

Nebraska Workforce Investment Board Meeting
The Cornhusker Hotel – Lancaster Rooms 5 & 6
333 S. 13th Street – Lincoln, NE 68508
June 20, 2014
9:30am

AGENDA

1. Call to Order Mark Moravec
2. Roll Call Rebecca Schademann
3. Notice of Publication Rebecca Schademann
4. Approval of Minutes Mark Moravec
5. Introduction of New Members Mark Moravec

6. New Business

a. Consent Agenda

Items listed on the consent agenda are considered non-controversial. The consent agenda provides a method for expeditious handling of items that do not require discussion. The items listed on the consent agenda will be approved by a single roll call vote. Any item on the consent agenda may be removed by the Chair if a member of the public requests to speak on the matter or if there is a request by a board member. Items removed from the consent agenda will be placed as the next item on the agenda for the board's discussion and vote.

1.1 Approval of recertification of the Greater Nebraska Workforce Investment Board for a period of July 1, 2014 through June 30, 2016.

1.2 Approval of recertification of the Greater Omaha Workforce Investment Board for a period of July 1, 2014 through June 30, 2016.

1.3 Approval of recertification of the Greater Lincoln Workforce Investment Board for a period of July 1, 2014 through June 30, 2016.

1.4 Approval of the Greater Nebraska Local Area Plan for the period of July 1, 2014 through June 30, 2017 with the contingency that the Nebraska Department of Labor reserves the right to renegotiate the performance goals based on the new statewide Program Year 2014 negotiated performance goals.

1.5 Approval of the Greater Omaha Local Area Plan for the period of July 1, 2014 through June 30, 2017 with the contingency that the Nebraska Department of Labor reserves the right to renegotiate the performance goals based on the new statewide Program Year 2014 negotiated performance goals.

- 1.6 Approval of the **Greater Lincoln Local Area Plan** for the period of July 1, 2014 through June 30, 2017 with the contingency that the Nebraska Department of Labor reserves the right to renegotiate the performance goals based on the new statewide Program Year 2014 negotiated performance goals.

Items removed from the Consent Agenda

1. _____
2. _____

- b. Update from Local Workforce Investment Boards

Local WIB Chairs

7. Old Business

- a. Business and/or Partner Updates

Membership

- b. LMI Presentation – Northeast Labor Availability Study

Phil Baker

8. Next Performance Committee Meeting – August 20, 2014

Next Full Board Meeting – October 31, 2014

Next Executive Committee Meeting – December 12, 2014

9. Adjournment

Mark Moravec



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**SERVING THE GREATER OMAHA WORKFORCE INVESTMENT AREA
IN NEBRASKA**

July 1, 2014 to June 30, 2017

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EXECUTIVE SUMMARY

1. Introductory Overview

(Each local plan should begin by providing a brief introduction of the local workforce investment area highlighting the geographical workforce investment area, population, diversity of the population, area strengths, and opportunities for improvement. It would be appropriate to address how the local workforce investment system has improved and changed since the enactment of the Workforce Investment Act of 1998 and the expectations for further transformation anticipated in the next few years.)

Heartland Workforce Solutions (HWS) Board serves the Greater Omaha Workforce Investment Area of Douglas, Washington and Sarpy counties. This document is the local plan for the three-county area for the Workforce Investment Act Program Years 2014-2017 (July 1, 2014 – June 30, 2017). Its purpose is to provide a roadmap for future focus and to inspire creative and innovative actions by HWS, Inc., its Workforce Investment Board and staff in the next three years. It is intended to result in clear, measurable outcomes that will provide value to the many customers and beneficiaries of the Workforce Investment System.

The strategic focus in this plan considers the great needs in our community and ways to wisely invest WIA resources to impact unacceptable levels of poverty, underemployment and unemployment, low educational attainment and high secondary school dropout rates. The board will implement a dual customer approach in developing a truly demand-driven system that utilizes workforce development as a partner in economic and community development efforts.

Population

The Greater Omaha population base continues to steadily increase and reflects the highest growth rate of the three Workforce Investment Areas. In 2012, the three-county Local Area's population of 717,390 represented 38.5% percent of the state's population. Sarpy County (population 166,881) represents the fastest growing county in the state with a 4.4% increase in population with Douglas County (population 529,915) growing at a rate of 2.7%. Washington County (population 20,594) grew 0.1% from 2010 to 2012.

Diversity of Population

The Omaha metropolitan statistical area (MSA) also features great diversity within its population. The American Community Survey (2010-2012, 3-year average) reports a total population of 876,971 for the Omaha MSA. African-Americans represent 7.7% of the population; American Indian and Alaska Natives represent 0.6% of the population; Asians represent 2.1% of the population and Native Hawaiian and Other Pacific Islanders represent 0.1% of the population. Persons reporting two or more races account for 2.5% of the population. Persons reporting Hispanic or Latino ethnicity account for 9.2% of the population.

An analysis of the workforce issues faced by HWS requires a closer look at the dynamics of the population served. The diversity of the Greater Omaha area means that solving issues of unemployment and underemployment will necessitate a nimble and flexible approach to the varied conditions created by that diversity. The Omaha metropolitan area faces significant workforce challenges including but not limited to, low literacy rates, higher secondary school dropout rates, widespread and multi-generational poverty, and a higher number of ex-offenders than anywhere in the state. While the three-county area doesn't have a monopoly on any of these community issues, they exist at rates that exceed those of any other geographic area of Nebraska. As such, this population requires different strategies to address the numerous and significant obstacles encountered by its job seekers.

The economic gap between persons of color and whites remains. Omaha's urban core, predominately in north and south Omaha, has resulted in a deep divide among the have and have-nots. Compared to the 100 largest metropolitan areas in the U.S., Omaha ranks 5th in economic disparity between Black and White populations in poverty. The city also ranks 14th for poverty rate for black individuals (32% of blacks live in poverty) and sadly, ranks 12th in its poverty rate for black children under age 18 (45% of black children live in poverty). (*U.S. Census Bureau, 2006-2010 American Community Survey*)

Local Market Trends

The Metro Area, as defined by the Greater Omaha Economic Development Partnership, encompasses the 8-county Greater Omaha Metropolitan Statistical Area (MSA) of Cass, Douglas, Sarpy, Saunders, and Washington Counties in Nebraska and Harrison, Mills, and Pottawatomie Counties in Iowa.

The Greater Omaha Economic Development Partnership reports in its December report "Greater Omaha Indicators" reported that Omaha ranked 10th on Nerd Wallet's list of 2013 Best Cities to Start Business. Nerd Wallet examined the biggest cities in the U.S. and covered a variety of measures including how easy it is to get funding, favorable business climate, ease of hiring, and lastly cost of living. *(Source: Nerd Wallet creates user-friendly tools, crunches numbers and provides unfiltered analysis to the public. Nerd Wallet provides data-driven tools and impartial information to help the public make solid decisions about the money, finance, investing, credit cards, cost of living and shopping. Their analysis has appeared in several media outlets, including the following: The New York Times, CNN Money, Reuters, and MSN Money.)*

The Greater Omaha Economic Development Partnership Executive Summary also highlighted the positive business climate in Nebraska, claiming, "Nebraska has fostered a tax structure that is equitable to both businesses and individuals." Transportation is another Omaha strength outlined in the report created by the air, interstate and railroad resources available in the area. The Communications capabilities of the Omaha area also set it apart. According to the Greater Omaha Economic Development Partnership, "...Greater Omaha has developed a thriving information technology sector, attracting companies with skilled, high-tech workforces." Per the summary, the attractiveness of the Greater Omaha area is furthered by the fact that Nebraska is the only public power state in the nation; the cost of living in the Omaha area is 10 to 12 percent below the national average; and Omaha can provide a high quality of life. Additionally, the Omaha area has 14 colleges and universities to meet the workforce training needs of the region.

The three counties are home to over 18,000 businesses, including five Fortune 500 companies:

- Berkshire Hathaway
- Union Pacific
- ConAgra Foods, Inc.
- Peter Kiewit & Sons, Inc.
- Mutual of Omaha

In addition to large prominent corporations, the region is also home to a vibrant small business sector. This sector represents as much as 80% of Greater Omaha's Chamber of Commerce members and is critical to the vibrant economic engine in Omaha and across the entire state.

The 2012 Small Business Profile, compiled by the U.S. Small Business Administration's Office of Advocacy (<http://www.sba.gov/sites/default/files/ne12.pdf>) demonstrates that small businesses are job generators and innovators, and that they represent an array of opportunities to the diverse spectrum of individuals in their communities.

Additional good news for Omaha and the state is Nebraska's low unemployment rate. In spite of the nation's recession, Omaha's rate averaged 4.2% in 2013 (preliminary), while the national unemployment rate for 2013 was 7.4%. For the same time period, Douglas County, at 4.4%, had the highest unemployment rate amongst the three counties in our region; Sarpy County had an unemployment rate of 3.9% and Washington County had an unemployment rate of 3.8%. Even more significant than the unemployment rates for Douglas, Sarpy, and Washington counties are the extreme levels of high unemployment rates within the North Omaha area, where unemployment levels reach double digits (over 10%) and are greater than 20% in particular census tracts. The specific unemployment rates in our service areas require special consideration and strategies. *(Source: According to the American Community Survey (US Census), the 5-year average unemployment rate for the following Census Tracts was above 20%: Tract 8 (27.1%); tract 6 (26.9%); Tract 7 (25.6%); Tract 11 (21.6%); and Tract 59.02 (20.4%). For the same period of time the unemployment rate for Douglas County was 6.8%.)*

Strengths

Based on the economic health of the region, the three-county Workforce Investment Area enjoys the following strengths:

- A pro-business climate

- An educated, highly productive, cost efficient workforce
- Well-developed transportation
- Sophisticated communications
- Public power
- Low cost of Living
- High quality of Life
- Access to quality educational institutions

Since January, 2010, the Greater Omaha Chamber also considers the founding of Heartland Workforce Solutions, Inc. a positive force toward resolving institutional poverty and impacting Greater Omaha's economic disparity and gaps in workforce development.

Local Areas for Improvement

In addressing the employment needs of special populations, HWS will continue to address the needs of:

- Immigrant populations and English language learners toward employment
- Decreasing barriers to employment for ex-offenders or individuals with criminal backgrounds
- Supporting transition of veterans from active service to employment with assessment for transferrable skill sets from military to civilian life
- Coordination with area community based organizations to support seamless services between training and employment and their delivery of individualized social services.

Improvements, Change and Expectations

On July 2, 2010, HWS incorporated as a private nonprofit serving public purposes and received its final IRS 501(c)(3) determination in 2011. This transition has enabled the HWS Board to work strategically in resolving workforce issues in our community and seek private funding beyond WIA dollars to support system reform. The board's strategic plan provides a roadmap with specific goals and directs investments in the area's workforce system to achieve the outcomes required for system change.

In partnership with the Local CEO (Omaha Mayor's office), HWS began administrative oversight of the local workforce structure effective January 1, 2011. An executive director and program staff was hired and, effective April 1, 2011, HWS assumed administrative and programmatic oversight of the WIA Adult, Dislocated Worker and Youth programs and the One-Stop operation in Greater Omaha.

The HWS Board contracted with Goodwill Industries on April 1, 2011 with the goal of overhauling the One-Stop Career Center to one which improves and increases levels of customer service provided and increases levels of collaboration among workforce partners. New processes and operating procedures have been implemented to offer higher quality services and meet the new demands in preparing for the 21st century workforce. The strategies HWS has implemented are data driven and based on best practices from workforce development innovations implemented across the U.S. Strategies recognize that individuals enter the program with different skills, motivation, and barriers to employment. Therefore, the Plan will focus on individual needs of participants and matching resources to fill the gaps of knowledge, experience, and skills that are required to known jobs in the community.

HWS identified three strategies that targeted services may be delivered to both adults and youth for implementation in the 2012-2014 Local Plan. These will continue in the new plan. They include:

- Basic skill development including emphasis on numeracy and literacy;
- Employability (soft) skill training; and
- Career Pathway support of youth, adult and dislocated workers as individuals pursue education, retooling and career development strategies.

These three pillars of employment success have been documented as local area priorities through interviews of employers and job-seekers alike. A summary of both mission based and operational goals are attached. (CC)

Working directly with an employer to evaluate employment opportunities, and then support their interviews with ready job-seekers possessing the requisite skills required for employment, is a critical step toward developing a cohort group of employers who will hire from a more diverse workforce pool than from the past.

Outcomes

The Board will track local outcomes for employment, wages and job retention for WIA participants for whom services have been targeted. Data will be collected from NEworks to inform the Board and Service Provider of progress and modifications to the Plan. Impact on WIA performance standards on youth and adults, and employer feedback will be reported to the full Board on a quarterly basis.

Industry Sectors

Building upon the industry sector based partnerships that began with the Community College, Community Based-Organizations, employers, and the Omaha Workforce Collaborative; HWS will ensure the delivery of training and supportive services as a part of our community's economic development strategy. Transportation, Distribution, Warehousing and Logistics (TDWL) and Healthcare sectors will serve as the employer sectors that we will utilize to track the impact of standard and innovative service delivery.

Partnerships

Community partnerships are key to the long term success of job-seekers. Public school districts, Metropolitan Community College and the other area educational institutions are critical toward educational success of our clients.

One Stop-American Job Center and Access

In July 2012, the comprehensive Career Center called the Workforce Solutions Center was relocated from 24th and Lake to 58th and Ames and is now the American Job Center for the local area. New and existing partners moved to the new location with hopes to ensure optimal customer service delivery. Technology will be used to reach more consumers and support their employment goals. Options to access virtual and hands-on services will be incorporated into our planning for ease and accessibility to all services. The Board believes this will improve our ability to deliver high quality customer- focused service. Additionally, access will be sought through partnerships with the area public libraries and at Metropolitan Community College's Express center in South Omaha.

Technical Assistance

HWS is aware that strong outcomes result from well informed workforce career specialists. Specialized training for career specialists and persons who work with difficult populations both in the community and within the American Job Center will be a future focus. The goal will be to bridge the gap between institutions and service providers to offer a seamless means by which clients follow their career pathway and are eventually hired into jobs with livable wages that break the cycle on unemployment or underemployment.

2. Analysis of Local Economic and Labor Market

(The Workforce Investment Act requires that local plans identify an assessment or evaluation of local economic and labor market needs. Each plan shall include the following:

a. Identify current and projected trends of the local area's economy, industries and occupations.

Three County Area (Sarpy, Washington, Douglas-Omaha MSA)

(LEHD State of Ne County Reports http://lehd.ces.census.gov/applications/qwi_online/)

Economic Indicators	2009	2010	2011	2012
Total Employment	381,876	378,202	380,420	388,560
Net Job Flows	(1,868)	2,787	2,275	3,182
Job Creation	14,279	16,073	15,230	16,860
New Hires	47,055	49,686	50,507	55,774
Separations	56,602	53,775	55,312	59,638
Simple Avg. Monthly Earnings	\$3,471.50	\$3,526.00	\$3,619.67	\$3,730.33
Simple Avg. New Hire Earnings	\$2,162.08	\$2,055.17	\$2,146.58	\$2,395.33

b. Describe the workforce skills and knowledge individuals need to find current and future employment in the local area. Please provide evidence these skills and knowledge are employer identified and necessary for economic growth in the local area.

Some of the priority needs identified by business and industry are:

- Better information on the services available through the American Job Center
- Quick access to diverse, qualified workers with strong employability skills
- Accurate, timely, easy-to-use local, state and national labor market information
- Resources to train incumbent workers
- Resources to train pre-employment workers
- Workforce development partnering in economic development strategies
- Recruitment, assessment and matching support for job openings and for customized job training programs
- Resources for supervisory, management and leadership training for existing employees

Some of the priority needs of worker and job seekers are:

- Strong support services (resources for daycare and transportation)
- Re-entry support for ex-offenders
- Veterans and eligible spouses
- Individuals in need of English as a second language and refugees
- Work ethic and employability skills
- Spousal and dependent job search assistance for new residents
- Simple and easy to use system
- Basic computer literacy and customer service skills
- Flexible hours of operation
- Basic skills education
- Technical skills necessary for employment
- Assessments about skill levels and career interests
- Assistance in developing employment/training plan

Employers indicated that once workers were hired out of the workforce development system and in place, they were unable to successfully retain or compete for jobs that would yield higher wages or career growth. To address this issue, the Greater Omaha area will continue to offer training and assessment, coaching and mentoring on employability skills. These skillsets will continue to be monitored and retested to ensure workers are successful once employed. *(Source: Omaha Workforce Collaborative Evaluator Report, First Quarter, 2011, Prepared for Greater Omaha Chamber of Commerce by Capital Analytics and Bellevue University's Human Capital Lab, May 12, 2011)*

Some of the workplace competencies that employers want are:

- Learning to Learn
- Reading, Writing and Computation
- Digital literacy
- Communication: Understanding Ideas and Information
- Adaptability: Creative Thinking and Problem Solving
- Self-Esteem Goal Setting, Motivation and Personal/Career Development
- Interpersonal Skills, Negotiation and Teamwork
- Organizational Effectiveness and Leadership
- Initiation: Anticipation of needs, proactive

(Source: Adapted from Workplace Basics: The American Society for Training & Development, U.S. Department of Labor, Employment and Training Administration and Employer Focus Group, Tri County Chamber of Commerce, May 3 and 4, 2005.)

c. Describe the characteristics of the local area's population. Describe specific needs of diverse sub-populations including those from racial, ethnic, linguistic groups, older persons, and individuals with disabilities.

Racial and Ethnic Literacy Challenges

Minority communities have been particularly hard hit, with some high minority rate census tracts for the 3-county area reporting unemployment rates of 31-32%, with income levels of \$10-12,000 and poverty rates of 40-50%. In these same areas, education levels are at critical lows, with only one third of residents over age 18 having completed high school or earned a GED. Overall minority high school graduation rates are at 57%, with minority unemployment rates hovering near 20%. *(Source: Nebraska Department of Education and American Community Survey (U.S. Census))*

English as Second Language and Refugee Populations

ESL and Refugee Populations: HWS is a subscriber to Legal Language Services to assist with translations for those who come to the Center and are unable to communicate in English. This service assists with translating over 200 languages and dialects so that anyone seeking services through the American Job Center will not be turned away due to limited English-speaking skills. WIA staff participates in the Refugee Task Force meetings. A representative from Lutheran Family Services was able to do a presentation for front-line staff and management on the history of refugees in the local area and their needs.

A significant number of people served by HWS have tremendous barriers before them that must be dealt with before that person can realistically pursue self and family sustaining employment. Educational and literacy deficits are among the most difficult to remedy.

Older Persons

The number of persons over age 55 who wish to continue to work or are interested in second careers is growing. Partnerships with the Eastern Nebraska Office on Aging and Experience Works provide work experience opportunities, job search assistance, and when appropriate, intensive and training services. The Title V partners provide workshops at the American Job Center to specifically address issues faced by the mature workforce seeking employment.

Ex-Offender Population

Another subset of the population the area serves is ex-offenders. Each year over 18,000 individuals are returned to the Omaha area by the Douglas County Department of Corrections and another 1,000 return from the state prison system. More than three hundred return from Federal facilities, and another 5,000 are released annually from the Pottawatomie County Jail. Considering totals from the Sarpy County Department of Corrections and all juvenile facilities in the area were not immediately available, and not included in this estimate, it is likely that more than 30,000 individuals return to our community each year from various settings and lengths of incarceration.

These individuals face tremendous challenges in re-starting their lives. Finding and maintaining stable, self-sustaining employment is among the greatest issues they face upon re-entry. Entire industry sectors are often unavailable to them due to their status as ex-offenders. The stigma assigned to ex-offenders along with any existing educational or skills deficits make this population exceedingly hard to serve. The Greater Omaha Workforce Investment Area's situation is unique in the scope in which this problem exists in its region.

Individuals with Disabilities

Another aspect of diversity is the number of individuals with disabilities in this area of the state. As reported in the 2000 Census, 142,256 persons aged 5 and older experience some form of disability; including sensory, physical, mental, and self-care disabilities. This number accounts for approximately 23 (23.5%) percent of the total population.

d. Provide an analysis of the challenges associated with the local area's population attaining the education, skills, and training needed to obtain employment.

Analysis of data shows a large number of individuals who have been unemployed for 15 weeks or more. This speaks to the chronic nature of the issue of unemployment in the area. Many of these individuals require remedial education, workplace literacy skills and a need for specific skilled training to hold a living wage job. Historically, Greater Omaha's challenges are the number of youth and adults in this category who do not have a High School diploma or equivalency or have graduated but do not have command of applied math or English at an eighth grade or higher level. Many of these persons are not competitive in the workplace, or may have complex co-occurring social barriers that must be addressed before they would be successful candidates for job placement. Other persons that fall into this category are ex-offenders, who may be qualified to hold a job, but are disqualified by employers simply because of their criminal record.

e. Describe specific strategies the local WIB and American Job Center Operator are or will be implementing during this plan period to insure the skill needs of local employers is met and to close any existing skill gaps. Strategies should include partner agencies that target populations in diverse populations.)

The employers with the highest number of job openings advertised online in Omaha Consortium, Nebraska on February 13, 2014 are Catholic Health Initiatives (502), First Data Corporation (368), ConAgra Foods, Inc. (228), Alegent Creighton Health (144), H&R Block (133), University of Nebraska Medical Center (112), YMCA of Greater

Omaha (110), Pizza Hutt, Inc. (107), Cornerstone Staffing, Inc. (106), and Methodist Health System (104) (Jobs Duplication Level 1).

The most common minimum education requirement on job openings advertised online in Omaha Consortium, Nebraska on February 13, 2014 was a High School Diploma or Equivalent with 45.11% of the total specified. The second most common requirement was a Bachelor's Degree with 39.80% of the total specified.

The most common education level of potential candidates in the system in Omaha Consortium, Nebraska on February 13, 2013 was a High School Diploma or Equivalent with 35.58% of the total specified. The second most common level was a 1 to 3 Years at College or a Technical or Vocational School with 30.41% of the total specified.

The most common minimum experience requirements on job openings 2 Year to 5 Years with 43.52%, both with 37.45% of the total specified.

The most common experience level of potential candidates in Omaha Consortium, Nebraska on February 13, 2014 was More than 10 Years with 49.19% of the total specified. The second most common requirement was 5 Years to 10 Years with 17.49% of the total specified.

The average weekly wage for Omaha Consortium, Nebraska in 1st quarter, 2013 was \$886. This would be equivalent to \$22.15 per hour or \$46,072 per year, assuming a 40-hour week worked the year around.

Industries that are growing rapidly and employ a substantial number of workers are identified as critical industries. In the Greater Omaha Local Area, the following industries have been recognized as 'critical' according to the Nebraska Department of Labor.

Greater Omaha (GO) Local Area 'Critical' Industries" Identified; EMSI Occupation Projections to 2023

SOC Number	Industry Title	2013 Jobs	2023 Projection	Numeric Change	% Change
11-0000	Management Occupations	14,316	15,912	1,596	11.1%
13-0000	Business and Financial Operations Occupations	23,238	26,624	3,386	14.6%
15-0000	Computer and Mathematical Occupations	16,302	18,153	1,851	11.4%
17-0000	Architecture and Engineering Occupations	5,017	5,693	676	13.5%
19-0000	Life, Physical, and Social Science Occupations	2,689	3,100	411	15.3%
21-0000	Community and Social Service Occupations	5,086	5,745	659	13.0%
23-0000	Legal Occupations	2,506	2,703	197	7.9%
25-0000	Education, Training, and Library Occupations	22,514	25,437	2,923	13.0%
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	5,515	6,080	565	10.2%
29-0000	Healthcare Practitioners and Technical Occupations	25,677	29,293	3,616	14.1%
31-0000	Healthcare Support Occupations	10,111	12,179	2,068	20.5%
33-0000	Protective Service Occupations	6,735	7,432	697	10.3%
35-0000	Food Preparation and Serving Related	32,661	35,848	3,187	9.8%

	Occupations				
37-0000	Building and Grounds Cleaning and Maintenance Occupations	11,087	13,014	1,927	17.4%
39-0000	Personal Care and Service Occupations	12,229	14,967	2,738	22.4%
41-0000	Sales and Related Occupations	44,644	47,487	2,843	6.4%
43-0000	Office and Administrative Support Occupations	69,091	74,222	5,131	7.4%
45-0000	Farming, Fishing, and Forestry Occupations	548	552	4	0.7%
47-0000	Construction and Extraction Occupations	15,539	18,510	2,971	19.1%
49-0000	Installation, Maintenance, and Repair Occupations	13,513	14,866	1,353	10.0%
51-0000	Production Occupations	21,272	22,755	1,483	7.0%
53-0000	Transportation and Material Moving Occupations	30,826	34,139	3,313	10.7%
55-0000	Military occupations	0	0	0	0.0%
99-0000	Unclassified Occupation	0	0	0	0.0%
	Total	391,115	434,711	43,596	11.1%

Source: QCEW Employees - EMSI 2013.4 Class of Worker

EMSI Industry Data, Projections to 2023

NAICS Code	Description	2013 Jobs	2023 Jobs	Numeric Change	Percentage Change
11	Agriculture, Forestry, Fishing and Hunting	528	512	-16	-3.0%
21	Mining, Quarrying, and Oil and Gas Extraction	79	166	87	110.1%
22	Utilities	1,010	952	-58	-5.7%
23	Construction	19,343	23,544	4,201	21.7%
31	Manufacturing	25,606	27,418	1,812	7.1%
42	Wholesale Trade	14,714	15,110	396	2.7%
44	Retail Trade	43,780	46,698	2,918	6.7%
48	Transportation and Warehousing	18,486	20,924	2,438	13.2%
51	Information	10,745	11,094	349	3.2%
52	Finance and Insurance	29,485	31,376	1,891	6.4%
53	Real Estate and Rental and Leasing	5,178	5,526	348	6.7%
54	Professional, Scientific, and Technical Services	26,382	31,840	5,458	20.7%
55	Management of Companies and Enterprises	11,646	12,775	1,129	9.7%
56	Administrative and	25,736	30,010	4,274	16.6%

	Support and Waste Management and Remediation Services				
61	Educational Services (Private)	6,092	6,963	871	14.3%
62	Health Care and Social Assistance	51,534	61,287	9,753	18.9%
71	Arts, Entertainment, and Recreation	8,319	9,125	806	9.7%
72	Accommodation and Food Services	30,354	33,048	2,694	8.9%
81	Other Services (except Public Administration)	10,961	11,907	946	8.6%
90	Government	51,138	54,435	3,297	6.4%
99	Unclassified Industry	0	0	0	0.0%
	Total	391,115	434,711	43,596	11.1%

Source: QCEW Employees - EMSI 2013.4 Class of Worker

Of these critical industries, the area has focused its resources on the following targeted industries through funding received from National Fund for Workforce Solutions. These industries are: transportation/distribution/logistics (TDL), and health care. Employer-led sector groups will be re-formed with a goal of designing collaborative initiatives that include training, screening, hiring and career pathway opportunities for low income individuals. The sector industries will continue to define workforce development priorities for the next several years as they grow their business plans and increase their employment capacity through a stronger workforce.

In looking at the data provided by the Nebraska Department of Labor, the ten occupations with the best job prospects based on growth rate, total openings and 10-year employment change are shown below for the Greater Omaha area.

Occupation Group	2010 Estimated Employment	2020 Projected Employment	Numeric Change	% Change
Office and Administrative Support Occupations	75,915	81,089	5,174	6.8%
Sales and Related Occupations	50,853	54,897	4,044	8.0%
Transportation and Material Moving Occupations	35,912	41,108	5,196	14.5%
Food Preparation and Serving Related Occupations	33,640	37,019	3,379	10.0%
Healthcare Practitioners and Technical Occupations	27,550	31,815	4,265	15.5%
Education, Training, and Library Occupations	27,612	30,998	3,386	12.3%
Business and Financial Operations Occupations	26,960	30,990	4,030	14.9%
Construction and Extraction Occupations	21,855	26,079	4,224	19.3%
Production Occupations	21,660	23,247	1,587	7.3%
Management Occupations	18,863	20,316	1,453	7.7%

HWS is aware of the human, natural and energy resources that are unique and available to the local area. HWS has written letters of commitment and support for agencies that apply for Federal grants, including "green" grants.

HWS supports and approves Eligible Training Provider initial applications that are focused on trainings for “green” jobs, many of which reside across industry sectors, especially in manufacturing and trades. Green jobs are also included under “Dynamic Occupations” as defined in the Demand Occupations Policy that went in effect in 2009.

3. **Plan Development** *(Describe the steps for developing the local plan, including:*

a. Timeline

b. Consultation process with the local elected official(s), local Workforce Investment Board, members of the public including representatives of businesses and representatives of labor organizations, and other partners

c. Actions taken to acquire other input into the plan development process

d. Dates the plan was posted electronically to the local website

A summary of the comments received (including comments from businesses and labor organizations) should be included in the Attachment section. If no comments were received, please include a statement to that effect.)

The draft of the Greater Omaha Local Plan was developed following a local plan planning session held by the Board on February 18, 2014. Further discussion was then held at the Executive Committee meeting on February 25, 2014 and at the full Board meeting on February 27, 2014. Additional strategic planning discussions will occur as part of the regular board process. In this way, a strategic focus can be set and adjusted as needed following mission-driven objectives.

In January 2014, the Nebraska Department of Labor issued a policy entitled Local Plan Instructions. This provides a framework for the local workforce investment plan. The HWS 2014-2017 Local Plan was drafted based on those instructions and in the required format. Revisions to the draft will be made as needed, based on feedback received as a result of the public posting of the draft document. Notice was published in the Omaha World Herald and is being sent to the Chief Elected Official, county representatives, business organizations, organized labor, state agencies, the local service provider and other public and private agencies. Notice of the work on the new plan was provided at the public meetings of the HWS Executive Committee on 2-25-14, the full Board on 2-27-14, the planning session on 2-18-14 and at the Youth Council on 2-18-14. The Performance Committee members and partners will be notified through email the week of March 10, 2014. The draft plan was posted on the HWS web site on 3-6-14 with a notice that public comments are being taken through April 6, 2014. The final draft will be posted to the NDOL website by 4-7-14.

The HWS Executive Committee will meet again on March 25, 2014 to discuss the 2014-2017 and to approve the draft of the HWS Workforce Investment Board Local Area Plan. In addition, a request for input on the plan will be made at the Performance Committee meeting on 3-14-14. Feedback will continue to be sought from staff and by the general public until a final plan is submitted.

In summary, the local plan was developed with input from meetings with the Board and Committees to discuss all sections of the plan, progress to date on issues, any changes that have occurred and new, future directions. Meetings were held with the Service Provider staff members to gather and discuss the same information. For this plan, any modifications and changes were discussed with Board Committees and members and service provider staff and Chief Elected Official when required.

**GREATER LINCOLN
WORKFORCE INVESTMENT PLAN
July 1, 2014 through June 30, 2017**

Written comments are always welcome and should be
mailed to:

Carol Swigart, Chairperson
Greater Lincoln Workforce Investment Board
555 S. 10th Street, Suite 205
Lincoln, NE 68508

Or e-mailed to:
injensen@lincoln.ne.gov

Changes in response to DoL review / comments are highlighted in yellow.

A. EXECUTIVE SUMMARY

1. Introductory Overview

Provide a brief introduction of the local workforce investment area highlighting the geographical workforce investment area, population, diversity of the population, area strengths, and opportunities for improvement. It would be appropriate to address how the local workforce investment system has improved and changed since the enactment of the Workforce Investment Act of 1998 and the expectations for further transformation anticipated in the next few years.

Geographic Area, Population, and Diversity

The Greater Lincoln Workforce Investment Area consists of Lancaster and Saunders Counties in Nebraska. Lancaster County is 847 square miles and the county seat is Lincoln, the state capital. Saunders County is 754 square miles and the county seat is Wahoo.

According to the 2012 American Community Survey, the population of the two-county area was 310,646 (Lancaster was 289,807 and Saunders was 20,839).

Using data from the Census Bureau and US Bureau of Labor Statistics, the population growth in the Lincoln Metropolitan Area was 11.2% during the past decade compared to 4.9% in Nebraska and 8.8% in the United States.

According to the U.S. Census Bureau, the racial/ethnic makeup of the population is as follows:

	Lancaster		Saunders	
	Estimate	Percent	Estimate	Percent
SEX AND AGE				
Total population	289,807		20,839	
Male	145,165	50.10%	10,551	50.60%
Female	144,642	49.90%	10,288	49.40%
Median age (years)	32.7	(X)	41.5	(X)
18 years and over	222,990		15,544	
Male	111,000	49.80%	7,794	50.10%
Female	111,990	50.20%	7,750	49.90%
65 years and over	32,065		3,316	
Male	13,866	43.20%	1,517	45.70%
Female	18,199	56.80%	1,799	54.30%

	Lancaster		Saunders	
	Estimate	Percent	Estimate	Percent
RACE				
Total population	289,807		20,839	
One race	282,122	97.30%	20,684	99.30%
Two or more races	7,685	2.70%	155	0.70%
One race	282,122	97.30%	20,684	99.30%
White	257,157	88.70%	20,318	97.50%
Black or African American	10,608	3.70%	72	0.30%
American Indian and Alaska Native	1,903	0.70%	105	0.50%
Asian	10,751	3.70%	54	0.30%
Native Hawaiian and Other Pacific Islander	224	0.10%	0	0.00%
Some other race	1,479	0.50%	135	0.60%
Two or more races	7,685	2.70%	155	0.70%
HISPANIC OR LATINO				
Hispanic or Latino (of any race)	17,476	6.0%	425	2.0%

Source: 2010-2012 American Community Survey 3-Year Estimates; DP05: ACS DEMOGRAPHIC ESTIMATES

Area Strengths

The Lincoln Partnership for Economic Development (LPED) published a Lincoln Economic Dashboard in 2013 as a joint effort of the University of Nebraska-Lincoln Bureau of Business Research, the LPED Board of Directors and the LPED Steering Committee. This dashboard focused on five categories of indicators: Economic Performance, Talent, Entrepreneurship, Innovation and Quality of Life and compared Lincoln's performance against peer communities and aspirational communities. The areas of particular strength noted for Lincoln were:

- Low unemployment rate
- Labor force growth (4.78% from 2009 to 2012)
- High labor force participation rate (56.77% in 2012)
- Well educated workforce (93.7% were high school graduates or higher in 2011; 36.2% had bachelor's degree or higher)
- Short commute time (17.4 minutes in 2011)
- Percent growth in employer establishments (6.62% from 2009 to 2012)
- Residential building permits growth (63.64% from 2009-2012)

Other strengths of this workforce area are:

- Strong social service systems
- Safe neighborhoods
- Lower cost utilities
- Active economic development organizations
- Active Workforce Investment Board

Initiatives and building projects highlighted in the 2013 Lincoln Economic Dashboard included:

- Lincoln Public Schools & Southeast Community College Career (SCC) Academy
- SCC Entrepreneurship Center and Incubator
- Innovation Connect
- Health Care Connect
- NMotion
- Pinnacle Bank Arena and the Railyard
- Memorial Stadium expansion
- Centennial Mall restoration
- Lincoln Civic Plaza development

Saunders County has evidenced strength in their economic and workforce opportunities. In the past eight years, Greater Wahoo has built a new hospital, law enforcement center, library, aquatics center, and a new Performance/Learning Center at Wahoo Public Schools. Omaha Steel Castings moved to Wahoo in 2013 after being located in Omaha for over 100 years and Lake Wanahoo opened in spring 2012 with over 450,000 visitors. Fremont Medical will move into a new facility near Lake Wanahoo in 2014 and the new Wahoo Expressway will open in December of 2014. Ashland has housing development along the Highway 6 corridor and other communities in the northern area of the county have housing developments near the Platte River along with lake development.

Opportunities for Improvement of the Workforce System

The Greater Lincoln workforce system has identified improvement in the following areas:

- Continued focus on target industries and development of sector strategies to enhance the coordinated efforts of local education, economic development and workforce development
- Continued efforts to partner regionally with workforce development, economic development and education entities in Nebraska and Iowa as well as in the 10 state Great Lakes region
- Pursuit of alternative funding sources to maximize the flexibility of service delivery; development of new partnerships with local professional organizations and foundations
- Updated technology to improve the delivery of workforce services
- Increased assessment of job seekers to improve the referral of candidates to employers
- Expanded use of “E” and online learning to increase and improve training options for individuals
- Increased marketing to businesses to build further awareness of the workforce system through increased partnerships with business and community groups

Changes Since Implementing the Workforce System

The following changes have been observed since the implementation of the Workforce Investment Act:

- Physical and virtual co-location has made it easier and more efficient for employers and job seekers to access services and for partners to provide services
- Recognition of the dual customer focus on businesses and job seekers has changed and improved the way workforce services are delivered
- Partners of the American Job Center have assigned staff to work directly with the business customer
- The need for career counseling and retraining services has increased due to globalization and technological changes
- Positive alliances have been developed and expanded with private workforce agencies to assist the employer and the job seeker
- Globalization has resulted in some manufacturing job loss
- Closer working relationships have developed between education, economic and workforce development entities both on a local level and a regional level

Future Expectations

The following changes are anticipated to occur during the next few years:

- Continued discussion of legislative re-authorization or replacement of the Workforce Investment Act
- Possible decline in WIA formula funding for the workforce investment system; competitive (discretionary) grant opportunities may increase
- A decrease in overall federal, state, and local funds available to the system
- Increased employer demand to hire skilled workers; increased concern regarding labor availability and skills gaps
- Increased incentive for employers to invest in training for incumbent workers to address retirements and skills gaps
- Continued emphasis from the national and state levels to serve the long-term unemployed and promote the hiring of veterans
- Globalization continuing to impact the local economy
- Demand for health care workers continuing for the foreseeable future
- Emphasis on customer self-service through technology with less in person staff-assisted services available
- Increased emphasis on regional labor markets, economies and planning efforts
- Accelerated retirements of workforce development professionals including staff and Board members
- Increased awareness of the need for succession planning in the private and public sectors

2. Analysis of Local Economy and Labor Market

The Workforce Investment Act requires that local plans identify an assessment or evaluation of local economic and labor market needs. Each plan shall include the following:

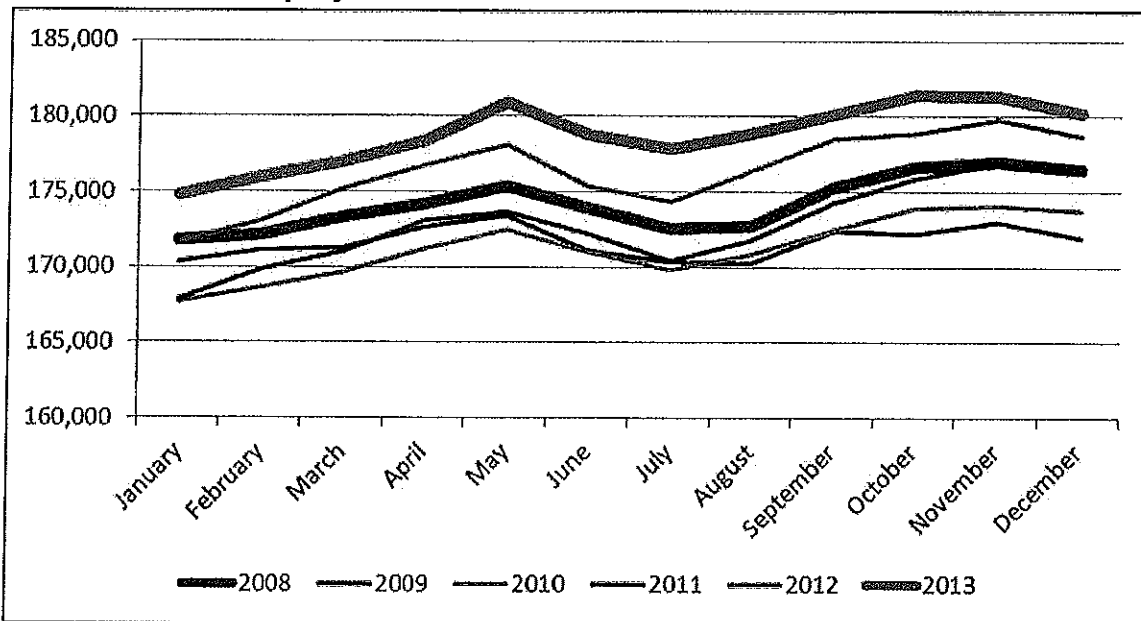
- a. Identify current and projected trends of the local area's economy, industries and occupations.

The information in this narrative includes information from the 2013 Lincoln Economic Dashboard, published by the Lincoln Partnership for Economic Development (LPED), and Labor Market Information from the Nebraska Department of Labor.

The Nebraska Department of Labor reports that the Lincoln WIA had a not seasonally adjusted unemployment rate of 3.2% in December 2013, which is down by 0.4% from 3.6% in December 2012. The number of individuals employed grew from 171,300 in December 2012 to 171,944 in December 2013. The number of individuals unemployed decreased from 6,387 in December 2012 to 5,615 in December 2013. The civilian labor force was at 177,559 in December 2013 for the Lincoln WIA.

Lincoln Metropolitan Statistical Area (MSA)

Total Nonfarm Employment 2008 - 2013



Source: Nebraska Department of Labor Current Employment Statistics Program

Notes: In 2013, total non-farm employment in the Lincoln MSA averaged 4,523 jobs over 2008 levels.

In 2009, 2010 and 2011 employment dropped below 2008 but rebounded in 2012 and 2013.

Nebraska Department of Labor data released in March 2014 show that there were about 300 more people employed statewide in February 2014 than there were a year ago and the data also show that the state has added more than 12,000 jobs in the past year.

More than 4,000 of those jobs have been added in the Lincoln area, although the data showed about 200 fewer people working in February 2014 than there were a year ago. Lincoln's unemployment rate in February 2014 was 3.7 percent, the same as in January and down from 3.8 percent in February 2013.

Industries:

Lincoln MSA Projected Employment 2010 – 2020: Largest Industry Employment

Industry Code	Industry Title	2010 Annual Employment	2020 Projected Employment	Change in Employment 2010-2020	Percent Change 2010-2020
620000	Health Care and Social Assistance	23,384	27,902	4,518	19.32%
610000	Educational Services (including state & local government)	20,652	22,637	1,985	9.61%
44-45	Retail Trade	17,807	19,218	1,411	7.92%
900000	Government	15,429	16,636	1,207	7.82%
31-33	Manufacturing	12,610	14,484	1,874	14.86%
720000	Accommodation and Food Services	13,047	13,826	779	5.97%
520000	Finance and Insurance	11,741	12,876	1,135	9.67%
48-49	Transportation and Warehousing	9,987	12,014	2,027	20.30%
540000	Professional, Scientific, and Technical Services	8,356	9,302	946	11.32%
230000	Construction	7,141	8,763	1,622	22.71%

Source: Nebraska Department of Labor Long Term Industry Projections 2010 – 2020

Lincoln MSA Projected Employment 2010 – 2020: Largest Industry Employment Change

Industry Code	Industry Title	2010 Annual Employment	2020 Projected Employment	Change in Employment 2010-2020	Percent Change 2010-2020
620000	Health Care and Social Assistance	23,384	27,902	4,518	19.32%
48-49	Transportation and Warehousing	9,987	12,014	2,027	20.30%
610000	Educational Services (including state & local government)	20,652	22,637	1,985	9.61%
31-33	Manufacturing	12,610	14,484	1,874	14.86%
230000	Construction	7,141	8,763	1,622	22.71%
44-45	Retail Trade	17,807	19,218	1,411	7.92%
900000	Government	15,429	16,636	1,207	7.82%
520000	Finance and Insurance	11,741	12,876	1,135	9.67%
540000	Professional, Scientific, and Technical Services	8,356	9,302	946	11.32%
560000	Administrative & Waste Management Services	7,166	8,044	878	12.25%

Source: Nebraska Department of Labor Long Term Industry Projections 2010 - 2020

Lincoln MSA Industry Location Quotients for 1st Quarter 2013

NAICS Code	Industry Title	Average Employment 1st Quarter 2013	Location Quotient
923	Administration of Human Resource Program	2255	2.86
334	Computer and Electronic Product Manufacturing	2164	2.78
335	Electrical Equipment and Appliances	608	2.68
488	Support Activities for Transportation	1631	2.58
922	Justice, Public Order, and Safety Activities	2152	2.29
926	Administration of Economic Programs	1651	1.94
336	Transportation Equipment Manufacturing	2772	1.92
928	National Security & International Affairs	1390	1.81
325	Chemical Manufacturing	1559	1.61
813	Membership Organizations & Associations	1734	1.47

Source: Nebraska Department of Labor, Quarterly Census of Employment and Wages, produced February 2014

Note: This list is of the top 10 location quotients with average employment over 600 by three digit North American Industry Classification System (NAICS)

Occupations:**Lincoln MSA Projected Employment 2010 – 2020:
Top 10 High Wage, High Skill, High Demand Occupations**

SOC	Title	Education	Average Annual Openings	Average Annual Wage
53-3032	Heavy and Tractor-Trailer Truck Drivers	Postsecondary non-degree award	***	\$38,075
29-1141	Registered Nurses	Associate's degree	131	\$57,253
47-2031	Carpenters	High school diploma or equivalent	64	\$36,689
13-2011	Accountants and Auditors	Bachelor's degree	59	\$64,298
15-1132	Software Developers, Applications	Bachelor's degree	***	\$70,290
13-1161	Market Research Analysts and Marketing Specialists	Bachelor's degree	38	\$57,016
25-3999	Teachers and Instructors, All Other	Bachelor's degree	44	\$55,189
29-2061	Licensed Practical and Licensed Vocational Nurses	Postsecondary non-degree award	43	\$39,155
25-2021	Elementary School Teachers, Except Special Education	Bachelor's degree	52	\$52,261
27-3031	Public Relations Specialists	Bachelor's degree	50	\$79,848

Sources: Projections produced by The Nebraska Department of Labor, Office of Labor Market Information, August 2012.

Wages: Fourth Quarter 2013, produced by the Nebraska Department of Labor, Office of Labor Market Information, Occupational Employment Statistics, February 2014

The Lincoln Metropolitan Statistical Area (MSA) includes the Nebraska counties of Lancaster and Seward.

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Lincoln MSA 2010 – 2020

Occupational Projections by Education With Percent Change

SOC Title	2010 Estimated Employment	2020 Projected Employment	Numeric Change	Percent Change	Avg Annual Growth Openings	Avg Annual Replacement Openings	Avg Annual Openings
Heavy and Tractor-Trailer Truck Drivers	***	***	***	21.9%	***	***	***
Retail Salespersons	5,504	6,031	527	9.6%	53	162	215
Registered Nurses	3,996	4,586	590	14.8%	59	72	131
Office Clerks, General	4,963	5,487	524	10.6%	52	88	140
Cashiers	3,895	4,128	233	6.0%	23	177	200
Customer Service Representatives	3,073	3,455	382	12.4%	38	87	125
Combined Food Preparation and Serving Workers, Including Fast Food	3,266	3,639	373	11.4%	37	91	128
Team Assemblers	2,077	2,440	363	17.5%	36	41	77
Waiters & Waitresses	3,090	3,249	159	5.2%	16	154	170
Nursing Aides, Orderlies, and Attendants	2,185	2,536	351	16.1%	35	28	63

*** Data Suppressed for Confidentiality

Source: Based on 2010-2020 Long-term Occupational Projections as produced by NE Department of Labor, Office of Labor Market Information, August 2012. The Lincoln Metropolitan Statistical Area (MSA) includes Lancaster and Seward Counties.

Top 10 Hot Jobs -- Lincoln MSA

SOC Title	2010 Estimated Employment	2020 Projected Employment	Numeric Change	Percent Change	Avg Annual Growth Openings	Avg Annual Replacem't Openings	Avg Annual Openings
Hvy & Tractor-Trailer Truck Drivers	***	***	***	21.9%	***	***	***
Retail Salespersons	5,504	6,031	527	9.6%	53	162	215
Registered Nurses	3,996	4,586	590	14.8%	59	72	131
Office Clerks, General	4,963	5,487	524	10.6%	52	88	140
Cashiers	3,895	4,128	233	6.0%	23	177	200
Customer Service Representatives	3,073	3,455	382	12.4%	38	87	125
Combined Food Preparation and Serving Workers, Incl. Fast Food	3,266	3,639	373	11.4%	37	91	128
Team Assemblers	2,077	2,440	363	17.5%	36	41	77
Waiters and Waitresses	3,090	3,249	159	5.2%	16	154	170
Nursing Aides, Orderlies, and Attendants	2,185	2,536	351	16.1%	35	28	63

b. Describe the workforce skills and knowledge individuals need to find current and future employment in the local area. Please provide evidence that these skills and knowledge are employer identified and necessary for economic growth in the local area.

Top 5 Skills from top Hot Jobs in the Lincoln MSA

Occupation Title	Top 5 Most Important Skills				
Heavy and Tractor-Trailer Truck Drivers	Operation and Control	Operation Monitoring	Active Listening	Repairing	Time Management
Retail Salespersons	Persuasion	Active Listening	Service Orientation	Negotiation	Speaking
Registered Nurses	Social Perceptiveness	Reading Comprehension	Active Listening	Coordination	Service Orientation
Office Clerks, General	Active Listening	Reading Comprehension	Speaking	Writing	Service Orientation
Cashiers	Active Listening	Service Orientation	Speaking	Critical Thinking	Social Perceptiveness
Customer Service Representatives	Active Listening	Speaking	Service Orientation	Reading Comprehension	Critical Thinking
Combined Food Preparation and Serving Workers, Including Fast Food	Coordination	Service Orientation	Speaking	Active Listening	Social Perceptiveness
Team Assemblers	Coordination	Monitoring	Speaking	Critical Thinking	Active Listening
Waiters and Waitresses	Service Orientation	Active Listening	Social Perceptiveness	Coordination	Monitoring
Nursing Aides, Orderlies, and Attendants	Service Orientation	Social Perceptiveness	Active Listening	Speaking	Monitoring

Source: Long-term Occupational Projections used to determine Hot Jobs - see Hot Jobs spreadsheet data from O*NET

All job seekers benefit from what employers refer to as job essential skills or soft skills such as:

- General employee development (listening, following instructions, problem solving, etc.)
- Communication skills
- Customer service skills
- Computer skills
- Basic skills in reading and math
- Financial literacy

In a March 2014 poll of Greater Lincoln Workforce Investment Board members representing business, economic development and organized labor these additional skills and knowledge were identified:

- Ability to work in teams and demonstrate initiative
- Advanced information technology skills
- Functional/technical skills in the area of focus as there is a shortage of skilled labor
- Attainment of educational and technical credentials

Also mentioned were a desire to work, commitment to a job, and dependability as critical traits. Leon Holloway, Human Resource Manager at Duncan Aviation and Greater Lincoln WIB member, summed up employer input on job-essential skills with these thoughts:

- *Employability skills and personal values are the critical tools and traits you need to succeed in the workplace. Here at Duncan Aviation, we look at our core and job*

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specific competencies that we evaluate team members on and here are a few that add value to the list:

- *Positive Attitude/Motivation/Energy/Passion. The job-seekers who get hired and the employees who get promoted are the ones with drive and passion -- and who demonstrate this enthusiasm through their words and actions.*
- *Adaptability/Flexibility. This deals with openness to new ideas and concepts, to working alternative shifts, and to carrying out multiple tasks or projects.*
- *Dependability/Reliability/Responsibility. There's no question that all employers desire employees who will arrive to work every day -- on time -- and ready to work, and who will take responsibility for their actions.*

c. Describe the characteristics of the local area's population. Describe specific needs of diverse sub-populations including those from racial, ethnic, linguistic groups, older persons, and individuals with disabilities.

Below are statistics detailing the racial minorities in the local area:

Race Alone or in Combination with One or More Other Races for Lancaster & Saunders Counties

Race	Lancaster County, Nebraska		Saunders County, Nebraska	
	Estimate	Percent	Estimate	Percent
Total population	286,425	286,425	20,696	100%
White	260,621	91.00%	20,405	98.60%
Black or African American	14,165	4.90%	73	0.40%
American Indian and Alaska Native	3,988	1.40%	188	0.90%
Asian	11,881	4.10%	123	0.60%
Native Hawaiian and Other Pacific Islander	263	0.10%	0	0.00%
Some other race	3,012	1.10%	108	0.50%

Source: U.S. Census Bureau American Community Survey Table DP05 ACS Demographic and Housing Estimates 2008-2012

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Below is a table showing population changes in the two county local area:

Population Changes in Lancaster & Saunders Counties: 2010 to 2012	Lancaster			Saunders		
	2010	2012	Change	2010	2012	Change
Total:	285,407	289,807	1.54%	20,780	20,839	0.28%
White	248,615	257,157	3.44%	20,201	20,318	0.58%
Black or African American	9,920	10,608	6.94%	71	72	1.41%
American Indian and Alaska Native	2,140	1,903	-11.07%	53	105	98.11%
Asian	9,961	10,751	7.93%	83	54	-34.94%
Hawaiian, Other Pacific Islander	150	224	49.33%	1	0	-100.00%
Some other race	6,736	1,479	-78.04%	150	135	-10.00%
Two or more races:	7,885	7,685	-2.54%	221	155	-29.86%
Hispanic or Latino (of any race)	16,685	17,476	4.74%	415	425	2.41%
Mexican	12,420	12,981	4.52%	306		
Puerto Rican	503	661	31.41%	20		
Cuban	233	166	-28.76%	4		
Other Hispanic or Latino	3,529	3,668	3.94%	85		

Source: 2010 Census Information and 2012 ACS (Three Year)

The U. S. Census American Community Survey 2008 - 2012 estimates show that the Greater Lincoln Workforce Area has a total of 11,621 individuals who speak English less than "very well." The table below displays the languages or language groups of people who spoke English less than "very well."

Number and Percent of People Who Speak English Less Than "Very Well" by Language or Language Group in the Greater Lincoln Region Workforce Investment Area

Language/Language Group	Number of Individuals Who Speak English Less than "Very Well"	Percent of Individuals Who Speak English Less than "Very Well"
Spanish or Spanish Creole	4,067	35.0%
Vietnamese	2,510	21.6%
Chinese	1,044	9.0%
Arabic	954	8.2%
Other Indo-European languages	397	3.4%
Other Slavic languages	362	3.1%
Russian	354	3.0%
French (incl. Patois, Cajun)	320	2.8%
African languages	259	2.2%
Other Asian languages	248	2.1%
All Other Languages	1,106	9.5%
Lincoln Region Workforce Investment Area Total	11,621	100.0%

Source: 2012 American Community Survey, 5-Year Estimates

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Statewide data since 2009 shows African languages have moved up in the ranking and German speakers have dropped out of the languages or language groups with more than 1,000 speakers. There have been small changes in the number of individuals who are linguistically isolated in the past few years. Below is statewide data as a comparison base to the Greater Lincoln characteristics.

Number and Percent of People Who Speak English Less Than "Very Well" by Language or Language Group in Nebraska

Language/Language Group	Number of Individuals Who Speak English Less than "Very Well"	Percent of Individuals Who Speak English Less than "Very Well"
Spanish or Spanish Creole	57,565	71.9%
Vietnamese	4,437	5.5%
African languages	2,848	3.6%
Chinese	2,321	2.9%
Other Asian languages	1,941	2.4%
Arabic	1,622	2.0%
French (incl. Patois, Cajun)	1,502	1.9%
German	793	1.0%
Other Indic languages	741	0.9%
Other Slavic languages	661	0.8%
All Other Languages	5,596	7.0%
Nebraska Total	80,027	100.0%

According to the 2008-2012 American Community Survey 5-Year Estimates, 16.2% of the Lincoln Metro population was estimated to be 60 years of age or older with 34.3% in the civilian labor force

Universal job seeker needs based on customer survey responses include:

- Someone to understand his or her needs and situation
- Explanation of the service options available
- Services that are easy to understand and access
- Access to quality jobs
- Assistance with resumes and applications
- Information on training opportunities

Partners at the American Job Center serve racial, ethnic, linguistic groups, older persons, and individuals with disabilities. Specific needs of these populations include instruction for English Language Learners, Assistive Technology, and translation services. Also needed is instructional information targeting the needs of the specific groups such as older workers needing part-time employment in a setting that values longevity and the job experiences of mature workers. Transportation options can be a huge factor for some clients also. Public transportation is not available in all situations and parking costs can be a concern at the American Job Center.

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In a May 2014 survey of partner organizations represented on the Greater Lincoln Workforce Investment Board and Youth Council, agencies identified various ways of addressing the needs of linguistic groups. Some examples are:

- Nebraska VR has staff members who are Spanish speaking and are fluent in translating. For other languages an interpreter is hired.
- Lincoln Housing Authority provides interpreters upon request for face to face meetings and many of the documents sent out have a label on the cover page in the person's language that says "Very important—Must respond in seven days. If you need help reading or understanding this notice, bring this letter to the Lincoln Housing Authority (LHA) office, so LHA can provide an interpreter at no cost to you." They also have a number of documents translated into other languages, but not all.
- Southeast Community College has received a federal grant to provide GED classes to refugees who have aged out of high school before they graduated (they turn 21 and can't return to high school, but haven't met the graduation requirements or don't have enough credits to graduate). The class is held at The HUB. The enrollment criteria are quite strict in that the young person has to have refugee status, not just ELL students, and they have to have aged out of school. They can't enroll if they stop going to school prior to aging out.
- The Commission for the Blind and Visually Impaired has been able to find interpreters from LanguageLinc. They use interpreters as necessary to access all aspects of the services. If a person goes through the training center, they have an interpreter the entire time. There have been some languages that are more difficult to find an interpreter such as Urdu.

Lutheran Family Services and Catholic Social Services serve refugee populations.

The Nebraska Department of Health & Human Services reports having funding to provide English as second language classes, to provide employment support services, and to help refugees find jobs. The Center for People in Need is another resource available to refugees and reports that providing job training for refugees is a critical role of the Center.

The Asian Community and Cultural Center of Lincoln was founded in 1994 and is supported through the donations and grants of area organizations and individuals. The center's mission is to support and empower Asian people while sharing cultures with the entire community through its programs and services. The Asian Center hosts English and Citizenship classes for adults and sponsors a "Life After High School" Program at Lincoln High School. This program works with students to plan their futures by helping them maintain good grades, research career options, apply for scholarships, and more.

According to the U.S. Census Bureau, 2010-2012 American Community Survey Table B18120, 2010-2012 Estimates, the Greater Lincoln Workforce Investment Area showed 4.4% of those employed having a disability, 10.4% of the unemployed with a disability and 21.8% considered as not in the labor force with having a disability.

GL: Local Plan Content

As a One Stop partner, Nebraska Vocational Rehabilitation (VR) helps people with physical, mental, intellectual, emotional, and learning disabilities to identify their strengths and abilities in order to find success in the world of work. They offer customized and individualized services that are tailored to the specific needs and job goal of clients. They can provide training and the supports necessary for success. Nebraska VR also helps businesses recruit, train, and retain employees with disabilities.

Nebraska VR's planned outreach targets groups who are unserved and/or underserved. Focus groups have been conducted in collaboration with the Nebraska Commission for Deaf and Hard of Hearing and Latino American Commission leading to the development of strategies and materials in order to generate increased referrals from these populations. Strategies such as on-demand Video Remote Interpreting, Spanish interpreting and other languages are utilized to enhance communication with walk-ins and individuals receiving services.

d. Provide an analysis of the challenges associated with the local area's population attaining the education, skills, and training needed to obtain employment.

Partners at the American Job Center serve racial, ethnic, linguistic groups, older persons, and individuals with disabilities. These populations are also served by members of the Lincoln Human Services Federation, a coalition of 120 local non-profit entities. While the number of agencies available in the local area is a positive, most are experiencing reduced funding making it more challenging to serve clients and to continually communicate service strategies within the non-profit community. Some programs have been discontinued due to lack of staff and other resources.

Keeping staff members networked is a challenge among service providers. When agencies like and respect each other, then a trust is formed serving as the basis for service coordination and collaboration. Staff turnover and retirements slow the relationship process.

Some federal and state requirements can limit a program's ability to serve applicants. For example, federal definitions of WIA youth eligibility require economically disadvantaged status as well as a barrier to employment/education. This mandated eligibility screens out youth who may benefit from job training services. Also, the WIA adult and dislocated worker programs have performance standards which require high placement, retention and wage rates. These program expectations favor enrollment of individuals willing to pursue training in high wage-high demand-high growth occupations.

Under-employment is also a topic of concern for the Lincoln local area. The website Investorwords.com defines underemployment as a situation in which a worker is employed but not in the desired capacity, whether in terms of compensation, hours or level of skill and experience. While not technically unemployed, the underemployed are often competing for available jobs.

GL: Local Plan Content

The Economic Policy Institute's *Economy Track* states that underemployment includes three classifications of persons: unemployed workers who are actively looking for work, involuntary part-time workers who want full time work but have had to settle for part-time hours, and marginally attached workers who want and are available for a job, but are not actively looking. Together this provides a more comprehensive measure of slack in the labor market.

Here is an excerpt from the Bureau of Labor statistics website:

Is there a measure of underemployment? Because of the difficulty of developing an objective set of criteria which could be readily used in a monthly household survey, no official government statistics are available on the total number of persons who might be viewed as underemployed. Even if many or most could be identified, it would still be difficult to quantify the loss to the economy of such underemployment.

The Nebraska Department of Labor's Labor Market Information Unit reports having a 14 year old underemployment study which has never been updated.

Underemployment is a topic of conversation at Greater Lincoln Workforce Investment Board meetings in the context of ways to market the American Job Center services to this population. Another discussion topic revolves around wishing the community could quantify underemployed workers when discussing business expansion with employers. Underemployment has been discussed recently among representatives from Lincoln Partnership for Economic Development (LPED), the Nebraska Department of Economic Development (NDED) and the Nebraska Department of Labor (NDOL) in the context of the Make It Work for Lincoln project. A segment of this project is a household survey that will collect data on both temporary and seasonal employees' likelihood to change jobs. That will be one step forward in this effort.

- e. Describe specific strategies the local WIB and American Job Center Operator are or will be implementing during this plan period to insure the skill needs of local employers are met and to close any existing skill gaps. Strategies should include partner agencies that target populations in diverse populations.**

A WIA staff member is participating in the 2014 Business Retention & Expansion Program led by LPED. Through interviews with local business leaders, skill gaps are identified. Welding is one skill that continues to be identified as being in short supply. To respond to this skill gap, the local community college partner, Southeast Community College, created a Center for Excellence in Manufacturing in Milford. Lincoln's Machine Tool then joined the Center for Excellence freeing up space in Lincoln to expand the welding capacity. It is anticipated that enrollment capacity will double which should allow for additional WIA enrollments.

Competing in a market where underemployment of college-educated individuals is a suspected element (see Section 2 d. above) adds even greater challenges for diverse

populations. Goodwill Industries operates a Change Counting and Customer Service class for entry level and unskilled workers. This elementary skill can be an entry to a first job.

Business involvement is the key to making sure that training offerings are demand driven and customized to employer needs. The ideal approach is to look toward the future and modify the training to fit future demand as much as possible. Exploring the use of work based learning is being considered. Employers, especially small businesses, may be more receptive to paid work experiences, on-the-job training and internships as they consider adding more employees in this renewed economy. Work and learning should be mutually reinforcing rather than sequential; there is not always the need for "learning first" or "work first." Additionally, many job seekers lack the work experience that employers demand.

Board members and staff are involved in the Make It Work for Lincoln project and serve on the Knowledge Management Council (KMC) of the Lincoln Chapter of the American Society of Training and Development (ASTD). The project began with a 2013 survey of Lincoln employers that identified a shortage in the following skill areas:

Leadership/Management; Interpersonal; Computer; Sales; and Written Communication. However, that ASTD member survey was only covering those companies that had training departments and likely put some emphasis on training – there are other companies that are too small or have corporate training departments in other cities, and the KMC was not reaching those companies. A broader effort was needed and Make It Work for Lincoln was born.

The Make It Work for Lincoln initiative is pursuing a three prong approach to research:

- Employer identified skill gaps
- Unrealized potential in the employed and unemployed
- Available and needed training and education

Survey efforts will begin in summer 2014 funded by the Nebraska Departments of Labor and Economic Development and done in conjunction with LPED and the University of Nebraska's Bureau of Business Research and Bureau of Sociological Research. A capstone event is planned for November 2014.

Greater Nebraska Workforce Investment Plan and the Wagner-Peyser Act For Title I of the Workforce Investment Act of 1998



Program Year 2014 – 2016 (July 1, 2014 – June 30, 2017)



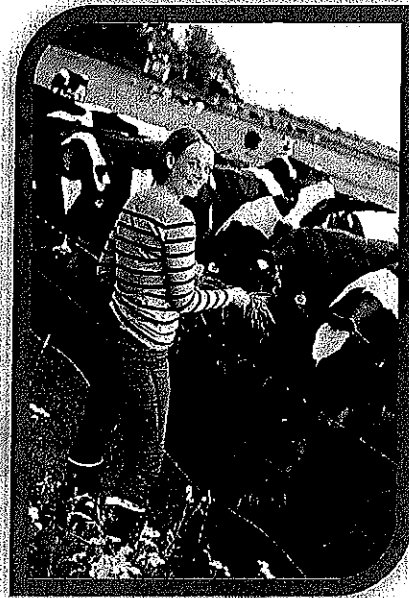
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Executive Summary

Introductory Overview

The Greater Nebraska Workforce Investment area is comprised of five planning regions covering over 74,000 square miles and contains eighty-eight of Nebraska's rural counties. This represents 96.7 percent of Nebraska's geographic land mass, 46% of the state's population, and 99% of its rural population. The remaining five urban counties are represented by the Tri-County Workforce Investment area (Washington, Douglas, and Sarpy Counties) and the Lincoln Workforce Investment area (Saunders and Lancaster Counties).



The Greater Nebraska Workforce Investment Board was formed to provide oversight of the Workforce Investment Act legislation to the Greater Nebraska Workforce Investment area. The mission of the Board is to establish a community based public and private partnership to obtain and train a quality workforce for Greater Nebraska businesses. The Board is vested in providing high quality, value added services to employers and job seekers and strengthening local community partnerships in order to meet the needs of customers and create an employment and training system of choice.

Trends

The Greater Nebraska Workforce Investment Area continues to experience changes in population and economic trends as described below. The data was provided by Nebraska Workforce Development Labor Market Information and sources made available through them.

- **Population:** Greater Nebraska's population base is declining slightly and reflects the only decline of three Workforce Investment Areas. In 2000 Greater Nebraska's population of 836,182 represented 48.9% of the state population. By 2010, Greater Nebraska's population decreased by 1.5% to 823,970, and only represented 45.1% of the state population. Only 19 of the 88 counties in Greater Nebraska had an increasing population while 69 counties decreased in population during this period. In comparison, the Greater Lincoln Workforce Investment Area population grew by 13.4% and the Tri-County Workforce Investment Area population grew by 15.1% between 2000 and 2010. This clearly reflects the continuing population shift from rural to urban areas and presents a challenge to all rural communities.

- **Diversity:** The diversity of the Greater Nebraska population continues to evolve and new immigrants are changing Greater Nebraska's demographic landscape. Nebraska's foreign-born population more than doubled during the 1990s and was at 5.9% in 2010. The Greater Nebraska percentage of foreign-born is slightly smaller than the state's at 4.5%. However, the top five Counties in the state with the highest percentage of foreign-born are all found in Greater Nebraska. Colfax, Dakota, and Dawson County have the highest percentage of the population that is foreign-born with Colfax and Dakota County at around 21% foreign-born and Dawson County at about 18%. Three Greater Nebraska communities within these counties, Dakota, City, Lexington and Schuyler, have experienced substantial increases in foreign-born residents due to the workforce needs of the meatpacking and meat-processing facilities in these areas. Largely Hispanic, in-migration is responsible for the expansion of Greater Nebraska's population over the last decade. The immigrant workforce contributes significantly to Greater Nebraska's economic base but at the same time, these new residents are the catalysts for communities facing new needs and challenges related to education, healthcare, and housing. Further, the foreign born population breaks down in Greater Nebraska as from Europe, 6%; Asia, 10%; Africa, 5.3%; Oceania, 0.2%; Latin America, 77.3%. Northern America, 1.2%. The Greater Nebraska Workforce Investment Board continues to monitor how population diversity is affecting the American Job Center and NDOL locations so an environment conducive to connecting immigrant workers with good, stable jobs is maintained.
- **Wages:** Average annual earnings in Greater Nebraska also continue to trail behind the state and the other two Workforce Investment Areas. In the fourth quarter of 2012 the average annual earnings for all wage earners in Greater Nebraska were \$33,370 which equates to \$16.04 an hour (based on 2,080 annual hours). By comparison, average earnings for the two Metro Workforce Investment Areas averaged \$40,865 or \$19.64 per hour. Historically, the Greater Nebraska male population earns more on average than females. Some of this disparity in gender earnings in rural communities can be explained by the assumption that the female population is more likely to work part-time; however the female population clearly requires support and will be a target population for employment and training services.

Labor Market Information indicates earnings across the state are not equal, specifically between Metropolitan areas (Tri-County and Greater Lincoln) and Non-Metropolitan areas (Greater Nebraska). Wage earnings in Greater Nebraska are significantly less than those in the Metropolitan areas of the state, making it more difficult to meet the statewide performance standard. Average Earnings for Statewide & Local Areas indicate the wage discrepancy between the Metro and the Non-Metro areas of the State. Greater Nebraska has substantially lower wages than the Lincoln and Omaha areas. Average weekly dollars have been consistently lower for Greater Nebraska than for

Lincoln and Omaha. While wages in Greater Nebraska have increased from year to year, they have not increased enough to be equal to Lincoln and/or Omaha. Data from 2001 to 2010 indicate that the gap between the metro and non-metro parts of the state is actually widening. In 2001 the gap in median wages was \$2.15 per hour and in 2010 it was \$2.70. A Workforce Indicator Comparison between 2009 4th quarter to 2010 4th Quarter indicates an increase in Job Creation, New Hires and Earnings in the Greater Nebraska regions.

Unemployment Statistics: Unemployment rates in Greater Nebraska increased from 2007 to 2012. In 2007, the local area had an average unemployment rate of 2.8%, and through 2012, the local area had an average unemployment rate of 3.9%. Nebraska's average unemployment rate in 2011 was 4.2%, up from 2.9% in 2007. However both the local area and the state have rates lower than their peaks in 2009 due to the recent recession with the local area hitting a high of 4.6% annually and the state reaching 4.8%. While Greater Nebraska's average unemployment rate was lower than the state average in 2011, 22 of the 88 counties in Greater Nebraska had unemployment rates higher than or equal to the state average. The Central Economic Region had the lowest unemployment rate in Greater Nebraska, with 3.6%. The Southeast Economic Region had the highest unemployment rate in Greater Nebraska with 4.4%. Greater Nebraska has several Areas of Substantial Unemployment (ASUs): the Southeast Nebraska ASU that contains Census Tracts in Richardson and Nemaha counties; the Northeast Nebraska ASU; Adams county; Hall county; Dawson county; Scotts Bluff county; the East Nebraska ASU; and the Beatrice MC. The Northeast Nebraska ASU includes tracts in Washington, Dodge, Burt, Thurston and Dakota County which includes parts of Greater Nebraska and the Tri-County WIA's. The East Nebraska ASU includes tracts in Saunders, Sarpy, and Cass counties and includes part of the Lincoln and Tri-County WIA's.

Program Populations (Adult, Youth, and Dislocated Worker): In 2012 Nebraska's economically disadvantaged Adult population was estimated at 106,876 persons ages 22 to 72. Of this total, approximately 49,131 or 45.97% resided in Greater Nebraska. Within Greater Nebraska this population is distributed as follows: Region I—6,359 (12.94%), II—6,547 (13.33%), III—13,739 (27.96%), IV—8,783 (17.88%) and V—13,703 (27.89%). This is a reflection of the above wage and unemployment conditions and as a result, the Board will require that this population continue to receive a year-round priority of services with fund allocations distributed proportionately by region.

In 2012 Nebraska's economically disadvantaged Youth population was estimated at 38,684 persons ages 16 to 21. Of this total, approximately 15,774 or 40.776% resided in Greater Nebraska. Within Greater Nebraska this population is distributed as follows: Region I—2,349 (14.89%), II—1,432 (9.078%), III—4,474 (28.36%), IV—2,795 (17.719%) and V—4,724 (29.948%). This is again a reflection of the above wage and unemployment conditions and as a result the Board will require that this population continue to receive a year-round priority of services.

In 2012, Nebraska's Dislocated Workers population was estimated at 38,407 persons. Of this total approximately 32,205 or 83.85% resided in Greater Nebraska. Within Greater Nebraska this population is distributed as follows: Region I—3,736 (11.601%), II—5,412 (16.805), III—7,810 (24.251%), IV—5,263 (16.642%) and V—9,984 (33.001%). This is a reflection of the above unemployment conditions and as a result the Board will require that this population continue to receive fund allocations distributed proportionately by region.

Strengths

Much strength exists in the Greater Nebraska Workforce Investment Area which plays a crucial role in the strategic planning of the area. These strengths must be emphasized to encourage retention of skilled employees and development of new and existing business and economic partnerships. Area strengths include:

- Renewable Energy Resources: wind, bio-renewable fuels
- Clean Environment
- Strong Communities
- Low Cost of Living
- Quality Education
- Quick Commutes (Extensive highway systems ensure very little traffic congestion. The State's average commute time to work is 18 minutes.)
- Vast Outdoor Recreation
- Sound Government
- Safe Environment
- Superior Health Care (The average daily cost of a hospital stay in Nebraska is 27% lower than the U.S. average, and Nebraska has one of the highest hospital bed-to-population ratios in the nation.)
- Close relationships between business and community
- The Rural Economic Opportunities Act provides incentives to small and mid-sized counties. This legislation provides business tax incentives that encourage new investment and employment. This is essential since the rural economy has been adversely impacted by lower farm commodity prices.
- The Agriculture Opportunities and Value-Added Partnership Act is a value-added grant program to help offset the costs of research, education, training and market development of value-added products sold by producers.
- The Building Entrepreneurial Communities Act (BECA) supports economically depressed rural areas of Nebraska in building entrepreneurial communities through grants that will create community capacity to build and sustain programs to generate and retain wealth in the community and region.

Opportunities

The Greater Nebraska Workforce Investment Board will seek all opportunities to reinforce rural economic development through increased outreach to the employer

community in support of job creation and retention and retraining efforts, and a strengthened partnership with the State Workforce Investment Board and the Department of Economic Development to stem the migration of skilled employees from rural Nebraska. The Board will directly influence these efforts by increased recruiting efforts focused on job training for youth and older workers, expansion of nontraditional training programs, and increased short term skill training and on-the-job-training opportunities. Stronger ties will also be made with state and local economic development and educational efforts such as the Partnership for Rural Nebraska which is a group of organizations who meet to coordinate programs that serve rural Nebraska and Future Force Nebraska <http://www.nebcommfound.org/affiliated-funds/find/details/1874/> which is designed to educate youth in demand occupations. Greater Nebraska will expand its marketing efforts to employers and out of school youth in order to increase public awareness regarding American Job Center/NDOL locations and the services they provide.

Past and Anticipated Changes

Greater Nebraska has one certified One Stop American Job Center and ten NDOL locations that provided services to employers and job seekers during Program Year 2013. According to NEworks, the NDOL's Management Information System, of the 12,037 employers served under Wagner-Peyser Statewide in program year 2012, the total number served in Greater Nebraska was 5,336, equating to 44.3%. WIA services provided Statewide were 4,499 and 2,364 of those services were in Greater Nebraska. This is compared to the number of individuals served in Greater Nebraska of 739 in WIA vs. the number of individuals served Statewide in WIA of 1,918. With these figures taken into consideration, Greater Nebraska serves 38.53% of the State's WIA individuals and provides 52.54% of the State's WIA services.

The Board formally contracted with Nebraska Workforce Development-Department of Labor in Program Year 2002 to be the One Stop Operator and Service Provider for the delivery of Workforce Investment Act services. This partnership has proved invaluable by providing a stable infrastructure and management system that has integrated all Department of Labor employment and training programs in the American Job Center and NDOL locations. The Board restructured its internal organization in July 2003 in order to meet the changing needs of the Greater Nebraska local area and One Stop Delivery System. The Board maintains its focus on employers in order to meet the national trend toward a demand driven system focused on job identification and creation.

Many things need to be accomplished during the period covered by this plan to keep the Greater Nebraska Workforce Investment system in touch with economic growth in the 88 county Greater Nebraska Area and to keep the One Stop Delivery System responsive to the needs of the local workforce. The following marks the focus and future direction of the Greater Nebraska Workforce Investment Board and the Greater Nebraska Local Area during this plan period:

- Continue to develop partnerships in the American Job Center/NDOL location system to increase customer choice;
- Prepare for and implement all changes resulting from the Workforce Investment Act Reauthorization and anticipate funding changes;
- Further identify and publicize the importance and value of the American Job Center/NDOL location system to the Greater Nebraska Local Area;
- Become more aware of employer and economic development needs and continue American Job Center/NDOL location and Board focus on local and regional economic issues;
- Continue to monitor and be proactive in the continuous improvement and strategic planning processes.

Analysis of Local Economic and Labor Market

(Identify current and projected trends of the local area's economy, industries and occupations)

The diversity of the Greater Nebraska Local Area makes it necessary to more closely examine regional data for trends that are closely linked with geography and population. The ten occupations with the best job prospects based on growth rate, total openings and 10-year employment change, by area and region, are shown below. Greater Nebraska is aware of the human, natural and energy resources that are unique and available to the local area. Greater Nebraska has partnered with the State to apply for "green" grants to fund projects centered on these resources. The GNWIB writes letters of commitment and support for agencies that apply for Federal grants, including other "green" grants. The GNWIB supports and approves Eligible Training Provider initial applications that are focused on trainings for "green" jobs. GNWIB members share their experiences regarding "greening" of their companies. Sharing this information assists the WIB with policy development that is focused on "green" job skills necessary for "green" employment.

Nebraska

SOCTitle	2010 Estimated Employment	2020 Projected Employment	Numeric Change	Percent Change	Avg Annual Growth Openings	Avg Annual Replacement Openings	Avg Annual Opening s
Heavy and Tractor-Trailer Truck Drivers	28,933	34,325	5,392	18.6%	539	576	1,115
Retail Salespersons	27,559	29,973	2,414	8.8%	241	810	1,051
Cashiers	26,018	27,584	1,566	6.0%	157	1,180	1,337
Registered Nurses	21,998	24,689	2,691	12.2%	269	398	667
Combined Food Preparation and Serving Workers,	17,890	20,091	2,201	12.3%	220	499	719

Including Fast Food							
Meat, Poultry, and Fish Cutters and Trimmers	12,019	14,410	2,391	19.9%	239	349	588
Customer Service Representatives	15,708	17,655	1,947	12.4%	195	446	641
Laborers and Freight, Stock, and Material Movers, Hand	17,113	18,769	1,656	9.7%	166	547	713
Waiters and Waitresses	16,233	17,141	908	5.6%	91	810	901
Office Clerks, General	16,611	18,295	1,684	10.1%	168	294	462

*** Data Suppressed for Confidentiality

Based off of 2010-2020 Long-term Occupational Projections

Projections produced by The Nebraska Department of Labor, Office of Labor Market Information, August 2012

Nebraska Statewide includes every county in Nebraska.

Panhandle

SOC Title	2010 Estimated Employment	2020 Projected Employment	Numeric Change	Percent Change	Avg Annual Growth Openings	Avg Annual Replacement Openings	Avg Annual Openings
Cashiers	1,205	1,291	86	7.1%	9	55	64
Retail Salespersons	1,354	1,463	109	8.1%	11	40	51
Laborers and Freight, Stock, and Material Movers, Hand	1,049	1,139	90	8.6%	9	34	43
Rail Car Repairers	***	***	***	35.0%	***	***	***
Combined Food Preparation and Serving Workers, Including Fast Food	662	732	70	10.6%	7	18	25
Elementary School Teachers, Except Special Education	892	956	64	7.2%	6	20	26

Registered Nurses	834	900	66	7.9%	7	15	22
Locomotive Engineers	***	***	***	21.5%	***	***	***
Heavy and Tractor-Trailer Truck Drivers	699	762	63	9.0%	6	14	20
Office Clerks, General	920	979	59	6.4%	6	16	22

*** Data Suppressed for Confidentiality

Based off of 2010-2020 Long-term Occupational Projections

Projections produced by The Nebraska Department of Labor, Office of Labor Market Information, August 2012

The Panhandle Region includes the Nebraska counties of Banner, Box Butte, Cheyenne, Dawes, Deuel, Garden, Kimball, Morrill, Scotts Bluff, Sheridan and Sioux.

MidPlains

SOCTitle	2010 Estimated Employment	2020 Projected Employment	Numeric Change	Percent Change	Avg Annual Growth Openings	Avg Annual Replacement Openings	Avg Annual Opening s
Meat, Poultry, and Fish Cutters and Trimmers	***	***	***	14.8%	***	***	***
Cashiers	2,145	2,204	59	2.8%	6	97	103
Combined Food Preparation and Serving Workers, Including Fast Food	1,357	1,501	144	10.6%	14	38	52
Heavy and Tractor-Trailer Truck Drivers	1,090	1,235	145	13.3%	14	22	36
Locomotive Engineers	***	***	***	23.2%	***	***	***
Laborers and Freight, Stock, and Material Movers, Hand	815	911	96	11.8%	10	26	36
Railroad Conductors and Yardmasters	480	592	112	23.3%	11	15	26
Retail Salespersons	1,215	1,285	70	5.8%	7	36	43
Janitors and Cleaners, Except	1,153	1,244	91	7.9%	9	22	31

Maids and Housekeeping Cleaners							
Secondary School Teachers, Except Special and Career/Technical Education	994	1,069	75	7.6%	8	27	35

*** Data Suppressed for Confidentiality

Based off of 2010-2020 Long-term Occupational Projections

Projections produced by The Nebraska Department of Labor, Office of Labor Market Information, August 2012

The Midplains Region includes the Nebraska counties of Arthur, Chase, Cherry, Dawson, Dundy, Frontier, Furnas, Gosper, Grant, Hayes, Hitchcock, Hooker, Keith, Lincoln, Logan, McPherson, Perkins, Red Willow and Thomas.

Central

SOC Title	2010 Estimated Employment	2020 Projected Employment	Numerical Change	Percent Change	Avg Annual Growth Openings	Avg Annual Replacement Openings	Avg Annual Opening
Meat, Poultry, and Fish Cutters and Trimmers	***	***	***	26.5 %	***	***	***
Heavy and Tractor-Trailer Truck Drivers	2,599	3,059	460	17.7 %	46	52	98
Laborers and Freight, Stock, and Material Movers, Hand	2,778	3,090	312	11.2 %	31	89	120
Cashiers	3,615	3,783	168	4.7%	17	164	181
Retail Salespersons	3,151	3,397	246	7.8%	25	93	118
Registered Nurses	2,688	2,912	224	8.3%	22	49	71
Combined Food Preparation and Serving Workers, Including Fast Food	2,629	2,800	171	6.5%	17	73	90
Office Clerks, General	1,821	1,999	178	9.8%	18	32	50
Carpenters	1,312	1,487	175	13.3 %	18	28	46
Bookkeeping, Accounting, and Auditing Clerks	2,412	2,590	178	7.4%	18	26	44

*** Data Suppressed for Confidentiality

Based off of 2010-2020 Long-term Occupational Projections

Projections produced by The Nebraska Department of Labor, Office of Labor Market Information, August 2012

The Central Region includes the Nebraska counties of Adams, Blaine, Buffalo, Clay, Custer, Franklin, Garfield, Greeley, Hall, Hamilton, Harlan, Howard, Kearney, Loup, Merrick, Nance, Nuckolls, Phelps, Sherman, Valley, Webster, and Wheeler.

Northeast

SOC Title	2010 Estimated Employment	2020 Projected Employment	Numerical Change	Percent Change	Avg Annual Growth Opening s	Avg Annual Replacement Openings	Avg Annual Opening s
Meat, Poultry, and Fish Cutters and Trimmers	***	***	***	15.5 %	***	***	***
Cashiers	3,794	3,952	158	4.2%	16	172	188
Heavy and Tractor- Trailer Truck Drivers	3,902	4,175	273	7.0%	27	78	105
Registered Nurses	2,172	2,413	241	11.1 %	24	39	63
Retail Salespersons	2,866	3,031	165	5.8%	16	84	100
Combined Food Preparation and Serving Workers, Including Fast Food	1,943	2,154	211	10.9 %	21	54	75
Bookkeeping, Accounting, and Auditing Clerks	3,075	3,293	218	7.1%	22	34	56
Laborers and Freight, Stock, and Material Movers, Hand	2,313	2,462	149	6.4%	15	74	89
Welders, Cutters, Solderers, and Brazers	1,131	1,344	213	18.8 %	21	30	51
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	7,151	7,018	-133	-1.9%	0	218	218

*** Data Suppressed for Confidentiality

Based off of 2010-2020 Long-term Occupational Projections

Projections produced by The Nebraska Department of Labor, Office of Labor Market Information, August 2012

The Northeast Region includes the Nebraska counties of Antelope, Boone, Boyd, Brown, Burt, Butler, Cedar, Colfax, Cuming, Dakota, Dixon, Dodge, Holt, Keya Paha, Knox, Madison, Pierce, Platte, Polk, Rock, Stanton, Thurston and Wayne.

Southeast

SOCTitle	2010 Estimated Employment	2020 Projected Employment	Numeri c Change	Percent Change	Avg Annual Growth Opening s	Avg Annual Replacemen t Openings	Avg Annual Opening s
Meat, Poultry, and Fish Cutters and Trimmers	***	***	***	20.6 %	***	***	***
Heavy and Tractor- Trailer Truck Drivers	869	1,071	202	23.3 %	20	17	37
Cashiers	1,562	1,671	109	7.0%	11	71	82
Cabinetmakers and Bench Carpenters	***	***	***	75.5 %	***	***	***
Nursing Aides, Orderlies, and Attendants	1,666	1,785	119	7.1%	12	22	34
Retail Salespersons	***	***	***	7.1%	***	***	***
Electrical and Electronic Equipment Assemblers	***	***	***	25.2 %	***	***	***
Combined Food Preparation and Serving Workers, Including Fast Food	832	912	80	9.6%	8	23	31
Bookkeeping, Accounting, and Auditing Clerks	1,219	1,314	95	7.8%	10	13	23
Office Clerks, General	936	1,008	72	7.7%	7	17	24

*** Data Suppressed for Confidentiality

Based off of 2010-2020 Long-term Occupational Projections

Projections produced by The Nebraska Department of Labor, Office of Labor Market
Information, August 2012

The Southeast Region includes the Nebraska counties of Fillmore, Gage, Jefferson, Johnson,
Nemaha, Otoe, Pawnee, Richardson, Saline, Thayer and York.

Differences in geography and population ensure that the Workforce Investment needs of businesses, industries, and the State's labor force are unique throughout the Greater Nebraska Local Area. Greater Nebraska covers a vast geographic area with a variety of workforce demands and opportunities. The sandhills in the mid-plains region of the State has specific ranching and agricultural needs that are different from the needs of other portions of the local area that have historically been driven by manufacturing needs. While Greater Nebraska as a whole is labeled "rural", the micropolitan communities in Greater Nebraska have workforce needs, including professional and administrative needs that are similar to larger communities. The healthcare industry plays an important role in Greater Nebraska's workforce. It is one of the few industries

that exist in nearly every community throughout the Local Area; as such, there is a high demand for health care related trainings at all levels. Increased use of technology has created a demand for workers with technological skills. Partnerships with the Community College system has allowed Greater Nebraska to assist in the development of training programs to provide these skills. Demand for a skilled, sustainable workforce determines the economic prosperity of the area and accentuates the need for current and reliable labor market information.

The effects of the recent economic crisis can be seen in Greater Nebraska's labor condition trends. In Greater Nebraska, in 2007 the total amount of employed individuals was 441,213. In 2009 during the recession, this number decreased to 429,165, a decrease of 2.7%. This number has increased in 2012 to 452,277, surpassing pre-recession levels. Other indicators also show that the region is recovering from the recent recession. Statewide there was a 26.3% decrease in regular Unemployment Insurance benefits paid, from 2011 to 2012 from \$152,294,630 to \$112,300,207. Globalization in a rural area is a topic of considerable significance. With a vastly different economic base than its urban counterpart, Greater Nebraska struggles to bring outside revenue into the area from locations outside of the state. One way to look at globalization is through state exports. To calculate Greater Nebraska's ability to increase revenue by exporting products and/or services, an understanding of location quotients is essential. The location quotient indicates the concentration of employment in an industry at the statewide level relative to its concentration at the national level. The state location quotient is calculated by dividing each industry's employment by total employment, and then by the national ratio. Industries with location quotients over 1.0 serve consumers outside of Nebraska and bring revenue in to the state. The higher the location quotient, the less dependent the industry is on state consumption. When the location quotient is less than 1.0 the industry is likely to be driven by the consumption of goods and services within the state.

Greater Nebraska to State (Top 10)

Industry Title	Establishments	Average Employment	Location Quotient
Animal Production & Aquaculture	724	6351	2.51
Textile Mills	6	158	2.36
Crop Production	774	2989	2.35
Leather and Allied Product Manufacturing	6	315	2.18
Support Activities for Mining	28	158	2.13
Wood Product Manufacturing	49	1468	2.11
Mining (except Oil and Gas)	70	575	2.11
Agriculture & Forestry Support Activity	214	1176	2.09
Primary Metal Manufacturing	12	889	1.89
Food Manufacturing	223	24103	1.85

Note: This list is of the top 10 LQ's with average employment over 150 by 3 Digit NAICS

Data from 2013 Q1 QCEW

Prepared by Ed Jaros – ed.jaros@nebraska.gov, 402.471.8267

Greater Nebraska to State (Bottom 10)

Industry Title	Establishments	Average Employment	Location Quotient
Electronic Markets and Agents/Brokers	104	232	0.16
Financial Investment & Related Activity	207	564	0.34
Insurance Carriers & Related Activities	877	3716	0.38
Management of Companies and Enterprises	166	2909	0.39
Performing Arts and Spectator Sports	49	454	0.41
Professional and Technical Services	1555	7621	0.43
Museums, Parks and Historical Sites	44	258	0.48
Administrative and Support Services	836	8243	0.51
Real Estate	553	1366	0.52
Furniture and Related Product Mfg	33	316	0.53

Note: This list is of the bottom 10 LQ's with average employment over 150 by 3 Digit NAICS

Data from 2013 Q1 QCEW

Prepared by Ed Jaros – ed.jaros@nebraska.gov, 402.471.8267

Industries that are growing rapidly and employ a substantial number of workers are identified as *critical industries*. In the Greater Nebraska Local Area, the following industries have been recognized as 'critical':

Greater Nebraska Critical Industries

	2010 Estimated Employment	2020 Projected Employment	Numeric Change	% Change	Proportion of Greater Nebraska Total 2010 Employment
Ambulatory Health Care Services	10,402	12,474	2,072	19.9%	2.6%
Education Employment (private + state + local)	37,933	41,402	3,469	9.1%	9.5%
Administrative and Support Services	8,469	9,994	1,525	18.0%	2.1%
Food Manufacturing	23,603	26,094	2,491	10.6%	5.9%
Professional, Scientific, and Technical Services	7,315	8,376	1,061	14.5%	1.8%
Truck Transportation	6,926	7,978	1,052	15.2%	1.7%
Hospital Employment (private + state + local)	19,758	21,264	1,506	7.6%	5.0%
Nursing and Residential Care Facilities	13,307	14,507	1,200	9.0%	3.3%

Social Assistance	4,745	5,654	909	19.2%	1.2%
Rail Transportation	5,815	6,776	961	16.5%	1.5%

Based off of Long-term Industry Projections

(Describe the workforce skills and knowledge individuals need to find current and future employment in the local area. Please provide evidence these skills and knowledge are employer identified and necessary for economic growth in the local area)

Each occupation has a set of skills which are necessary for adequate job performance. These skills are collected through a national survey process*, with each skill being assigned a level of importance among all duties in that occupation and a level of competence that allows workers to gauge their ability in a given area. The top five skills for each of the occupations identified above are represented in the graph below. *A national on-line application that combines O*NET occupational data with state-produced occupational projections. All documentation was obtained from O*NET which is employer based documentation. High demand occupations fall within industries that are high demand. Section (a) is a list of occupations and section (b) is a list of skills required for those occupations.

Top 5 Skills from top Hot Jobs in Greater Nebraska					
Occupation Title	Top 5 Most Important Skills				
Bookkeeping, Accounting, and Auditing Clerks	Active Listening	Reading Comprehension	Speaking	Critical Thinking	Mathematics
Cabinetmakers and Bench Carpenters	Operation Monitoring	Monitoring	Quality Control Analysis	Equipment Selection	Operation and Control
Carpenters	Coordination	Quality Control Analysis	Critical Thinking	Mathematics	Active Listening
Cashiers	Active Listening	Service Orientation	Speaking	Critical Thinking	Social Perceptiveness
Combined Food Preparation and Serving Workers, Including Fast Food	Coordination	Service Orientation	Speaking	Active Listening	Social Perceptiveness
Customer Service Representatives	Active Listening	Speaking	Service Orientation	Reading Comprehension	Critical Thinking
Electrical and Electronic Equipment Assemblers	Reading Comprehension	Operation Monitoring	Critical Thinking	Monitoring	Active Listening

Elementary School Teachers, Except Special Education	Learning Strategies	Monitoring	Speaking	Social Perceptiveness	Instructing
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	Operation and Control	Operation Monitoring	Coordination	Monitoring	Critical Thinking
Heavy and Tractor-Trailer Truck Drivers	Operation and Control	Operation Monitoring	Active Listening	Repairing	Time Management
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	Active Listening	Coordination	Critical Thinking	Service Orientation	Social Perceptiveness
Laborers and Freight, Stock, and Material Movers, Hand	Coordination	Operation and Control	Operation Monitoring	Critical Thinking	Reading Comprehension
Locomotive Engineers	Operation and Control	Operation Monitoring	Monitoring	Reading Comprehension	Active Listening
Meat, Poultry, and Fish Cutters and Trimmers	Critical Thinking	Monitoring	Speaking	Active Listening	Coordination
Nursing Aides, Orderlies, and Attendants	Service Orientation	Social Perceptiveness	Active Listening	Speaking	Monitoring
Office Clerks, General	Active Listening	Reading Comprehension	Speaking	Writing	Service Orientation
Rail Car Repairers	Repairing	Troubleshooting	Equipment Maintenance	Critical Thinking	Operation and Control
Railroad Conductors and Yardmasters	Monitoring	Coordination	Critical Thinking	Time Management	Speaking
Registered Nurses	Social Perceptiveness	Reading Comprehension	Active Listening	Coordination	Service Orientation
Retail Salespersons	Persuasion	Active Listening	Service Orientation	Negotiation	Speaking
Secondary School Teachers, Except Special and Career/Technical Education	Learning Strategies	Speaking	Instructing	Active Listening	Reading Comprehension

Waiters and Waitresses	Service Orientation	Active Listening	Social Perceptiveness	Coordination	Monitoring
Welders, Cutters, Solderers, and Brazers	Critical Thinking	Monitoring	Operation and Control	Quality Control Analysis	Reading Comprehension

Long-term Occupational Projections used to determine Hot Jobs-see Hot Jobs spreadsheet
Skills data from O*NET

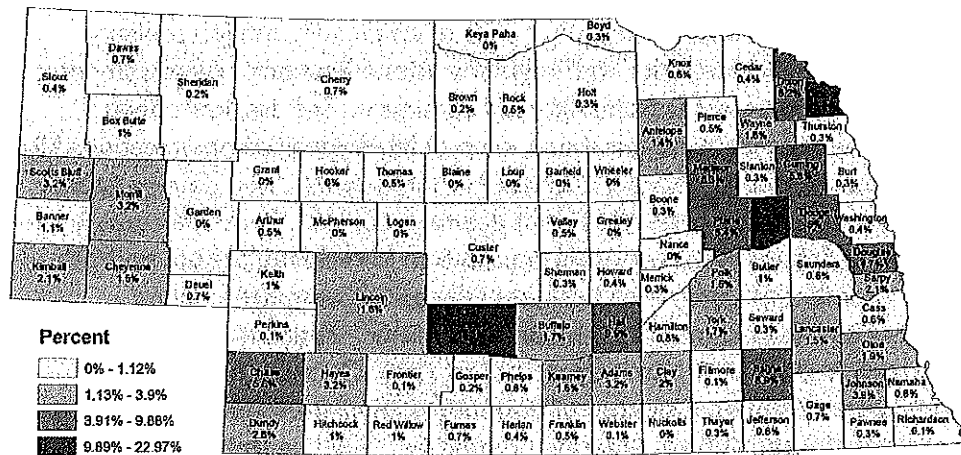
The preceding charts identify occupations in demand, critical employment industries, occupational growth, and the skills required to meet the projected employment opportunities. To meet the current and future needs of business, employers and job seekers, the Greater Nebraska Workforce Investment Area will strive to maintain a labor force that is skilled, knowledgeable, and of sufficient size to support industry growth.

(Describe the characteristics of the local area's population. Describe specific needs of diverse sub-populations including those from racial, ethnic, linguistic groups, older persons, and individuals with disabilities)

Program Year 2012 information for Greater Nebraska's sub-populations are Race (White, 93.8; Black or African American, 0.8%; American Indian and Alaska Native, 1.3%; Native Hawaiian and Other Pacific Islander, 0.1%), Ethnicity (Hispanic or Latino of any race, 9.8%; Not Hispanic or Latino, 90.2%), Disabled 12.4% and older persons (65 and over, 17.2%), Gender (Male 49.6% and Female 50.4%). The U.S. Census American Community Survey 2008-2012 estimates, the most recent data available for county level data, show that there were nearly 32,333 individuals in Greater Nebraska age five years and older who speak a language other than English at home and speak English less than "Very Well". These individuals are considered Limited English Proficient (LEP) and constitute 40.4% of the state's linguistically isolated population. Language assistance services are available throughout the Greater Nebraska local area. WIA Staff may access services through Adult Basic Education English as a Second Language providers, local literacy councils, community action agencies, Community Based Organizations (CBOs) and private providers or language assistance.

Among individuals who speak English less than "Very Well", nearly nine out of ten (86.7%) speak Spanish. Among individuals who do not speak English "Very Well", Spanish-speakers comprise a significant percentage of the population of several counties in Nebraska. More than one in five people in Colfax County (23%), and nearly one in six in Dakota County (15.5%) and Dawson County (15.1%) fall into this category. The highest concentration of linguistically isolated individuals are in Greater Nebraska Region 5 (or the northeast portion of the state) as shown on the map below.

Percent of County Population Who Speak Spanish and Speak English Not "Very Well"



(Provide an analysis of the challenges associated with the local area's population attaining the education, skills, and training needed to obtain employment)

Even though there are several colleges throughout Greater Nebraska, they are spread out more across the region which may limit access for people. Due to this limited access, there is an increased challenge for the local area's population to actually attend college and gain the education, skills and training needed to obtain employment. Additionally, The Greater Nebraska Workforce Investment area has experienced a dramatic increase in the number of people who speak English less than "very well" and in the diversity of languages spoken.

(Describe specific strategies the local WIB and One Stop Operator are or will be implementing during this plan period to insure the skill needs of local employers is met and to close any existing skill gaps. Strategies should include partner agencies that target populations in diverse populations)

In an effort to identify workforce needs, Greater Nebraska has placed employer services as one of the highest priorities. American Job Center and NDOL location staff interact with employers to identify labor force needs, provide referrals of skilled job seekers, training assistance, and other assistance such as funds to train incumbent workers in order to meet the employers' needs. The Greater Nebraska Workforce Investment system provides both employers and job seekers universal access to a public labor exchange that provides a staff-assisted and/or self-service menu of employment services, training services, re-training services, and supportive services based upon employer or job seeker needs and individual choices. When the American Job Center and NDOL locations are unable to meet all of the identified job seeker needs, the client will be referred to an agency or organization which may be able to provide the necessary services.

The Greater Nebraska Workforce Investment Area will coordinate and collaborate with the State Department of Economic Development and Local Economic Development Agencies in the continuing effort to meet the needs of employers and job seekers. GNWIB members and service provider staff regularly attend Economic Development meetings, serve as members on local chambers of commerce and are/have been actively involved in various local organizations, such as Marketing/Communications KRA, Private Industry Council, Adopt a School Coordinator for Progress, Hall County Agency for Grant, Grand Island Economic Development Business Contact, Central Nebraska Community Services, School to Career Grant Application Participant, School to Work Advisory Board, Chamber of Commerce Business Education Committee, Junior Achievement Business Representative, Advisory Committee- Bridge Halfway House, Cottonwood Prairie Festival MKT Committee, Project Help, Chamber of Commerce Diplomats Committee Member, Chamber of Commerce Small Business Council, Central Nebraska Transports for the Future- Steering Committee, Bellevue University Advisory Board, Future Force Member- Transportation- Logistics- Warehousing, Certified Facilitator and Program Director of the Heartland Vision Project, Grand Island Noon Rotary, Grand Island Area Economic Development Corporation Board of Directors, Grand Island Chamber of Commerce Board of Directors, St. Cecilia High School Activities Association Board Member, Central Community College Co-op Education Board, Hastings Noon Kiwanis, Hastings Chamber of Small Business Council, Hastings Chamber of Commerce Diplomats, Bottom line Benefits Co-Chair for the Grand Island Community, Hastings Chamber of Commerce Board, Nebraska City Human Resource Team, Leadership Nebraska City, Nebraska City Tourism and Commerce, Leadership Beatrice Planning Committee – Beatrice, SCC- Trio Advisory Committee, SCC- Carl Perkins Advisory Committee, Beatrice Area Chamber Ambassadors, Workforce 101 Committee, Chamber Annual Banquet Committee, Norfolk Area Chamber – Ambassadors, Small Business Council, Green Council, Board Member of Northeast Nebraska Economic Development District, TeamMates Board Member & mentor, Norfolk Public School Foundation Board Member, Wind Energy Advisory Board (Northeast Community College), Renewable Fuels Technology Program Advisory Community (Northeast Community College), Continuum of Care, NE Nebraska Community Action Meeting, Northeast Nebraska Community Action Partnership, County Veteran Service Officers, Drive 4 Five, Platte Valley Literacy, Central Nebraska Community Services, College, Connect Columbus, Housing Authority, Fremont Area Chamber of Commerce – Diplomats, Toastmasters, Dodge County Extension Board, Leadership Fremont alumni assoc., Business Development Council, Fremont Area Chamber membership services council, Dodge County Collaborative, Dream It – Do It, Chamber Leadership Planning Committee, Fremont Housing Authority board, Board of Directors with UN-L Extension Office, Fremont Planning Steering Committee, Probation office, RES Care, WNCC LPN and CDL Advisory Boards, CAPWN, PALS, LifeLink, Transitional Team for students with developmental disabilities, Potter’s Wheel, STEM Advisory Board, Panhandle Area Development District, Chamber of Commerce (Alliance, Sidney Scottsbluff/Gering, Chadron communities), Veteran’s Upward Bound, P-16 Advisory Board, Platte Valley Human Resource Association, Alliance Joint Community Meetings, United Way of Western Nebraska, Healthy Families, Dawson County Interagency, Lexington Chamber

of Commerce, Business Education Committee, North Platte Chamber, McCook Chamber of Commerce, Lexington Chamber of Commerce, Council for Economic Development, and Manufactures Coalition.

The Greater Nebraska One Stop Operator continues to partner with and coordinate services for targeted populations based on their need to provide assistance and eliminate barriers to employment (ie. Veterans, VocRehab, NAF, Indian Center). Referrals to partner agencies are based on individual's eligibility. Target populations include veterans, persons with disabilities, migrant farm workers, minorities and youth to name a few. Coordination of services is established through NEworks, community resources and through provider staff directed quarterly partner meetings with both partners and American Job Center/NDOL location staff present.

Plan Development

The Greater Nebraska Workforce Investment plan was developed through coordinated efforts between local elected officials, business organizations, organized labor, State agencies, local government, local service providers, and other public and private agencies.

This approach enables the Greater Nebraska Workforce Investment Board to implement and deliver a comprehensive workforce development program in the Greater Nebraska area by providing Workforce Investment services and activities that improve the quality of the workforce, reduce welfare dependency, increase unsubsidized employment and allow new and expanding business organizations to obtain skilled and trained employees.

The Greater Nebraska plan was published and made available for public comment via public announcements and availability of public contact and questions through each of the American Job Center/NDOL locations in the Greater Nebraska local area. The public announcements and comments received are summarized and are included in Attachments O and P.

The Greater Nebraska Board started working January 2014 to develop the Local Plan for submission June 2014. In March 2014, a copy of the Local Plan including all proposed changes was submitted to the GNWIB Exec committee for review. Notification of the Greater Nebraska Plan was published in The Beatrice Daily Sun, Columbus Telegram, Grand Island Independent, Hastings Tribune, Kearney Hub, Norfolk Daily News, North Platte Telegraph, Star-Herald (Scottsbluff) and Sidney Sun-Telegraph (Attachment O) and available to the public upon request per the published public notice at the Nebraska Department of Labor Administrative Entity office. The plan was available for the public to view and comment on February 17, 2014 through March 19, 2014. However, no comment was provided for the local plan PY14-16 by the March 19 deadline (Attachment P). A meeting of the GNWIB Executive Committee was held in Grand Island on March 19, 2014 where the changes to Local Plan were approved for initial submittal to the State.

Motion to Approve Consent Agenda
June 20, 2014 Meeting of the
Nebraska Workforce Investment Board

Consent Agenda items are:

Recertification, Consent Agenda Items 1.1 through 1.3

- Approval of recertification of the **Greater Nebraska Workforce Investment Board** for a period of July 1, 2014 through June 30, 2016.
- Approval of recertification of the **Greater Omaha Workforce Investment Board** for a period of July 1, 2014 through June 30, 2016.
- Approval of recertification of the **Greater Lincoln Workforce Investment Board** for a period of July 1, 2014 through June 30, 2016.

Local Area WIA Plans, Consent Agenda items 1.4 through 1.6:

- Approval of the **Greater Nebraska Local Area Plan** for the period of July 1, 2014 through June 30, 2017 with the contingency that the Nebraska Department of Labor reserves the right to renegotiate the performance goals based on the new statewide Program Year 2014 negotiated performance goals.
- Approval of the **Greater Omaha Local Area Plan** for the period of July 1, 2014 through June 30, 2017 with the contingency that the Nebraska Department of Labor reserves the right to renegotiate the performance goals based on the new statewide Program Year 2014 negotiated performance goals.
- Approval of the **Greater Lincoln Local Area Plan** for the period of July 1, 2014 through June 30, 2017 with the contingency that the Nebraska Department of Labor reserves the right to renegotiate the performance goals based on the new statewide Program Year 2014 negotiated performance goals.

State WIA staff recommend approval of the motion.



NEBRASKA DEPARTMENT OF LABOR

WIA Common Measures Statewide PY 13 Quarter 3 Cumulative Summary Report PROVISIONAL PERFORMANCE

For the Quarter Ending: 03/31/2014

Performance Measure	Current Quarter			Cumulative 4 Quarter Results		
	Negotiated Standard	Actual Performance	Numerator / Denominator	% of Negotiated Standard	Actual Performance	Numerator / Denominator % of Negotiated Standard
ADULTS						
1. Entered Employment Rate	75.0%	84.2%	64 / 76	112.3%	73.6%	215 / 292 98.2%
2. Employment Retention Rate	88.0%	82.6%	57 / 69	93.9%	85.9%	281 / 327 97.7%
3. Average Earnings	\$10,700	\$11,142	\$579,395 / 52	104.1%	\$11,281	\$2,966,915 / 263 105.4%
Aggregate Score				103.4%		100.4%
DISLOCATED WORKERS						
4. Entered Employment Rate	89.0%	90.0%	45 / 50	101.1%	91.7%	231 / 252 103.0%
5. Employment Retention Rate	94.0%	94.3%	50 / 53	100.4%	94.9%	298 / 314 101.0%
6. Average Earnings	\$14,800	\$14,470	\$694,537 / 48	97.8%	\$15,032	\$4,163,844 / 277 101.6%
Aggregate Score				99.8%		101.8%
YOUTH COMMON MEASURES						
7. Placement in Employment / Education	70.0%	82.6%	38 / 46	118.0%	79.0%	128 / 162 112.9%
8. Attainment of Degree / Certificate	65.0%	78.9%	56 / 71	121.3%	75.9%	167 / 220 116.8%
9. Literacy & Numeracy	57.5%	69.2%	27 / 39	120.4%	63.7%	86 / 135 110.8%
Aggregate Score				119.9%		113.5%
Current Quarter Relevant Periods of Exiters						
Cumulative 4 Quarter Relevant Periods of Exiters						
Performance Measure						
Entered Employment Rate (Adult/DLW/OV)	4/1/2013 - 6/30/2013				7/1/2012 - 6/30/2013	
6 Month Retention Rate (Adult/DLW/OV/Y)	10/1/2012 - 12/31/2012				1/1/2012 - 12/31/2012	
Average Earnings (Adult/OV)	10/1/2012 - 12/31/2012				1/1/2012 - 12/31/2012	
Placement in Employment / Education	4/1/2013 - 6/30/2013				7/1/2012 - 6/30/2013	
Attainment of Degree or Certificate	4/1/2013 - 6/30/2013				7/1/2012 - 6/30/2013	
Literacy & Numeracy	1/1/2014 - 3/31/2014				4/1/2013 - 3/31/2014	

NEBRASKA PY2014 COMMON MEASURES

WIA COMMON MEASURE PERFORMANCE GOALS

Performance Measures	PY2012 Actual	PY2013 Standard	2014 Regression Targets	PY2013 Actuals*	PY14 Standard
Adults					
Entered Employment Rate	75.6%	75.0%	74.5%	73.6%	75%
Employment Retention Rate	84.6%	88.0%	84.0%	85.9%	88%
Average Earnings	\$10,109	\$10,700	\$11,270.90	\$11,281	\$11,000
Dislocated Workers					
Entered Employment Rate	90.7%	89.0%	91.4%	91.7%	89%
Employment Retention Rate	95.2%	94.0%	95.3%	94.9%	94%
Average Earnings	\$14,528	\$14,800	\$15,119.40	\$15,032	\$15,000
Youth Common Measures					
Placement in Employment / Education	67.8%	70.0%	67.7%	79.0%	71%
Attainment of Degree / Certificate	67.5%	65.0%	67.5%	75.9%	68%
Literacy Numeracy	58.4%	57.5%	60.4%	63.7%	60%

*PY2013 Actuals through 3rd Quarter, ETA Form 9091

WAGNER PEYSER PERFORMANCE GOALS

Performance Measures	PY2012 Actuals	PY2013 Negotiated Goal	PY2013 Actuals*	PY2014 Proposed Goals
Enter Employment Rate	67%	69%	67%	69%
Employment Retention Rate	84%	84%	84%	84%
Average Earnings	\$12,274	\$ 12,300	\$ 12,274	\$12,300

*PY2013 Actuals through 3rd Quarter, ETA Form 9091

86,087

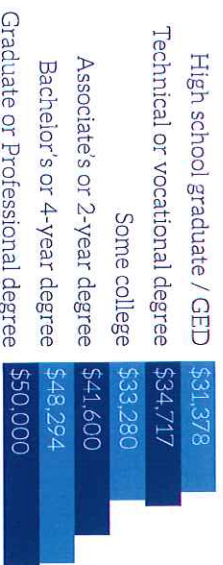
OF POTENTIAL JOB SEEKERS
ARE **CURRENTLY EMPLOYED**.
STATISTICS FOR THESE JOB SEEKERS:

9,315 of these 86,087 are veterans

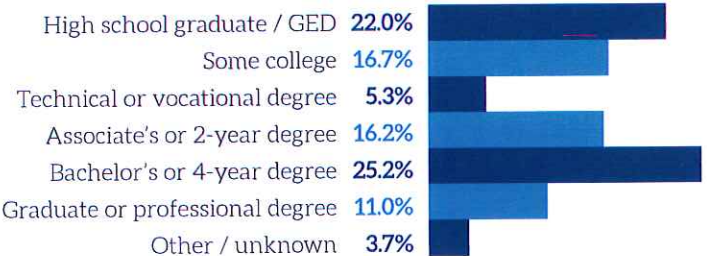
Willingness to Commute



Median Wage Required to Change Job



Highest Level of Education



Top factors in choosing new work, by order of importance:

1. Salary
2. Use skills you have
3. Work schedule that fits my needs
4. Level of responsibilities
5. Retirement benefits

Top barriers in finding new work, by order of importance:

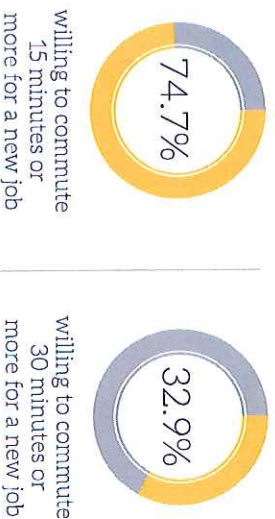
1. Lack of job opportunities in the area
2. Inadequate pay offered at area employers
3. Inadequate benefits at area employers
4. Inadequate hours offered at area employers
5. Lack of Training

30,463

OF THOSE POTENTIAL JOB SEEKERS
ARE **CURRENTLY NOT EMPLOYED**.
STATISTICS FOR THESE JOB SEEKERS:

3,296 of these 30,463 are veterans

Willingness to Commute



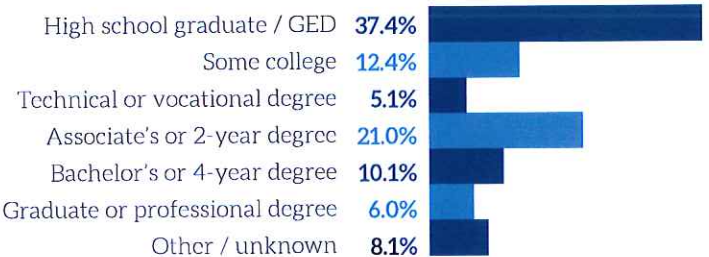
\$12

Median \$/hr minimum pay to enter or re-enter work force, given that a suitable job is available.

More than 96% of those looking to enter or re-enter the labor force would be willing to retrain or learn new skills.

96%

Highest Level of Education



Top factors in choosing new work, by order of importance:

1. Use skills you have
2. Salary
3. Work schedule that fits your needs
4. Level of responsibilities
5. Learn new skills

Top barriers in finding new work, by order of importance:

1. Lack of job opportunities in the area
2. Inadequate pay offered at area employers
3. Inadequate hours offered at area employers
4. Inadequate benefits at area employers
5. Lack of training

FULL REPORT - The Nebraska Department of Labor, Office of Labor Market Information (NDOL LMI) has compiled detailed reports on the response data from each of the six highlighted communities. These reports delve much deeper into the data collected, and supplement and contextualize findings with demographic data from the US Census Bureau, employment data from the Bureau of Labor Statistics, and other detailed resources.

Reports feature:

- Detailed geography and demographics
- Regional commuting patterns
- Skills and education of the area's labor force
- Hours worked and compensation/benefits expectations
- Analysis of what entices workers in the area to seek new employment or change jobs
- Analysis of barriers to improving employment experienced by area workers.

Copies of these reports can be obtained at <https://ncworks.nebraska.gov/analyzcr>

METHODOLOGY - The Nebraska Labor Availability Study of Northeast Nebraska was commissioned by DED. The survey was conducted by mail by the UNL-BOSR with data analysis and production of the final results completed by the Nebraska Department of Labor, Office of Labor Market Information.

The survey questionnaire was designed by DED and DOL in consultation with BOSR. The survey area was defined based on commuting data from the US Census Bureau and focused on six communities in northeastern Nebraska: Columbus, Fremont, Norfolk, South Sioux City, Wayne, and West Point. A random sample of households within the defined area were mailed a survey with instructions that the adult age 19 or older with the next birthday complete and return the questionnaire. Households in Iowa and South Dakota were included in the sample as there was sufficient commuting from zip codes in these states into northeast Nebraska to include them.

Each household in the survey sample was sent a letter followed by a survey questionnaire approximately one week later. Non-respondents received three additional follow-up mailings (a reminder postcard and two additional survey packets). Data collection began in October 2013 and ended in January 2014.

The sample was comprised of 12,000 households and 3,164 responses were received, for an adjusted response rate (accounting for undeliverable mail with no forwarding address) of 29.7 percent.



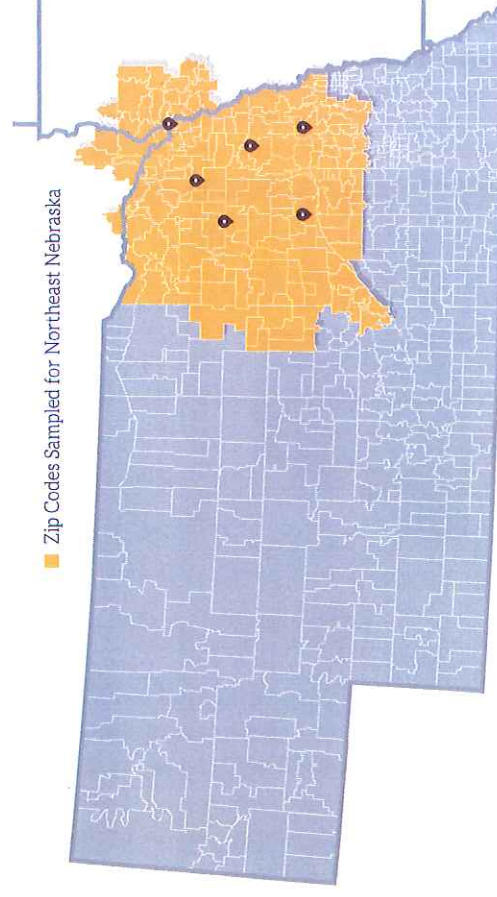
NEBRASKA
DEPARTMENT OF LABOR

MAY 2014



NEBRASKA LABOR AVAILABILITY STUDY NE NEBRASKA

The Nebraska Departments of Economic Development and Labor (DED & DOL), with support from the University Of Nebraska - Lincoln, Bureau Of Sociological Research (BOSR), have undertaken a study to measure labor availability in northeast Nebraska. Respondents provided information about their current employment status and their perspective on future employment changes. Six communities in the region were highlighted: Columbus, Fremont, Norfolk, South Sioux City, Wayne, and West Point. This brief examines the findings for northeast Nebraska.



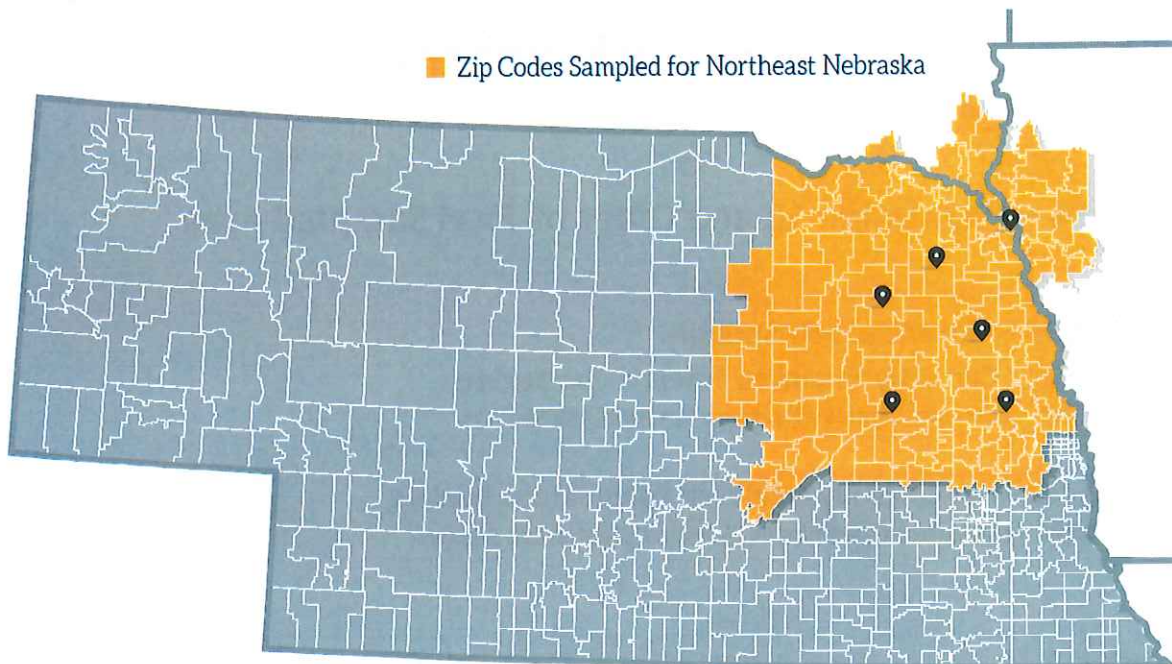
428,094 116,550

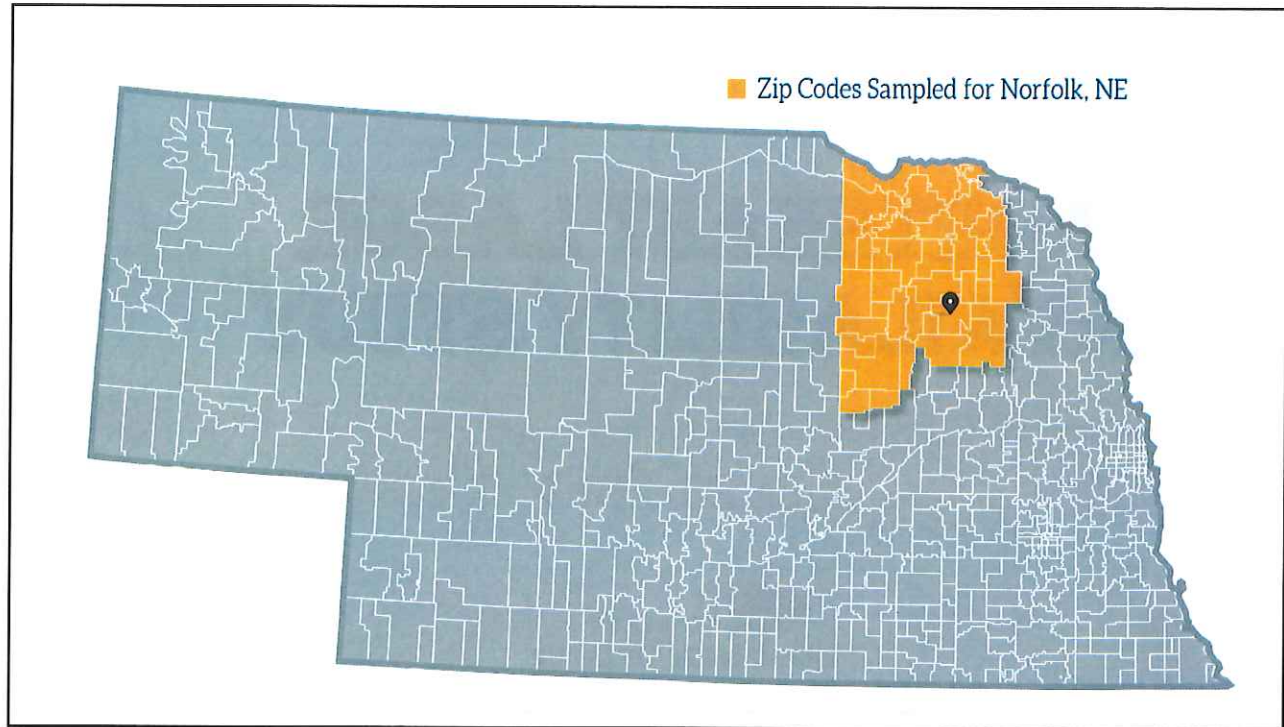
POPULATION 18 AND OLDER
OF TOTAL SAMPLED AREA

OF THESE PEOPLE ARE
POTENTIAL JOB SEEKERS

NORTHEAST LABOR AVAILABILITY STUDY

June 20, 2014





By the Numbers

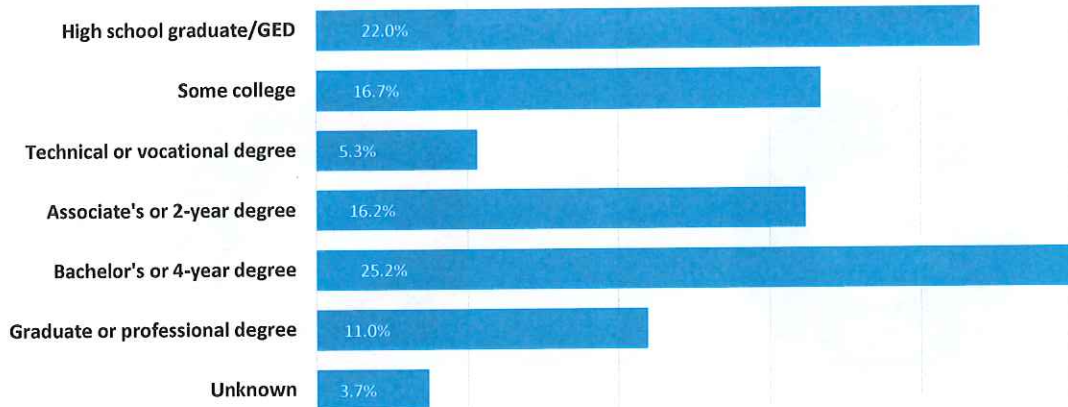
- **428,094 – Population 18 and Older of Total Sampled Area**
 - **116,550 – Potential Job Seekers**
 - 86,087 – Currently Employed Potential Job Seekers
 - 9,315 – Currently Employed Veteran Potential Job Seekers
 - 30,463 – Not Currently Employed Potential Job Seekers
 - 3,296 – Not Currently Employed Veteran Potential Job Seekers

Median Wage Required to Change Job



Highest Level of Education

of Currently Employed Potential Job Seekers



Important Factors and Barriers in Finding New Work of potential Job Seekers Currently Employed

Top Factors in Choosing a New Job

1. Salary
2. Use skills you have
3. Work Schedule that fits my needs
4. Level of responsibilities
5. Retirement benefits

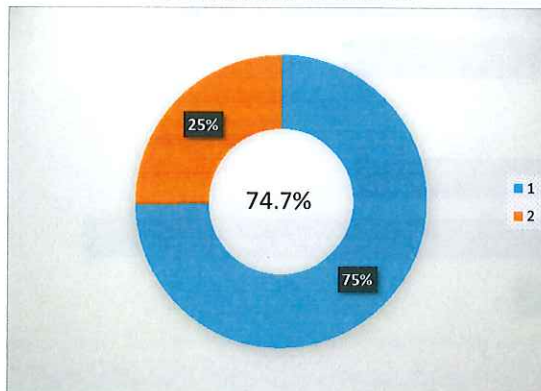
Top Barriers in finding new work

1. Lack of job opportunities in the area
2. Inadequate pay offered at area employers
3. Inadequate benefits at area employers
4. Inadequate hours offered at area employers
5. Lack of training

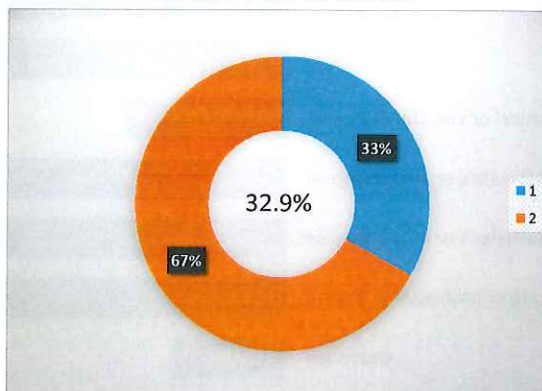
Willingness to Commute

of Not Currently Employed Potential Job Seekers

15 Minutes or More



30 Minutes or More



Not Currently Employed Potential Job Seekers

Median minimum pay to re-enter
the workforce, given that a
suitable job is available:

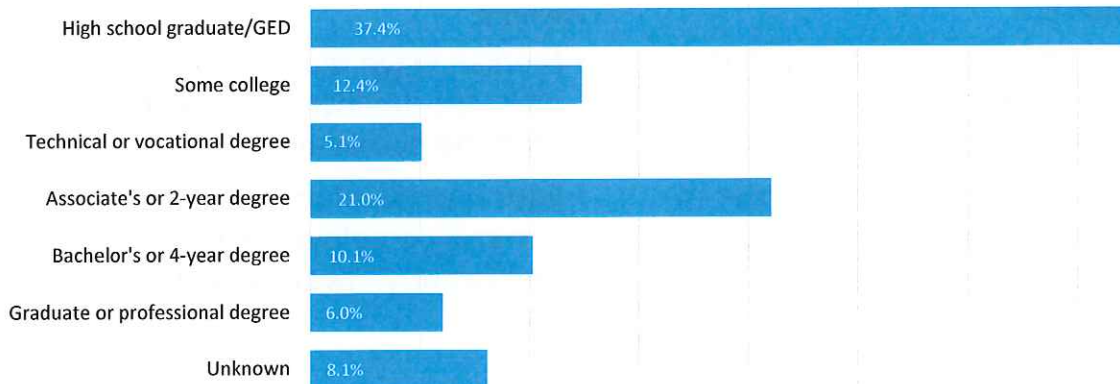
\$12.00 per hour

Those looking to re-enter the
labor force who would be willing
to retrain or learn new skills:

96%

Highest Level of Education

of Not Currently Employed Potential Job Seekers



Important Factors and Barriers in Finding New Work Of Those Potential Job Seekers **Not Currently Employed**

Top Factors in Choosing a New Job

1. Use skills you have
2. Salary
3. Work Schedule that fits my needs
4. Level of responsibilities
5. Learn new skills

Top Barriers in finding new work

1. Lack of job opportunities in the area
2. Inadequate pay offered at area employers
3. Inadequate hours at area employers
4. Inadequate benefits offered at area employers
5. Lack of training

Area Specific Findings

Columbus

- Family Commitments listed as barrier to finding new work by those currently employed.
- Disability listed as a barrier to finding new work by those not currently employed.

Fremont

- Median wage required to change jobs was significantly higher than the overall area.
- Education level of those not currently employed was significantly lower than overall area.

Area Specific Findings

Norfolk

- Technical and vocational degree holders required a median wage to change jobs higher than the overall area.
- Language barriers listed as a barrier to finding new work by those not currently employed.

South Sioux City

- Health Insurance listed as a barrier to finding new work by those currently employed.
- Poor Credit listed as a barrier to finding new work by those not currently employed.

Area Specific Findings

Wayne

- Smaller population of technical and vocational degree holders. Larger population of associate's degree holders.
- Graduate or Professional degree holders require a higher median wage to change jobs. Bachelor's degree holders require a lower median wage.

West Point

- Technical or vocational degree holders require a higher median wage to change jobs.
- Disability listed as a barrier to finding new work by those not currently employed.

Full and Brief Reports Available on NEworks

<http://neworks.nebraska.gov/gsipub/index.asp?docid=802>

Northeast Nebraska Labor Availability

Northeast Nebraska Labor Availability Study

"Labor availability" describes how many people within a given area are available and willing to take on a new job. In the fall of 2013, the Nebraska Department of Economic Development and Labor collaborated in a pilot project designed to measure labor availability in selected regions of Nebraska.

The resulting reports feature detailed geography and demographics, regional commuting patterns, skills and education of the area's labor force, hours worked and compensation/benefits expectations, analysis of what entices workers to seek new employment or change jobs, and analysis of barriers to improving employment experienced by area workers.

The drop down list below contains both the full report (Report) and a pamphlet with highlights of the report (Brief) for each area.

Choose a Nebraska Area Study Report

- Northeast Nebraska Report
- Northeast Nebraska in Brief
- Columbus Report
- Columbus in Brief
- Fremont Report
- Fremont in Brief
- Norfolk Report
- Norfolk in Brief
- South Sioux City Report
- South Sioux City in Brief
- Wayne Report
- Wayne in Brief
- West Point Report
- West Point in Brief

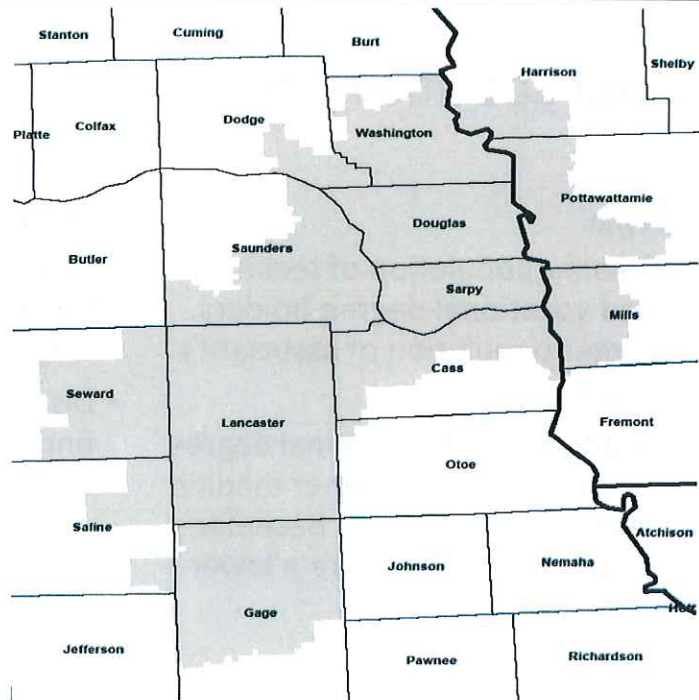
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For more information contact gsolutions@nebraska.gov

Metro Area Labor Availability Study

Coming soon to a mailbox near you!



More Information visit our Web site

www.dol.nebraska.gov

Click - Labor Market Information

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Phone 402-471-9964

Nebraska Department of Labor

January 22, 2014

