



NEBRASKA
DEPARTMENT OF LABOR

NEBRASKA WORKFORCE TRENDS

December
2013

FEATURE STORY

180 CORRIDOR-OMAHA

OCCUPATIONAL PROFILE

GRAPHIC DESIGNERS

COLLEGE PLACEMENT

MID-PLAINS CC



NEBRASKA WORKFORCE
TRENDS

DECEMBER 2013

Feature Stories

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Nebraska Economy,
Omaha Region

**HOLIDAY HELP
FOOD PANTRIES**

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OMAHA

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POPULATION VS. MEDIAN INCOME

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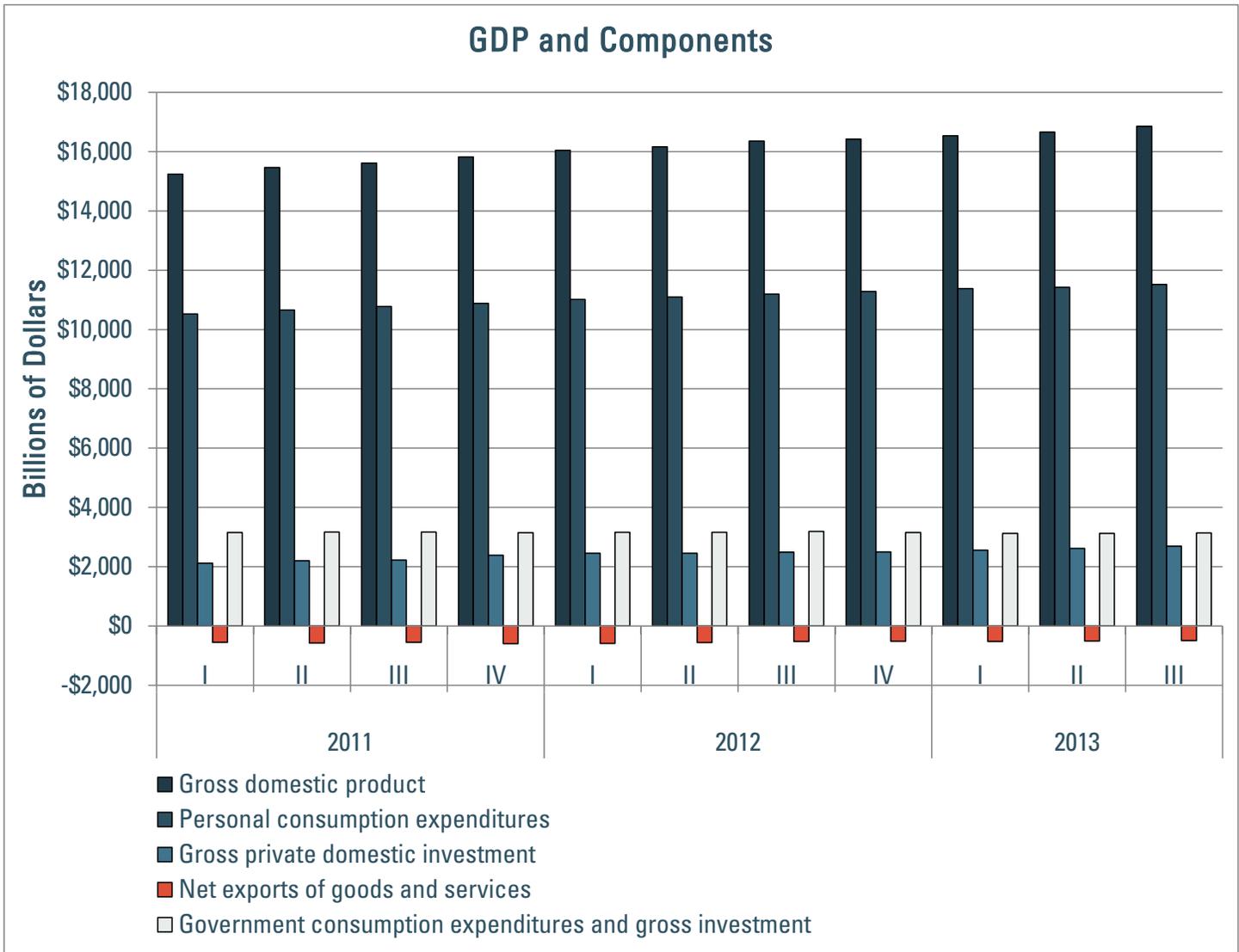
Fast Facts

National Income and Product Accounts

◀ Kermit Spade, Research Analyst ▶

What are the National Income and Product Accounts?

The national income and product accounts (NIPAs) “display the value and composition of national output and the distribution of incomes generated in its production.” (1) In other words, the NIPAs measure Gross Domestic Product (GDP). GDP can be broken down into four major components. They are personal consumption, private fixed investment, net exports, and government expenditures and investment. (1)



\$16,661,000,000,000

GDP in the second quarter of 2013.

\$11,427,100,000,000

Amount of personal consumption in the second quarter of 2013.

\$2,621,000,000,000

Amount of spending on fixed assets by private business, nonprofit institutions, and households in the second quarter of 2013.

-\$509,000,000,000

Net exports of goods and services in the second quarter of 2013.

\$3,121,900,000,000

Government consumption expenditures and gross investment in the second quarter of 2013.



Percentage of federal government spending spent on national defense.



Percentage of all government spending done by state and local governments.



Percentage of fixed investment expenditures spent on residential structures

These four components of GDP are broken down into seven summary NIPA accounts. (2) The seven accounts are:

1. **Domestic Income and Product Account:** This account details the total final output produced in the nation, by type of expenditure. It also details the incomes and costs incurred in production.
2. **Private Enterprise Income Account:** This account details the sources of private enterprise income as well as the distribution of this income among various types of private enterprises.
3. **Personal Income and Outlay Account:** This account details the components of personal income as well as personal consumption expenditures.
4. **Government Receipts and Expenditures Account:** This account details the current receipts of federal, state and local governments as well as the current uses of the income.
5. **Foreign Transactions Current Account:** This account details all of the current transactions of the U. S. with the rest of the world in terms of imports and exports.
6. **Domestic Capital Account:** This account shows the sources of saving by sector; personal, business and government.
7. **Foreign Transactions Capital Account:** This account details the capital transactions that occur with the rest of the world. It separately identifies current and capital transactions.

Holiday Help

Aaron Ziska, Research Analyst

This Thanksgiving was a great time to take a moment and appreciate everything that is important to us. Spending the holidays with those close to us can make it easy to forget there are many out there who have experienced economic hardship during and following the recession. This holiday season is also a great time to reflect on what we can do to help those who are less fortunate have a more enjoyable holiday season. Many Nebraskans are taking advantage of the hundreds of opportunities available to help those in need, whether it be volunteering at a local soup kitchen, donating to relief benefits for disaster survivors, or simply spending time with those who are not able to see their loved ones.

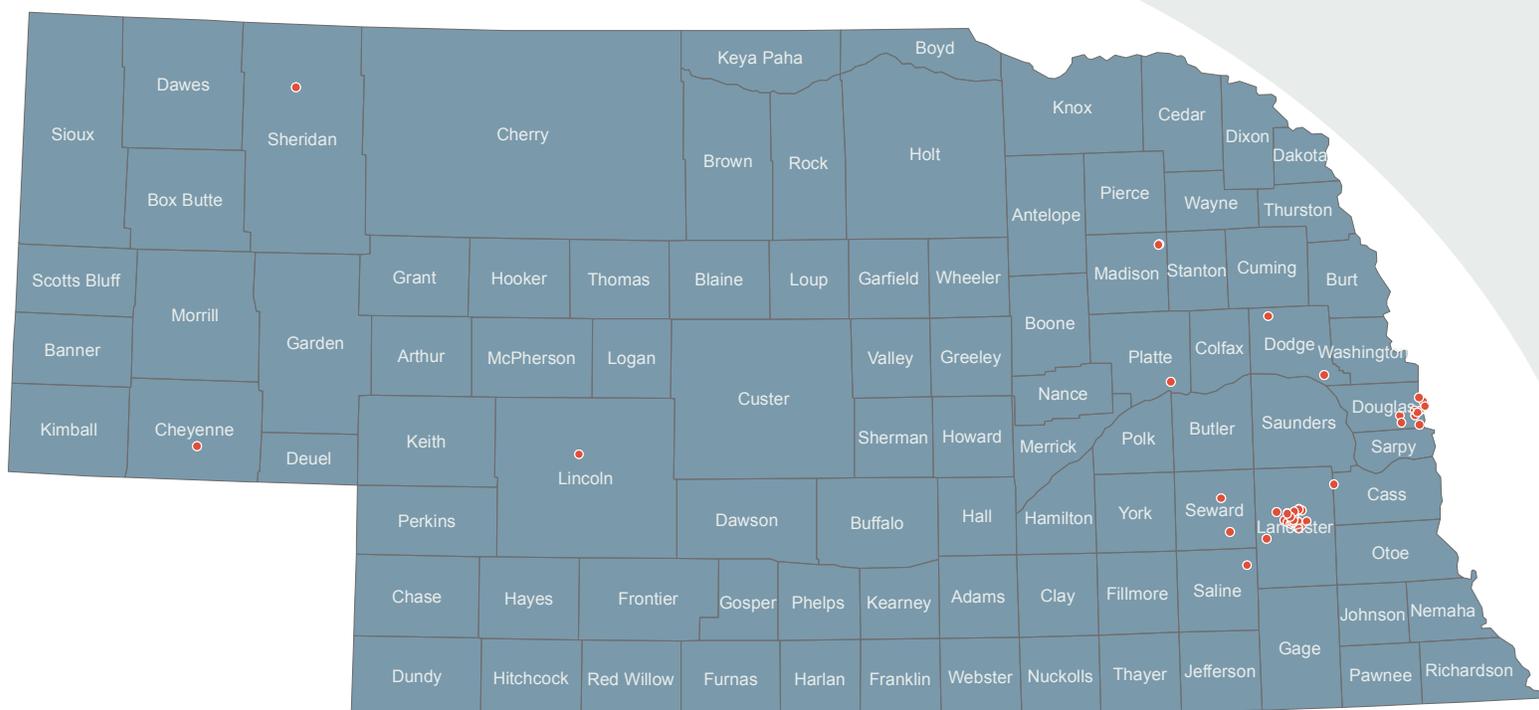
According to the Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages (QCEW), there were about 170 employees working at community food service organizations throughout Nebraska in 2012, which includes establishments such as food pantries, soup kitchens, and meal delivery programs. These units are classified in the North American Industry Classification System code (NAICS) 624210. Other organizations providing outreach efforts to those in need within the social assistance subsector (NAICS 624) are those that supply temporary housing shelters (NAICS 624221), or emergency relief services (NAICS 624230). Temporary housing establishments employ approximately 500 people throughout Nebraska and just over 200 are in emergency relief services. (1)

At a cursory glance, these numbers seem glaringly low for the establishments that would generally be organized as non-profit organizations, especially in a state with such a reputation of high participation of volunteering residents. According to the Corporation for National & Community Service, Nebraska ranked sixth in the nation in 2011 with a volunteer rate of 36.7 percent. (2)

The explanation for the scant employment in these types of establishments lies in the design of the data collected by QCEW. The Quarterly Census of Employment and Wages collects data on any establishment that participates in the Unemployment Insurance programs within each state. However, these businesses only report the employees who draw a wage or salary for unemployment insurance tax purposes. Since many of the workers at these establishments donate their time, these hard-working, generous volunteers are not represented in most BLS datasets. While these individuals may not show up in our data here at Nebraska Department of Labor, they are highly appreciated for all the work they do, the kindness they show to everyone, and the invaluable relief they bring to everyone who needs it during the holiday season and throughout the year.

Below is a map showing locations of food pantries throughout Nebraska. These locations are also listed on foodpantry.org. On the website, you can find contact information for each location, the pantries' hours of availability, and the locations of pantries in your local area. The website lists phone numbers for each pantry in case you wish to verify locations of the mobile food pantries, or if you have questions regarding how and where to drop off donations. This map shows just over 50 pantry locations; however, it is not an exhaustive list of food pantries throughout the state. If you work for a pantry or know of a pantry not seen here, you can add listings on the website as well.

Food Pantries Throughout Nebraska



ECONOMIC INDICATORS M2 Money Stock

Kermit Spade, Research Analyst

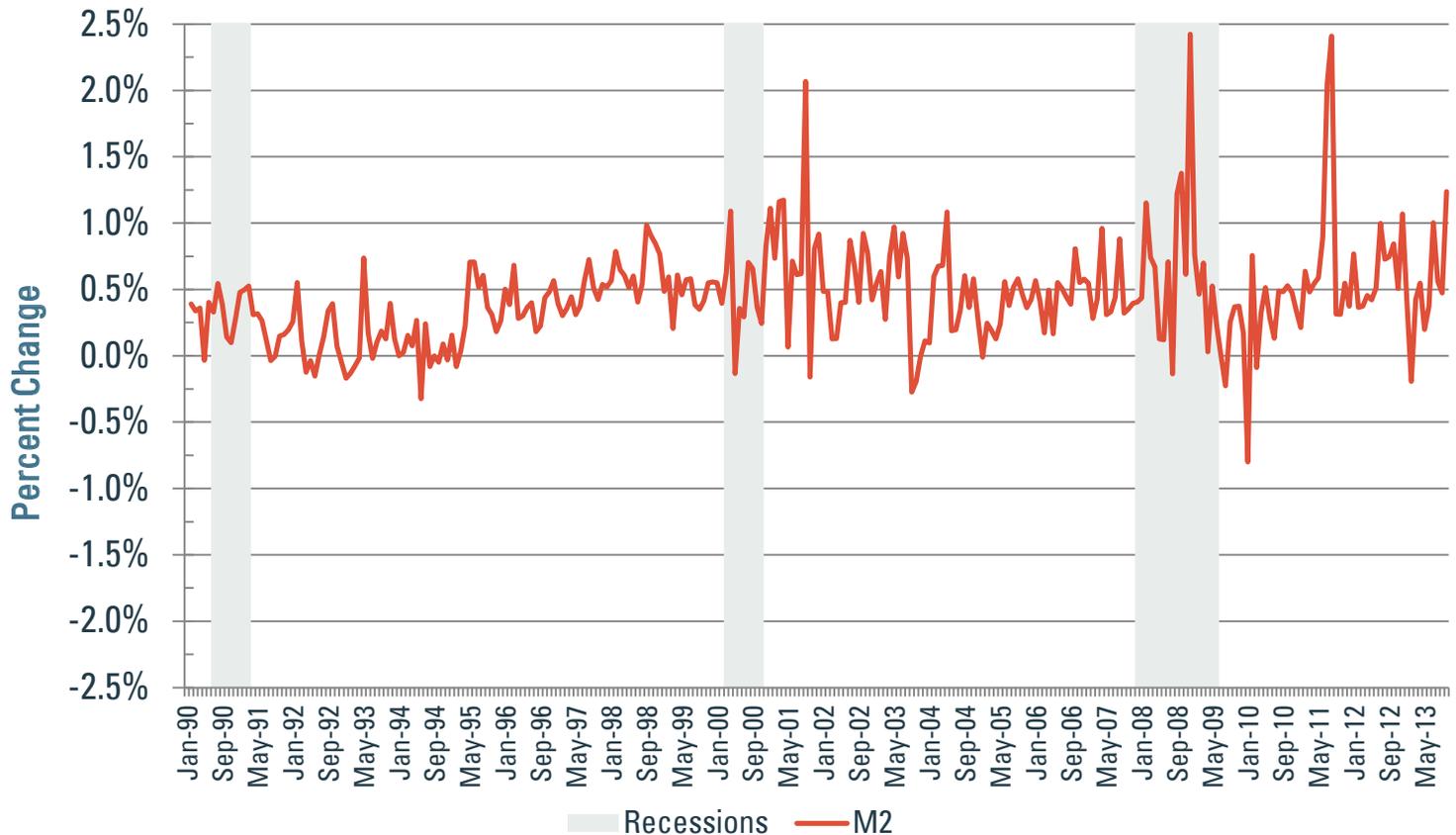
Change Over Last Quarter/Month

Metric	Current Time Period	United States	Midwest Region	Nebraska
Real GDP, billions of chained 2009 dollars	3rd Quarter, 2013	+2.8%	-	-
Effective Federal Funds Rate	October, 2013	0.01%	-	-
Balance on the US Current Account, in billions of dollars	2nd Quarter, 2013	-5.7%	-	-
Barrel of Crude Oil, WTI-Cushing, Spot Price	October, 2013	-\$5.75	-	-
Employment Cost Index	3rd Quarter, 2013	+0.4%	-	-
Producer Price Index: All Commodities	October, 2013	-0.7%	-	-
Average Weekly Manufacturing Hours	October, 2013	+0.1	-	-0.1
House Price Index	2nd Quarter, 2013	+1.4%	+0.7%	+0.9%
Consumer Price Index, not seasonally adjusted	October, 2013	-0.3%	-0.5%	-
Unemployment Rate, seasonally adjusted	October, 2013	+0.1%	0.0%*	-0.2%*
New Private Housing Units Authorized by Building Permits	August, 2013	-2.9%	+3.2%	-5.1%
Net Taxable Sales	August, 2013	-	-	-0.7%
Money Stock, M2	October, 2013	+1.2%	-	-
University of Michigan, Consumer Sentiment Index	September, 2013	-5.5%	-	-

* Data is lagged one month.

ECONOMIC INDICATORS M2 Money Stock

Money Supply M2



In each new issue of Trends, the economic indicators section will feature a chart or graph focused on one of the economic indicators listed above. This month, we'll be focusing on the M2 Money Stock.

M1 and M2 are progressively more inclusive measures of money: M1 is included in M2. M1, the more narrowly defined measure, consists of the most liquid forms of money, namely currency and checkable deposits. The non-M1 components of M2 are primarily household holdings of savings deposits, small time deposits, and retail money market mutual funds.

<http://www.federalreserve.gov/releases/h6/about.htm>

<http://www.bls.gov/opub/hom/pdf/homch2.pdf>

I-80 CORRIDOR AND THE NEBRASKA ECONOMY: OMAHA REGION

Byron Lefler, Research Analyst

What would you say if you were asked to describe Nebraska? You might say that it is very flat, windy, and sparsely populated. While this is true for certain parts of the state, this does not represent the entire state. If you travel the state via its major interstate, Interstate 80, you will come across very dense population bases with a diverse mix of business and industry, as well as many great events and attractions.

The I-80 corridor within Nebraska can be broken down into four regions that include Omaha, Lincoln, Central and Western. This article will only focus on the Omaha region. We will travel west down the I-80 corridor and provide information on the rest of the regions in future articles.

Demographic Breakdown

The Omaha region of the Interstate 80 corridor in Nebraska consists of Douglas, Sarpy, and Cass Counties. According to the United States Census Bureau's American Community Survey, these three counties have a population of 722,309 people and account for 38 percent of the state of Nebraska's total population. Within the Omaha region, 51 percent of the population is female, while 49 percent is male. Fifty-three percent of the region's population is between the ages of 25 and 64, while 36 percent is 24 years old and younger, and 11 percent is age 65 and older. Those with a high school degree, or some college education but no degree, account for 46 percent of the region's population. Individuals with an associate's degree or higher make up 44 percent of the region's population. Finally, when it comes to the racial composition of the Omaha region, 81 percent is white, while nine percent is black/African American, and two percent of the region's population consider themselves to be of two or more races.

Business and Industry mix

According to the Nebraska Department of Labor's (NDOL) Quarterly Census of Employment and Wages Program (QCEW) 2012 annual average data, we find that the Omaha region had on average 21,378 businesses employing 383,439 people. The industries within the Omaha region employing the most people included health care services; retail trade; professional, scientific, and technical services; educational services; accommodation and food services; and financial services.

You can find a list of employers within the Omaha region by using the Info Groups employer list provided on the NDOL's Labor Market Information website. You can find this employer list by going to Networks.Nebraska.gov/Employers/LocalEmployer sites. Once there, you can search by area, industry, and employer size range. Using this listing we find the largest employers in the Omaha region, those employing 5,000 or more people, to be the Nebraska Medical Center, First Data, and Offutt Air Force Base.

Workforce Population

The United States Census Bureau's Longitudinal Employment Household Dynamics program provides a demographic breakdown of the workforce within the Omaha region. The Omaha region's workforce population of 383,439 is evenly split by gender at 50 percent. The workforce population falls mainly between the ages of 25 to 64 with 83 percent of the region's workforce in this age category. Thirteen percent of the Omaha region's workforce population is 24 years old and younger, and four percent is age 65 and older. Those with a high school degree make up 29 percent of the workforce population within the region, while 33 percent have some college education or an associate's degree, and 28 percent have a bachelor's degree or higher. Finally, the racial breakdown of the Omaha region's workforce shows 88 percent is white, while eight percent is black/African American, and one percent consider themselves to be of two or more races.

Commuting Patterns

Eighty-nine percent of working-age (age 16 and older) Omaha residents work in the Omaha region, while the other 11 percent work outside of the region. Eighty percent of those employed in the Omaha region call the Omaha region home, while the other 20 percent live outside of the boundaries of the Omaha region.

Events and Attractions

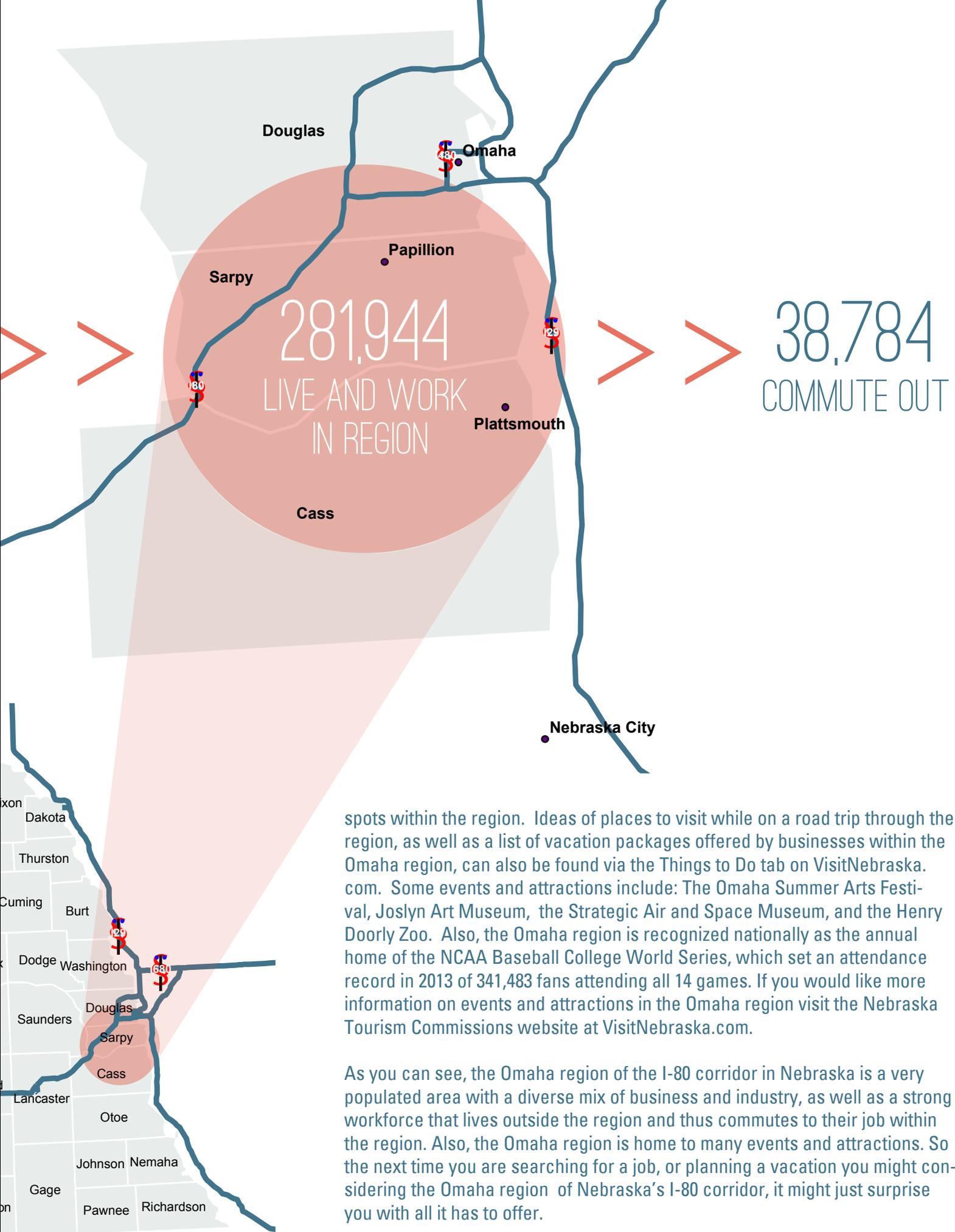
If you search VisitNebraska.com, the Nebraska Tourism Commission's official website, you will find a plethora of things to do within the Omaha region. Under the Things to Do tab the user will find a link which provides a list of events, attractions, and recreation

72,396
COMMUTE IN

Wahoo

Lincoln





Occupational Profile: Graphic Designers

Ed Jaros, Research Analyst

“Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate” (1). This description from the Bureau of Labor Statistics (BLS) Occupational Employment Handbook is almost poetic in its abstraction, but the work of graphic designers is always subject to the senses. Weaving concepts and ideas into visual experiences that hit home is a primary goal for any graphic designer.

The Nebraska Department of Labor (NDOL) Occupational Employment Statistics unit estimated that as of the second quarter of 2013, there were 1,330 graphic designers working in Nebraska and earning a median wage of \$39,120 annually. About 79% of Nebraska’s graphic designers are employed in the Lincoln or Omaha economic development regions. The median wage for graphic designers in Omaha is \$41,560 annually, which is higher than median wages for this occupation throughout the rest of the state.

Information about employment and wages in sub-state geographies is presented in the table attached to this article (2). The NDOL projections analyst estimates that about 29 percent of Nebraska’s graphic designers are self-employed. A further 22 percent are estimated to be employed in the professional, scientific and business services industry sector (3). Projections also indicate that between 2010 and 2020, employment in this occupation will grow at about 0.7 percent annually, which is slower than the average rate of growth projected for all occupations; 0.9 percent annually (4).

Graphic designers are more than artists, their jobs may involve a variety of responsibilities including (1):

- Meeting with clients or the art director to determine the scope of a project
- Advising clients on strategies to reach a particular audience
- Determining the message the design should portray
- Creating images that identify a product or convey a message
- Developing graphics and visual or audio images for product illustrations, logos, and websites
- Creating designs either by hand or using computer software packages
- Selecting colors, images, text style, and layout
- Presenting the design to clients or the art director
- Incorporating changes recommended by the clients into the final design
- Reviewing designs for errors before printing or publishing them

Additionally, the BLS highlights the fact that the ‘visual’ extends beyond designing images: “Graphic designers work with both text and images. They often select the type, font, size, color, and line length of headlines, headings, and text. Graphic designers also decide how images and text will go together on a page or screen, including how much space each will have. When using text in layouts, graphic designers collaborate closely with writers who choose the words and decide whether the words will be put into paragraphs, lists, or tables.” (1)



Industry Code (NAICS)	Industry	Estimated Employment	% of Total Estimated Employment	Projected Employment	% of Total Projected Employment
6010	Self-Employed Workers, All Jobs	603	29.3	613	29.3
541000	Professional, Scientific, and Technical Services	445	21.7	467	22.3
511000	Publishing Industries	135	6.6	133	6.4
551000	Management of Companies and Enterprises	82	4	84	4
813000	Religious/Grantmaking/Civic/Pro & Similar Organizations	43	2.1	44	2.1
339000	Miscellaneous Manufacturing	42	2	42	2
616000	Education-Private, State, Local	40	2	41	2
524000	Insurance Carriers and Related Activities	35	1.7	35	1.7
424000	Merchant Wholesalers, Nondurable Goods	29	1.4	29	1.4
454000	Nonstore Retailers	21	1	21	1
321000	Wood Product Manufacturing	20	1	21	1
999100	Federal Government, Excluding Post Office	11	0.5	11	0.5
999300	Local Government, Excluding Education and Hospitals	4	0.2	4	0.2
999200	State Government, Excluding Education and Hospitals	2	0.1	2	0.1
316000	Leather and Allied Product Manufacturing	1	0.1	1	0.1

FLASH FORWARD: *Omaha Consortium* **Future Industry and Occupation Employment Trends**

Jodie Meyer, Research Analyst

Continuing in the series highlighting industry and occupational projections for Nebraska's regions, this month's column focuses on the Omaha Consortium. The Omaha Consortium includes the Nebraska counties of Cass, Douglas, Sarpy, Saunders, and Washington.

INDUSTRY PROJECTIONS

The Omaha Consortium is projected to experience industry growth of 12.0 percent, or 50,509 jobs between 2010 and 2020 according to industry employment projections. The largest concentration of industry employment in 2010 was in the education and health services super-sector, which employed 94,083 workers and accounted for 22.4 percent of employment in this region. This industry super-sector is expected to experience the highest net change in employment by 2020, adding 14,961 jobs and increasing by 15.9 percent.

Professional and business services is projected to be the fastest-growing industry super-sector by percent change at 18.6 percent. The super-sector is expected to add 11,736 jobs.

The natural resources and mining super-sector employed the fewest workers in 2010, only accounting for 0.9 percent (3,724 jobs) of the employment in this region. This is the only super-sector expected to decline, with a projected decrease of 1.9 percent (71 jobs).

Professional, scientific, and technical services is projected to be the top subsector growth industry from 2010-2020 by numeric change in jobs. This subsector is expected to add 5,360 jobs and increase 19.9 percent. The administrative and support services subsector is expected to add the second highest amount of jobs, 5,116, an increase of 21.3 percent.

The Postal Service is projected to experience the greatest decline of any of the subsectors in the ten-year period. A loss of 418 jobs and a 20.3 percent decline is projected.

Two agricultural subsectors make the list of greatest declines; crop production and livestock production are expected to lose a combined 191 jobs.

OCCUPATIONAL PROJECTIONS

Industry employment is an important component of the employment picture in a region. Also a factor are the occupations that will experience growth and decline as a result of changes in industry employment throughout the state.

Occupational growth is expected in the Omaha Consortium according to the 2010-2020 occupational projections. The total projected numeric employment change over the ten-year period is 52,496, an 11.6 percent increase. A total of 161,966 job openings are expected in the Omaha Consortium from 2010-2020, with two thirds (107,899) expected from replacements and one third (54,067) expected from growth. Statewide, 70.5 percent of the openings are expected to be from replacements, indicating more job growth is expected in the region compared to statewide.

In 2010, office and administrative support was the largest occupational category in the Omaha Consortium, employing 75,915 and accounting for 16.7 percent of the region's occupational employment. This occupational category is expected to see a large net change in employment by 2020, with 5,174 jobs projected to be added, an increase of 6.8 percent.

The transportation and material moving occupation category is projected to have the largest net change from 2010-2020, adding 5,196 jobs and increasing 14.5 percent. Community and social service occupations are projected to comprise the fastest-growing occupational category by percent change, adding 1,253 jobs and increasing 20.4 percent.

Farming, fishing, and forestry occupations employed the fewest workers in 2010, only accounting for 2,261 or 0.5 percent of the region's occupational employment. This occupational category is the only category expected to decline. A decrease of 92 jobs or 4.1 percent is projected.

The highest number of total job openings is expected in office and administrative support occupations with 22,883 total openings; 6,064 from job growth and 16,819 from replacements. Due to the large number of total openings, this occupational category is expected to have the highest amount of growth and replacement openings as well.

Industry Subsectors with the Greatest Numeric Changes in Employment 2010-2020

	Industry Title	2010 Estimated Employment	2020 Projected Employment	Numeric Change	% Change
Growing	Professional, Scientific, and Technical Services	26,988	32,348	5,360	19.9%
	Administrative and Support Services	24,035	29,151	5,116	21.3%
	Educational Services (including state and local gov)	40,954	45,887	4,933	12.1%
	Ambulatory Health Care Services	15,888	19,604	3,716	23.4%
	Specialty Trade Contractors	14,239	17,761	3,522	24.7%
Declining	Postal Service	2,063	1,645	-418	-20.3%
	Printing and Related Support Activities	2,571	2,154	-417	-16.2%
	Computer and Electronic Product Manufacturing	1,071	918	-153	-14.3%
	Livestock Production	1,886	1,779	-107	-5.7%
	Crop Production	1,481	1,397	-84	-5.7%

The lowest number of openings is projected for legal occupations, with a total of 638 openings. Farming, fishing, and forestry occupations are also projected to have a small amount of total openings with 695. Almost all of these openings are expected to be from replacements (681, 98.0 percent) with only 14 of the total openings projected from job growth.

The largest percentage of total openings attributed to growth is projected in healthcare support occupations. Fifty-eight percent (2,183) of the 3,765 total openings are projected to be from growth.

Ranking occupations by numeric change from 2010 to 2020, customer service representatives top the list with an expected 1,287 jobs added. Combined food preparation and serving workers, including fast food, come in second with 1,071 jobs expected to be added. Both of these occupations are in the top five largest in the Omaha Consortium so it is not surprising that they are projected to add so many jobs to the area.

Overall, office and administrative support occupations are expected to experience large growth in the region, but the outlook is not as positive for all occupations within this category. Three occupations within this category are on the list of the top five declining occupations by numeric change in the Omaha Consortium. Postal Service mail sorters, processors, and processing machine operators are expected to experience a loss of 243 jobs and a 42.8 percent decrease is projected over the ten-year period. Data entry keyers and computer operators are also projected to decline in the-ten year period by 120 and 74 jobs, respectively.

A publication with more detail on both occupational and industry projections is published online at <https://networks.nebraska.gov/admin/gsipub/htmlarea/uploads/Projections%20Publication.pdf>. Look for additional articles spotlighting projections in upcoming issues of Nebraska Workforce Trends.

A PRIMER ON NAICS STRUCTURE



The North American Industry Classification System, or NAICS, is referenced in nearly every Issue of Nebraska Workforce TRENDS. The NAICS home page at <http://www.census.gov/eos/www/naics/> describes the system as “the standard used by federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.” NAICS uses numeric codes to organize businesses by the goods or services they produce. The table below illustrates this code structure as it pertains to the manufacturing and health care and social assistance sectors. Sectors are assigned two-digit codes and represent the broadest industry categories. Manufacturing and health care and social assistance are two of the 20 total industry sectors. At the opposite end of the spectrum, national industries are assigned six-digit codes and represent the most specific industry categories within a sector. There are over 1,000 national industries.

Digit	Class	# of codes	Example 1	Example 2
1,2	Sector*	20	313240 Manufacturing	621320 Health Care and Social Assistance
3	Subsector	99	313240 Textile Mills	621320 Ambulatory Health Care Services
4	Industry Group	312	313240 Fabric Mills	621320 Offices of Other Health Practitioners
5	NAICS Industry	713	313240 Knit Fabric Mills	621320 Offices of Optometrists
6	National Industry**	1062	313240 Knit Fabric Mills (US)	621320 Offices of Optometrists (US)

* Note that the codes 31-33, 45-45, and 48-49 are each grouped at the two-digit or 'sector' level.

** This field is necessary because NAICS is used in Canada and Mexico as well as the US. In each example presented here, NAICS data from the US, Mexico and Canada can be compared accurately through the fifth digit of the code.



Each sector is comprised of subsectors and each subsector is comprised of industry groups, etc. No subsectors belong to multiple sectors and no industry groups belong to multiple subsectors, etc. It is important to be mindful that ownership, whether the business is owned by the government or a private entity, does not determine NAICS designation, only the goods or services a business produces determine the NAICS designation.

In addition to the classification structure above, aggregate codes called 'supersectors' are also used in some contexts, notably the Bureau of Labor Statistics Current Employment Statistics (CES) program, which provides data for our Industry Developments column in TRENDS. See <http://www.bls.gov/sae/saesuper.htm> for a description of these codes.

The authors and editors of Nebraska Workforce TRENDS make an effort to use these classifications precisely as they are designated above. Consistent nomenclature is vital to accurately communicating Nebraska's Labor Market information. In some cases, the data presented may not employ categories exactly like those shown above to classify industries. This occurs most frequently in TRENDS content sourcing data from the CES and Projections programs, both of which employ their own slightly altered code structures. When this occurs, the authors and editors of TRENDS will make clear to the reader that a different standard is being employed.

For further information about Industry Classification from Federal Statistical Agencies, please visit the following links:

NAICS homepage: <http://www.census.gov/eos/www/naics/index.html>

CES supersectors: <http://www.bls.gov/ces/cessuper.htm>

Projections: <https://networks.nebraska.gov/admin/gsipub/htmlarea/uploads/Projections%20Publication.pdf> page 5

Graduate Outcomes: Mid-Plains Community College

..... *Mary Findlay, Research Analyst*

Mid-Plains Community College Employment Outcomes

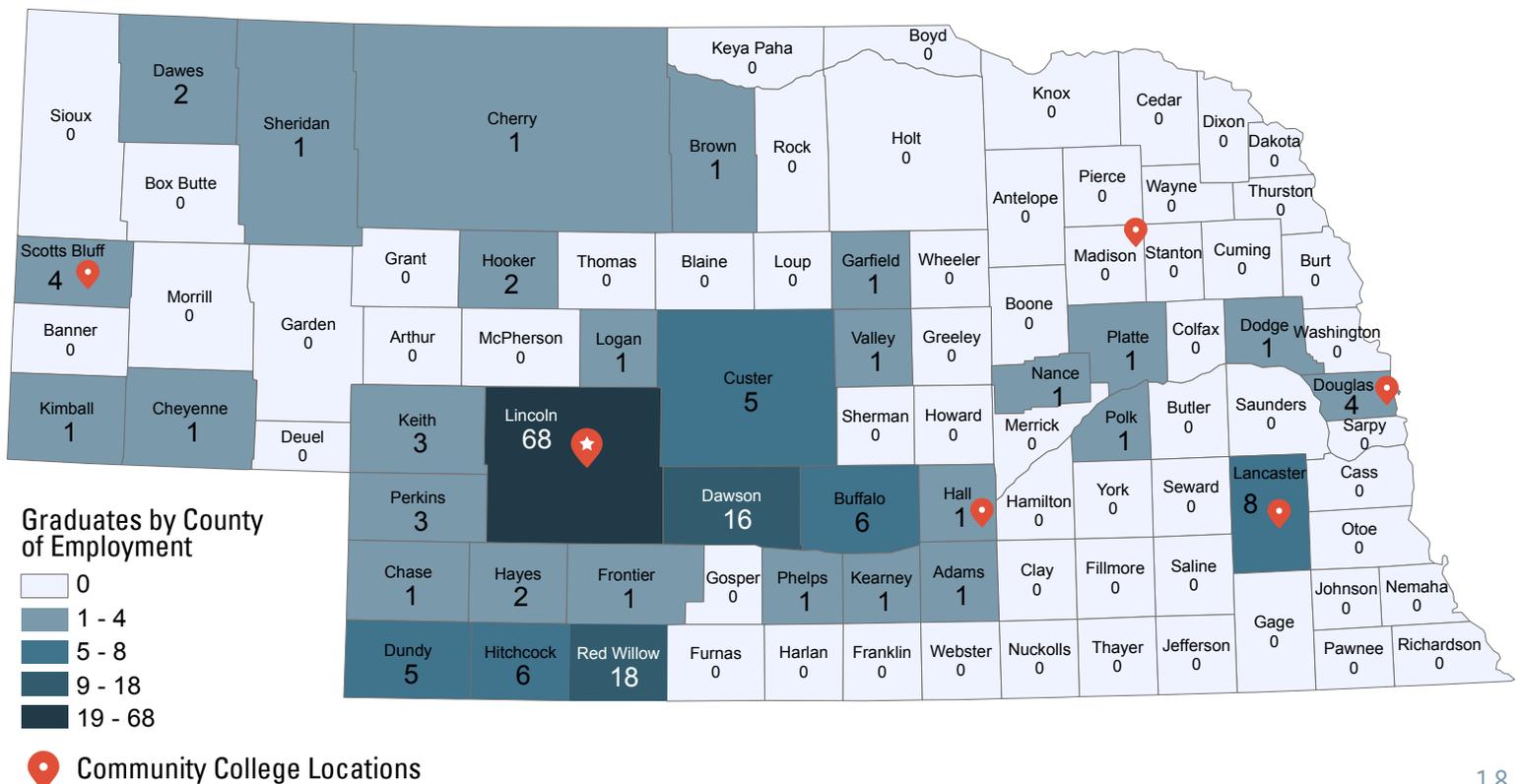
There were 448 Mid-Plains Community College graduates between July 1, 2010 and June 30, 2011. Of these graduates, 294 (66 percent) were working in Nebraska in the first quarter of 2012, a three percent increase over the previous year. Slightly more than half the graduates (52 percent) were female with 68 percent working in the state while 63 percent of male graduates were employed in the state.

There was at least one graduate employed in 33 of the state's 93 counties. Lincoln County had the highest graduate employment with 40 percent of all Mid-Plains Community College graduates working in the county. Red Willow County followed with 10 percent and Dawson County with nine percent of the graduates employed in those counties.

Industry Employment

The retail trade industry had the highest number (65) of graduates working in the state followed by health care with 64. These totals include graduates from all fields of study who are employed in these industries.

The highest discloseable industry average annual wages were found in the health care industry, which had an annual average wage of \$31,209. The 19 graduates employed in the manufacturing industry had the second



highest discloseable average annual wages of \$31,126. Graduates working in retail trade had estimated average annual earnings of \$14,949.

Fields of Study and Employment

Overall, the highest number of graduates (184) and the highest number working in the state (94) were in the associate degree liberal arts and sciences field of study. A large percentage of graduates in this field transfer to four-year colleges and universities, so it is not surprising that only 51 percent of these graduates were employed in Nebraska immediately after obtaining their degrees.

There were 126 graduates (42 percent) in 17 degree/fields of study that had more than 80 percent of the graduates working in the state. Ten degree/fields of study had 100 percent of graduates working in the state; however, all of these degree/fields of study had five or fewer graduates in each. The next highest percentage was the 93 percent of the 27 registered nursing graduates were working in the state.

Fields of Study and Wages

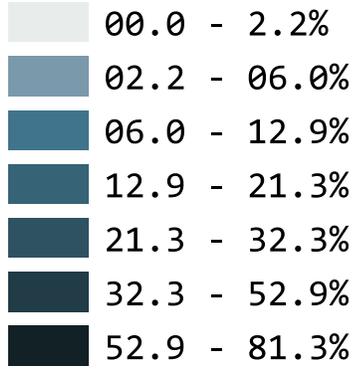
Majors in technical and medical fields of study produced graduates with the highest wages. The 25 registered nursing associate degree graduates had the highest discloseable estimated average annual wages of all fields of study with \$43,284. This was followed by the four clinical/laboratory medical technician associate degree graduates with \$32,409 and the six diesel mechanics technology associate degree graduates with \$31,944. For more graduate outcomes information contact the Nebraska Department of Labor's Office of Labor Market Information or view the annual report at <https://networks.nebraska.gov/gsipub/index.asp>.

MAP  FACTS
I 80 • OMAHA

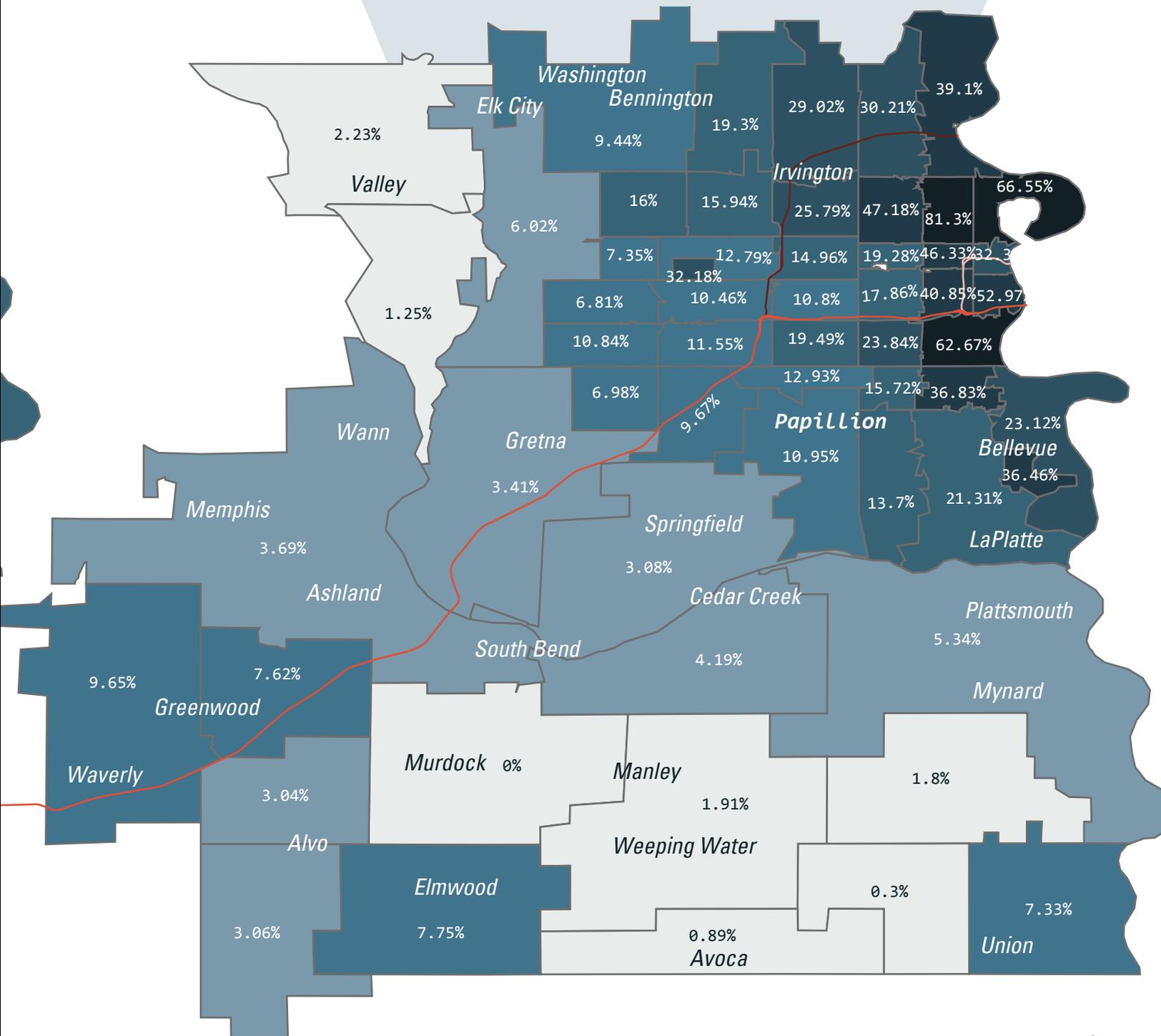
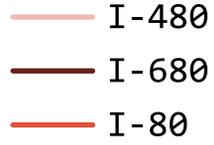
Ed Jaros, Research Analyst

The maps presented in this piece are intended to serve as visual compliments to the data presented in the Omaha-focused feature, Flash Forward and Industry Developments articles in this month's trends. Data come from the US Census Bureau 2011 American Community Survey 5-year Estimates. Note that income data displayed is for families rather than individuals. Additionally, in the context of this article 'minority' means anyone who did not self-identify their race as white only and their ethnicity as non-Hispanic to the Census Bureau.

PERCENT MINORITY*



HWY NAME



INDU

TRYI

VELO

VENI

S- DE- P- TS

Lincoln



*Kermit Spade,
Research Analyst*

From Strictly Business:

- Lancaster Rehabilitation Center – 1001 South Street (new name, renovated facility – clinical services, rehab, long-term care – formerly Lancaster Manor)
- Sellstate Performance Realty – 4500 S. 70th Street Suite 102 (new real estate franchise)
- Peace Studio Architects – no address given (architect and design studio)

From The Lincoln Chamber of Commerce:

- **Dairy Queen Grill and Chill** – 7040 O Street (new location)
- **Aventine at Wilderness Hills** – 8801 S. 33rd (ground breaking – 220 luxury apartment complex due to open in Spring 2014)
- **Salvation Army** – 2625 Potter Street (renovated building and addition)
- **Sylvan Learning Center** – 5715 S 34th Suite 300 (new staff, new education and assessment tools to add to the established business)
- **Unrivaled Sports Performance** – 2521 Kimco Court Suite 2 (new business – wrestling, strength and conditioning, personal training, personal fitness, nutrition)
- **Sleep Number Bed Store** – 6005 O Street, Suite C (new store, part of the LPS development)
- **Hilton Garden Inn Downtown Haymarket** – 801 R Street (new hotel – part of the Haymarket Renovation/Arena development)
- **Money Smarts** – 4316 S. 48th Street, Suite 1 (incubator business at SCC since 2007, on their own since 2012 – this open house celebrated small business and financial consulting/management services Money Smarts offers to entrepreneurs)
- **Henry's on South** – 2110 Winthrop road (small niche restaurant/bistro)
- **Massage Envy Spa** – 6005 O Street (spa – part of the LPS development)
- **Jos. A Bank** – 6005 O Street (men's apparel – part of the LPS development)
- **Unite Private Networks** – 3880 VerMaas Place (expansion of the business – provides high bandwidth, fiber-based communications networks and related services to schools, government, carriers, data centers, hospitals, etc.)
- **The Mill in College View** – 4736 Prescott (new, second location – gourmet coffee shop)
- **Konica Business Solutions, USA, Inc.** – 620 N 48th Street (new location – business copiers, etc.)
- **Sadoff Iron and Metal Co.** – 4400 W Webster (new building – scrap metal recycling business, employs 15 people in Lincoln, 230 company-wide)
- **Nebraska Colocation Centers** – 206 S13th Street (secure data storage, risk mitigation, etc.)
- **High Plains Alzheimer's Special Care Center** – 5601 S 84th Street (new business–memory care)

Omaha

Company	Type of Business	# of Jobs	Source of Info
9th Street Tavern & Grill	Bar & Grill	28	Omaha WH
Goodwill (Gretna)	Retail Store	26	Omaha WH
Truly Nolen	Pest Control	3	Newsday
Phoenix Const. Group	Construction	4	Omaha Chamber
Studio Inc	Photography	8	OCC
Spruce Boutique	Home décor	5	OCC
Protex Central	Security/Insurance	3	OCC
West Center Pediatrics	medical clinic	5	OCC
Cake Kitchen & Bakery	Bakery	10	OCC
Impulse	Bar & Restaurant	10	OCC
Savory Spice Shop	Spice Shop	5	OCC
Bare Body Shop	Spa and tattoo removal	5	OCC
Scooter's	Coffee & Yogurt shop	5	OCC
Taita	Restaurant	10	OCC
Shop-A-Latte	Coffee shop	3	OCC
Subway	Restaurant	5	OCC
The Egg & I	Restaurant	10	OCC
Red Dirt Running	Athletic apparel	3	OCC
Pickleman's Gourmet Café	Restaurant	10	OCC
Maria's Mexican Restaurant	Restaurant	5	OCC
CAN	Data Analysis	50	OCC
Vireo Resources	Health/medical products	18	WOW-6 TV
Shepler's	Western apparel	5	OCC
American National Bank	Banking	10	OCC
The Dugout	Athletic Apparel	5	OCC
Fidelity Investments	Data Center	30	OCC

Expansions

HDR (acquired Rice Daubney)	Architecture	120	Omaha WH
Home Instead	Home care	2	Omaha WH
LaVista Public Works Dept.	Public works complex	0	Omaha WH
Omaha Central H.S.	Walkway & plaza	0	Omaha WH
Premier Bank	Combine 2 banks into one	0	Omaha WH
14-Flats Apartments	Apartments	0	Omaha Chamber
Fontenelle Forest Nat. Cntr.	Education/Visitor remodel	0	Omaha Chamber
Fair Deal/Black City Hall	Mixed Use Development	0	Omaha Chamber
Lerner Building	Mixed Use Development	0	Omaha Chamber
The Learning Center	Renovated So. Omaha center	0	Omaha WH
DP Metro Capital	Apartments	0	Omaha.com
Seventy5North Corp.	Apartments/ Houses	0	WOW 6-TV
Tenaska Inc.	Expanding natural gas energy	0	Omaha WH
DirectCall	Patient transfer service	0	Omaha WH
Elkhorn School Board	Add middle school	0	Omaha WH
Stephen Center	New building	0	WOW-6 TV

Southeast

Beatrice

- First State Bank
- Dempsters

York

- Pizza Hut

Northeast

Norfolk

- Halmark

West Point

- Towne and Country Boutique
- Unique Gatheringst

Columbus

- Promed

Mid-Plains

North Platte

- The Turquoise Junkie
- Refined Boutique
- Reclaimed Brands

Panhandle

Gering

- Goonies Keno Bar
(Star Herald)

Scottsbluff

- 21st Century Equipment
(expansion) (KNEB Radio)

Sidney

- Baker and Associates
(Star Herald)

CREDITS

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RESOURCES

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