

NEBRASKA WORKFORCE JULY 2011 Trends



**What is a General
Equivalency Diploma Worth?**



**Worker Shortages in this
Economy**

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Census...

The Demographics of the Country,
Nebraska: What We Look Like

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Occupational Profile...

First-Line Supervisors of Production
Workers and Operating Workers

Fast Facts...

Nebraska Tourism



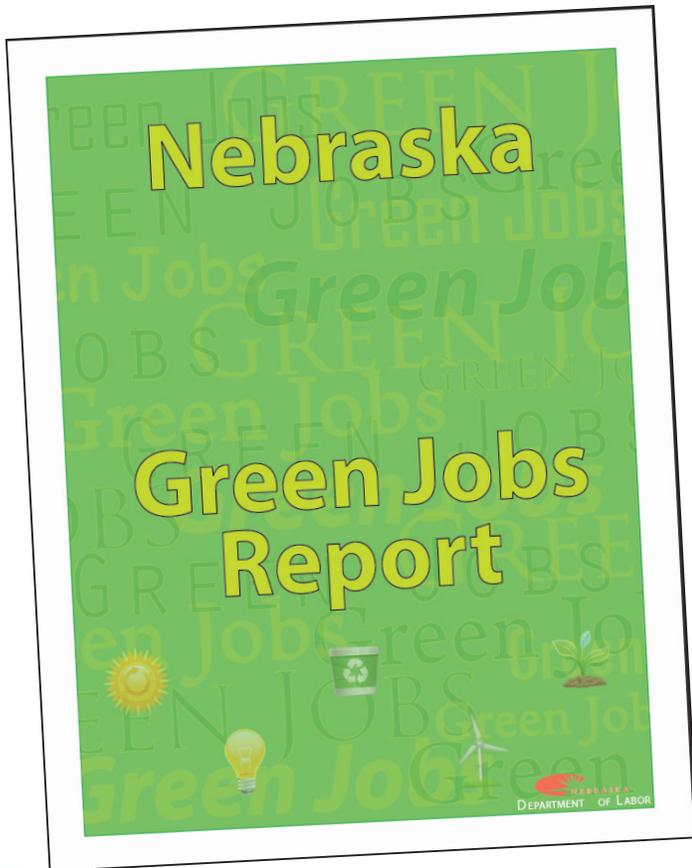
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Green Jobs

SCOTT HUNZEKER, RESEARCH SUPERVISOR



The Northern Plains and Rocky Mountain Consortium was formed to research green jobs and business activities in the member states of Iowa, Nebraska, Montana, South Dakota, Utah, and Wyoming. Combined, the states surveyed approximately 64,000 businesses (including nearly 12,000 in Nebraska) to obtain information about green jobs and practices.

Findings from the Consortium's research as well as materials from the "Researching the Green Economy" conference held earlier this year can be found at www.researchingthegreeneconomy.com. Additional materials and survey findings for the entire Consortium will be added to the site as they become available.

The Nebraska Green Jobs Report which contains Nebraska-specific findings from the green jobs survey can be found at <http://networks.nebraska.gov/analyzer> under the publications section. 

Visit NEworks to view the latest Green Jobs Report!





What is a General Equivalency Diploma **WORTH?**

BEN KUSPA, RESEARCH ANALYST

One of the easiest ways to increase earning potential is to increase one's achieved education level. Individuals with a higher level of education have a higher relative level of employment and higher wages than those with low education levels. Nationally, the unemployment rate as reported by the Bureau of Labor Statistics was 14.6% for those individuals with less than a high school diploma and 9.7% for those with a high school degree. The unemployment rate was only 4.5% for those with a Bachelor's degree or higher. Within Nebraska, the Census Bureau in the 5-year American Community Survey reported that the median income was 20% higher for the population with a high school diploma compared to those without a high school diploma. The population with a Bachelor's degree earned 92% more than those without a high school diploma and those with a Graduate or Professional Degree earned 145% of what the population without a high school diploma earned.

It is unsurprising that people who have a higher education level earn higher wages, but the data for wages and

Individuals with a higher level of education have a higher relative level of employment and higher wages than those with low education levels

education levels is available only at a broad level and for the entire populace. Most of these people receive education in a formal environment at the normal age, but some individuals may study in a non-traditional manner and get a General Equivalency Diploma (GED) to prove High School competency. In order to determine the more immediate return on getting a GED, Nebraska Labor Market Information matched quarterly wage data from the administrative database to those individuals who were identified by Adult Basic Education as having completed their GED during the second quarter of 2009. A year of wage data from prior to beginning the GED program was compared to a year of wage data from after completion of the program. If an individual had more than one employer, wages were summed to determine a total quarterly wage. To determine the mean quarterly wage, wages from all quarters were summed and divided by the number of quarters the individual worked (from a minimum of one to a maximum of four).

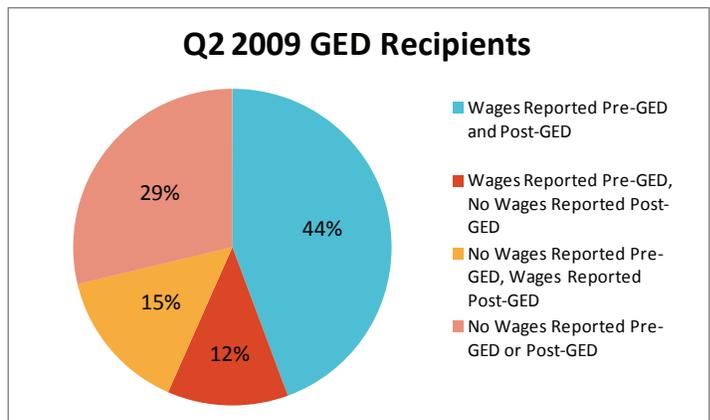
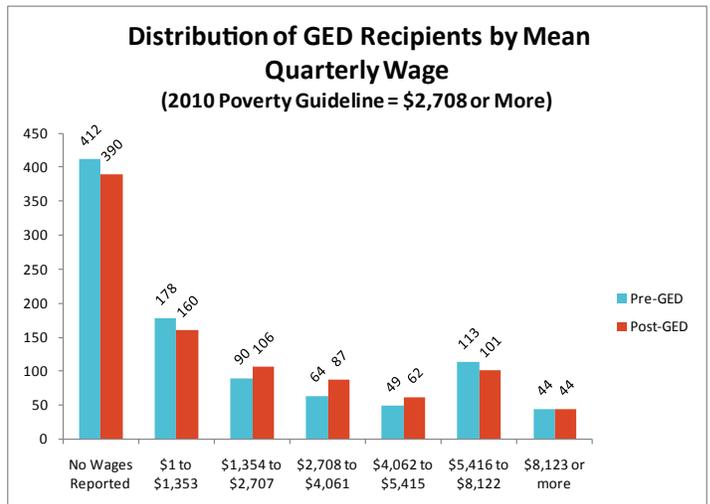
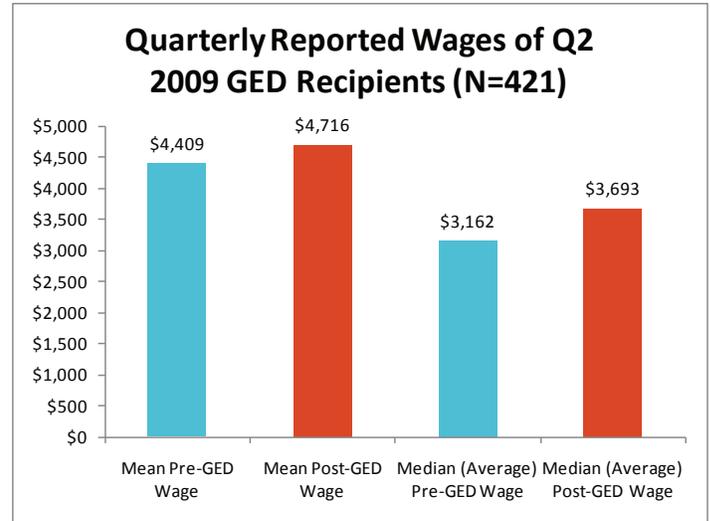
A total of 950 people received their GED in the second quarter

of 2009. Within that group, 44% reported wages both before and after receiving their GEDs, 29% had no reported wages either before or after, and 27% reported wages either before or after, but not both. Comparing before and after wages for the group that reported wages pre-GED and post-GED, the mean quarterly wage rose from \$4,409 to \$4,716, a 7% increase. Looking at just those who had reported wages in all eight quarters resulted in a slightly smaller increase of 6%, but much higher reported wages at \$5,468 pre-GED and \$5,800 post-GED. In order to see if switching employers made a difference, wages were compared among the group that worked all eight quarters for the same employer and those that worked for one employer pre-GED and a different employer post-GED. For those that stayed with the same employer, the mean quarterly wage increased by 5.8%; for those that switched employers it increased by 6.4%. In fact, for every different comparison run, there was an increase in reported wages.

A distribution of individuals by mean quarterly wage pre-GED and post-GED was also created. The distribution breaks were based on the 2010 poverty guidelines as set by the Dept. of Health and Human Services for a single person within the contiguous United States. Within the sample, the trend seemed to be that more individuals started earning some or slightly higher wages post-GED. Compared to pre-GED counts, fewer post-GED individuals had no reported wages or reported wages of less than \$1,354 (half of the poverty guideline level). More post-GED individuals also had reported wages in the slightly higher wage groups (half to twice the poverty guideline level). Fewer post-GED individuals had reported wages two to three times the poverty guideline and the number of individuals with reported wages over three times the poverty level stayed the same.

While it is unsurprising that reported wages rose after receiving a GED, it is important to note that some of the wage data may be incomplete. Reported wages only include people who were employed in industries covered by Unemployment Insurance; it may be that a large percentage of low-income workers were employed at businesses that are not covered by UI. Also, reported wages do not take into account hours worked, meaning that people may be getting more hours instead of higher pay. However, it is unlikely that earning a GED would significantly affect hours worked. Post-GED employees may actually be working fewer hours at a higher wage, or they could be getting more hours at a single employer, which could have other advantageous results, such as qualifying for benefits.

There is substantial evidence that receiving a GED provides higher wages, but it also provides additional opportunities. Recipients of a GED may choose to get more advanced training from community colleges, training programs, or go on to get an Associate's or Bachelor's degree, further positively impacting their earning potential.



Worker Shortages in this Economy?



MARY FINDLAY, RESEARCH ANALYST

Even in these times of relatively higher unemployment rates and labor supply, many businesses are unable to find qualified applicants to fill their positions. This isn't just a Nebraska problem, or a United States problem but a global problem. In Nebraska, there are more graduates for nearly all degree levels than there are expected openings each year. This talent pipeline needs to flow into Nebraska businesses to meet their needs for qualified staff and the state has a new internship program to help this happen.

The mismatch between graduates and potential employees with skills needed by employers was noted in a September 2010 report prepared by the Battelle Technology Partnership Practice for the Nebraska Department of Economic Development and Nebraska Department of Labor. The Growing Jobs, Industries, and Talent: A Competitive Advantage Assessment and Strategy for Nebraska stated that addressing the challenges related to a high skilled workforce is the number one issue facing Nebraska's existing businesses and for future recruitment of new businesses. Since there are more graduates than expected openings, the graduate information from the Battelle study demonstrates

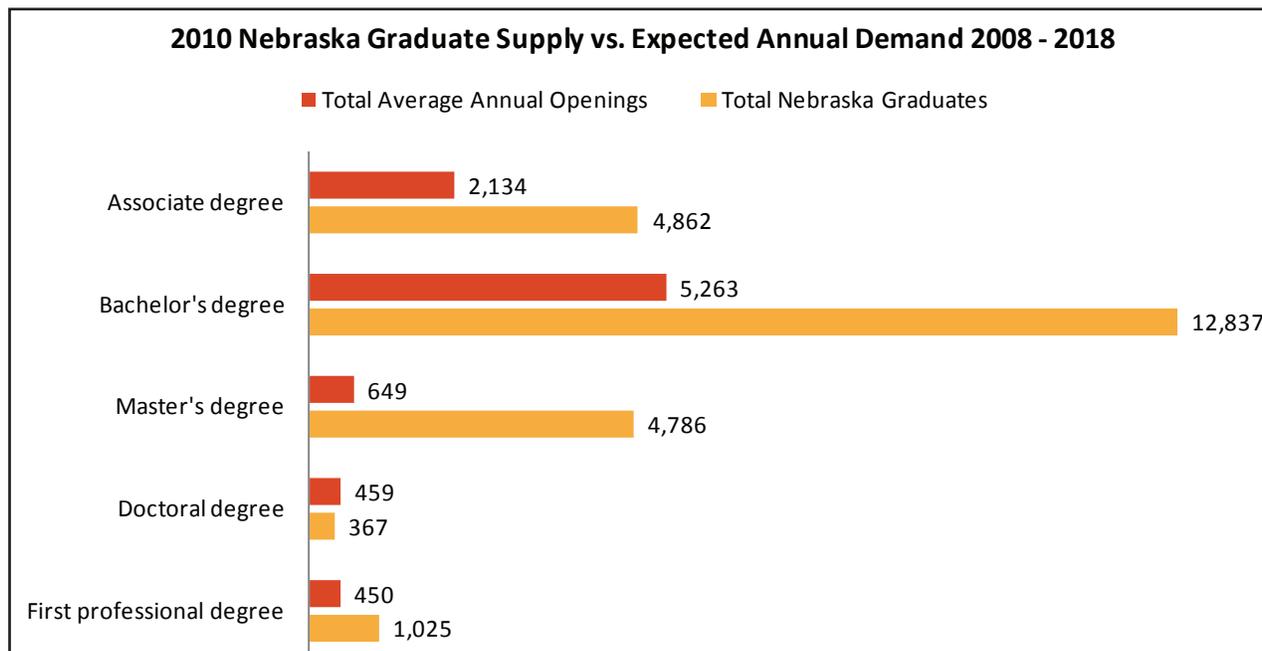
that there is a talent pipeline but when businesses aren't able to fill positions, it suggests a significant disconnect between graduates, the general labor supply, and business in the state.

Nebraska is not unique in this situation. In remarks at a Skills for America's Future Manufacturing Event at Northern Virginia Community College Alexandria Campus, Alexandria, Virginia on June 8, 2011 President Obama stated that "the irony is even though a lot of folks are looking for work, there are a lot of companies that are actually also looking for skilled workers. There's a mismatch that we can close." He was speaking of Skills for America, a program to match up schools and businesses to create pipelines to the office or factory. "This would help workers find better jobs, and it would help companies find the highly educated and highly trained people that they need in order to prosper and to remain competitive."

This mismatch of labor supply to open positions isn't just an issue in the United States. According to the ManpowerGroup 2011 Talent Shortage Survey Results published May 2011, globally, 34% of businesses had difficulty filling jobs due to lack of talent. Japan with 80%, reported the most difficulty filling jobs followed by India with 67%. The United States was seventh highest in difficulty filling jobs at 67%.

The top five jobs globally that employers had difficulty filling were 1) technicians, 2) sales representatives, 3) skilled trades workers, 4) engineers and 5) laborers. In the United States the top five hard to fill jobs are 1) skilled trades workers, 2) sales representatives, 3) engineers, 4) drivers, and 5) accounting & finance staff.

Overall, ManpowerGroup's survey results found that about one in four employers reported that environmental/market factors played a major role in the talent shortage—employers simply weren't finding anyone available in their markets.

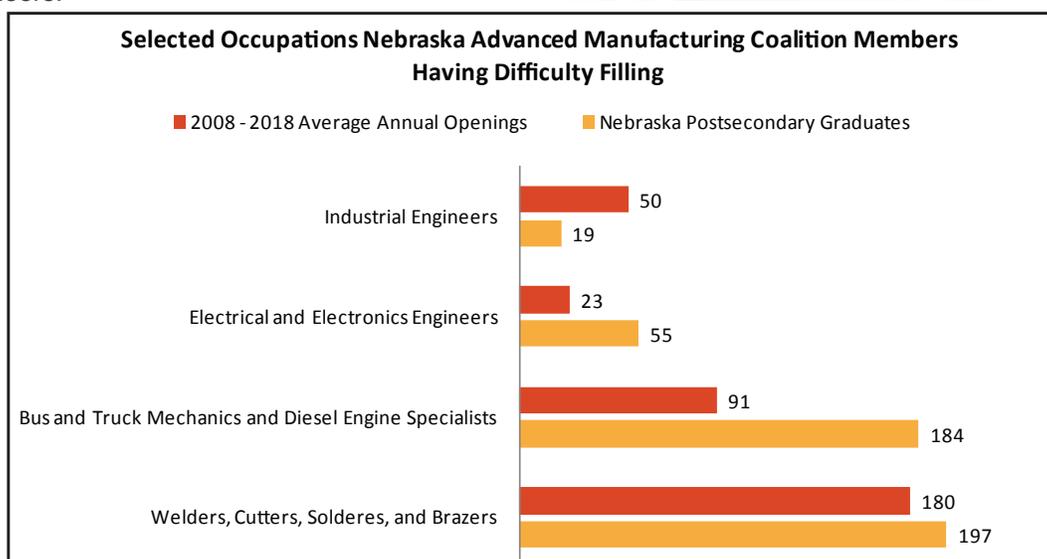


Another 22% of employers said that their applicants lacked the technical competencies or “hard” skills needed for the job.

Nebraska Profile:

According to the 2008 – 2018 long term occupational projections by education, Nebraska should have enough graduates each year to fill the needs of businesses except in the doctoral degree category. This is if the graduates are coming from fields of study related to employer needs.

Dwayne Probyn, Executive Director of the Nebraska Advanced Manufacturing Coalition (NAMC) and the Dream it Do it initiative related that their members are having a difficult time finding people skilled in a number of occupations including welders, diesel mechanics, electrical, electronic and industrial engineers yet graduate information from the U.S. Department of Education suggests that there are more graduates than openings in the state except for industrial engineers.



Data from the Office of Labor Market Information’s Graduate Outcomes project for 2008-2009 graduates show that 86 of the 114 (75%) community college graduates in Diesel Mechanics Technology were working in Nebraska in 2010. For Welding Technology graduates 78 of 118 or 66% were working in the state. The number of graduates working in the state may be underestimated due to limitations of the administrative database used for analysis. Self-employment, railroad and some nonprofit employment are not included in the database. It is not possible to know if those individuals not working in Nebraska are working in another state or are not in the labor force. No information was available on engineering graduates since the University of Nebraska-Lincoln does not participate in the Graduate Outcomes project.

A brand new method to address the disconnect between education and the business community is the new InternNebraska program from the Nebraska Department of Economic Development. According to the press release, InternNebraska creates new internship opportunities for college and university students in partnership with

Nebraska businesses, giving 500 to 750 college students an opportunity to gain job experience. It provides a 40 percent match in urban areas and a 60 percent match in rural areas for an eligible business that create up to 10 new student internship opportunities. Students must be enrolled full-time at a college or university, and be a junior or senior or be in their second year at a community college. Eligible internships must pay at least minimum wage and can range from 12 week to year-long programs. Applications are being accepted from businesses creating summer internships and those planning for fall 2011 and spring 2012 internships. For more information on the program contact: Allison Hatch, allison.hatch@nebraska.gov.

The business, economic development, education and workforce communities need to work hand in hand to develop, recruit and keep talent in Nebraska to supply the state’s employers with qualified talent to grow their businesses. While not every candidate is the right match for the job, based on the information available, Nebraska has a good pool of qualified applicants.



The Demographics of the Country, Nebraska: What We Look Like

LINDSAY BURFORD, RESEARCH ANALYST

May witnessed another heavy round of releases from the U.S. Census Bureau. The demographic profile summaries for each state, Washington D.C., Puerto Rico, and the nation were released. Details included in the summaries included a breakdown of men and women by age and race categories, Hispanic origin, household relationship and type, and housing occupancy and tenure. These statistics continue to help planners, demographers, and the like examine the demographic make-up of the country, states, counties, and cities to strengthen decision-making processes.

National Demographic Profile

There were 308,745,538 Americans accounted for on Census Day, April 1, 2010. Over the past decade, the median age throughout the country increased to 37.2, up from 35.3. The population remains almost an even split between men and women; women still outnumber men by a few million, but men did close the gap over the last decade. Nationally, women's median age has slightly increased over the past decade to 38.5 years of age, while men's median age has slightly decreased over the past decade to 35.8 years.

Those classifying themselves as white remain the largest racial group throughout the country, at 74.8 percent, which is a decrease from the previous decade. Every classification of

non-white racial categories grew from the previous decade with Asians having the largest percentage growth, from 4.2 percent in 2000 to 5.6 percent in 2010. Black or African Americans were the largest racial non-white group with slightly over 42 million individuals classifying themselves in this category, or 13.6 percent. Individuals identifying themselves as Hispanic, regardless of race, increased from 12.5 percent to 16.3 percent.

There were 116,716,292 households in the country during the 2010 Census, with 66.4 percent of these households self-identifying themselves as a family household, while the other 33.6 percent were non-family households. Of the 66.4 percent family households, there were 29.8 percent of households with their 'own' children under the age of 18. A little over 13 percent of the family households were female households; 7.2 percent of those females had their own children under the age of 18 in the household. This compares to 2.4 percent of male households with the same-aged children. The average household size decreased by a fraction between 2000 and 2010 to 2.58. Interestingly, the average family size remained the same, at 3.14, over the past decade.

Occupied housing units throughout the country decreased over the past decade, from 91.0 percent to 88.6 percent; this

results in the vacant housing units to have increased over the same time period, from 9.0 percent to 11.4 percent. Owner-occupied housing units also decreased at the national level, down to 65.1 percent in 2010, while renter-occupied housing units increased to 34.9 percent. The average household size of owner-occupied units was 2.65 in 2010, while the average household size for renter-occupied units was 2.44.

Nebraska Demographic Profile

Nebraskans have slightly younger residents compared to the national median age. The median age in Nebraska on April 1, 2010 was 36.2, up from 35.4 in 2000. The male-female ratio is more narrow in Nebraska when compared to the national level. The already small gap in 2000 closed even further over the past decade with 49.6 percent of Nebraska identifying as male and 50.4 percent identifying as female. Nebraska females also have a higher median age than men, similar to the national trend. However, the median age for females decreased since 2000 to 37.5 years. Nebraska males also witnessed a lower median age at 35.0 years.

Nebraska is not as racially diverse when compared to the national racial demographics. Eighty-eight percent of Nebraskans self-identified themselves as white. Like the national trend, all non-white races saw an increase in population over the past decade, thereby reducing the percentage of the white population in Nebraska. The white population in Nebraska a decade ago was 90.8 percent. The largest racial percentage growth was among those identifying themselves as 'some other race,' at 4.9 percent

Census Fun Facts

- For the first time in American history, there are more unmarried individuals than there are married ones.
- Females live by themselves at higher rates than males; they also outlive males.
- There were seven states that had a median age of 40 or older. Nebraska was not one of them. Maine had the highest (42.7). The others were Vermont (41.5), West Virginia (41.3 – and the highest in the 2000 Census), New Hampshire (41.1), Florida (40.7), Pennsylvania (40.1), and Connecticut (40.0).
- There are 96.7 males for every 100 females in the country.
- The largest growth rate by age category went to those 45 to 64 years of age; they grew by 31.5 percent to 81.5 million. They now make up 26.4 percent of the total population.
- The 18 to 44 age group comprises a whopping 36.5 percent of the total national population; yet they grew at the slowest rate between 2000 and 2010: 0.6 percent growth rate!

Households by Type	Nebraska			United States		
	Number	Percent	2000	Number	Percent	2000
Total households	721,130	100.0%		116,716,292	100.0%	
Family households (families)	467,206	64.8%	66.6%	77,538,296	66.4%	68.1%
With own children under 18 years	214,532	29.7%	32.7%	34,743,604	29.8%	32.8%
Husband-wife family	366,258	50.8%	54.9%	56,510,377	48.4%	51.7%
With own children under 18 years	152,991	21.2%	24.9%	23,588,268	20.2%	23.5%
Male householder, no wife present	30,223	4.2%		5,777,570	5.0%	-
With own children under 18 years	16,815	2.3%		2,789,424	2.4%	-
Female householder, no husband present	70,725	9.8%	9.1%	15,250,349	13.1%	12.2%
With own children under 18 years	44,726	6.2%	6.0%	8,365,912	7.2%	7.2%
Nonfamily households	253,924	35.2%	33.4%	39,177,996	33.6%	31.9%
Householder living alone	206,807	28.7%	27.6%	31,204,909	26.7%	25.8%
Male	94,836	13.2%		13,906,294	11.9%	
65 years and over	20,691	2.9%		3,171,724	2.7%	
Female	111,971	15.5%		17,298,615	14.8%	
65 years and over	54,639	7.6%		7,823,965	6.7%	
Average household size	2.46	-	2.49	2.58	-	2.59
Average family size	3.04	-	3.06	3.14	-	3.14

Age and Gender	Nebraska			United States		
	Number	Percent	2000	Number	Percent	2000
Median age (years)	36.2	-	35.3	37.2	-	35.3
16 years and over	1,417,810	77.6%		243,275,505	78.8%	
18 years and over	1,367,120	74.9%		234,564,071	76.0%	
21 years and over	1,286,989	70.5%		220,958,853	71.6%	
62 years and over	300,516	16.5%		49,972,181	16.2%	
65 years and over	246,677	13.5%		40,267,984	13.0%	
Male population	906,296	49.6%	49.3%	151,781,326	49.2%	49.1%
Median age (years)	35.0	-	35.8	35.8	-	35.9
Female population	920,045	50.4%	50.7%	156,964,212	50.8%	50.9%
Median age (years)	37.5	-	37.9	38.5	-	38.4

of the population in 2010, a growth of 1.6 percent since 2000. Nebraskans identifying themselves as Hispanic also experienced a substantial increase with 9.2 percent in 2010, up from 5.5 percent in 2000. Despite the percentage growth of Hispanic Nebraskans, the rate remains below the nation's Hispanic rate of 16.3 percent.

In 2010, there were 721,130 total households in Nebraska, with 64.8 percent of these households falling in the family household category. In 2000, the family household was at

66.6 percent. Nebraska mirrored the national trend with fewer family households having any of their own children under the age of 18 than the previous decade. In 2010, there were only 29.7 percent of the 64.8 percent family households with children in that age category living within the household, down by 3.0 percent from 2000. Nebraska's female households were at 9.8 percent in 2010, with 6.2 percent of these households being occupied by children under the age of 18, as well. This rate compares to 2.3 percent of male households with children the same age. Interestingly, there are fewer female households that have children when compared to the rest of the country; however, Nebraska male households have a comparable rate to the rest of the country at 2.3 percent and 2.4 percent. The average household and family size in Nebraska both was smaller than the national sizes and decreased from the previous decade. In 2010, the average Nebraska household size was 2.46, down from 2.49 in 2000, while the average Nebraska family size was 3.04, down from 3.06 in 2000.

There were 796,793 total housing units in Nebraska in 2010; only 90.5 percent of these units were occupied. This is a higher rate than the national occupied housing unit at 88.6 percent, but decreased since the 92.2 percent rate in 2000. Owner-occupied housing units experienced a slight dip in numbers, with 67.2 percent of Nebraskans owning and residing in their own residence. This number is down by 0.2 percent from 2000. Both the average Nebraska household size of owner- and renter-occupied units was smaller than the national sizes. The average household size of owner-occupied units in Nebraska was 2.58 in 2010; while it was 2.21 for renter-occupied units.

Conclusion

Understanding the demographic composition of both the country and Nebraska is advantageous to multiple agencies and entities. These statistics assist economic developers to 'sell' Nebraska to businesses contemplating coming into Nebraska. It helps city planning board and public school systems adjust zoning and education needs. This information reveals that Nebraska will remain competitive with other states throughout the country and its demographics continue to evolve with each passing decade.

New and Upcoming Census Releases

- 2010 Census Summary File 1: Detailed tables that includes most information from the Demographic Profiles, but all the way down to the block or census tract level. June – August release dates.
- Hispanic Population, Census 2010 data: Census brief detailing Hispanic population into specific group distributions and growth down to counties and places. Released May 26.
- Age and Sex Composition, Census 2010: Census brief detailing the age and sex structure all the way to counties and places. Released May 26.
- Geographical Mobility in the U.S., 2010 data: Report based upon the Current Population Survey documenting the movement of people within the U.S. Released May 23.
- Current Population Survey, 2010 data: Results include demographic characteristics about the U.S. Labor Force (marital status, educational attainment, nativity, employment status, poverty, occupation, etc). Released June 2.
- Survey of Business Owners, 2007: Results include statistics on owner's age, education level, veteran status, primary function of business, types of customers and workers and sources of financing. Released June 14.



WESTERN NEBRASKA COMMUNITY COLLEGE

Employment Outcomes

There were 224 Western Nebraska Community College graduates between July 1, 2008 and June 30, 2009. Of these graduates, 138 (62%) were working in Nebraska in the first quarter of 2010. In 2009, there were 55% and in 2008 there were 63% of the graduates working in the state. About two-thirds (66%) of the graduates were female with 68% of the female graduates working in the state while 49% of male graduates were employed in the state. The percentage of males working in the state increased 12% over the previous year.



There was at least one graduate employed in 13 of the state's 93 counties. Scotts Bluff County had the highest number of graduates employed in the county followed by Cheyenne and Box Butte counties.

Transmission Installation with \$33,838. Wages for many fields of study were suppressed due to the small number of graduates working in the state.

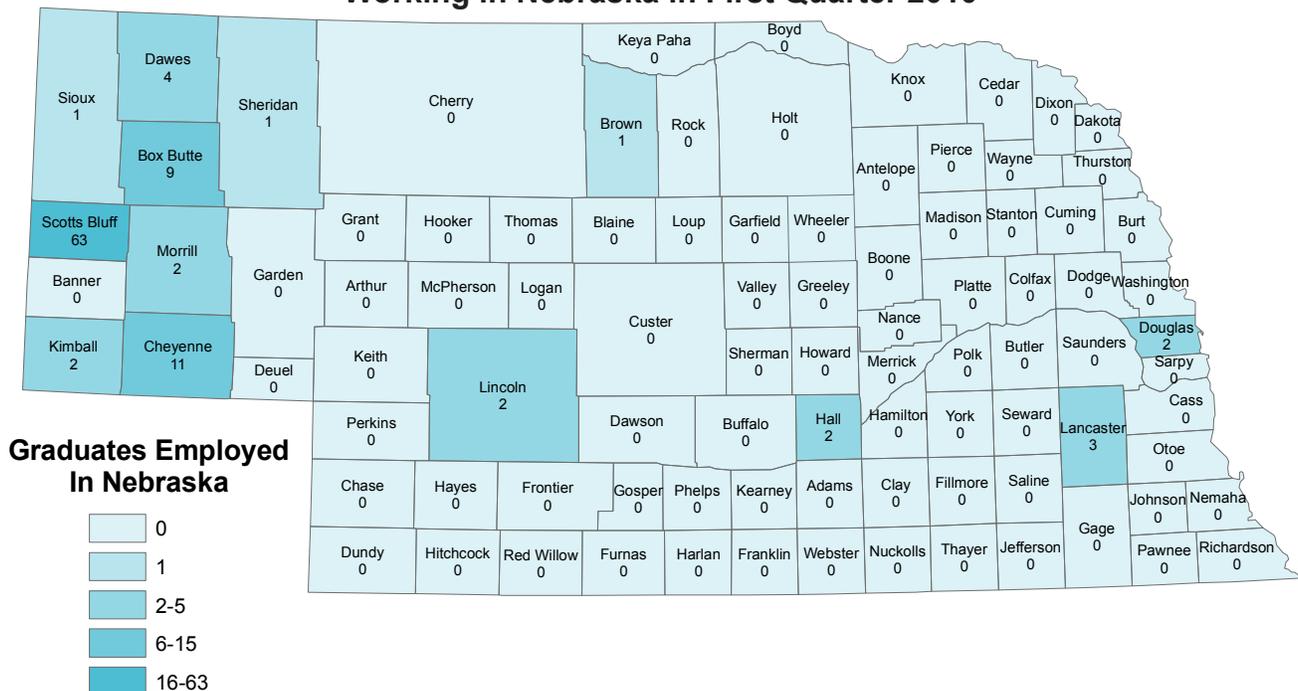
There were 10 fields of study that had 80% or more of the graduates working in the state. Within this group, the 16 Registered Nursing Associate Degree graduates had the highest estimated average annual earnings of \$40,263, followed by Licensed Practical Nursing with \$24,423. Licensed Practical Nursing also had the highest number of graduates within this group at 33 with 28 working in the state.

The 4 graduates employed in the Utilities industry had the highest estimated average annual earnings of \$44,403. The Health Care industry had the highest number, 55, of graduates working in the state with estimated average annual earnings of \$27,865.

Majors in technical and medical fields of study produced graduates with the highest wages. Associate Degree graduates in Registered Nursing had the highest estimated average annual wages of all fields of study with \$40,263, followed by Associate Degree graduates in Electrical Power

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 Department of Labor, Labor Market Information Center.

2008-2009 Western Nebraska Community College Graduates Working in Nebraska in First Quarter 2010





Many industries count on wedding business to varying degrees. Industries including wedding chapels and wedding planners rely very heavily on wedding season for their income. Other types of business, such as catering companies and florists, will receive strong business from weddings. Tuxedo rental, dress sales, limousine rentals, and others also fall into these categories.

Wedding photographers are an essential part of capturing the special day. Some snap artsy pictures, others take video, and still others try to stay out of sight while documenting the big day. Labor Market Information was able to map 137 wedding photography locations in Nebraska seen on the map below. This number represents the businesses in the 541921 NAICS industry with physical addresses in our internal database and may not represent all photographers in Nebraska who take wedding pictures.

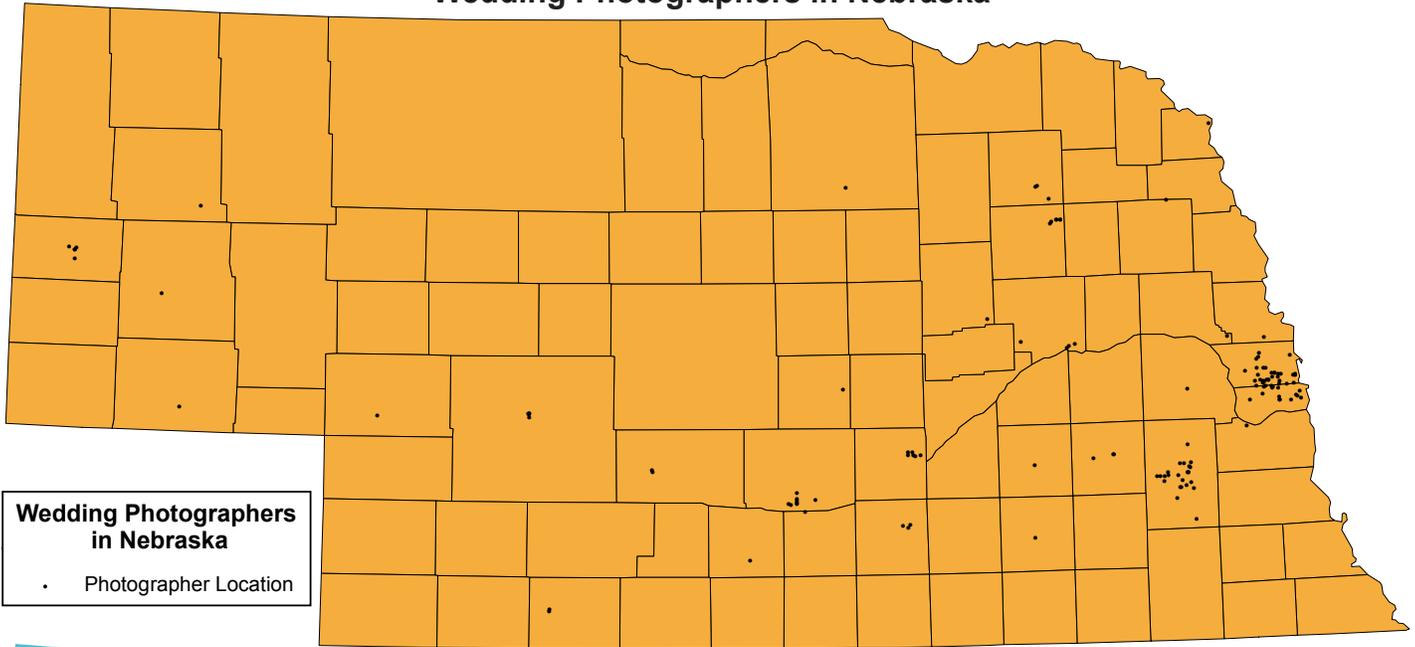
Capturing the Moment

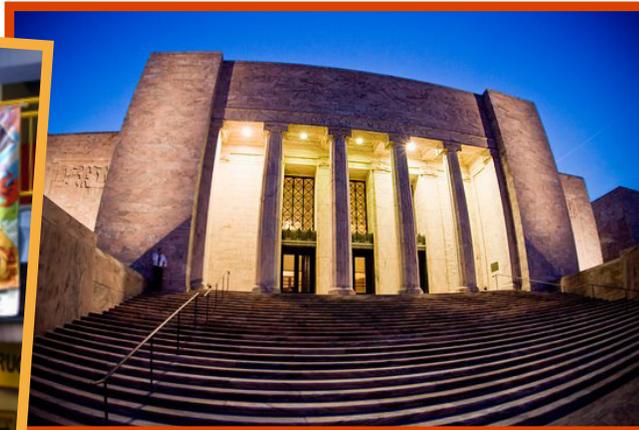
JACOB LIUDAHL, RESEARCH ANALYST

If you haven't already noticed around town, wedding season is in full swing. Every weekend churches and scenic destinations seem to be packed with tuxedoed men and dress-clad women. Everything is meticulously planned and often ordered or bought months ahead of time. Looking outside the scope of love, tying the knot is big business.

Douglas County had the most wedding photography locations in the state with 37 identified. This was followed by Lancaster County with 24 locations and Sarpy County with 10. The latest wage information indicates that wedding photographers make on average about \$14.87 per hour. This number can change significantly based on experience.

Wedding Photographers in Nebraska





Nebraska Tourism

RYAN CALDWELL, RESEARCH ANALYST

Summer is in full swing this month and **vacations** and weekend trips are on everyone's minds. Whether it's a trip to an art gallery and museum in the capitol city or a 2 week road trip including **golf**, wineries, and family fun, it can all be done here in Nebraska. A quick visit to the Nebraska Department of Economic Development's Division of **Travel and Tourism's** website www.visitnebraska.gov will help you find the perfect activity for you and your family. The site boasts hundreds of Nebraska based activities and events that vary from everything from golf courses, **water parks**, and zoos to museums, **art galleries**, and tours of all kinds.



There were approximately **45,300** Nebraska jobs that were related to in-state travel spending in 2009. Many of these jobs helped serve the **60%** of out-of-state travelers who stayed at hotels or motels during their visits to Nebraska over the summer. The average non-resident traveling party to visit our state consists of 2.4 people, who stay 2.2 nights and spends **\$435**. These travelers are most likely from Kansas, but followed closely by travelers from Iowa, Colorado, and Missouri. A third of the out-of-state travelers will visit for events and attractions occurring in Nebraska, and for every one they attend they **increase** their stay by an average of **half a day**, and increase their spending by approximately **\$100**.



In 2009 Tourism in Nebraska was the **third largest** earner of revenue from outside the state after agriculture and manufacturing. Travelers spent over **\$3.7 billion** on about 18.7 million trips in Nebraska during 2009 on overnight stays or day trips to places over 100 miles away from home, an increase of over \$2.1 billion since 1990.



First-Line Supervisors of Production Workers and Operating Workers

SOC and O*Net Code,
51-1011

LINDSAY BURFORD, RESEARCH ANALYST

Bruce Barton once stated, “The five steps in teaching an employee new skills are preparation, explanation, showing, observation, and supervision.” Supervisors are necessary in almost any business to ensure productivity, safety, and communications. They supervise all types of work: office, transportation, construction, food service, correction officers, and retail workers are but a few examples. While the specific work duties may differ between these various types of supervisors, there remains a constant underlying function. They seek to effectively supervise their employees to have a productive, conducive work environment.

Occupational Characteristics

First-Line Supervisors of Production Workers and Operating Workers primarily supervise production and operating workers. Examples of production and operating workers include inspectors, precision workers, machine setters and operators, assemblers, fabricators, and plan and system operators. They are responsible for coordinating and assigning tasks to their workers, as well. Specific tasks that the supervisors exert their time include: enforcing safety and sanitation regulations; coordinating operations between departments; inspecting materials for defects; analyzing charts, work orders, schedules, and reports to evaluate production requirements and estimates; monitoring gauges,

tools, and employees to make certain working standards are satisfied; and resolving employee disputes, complaints, scheduling issues, and other human resource matters.

Individuals in the supervisor of production and operating workers typically have knowledge that includes production and processing, administration and management, mathematics, mechanical, and personnel and human resources. Specific skills typically required within this position are critical thinking, time management, active listening skills, speaking abilities, coordination, reading comprehension, and judgement and decision making tendencies. Abilities used within this position are oral expression, oral comprehension, problem sensitivity, written comprehension, speech clarity, speech recognition, and deductive and inductive reasoning.

Education and Training

First-Line Supervisors of Production and Operating Workers require some medium-level of preparation before entering into the occupation. Typically, individuals working as these supervisors are required to have training from a vocational school, related on-the-job experience, or an associate's degree. According to O*Net Online, 38 percent of employers stated that First-Line Supervisors of Production and Operating Workers required some college, but no degree;

26 percent stated the supervisors needed a high school diploma or GED; and 18 percent stated they needed an associate's degree. Currently, Nebraska does not require individuals within this occupation to a specific license.

There are several training programs throughout Nebraska that offer individuals higher educational experience for this occupation. Several programs include Construction Management Technology, Industrial Distribution, Industrial Technology, Management Technology, Manufacturing Management, Operations Management, and Telecommunications. For more information about where these programs are found throughout the state, visit <http://traininglink.dol.state.ne.us/index.cfm>.

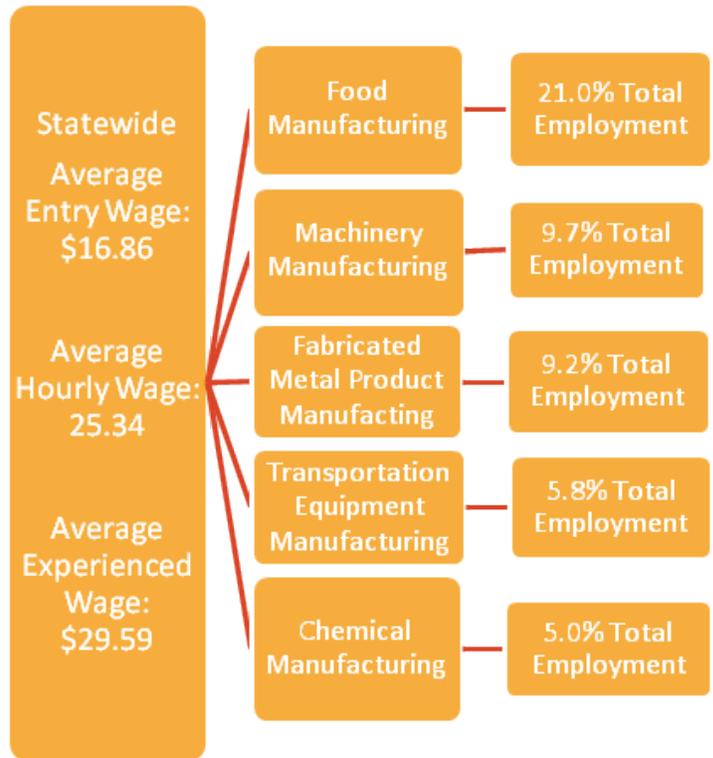


Employment and Wages

First-Line Supervisors of Production and Operating Workers have a HOT! job prospect statewide, as well as in most sub-regions within Nebraska. Statewide, this occupation is projected to grow at a rate of 2.22 percent with 80 annual job openings. There are three regions within Nebraska that do not have a HOT! job prospect: the Panhandle, Lincoln and Northeast Regions have a Cold, Fair, and Fair job prospect, respectively. Individuals seeking employment in this position will fare better in Nebraska than throughout the county as the national projection rate shows there are fewer job opportunities. Nationally, First-Line Supervisors of Production and Operating Workers are projected to decline by 5 percent. As of June 1, 2011, there are 69 job openings for this position according to Career Services at the networks.nebraska.gov website.

The average entry wage in Nebraska for First-Line Supervisors of Production Workers and Operating Workers is \$16.68 per hour, or a little over \$35,000 per year. The average hourly wage (mean) is \$25.34, or almost \$53,000. The average experienced wage is \$29.59 per hour, or approximately \$61,500. These wages are slightly below the national average; more so around the entry wage. There is a wider gap between national and Nebraska wages within

this occupation as experience experiences with the most experienced workers in Nebraska falling short of about four dollars when compared to national wages.

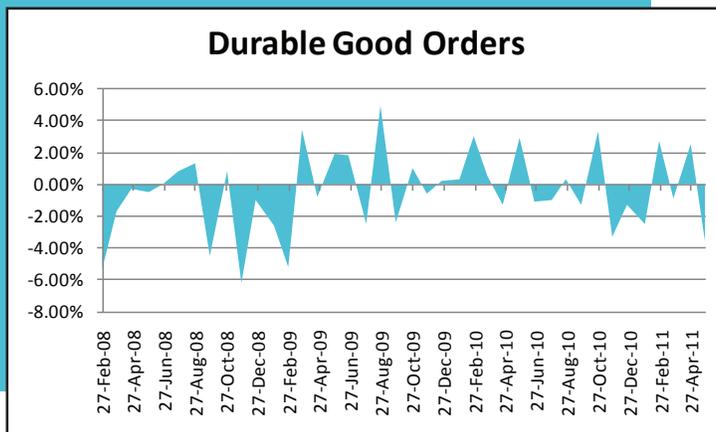


First-Line Supervisors of Production Workers and Operating Workers are concentrated in the manufacturing industry, but are spread throughout multiple types of manufacturing industries. The figure shows that 21 percent of First-Line Supervisors of Production Workers and Operating Workers are in the Food Manufacturing industry. Total employment of these supervisors substantially reduces to 9.7 percent in the Machinery Manufacturing industry, followed closely with 9.2 percent of supervisors working within the Fabricated Metal Product Manufacturing industry. The Transportation Equipment Manufacturing and Chemical Manufacturing industries round out the top five industries employing First-Line Supervisors of Production Workers and Operating Workers at 5.8 and 5.0 percent, respectively.

Conclusion

Long-term projections suggest a HOT! job prospect in employment for First-Line Supervisors of Production Workers and Operating Workers. The most frequently cited education requirement for this occupation is some college, but no degree. 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 at networks.nebraska.gov/analyzer or the services for Individuals section of the website at networks.nebraska.gov/assistance.asp. This latter site can connect you to currently available First-Line Supervisors of Production Workers and Operating Workers positions.

Economic Indicators of the Month



Durable Goods Orders

TREVOR NELSON, RESEARCH ANALYST

Durable Goods Orders are a monthly economic indicator published by the U.S. Census Bureau. Durable Goods Orders are the dollar value of demand for manufactured products within the United States which are expected to last at least three years. This includes things like airplanes, cars, trucks, computers, production machinery, and fabricated metals. These durable goods are an indicator of direct investment spending by companies; as such the measure is a valuable leading economic indicator. This also is a good indication for manufacturing production and employment. If more orders are being made for manufactured goods then the manufacturing sector will obviously have to expand to keep up. These two combine to make Durable Goods Orders very important in forecasting market turns such as recessions and recoveries. Volatility is a very large problem with Durable Goods Orders, because of several issues. As such this data should be looked at with some skepticism when large swings occur from month to month. One way to avoid this issue is to look at the index without Transportation and Defense Orders, since single orders such as a few airplanes or new ships can represent large percentages of the total orders in the industry. Economists also often look at over-the-year percentage change and the three month moving average to take out some of the volatility.

In April of 2011, Durable Goods Orders declined by 3.6%. This was the largest decrease since January of 2009, the worst month of employment losses nationally during the recession. According to the Census Bureau the current decline was caused in part because of spiking oil prices but largely is due to supply chain interruptions as a result of the earthquake in Japan. A turnaround from this in the next few months would be expected as companies deal with the impact of the natural disaster logistically. This number will be closely scrutinized in the coming months to try to determine the overall trajectory of the economy as a whole, but the volatility issues should be kept in mind whenever this data set is used.

National Indicators	Date	Value
GDP Growth	11Q1	1.9%
Unemployment Rate	May-11	9.1%
Fed Interest Rate	May-11	0.25%
Current Account Balance	11Q1	-\$119.3 Billion
Exchange Rate DXY	Jun-11	1.05%

Nebraska Indicators	Date	Value
Unemployment Rate	May-11	4.1%
House Value Appreciation	11Q1	0.40%
Average Weekly Manufacturing Hours	May-11	41.6
Net Taxable Retail Sales	Mar-11	\$2.159 Billion
Median Employment Wages	10Q4	\$30,421

Pricing Indicators	Date	Value
Barrel of Crude Oil	May-11	\$97.12
ECI Change	11Q1	0.60%
PPI Change	May-11	0.20%

Notes: Unemployment Rates are smoothed seasonally adjusted. DXY is the U.S. Dollar compared to a basket of international currencies. Retail Sales figures are in billions of dollars. Median Employment Wages are OES 50th percentile Annual Wage for All Occupations. Crude Oil Price is as of the close of business on the last Thursday of the month. Corn for Grain is based on the price per bushel. Cattle 500+ Lbs is price per cwt. ECI is Employer Cost Index. PPI is Producer Price Index. CPI is Consumer Price Index.

May 2011	Indexes			% Change From	
	May-11	Apr-11	May-10	Apr-11	May-10
U.S. All Items	225.964	224.906	218.178	0.5%	3.6%
Midwest Urban All Items	215.899	214.535	207.987	0.6%	3.8%
Northeast Urban All Items	241.566	240.267	234.130	0.5%	3.2%
South Urban All Items	219.820	218.820	211.423	0.5%	4.0%
West Urban All Items	228.516	227.837	221.417	0.3%	3.2%

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

Openings and Expansions

TREVOR NELSON, 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 Trevor. Nelson@nebraska.gov with your information.

Lincoln

- Walker Tire is opening a new location at 48th and Pioneers.
- Aspen Athletic Club is opening two new locations – one at Five Willows and one at the old Circuit City Building.
- Gold Buyers of America opened a store in Gateway Mall.
- Cheddars Casual Café will be opening its first Lincoln location by the end of the calendar year.
- The Egg and I, a breakfast restaurant, will be opening a new location at 16th and Q Streets by the end of August.
- Nelnet added 500 employees in Lincoln over the last year, bringing its total employment in the city over 1,300.
- Noakes, a residential heating and cooling service company from Beatrice, opened a branch in Lincoln.
- Sam's Club is beginning to build a second store in Lincoln at 84th Street and Highway 2. The store is expected to employ around 175 people when up and running.
- Universal Cold Storage is adding a second high pressure pasteurization machine to its plant in Lincoln. They are expected to require 16 new employees to operate the capital.
- Duo Shoes is expected to open a location at 13th and O Streets.
- Southeast Community College began construction on a \$7.7 million expansion to its Lincoln Campus.
- Health and Human Services is expecting to add around 12 new employees to deal with the expanding Medicaid caseload.

Omaha

- Brakes Plus is opening a total of seven new stores with 33 employees.
- The VA Medical Center expanded their 42nd and Center location with a building for primary care and job hunting.
- Marathon Ventures is opening a nut processing and packaging facility as well as a retail store in Bellevue this fall.
- Sinful Burger Company is opening a new location in Bellevue at the end of May.
- Agave, a new Latin American restaurant, opened at Dundee in Omaha.
- Ajasa, a technology services provider, had a ribbon cutting ceremony in North Omaha this month.
- Jams Restaurant reopened after being shut down due to fire damage.
- Jimmy's Egg opened a second Omaha location at 80th and Dodge. They are expecting to eventually have 5 Omaha locations.

- Red Mango, a frozen yogurt shop, is expected to open at 13th and Cummings on June 4th.
- Statement Boutique, an all-women's boutique, opened on May 27th at the Maple 165 strip mall.
- The Dugout, a baseball cap and sports apparel store, is opening a second location at 13th and Cumings Streets in time for the College World Series.
- West Corp is expecting to add 150 full time employees and 150 temporary employees to work on a contract for ESPN's fantasy football services.
- Soma Intimates opened its first Nebraska boutique on May 18th at the Village Pointe shopping center.
- Rusty Eck Ford is expanding services and adding an oil change facility to meet increasing local demand. They plan on adding 10 employees by the end of June.
- The following openings and expansions were reported by the Omaha Chamber of Commerce: Baker's Supermarket, 50 employees; Offwire, a cell phone accessories store, 20 employees; West Asset Management, a debt collection services company, 170 employees.

Southeast

Beatrice

- Godfather's received 300 applications and is hiring their staff now to open in July 2011.

Nebraska City

- Construction is currently being completed on the new Fareway grocery store. Human Resources for the company inform us that they anticipate beginning the hiring process in mid to late July if construction remains on schedule.

York

- MyMouseWorks.Net, a computer sales and service company, opened in York.
- K9 Coach Learning Center, a doggie day care and training business, opened this month in York.

Northeast

Norfolk

- Barnstormers restaurant opened at the local airport.

Central

Grand Island

- Buffalo Wild Wings opened a new facility in Grand Island this month.

Panhandle Region

Scottsbluff

- Rincon Latino meat market and taco restaurant is opening soon in Scottsbluff.

UNEMPLOYMENT RATE INFORMATION FOR MAY 2011

OFFICE OF LABOR MARKET INFORMATION

Statewide

Non-farm employment estimates were 964,930 in May 2011; 8,487 more jobs than last month and 15,683 more than in May 2010.

Manufacturing industries employed 94,284 workers; 1,248 more people than last month and 2,557 more than in May 2010.

Statewide, Average weekly hours worked in manufacturing industries were 41.6, a decrease of 0.2 hours since April, and an increase of 0.9 hours since May 2010. Average weekly earnings decreased by \$10.79 since April to \$680.58, and have risen by \$23.27 since May 2010.

Average hourly earnings in manufacturing industries of \$16.36 were \$0.18 lower than in April and \$0.21 more than in May 2010.

Omaha MSA

Non-farm employment estimates were 466,205 for May 2011; 4,971 more jobs than last month and 4,719 more than in May 2010.

Lincoln MSA

Non-farm employment estimates were 175,640 for May 2011; 2,515 more jobs than last month and 3,219 more than in May 2010.

Labor Force Employment by Place of Residence:

Nebraska (smoothed seasonally adjusted):

- May unemployment rate: 4.1%
- Change (OTM): -0.1%
- Change (OTY): -0.6%

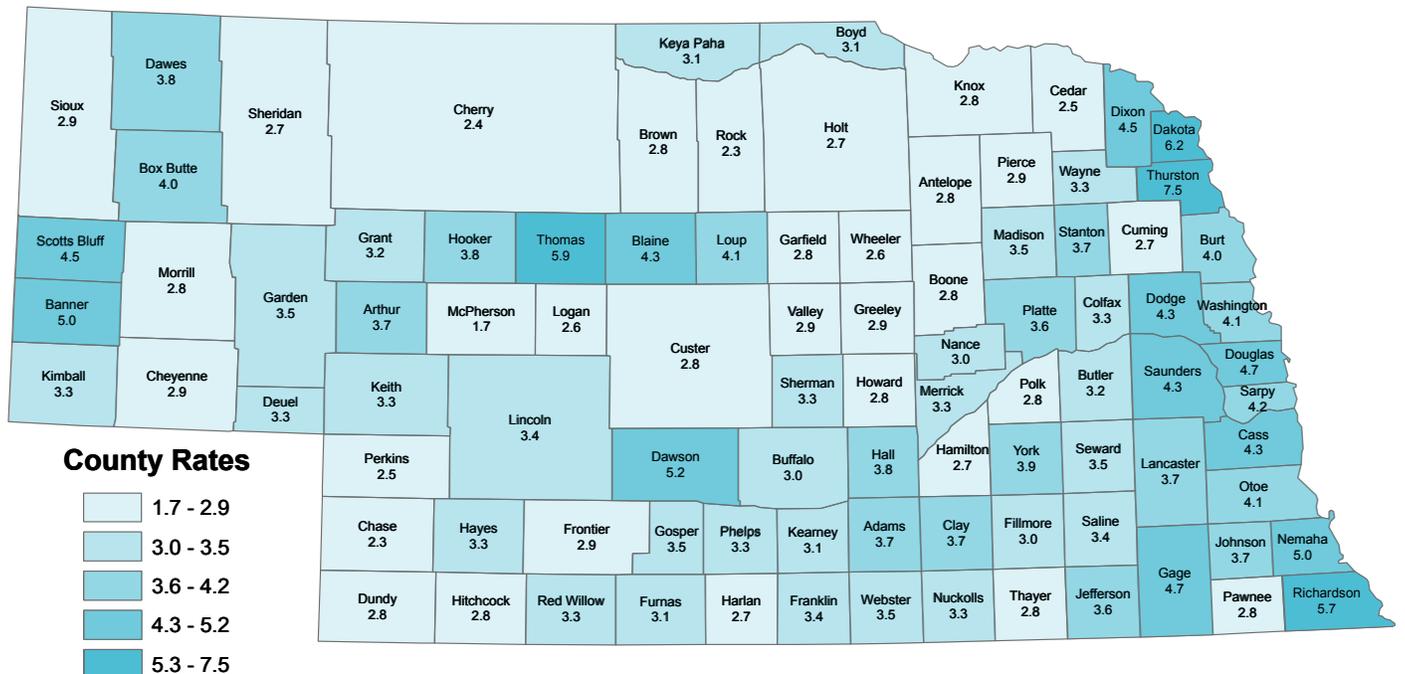
Economic Regions (not seasonally adjusted):

- Central: 3.3%
- Panhandle: 3.8%
- Mid Plains: 3.6%
- Southeast: 4.0%
- Northeast: 3.7%

Revisions to April Data:

- Unemployment rate: unchanged at 4.2%
- Labor Force: +103
- Unemployment: +94
- Employment: +9

May 2011 Nebraska Unemployment Rates by County



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

Nationally, over-the-month non-seasonally adjusted employment expanded by 682,000 jobs (0.5%) in May with a majority of the growth coming from Leisure and Hospitality (311,000) and Mining and Construction (207,000). Over-the-year non-seasonally adjusted employment gained 952,000 jobs (0.7%). Over-the-year employment has increased by 0.7% or more each month since December 2010. Since June 2010, the highest over-the-year percentage growth industries have been Professional and Business Services (1.4% to 3.2%); followed by Educational and Health Services (1.9% to 2.3%).

Nebraska Total Nonfarm over-the-month employment grew by 8,487 jobs (0.9%) to 964,930. Half of the monthly growth came from Trade, Transportation, and Utilities (2,320) and Leisure and Hospitality (2,201). Over-the-year employment in Total Nonfarm has grown by 1.0% or more

each month since December 2010. Since July 2010, over-the-year employment has consistently expanded the most in Professional and Business Services (2.3% to 7.5%).

From April to May, employment in the Lincoln MSA escalated by 1.5% to 175,640 (2,515 jobs). This exceeds the last recent high of 1.4% in September 2008. Since May 2010, employment improved significantly by 1.9%. The last time it increased this much occurred in April 2008. Over-the-year employment percentage advanced the most in Professional and Business Services (6.9%) and in Trade, Transportation, and Utilities (5.2%). Over the month, the Omaha MSA employment increased to 466,205. May's addition was a normal 4,971 (1.1%); whereas, last month's growth was 9,424 (2.1%). Over the year, the gain of 4,719 jobs came from Professional and Business Services (3,365) and Trade, Transportation, and Utilities (2,034).

MINING AND CONSTRUCTION

Over-the-year employment in National Mining and Construction rose by 1.4%, the first time it has been over 1.0% since January 2007 (2.1%).

Since April, statewide employment improved by only 2.7%, lower growth than any May in the past five years. Over-the-year employment in Mining and Construction has climbed by 1.0% or more during the past three months after declining from July 2008 thru February 2011.

Over-the-year employment in the Lincoln MSA unusually increased in March 2011 (3.3%), but has gone back to its continuous decline of -0.7% or more since March 2006. Over-the-month employment in the Omaha MSA increased by a mere 0.6% in May which had previously gained from

1.7% in 2010 to 3.7% in 2008 for May. Since May 2010, employment has dropped by 1,234 jobs (-5.7%).

MANUFACTURING

From April to May, statewide Manufacturing expanded by 1,248 jobs to 94,284. The over-the-month percentage growth was 1.3% which is the highest of any month in the past decade. A monthly increase of 0.5% or more has only occurred ten times in the past decade. Since December 2010, over-the-year employment has been ranging from 1.4% to 1.9%. May's rate of 2.8% (2,557 jobs) is the highest over-the-year growth of any month in the past decade. Over-the-year employment in Durable Goods increased 1,515 jobs (3.6%) and Non-durable Goods gained 1,042 jobs (2.1%).

In the Lincoln MSA, the Manufacturing monthly employment jumped up 2.4% (305 jobs) which surpassed the previous highest monthly increase of 1.8% (280 jobs) set in February 2007. Since December 2010, yearly employment has consistently increased by more than 1.0%. Over the year, manufacturing continues to outpace itself during the past six months with May being the highest (415 jobs, 3.3%). The majority of the gains came from Durable Goods (361 jobs, 4.6%).

Over the month, employment in Manufacturing in the Omaha MSA increased by 1.8%, which is a record high for the past five years. Over-the-year employment expanded by 2.9%, the highest it has been since January and February of 2008.



TRADE, TRANSPORTATION, AND UTILITIES

Since April, Trade, Transportation, and Utilities employment in Nebraska gained 1.2%. Over-the-month employment in Wholesale Trade jumped up 1.6%, much higher than May 2010 (0.2%). Retail Trade gained 1.4% since April. Transportation, Warehousing and Utilities remained relatively flat this month (0.3%). Since May 2010, Trade, Transportation, and Utilities employment improved by 2.4%. The last time it was this high was in the summer of 2007. Over-the-year employment in Wholesale Trade gained 1.6%, much higher than May 2010 (-0.8%). Retail Trade increased 1.6% since last year. Transportation, Warehousing and Utilities increased 4.8% with five of the past seven months of over-the-year gains of 4.0% or more.

Over the month, the Lincoln MSA gained 928 jobs (2.9%) to 33,384. The majority of the increase came from Retail Trade (640 jobs, 3.6%). Over the year, the Lincoln MSA escalated 1,652 jobs (5.2%), which is twice as high as last month. Retail Trade (1,045 jobs, 2.8%) contributed the most to the gains in the past year. The Omaha MSA increased sector employment by 1.9% since last month. The majority of the growth came from the Retail Trade subsector, which rose by 3.2%. Over the year, employment escalated by 2.2%, with the last high happening in April 2007 at 1.8%. Providing most of the gain, Retail Trade delivered an increase of 3.6% over the year.



INFORMATION

Over the year, Statewide employment had grown the past three months in a row (0.6% to 0.8%); however, it remained stable (-0.1%) this month.

Since May 2010, employment in the Lincoln MSA went up by 28 jobs to 2,129 (1.3%). The last month with greater growth was in December 2009 at 1.4%. Over-the-year employment in the Omaha MSA dropped 5.4%. It has fallen 4.7% or more over the past seven months.

FINANCIAL ACTIVITIES

Statewide Financial Activities over-the-year employment has remained unchanged for the past five months.

In the Lincoln MSA, over-the-year employment has increased consistently for the past five months ranging from 1.3% to 1.7%. Over-the year employment in the Omaha MSA remained stable for the third month in a row.

PROFESSIONAL AND BUSINESS SERVICES

National non-seasonally adjusted over-the-year employment has been steadily growing since May 2010 starting at 0.5% to its current level of 3.2% in May 2011. Professional and Business Services grew by 534,000 jobs since last year, which is over half of the Total Nonfarm increase for the past year.

Statewide, Professional and Business Services over-the-year employment increased by 7,523 jobs (7.5%) to 108,239.

	Number of Workers			Over the Month		Over the year	
	May-11	Apr-11	May-10	Numeric	Percent	Numeric	Percent
				Change	Change	Change	Change
Total Nonfarm	964,930	956,443	949,247	8,487	0.9%	15,683	1.7%
Mining, Logging & Construction	44,266	43,082	43,831	1,184	2.8%	435	1.0%
Construction of Buildings	8,647	8,257	8,851	390	4.7%	-204	-2.3%
Heavy and Civil Engineering Construction	6,389	5,814	6,474	575	9.9%	-85	-1.3%
Specialty Trade Contractors	28,768	28,449	27,551	319	1.1%	1,217	4.4%
Manufacturing	94,284	93,036	91,727	1,248	1.3%	2,557	2.8%
Durable Goods	43,145	42,274	41,630	871	2.1%	1,515	3.6%
Non-Durable Goods	51,139	50,762	50,097	377	0.7%	1,042	2.1%
Trade, Transportation, & Utilities	201,128	198,808	196,348	2,320	1.2%	4,780	2.4%
Wholesale Trade	41,872	41,198	41,205	674	1.6%	667	1.6%
Retail Trade	105,931	104,420	104,262	1,511	1.5%	1,669	1.6%
Transportation, Warehousing, and Utilities	53,325	53,190	50,881	135	0.3%	2,444	4.8%
Information	16,913	16,990	16,937	-77	-0.5%	-24	-0.1%
Financial Activities	68,495	68,444	68,500	51	0.1%	-5	0.0%
Finance and Insurance	59,638	59,669	59,472	-31	-0.1%	166	0.3%
Real Estate and Rental and Leasing	8,857	8,775	9,028	82	0.9%	-171	-1.9%
Professional & Business Services	108,239	107,574	100,716	665	0.6%	7,523	7.5%
Professional, Scientific, and Technical Services	43,532	44,481	42,323	-949	-2.1%	1,209	2.9%
Management of Companies and Enterprises	17,777	17,586	17,285	191	1.1%	492	2.9%
Admin & Support & Waste Mngmt & Remdtn Svcs	46,930	45,507	41,108	1,423	3.1%	5,822	14.2%
Education & Health Services	136,885	137,219	135,910	-334	-0.2%	975	0.7%
Educational Services	18,156	18,512	17,800	-356	-1.9%	356	2.0%
Health Care and Social Assistance	118,729	118,707	118,110	22	0.0%	619	0.5%
Leisure and Hospitality	84,749	82,548	82,927	2,201	2.7%	1,822	2.2%
Arts, Entertainment, and Recreation	13,194	12,084	13,243	1,110	9.2%	-49	-0.4%
Accommodation and Food Services	71,555	70,464	69,684	1,091	1.6%	1,871	2.7%
Other Services	37,577	37,954	37,136	-377	-1.0%	441	1.2%
Repair and Maintenance	9,655	9,887	9,904	-232	-2.4%	-249	-2.5%
Personal and Laundry Services	7,898	7,944	7,858	-46	-0.6%	40	0.5%
Religious, Grantmaking, Civic, Profssnl, & Sim Orgs	20,024	20,123	19,374	-99	-0.5%	650	3.4%
Government	172,394	170,788	175,215	1,606	0.9%	-2,821	-1.6%
Federal Government	16,563	16,431	19,280	132	0.8%	-2,717	-14.1%
State Government	41,810	41,196	41,941	614	1.5%	-131	-0.3%
Local Government	114,021	113,161	113,994	860	0.8%	27	0.0%

This is the largest over-the-year growth of any month in the past decade. The majority of the employment growth came from Administrative and Waste Services rising by 5,822 jobs (14.2%) in the past year.

Over-the-year employment in the Lincoln MSA gained 1,212 jobs (6.9%). The most recent month that showed greater improvement was in July 2006 (1,269 jobs, 7.1%). Most of the past year's growth came from Administrative and Waste Services (849 jobs, 12.5%). Omaha MSA employment reached 66,241 after growing by 3,365 jobs (5.4%) since May 2010. The majority of the expansion also came from Administrative and Waste Services (2,222 jobs, 8.7%).

EDUCATION AND HEALTH SERVICES

Statewide Education and Health Services over-the-year employment has been growing 1.0% or more for the past four months; however, it only increased by 0.7% in May.

Over-the-year employment in the Lincoln MSA lost 481 jobs (-1.9%) maintaining its repeated losses greater than -0.7% since July 2010. Since May 2010, employment in Omaha

MSA added 414 jobs (0.6%).

LEISURE AND HOSPITALITY

Statewide over-the-year employment increased 1,822 jobs (2.2%) to 84,749. Since November 2010, the over-the-year increases have been above 0.7% with the highest reaching 2.4% last month. The yearly growth is mostly due to Accommodation and Food Service gaining 1,871 jobs (2.7%).

In the Lincoln MSA, over-the-year employment has shown consistent gains, with March's growth of 4.3% now surpassed by May's increase of 4.4%. Over-the-year employment in the Omaha MSA added 854 jobs (1.9%).

OTHER SERVICES

Over-the-year statewide employment added 441 jobs (1.2%). It has grown 1.2% to 2.4% over the past five months. Additions were due to Religious, Grantmaking, Civic, Professional, and Similar Organizations increasing by 650 jobs (3.4%).

The Lincoln MSA employment remained stable over the year

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