

NEBRASKA WORKFORCE JANUARY 2012

Trends



Areas of Substantial Unemployment (ASU) for 2012



Taking Care of Nebraskans: The Thriving Health Care Industry

Also Featuring...

Map Facts...

Where in the World? Seven Billion People

Fast Facts...

Grandparents as Caregivers

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Peru State College

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Construction Managers



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PERU STATE COLLEGE

Employment Outcomes

There were 544 Peru State College graduates between July 1, 2009 and June 30, 2010. Of these graduates, 360 (66%) were working in Nebraska in the first quarter of 2010. This represents a 3% decrease from the previous year. More than half (63%) of the graduates were female. Female graduates (68%) were more likely to be working in the state than male graduates (62%).



There was at least one graduate employed in 40 of the state's 93 counties. Over one-third (35%) of the graduates working in Nebraska were employed Douglas County. Sarpy and Lancaster Counties had 14% and 12% respectively for a total of 61% of the graduates working in one of these three counties.

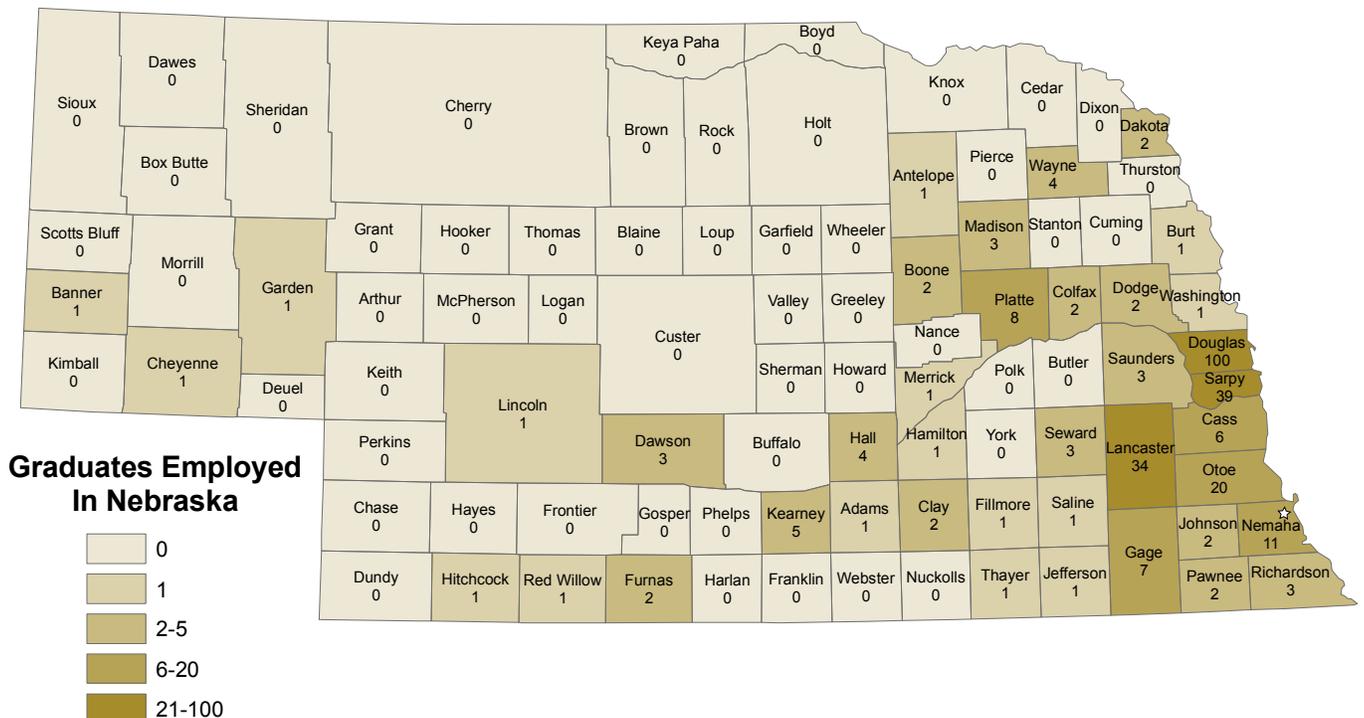
The five graduates employed in the Utilities industry had the highest estimated average annual earnings of \$57,290. The Educational Services industry had the highest number (218) of graduates working in the state with estimated average annual earnings of \$41,384. The earnings include graduates with both Bachelor's and Master's Degrees.

There were 171 graduates in 5 fields of study that had 75% or more of the graduates working in the state. Within this group, the 152 Teacher Education and Professional Development, Specific Subject Areas, Other Master's Degree graduates had the highest estimated average annual earnings of

\$46,470. The Educational Services industry employed 97% of these graduates.

For more outcomes information on Peru State College, Central Community College, Metropolitan Community College, Mid-Plains Community College, Northeast Community College, Southeast Community College, Western Nebraska Community College, Chadron State College, Wayne State College and the University of Nebraska – Kearney, contact the Nebraska Department of Labor, Labor Market Information Center.

2008-2009 Peru State College Graduates Working in Nebraska in First Quarter 2010



Areas of Substantial Unemployment (ASU) for 2012



Home of  Arbor Day

Nebraska has qualified 8 Areas of Substantial Unemployment for the 2012 program year. Those areas include:

- Omaha city/Douglas County ASU
- Lancaster & Beatrice MC ASU
- East Nebraska ASU (Saunders and Cass counties)
- Northeast Nebraska ASU (Dakota, Thurston, Burt, Dodge, & Washington counties)
- Dawson County ASU
- Southeast Nebraska ASU (Nemaha & Richardson)
- Scottsbluff County ASU
- Grand Island city/Hall County ASU

To qualify as an ASU, an area or a combination of areas has to meet the following guidelines:

- 1) have a total population of at least 10,000 (based on the 2000 decennial census or the latest July 1 intercensal estimates;
- 2) have a 12-month average unemployment of 6.5% or higher from July 1 to June 30 and;
- 3) must be contiguous.

An area can include entire cities, towns, counties, townships, minor civil divisions, micropolitan statistical areas, labor market areas or parts of these areas in various combinations. To qualify as many areas as possible, Nebraska uses census tracts.

Approval Process

States submit ASUs to the Bureau of Labor Statistics and they in turn verify that the data is correct. The Employment and Training Administration (ETA) decides whether these areas qualify as an ASU. If the area does qualify, ETA establishes funding levels under the Adult and Youth Program Activities of the Workforce Investment Act. These funds, once awarded, can be distributed to one or more of the Workforce Investment Areas (WIA): Greater Nebraska WIA, Lincoln WIA and Omaha WIA.

Map Availability and Contact Information

If you have questions, comments or need additional information, please contact Lenora Castillo, Research Analyst II, Labor Market Information, Local Area Unemployment Statistics at 402-471-9841 or email your request to lenora.castillo@nebraska.gov. Maps for each ASU are available in PDF format upon request.

Census Tracts

A list of census tracts for each of the 8 Areas of Substantial Unemployment that qualified for the 2012 program year are listed below.

List of tracts				Lancaster & Beatrice MC ASU	East Nebr ASU	Northeast Nebr ASU	Dawson ASU	S. East ASU	Scottsbluff County ASU	GI-Hall ASU
000200	003800	006400	007438	000100	010103	010100	968400	998100	953000	001000
000300	003900	006603	007439	000400	010104	010300	968500	998500	953100	000200
000400	004000	006604	007440	000500	010106	010400	968600	998600	953300	000900
000500	004200	006701	007441	000600	010203	050101			953500	001000
000600	004300	006806	007442	000700	010204	050201			953700	
000700	004400	006903	007444	000800	010206	050300				
000800	004500	007001	007445	001900	010207	940100				
001100	004800	007003	007447	002000	010208	940200				
001200	004900	007101	007448	002100	010302	983100				
001600	005000	007303	007449	002200	010304	983200				
001800	005100	007304	007451	002900	010402	983600				
001900	005200	007307	007453	003002	010607	983700				
002000	005300	007308	007454	003003	010613	983800				
002100	005400	007309	007457	003202	010616	983900				
002300	005700	007310	007459	003300	010620	984200				
002400	005800	007311	007461	003604	010701	984400				
002500	005901	007313	007462	003712	988500					
002600	005902	007409	007467	010100	995600					
002700	006000	007424	007468	010300	996100					
002800	006101	007429	007504	010400						
002900	006102	007430	007505	994600						
003000	006202	007432	007507	994800						
003200	006301	007434	007508	995100						
003300	006302	007436	007509	995200						
003401	006303	007437	007510							



Taking Care of Nebraskans: The Thriving Health Care Industry

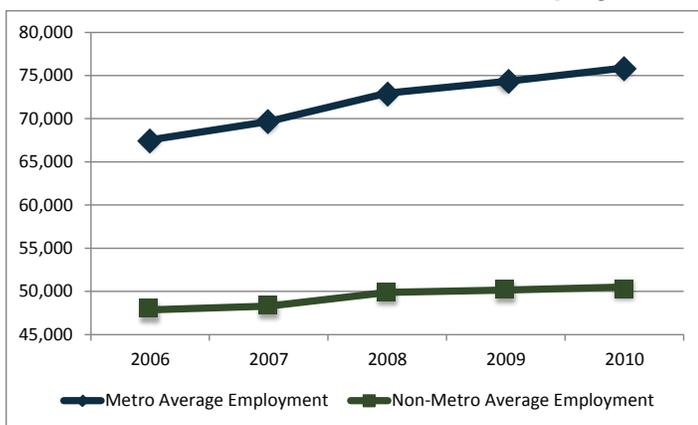
NANCY RITCHIE, RESEARCH ANALYST



We all know there are some industries still struggling to rebound after the official end of the recession. But one industry that seems to be holding its own during this time is Health Care and Social Assistance. This industry is comprised of ambulatory health care (doctor's offices, clinics, outpatient care centers, and home healthcare), hospitals, nursing and residential care facilities, and social assistance.

Why is this good for Nebraska? There are several reasons this is a good thing for our state's economy and our people. The aging population in the state needs increasing levels of health care. As you will see in the chart below, the growth has been steady since before the start of the recession.

Health Care and Social Assistance Employment



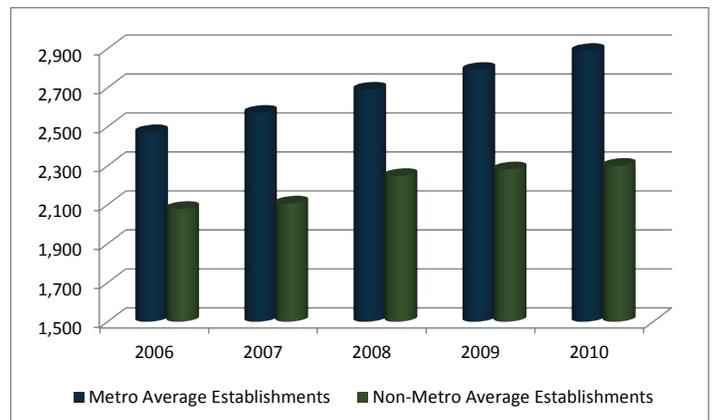
Metro employment has risen from 67,548 for average annual employment in 2006 to 75,879 in 2010, showing a healthy gain of 12.3%. In the non-metro area of the state the employment has climbed from 47,866 in 2006 to 50,508, also displaying a consistent increase of 5.5%.

This shows a similar growth pattern compared to the increasing population in the state of people 65 and older. Comparing the 2000 Census to the 2010 Census, this group of people in the state has grown from 232,195 in 2000 to 246,677 in 2010 for an increase of 6.2%. The population will likely increase too as more Baby Boomers celebrate their 65th birthdays. This data was collected from <http://www.census.gov/>



The other positive indicator in the health care industry is the growth in the number of establishments that are providing these services. As indicated in the chart below, the total establishment level has been increasing steadily over the last five years also.

Health Care and Social Assistance Establishments



The metro area of the state has expanded from 2,472 establishments in 2006 to 2,889 in 2010, for a 16.9% increase. For the same time frame, the non-metro area has increased from 2,079 establishments to 2,300. This is a constant growth of 10.6%.

Health care represents a sizable amount of employment and establishments in Nebraska. The annual averages for 2010 show that 14.3% of the state employment and 9.3% of the total establishments in the state are attributed to Health Care and Social Assistance.

Taking into account for all of these components, it looks like the health care industry in Nebraska is indeed healthy and growing strong to serve the needs of our aging population.



Where in the World? Seven Billion People



JODIE MEYER, RESEARCH ANALYST

The world population is estimated at seven billion people. According to the United Nations, we passed this milestone on October 31, 2011, and the United States Census Bureau predicts we will cross this threshold on March 12, 2012.

How many people is seven billion? One way to visualize this is to imagine how big a city would be if everyone lived in one place. The map illustrates how much of the United States would be covered by a single city with the population density of Omaha, Los Angeles, or New York City.

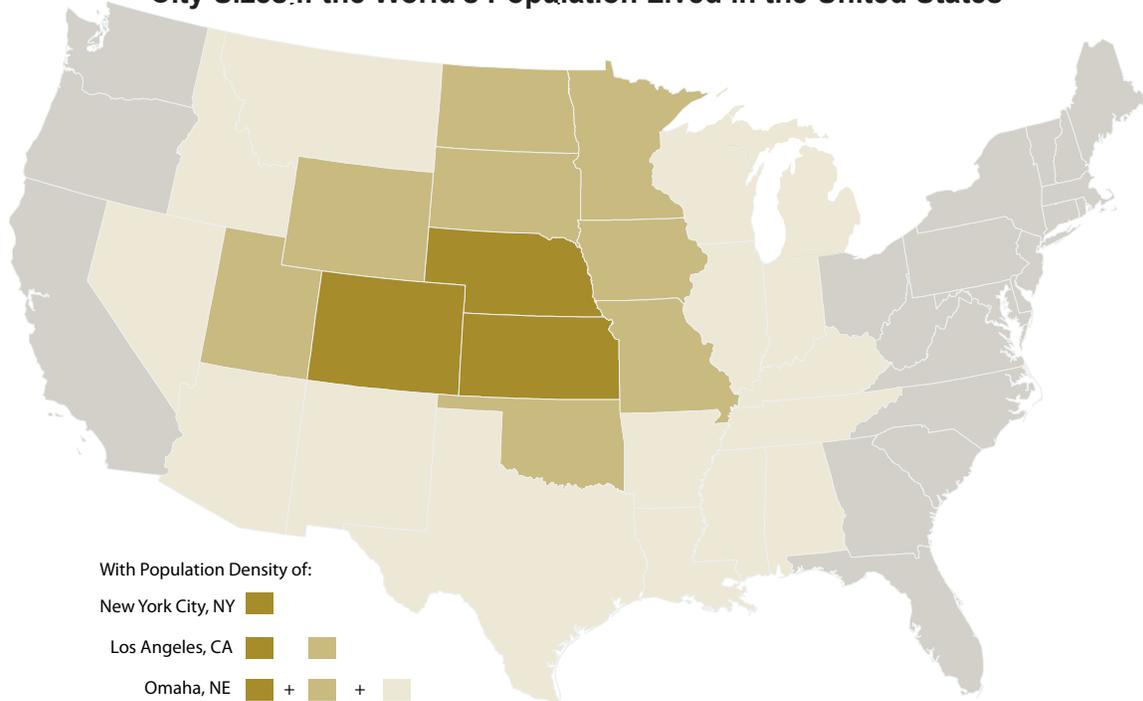
If this super city had the population density of Omaha, it would hold 3,228 people per square mile, cover 27 states, 2.2 million square miles, and 61% of the land area of the United States. If this city had the density of Los Angeles, it would hold 8,092 people per square mile, cover 11 states, 860,000 square miles,

and 24% of the country. If all of the world's population was put in an area with the population density of New York City, one of the highest in the US at 27,012 people per square mile, it would take the states of Nebraska, Kansas and Colorado to hold everyone, covering 260,000 square miles, 7% of the country.

For comparison, the population density of Nebraska is 23.8 people per square mile and for the US it is 87.4 people per square mile. The population density of world is 117.2 people per square mile if only land area is considered, including Antarctica. If everyone in the world lived in Nebraska, there would be 91,117 people per square mile. That is about 10,000 more people than the official capacity of Memorial Stadium on game day.

Of course not all of the land area in the world is fit for humans to live on, and cramming all of the population into a small space would not be advisable, but imagining the population this way helps to grasp how many people seven billion really is.

City Sizes if the World's Population Lived in the United States



Source: U.S. Census Bureau



Grandparents as Caregivers

JAKE LIUDAHL, RESEARCH ANALYST

During the holidays, many children go over a river and through some partially wooded areas to visit their grandparents. Others need to only look within their own home to find their grandparents. Many grandparents find themselves in the role of caregivers for their grandchildren for a myriad of reasons. This month's column shines a spotlight on those grandparents who are raising another generation of children.

In 2010, there were **2.64 million** grandparents in the US who were responsible for most of the basic needs (i.e., food, shelter, clothing) of one or more grandchildren who lived with them. These grandparents represented about 41 percent of all grandparents whose grandchildren lived with them.

There were almost **10,000** grandparents in Nebraska who are primary caregivers for their grandchildren.

Close to **20%** of grandparents who were caring for their grandchildren had their income level fall below the poverty level in the past 12 months. This represents over half a million grandparents in the US. The poverty level in Nebraska for the same group was just under 16%.

In Nebraska and nationally, when compared to the general population makeup, people who racially identified as black or white were more likely to be grandparent caregivers than those who identified as Hispanic or Asian.

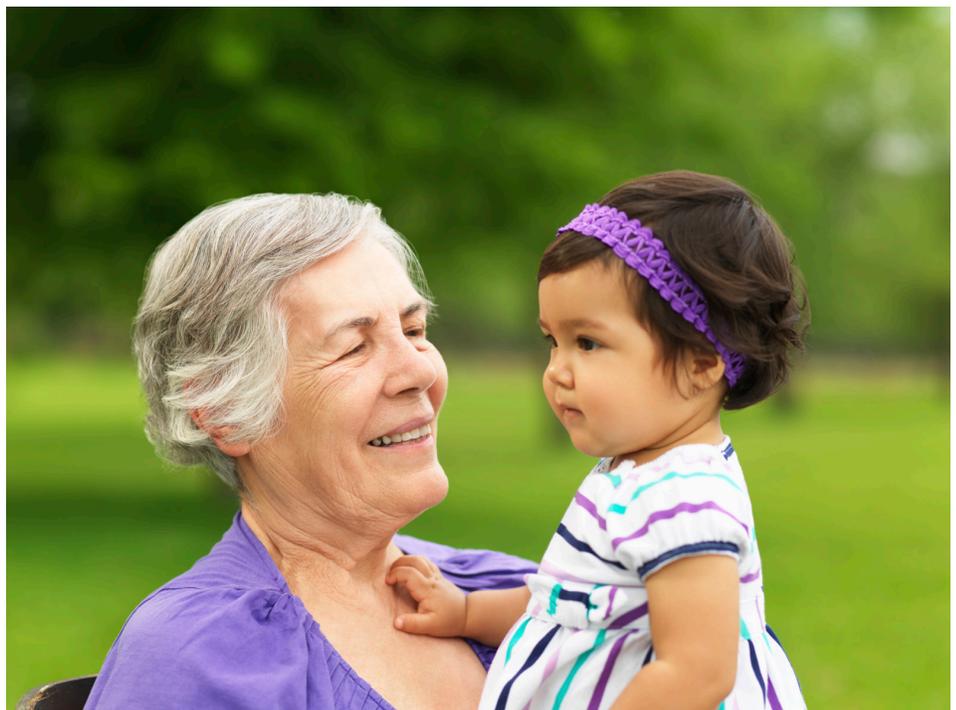
Almost **1.9 million** grandparent-caregivers in the United States are married. In Nebraska, about 73% or 7,200 grandparent-caregivers are currently married.

Nearly **1.6 million** grandparents in the US were in the labor force and also responsible for most of the basic needs of their grandchildren. This represents 60.2% of grandparents caring for their grandchildren in the US. The percentage of working grandparent-caregivers was higher in Nebraska, at 71.4%.

Among Nebraska grandparents who were responsible for their grandchildren, **72%** lived in an owner-occupied home.

The median income for American families with grandparent-caregiver householders and/or spouses was **\$46,169**. If a parent of the grandchildren was not present, the median dropped to \$34,388.

In Nebraska, 71% of grandparents who are responsible for their grandchildren are between **30 and 59 years old** while the remaining 29% are 60 or older.



Occupational Profile

SOC and O*Net
Code 11-9021



CONSTRUCTION MANAGERS

Construction, from a consumer perspective, can be frustrating. Road construction forces us to slow down our busy lives. Building construction is loud, unsightly, and can cause detours, too. But, very rarely do I pause in my moments of frustration to remind myself that the annoying construction project upon me actually employs a great number of people: supervisors, analysts, engineers, line people, plumbers, crew members, contractors, and many more. With every construction project, there must always be a construction manager.

Occupational Characteristics

The overarching task of construction managers is to plan, direct, coordinate, and budget construction projects. The projects could range from residential, commercial or industrial structures; roads; bridges; hospitals; schools; or wastewater treatment plants. They could be tasked with supervising the entire process or a specific part of the project. Construction managers work more in a supervisory personnel and administrative role, where they schedule and coordinate various aspects of the construction process. Examples include scheduling the logistical steps and deadlines; preparing and revising contracts with architects, consultants, clients, suppliers, and specialty subcontractors (plumbing, carpentry, electrical); resolving actions related to construction delays, bad weather, or other emergencies on-site; submitting budget estimates; tracking costs; hiring and overseeing workers on the site; and studying job specifications to determine the most appropriate construction method. Most construction managers do not participate in the construction itself.

Common knowledge that is expected from construction managers include building and construction; administration and management; customer and personal service; engineering and technology; design; public safety and security; and mathematics. Specific skills required within this position include effective time management; active listening; critical thinking; management of personnel resources; complex problem solving; coordination; and negotiation. Specific abilities related to this occupation include oral comprehension; problem sensitivity; oral expression; written comprehension; deductive reasoning; speech clarity; far vision; and information ordering. Common work activities for construction managers include making decisions and solving problems; communicating with supervisors, peers, or subordinates; scheduling work and activities; organizing, planning and prioritizing works; getting information; interacting with computers; documenting and recording information; and resolving conflicts and negotiating with others.

Education and Training

Construction Managers require considerable preparation before entering this occupation. Typically, that suggests a four-year bachelor's degree and several years of work-related experience. According to O*Net Online, 66 percent of

employers that Construction Managers required a Bachelor's Degree; 16 percent stated they need some college, but no degree; and 9 percent stated they are required to have an Associate's Degree. Construction Managers, specifically, do not require a license in Nebraska; however, contractors and sub-contractors do require a yearly licensure with the state.

Common fields of study for those interested in becoming a construction manager include construction engineering technology/technician; business and commerce; business administration and management; and operations management and supervision. There are many programs throughout Nebraska that offer certificates, Associate's Degrees, and Bachelor's Degrees in these fields. For more information about where these programs are found throughout the state, visit <http://traininglink.dol.state.ne.us/index.cfm>.

Employment and Wages

Construction Managers have a HOT! job prospect statewide, as well in most sub-regions within Nebraska. Only two sub-regions do not have a HOT! job prospect: the Panhandle Region has a COLD! job prospect with a projected job loss of 5.2% between 2008 and 2018; the Southeast Region has a FAIR! job prospect with a projected job growth of only 6.9% between 2008 and 2018. Statewide, the projected job growth for this occupation is 16.8%, with 119 annual job openings. The Omaha Region has the largest projected job growth between 2008 and 2018 at 22.5%, or 91 annual job openings.

The average entry wage in Nebraska for Construction Managers is \$20.22 per hour, or a little over \$42,000 a year. The average hourly wage (mean) is \$34.31, or \$71,300 per year. The average experienced wage is \$41.36 per hour, or approximately \$86,000. All of these wages are below the national entry wage, average wage, and experienced wage. The Mid Plains Region have the highest entry, average, and experienced wages throughout the state of Nebraska (\$22.51, \$37.76, and \$45.38, respectively).

The majority of Construction Managers are self-employed workers (60.4%). The industry with the second highest concentration of Construction Managers are Construction of Buildings, where 15.7% of individuals in this occupation are employed. The Heavy and Civil Engineering Construction industry accounts for 4.6% of employing Construction Managers. Other industries that employ Construction Managers include Professional, Scientific, and Technical Services; Local Government; Real Estate; Rail Transportation; and State Government.

Conclusion

Nebraska's long-term projections suggest a HOT! job prospect in employment for Construction Managers. If you or someone you know has an overall interest in learning more about this occupation, please visit Career Resources on the Nebraska Department of Labor's website. 

Facts Sheet

Note: Retail Sales figures are in billions of dollars. Median Employment Wages are OES 50th percentile Annual Wage for All Occupations. ECI is Employment Cost Index. PPI is Producer Price Index. CPI is Consumer Price Index.

National Indicators	Date	Value
GDP Growth	3rd Q, 2011	1.8%
Unemployment Rate	Nov-11	8.6%
Fed Interest Rate	Dec-11	0.25%
Current Account Balance	3rd Q, 2011	-\$110.3 Billion

Nebraska Indicators	Date	Value
Unemployment Rate	Nov-11	3.6%
House Value Appreciation	2010 - 2011	0.8%
Average Weekly Manufacturing Hours	Nov-11	40.3
Net Taxable Retail Sales	Sep-11	\$2.147 Billion
Median Employment Wages	3rd Q, 2011	\$30,710

Pricing Indicators	Date	Value
Barrel of Crude Oil	Dec-11	\$99.41
ECI Change	3rd Q, 2011	0.3%
PPI Change	Nov-11	0.3%

November 2011	Indexes			% Change From	
	Nov-11	Oct-11	Nov-10	Sep-11	Oct-10
U.S. All Items	226.230	226.421	218.803	-0.1%	3.5%
Midwest Urban All Items	215.614	215.653	208.816	0.0%	3.3%
Northeast Urban All Items	242.652	243.014	235.094	-0.1%	3.4%
South Urban All Items	219.961	219.969	211.996	0.0%	3.8%
West Urban All Items	228.771	229.195	221.671	-0.2%	3.4%

Sources: tradingeconomics.com, bls.gov, fhfa.gov, revenue.state.ne.us, oil-price.net

Industry Developments



INDUSTRY DEVELOPMENTS

Responsibilities for the Current Employment Statistics (CES) estimates of monthly industry employment for the state and metropolitan areas (Lincoln & Omaha) changed from the Nebraska Department of Labor to the Bureau of Labor Statistics (BLS) in April 2011. This transition happened in all states. Concurrent with this transition, BLS implemented several methodological changes to the estimation approach across states. The new estimation process reduces local economic knowledge in the process and may result in more month to month variability of the estimates, particularly in the smaller states. More detailed information on the changes to procedures for producing CES estimates is available on the BLS Web site at <http://www.bls.gov/sae/cesprocs.htm>

TOTAL NONFARM

JANET DENBRING, RESEARCH ANALYST

Nationally, over-the-month non-seasonally adjusted employment showed little movement (0.3% or 339,000 jobs), a typical occurrence in November. Of the major industries, three industries rose, two fell, and five were stable. Over-the-year non-seasonally adjusted employment gained 1,588,000 jobs (1.2%). Since December 2010, it has trended up between 0.7% and 1.3% each month.

Since last month, Nebraska Total Nonfarm was essentially unchanged at 966,153 jobs; common for November. Only two major industries increased, three decreased, and five were level. The increase in Trade, Transportation, and Utilities employment (4,608 jobs or 2.3%) was counterbalanced by declines in Leisure and Hospitality (-3,076 jobs or -3.7%) and Professional and Business Services (-2,584 jobs or -2.3%). Over the year, Total Nonfarm employment expanded by 14,674 (1.5%). Since March 2011, each month's over-the-year growth has been higher than any months in the past five years. Since January 2011, over-the-year employment has regularly improved the most in Professional and Business Services and Trade, Transportation, and Utilities. Since last November, those industries added 8,101 jobs and 4,482 jobs, respectively. Together, they have made up 61% to 86% of the annual growth each month of 2011.

Over the month, the Lincoln MSA employment remained even at 177,527 jobs. Since November 2010, employment has improved by 4,642 jobs (2.7%) with the majority of additions in Trade, Transportation, and Utilities (1,917 jobs) and Professional and Business Services (1,770 jobs). In the Omaha MSA, over-the-month employment showed little movement at 468,292. Over the year, an overall gain of 6,559 jobs (1.4%) came from three industries - Professional and Business Services (3,477 jobs); Trade, Transportation, and Utilities (2,414 jobs); and Education and Health (2,363 jobs).

MINING AND CONSTRUCTION

Over the month, statewide employment in Mining and Construction experienced a smaller than usual seasonal decline to 43,119 jobs (-2.1%). Over the year, employment went up by 1.0%, which is opposite the reductions of the past three Novembers (-3.5% to -7.9%).

In the Lincoln MSA, over-the-year employment cut 227 workers (-3.4%). In the Omaha MSA, from October to November employment jumped by 147 to 20,518 jobs (0.7%). Since November 2010, employment has fallen by 274 jobs with the decrease occurring mainly in Specialty Trade Contractors (-637 jobs).

MANUFACTURING

From October to November this year, statewide Manufacturing was constant at 94,561; typical for this month. November's over-the-year improvement of 2.7% (2,514 jobs) is mostly attributable to the employment gains in Durable Goods (2,040 jobs or 5.0%).

Since last year, Lincoln MSA employment increased by 171 to 12,844 jobs (1.3%). Over the year, employment in the Omaha MSA has grown every month in 2011 (0.5% to 3.0%). Since last November, employment grew by 857 jobs to 31,918 (2.8%).



TRADE, TRANSPORTATION, AND UTILITIES

Since last month, statewide employment trended up by 4,608 to 205,826 jobs (2.3%) with the majority of the increase coming from seasonal Retail Trade (4,036 jobs). This month's Retail Trade growth rate of 3.8% is the highest of any month in the past decade. Since November 2010, employment grew by 4,482 jobs (2.2%). The bulk of the year's upsurges have been due to Retail Trade adding 3,381 jobs.

In the Lincoln MSA, over-the-month employment rose by 754 to 34,440 jobs (2.2%) with Retail Trade accountable for the majority of the expansion (663 jobs). Over-the-year employment gained 1,917 jobs (5.9%), which tied the high set in December 2006 (1,771 jobs or 5.9%). From October to November, Omaha MSA employment increased the most it has in any month in

the past decade (2,971 jobs or 3.1%). Over the past year, employment advanced by 2,414 to 99,494 jobs (2.5%). Since last November, Retail Trade improved by 2,128 jobs (4.1%).



INFORMATION

Statewide over-the-month employment rose by 211 (1.2%) to 17,322 jobs. Since November 2010, employment increased by 3.0% (507 jobs) which is the highest over-the-year growth in the past ten years.

Since November 2010, employment in the Lincoln MSA declined by 2.1% to 2,188 jobs. In the Omaha MSA, employment improved by 0.6% since last month, which is unusual because it has not gone up more than 0.5% since November 2009 (1.6%). Over-the-year employment is down 3.9% to 10,437 jobs.

FINANCIAL ACTIVITIES

Over the month, statewide employment held steady at 68,394, as is usual for November. Over the year, employment was essentially unchanged; however, in the past five years it has varied from -1.2% to 4.8%

Since last year, employment in the Lincoln MSA expanded by 168 to 13,355 jobs (1.3%). In the Omaha MSA, over-the-year employment was steady at 40,037 jobs.

PROFESSIONAL AND BUSINESS SERVICES

After reaching its peak of 113,896 last month, employment fell by 2,584 jobs this month (-2.3%). It has only lost over 2.0% in six other months in the past decade. The decline was due to a drop of 2,860 jobs in Administrative and Waste Services. Since November 2010, statewide employment has enlarged by 8,101 jobs (7.8%). Over-the-year employment has been rising between 3.8% and 10.8% during the past year. The majority of the yearly employment growth came from Administrative and Waste Services, gaining 10.4% since November 2010 (4,503 jobs).

Over the year, the Lincoln MSA employment up surged by 1,770 to 19,551 jobs (10.0%). Administrative and Waste Services is responsible for the advancement (1,736 jobs). In

	Number of Workers			Over the Month		Over the Year	
	Nov-11	Oct-11	Nov-10	Numeric Change	Percent Change	Numeric Change	Percent Change
Total Nonfarm	966,153	967,186	951,479	-1,033	-0.1%	14,674	1.5%
Mining, Logging & Construction	43,119	44,030	42,693	-911	-2.1%	426	1.0%
Construction	8,242	8,319	8,421	-77	-0.9%	-179	-2.1%
Heavy and Civil Engineering Construction	5,964	6,486	6,167	-522	-8.1%	-203	-3.3%
Specialty Trade Contractors	27,853	28,400	27,072	-547	-1.9%	781	2.9%
Manufacturing	94,561	94,383	92,047	178	0.2%	2,514	2.7%
Durable Goods	43,180	43,346	41,140	-166	-0.4%	2,040	5.0%
Non-Durable Goods	51,381	51,037	50,907	344	0.7%	474	0.9%
Trade, Transportation, & Utilities	205,826	201,218	201,344	4,608	2.3%	4,482	2.2%
Wholesale Trade	40,911	41,173	40,614	-262	-0.6%	297	0.7%
Retail Trade	110,049	106,013	106,668	4,036	3.8%	3,381	3.2%
Transportation, Warehousing, and Utilities	54,866	54,032	54,062	834	1.5%	804	1.5%
Information	17,322	17,111	16,815	211	1.2%	507	3.0%
Financial Activities	68,394	68,224	68,250	170	0.3%	144	0.2%
Finance and Insurance	59,563	59,324	59,381	239	0.4%	182	0.3%
Real Estate and Rental and Leasing	8,831	8,900	8,869	-69	-0.8%	-38	-0.4%
Professional & Business Services	111,312	113,896	103,211	-2,584	-2.3%	8,101	7.9%
Professional, Scientific, and Technical Services	44,997	44,860	42,947	137	0.3%	2,050	4.8%
Management of Companies and Enterprises	18,303	18,164	16,755	139	0.8%	1,548	9.2%
Admin & Support & Waste Mngmt & Remdtn Svcs	48,012	50,872	43,509	-2,860	-5.6%	4,503	10.4%
Education & Health Services	138,226	137,818	137,596	408	0.3%	630	0.5%
Educational Services	18,816	18,376	18,898	440	2.4%	-82	-0.4%
Health Care and Social Assistance	119,410	119,442	118,698	-32	0.0%	712	0.6%
Leisure and Hospitality	79,530	82,606	80,684	-3,076	-3.7%	-1,154	-1.4%
Arts, Entertainment, and Recreation	10,570	12,031	10,901	-1,461	-12.1%	-331	-3.0%
Accommodation and Food Services	68,960	70,575	69,783	-1,615	-2.3%	-823	-1.2%
Other Services	36,961	37,046	37,315	-85	-0.2%	-354	-1.0%
Repair and Maintenance	9,687	9,736	9,997	-49	-0.5%	-310	-3.1%
Personal and Laundry Services	7,577	7,622	7,677	-45	-0.6%	-100	-1.3%
Religious, Grantmaking, Civic, Profssnl, & Sim Orgs	19,697	19,688	19,641	9	0.1%	56	0.3%
Government	170,902	170,854	171,524	48	0.0%	-622	-0.4%
Federal Government	16,380	16,441	16,512	-61	-0.4%	-132	-0.8%
State Government	42,094	42,195	42,081	-101	-0.2%	13	0.0%
Local Government	112,428	112,218	112,931	210	0.2%	-503	-0.5%

the Omaha MSA, over-the-year employment has expanded by 3,477 jobs (5.4%) with the largest increase in Professional, Scientific, and Technical Services (2,086 jobs or 7.9%).

EDUCATION AND HEALTH SERVICES

Over-the-month employment showed little movement to 138,226 jobs. Over-the-year employment was slightly up (630 jobs) due mostly to the increase in Nursing and Residential Care Facilities (709 jobs).

Employment in the Lincoln MSA has grown by 1.4% since November 2010 (369 jobs). Since November 2010, the Omaha MSA employment rose by 2,363 to 73,352 jobs (3.3%). The majority of the yearly expansion is attributable to Health Care and Social Assistance (2,189 jobs or 3.6%).

LEISURE AND HOSPITALITY

From October to November, statewide employment declined by 3,076 to 79,530 jobs (-3.7%). Over-the-year employment had been expanding for the prior twelve months; however, it contracted this month by 1,154 jobs.

In the Lincoln MSA, over-the-year employment gains between 2.4% to 6.7% have occurred since November 2010. This month over-the-year employment was up by 4.5%. Since last month, the Omaha MSA fell by 2,525 to 42,099 jobs (-5.7%). This is the second largest monthly loss in the past decade. Over-the-year employment had varied between 0.9% and 1.8% growth during the past six months. In November, Omaha's over-the-year employment fell by 1,038 jobs (-2.4%).

OTHER SERVICES

Since last month, statewide employment was unchanged at 36,961 jobs. Over-the-year employment decreased significantly last month (-2.6%) and it dropped again in November (-0.9%).

Over-the-year employment in the Lincoln MSA grew slightly to 7,051 jobs (0.5%). After peaking at 17,973 in June, the Omaha MSA employment declined over the next four months (-807 jobs), but inclined this month (130 jobs). Over-the-year employment has lost 592 jobs (-3.3%). It has only fallen more than 3.0% in five months in the past decade.

Openings and Expansions

JACOB LIUDAHL, RESEARCH ANALYST

Note: The following information is obtained through a monthly survey of Nebraska's Career Centers. Openings and expansions that were not publicly reported or reported to Career Center Managers in confidence are not listed. If you own or know of a business which is opening or expanding, please email Jacob. Liudahl@nebraska.gov with you information.

Lincoln

- CVS Pharmacy on 27th and Old Cheney has opened.
- Misty's new location at 40th and Old Cheney has opened for business.
- PepperJax Grill opened their location in South Ridge Village.
- Business openings or expansions in Lincoln reported by the Lincoln Chamber of Commerce include: Prairie Lake Family Medicine (Dr. Michelle Ellis and staff – 10-15 people), 8445 Andermatt; Grow Nebraska retail store in the Gateway Mall; Tabitha Life Quest Center; A New Beginning Chiropractic and Acupuncture; Midwest Bank Branch; Referral Institute Nebraska, professional business referrals/networking/consulting firm; Curves, 32nd and Pioneers; Bank of the West (branch moved from the HyVee store), 2710 Dan Avenue.

Omaha

- NP Dodge Realty opened a real estate computer center for customers called "35 Dodge" at 3552 Dodge. There are 5 employees reported at the location.
- Chick-fil-A opened a fast food restaurant inside of Mutual of Omaha Bank on 30th and Farnam, employing 10 people.
- Children's Physician's has new location at 4825 Dodge with 5 employees.
- Goodwill Donation Center added a location at 78th and Dodge with 15 employees.
- Methodist Hospital hired an additional 100 employees in Omaha.
- Business openings in Omaha reported by the Omaha Chamber of Commerce include: Heritage Management Service, new assisted living facility, 60 employees; Portovino Ristorante; Axxcess C.P.A., 2 employees; Inkfiction, tattoo parlor, 2 employees; Heilmen Irrigation lawn service, 5 employees; Suit Up!, tuxedos, floral, & gifts, 3 employees; French Bulldog, restaurant, 15 employees; We'll Smoke U BBQ, 5 employees; The Takedown, fight gear, 5 employees; Adams Industries, logistics, 6 employees; Piper Boutique, women's clothing, 3 employees; Krug Park Bar, 10 employees; Absolutely Her, women's resale store, 3 employees; Fiat of Omaha, car dealership, 15 employees; Ice Pink Boutique, women's clothing, 5 employees; Fearless Fitness & Gym, 3 employees; Prairie Pickers & Peddlers, 5 employees; Junque Factory, repurchased goods, 1 employee; Tonya's Cute by Design, yarn shop, 3 employees; Couture Kids, resale clothes, 3 employees; Lot 2 Restaurant & Wine Bar, 10 employees; Sarpy Urgent Care, 15 employees; Orange Leaf Frozen Yogurt, 10 employees; Metech Recycling, 5 employees; Leonum LLC, security counseling, 3 employees; DVG Realty, real estate, 3 employees; Next

Step Coaching, 2 employees; Facility Flooring Solutions, tile and wood flooring, 5 employees; Carlson and Burnett Law, 5 employees; Cross Fitness 402, gym, 5 employees; Marathon Ventures-NE Fresh Roast Store, 5 employees; Caring Senior Services non-medical assistance, 5 employees; Midwest Pickers, antiques, 5 employees; Grede Holdings, foundry; AAA Bank, 11 employees; West Corp, added 225 employees; The Tea Smith, 5 employees; Aspen Dental, 10 employees; Scooter's Coffeehouse, 10 employees; The Egg & I Restaurant, 10 employees; Thermal Services Heating & AC, 5 employees; TAC Air Omaha, added 2 employees; Link Snacks- distribution center addition in Underwood, Iowa, 131 employees; Orange Leaf Frozen Yogurt, 10 employees; Schrock Innovations, 15 employees; Ortho Care Inc., added 4 employees; Skin PC, added new location, 5 employees. Additional location details are available at <http://www.selectgreateromaha.com/News-Center-Greater-Omaha-Indicators.aspx>.

Southeast Nebraska City

- Nebraska City Flooring opened and employs 3 individuals in their retail and installation business.s.

Beatrice

- Outdoor Power Pros, a power equipment repair business, opened their doors.
- La Cocina, a new Mexican Restaurant, opened in the VFW building

Northeast Norfolk

- Select Fitness, a group fitness facility, opened in Norfolk with 8 employees.
- Gobs and Gobbs of Fun, an activity play land for all ages, opened its doors with 4 employees.
- Petals and Patches opening in Norfolk selling used children's clothes.

Columbus

- Apogee Retail LLC conducted two onsite hiring fairs in November for an expansion project which will add 150 call seats, creating up to 280 jobs.
- A new business, GV Kustom Kitchens, opened their doors in November.

Central Grand Island

- Three new restaurants are opening for business in Grand Island: Olive Garden, Texas Roadhouse, and Panera Bread.

Hastings

- Three new businesses are opening in the Hastings area: Applebees, Cable Design Services, and Kaffeclicks.

Panhandle Region Scottsbluff

- The first Maverik convenience store in Nebraska opened recently in Scottsbluff and initially hired 14 new employees.

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