

Trends



Across 77



Math at Work

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**Western Nebraska
Community College**

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GRADUATE OUTCOMES

Western Nebraska Community College



There were 250 Western Nebraska Community College graduates from July 1, 2009 to June 30, 2010. Of these graduates, 147 (59%) were employed in Nebraska in first quarter 2011. The percentage of graduates working in the state was 3% lower than the previous year. Estimated average annual earnings were \$19,850 for all degree levels. Females (60%) were more likely than males (57%) to be working in Nebraska. The average wage for females was \$19,864 and for males it was \$20,588.

with \$28,363. Overall, 36 graduates in nine degree/fields of study had earnings over \$25,000 per year, primarily in medical and technical fields.

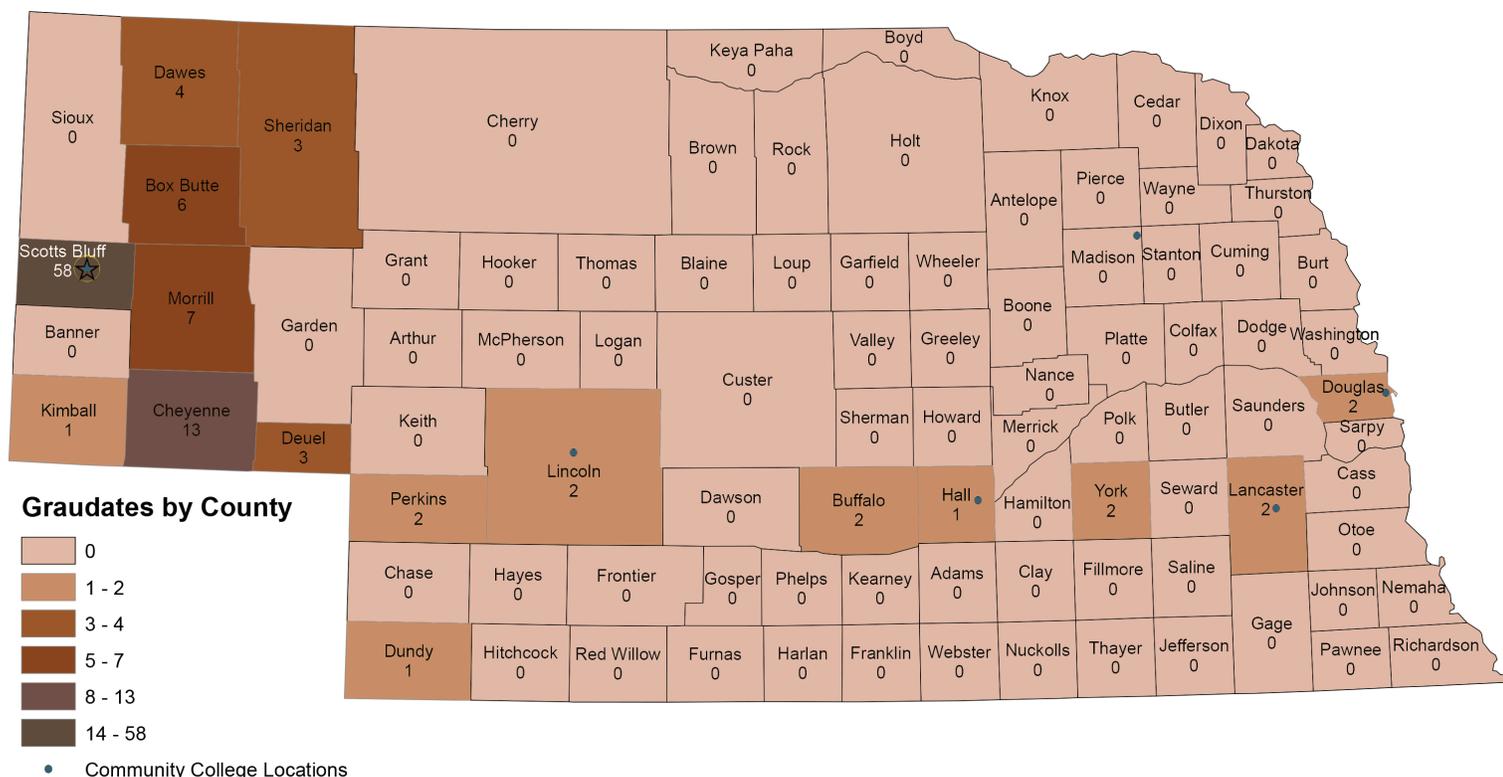
Western Nebraska Community College graduates were employed in 16 of Nebraska's 93 counties, with a little over half (54%) working in Scotts Bluff County. Nearly two-thirds (64%) of Western Nebraska Community College graduates worked in either Scotts Bluff County or Cheyenne County.

There were 15 degree/fields of study that had more than 80% of graduates working in Nebraska. Thirteen of these degree/fields of study had one to three graduates working in the state. Licensed Practical Nursing one to two year award graduates had the highest number of graduates working in the state with 30.

Of the graduates working in the state, the six employed in the Finance and Insurance industry had the highest discloseable estimated wages with \$26,714 per year. The Health Care industry employed the highest number of graduates with 60, followed by Retail Trade with 23. Graduates working in Health Care had estimated average annual wages of \$26,574 and those working in Retail Trade earned \$11,818.

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

The 17 Registered Nursing Associate Degree graduates had the highest discloseable earnings of all fields of study with \$34,908. Lineworker Associate Degree graduates earned the second highest discloseable wages of all fields of study



Across 77



NISHA AVEY, RESEARCH ANALYST

Cutting vertically across eastern Nebraska is Highway 77. The highway is a major north-south artery connecting Beatrice, Lincoln, and Fremont. Separated by a mere 92 miles, these three areas present very different profiles. All three encompass statistical areas; which allows us to analyze and compare them.

The **Beatrice Micropolitan Statistical Area (MC)** is the southernmost area we will consider in this article. The Beatrice MC includes the entirety of Gage County, covering 855 square miles of land, and 22,031 residents. The Beatrice MC is located in Nebraska's Southeast Economic Development Region.

The Beatrice MC has the highest percentage of workers 55 and older of the 3 areas. They host a lower percentage of minorities, but the Hispanic population did grow by 91.5% between 2000 and 2010. The Beatrice MC experienced a loss of 4.2% of their population from 2000 to 2011 and 12.34% of employment from 2001 to 2011. 50% of the population leaves the area for work, possibly due to a higher than state average unemployment rate. The Beatrice MC tends to exchange workers with the Lincoln MSA.

The Beatrice MC boasts one of the lowest self-sufficiency standards in the state (\$8.88) and pays lower than average wages to its workers. The Manufacturing industry took a hit in the Southeast Economic Development Region, but projections indicate the industry will recover significantly within the coming years. The Health Care and Social Services industries employ many in the Beatrice MC and are also expected to experience growth between 2010 and 2020.

The **Lincoln Metropolitan Statistical Area (MSA)** is made up of Lancaster and Seward counties, covering 1,413.6 square miles of land, and 306,503 residents. The Lincoln MSA encompasses its own Economic Development Region.

The Lincoln MSA is home to four universities, three colleges, Southeast Community College, and three trade schools. Lincoln is the seat of state government and home to the revered Husker football team. The Lincoln MSA has experienced the most population growth out of the three areas, growing 12.8% between 2000 and 2010. They have a lower percentage of workers 55 and older and a higher percentage of minorities (12.3%) than Beatrice and Fremont.

The Lincoln MSA boasts the highest percentage of college graduates, with 40.1% of the population holding some level of college degree. The unemployment rate in the area runs historically low; lower even than the state rate. A high percentage of Lincoln MSA residents (83%) also work in the MSA, but the area also gains around 40,796 commuters every day. The Lincoln MSA pays fairly average wages by occupation, but does have a high self-sufficiency standard. The MSA also has the highest median household income of the three areas.

Losses in Manufacturing did not miss the Lincoln MSA during the recession, but the area also experienced growth in industries like Management of Companies and Enterprises and Transportation and Warehousing. Growth in the MSA during the coming years is expected in Health Care and Social Assistance and Construction, with 11% job growth expected between 2010 and 2020.

The **Fremont Micropolitan Statistical Area (MC)** is the northernmost area considered here. The Fremont MC includes the entirety of Dodge county, covering 534.4 square miles, and 36,773 residents. The Fremont MC is part of the Northeast Economic Development Region, but is influenced by its proximity to the Omaha MSA.

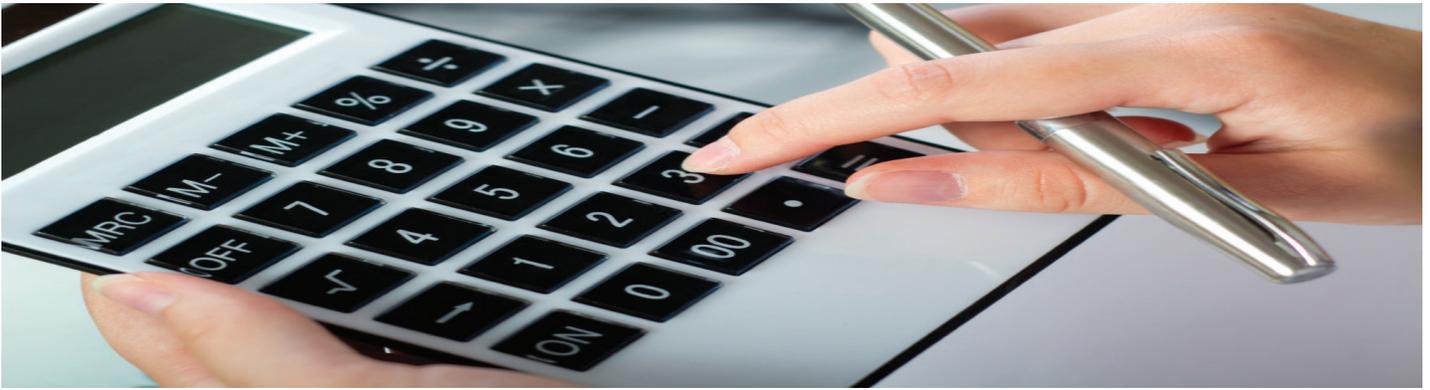
The Fremont MC has a smaller percentage of minorities than the state as a whole, but minority groups grew significantly from 2000 to 2010. Hispanics grew by 160%, Native Hawaiian and Other Pacific Islanders 200%, and Two or more Races 253%. The area experienced a small population growth in 2011 and tends to have an unemployment rate similar to the state rate. Wages by occupation are lower than state average, but the self-sufficiency standard is lower as well. The Fremont MC has the lowest median household income of the three areas. Employment took a small hit between 2001 and 2011 (3.05%), but experienced tremendous growth in Educational Services and Health Care and Social Assistance.

The Fremont MC has a high location quotient for Manufacturing, with 20.27% of the workforce employed in the industry. Production gained 440 jobs in the MC between May 2010 and May 2011. Projections for the Northeast Economic Development Region show continued growth in Production, Healthcare, Truck Driver, and Construction occupations.

Analysis of these three regions provides us with insight into the variety of economic factors of the Nebraska landscape. More can be gleaned by examining additional Nebraska regions and will be featured in future Nebraska Workforce Trends articles. 2012 Regional Reviews were completed by the Nebraska Department of Labor, Office of Labor Market Information for twelve metropolitan and micropolitan areas in Nebraska and are available at <http://networks.nebraska.gov/analyzer/default.asp>



| | Beatrice MC | Lincoln MSA | Fremont MC |
|------------------------------|-----------------------------|-----------------------------|-----------------------------|
| 2011 Population | 22,031 | 306,503 | 36,773 |
| 2010 Population | 22,311 | 302,157 | 36,691 |
| Land Area (Square Miles) | 855.3 | 1,413.6 | 534.4 |
| 2011 Persons Per Square Mile | 25.8 | 216.8 | 68.8 |
| 2010 Median Age | 42.8 | 32.7 | 40.1 |
| 2010 Median Household Income | \$43,311 | \$51,092 | \$42,849 |
| 2011 Labor Force | 12,323 | 177,133 | 19,945 |
| 2011 Industry Employment | 10,792 | 195,351 | 19,363 |
| 2011 Largest Industry | Education & Health Services | Education & Health Services | Education & Health Services |
| 2011 Largest Industry Empl. | 3,056 | 41,117 | 4,365 |



Math at Work

ED JAROS, RESEARCH ANALYST

Fill your mind for a moment with the following scene; a secondary school classroom, second floor, second semester. A beautiful springtime panorama beckons out the window while the teacher demonstrates a method for factoring polynomial equations. From somewhere near the rear of the room, a voice asks wryly, “But when will we ever use this?”

Many of us have heard this question in a similar context, if not voiced it ourselves. Mathematics often feels obtuse, abstract and distant. That mathematics is ubiquitous in our lives and careers is news to no one. That some careers use mathematics more explicitly and frequently than others is also a bit of a no-brainer. That many of these math-intensive occupation rank among the fastest growing and most critically important to our state’s economy warrants attention.

The Nebraska Department of Labor office of Labor Market Information prepares projections for occupational employment biennially. The most recent batch of these projections forecasts employment in various sorts of jobs in the year 2020. Many of the occupations which the Nebraska Department of Labor anticipates will see the most dynamic growth employ mathematics every day in their central job duties. This article will explore three of these growing occupations; financial examiners, heavy truck/tractor trailer operators, and postsecondary computer science teachers.

Financial Examiners

The financial calamity of the late 20-oughts had at its core a failure to identify and appropriately manage risk. Large financial enterprises assumed layers of liability for consumer loans which were issued to people with questionable ability to repay them. The resultant rat’s nest of financial connections underwent a spectacular and catastrophic implosion in 2008. The aftermath of this implosion has been characterized by recession, consumer unease, and calls for more thorough regulatory legislation.¹ Those who would see to it that such legislation is implemented are Financial Examiners. Financial Examiners are employed by both government regulatory bodies and by the private intuitions they regulate.

The Bureau of Labor Statistics (BLS) Occupational Handbook describes their primary job duties as follows: “Financial

examiners typically work in one of two main areas: risk scoping or consumer compliance.”... “Those working in risk scoping evaluate the health of financial institutions. Their role is to ensure that banks and other financial institutions offer safe loans and that they have enough cash on hand to handle unexpected losses. These procedures help ensure that the financial system as a whole remains stable. These examiners also evaluate the performance of bank managers.” ... “Financial examiners working in consumer compliance monitor lending activity to ensure that borrowers are treated fairly. They ensure that banks extend loans that borrowers are likely to be able to pay back. They help borrowers avoid “predatory loans”—loans that may generate profit for banks through high interest payments but may be costly to borrowers and damage their credit scores. Examiners also ensure that banks do not discriminate against borrowers based on ethnicity or other characteristics.”²

The role of mathematics in this occupation is evident. Managing the complicated balances of various financial positions and evaluating the complex risk inherent to many modern investment vehicles requires prodigious mathematical acumen. This occupation warrants special mention because of its relevance to the recent financial meltdown and its anticipated central role in subsequent reform. According to the BLS, “Implementation of new financial regulations is expected to create a need for more examiners.”... “For example, some large financial institutions that were not previously subject to Federal Deposit Insurance Corporation (FDIC) regulation have now been placed under that agency’s supervision. More examiners will be needed to monitor these institutions’ available cash levels and risky trading activity.”... “In addition, the creation of the Consumer Financial Protection Bureau (CFPB) will require more financial examiners working on consumer compliance. This agency’s mission is to provide more oversight to the mortgage-lending process and prevent the types of abuses that contributed to the recent subprime crisis and housing crash.”² Nebraska in particular can expect to see meaningful growth in employment of Financial Examiners because Nebraska has a high concentration of employment in the Financial Services industry sector relative to other parts of the country.³ Within the next decade, the Nebraska Department of Labor projects that the number of people employed as Financial Examiners in Nebraska will grow by nearly 40%, from an estimated 500 in 2010 to Nearly 700 by 2020.⁴ This projected growth is impactful because these are

high wage positions; Nebraska Financial Examiners earned median annual wages of \$64,353 according to the most recent available estimates.⁵

Heavy and Tractor-Trailer Truck Drivers

The inclusion of truckers in this article may seem counter-intuitive at first blush. Openings in this occupation often do not even require a high school diploma or GED⁶, but a day in the life of a truck driver is filled with non-trivial applied algebra from dawn to dusk. Drivers must maintain a log of hours driven and hours spent 'on duty'. These hours are limited by daily and weekly totals; these totals replenish on a daily basis, but may also be reset by extended rest. Furthermore, daily allotted hours may in some cases be split into multiple segments.⁷ The Department of Transportation Federal Motor Carrier Safety Administration Hours of Service (DOT FMCSA HOS) are an important safety system, but they are complicated. Drivers must carefully log and plan their hours to ensure that they remain in compliance. However, the math does not stop with HOS requirements. Truck drivers must also plan routes and fueling stops working within these schedule constraints. Calculating how fast one is able to travel, what fuel resources one has and the time available and plotting the results on a map (electronically or otherwise) is a daily real life experience for truckers that reads an awful lot like a math textbook word problem. Add in the necessity of constantly measuring and calibrating equipment to ensure that it meets FMCSA weight and wear regulations and the inclusion of truck drivers in an article highlighting mathematically intensive occupations seems quite natural.

Another justification for highlighting the Heavy and Tractor-Trailer Truck Drivers occupation in this article is the growth that the Nebraska Department of Labor forecasts this occupation to experience in the coming years. According to the most recently released projections, this occupation will see 44% growth, adding more than 11,500 jobs in Nebraska between 2010 and 2020.⁴ This growth has two main sources. First, as the greater U.S. economy expands, trucking, our nation's primary means of material transport, expands with it.⁶ Second, a plurality of the current truck driver labor force belongs to the baby-boomer generation and is retiring in unprecedented numbers, creating many openings.⁸ This growing demand has driven up wages for this occupation. According to the most recent available estimates, an experienced truck driver employed in Nebraska earns a median wage of \$23.98 per hour.⁵ Considering the low education requirements for entry into this occupation, nearly \$50,000 annually after some experience is a healthy wage.

Postsecondary Computer Science Teachers

Computers play a growing role in nearly every facet of our economy, and this growth is reflected in the Nebraska Department of Labor's "hot jobs" research. Software Engineers, Computer Systems Analysts, Network Administrators and several other tech-centric occupations are identified as high skill, high wage, high demand jobs.⁹ These jobs

typically require education of at least a bachelor's degree.⁵ The educators most immediately responsible for endowing students with the requisite knowledge and skill to have success in these careers are Postsecondary Computer Science Teachers.

While the mathematics employed by truck drivers is of a familiar sort to most, and the mathematics employed by Financial Examiners is concrete, if rather involved, the mathematics central to the job duties of Postsecondary Computer Science teachers is of a different stripe. A foundation of abstract mathematics is an important element of computer science education, and an element which many undergraduate Computer Science students begin college without.¹⁰ Abstract mathematics deals with the underlying ideas of the mathematics we apply practically. Mathematicians from the University of Texas provide insight into abstract math by means of example "abstract extensions of the counting numbers include negative numbers, real numbers, and complex numbers. And the relationships and ways of combining counting numbers are extended, varied, or abstracted to accommodate these new classes of numbers. Similarly, every mathematical concept propagates an ever-growing family of extensions, variations, and abstractions."¹¹ Abstract math is heady stuff, and certainly not everyone's cup of tea. This keeps computer related occupations in demand, and by extension, keeps Postsecondary Computer Science Teachers in demand as well.

This demand is reflected in the Nebraska Department of Labor occupational projections. Between 2010 and 2020, the number of Postsecondary Computer Science Teachers in Nebraska is expected to more than double, growing from an estimated 170 to a projected 367 people employed.⁴ The economic impact of growth in employment in this occupation is augmented by high wages. The average wage for Postsecondary computer Science teachers is \$77,198 annually.⁵

The Whole, Exactly the Sum of Its Parts

Mathematical skill is central to many rewarding and high-paying careers expected to see growing demand in Nebraska. The wisecracker in the back of the classroom casting doubt on the pragmatic virtue of math education would do well to amend his attitude. He and others like him, or anyone wishing to learn about occupational employment in Nebraska can find a wealth of further information at <http://www.networks.nebraska.gov>.



Sources:

1. THE FINANCIAL CRISIS INQUIRY COMMISSION; 2. U.S. BUREAU OF LABOR STATISTICS; 3. NEBRASKA DOL, OFFICE OF LABOR MARKET INFORMATION; 4. NEBRASKA DOL; 5. NEworks; 6. U.S. BUREAU OF LABOR STATISTICS; 7. FEDERAL MOTOR CARRIER SAFETY ADMINISTRATION; 8. DAVIDSON, PAUL; 9. NEBRASKA DEPARTMENTS OF LABOR & EDUCATION; 10. CARTER, LORI; 11. BRAIN KATZ, MICHAEL STARBIRD

Our Ancestry

JODIE MEYER,
RESEARCH ANALYST



As defined by the United States Census Bureau, “Ancestry refers to a person’s ethnic origin or descent, “roots,” or heritage, or place of birth of the person or the person’s parents or ancestor’s before their arrival in the United States.” Some ethnic identities can be traced to places outside of the United States while others evolved in the United States such as “Pennsylvania Dutch.”

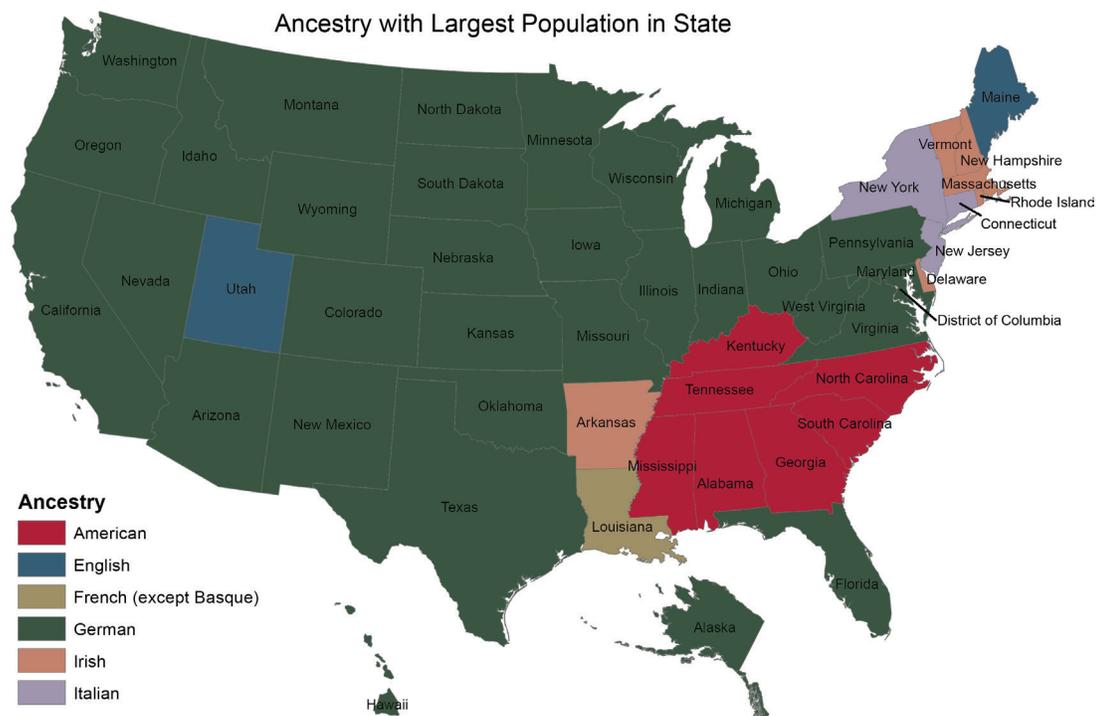
The Census asks a question on ancestry in the American Community Survey (ACS). The question is simply stated, “What is your ancestry or ethnic origin?” The text after the question provides examples of particular ethnic groups and provides two write-in lines for the answer. If respondents provide more than two answers the Census only uses the first two responses. The map represents total ancestry data and shows the top category for each state and the District of Columbia.

German was identified as the top ancestry in 31 states and was in the top 6 of every state. Irish was the top ancestry in

seven states, but was in the top four for each state. English was identified as the top ancestry only in Maine and Utah, but was in the top five of every state. The top five ancestries in Nebraska were German, Irish, English, Czech, and Swedish. Czech was ranked the highest of any state in Nebraska where it ranked 4th.

Much of the southern United States identifies their ancestry as American with seven states having it as their top ancestry. People may identify their ancestry as American for a variety of reasons. One reason may be because their ancestors have been in the United States for so long or they may have such mixed backgrounds that they do not identify with a particular group. Sometimes American is reported by foreign born or children of foreign born to show they are part of American society.

Link to sample of the question if you want to use it:
http://www.census.gov/population/ancestry/files/anc_ACS.gif



Source: United States Census Bureau, American Community Survey 5-Year Estimates, (Same for Map and Article)

EEO Tabulations



KERMIT SPADE, RESEARCH ANALYST



The latest Equal Employment Opportunity tabulations have been recently released by the U.S. Census Bureau. These tabulations are only released **once every 10 years**, and consist of 107 different tables broken down by race, ethnicity and gender. This is the first time that the Equal Employment Opportunity tabulations have been based on the American Community Survey. In the past, they had always been based on the decennial census.

The EEO tabulation provides detailed information about the labor force, including information about occupations, industry, earnings, education and age by residence. The tabulation contains information on the labor force for the nation, states, metro areas, counties, and places. **It can be broken down by race/ethnicity, gender, and age.** Here are some facts about Nebraska's workforce taken from the EEO tabulations:

The most populous occupation in Nebraska was administrative support workers at **15.7%** of the workforce, followed by service workers (14.0%) and management (13.1%). Occupation categories with the least amount of workers were protective service workers (1.5%), technicians (**2.9%**) and engineering and computer science workers (2.9%).

22.2% of Hispanics worked as production workers, another 19.4% worked as service workers, and an additional 10.2% worked as administrative support workers and construction workers. The most popular job category for whites was administrative support workers, at 16.1%, followed by business and financial management at 14.3%. Blacks were most often found working in service worker (23.0%) and administrative support worker (20.0%) positions. The majority of American Indian and Alaskan Natives held positions as service workers (**22.8%**) and administrative support workers. Only 0.6% held engineering or computer science positions. This is contrasted with Asians, where 15.0% of workers held engineering or computer science positions. The only position held more often by Asians was service worker at 15.7%. Native Hawaiians had the highest percentage of people holding service worker positions at 25.1%. Their next most common occupational position was administrative support worker at 24.2%.

Taking a look at occupations broken down by gender, the overall split among all occupations is fairly equal, with men at **52.6%** and women at 47.4%. The occupations with the highest percentage of women occupying them were administrative support workers (76.3%) and healthcare practitioner professionals (**75.5%**). Conversely, men dominated the ranks of construction and extractive craft workers (97.5%), installation, maintenance and repair craft workers (94.2%), transportation and material moving operative workers (83.6%) and laborers and helpers (83.36%). Men and women were split equally among sales workers..

The EEO tabulations also contain data on **educational attainment by race/ethnicity**, which can reveal potential gaps in Nebraska's education system. For instance, 32.5% of Hispanics age 20 to 24 are not high school graduates. This compares to just 4.4% of whites, 16.8% of Black or African Americans, 32.3% of Native Americans and 3.4% of Asians. Breaking the data on Hispanics down further, we find that **40.5% of Hispanic males** between the ages of 20 and 24 do not have high school diplomas. That figure jumps to 50.0% for Hispanic males age 25 to 29, and 53.7% for ages 30 to 34.

Source: EEO Tabulation 2006-2010, U.S. Census



Occupational Profile

Nonfarm Animal Caretakers



ED JAROS, RESEARCH ANALYST

Human domestication of animal species has been a cornerstone of civilization since the beginning. Sheep, pigs, goats, cattle and chickens have been a vital part of food production in myriad cultures for millennia. Husbandry is one side of this coin, hunting is another. Horses, dogs, and even trained raptors have long aided man in stalking and slaying various prey. Alongside and out of these most pragmatic domestications humans developed more social and symbolic relationships with some animals; they began to keep pets, menageries and curiosities of many different species. People who work in this tradition have been assigned by the United States Bureau of Labor Statistics (BLS) a Standard Occupational Classification (SOC): #39-2021: Nonfarm Animal Caretakers..

Occupational Characteristics

The BLS states that Nonfarm Animal Caretakers “care for the needs of animals. They feed, water, groom, bathe, and exercise pets and other nonfarm animals.” People working in this occupation face a variety of challenges. According to the BLS Occupational Handbook, the work performed by nonfarm animal caretakers “may be unpleasant and emotionally distressing. For example, those who work in shelters may see abused, injured, or sick animals. Some

caretakers may have to help euthanize seriously injured or unwanted animals. Depending on their work setting, animal caretakers may work outdoors in all kinds of weather. Some facilities can be noisy.” Beyond this, “Animal care and service workers experience a work-related injury and illness rate that is much higher than that of most occupations. When working with scared or aggressive animals, caretakers may be bitten, scratched, or kicked. Also, injuries may happen while the caretaker is holding, cleaning, or restraining an animal” In addition to exposure to both bodily and emotional damage, nonfarm animal caretakers often work tough schedules. “Animals need care around the clock; many facilities, such as kennels, zoos, animal shelters, and stables, must be staffed 24 hours a day. Therefore, animal caretakers often work irregular hours and night, weekend, and holiday shifts.”¹.

Distribution

Nonfarm Animal Caretakers are most commonly found working in “kennels, zoos, stables, animal shelters, pet stores, veterinary clinics, and aquariums.”¹ Within Nebraska, the industry employing the largest number of Nonfarm Animal Caretakers is ‘Professional and Technical Services’, which includes Veterinary Service Providers and accounts for 21.8%

of Nonfarm Animal Caretakers employed in the state. Other industries employing significant numbers of Nonfarm Animal Caretakers in Nebraska include 'Membership Organizations and Associations' which includes Humane Societies, and 'Miscellaneous Store Retailers'. Geographic distribution of Nonfarm Animal Caretakers is heavily concentrated in more urban counties within Nebraska.² This may be partially due to pet acquisition and care being handled by informal economies in rural settings.³

Education/Qualification

The BLS Occupational Handbook states that a majority of positions for Nonfarm Animal Caretakers "do not require formal education, but many animal care facilities require at least a high school diploma or the equivalent." However, training, certification and experience may all play important roles in employers' selection of candidates for Nonfarm Animal Caretaker jobs. The Occupational Handbook provides some examples. "Most animal care and service workers learn through short-term on-the-job training. They begin by doing basic tasks and work up to positions that require more responsibility and experience. Some animal care and service workers may receive training before they enter their position. For example, caretakers in shelters can attend training programs through the Humane Society of the United States and the American Humane Association. Pet groomers often learn their trade by completing an informal apprenticeship, usually lasting 12 to 20 weeks, under the guidance of an experienced groomer." "Although not required, certifications available in many of these occupations may help workers establish their credentials and enhance their skills. For example, several professional associations and hundreds of private vocational and state-approved trade schools offer certification for dog trainers. The National Dog Groomers Association of America offers certification for master status as a groomer. Both the National Association of Professional Pet Sitters and Pet Sitters International offer a home-study certification program for pet sitters." "For many caretaker positions, it helps to have experience working with animals. Nearly all animal trainer and zookeeper positions require candidates to have experience with animals."¹



Wages

The estimated median annual wage for Nonfarm Animal Caretakers in Nebraska for the third quarter of 2012 was \$19,617.² This was near equal to the latest available national figure (May 2012) for median wages in this occupation; \$19,550.¹ Nonfarm animal Caretakers are among the lowest paid workers in their field, with Animal Trainers, Veterinary Technicians, and Animal Breeders all earning higher wages.² When evaluating the wage data for Nonfarm Animal Caretakers, it is important to consider that about 35% of people classified in this occupation nationally work part-time hours.¹

Outlook

Nebraska Department of Labor Projections anticipate steady statewide growth in employment of Nonfarm Animal Caretakers at about 1.4% annually through 2018. This rate outpaces the expected 1% rate of job growth across all occupations in Nebraska.

Sources:

U.S. Bureau of Labor Statistics. *Animal Care and Service Workers* : Occupational Outlook Handbook : U.S. Bureau of Labor Statistics. bls.gov, Nebraska Department of Labor. *NEworks - Career Services - Occupational Profile*. Elaine L. Edgcomg, Tamara Thetford. *The Informal Economy: Making it in Rural America*. Washington, DC : Microenterprise Fund for Innovation, Effectiveness, Learning and Dissemination, 2004. Study

Openings

and

Expansions



KERMIT SPADE, 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 know of a business that is opening or expanding, please email Kermit.Spade@Nebraska.gov with your information.

Lincoln

Blush Bridal, 5801 S 58th Street (bridal boutique); LincTrack GPS Solutions (GPS tracking for fleet business owners); Firehouse Subs, 1317 Q Street (sandwiches, etc. restaurant); The Cask, 728 Q Street (bar); Oliverde, Lincoln Train Station (olive oils, bath and body products, pastas, etc.); Cornerstone Leadership Solutions, 3201 Pioneers Blvd Suite 206 (Personal/business leadership – relocation/expansion); Cheever Construction, 3425 N 44th Street (new location, re-branding); Colby Ridge, Gateway Mall (new location – popcorn, candy, etc.); SR Vending (specializing in healthy vending options, deliver and stock machines offering a choice of healthy snacks, drinks, etc.); Complete Nutrition – 2801 Pine Lake Road (sports nutrition and weight loss products); Jet Splash, 7355 Crosslake Lane (additional location – car wash); Wolfgang Auto Service, 1520 Pioneers (3rd location); Ferris Financial Group, 421 S. 9th Street, Suite 126 (new logo and location – financial advisors, products); Play it Again Sports, 48th and Vine (new location – sports equipment); Just Pop'd Popcorn, 27th and Superior (second location); YUMS, 27th and Superior (Chinese restaurant); GNS Vapor, 33rd and Pioneers (electronic cigarette store); UStop, 84th and Cornhusker (rebuilt, remodeled); YWCA, 2620 O Street (new location); The Eatery, 2548 S 48th Street (restaurant).

Omaha

Lakeshore Learning Cntr., Educational toys; Cut up & Quilt, quilt/craft material; Drizzles Bakery, bakery; Winchell's, "Donuts, sandwich"; Office Depot, Office supplies; Old World Oil & Vinegar, Oil & vinegar; This & That & Other Stuff, "Home décor, etc."; Firehouse Subs, restaurant; Mega Saver, gas station; Cricket Wireless, corporate phone store; Pets Earth, pet supply store; Marble Slab Creamery, ice cream shop; HWS, career center; Tilley's, "surf, skate shop"; Akin's Nat. Food Mkt., natural food store; Discount Tire, Auto tire store; Natural Grocers, natural food store; Three Clothing, women's clothing; Dunkin' Donuts-Papillion, donut shop; Brakes Plus, Auto brake repair; Chick-Fil-A Papillion, restaurant; Chick-Fil-A Bellevue, restaurant;

Lake Superior Consulting, engineering co.; Lenny's Sub Shop, restaurant; Hair Oasis, hair salon; Cooper Law, law firm; Loving Kindness Home Care, companion service; Nebraska Title Co., "title, real estate"; Slattery Vintage Vineyard, vineyard/banquet hall; Bennington Fire Station, fire station; UNO, University; Cherry Hill Event Center, banquet hall; Tenaska, home office; Quality Living Center, Assisted living.

Southeast Falls City

Falls City Meds., Inc., Pharmacy.

Beatrice

Gems and Junk Thrift Store, thrift store.

Northeast Norfolk

Northern Hills Daycare, child care and preschool; Java Pointe, handcrafted drinks.

Fremont

Snowy River Ironworks, Custom metal work; Advanced Auto Parts, auto parts.

Mid-Plains

North Platte

Scrubs & More.



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 | Q3-12 | 2.7% |
| Unemployment Rate | Nov-12 | 7.7% |
| Federal Funds Target Range - Upper Limit | Nov-12 | 0.25% |
| Current Account Balance | Q2-12 | -\$117.4 Billion |

| Nebraska Indicators | Date | Value |
|------------------------------------|---------------|-----------------|
| Unemployment Rate | Oct-12 | 3.8% |
| House Value Appreciation | Q2-12 - Q3-12 | 0.21% |
| Average Weekly Manufacturing Hours | Nov-12 | 40.3 |
| Net Taxable Retail Sales | Sep-12 | \$2.154 Billion |
| Median Employment Wages | Q3-12 | \$31,257 |

| Pricing Indicators | Date | Value |
|-------------------------|--------|---------|
| Barrel of Crude Oil-WTI | Nov-12 | \$86.53 |
| ECI Change | Q3-12 | 0.4% |
| PPI Change | Nov-12 | -0.8% |

| | Indexes | | | % Change From | |
|--------------------------------------------|---------|---------|---------|---------------|--------|
| | Nov-12 | Oct-12 | Oct-11 | Oct-12 | Oct-11 |
| CPI: U.S. All Items | 230.221 | 231.317 | 226.23 | -0.5% | 1.8% |
| CPI: Midwest Urban All Items | 219.483 | 220.375 | 215.614 | -0.4% | 1.8% |
| CPI: Northeast Urban All Items | 247.097 | 247.564 | 242.652 | -0.2% | 1.8% |
| CPI: South Urban All Items | 223.404 | 224.504 | 219.961 | -0.5% | 1.6% |
| CPI: West Urban All Items | 233.206 | 234.966 | 228.771 | -0.7% | 1.9% |
| University of Michigan: Consumer Sentiment | 82.7 | 82.6 | 63.7 | 0.1% | 29.8% |

Sources: DOL: Bureau of Labor Statistics, U.S. Energy Information Administration, Federal Housing Finance Agency, Nebraska Department of Revenue, DOL: Bureau of Economic Analysis, Board of Governors of the Federal Reserve System



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>

JANET DENBRING, RESEARCH ANALYST

TOTAL NONFARM

From October to November this year, Nebraska non-seasonally adjusted employment experienced an unusually large drop of 3,532 to 959,014 jobs (-0.4%). In November, over-the-month change has ranged from -2,194 (2008) to 4,691 (2006) jobs in the past ten years. The majority of the loss occurred in Mining and Construction (-2,550 jobs) and Leisure and Hospitality (-2,464 jobs), mostly in the non-MSA areas. Seasonal gains in Trade, Transportation and Utilities (2,443 jobs) helped offset some of the losses.

Over the year, total nonfarm employment grew by 6,415 jobs (0.7%), which is better than the prior four years, but not as good as 2003 - 2007. Over-the-year employment improved the most in Education and Health Services (3,729 jobs or 2.7%); followed by Mining and Construction (2,712 jobs or 6.5%); and Manufacturing (2,067 jobs or 2.2%). The MSAs dominated the yearly progress while the non-MSAs area regressed.

Since October 2012, the Lincoln MSA employment reached a new high of 178,591 after a normal increase of 694 jobs (0.4%). Leisure and Hospitality accounted for the majority of the growth (617 jobs or 3.8%). Since November 2011, Total

Nonfarm employment improved by 1,999 jobs (1.1%). Yearly growth happened in seven of the ten industries. The largest additions came from Education and Health Services (606 jobs); followed by Leisure and Hospitality (563 workers).

After peaking last month at 475,110, employment in the Omaha MSA unusually fell by 470 to 474,640 jobs (-0.1%). During November in the past decade, it had gained from 80 (2008) to 3,071 (2002) jobs. Since November 2011, seven of the industries added 10,375 jobs, while three industries lost 1,566, for a yearly net gain of 8,809 jobs (1.9%). Slightly over half of last year's growth came from two industries – Professional and Business Services (2,363 jobs or 3.6%); followed by Education and Health Services (2,355 jobs or 3.2%).

MINING & CONSTRUCTION

Over the month, statewide employment in Mining and Construction dropped more than any November in the past decade to 44,573 (-2,550 jobs or -5.4%). Cuts over 5.0% usually only occur in December or January. The majority of the drops occurred outside the MSAs. Over the year, employment expanded 2,712 jobs (6.5%), the highest November in past decade beating 4.6% set in 2007.

Since June 2012, yearly employment growth in the Lincoln MSA has continued to gain. It went up 190 this month to 7,126 jobs (2.7%). From November 2011 to November 2012, employment in the Omaha MSA rose by 1,793 to 22,392 jobs (8.7%). During 2012, over-the-year gains have ranged from 0.2% to 11.9%.

MANUFACTURING

Since last month, statewide employment grew by 680 to 95,091 (0.7%). November's over-the-year employment added 2,067 jobs (2.2%). This is the largest yearly percentage growth occurring in November or any other month in the past decade, last high was 2.0%. The majority of progress came from Durable Goods (1,713 jobs or 4.0%).

Since last year, employment the Lincoln MSA went up to

12,766 (0.4%), after Durable Goods (+148) were offset by Non-Durable Goods (-98). Since November 2011, employment rose by 1.1% in the Omaha MSA to 32,025 jobs with both sectors contributing.

TRADE, TRANSPORTATION, AND UTILITIES

Statewide employment had a lower than ten-year average (1.5%) increase of 2,443 to 198,088 jobs (1.2%) in November. Retail Trade accounted for 2,538 of the gain with over half of the progress coming from General Merchandise Stores increasing by 1,573 jobs. Since November 2011, employment held steady (-0.2%) with increases in the Omaha MSA being offset by decreases in the other areas.

Monthly employment in the Lincoln MSA improved by 470 to 33,630 jobs (1.4%) which is the smallest increase in November of the past decade. Over the past twelve months, only 235 jobs have been lost (-0.7%), which is not bad relative to the past November range of -4.5% (2009) to 8.0% (2003). In the Omaha MSA, over-the-month employment increased by 1,709 in November to 96,394 jobs, slightly lower than the decade average (2,205 jobs or 2.3%). From November 2011 to November 2012, employment gained 932 jobs (1.0%) with Wholesale Trade being the main contributor (622 jobs), followed by Retail Trade (587 jobs).

INFORMATION

After two months of sizable increases in September (205) and October (240), statewide over-the-month employment dropped 54 to 16,596 jobs (-0.3%); setting the largest decrease in November in the last decade (-12 to +178). Since November 2011, employment contracted by 447 jobs (-2.6%).

Over the year, employment in the Lincoln MSA went down by 61 to 2,148 jobs (-2.8%), which means there has been no annual growth since August 2011 (1.8%). In the Omaha MSA, over-the-year employment is down by 357 jobs (-3.3%). Yearly growth has only been seen in two months in the past decade – October 2007 (0.4%) and November 2007 (0.2%).



FINANCIAL ACTIVITIES

Statewide monthly employment decreased more than usual by 365 to 68,299 jobs (-0.5%). Over the year, employment dropped the most in November in the past decade (-974 jobs or -1.4%). Yearly employment had been dropping every month since September 2011 between -0.1% to -2.3%.

From November 2011 to November 2012, Lincoln MSA employment increased by 175 to 13,659 workers (1.3%). In the Omaha MSA, over-the-year employment declined by 683 to 40,236 jobs (-1.7%), the biggest decrease in November in the past decade (-1.6% to 4.1%).

PROFESSIONAL AND BUSINESS SERVICES

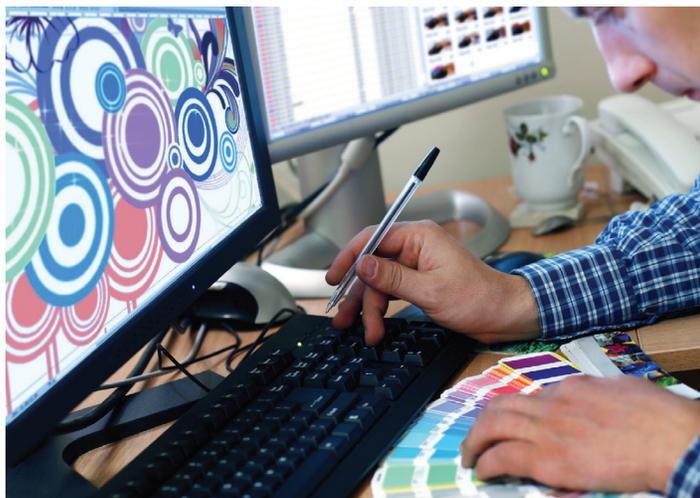
Statewide, over-the-month employment unusually gained 2,363 jobs in October to peak at 108,054 workers, but lost 1,448 jobs in October and 1,637 in November to fall to 104,969 jobs. The majority of the decrease came from Administrative and Waste Services dropping 2,179 jobs (-4.9%). Since November 2011, statewide employment only fell by 478 jobs (-0.5%). Over the past decade, the yearly change has varied from -5.8% to 4.9%.

In Lincoln, over-the-month employment decreased by 439 to 18,340 jobs (-2.3%). Over the year, employment rose by 237 jobs (1.3%). Since November 2011, employment in the Omaha MSA has grown by 2,363 to 68,238 workers (3.6%). Continuous yearly gains have been from 1.3% to 4.7% since July 2010.

EDUCATION AND HEALTH SERVICES

Over the month, statewide employment improved by 1,066 to reach a high of 142,282 jobs (0.8%) with both sectors contributing. Over-the-year employment has expanded by 3,729 jobs (2.7%), with the majority of gains due mostly to the growth in the Ambulatory Health Care Services subsector (2,404 jobs or 6.9%) and Social Assistance subsector (1,067 jobs or 6.9%).

Over the month, employment in the Lincoln MSA surpassed last month's record high by 136 to 26,989 jobs (0.5%). Over-the-year employment grew by 606 jobs (2.3%). It has posted



| | Number of Workers | | | Over the Month | | Over the Year | |
|-----------------------------------------------------|-------------------|----------------|----------------|----------------|----------------|----------------|----------------|
| | Nov-12 | Oct-12 | Nov-11 | Numeric Change | Percent Change | Numeric Change | Percent Change |
| Total Nonfarm | 959,014 | 962,546 | 952,599 | -3,532 | -0.4% | 6,415 | 0.7% |
| Mining, Logging & Construction | 44,573 | 47,123 | 41,861 | -2,550 | -5.4% | 2,712 | 6.5% |
| Construction | 9,607 | 9,657 | 8,506 | -50 | -0.5% | 1,101 | 12.9% |
| Heavy and Civil Engineering Construction | 6,916 | 8,110 | 6,119 | -1,194 | -14.7% | 797 | 13.0% |
| Specialty Trade Contractors | 26,919 | 27,504 | 26,078 | -585 | -2.1% | 841 | 3.2% |
| Manufacturing | 95,091 | 94,411 | 93,024 | 680 | 0.7% | 2,067 | 2.2% |
| Durable Goods | 44,312 | 44,083 | 42,599 | 229 | 0.5% | 1,713 | 4.0% |
| Non-Durable Goods | 50,779 | 50,328 | 50,425 | 451 | 0.9% | 354 | 0.7% |
| Trade, Transportation, & Utilities | 198,088 | 195,645 | 198,434 | 2,443 | 1.3% | -346 | -0.2% |
| Wholesale Trade | 40,027 | 40,049 | 40,451 | -22 | -0.1% | -424 | -1.1% |
| Retail Trade | 107,584 | 105,046 | 107,286 | 2,538 | 2.4% | 298 | 0.3% |
| Transportation, Warehousing, and Utilities | 50,477 | 50,550 | 50,697 | -73 | -0.1% | -220 | -0.4% |
| Information | 16,596 | 16,650 | 17,043 | -54 | -0.3% | -447 | -2.6% |
| Financial Activities | 68,299 | 68,664 | 69,273 | -365 | -0.5% | -974 | -1.4% |
| Finance and Insurance | 59,505 | 59,738 | 60,435 | -233 | -0.4% | -930 | -1.5% |
| Real Estate and Rental and Leasing | 8,794 | 8,926 | 8,838 | -132 | -1.5% | -44 | -0.5% |
| Professional & Business Services | 104,969 | 106,606 | 105,447 | -1,637 | -1.5% | -478 | -0.5% |
| Professional, Scientific, and Technical Services | 44,985 | 44,727 | 43,727 | 258 | 0.6% | 1,258 | 2.9% |
| Management of Companies and Enterprises | 17,587 | 17,303 | 17,470 | 284 | 1.6% | 117 | 0.7% |
| Admin & Support & Waste Mngmt & Remdtn Svcs | 42,397 | 44,576 | 44,250 | -2,179 | -4.9% | -1,853 | -4.2% |
| Education & Health Services | 142,282 | 141,216 | 138,553 | 1,066 | 0.8% | 3,729 | 2.7% |
| Educational Services | 18,405 | 17,927 | 18,557 | 478 | 2.7% | -152 | -0.8% |
| Health Care and Social Assistance | 123,877 | 123,289 | 119,996 | 588 | 0.5% | 3,881 | 3.2% |
| Leisure and Hospitality | 81,202 | 83,666 | 81,000 | -2,464 | -3.0% | 202 | 0.3% |
| Arts, Entertainment, and Recreation | 11,459 | 13,092 | 10,963 | -1,633 | -12.5% | 496 | 4.5% |
| Accommodation and Food Services | 69,743 | 70,574 | 70,037 | -831 | -1.2% | -294 | -0.4% |
| Other Services | 36,720 | 36,677 | 36,522 | 43 | 0.1% | 198 | 0.5% |
| Repair and Maintenance | 10,251 | 10,142 | 9,893 | 109 | 1.1% | 358 | 3.6% |
| Personal and Laundry Services | 7,825 | 7,833 | 7,802 | -8 | -0.1% | 23 | 0.3% |
| Religious, Grantmaking, Civic, Profssnl, & Sim Orgs | 18,644 | 18,702 | 18,827 | -58 | -0.3% | -183 | -1.0% |
| Government | 171,194 | 171,888 | 171,442 | -694 | -0.4% | -248 | -0.1% |
| Federal Government | 16,352 | 16,667 | 16,551 | -315 | -1.9% | -199 | -1.2% |
| State Government | 42,788 | 42,888 | 42,215 | -100 | -0.2% | 573 | 1.4% |
| Local Government | 112,054 | 112,333 | 112,676 | -279 | -0.3% | -622 | -0.6% |

continuous yearly growth of 0.9% to 2.8% since September 2011. The Omaha MSA monthly employment peaked last month at 76,801 jobs. It dropped by an unusual 377 jobs since last month (-0.5), the first decrease to happen in November in the past decade. Since November 2011, the Omaha MSA rose by 2,355 (3.2%), with the yearly expansion attributable to Health Care and Social Assistance (2,725 workers or 4.3%).

LEISURE AND HOSPITALITY

Statewide employment fell by 2,464 to 81,202 jobs (-2.9%) in November with decreases concentrated in Arts, Entertainment, and Recreation (-1,633 jobs or -12.5%). Over-the-year employment remained fairly steady (202 jobs or 0.2%).

From October to November, the Lincoln MSA employment rebounded (3.8%) from the prior month's drop (-3.8%) to

16,847 jobs. Over-the-year employment rose by 563 jobs (3.5%). Over the month, the Omaha MSA declined by 821 to 44,797 jobs (-1.8%). Since last year, employment progressed by 2,082 jobs (4.9%) which is the largest increase in November during the past decade (-1,775 to 1,695).

OTHER SERVICES

Monthly statewide employment changed little to 36,720 jobs (43 jobs or 0.1%) which is normal for November. Over-the-year employment received a boost of 198 jobs (0.5%), mainly from Repair and Maintenance Services being edged up by 358 jobs (3.6%).

Since November 2011, the Lincoln MSA employment expanded by 67 to 7,064 jobs (1.0%). Over-the-year employment in the Omaha MSA rose by 515 jobs (3.0%) which is the fifth consecutive month above 1.0%.

UNEMPLOYMENT RATE INFORMATION FOR NOVEMBER 2012

OFFICE OF LABOR MARKET INFORMATION

Statewide

- November Total Non-farm: 959,014
- Manufacturing: 95,091
- Average Weekly Hours: 40.3 hours
- Average Weekly Earnings: \$667.37

Omaha MSA

- November unemployment rate: 3.7%
- November Total Non-farm: 474,640
- Manufacturing: 32,025

Lincoln MSA

- November unemployment rate: 3.0%
- November Total Non-farm: 178,591
- Manufacturing: 12,766

Labor Force Employment by Place of Residence:

Nebraska (smoothed seasonally adjusted):

- November unemployment rate: 3.7%
- Change (OTM): -0.1%
- Change (OTY): -0.6%

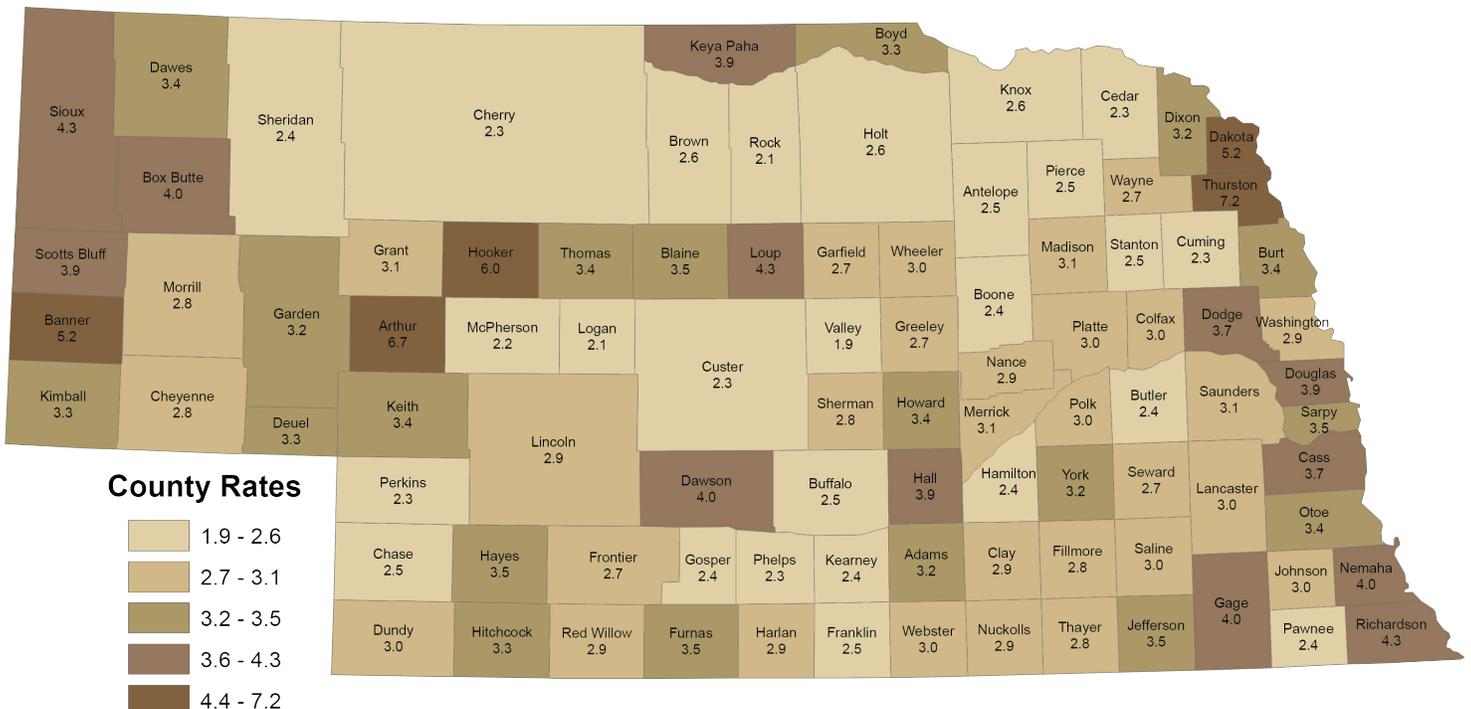
Economic Regions (not seasonally adjusted):

- Central: 3.0%
- Panhandle: 3.5%
- Mid Plains: 3.1%
- Southeast: 3.4%
- Northeast: 3.2%

Revisions to October Data:

- Unemployment rate: unchanged at 3.8%
- Labor Force: -90
- Unemployment: 25
- Employment: -115

November 2012 County Rates



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