

State of Nebraska

PY 2004 Workforce Information Grant Plan

October 5, 2004

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 Five-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 Five 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 will continue to monitor and adapt information and delivery methods to meet the needs of our customers.

- **Nebraska's Workforce Investment System Strategic Goals**

Strategic Goals for Streamlining Services

- Multiple entry points and coordinated delivery of services provide easy access for all.
 - How LMI Supports – Information delivered in print, web site, CD,s, phone, presentations, expanded training to Career Centers on LMI, and various one on one situations.

Strategic Goals for Empowering Individuals

- Nebraskans have the tools, resources, and information they need to become lifelong learners.

- Job seekers have the necessary tools and labor market information to assist them in understanding the opportunities available and their work potential in order to make an informed career choice
- Computer skills are promoted as a way of life
 - How LMI Supports – Occupational Projections, Career Compass, Nebraska Explorer, Economic Trends, Occupational Trends,

Strategic Goals for Universal Access

- All customers have full access to state of the art resources, through user-friendly technology.
 - How LMI Supports - LMI web site provides the best avenue for Nebraskans to have access to workforce information

Strategic Goals for Increased Accountability

- Business and job seekers are surveyed to identify needs.
- Information is provided to businesses and job seekers in order to match job seekers, businesses and educators to a common goal of employment.
 - How LMI Supports – LMI provides training to Career Centers on the use of O*NET and assists with strategies to incorporate O*NET tools into the Career Center process. LMI provides wage, conducts job vacancy surveys , converted SOC codes to Career Clusters and incorporated it into the occupational information process.

Strategic Goals for State and Local Flexibility

- Nebraska businesses are educated on national wage scale and cost of living index.
 - How LMI Supports – LMI provides wages on over 400 occupations for the two MSA and seven regions throughout the state. Nebraska uses the EDS system and has wage data posted that only lags one quarter.

Strategic Goals for Improved Youth Programs

- Nebraska parents, educators, businesses, and service providers work as partners in providing youth with opportunities for a lifelong learning environment to reflect the changing needs and skills of the workforce.
 - How LMI Supports – Occupational Trends, Nebraska Explorer, Occupational Wages, Occupational projections, research into occupations, Licenses and Certified Occupations listing.

The State Board has set up goals as part of their plan for continuous improvement which follows the criteria of the Malcolm Baldrige model for evaluating continuous improvement. LMI staff assigned to the Workforce and Economic Development Committee will work with that committee to assist the committee using demand driven workforce information to attain these goals.

Goal - Internal and external customer satisfaction measurement

- Coordinate with Department of Economic Development to access workforce development information already collected through the Business Retention and Expansion Survey.
- Ask for customer feedback on what they need and how the State Board can support them.
- Recognize State staff as customers and find out their wants and needs
 - How LMI supports – Staff for Workforce Information and Economic Development subcommittee. Assist committee with survey process.

Goal - Relevant training programs

- Training addresses the needs of customers
 - How LMI supports – provides training on LMI resources and how it can be used by customers.

Goal – Local Data

- State Board is aware of Local labor markets and what is happening through local workforce development system.
 - How LMI supports – Demographic industry/employment data developed for local areas, job vacancy surveys, regional analysis of area

Goal – Relevant Information

- Analyze information currently collected and determine what information is relevant to the State Board business.
- Collect related data, i.e., jobs created, GED graduates, and college enrollment numbers
 - How LMI supports – TrainingLink, GIS depiction of graduates and earnings, provide Board with the types of data available to them through LMI.

Goal – Knowledge of Trends

- Update on certain core information at every meeting to allow members to see trends. Use bar graphs, etc. Access information currently collected through LMI and Dislocated Worker Unit
- Highlight deviations and changes in data
 - How LMI supports – Occupational/Industry projections, tracking of demographics, labor force updates, economic analysis of Nebraska economy

• 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 speak to 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 as 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.
 - o They identified such items as; infrastructure issues limiting the attraction/retention of skilled employees, top five critical employee/ occupational crises, demographic issues, language issues, skill gaps.

- o To this end 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 boards consultation process revolves around LMI staff working with the Greater Nebraska WIB and support staff in development of their strategic plan, LMI Administrator meeting 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' and this 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's being requested, how much staff time was required to complete a request, and what was provided. 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 they want and if 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 subcommittee Workforce Information and Economic Development are conducting a survey to gather information about workforce information. The goal of the survey is to learn what types of information are used most and least. This information will tell how frequently the information is used and where the respondents get the information. This will help the subcommittee to understand how the information is used and if the users know where the information originates. As mentioned earlier the SWA will on an annual basis present LMI products and gather input/feedback on future needs/uses and or issues.

- **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 in a three-pronged approach. We 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 do workshops, training, conferences and presentations across the state on LMI. 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 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 staffs 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 chamber of commerce's 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 performed. Nebraska will consultate 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 are meeting 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 2004 including how the plan addresses inadequacies or gaps identified by users.**
- Nebraska has conducted a variety of customer Satisfaction Surveys, an overall survey that covered a wide variety of customers, a smaller survey that concentrated on specific customer groups of set products and an ongoing survey of the LMI web site and of specific tools on that web site.

OVERALL SURVEY SUMMARY

Overall customer satisfaction is high. The general trend is that respondents are 85-90% satisfied the data presentation, Internet-based tools, publications, and customized services. There are some items that feature slightly lower satisfaction levels and could stand some improvement. The Internet-based tools (NSTARS, Career Compass, Nebraska Explorer, and Eligible Training Provider System) and the customized services are especially indicative of this. Internet-based tools tended to have higher scores in the "Somewhat Satisfied" rather, than the "Very Satisfied" rating. However, keeping in mind that self-reported non-applicability is high among these items, 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.

Second, it is apparent that the NWD website is more widely used than the LMI Center, though the data indicates a lack of knowledge about all of the website's features. The education solution mentioned above could also increase the versatility of the website for the customers, and perhaps make it more useful to research / consulting-oriented people. However, the promotion effort should be centered not upon the website, but on the LMI Center – the reason being that several customers are either unprepared, unable, or unwilling to transition to on-line services (as evidenced by the higher preference for print publications over on-line publications). Since it seems that active customers (those who contact the center or utilize the website) are generally pleased with the services rendered, efforts to improve customer service should be focused less upon current staff procedures and more upon education / promotion/marketing.

Customer Satisfaction 2004

Survey of BLS programs Current Employment Statistics, Occupational Employment Statistics, and Local Area Unemployment Statistics

- There is a high general level of satisfaction
- 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

The Web based survey is too new to provide many statistically significant results at this time. The general pattern of the results indicates high satisfaction with the web page and the web tools.

- **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, Nebraska Health and Human Services contract –Benefits Survey,

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 Database Workgroup 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 asked and has agreed to service as a pilot state for the 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 populate the ALMIS database with the following tables:

DATA TABLES	UPDATE FREQUENCY	AMOUNT OF TIME TO UPDATE (hrs)	GEOG AVAIL	PERIOD AVAIL
BEAINCOM	Annual	10	Natl, state, county, MSA	1969 - 2003
BLDING	Annual	10	Natl, state, county MSA	1980 - 2003
EMPDB	Semi-annual	20	NE zip-code level	1st Edition 2005
CES	Monthly	12	State, MSA	1998-present
HUDINCOM	Annual	10	Natl, State, County MSA	1980-2004
INDUSTRY	Quarterly	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	2003 estimates
PAYMENT	Annual	10	Natl, state, county	1993-2003
CENINCOM	Annual	12	Natl, State, county, MSA	1990-2003
OESWAGE	Quarterly	14	State, region	1 qtr 2001-present
INDPRJ	Biennial	15	State, substate region	2002 to 2012
OCCPRJ	Biennial	10	State, substate region	2002 to 2012
PROPVAL	Annual	10	State, county	1995-2003
SALES	Annual	10	State, county	1994-2003
TAX	Annual	8	State, county	1993-2003
PROGCOMP	Annual	15	State, county	2003
IOMATRIX	Biennial	10	State, substate	2002 to 2012

			region	
OCCPAT	Biennial	10	State, substate region	2002 to 2012
LICENSE	Annual	6	State	2003
LICAUTH	Annual	6	State	2003
URL	Monthly	20	Natl, state, county, city	present
URLLINKS	Monthly	20	Natl, state, county, city	present
Total time:		265		
LOOK UP TABLES				
ADDESTY	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
BENCHMARK	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
CROSSWALK TABLES				
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
ADMIN TABLES				
INDCODES	N/A	N/A	N/A	N/A
OCICODES	N/A	N/A	N/A	N/A

**Currently, we are not displaying CES and OESWAGE data through SARAS/NSTARS because the system does not allow us to do so. But we are populating these tables with current data in Access database in ALMIS 2.2 database format.

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 and modified version of 2.2. We are planning to use SARAS/NSTARS and/or other applications to display data to the public based on ALMIS 2.2 in September 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 (formally known as ALMIS Database Consortium) 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.

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

Table 4: 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 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 Five-Year Strategic Plan**
This meets the Strategic Goals for; Streamlining Services, Empowering Individuals, Universal Access, State and Local Flexibility, Improved Youth Programs and Malcolm Baldrige goals ; Local Data, Relevant Information, Knowledge of Trends
- **Principal Customers**
Business, Education, Career Centers, Legislatures
- **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 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. These regional areas will comprise the planning regions for our balance of state WIB and our two metro WIB’s. These projections will cover the same time frame as our statewide projections (2002 to 2012). The sub-state projections will be completed by September 30, 2004.

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 2004. 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, 2004. 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 are what 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 2003 and forecasting 2004 to 2006. Nebraska will continue to test using the short-term forecasting model for sub-state areas. These forecasts will be placed on our web site by June 30, 2005 for 2004. Forecast for 2005 will be placed on the web site by August 31, 2005. Forecasts for 2006 will be placed on our web site by October 30, 2005. Both statewide long and short term projections will be submitted for public dissemination in accordance with procedures established by the Projections Managing Partnership.

If we receive software to 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**

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

This meets the Strategic Goals for; Streamlining Services, Empowering Individuals, Universal Access, State and Local Flexibility, Improved Youth Programs and Malcolm Baldrige goals ; Local Data, Relevant Information, Knowledge of Trends, and Relevant Training Programs

- **Principal Customers**

Business, Education, Career Centers, WIB's, Legislatures

- **Planned milestones**

Sub-state projections completed by September 30, 2004

Delivery Systems updated by October 2004

Data on FTP site for download December 15, 2004

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

\$80,000

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. Program Year 2003 enhancements to the system are being implemented. They include: 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,

addition of a SOC code search, addition of 40,000 lay titles to improve the keyword search, dynamic link 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 cooperatively 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 current and future employment opportunities expressed as: projections, vacancy and turnover data, local occupational wage rates, 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.

Another item we will be working on updating is 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. The Careers and Education print publication was produced in the past under a grant from Nebraska Department of Education. A print publication will not be produced under that grant process for the 2005-2006 period. Instead, Labor and Education are exploring the possibilities of providing the same content electronically within the career portal. Most of the content Labor has supplied for the print publication is already available in greater detail and with more current information within existing online systems. An electronic PDF version of the 2004-2005 print publication will be available online. Labor will continue to provide content that was included within the print publication as requested by customers, but it may be produced in electronic format 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 that was previously included within the print publication.

As in 2004, 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.

Labor plans to develop brochures, cooperatively with the Dept of Education, that provides guidance to students 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 spring 2005 with a goal of completing brochures by fall 2005. Labor is currently leading efforts to obtain artwork to illustrate 80 or so occupations. These illustrations will be produced from fall 2004 to summer 2005.

The Nebraska Occupational Wage and Trends Outlook publication 2002-2012 will be developed 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.

Nebraska is the lead state for the Benefits Consortia. We will be working with the consortia to develop a standardized survey for benefits.

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

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 & Licensed</i>	48.4 (258)	43.4 (258)	8.2 (258)
<i>Occupations in Nebraska</i>			
<i>Nebraska Careers & Education</i>	51.6 (289)	40.5 (289)	7.9 (289)

- **Support goals of the state’s WIA/Wagner-Peyser Five-Year Strategic Plan**
This meets the Strategic Goals for; Streamlining Services, Empowering Individuals, Universal Access, State and Local Flexibility, Improved Youth Programs, Increased Accountability and Malcolm Baldrige goals ; Local Data, Relevant Information, Knowledge of Trends, Relevant Training Programs

- **Principal Customers**
Business, Education, Career Centers, WIB’s, Legislatures

- **Planned milestones**
Occupation updated with new projection data
Maintaining OES-EDS wages on web site
Nebraska Occupational Outlook Publication 2002-2012 November 15, 2004

- **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 staffs 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 two Research Analysts will continue to work closely with the local boards to provide the local information that they need. The two 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 twice each month and we will continue to provide this service during the grant period. Content highlights 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 again 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. 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 also be produced and published on the web by July 2005.

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. Nebraska ingrained the occupation video's into a CD of the licensed occupations. The video's included both English and Spanish versions.

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. Nebraska was recently recognized by NASWA for its publication on Labor Force Demographics. The WIB members 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 2004 funds to enhance and broaden the information that we can deliver from the use of administrative data.

Turnover data using wage records. Nebraska will continue working with six other states to develop turnover data by industry, by age, gender, and location from wage records. The information from this research will be shared with the WIB's and Career Centers to assist them in understanding the labor market. We will be able to identify high turnover industries, identify best scenarios for job retention and identify wage levels that have high turnover. We think this data will provide for better business decisions not only for the WIB's, and Career Centers but, it will also provide valuable information to Unemployment Insurance workers, economic developers, and regional planners.

Nebraska completed a test runs of the Job Vacancy Survey, reporting fourth quarter 2002 job vacancy rates and duration of vacancies for major occupation groups. Results, published in March of 2003, were reported for statewide, metro, eastern and western regions of the state. A second Job Vacancy Survey test was conducted for second quarter 2004. The results from these two test were shared with the SWIB and LWIB's. The comments about the information obtained from these surveys were very positive. As a result, Nebraska will conduct two Job Vacancy surveys during program year 2004. The surveys will be conducted during 4th quarter 2004 and second quarter 2005. 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 will be provided to the Employment Service (ES) Mangers. 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.

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. We have established a 'standard' evaluation form that is used when presentations are made to varied customers. 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.

Table 1: Response Rates by Source List

Source List	Response Rate
<i>Data Requestors</i>	22.5% (574)
<i>LAUS Subscribers</i>	29.7% (498)
<i>WIB Members</i>	25.0% (144)
<i>Trends Subscribers</i>	21.4% (1041)
<i>Internal Employees</i>	63.3% (49)

- **Support goals of the state’s WIA/Wagner-Peyser Five-Year Strategic Plan**
This meets the Strategic Goals for; Streamlining Services, Empowering Individuals, Universal Access, State and Local Flexibility, Improved Youth Programs and Malcolm Baldrige goals ; Local Data, Relevant Information, Knowledge of Trends

- **Principal Customers**
Business, Education, Career Centers, WIB’s, Legislatures

- **Planned milestones**
Job Vacancy Surveys conducted 4th Quarter 2004 and 2nd Quarter 2005

- **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 (Nebraska’s version of the North Carolina system) via the Internet and using the new web portal “Career Compass”. 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 2004, March 2005, June 2005, September 2005, December 2005). This past year 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 2004, March 2005, June 2005, September 2005, and December 2005.

We will expand the data available through NSTARS and market this product to community partners. We will research the Spanish version of NSTARS to explore the possibility of installing it in Nebraska and making it available to our customers. 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 publication
- * Occupational Projections
- * Long- and Short-Term Projections

- * Licensed and Certified Occupations publication
- * Nebraska *Careers and Education* tabloid which contains information for career counselors, high school students, and individuals looking to make career decisions (or similar content in a different format)
- *Nebraska Wage and Trend publication

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 technical 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 populate the FTP site 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 FTP site.

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 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 now that FERPA 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. 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. 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**

Table 6: 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 (ETPS)</i>	36.4 (143)	52.4 (143)	11.2 (143)

- **Support goals of the state’s WIA/Wagner-Peyser Five-Year Strategic Plan**
This meets the Strategic Goals for; Streamlining Services, Empowering Individuals, Universal Access, State and Local Flexibility, Improved Youth Programs and Malcolm Baldrige goals ; Local Data, Relevant Information, Knowledge of Trends
- **Principal Customers**
Business, Education, Career Centers, WIB’s, Legislatures
- **Planned milestones**
Nebraska Explorer and Community Site Selection Data Sources - web links updated December 2004, March 2005, June 2005, September 2005, December 2005
- **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. We have developed a ‘Speakers Bureau’ on our website which provides information on speakers available to present and train in a wide variety of Labor Market topics. We have provided and will continue to provide an increased number of “custom” presentations and trainings designed around customer needs.

Nebraska instituted a “Lunch and Learn” series on Labor Market Information during PY 2003. These presentations were targeted to employers, planners, economic developers, legislatures and media. The sessions were 30 minutes on a specific LMI topic over the lunch hour. These have been well received. We will look at ways to expand this during PY 2004.

Alternative methods of training delivery include placing PowerPoint presentations on the FTP site 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 use the internet to deliver training to One Stop Staff, WIB members and conduct meetings with other states. Nebraska plans to use the tool WEBX to expand the understanding of LMI. Training for Workforce Development staff in 2005 will focus on helping One-Stop Office staff members help our business customers. One month each quarter (January, April, July and October) training sessions will be conducted on the new economic development web page, compensation and benefits, EDS wages and O*Net Code Connector, economic indicators, NSTARS custom regions using commuting patterns and labor costs, NSTARS industry/occupation matrix, ACINet Employer Locator, Joblink for job seekers and how to help customers look for jobs in higher paying industries and Worker Training Grants. Updated refresher sessions will be offered the topics covered in the 2003 training for new staff and those wanting a refresher. One Stop Office staff members were trained from July through September 2003 on using Career Compass, TrainingLink, O*NET Code Connector and O*NET On Line to serve both employer and jobseeker customers. For the first time, LMI trainers provided competency testing on the material. During PY 2004, LMI will again offer training for Workforce Investment Board members and One Stop Office staff members. Training for One Stop Office staff members may take the form of ‘test out’ modules and/or review of content trained on during PY 2003.

From January through April of 2005, LMI will provide training on SOC coding, NAICS coding and use of the systems O*NET On Line and O*NET Code Connector to Nebraska Vocational Rehabilitation staff.

Throughout the PY 2004, LMI will provide customized trainings/presentations as requested to education and student audiences. For example, computer workshops are being provided to two high schools in September 2004 to introduce students to occupation and wage information and other career resources such as employer locator or 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 2005, LMI will provide training/presentations at the INVEST 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, WEBNSTARS, and Microsoft Office: Word, Excel, Access,

PowerPoint, and Project. Analysts will need to 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 such as that offered by NASWA. 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 Term Training, Specialized Analyst Training: Survey Design for LMI, ALMIS Resource Center Meetings, and other applicable training when available.

Planning and content preparation for an LMI Conference will begin in 2004, with projected conference to be held spring of 2005. Nebraska will be delivering training to WIB members and staff during the fall of 2005

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

Table 10: Frequency of Special Services Satisfaction Scores

	% Very Satisfied	% Somewhat Satisfied	% Not Satisfied
<i>Customized Data Analysis</i>	43.5 (147)	44.2 (147)	12.3 (147)
<i>In-person Presentations</i>	54.5 (99)	35.4 (99)	10.1 (99)

- **Support goals of the state’s WIA/Wagner-Peyser Five-Year Strategic Plan**
This meets the Strategic Goals for; Streamlining Services, Empowering Individuals, Universal Access, State and Local Flexibility, Improved Youth Programs, Increased Accountability and Malcolm Baldrige goals ; Local Data, Relevant Information, Knowledge of Trends, Internal and external Customer Measurement, and Relevant Training
- **Principal Customers**
Business, Education, Career Centers, WIB’s, Legislatures
- **Planned milestones**
April 2005 Training completed for Vocational Rehabilitation
LMI Conference Spring 2005

LMI Training for WIB staff and Career Center staff fall 2005

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

\$35,658

C. Consultation and Customer Satisfaction Assessment

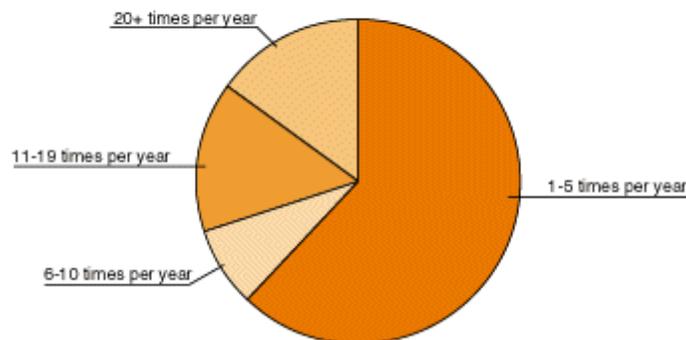
Is labor market information offered for the geographic area needed? Is it presented in ways that are useful and understandable? Are customers familiar with the data and publications offered by Workforce Development, Department of Labor, Labor Market Information (LMI)? How can delivery of information and customer service be improved? These are questions that the Labor Market Information Center Customer Satisfaction Survey was designed to answer.

Who requests labor market information?

Looking at the database of Labor Market Information customers, approximately 46% are from the business community, which includes Chambers of Commerce and the media. Government, which consists of requests from within the Department of Labor as well as legislative requests and other Government agencies, represents about 24% of LMI customers. The remaining customer base is made up of the following: private individuals, including job seekers and students, 17%; schools, 9%; all others, 4%.

The chart below shows the percentage of respondents in each category that completed the question "I use Labor Market Information products or services..." As can be seen in this chart, approximately seven out of ten customers request labor market information products or services fewer than ten times per year; whereas three out of ten request labor market information more than ten times per year.

Respondents Use of LMI Products or Services



Survey Results

Customer service stands out as being important to the majority of LMI customers. In most situations, customers are satisfied with good customer service; however, there is room for improvement and LMI must continually strive for excellence in meeting customer's data needs. The survey results show that LMI has work to do to promote confidence in the accuracy of the information available and to provide quality analysis with meaningful graphics, at the level of detail and geographic areas customers need.

A series of questions was asked to determine the level of satisfaction and level of importance of products

and services to LMI customers. The following are the questions that had the highest percentages of customers reporting that they were satisfied:

- 96.8% responded that, overall, they are satisfied with the level of service from LMI.
- 95.8% reported being satisfied that they had received the information in a timely manner.
- 95.6% were satisfied that they had been treated courteously by LMI staff members.
- 92.6% said that their request for information was directed to the person most able to help.
- 92.1% of LMI customers were satisfied that the information received was clear and understandable.
- 91.0% said that they feel they can depend on the accuracy of the information they receive.

Interestingly, these same questions were also rated high in the area of importance to Labor Market Information customers. In terms of importance, receiving information timely was rated the highest (98.2%), followed by level of service (98.1%), the request for information being directed to the person most able to help (97.1%), the information received was clear and understandable (95.9%), the customer was treated courteously (95.3%), and the customer could depend on the accuracy of information (93.8%).

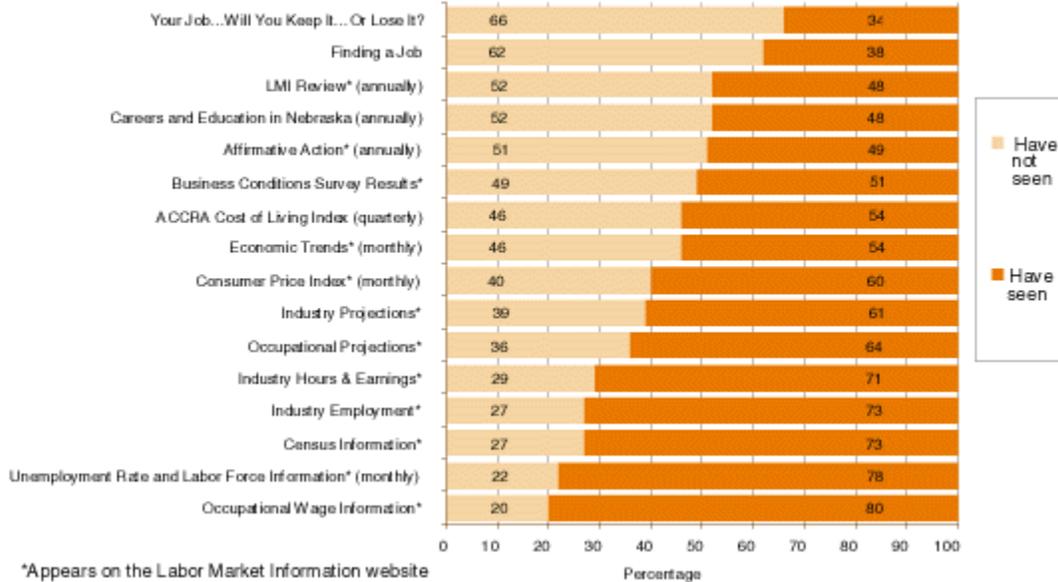
Also rated as highly important were responses to the following: “the information met my needs” (95.1%) and “information I received was for the geographic area I wanted” (90.7%). The corresponding satisfaction ratings were 88.9% and 86.2%, respectively.

Only one out of three respondents was satisfied that the Labor Market Information web site has the information they need. Surprisingly, only slightly more than half (51.9%) rated the web site as being important. A closer look at the results revealed that around half of the respondents had no opinion of the LMI web site. This suggests the possibility that the respondents with no opinion either didn’t have access to the Internet at the time of the survey, or perhaps did have access to the Internet but had not looked at the LMI web site.

Publications/Information

Respondents to the survey reported having seen between 34% to 80% of specific LMI publications and information. Occasionally, data requestors are unaware of the variety of information available on the LMI web site or publications available by request. The following graph lists publications and information available from LMI and the percent of respondents who either had or had not seen the publications:

Information/Publications -- Percentage of Respondents



LMI Is Listening

Since the completion of this survey, LMI has increased its efforts to provide customers with accurate and timely information by offering the following products and services:

- A newly designed web site with continually expanded data series
- Nebraska Statistical Tracking and Resource System
- Free e-mail newsletters to help customers keep abreast of labor market trends
- Regional Labor Market Analyses
- Nebraska Explorer, an internet portal with links to over 200 resources for job seekers and businesses
- International Trade Review, with survey results about businesses and foreign trade
- Nebraska Employee Benefits Survey
- O*NET, a comprehensive database of worker attributes and job characteristics
- 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

You can review the LMI web site at www.NebraskaWorkforce.com/nelmi.htm or call the Labor Market Information office at (402) 471-2600 and the LMI staff members will be happy to assist you with your information needs. Because your opinions and data needs are important, a site survey is included on the web site for you to submit comments. Please provide your comments so Nebraska Workforce Development, Department of Labor, Labor Market Information can continue to increase customer service efforts and provide the best possible labor market information.