

Nebraska's Work Plan
For Program Year 2002
Labor Market Information Products and Services

Submitted September 2002

Revised February 6, 2003

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 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.
 - 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.
 - 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. 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 long it took to respond, 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 form at the end of the presentation. This allows us to know who are requesting presentations, what topics they want and if we met their expectations.

Nebraska LMI supports the state WIA/ Wagner-Peyser Five Year Strategic Plan in several ways, many of which were mentioned above. Nebraska LMI is a part of the Office of Workforce Services. This office houses Employment Services, administration for the State WIB and the Greater Nebraska WIB. As a part of this Office we are in attendance at staff meetings where we are able to listen to the needs and concerns of these entities. We are also able to participate in the planning process. Nebraska LMI supports the strategic plans by supplying a variety of economic, and demographic information on the labor market. The following write up on core products and services addresses needs for the strategic plans.

The broad strategic approach for workforce information delivery to the business community, individuals, the states workforce development system and the states 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 as a whole and on specific pieces of LMI. Thirdly we have developed a regional analyst approach to development and delivery of LMI. We have created a regional analyst position that 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 will also be meeting 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 is available and how it can be used.

Nebraska Labor Market Information Center receives some additional funding from the Unemployment Contingency fund. These funds are used to do special studies and surveys of Nebraska's economy. Some examples of the uses of these funds have been to conduct an Underemployment study, perform a test run of the job vacancy survey, do job availability studies for communities, conduct surveys of economic condition of the state, labor market turnover and various other types of ad hoc research.

Core Products and Services

(1) Continue to populate the ALMIS Database with State data.

Nebraska will populate the ALMIS database with the following tables:

DATA TABLES	UPDATE FREQUENCY	AMOUNT OF TIME FOR UPDATE (hrs)	GEOG AVAIL	PERIOD AVAIL
BEAINCOM	Annual	10	Natl, state, county, MSA	1969 - 2000
BLDING	Annual	10	Natl, state, county MSA	1980 - 2001
EMPDB	Semi-annual	20	NE zip-code level	2nd Edition 2002
CES**	Monthly	12	State, MSA	1998-present
HUDINCOM	Annual	10	Natl, State, County MSA	1980-2001
INDUSTRY	Quarterly	12	State, county	97-1 to present
LABFORCE	Monthly	6	Natl, state, county, MSA, LMA	01/1990 to present
POPULATN	Annual	6	Natl, state, county	1970 to 2020
PAYMENT	Annual	10	Natl, state, county	1993-2000
WAGE	Annual	12	State, substate region	1996-1998
OESWAGE**	Quarterly	14	State, region	1 qtr 2001-present
INDPRJ	Biennial	10	State, substate region	2000 to 2010
OCCPRJ	Biennial	10	State, substate region	2000 to 2010
PROPVAL	Annual	10	State, county	1995-2000

SALES	Annual	10	State, county	1994-2000
TAX	Annual	8	State, county	1993-2000
PROGCOMP	Annual	15	State, county	2000
STAFFPAT	Biennial	10	State, substate region	2000 to 2010
OCCPAT	Biennial	10	State, substate region	2000 to 2010
LICENSE	Annual	6	State	2001
LICAUTH	Annual	6	State	2001
LICHIST	Annual	8	State	2001
URL	Monthly	20	Natl, state, county, city	Present
URLLINKS	Monthly	20	Natl, state, county, city	Present
Total time:		265		
LOOK UP TABLES				
CESCODE	N/A	N/A	N/A	N/A
CODETYPE	N/A	N/A	N/A	N/A
INDDIR	N/A	N/A	N/A	N/A
INDDIV	N/A	N/A	N/A	N/A
INDSUB	N/A	N/A	N/A	N/A
LEVELTYPE	N/A	N/A	N/A	N/A
OCCDIR	N/A	N/A	N/A	N/A
OCCSUB	N/A	N/A	N/A	N/A
OESCODE	N/A	N/A	N/A	N/A
OWNERSHIP	N/A	N/A	N/A	N/A
PERIOD	N/A	N/A	N/A	N/A
PERIODID	N/A	N/A	N/A	N/A
PERIODTY	N/A	N/A	N/A	N/A
POPSOURC	N/A	N/A	N/A	N/A
RATETYPE	N/A	N/A	N/A	N/A
SICCODE	N/A	N/A	N/A	N/A
SICDIV	N/A	N/A	N/A	N/A
SICLEVEL	N/A	N/A	N/A	N/A
STATTYPE	N/A	N/A	N/A	N/A
WGSOURCE	N/A	N/A	N/A	N/A
URLTOPIC	N/A	N/A	N/A	N/A
CROSSWALK TABLES				
MATXOES	N/A		N/A	N/A
MATXSIC	N/A		N/A	N/A

****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 and planning to switch to 2.2 (the current database version release) by the end of 2002 or the beginning of 2003. This will entail extensive data manipulation on certain tables because the table structure changed. SARAS/NSTARS will be switching to version 2.2 of the Database as well over the next year and we will need to be prepared by having our database switched over to version 2.2.

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 Database Consortium and its Structure Subcommittee to provide input in developing new versions of the database.

Nebraska will develop reports using Crystal Reports software to generate data from version 2.2. These reports will be set up so they are easily accessible to LMI staff. Some reports will be set up on our web site so our customers can access some of the data from the ALMIS Database. We plan to have these reports available by June 2003. (This is dependent upon the ALMIS Database Consortium delivery of version 2.2.

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.

(2) Produce and disseminate long-term industry and occupational employment projections.

We will produce occupational 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 (2000 to 2010). These regional projections will be completed by February 28, 2003.

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 4 below) or through the One-Stop Business System "Nebraska Job Link" (see Item 4 below). The update of these delivery systems will be completed by March 2003. We will assist Board members and local staff with interpretation of the data to ensure understanding and proper use of the information. 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.

(3) 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 2001 and forecasting to fourth quarter 2003 and will produce a set of forecasts using second quarter 2002. 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 December 31, 2002 and the forecasts using second quarter 2002 will be placed on the web site by August 31, 2003.

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. We will be sending a staff member to the ALMIS Descriptor Practicum software session of Short-Term Forecasts Training.

(4) Develop occupational analysis products.

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 we developed during the last Program Year is Nebraska's Career Compass. This product 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. Refinements were made to the product to allow 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. As a part of this years grant we intend to develop new features such as using the occupation-industry matrix (pending production of 2000-2010 SOC occupation projections information) and the InfoUSA Employer listing database to identify industries and then employers that are likely to employ workers in a specific occupation, linkages from occupations in Career Compass to related training in TrainingLink and to job postings in JobLink, in addition to other enhancements to be identified by the project team. The goal is to have these items incorporated by September 15, 2003. If possible, the recently released computerized O*NET interest/work importance self-assessment tools might be used as a 'front end' to Career Compass, TrainingLink and/or JobLink. Career Compass can be viewed by going to www.NebraskaWorkforce.com, click on Information, then Labor Market Information and look under "What's Hot". Workforce Investment Board members have been provided with Career Compass training and One-Stop Office staff members are being trained through October 2002.

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. Nebraska is one of the original states on the Occupational Supply Consortia and we will be working in that arena to assist in developing better supply data.

Another item we will be working on updating is the OES-EDS wage estimates on the website every quarter. Labor Market Information staff contributed expertise in development of the new "Nebraska JobLink". Our participation in development of this system allowed the O*Net SOC classifications to be the base for job order and resume information. With further development our core occupation products can be integrated into JobLink.

Nebraska's Career and Education tabloid will be developed again as a joint product with Nebraska's Career Information System, Postsecondary Education, Educational Planning Center and Department of Labor/Labor Market Information. The tabloid includes career information such as: resume assistance, high-paid occupations, accredited schools, job-hunting information, interviewing techniques, and many other items. Each year there is a focus in an area of interest; the 2002 focus was on technology and included information on high-tech occupations. The 2003 publication focuses on health care industries and occupations. The focus for 2004 is yet to be determined. The tabloid is distributed through the One-Stop offices and local high schools with over 100,000 copies distributed each year. The completion date for this project is August 31, 2003.

Increased numbers of articles on occupation information were written for the monthly *Economic Trends* newsletter. The newsletter is distributed each month to over 2,500 readers with information about the state and local economy. Occupational profiles included detailed information for a single occupation or group including: 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 the differences between entry and experienced wage estimates, high-tech occupations, how to use the Career Compass online occupation information system, an overview of the Conferences on Labor Market Information and an O*NET Online overview.

The Nebraska Occupational Outlook publication will be developed for the state and sub-state areas following production of 2000-2010 occupational projections that will include localized occupation information for the Workforce Investment Boards and One-Stop offices. Content is planned to include wage, trend and other occupation information plus instructions on how to access the information online. It is expected that the publication will be available in print, online as a PDF and on CD. The completion date for this is June 31, 2003.

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

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

We have established a mechanism to allow the general public to access the ALMIS Employer Database through Nebraska Explorer (equivalent to North Carolina Navigator) and through NSTARS (Nebraska Statistical Tracking and Resource System). This application is easily accessible to customers and we will continue to work with data users and InfoUSA to work through any requests that arise. We will continue to work with the One-Stop service delivery system to look for ways to better incorporate this into their systems.

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

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 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. We will also 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. Regional Analyst will continue to work closely with the local boards to provide the local information that they need.

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.) Because of our extensive use of O*NET in this presentation, we were one of the presenters of O*NET at the recent JettCon Conference in Baltimore, MD to share our experiences.

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.

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.

We now have the DMV (Department of Motor Vehicle) records matched with the UI wage files and plan to begin the analysis phase. This information will give us a detailed look at the labor force in each of the local workforce areas, the amount of money the workers are earning, as well as a wealth of demographic data. The WIB members will be able to utilize this information in policy decisions. We will begin marketing 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 will be placed on our web site by November 30, 2003.

Turnover data using wage records. Nebraska has been working with six other states to develop turnover data by industry and 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. Results from the research on turnover data will be placed on our web site by June 30, 2003.

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. We have established a 'standard' evaluation form that is used when presentations are made to varied customers. A more detailed evaluation form was used for the Conferences on Labor Market Information and full-fledged trainings such

as the Labor Market Resource training currently underway. Evaluation information is now data entered, tracked, stored and reported from databases created specifically for that purpose. For the Conferences on Labor Market Information the evaluation database allowed us to report satisfaction levels and report customer interest in future conferences to the Nebraska Workforce Development Executive Board within a few days of each conference.

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

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. 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

We will continue researching the feasibility of purchasing and installing equipment and/or software systems for those customers with special needs. 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. Assistive Technology Partnership provided a resource table at both Conferences on Labor Market Information in April 2002 and was featured as a resource for employers to use to help broaden their applicant pool and make better use of the available workforce.

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 in the SARAS Users Group, Long-Term Projections Consortium, ALMIS Database Consortium, and will explore the possibility of joining and actively participating in additional ALMIS-related consortia activities. One of our staff members is a member of the ALMIS training team and has attended training sessions and will soon be training LMI individuals throughout the nation. We have made some progress with interstate research to explore the possibility of developing products for labor market areas that cross State borders to facilitate populating NSTARS with MSA data that crosses borders. This system is

called ADAM and the prototype has been developed by North Carolina. Hopefully, we can begin exchanging information.

Nebraska will continue to publish one of our most popular items “Nebraska Economic Trends”. This is a monthly newsletter that goes to around 2500 subscribers. This is available in print as well as on our web site. The web version 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.

(8) Fund State workforce information training initiatives.

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. We have recently conducted computer-lab based training for Vocational Rehabilitation staff on JobLink, O*NET, Career Compass, NSTARS, TrainingLink, and Cost of Living Salary Calculator.

We have also made our FTP site more accessible and understandable by providing a website page that describes the PowerPoint presentations already available there for download.

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.

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. We will continue training in the areas of SPSS, NSTARS, WEBNSTARS, and Microsoft Office: Word, Excel, Access, Power Point, and Project. Analysts will need to continue training in the area of economics, statistics, analysis, marketing, and sociological research. New staff members brought on board will attend ALMIS training and other training that is available. We 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. We 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 ALMIS Descriptor Practicum software session of Short-Term Forecasts Training, Specialized Analyst Training: Survey Design for LMI, ALMIS Database Consortium Meetings, and other applicable training when available.

SECONDARY ACTIVITIES AND PRODUCTS

(1) We will look at ways to work with our partners, community organizations, libraries, and schools to market our products.

(2) Nebraska will deliver information to assist in targeted job search and other State and local planning for job training activities, including identification of high growth industries and occupations. We will attempt to provide local labor supply and demand information in sub-state areas and conduct other work needed to develop or refine supply and demand estimates. We plan to develop a full complement of data along with brochures and handouts. We will populate the ETA-created State career site on America's Career InfoNet (www.acinet.org).

(3) We will continue our partnerships to deliver labor market information to individuals involved in mass layoffs and to individuals leaving the military. Our products focus on job vacancy information, skills needed in certain occupations, industry and occupation projections, and wages offered. We also market our web site and guide people to the One-Stop resource rooms.

(4) 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.

(5) We plan to do a test run of the Job Vacancy Survey developed through Minnesota. We hope to have the survey completed by January 31, 2003