

NEBRASKA WORKFORCE TRENDS

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NEBRASKA
DEPARTMENT OF LABOR

.....
OCT 2014

- 
- FEATURE - Economics of Husker Football
 - GRADUATE OUTCOMES - Wayne State College
 - MAP FACTS - Public Hunting in Nebraska
 - FEATURE - Manufacturing Employment & Wages
 - FAST FACTS - Halloween

CREDITS

Nebraska Workforce Trends is published by the Nebraska Department of Labor - Labor Market Information Center in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics.

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DEPARTMENT OF LABOR

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HELPFUL LINKS

Unemployment in Brief

Monthly Unemployment Rate

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AUGUST UNEMPLOYMENT DATA

Byron Lefler, Research Analyst

LINCOLN MSA (not seasonally adjusted)

August Unemployment Rate: 3.0%

August Total Non-farm: 185,990

Manufacturing: 13,857

Largest OTM Increases:

Government: 852 (2.3%)

Education & Health Services: 127 (0.4%)

OMAHA MSA (not seasonally adjusted)

August Unemployment Rate: 3.8%

August Total Non-farm: 483,668

Manufacturing: 32,963

Largest OTM Increases:

Trade, Transportation, & Utilities: 969 (1.0%)

Government: 964 (1.6%)

NEBRASKA (not seasonally adjusted)

August Total Non-farm: 987,860

Manufacturing: 97,460

Nebraska (smoothed seasonally adjusted)

August Unemployment Rate: 3.6%

Change (OTM): Unchanged

Change (OTY): -0.4%

Economic Regions (not seasonally adjusted)

Central: 2.8%

Grand Island: 3.2%

Mid Plains: 3.1%

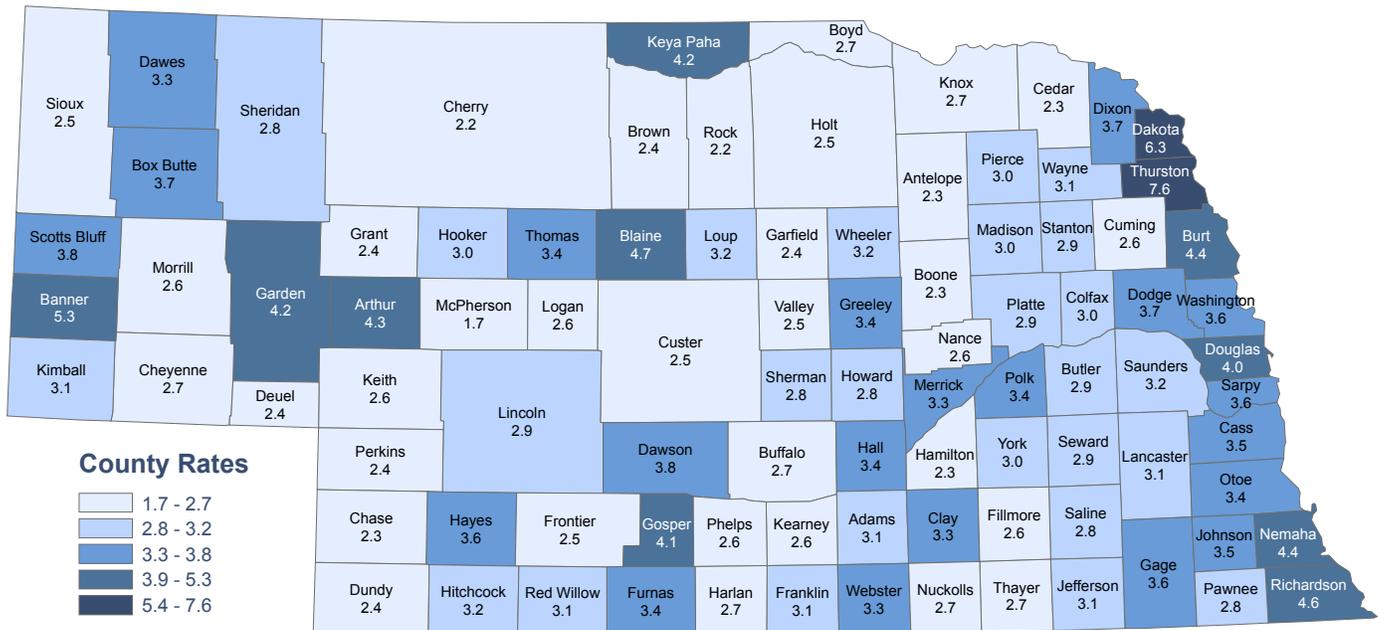
Northeast: 3.5%

Panhandle: 3.4%

Sandhills: 2.5%

Southeast: 3.3%

AUGUST UNEMPLOYMENT RATE BY COUNTY



Sources:

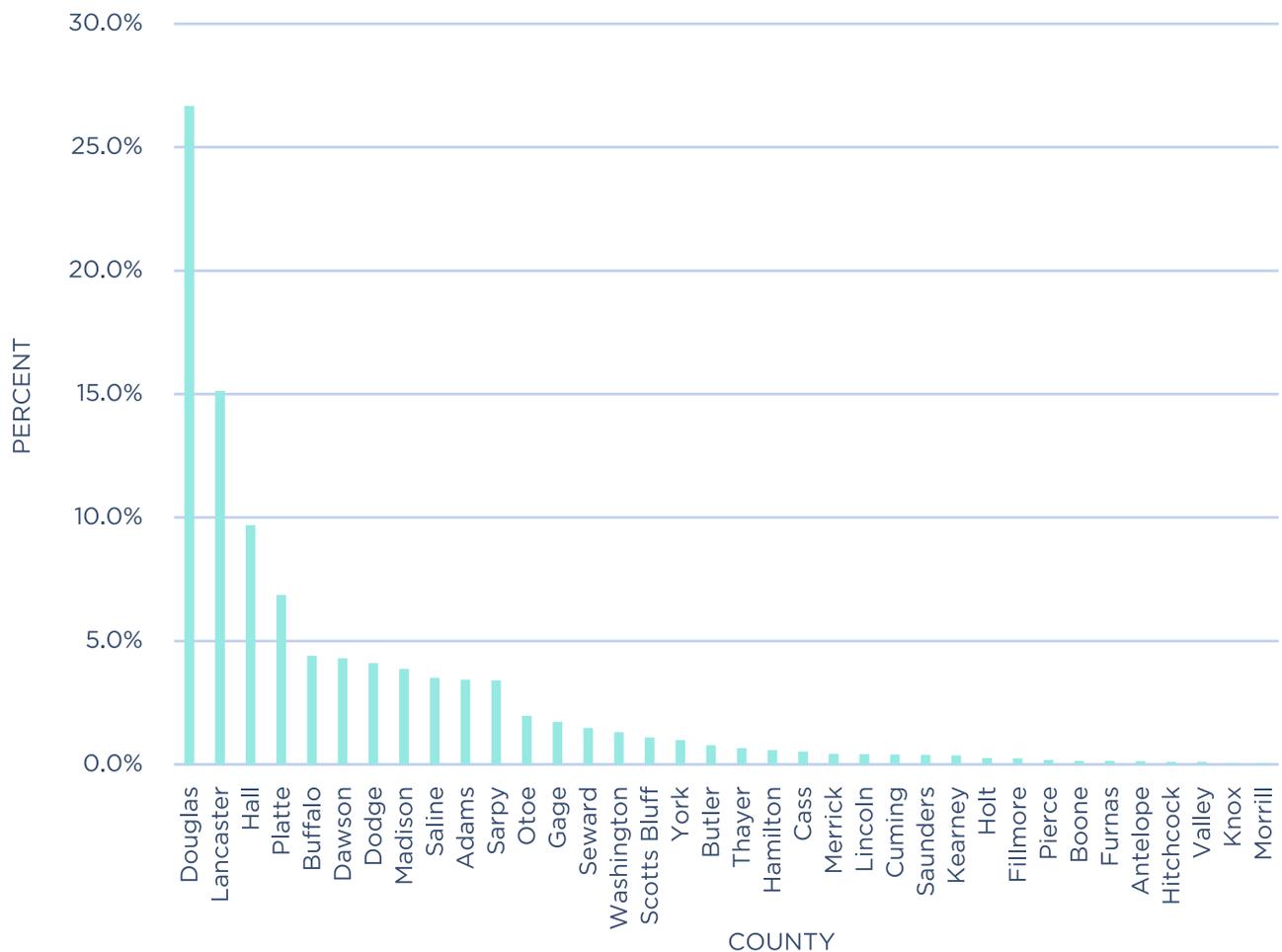
1. Bureau of Labor Statistics Current Employment Statistics Program (CES)
2. Bureau of Labor Statistics Local Area Unemployment Statistics (LAUS)

MANUFACTURING EMPLOYMENT & WAGES

Kermit Spade, Research Analyst

There were 78,125 people employed by the manufacturing industry in Nebraska in 2012 according to the U.S. Census Bureau. The manufacturing industry employs the third largest number of people in Nebraska with an annual payroll of over \$4 billion. Douglas, Lancaster and Hall Counties had the most people employed in manufacturing by percentage. Together, these three counties accounted for 51.5 percent of all manufacturing employees in the state. There were 1,849 manufacturing establishments in Nebraska in 2012. Douglas, Lancaster, Sarpy, Hall and Platte counties had the most manufacturing establishments. Together, these five counties made up 48.2 percent of all manufacturing establishments in Nebraska.

▲ PERCENT OF ALL MANUFACTURING EMPLOYMENT IN NEBRASKA



Source: U.S. Census Bureau. 2012 County Business Patterns. American Fact Finder. [Online] <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>.

AVERAGE HOURLY WAGE



Source: Nebraska Department of Labor, Occupational Employment Statistics Unit. Quarterly Wage Sheets. 2nd Quarter, 2014.

In the first quarter of 2014, the average weekly wage for manufacturing workers in Nebraska was \$885 per week according to the Nebraska Department of Labor’s Quarterly Census of Employment and Wages. This wage has increased 4.1% since the first quarter of 2013. Chemical manufacturing paid the highest average annual wage in the state, at \$23.62 per hour, followed by textile mills at \$22.43 per hour and computer and electronic product manufacturing at \$21.39 per hour according to Occupational Employment Statistics for the first quarter of 2013.

THE MANUFACTURING (MFG) DAY MISSION

MFG DAY addresses common misperceptions about manufacturing by giving manufacturers an opportunity to open their doors and show, in a coordinated effort, what manufacturing is – and what it isn’t. By working together during and after MFG DAY, manufacturers will begin to address the skilled labor shortage they face, connect with future generations, take charge of the public image of manufacturing, and ensure the ongoing prosperity of the whole industry.



Supported by a group of industry sponsors and co-producers, MFG DAY is designed to amplify the voice of individual manufacturers and coordinate a collective chorus of manufacturers with common concerns and challenges. The rallying point for a growing mass movement, MFG DAY empowers manufacturers to come together to address their collective challenges so they can help their communities and future generations thrive.

Source: <http://www.mfgday.com/about-us>

According to the Bureau of Economic Analysis, in 2013, the manufacturing industry in Nebraska produced \$13.3 billion dollars' worth of goods, of which durable goods manufacturing accounted for 44.8 percent. During the 2008 recession, manufacturing output in Nebraska declined 3.7 percent, but has since recovered, growing 11.2 percent in 2010 and 10.7 percent in 2011. Manufacturing growth in 2012 and 2013 was more modest, at 1.2 percent and 1.6 percent, respectively. The average hours worked per week has not kept pace with the growth in the output of the industry, however. During the economic recovery, hours dropped by 0.5 percent in 2010, increased 0.7 percent in 2011, dropped 1.2 percent in 2012 and increased 2.0 percent in 2013 according to Current Employment Statistics.

▲ WEEKLY HOURS, MANUFACTURING



Source: U.S. Census Bureau. 2012 County Business Patterns. American Fact Finder. [Online] <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>.

Sources:

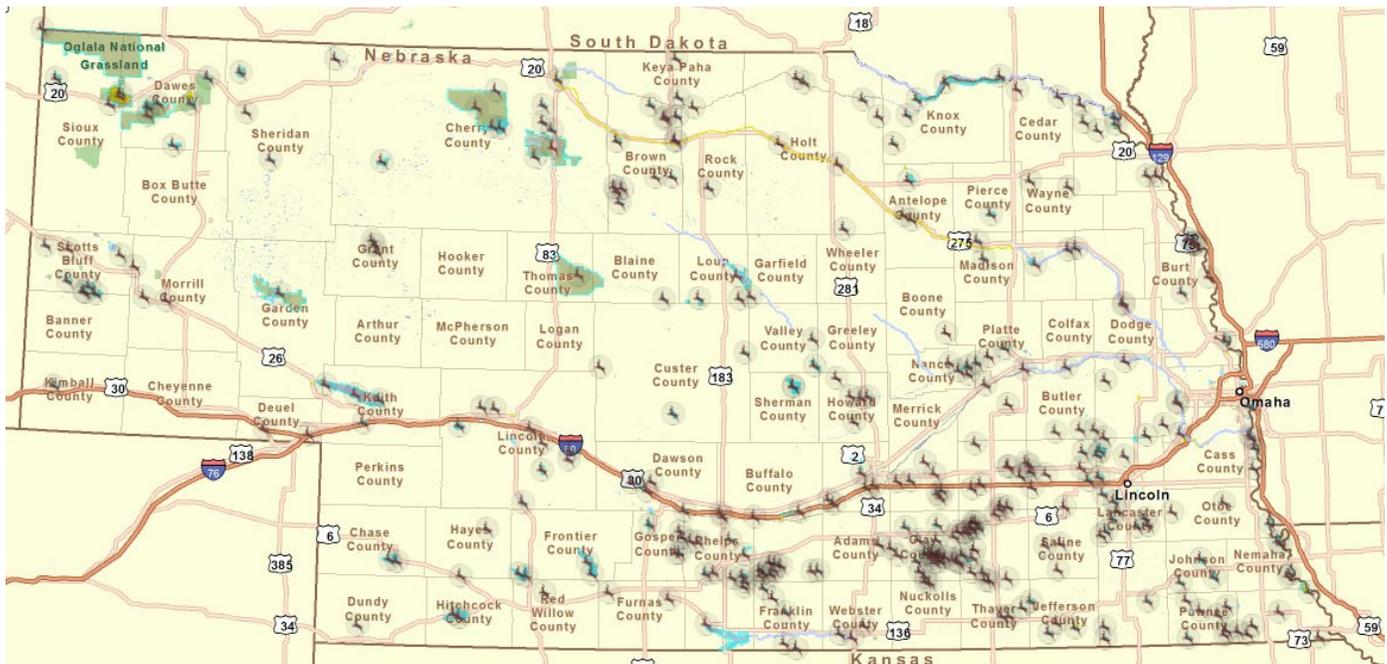
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MAP FACTS

PUBLIC HUNTING IN NEBRASKA

Kermit Spade, Research Analyst

In 2012, the Nebraska State Constitution was amended to confer the “right to hunt, to fish, and to harvest wildlife” upon the citizens of the state. With this year’s big game season fast approaching, some may wonder where it is legal to go hunting. Hunting and fishing in Nebraska is regulated by the Nebraska Game and Parks Commission. The following map from the commission’s website, www.outdoornebraska.ne.gov shows at a glance all the public hunting and fishing areas in Nebraska.



The website also contains a wealth of information about all the rules and regulations related to hunting and fishing. The map can also display boating locations, trails, and the locations of all the state parks. It also allows a user to hover over a point with their mouse pointer to display a pop-up window that displays additional information about each park, boating area, hunting or fishing area or trail selected. The site also contains an online reservation system for a variety of services that the Game and Parks commission provides.



The Economics of Husker Football

Jennifer Gildersleeve, Research Analyst

It's Game Day in Nebraska. Thousands of fans flock to Memorial Stadium throughout the day. Excitement flows through the streets of Lincoln. The thunderous roar of the crowd can be heard from a great distance after a thrilling play. Tailgates start in the early hours of the morning and by afternoon the energy is intense. In Nebraska, game day is a tradition that many families live by.

Husker football is, to many, one of the best things about Nebraska. The national rankings and polls are monitored by the most loyal fans and casual fans alike. Touchdowns, field goals, passing yards, sacks, turnovers, and more are tracked. The star players' stats are displayed and discussed on television networks as well as in bars and homes across the state. Nebraskans take pride in their team's accomplishments in various national categories. But, how does Husker Nation compare to fans of similar teams throughout the country?

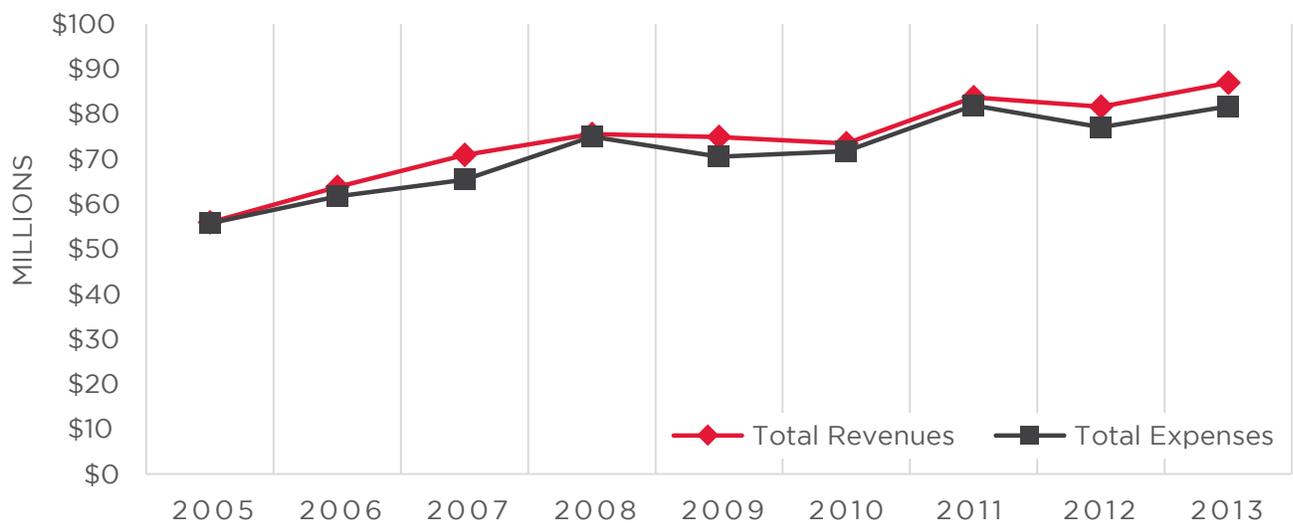
Revenue Rankings

According to the most recent available information from USA Today, Nebraska ranks 26th out of 230 NCAA schools in revenue. Data is available from 2005 onward and covers total revenues and expenses, among other categories. The University of Nebraska-Lincoln's NCAA revenue has grown from almost \$56 million in 2005 to nearly \$87 million in the 2013 season. Expenses have seemed to keep pace with the increase in revenue: from \$55.7 million in 2005 up to \$81.7 million in 2013, spiking in 2011.

Collegiate Apparel

During game day in Lincoln, Memorial Stadium is filled to the brim with a loud, enthusiastic sea of Husker red. Husker athletic wear allows fans to show that they are a part of Husker Nation, and that they are truly the greatest fans in college football.

NEBRASKA ATHLETICS: REVENUES VS. EXPENSES 2005-2013



Source: USA Today

Collegiate apparel is big businesses. The Collegiate Licensing Company, whose clients include most of the major schools except Michigan State, USC, Oregon and Ohio State, estimated the retail marketplace for college licensed merchandise was \$4.62 billion in 2012. The same company estimated the marketplace for 2013 at around \$4.59 billion. They have ranked Nebraska 14th in their list of top selling institutions for July 2012-June 2013 and as 13th from July 2013-June 2014 for officially licensed collegiate products.

Husker fans are some of the most dedicated fans in college football. The athletic department's revenue generated by the fan base keeps growing. Nebraska leads several other schools in licensed apparel sales.

Coach Pay

Such a successful and loved team needs a great coach. According to the Bureau of Labor Statistics, coaches and scouts in colleges, universities and professional schools had a median annual pay of \$39,960 in 2012. Of course, not everybody who pursues coaching and scouting will be a highly successful coach at the college level. For those who can do well in this demanding position, the rewards can be great. According to USA Today, Alabama's coach, Nick Saban, led the pack in top NCAAF coaches' salaries for 2013 with a total pay of around \$5.55 million. Three of the top 5 coaches' salaries are in the SEC conference. Nebraska's coach, Bo Pelini, appeared to bring in around \$2.98 million for the same year. Nebraska's head coach compensation ranks 5th out of the other Big Ten conference teams' pay and 18th overall.

Economic Impact in Lincoln

On home football game Saturdays, down-

town Lincoln transforms. Bars and restaurants are filled with passionate fans, and streets fill up with fans eager to get to the game early and families looking to enjoy the big game. Fans can watch the game in several places throughout the city even if they are not in attendance at Memorial Stadium and still feel as if they are part of the Husker community.

According to a 2005 study by UNL's Bureau of Business Research, the Nebraska football program had an enormous impact on the city of Lincoln during the 2004-2005 fiscal year. The program generated \$87.1 million in output, including \$35.4 million in output from fan spending, and \$31.2 million in worker income. There were 2,130 jobs created, approximately 1/3 being concession or event worker jobs, and \$498,000 in direct sales tax revenue generated for the city of Lincoln.

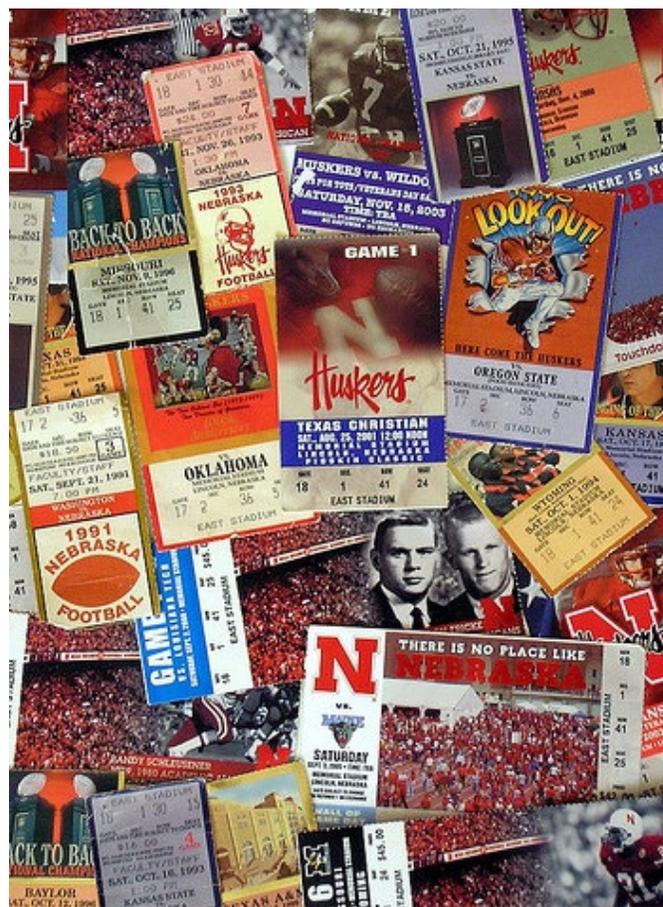


Photo by Kiley used under the Creative Commons Generic 2.0 Attribution License.

It was estimated in the same report that there would be a relatively large increase in football fan spending in the city during the 2006-2007 season, with the 6,500+ additional seats planned for Memorial Stadium at the time. This projection was calculated assuming average spending per person would remain constant, there were seven home games, and that there was enough unmet demand for tickets to home games. Recently, a \$31 million East Stadium expansion project was completed. Stadium expansions throughout the years have increased attendance capacity to approximately 92,000. The Nebraska Cornhuskers played eight home games in the 2013 season and are scheduled to play seven home games in the 2014 season.

Of course, much has changed since these 2005 projections were made. The recession may have reduced average fan spending as households might have had to budget more carefully. Additionally, with the construction of the Pinnacle Bank Arena and the Railyard area, fan spending patterns may have changed. Some might choose to remain in downtown Lincoln instead of heading to the game.

Furthermore, with all of the new developments in downtown Lincoln, more people might be heading to the area to watch both the home and away games with other fans. In fact, the downtown area seems to be doing better than initially expected. According to the Lincoln Journal Star, occupation tax brought in \$14.36 million for the fiscal year ending August 31st. Initially, occupation tax revenue was projected to be around \$14.4 million in 2021. The occupation tax includes a 4 percent tax on hotel rooms and rental cars, and a 2 percent tax on drinks and meals in restaurants and bars. Of course, not all of the occupation tax revenue is due to football fans, but perhaps with more restaurants and hotels, the impact from football fan spending may be even greater than projected years ago.

Lincoln's economy is going strong. Nebraska football fans are some of the greatest fans in college football. Their spending habits have a great economic impact on the city of Lincoln and will for years to come. Next time you head to a game and find yourself immersed in that roaring sea of red, remember the impact Husker football has on the local economy.

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FAST FACTS HALLOWEEN

Jodie Meyer, Research Analyst

Halloween is **October 31st**. Let's take a look at some facts about this haunting holiday.



There were **41.2 million** potential trick-or-treaters in the US as of 2013, defined as children age 5 to 14. In Nebraska there were an estimated **260,309** children age 5 to 14.

In the first quarter of 2014 there were **115 million** occupied housing units in the United States. All of these are potential stops for trick-or-treaters on Halloween night.

In 2011, **93.3** percent of households considered their neighborhood safe.



In 2012, **1,333** manufacturing establishments produced chocolate and cocoa products, employing **37,150** and providing some of the goodies handed out on Halloween.

For those interested in nonchocolate confections, **439** manufacturing establishments in 2012 employed **19,141** to make more varieties of possible Halloween treats.

In 2013 **50,900** acres of pumpkins were harvested in the U.S. with a total production value of **\$149.9 million**.



Looking to rent a costume? In 2012 there were **1,216** costume rental and formal wear establishments nationwide employing **6,348** people.

Common occupations that people dress up as for Halloween include: athletes, coaches, umpires, and related workers; bailiffs, correctional officers and jailers; dentists; firefighters; police and sheriff's patrol officers; and registered nurses.

Want to watch a scary movie? In 2012 there were **4,540** motion picture theaters nationwide.

Source:

United States Census Bureau. Profile America, Facts for Features, Halloween. [Online] September 23, 2014. [Cited: September 25, 2014.] http://www.census.gov/content/dam/Census/newsroom/facts-for-features/2014/cb14ff-23_halloween.pdf.

ECONOMIC INDICATORS PRODUCER PRICE INDEX

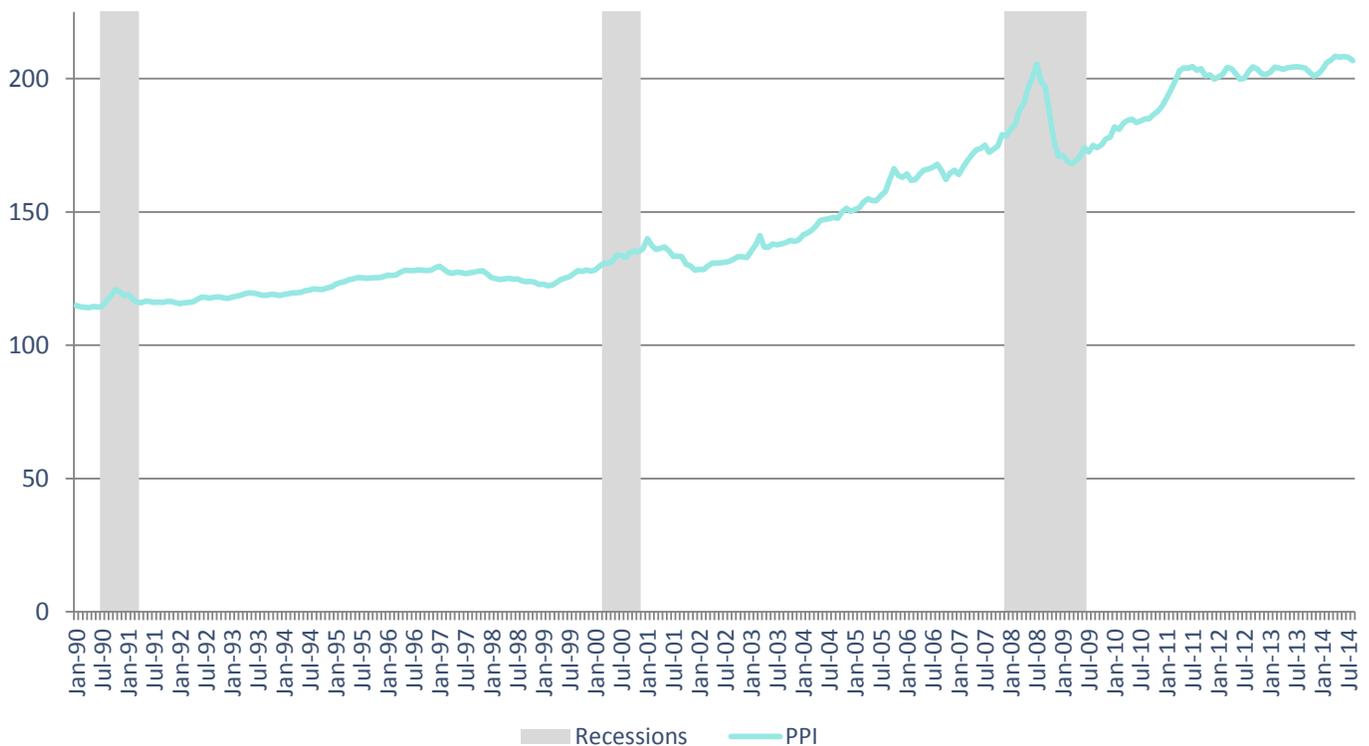
Kermit Spade, Research Analyst

In each new issue of Trends, the economic indicators section will feature a chart or graph focused on one of the economic indicators listed on page 13. This month, we'll be focusing on the Producer Price Index.

According to the Bureau of Labor Statistics Handbook of Methods, the Producer Price Index (PPI) measures average changes in prices received by domestic producers for their output. Most of the information used in calculating producer price indexes is obtained through the systematic sampling of virtually every industry in the mining and manufacturing sectors of the economy. The Finished Goods Price Index is a subset of the producer price index and is one of the nation's most closely-watched indicators of economic health. Movements in this index often are considered to presage similar changes in inflation rates for retail markets, as measured by the BLS Consumer Price Index. Producer Price Index data for capital equipment are used by the U.S. Department of Commerce to calculate the gross domestic product (GDP) deflator.

To learn more visit <http://www.bls.gov/opub/hom/pdf/homch14.pdf>.

PRODUCER PRICE INDEX



Metric	Current Time	Change Over Last Quarter/Month		
		United States	Midwest Region	Nebraska
Real GDP, billions of chained 2009 dollars	2nd Quarter, 2014	+4.2%	-	-
Effective Federal Funds Rate	August, 2014	0.00%	-	-
Balance on the US Current Account, in billions of dollars	1st Quarter, 2014	+27.3%	-	-
Barrel of Crude Oil, WTI-Cushing, Spot Price	August, 2014	-\$7.05	-	-
Employment Cost Index	2nd Quarter, 2014	+0.7%	-	-
Producer Price Index: All Commodities	August, 2014	-0.6%	-	-
Average Weekly Manufacturing Hours	August, 2014	-0.1	-	+0.1
House Price Index	2nd Quarter, 2014	+2.2%	+2.0%	+1.9%
Consumer Price Index, not seasonally adjusted	August, 2014	-0.2%	-0.2%	-
Unemployment Rate, seasonally adjusted	August, 2014	-0.1%	-0.1%	0.0%
New Private Housing Units Authorized by Building Permits	August, 2014	-5.6%	-12.4%	+7.8%*
Net Taxable Sales	June, 2014	-	-	+3.1%
Money Stock, M2	August, 2014	+0.3%	-	-
University of Michigan, Consumer Sentiment	August, 2014	+0.9%	-	-

* Data is lagged one month.

Sources:

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4. Nebraska Department of Revenue. September 2013 and September 2012. [revenue.nebraska.gov.
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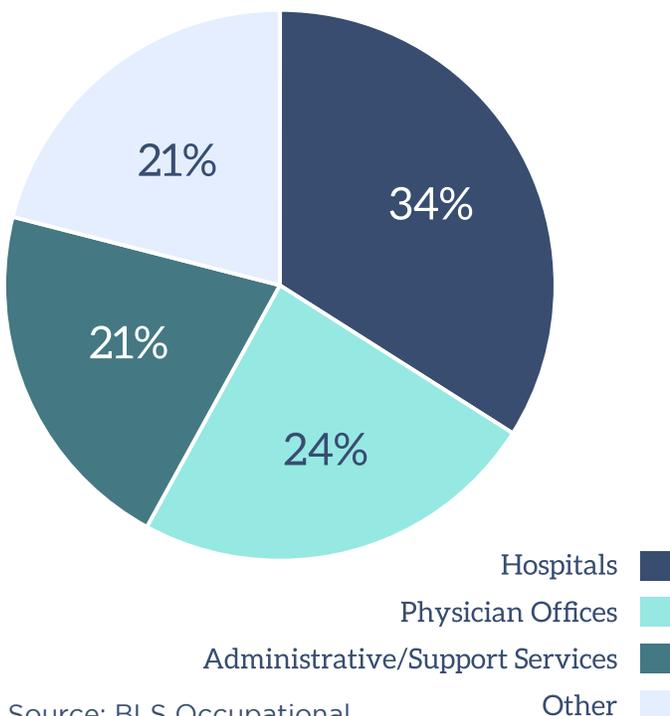
OCCUPATIONAL PROFILE

MEDICAL TRANSCRIPTIONISTS

Kristin Derenge, Research Analyst

As healthcare expands, so do opportunities for a career in medical transcription. The Bureau of Labor Statistics (BLS) explains that medical transcriptionists type the information in audio files from doctors and other medical professionals into electronic documents. Many of these documents are placed in patient case files. Some examples of the information medical transcriptionists record are patient histories, test results, and discharge summaries. Transcriptionists may also review medical documents for accuracy before submitting these documents to healthcare providers for approval. Hospitals, medical clinics, and independent transcription companies are the primary employers of medical transcriptionists.

Who Employs Medical Transcriptionists?



Source: BLS Occupational Outlook Handbook 2014-2015

O*NET Online reports that a majority of medical transcriptionists have some kind of postsecondary certificate or degree, and 26 percent have some form of post-secondary education. According to the BLS, medical transcriptionists typically require some post-secondary education because familiarity with medical terminology, grammar, and transcription software such as Microsoft Word is required for employment. Some transcriptionists also choose to become professionally certified. However, usually a professional certification in medical transcription is not required for employment.

O*NET Online lists the following as important skills for medical transcriptionists:

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

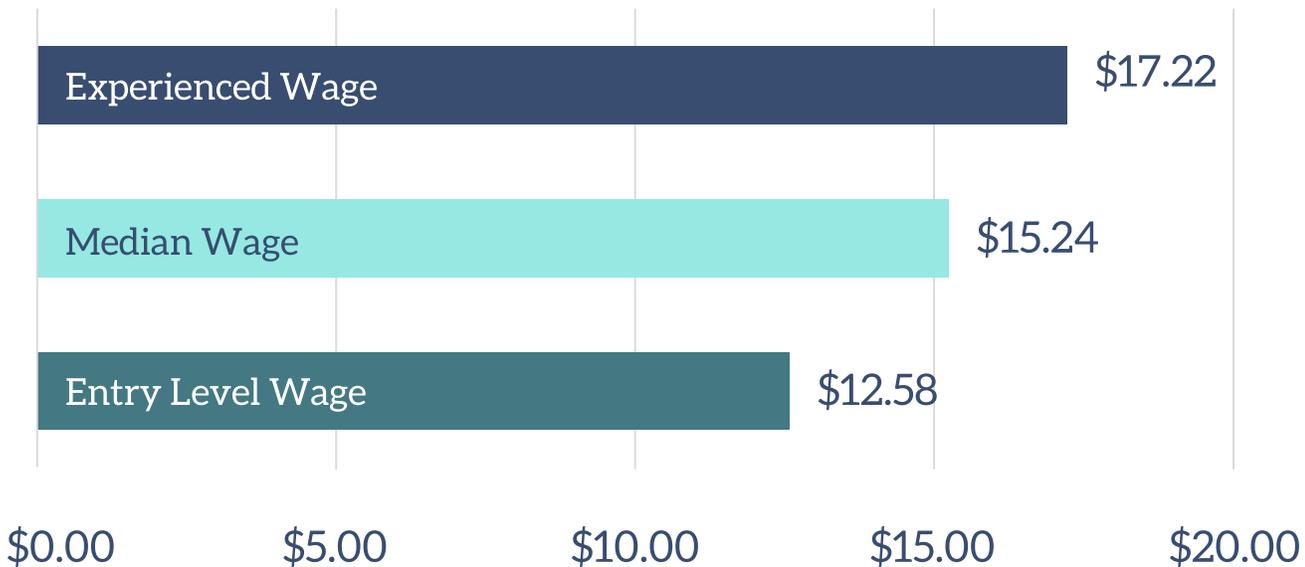
Oral Comprehension — The ability to listen to and understand information and ideas presented through spoken words and sentences.

Finger Dexterity — The ability to make precisely coordinated movements of the fingers of one or both hands to grasp, manipulate, or assemble very small objects.

Writing — Communicating effectively in writing as appropriate for the needs of the audience.

The median hourly wage for medical transcriptionists in Nebraska is \$15.24 according to Occupational Employment Statistics (OES) employment and wage data, which is somewhat lower than the national median hourly wage of \$16.36. The expected entry level hourly wage for a medical transcriptionist in Nebraska is \$12.58, and the expected hourly wage for an experienced medical transcriptionist is \$17.22.

Average Hourly Wages for Medical Transcriptionists in Nebraska



Source: NDOL Employment and Wage Data

The Nebraska Department of Labor predicts that from 2012 to 2022 employment in medical transcription will increase by 9.3 percent, while the Bureau of Labor Statistics predicts that employment in medical transcription will increase by 8 percent nationwide. However, the BLS reports that technological advancements may reduce the demand for transcriptionists in the foreseeable future.

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1. Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2014-15 Edition, Medical Transcriptionists, on the Internet at <http://www.bls.gov/ooh/healthcare/medical-transcriptionists.htm> (visited September 24, 2014).
2. O*NET OnLine, 2014: <http://www.onetonline.org/link/summary/31-9094.00>.
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Kermit Spade
Research Analyst

SOUTHEAST

Geneva

- Farmer's Cooperative

Beatrice

- Dairy Queen
- Sephr Air Academy
- Industrial Electric Motors
- Shoe Sensations

Nebraska City

- Vanderveen & Goracke CPA
- Architectural Salvage Warehouse
- The Fox Center
- Central Apple Market

York

- Java Hut

NORTHEAST

Norfolk

- Community Rehab Physical Therapy
- Set the Bar

West Point

- Embroidery Barn

PANHANDLE

Alliance

- Maverik, Inc.

Scottsbluff

- Fusion Ranch
- Mitchell Valley Animal Hospital

Sidney

- The Book & Coffee Corner

MID PLAINS

North Platte

- Kris's Connection (U.S. Cellular)
- Bowling Alley & Wild Bill's Wings

397 JOBS IN THE OMAHA AREA

OMAHA

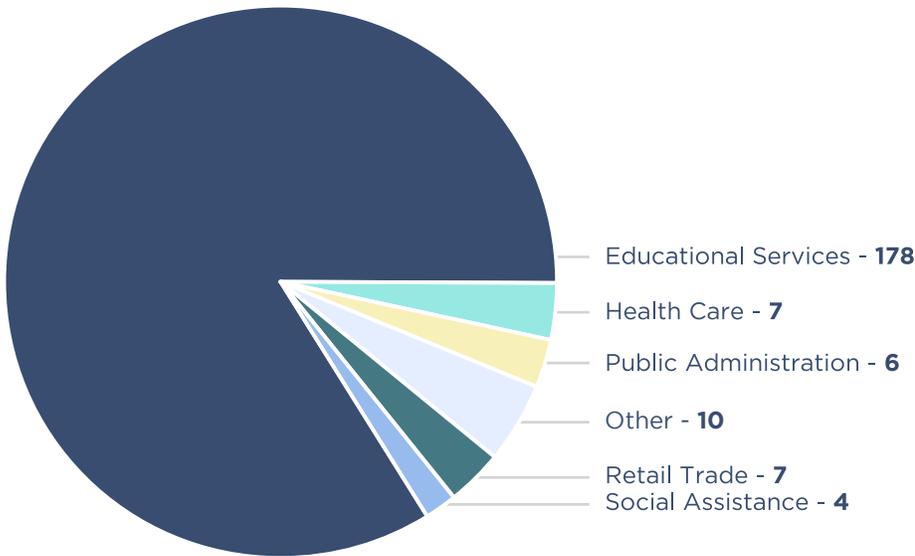
OPENINGS

	TYPE OF BUSINESS	JOB #	SOURCE OF INFO
Cast Iron Waffles	Restaurant	10	KFAB Radio
Curbside Cuisine	Hy-Vee food truck	4	Omaha World-Herald
Casey's Store	Convenience store	10	KFAB
Walmart-Saddlecreek	Grocery store	95	OWH
Back2Family	After school child care	5	Strictly Business Magazine
Bare Body	Hair removal clinic	5	OWH
Beauty First-Midlands Place	Hair salon and supplies	5	OWH
Cheese Haus	Specialty cheese store	5	OWH
Trillium CNG	Compressed natural gas	10	OWH
Saigon Bowl	Vietnamese restaurant	5	OWH
Pho Viet	Vietnamese restaurant	5	OWH
Athlete's Training Center	Sports PT & training	18	OWH

EXPANSIONS

	PROJECT		
Alegent Creighton Health	Name change: CHI Health	0	KETV Station
Cascio's Steakhouse	Remodeled facility	0	OWH
King Kong –Dodge St.	Rebuilding and expanding	0	OWH
Canfield's Sporting Goods	Interior renovation	0	OWH
Book Worm	New location-90th West Center	0	OWH
Crane Rental & Rigging	Bought by Barnhart Co.	0	OWH
Divvy Company	Bought Valley Recovery Services	12	OWH
Von Maur	Renovation & redecorating	0	OWH
Nebraska Wesleyan University	New satellite location	0	OWH
B2 Interactive	Acquisition of Hurrdat	6	OWH
Tagge Rutherford Financial	New building	0	OWH
Complete Weddings & Events	New location downtown	0	OWH

INDUSTRY EMPLOYMENT OF EDUCATION GRADUATES



The education industry employed 84 percent of graduates with an education major. The chart above shows the industries in which education graduates were employed. The “other” category includes accommodation and food services; administrative and support and waste management and remediation; agriculture, forestry, fishing and hunting; construction; finance and insurance; information; leisure and hospitality; manufacturing; wholesale trade; and arts, entertainment, and recreation. Each of these industries employed one education graduate.

Fields of Study and Employment

Overall, master’s degree graduates in curriculum and instruction had the highest number (62) of graduates working in the state followed by bachelor’s degree graduates in business administration and management with 50.

There were 20 degrees/fields of study with 80 percent or more of the graduates working in the state. A total of 159 students graduated from these programs, with 136 graduates working in the state in the first quarter of 2013. Eleven degree/fields of study had 100 percent of graduates working in the state; however, all of these degree/fields of study had four or fewer graduates.

Fields of Study and Wages

The top five highest wages by field of study were earned by master’s degree or above graduates. Top average annual wages were earned by the 11 post master’s certificate graduates in superintendency and educational system administration with \$100,885. The second highest wages were earned by educational leadership and administration master’s degree graduates with \$61,684.

For more graduate outcomes information, contact the Nebraska Department of Labor’s Office of Labor Market Information or view the annual report by clicking the Publications link at <https://networks.nebraska.gov/>.

NEBRASKA WORKFORCE TRENDS

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