During the last grant year, the website has seen significant usage. Employment and wage data is the most popular information the website. In addition to page views, several other metrics can be obtained and analyzed using the Google Analytics program, including location of users, entrance paths into the site, and the number of new vs. returning users.

Google Analytics Subject	Page Views
Employment and Wage Data	129,687
Labor Market Facts	7,209
Publications	65,756
Occupation Data	66,364
Area Profiles	3,821
<b>Total</b>	<b>272,837</b>

## Data Requests

Data requests that come in by phone or email are tracked on a database that was designed by LMI. Information on data requests are recorded in the shared database. Aggregate information from the request database is displayed below.

LMI Data Requests July 1, 2011 - June 30, 2012	Count
Affirmative Action	3
Benefits Report	6
Business Licenses	2
Census	40
CES Employment	18
CES Wages	6
CPI/COLA	6
Commuting Patterns	7
Green Jobs	3
Ind. Projections	11
Job Seeker Assistance	11
LAUS/UI Rates	36
Laborforce/Workforce	23
Labor Laws	17
LED	14
LM Regional Review	7
Layoffs/Rapid Response	6
Licensed and Cert.	3
Mass Layoffs	2
Minimum Wage	1
Minorities	2
NAICS Code	25
New Hires	3
Occ. Projections	22
OES Wages & Empl	98
ONET	13
Prevail./D-B Wages	5
Projections	2
QCEW Employment	49
QCEW Wages	22
Supply/Demand	2
Training Related	153

Continued on the next page

LMI Data Requests July 1, 2011 - June 30, 2012	Count
UI Stats / UI in Brief	36
Wage Match	16
Workforce Trends	4
Other	109
TrainingLink	3
Career Compass	7
LMI Site	18
NEworks	72
Other Web	6
Total	889