occupational requirements for vocational education

annual report
iowa employment security commission

fiscal year 1974

COMMISSIONERS GEORGE A. LUNDBERG JAMES T. KLEIN, CHAIRMAN ABE D. CLAYMAN



Annual Report on State and Area

Occupational Requirements for Vocational Education

Council Bluffs, Iowa

Fiscal Year 1973-1974

Developed by

Iowa Employment Security Commission

This report is submitted in accordance with Section 123 (a) (8) of the Vocational Education Amendments of 1968 and represents findings with respect to the needs for vocational education in the Council Bluffs, Iowa area, (Pottawattamie, Harrison, Mills Counties, Iowa).

I. BACKGROUND INFORMATION

A. AREA COVERAGE AND DESCRIPTION

The Council Bluffs Area is defined as Pottawattamie County. It is on the Southwestern border of state adjacent to Omaha, Nebraska. The Council Bluffs Employment Office also services Harrison and Mills counties:

Population	1960	1970	Per Cent Change
Pottawattamie 1 White Negro Other	83,102 82,415 593 94	86,991 86,141 600 250	+4.67% +4.52% +1.18% +166.0%
Council Bluffs White Negro Other	55,641 55,015 570 56	60,348 59,571 569 208	+8.45% +8.28% 0% +2.71%
Iowa	2,757,537	2,825,041	+2.44%
United States	179,323,175	203,184,772	+13.03%
Work Force	A	ug 1971	Aug 1972
Pottawattamie Male Female Minority		$ \begin{array}{r} 29040 \\ 18267 \\ 10773 \frac{2}{2} \\ 319 \frac{2}{2} \end{array} $	$ \begin{array}{r} 28970 \\ 18210 \\ 10760 \\ \hline 319 \\ \end{array} $

It is estimated that approximately 37.1% of the workforce is female and 1.1% is minority.

^{1 1970} Census of Population, U.S. Department of Commerce Bureau of the Census

² Estimated Figures

B. SUMMARY OF RECENT EMPLOYMENT AND UNEMPLOYMENT TRENDS

Employment:

Employment in the Pottawattmie County area has increased by about 300 people during the past twelve months. Much increase was noticed in the manufacturing industries especially in the non-durable goods sector. Surprisingly retail sales shows an increase of nearly 300 employees from last year. This is in spite of the numerous closings of retail stores in the downtown area to allow urban renewal to proceed. One of the biggest trouble areas for employment this year has been in the agricultural area. Employment in this sector has trailed throughout the peak season and to date is about 200 employees fewer than a year ago. The main factor contributing to this loss appears to be greater mechanization resulting in less need for hiring the laborer.

Total employment in the last few months has steadily increased. Agriculture has increased its employment rolls substantially in an effort to save its bumper crop after an extra wet fall and surprise snowfall. Retail sales has put on additional workers in anticipation of the holiday season.

Unemployment:

The number unemployed in the last twelve months has steadily decreased to a low of 800 people. This coupled with high employment has resulted in the lowest unemployment rate in the area in the last three years, 2.8 per cent. This is 2 tenths of a percent lower than last year this time. Refer to Tables 1A and 2A for further comparisons.

Employment and Unemployment Outlook:

The employment picture for the Pottawattamie area in the coming twelve months and even for the next two years is rather turbulent. The effects of urban renewal are beginning to be felt and within the next three months the project should have even greater impact. In order to proceed, however, the project necessitates the closing of several small retail establishments and a few of the larger retail outlets. As a result many sales clerk and store personnel have been forced to find employment elsewhere. Fortunately, however, all but one of the major retail stores have established temporary quarters or are in the process of relocating. This will aid in keeping many sales clerks employed.

Employment in the construction industry looks quite favorable. This again is a direct result of urban renewal. Construction on the parking facilities is expected to begin in early 1973.

However, indirectly urban renewal has triggered the beginning of other projects, for example, location of Western Electric warehouse within the area, a new Richman Gordman shopping center being built with anticipated employment of around 300 employees when completed, and the announcement of a new 170 million dollar plant to be built by Iowa Power and Light starting construction in early 1974. These projects along with several other smaller projects represent nearly 195 million dollars in constructions to be in full swing by 1974 and the biggest project should last for about five years. With this much construction taking place there is no doubt that employment in this field has a secure future.

On the other hand, employment in the retail trade industries is expected to suffer severely in the next two years with no relief expected until late 1974. With the completion of the downtown urban renewal project retail sales employment will return much stronger than now. How much stronger is hard to tell without knowledge of who will locate in the new complex.

Other areas expected to gain in employment are transportation in the non-manufacturing industries and of course a steady growth is anticipated in the manufacturing industries.

	TABLE	1A				
1971	JAN	FEB	MAR	APRIL	MAY	JUNE
Workforce	26.9	27.0	27.2	28.3	28.6	30.4
Unemployment - Total	1.4	1.5	1.3	1.1	1.2	1.8
Unemployment - Rate	5.3	5.5	4.9	3.9	4.0	5.8
Employment	25.5	25.5	25.9	27.2	27.4	28.7
1971 (Cont)	JULY	AUG	SEPT	OCT	NOV	DEC
Workforce	30.0	29.0	28.4	28.3	28.2	27.5
Unemployment - Total	1.5	1.2	1.0	.9	1.1	1.3
Unemployment - Rate	4.8	4.2	3.4	3.0	4.0	4.7
Employment	28.6	27.8	27.4	27.5	27.0	26.2
1972	JAN	FEB	MAR	APRIL	MAY	JUNE
Workforce	27.7	27.9	28.2	28.5	29.3	30.6
Unemployment - Total	1.4	1.5	1.3	1.1	.9	1.5
Unemployment - Rate	4.8	5.3	4.5	3.7	3.0	4.9
Employment	26.3	26.4	27.0	27.4	28.4	29.1
1972	JULY	AUG	SEPT	OCT		
Workforce	29.9	29.0	28.0	28.6		
Unemployment - Total	1.3	1.2	1.1	.8		
Unemployment - Rate	4.2	4.1	3.7	2.8		
Employment	28.6	27.8	27.4	28.0		

TABLE 2A

'COUNCIL BLUFFS, IOWA WORK FORCE SUMMARY 1/

	October	,	19	72
THE RESERVE OF THE PERSON		The same of the sa	_	

Item	<u>October</u> 19 72	September 1972	October 1971	Net Cha Oct. 19 Sept. 1972
1. Work force (civilian)	28550	28440	28320	+110
2. Unemployment	800	1050	860	-250
civilian work force)	2.8	3.7	3.0	-0.9
3. Employment 2/	27750	27380	27470	+370
workers (except domestic) 3/	21470	21500	20900	- 30
(1) Manufacturing - total	3980	3920	3530	+ 60
Durable goods - total	1490	1490	1410	0
Nondurable goods - total	2490	2440	2120	+ 50
(2) Nonmanufacturing - total	17490	17580	17370	- 90
Construction	740	760	700	- 20
utilities	2790	2780	2890	+ 10
Wholesale trade	860	840	900	+ 20
Retail trade	4700	4760	4550	- 60
Finance, ins., & real estate	730	730	740	0
Service & Mining	3940	3970	3880	- 30
Government	3730	3740	3720	- 10
B. All other nonagriculture employ . 4/ .	3230	3180	3330	+ 50
C. Agricultural	3050	2700	3240	+350
4. Persons involved in labor management				
disputes <u>5</u> /	0	0	0	0

^{1/} Council Bluffs, Iowa Area is defined as Pottawattamie County, Iowa. Data is based on a March 1971 benchmark and is revised to most current information available at date of publi Detail may not add up to totals due to rounding.

^{2/} Includes nonagricultural wage and salary workers, all other nonagricultural employment, culture, and persons involved in labor-management disputes.

^{3/} Data includes all full and part-time wage and salary workers employed during the week conthe 12th of the month. Data compiled in cooperation with the Bureau of Labor Statistics at Manpower Administration.

^{4/} Includes nonagricultural self-employed and unpaid family workers, and domestic workers : private households.

^{5/} Data includes only persons involved in labor-management disputes for the entire week con the 12th of each month.

II. Application and Analysis of Statistical Information.

A. LABOR DEMAND (Based on Table I)

DOT CODE	TITLE	SUMMARY
0 - 1	Professional Technical Managerial	Not much change is expected in this field of employment. The demand for heavy experience and low pay seems to be the chief reason these occupations are so hard to fill.
20 - 24	Clerical	Lack of adequate training and experience is what makes this occupation very difficult to fill.
25 - 59	Sales	This occupation will become increasingly difficult through the next year resulting from the closing of several retail stores.
30	Domestics	No demand apparent.
31-59	Services	High turn-over seems to be this occupation's chief problem owing to unreliable employees. Demand is expected to increase slightly in the next year.
4	Farm, Forestry	No change expected - very stable market.
5	Processing	Poor working conditions, low wages, poor fringe benefits are this occupation's troubles. The demand for this occupation is expected to increase some in the next year.
6	Machine Trade	Lack of qualified applicants in specific area or poorly trained applicants are the chief cause for these occupations remaining in demand.
7	Bench Work	As with the machine trades lack of qualified applicants and poor trained applicants is the reason this occupation needs remain open.
8	Structural	Little change is expected in this area.
90 - 91	Motor Freight	Qualified over the road truck drivers are hard to find. This occupation is expected to become increasingly hard to fill as the trucking industry increases in

DOT CODE	TITLE	SUMMARY
92	Package Material Handler	Low wages and poor working condition make this field of employment hard keep filled.
93 - 97	Other	No change is expected in this area. Appears supply will always outnumbedemand.

Outlook Information: For the 1974 fiscal year the greatest demand will be placed on transportation and construction industries. Some increase is als expected in bench work occupations.

Qualifications and Limitations of Data: Information in Table 1 was obtained from ESARS. ESARS stands for Employment Service Automatic Reporting System and is a computerized method of keeping track of both orders on hand and applicants in this area.

B. LABOR SUPPLY (Based On Table 4)

Applicants on file as of November 1972 in the professional, technical, cler and machine trades lack experience and/or training. Those applicants in occupations such as processing, material handlers, and laborers need little experience in their fields. The foremost reason these applicants are hard place is owing to their own poor work record.

Many of the applicants may have found employment on their own. Therefore, the actual count of available applicants may not be entirely accurate at the time. Those who have since found employment will be indicated at a later date.

U.S. DEPARTMENT OF LABOR Eureau Budget No. 44-R 1432 Manpower Administration EMPLOYMENT OPPORTUNITIES RELATED TO VOCATIONAL EDUCATION PROGRAMS TABLE 1: LABOR DEMAND IN HARD-TO-FILL JOB OPENINGS - UNFILLED OPENINGS APPROACH Page 1 of 1 1. State 2. Date Report Prepared 3. Untitled Openings Data Refer to 12 4. Geographic Coverage (Cleck one) .. Area Name it Area Only Mo. | Day | Yr. 11 | 30 | 72 31 | Months Ending 72 a. Entire State X b. Area Only Iowa COUNCIL BLUFFS 6. Political Subdivision(s) Within Area (Use reverse side if additional space is necessary.) 7. Type of Data (Check one) X a. Actual ES b. ES unfilled openings c. All current job opportunities inflated to total (From sample survey of MILLS, HARRISON, POTTAWATTAMIE current job opportunities openings employer job vacanches) Dictionary of Occupational Titles Unfilled Openings SO Days or More National Growth Annual Average Vocational te 1980 Number Education Annual Comments Title Range Instructional b. Moderate Code Range In Percent (Abbreviate if necessary) Anticipated Program Code Slow Number Number 01 In Next FY d. None Total e. Decline F R C D E G ·H 1 Prof-Tech Mgr. 0 - 1 0-6 0-8 M 3 0.8 -20 - 24Clerical 1-11 1-20 R 62 0 0-5 25 - 59 0-3 M Sales 50.0 Domestic 0.0 30 0-0 0 0-0 Other Services 31-59 38.0 0-5 R 0-10 Farm F & F 50.0 0-0 D 0-1 Processing 5 3 60% 0-10 M 0-9 Machine Trades Bench Work 0-8 4 80% 0-6 M 56% 1-3 1-3 Structual 1-3 M Motor Frgt. 90-91 20% 0-4 R Pkg. Mtrl. Hndl. 92 0-8 2 40% 0-7 Other 0-0 93-97 0% 0-0

EMPLOYMENT OPPORTUNITIES RELATED TO VOCATIONAL EDUCATION PROGRAMS TABLE 4: LABOR SUPPLY SUMMARY

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1	State IOWA	11 30 72	3. Currently Available Later Supply Date Refer to Ma. Day Yr. 8 31 72	4. Geographic Coverage (Check one) a Entire State X b. Area Only	5. Area Name if Area Only COUNCIL BLUFFS
6.	Political Subdivision(s) W	fish Area (Use reverse side if ac	lditional space is necessary.)		

Tourist Camering Was 1949 1949 1949 1949 19 4941 4941 4941

MILLS, HARRISON, POTTAWATTAMIE

Dictions	ary of Occupational Titles				Training Output			
		Vocational Education	Currently Available Labor Supply		Vocational Education Training		ng by Sectors	
Code	(Abbreviate N necessary)	Instructional (E.S. Job Applicants)	(ES Job Applicants)	1 Year Hence	5 Years Hence	1 Year Hence	5 Years Hence	Comments
A	6	c.	D	E	F	G	н	1
003181	Electrical Tech. Medical Assist.		6					
079368			11					
091228	Teacher, Second.		14					
092228	Teacher, Elem.		6					
160188	Accountant		6					
166118	Director, Educ.		5	1 1 1 1				
169168	Assist. Admin.		6					
185168	Manager Retail		8					
189168	Manager, Trainee		23					
195108	Social Worker		8					
	Secretary	DIESER OF THE STREET	21					
201368 203588	Typist		18		Property Co.	ST CHES		
200388	File Clerk		11					
209388	Clerk Typist		57		1000			
209588	Clerk General		63		1 1 1			
210388	Bookkeeper		13					
211368	Cashier I	an hallower tha	15					
211468	Cashier II		30					
213382	Computer Operator		. 5					
219388	Clerk, Gen. Off.		39		N. Charles			
219488	Accounting Clerk		9					
223387 230878	Stock Clerk		14		and the second			
	Messenger	12 34 14 14 14	5	165.0000	1	trible a Life	certific a first	
231588	Mail Clerk	-	5					
237368 242368	Receptionist Hotel Clerk		2/4					

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A	8	С	D	E	F	G	н	The state of the s
249368	Credit Clerk	The transmission of the second	13					
263368	Salesman Food Pro	Name of the last o	6					
263458	Salesman Men Clot	Mary Comment of the C	13					
280358	Salesman Auto.		5					
289358	Salesman General		11		Editor			
289458	Salesperson Gen.		8					
290478	Sales Clerk		22					
292358	Sales Driver		5					
299468	Cashier-Checker		12					
304887	Yard Man		6			1 1/2 1		
30687.8	Maid General	1 for all the real	7					
307878	Nursemaid		25	The state of the	109 700	10.00	With the second	
311878	Waiters & Waitres	S	79					
312878	Bartenders		12					
313381	Baker		18					
317884	Sandwich Man		5					
318887	Kitchen Help		27					A
323878	Maid II		16	THE STATE OF	to the second			
355878	Nurse Aid		51					
359878	Child Care Cent.		9					
372868	Guard		11					
381887	Porter II		47					
382884		Section Section	12	Market Na		KIN THE LIGHT AND	Capital Capital	
405887	Nursery Worker	774 200	5		100			
421883	Farmhand		13					ACCOUNT OF THE PARTY OF THE PAR
421887	Farmhand II		9					

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A	В	С	D	Ε	F	G	н	The state of the s
525887	Poultry Dresser		46		-			
529886	Cannery Worker		23					
529887	Laborer, Mt. Pack		14		1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -			
601280	Tool & Die Maker		5					
619885	Machine Operator		15					
620281	Auto Mechanic		11					
620381	Auto Serv. Mech.		10					
620884	Auto Mech. Help		15					
621281	Aircraft Mech.		8					
625281	Diesel Mechanic		6					
638281	Maint Mech		7	THE				
651782	Press Man		5					
726781	Electronics Asser		8					
741884	Painter, Spray		6					
780884	Cushion Man		5					
785381	Seamstress		5					
786782	Sewing Mach. Oper		6					
806884	Service, Mech.		14				-	
810884	Welder, Appren		17					
828281	Electronic Mech.		8					

8

7 23

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859883

860381

860781

860887 869884

869887

Roller Operator

Carpenter, Appres

Carpenter, Rough

Carpenter, Helpe Construction Wkr

Hod. Carrier

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A	В	C	D	Ε	F	G	н	
899381	Maint, Man		7					
902882	Dump Truck Oper		5					
904884			11					E-DE-SAL COMPANY OF THE SALES OF THE SALES
905883	Trk, Driver-Hvy		53		1			and the second s
906883	Tele Dir. Dist		26		-			The state of the s
913463	Bus Driver		6					
915867	Auto Serv. Attend		40		-			
915878	Parking Lot Att.		6		-			
919887	Cleaner		8					
920885	Packing Mach. Ope	<u>r</u>	7		-			
920887	Packager - Hand		28	100				
922883 922887	Industrial Tfk of Laborer Stores	er	15 78					
929887			The same of the sa					
999998	Material Handler		66					
999990			5					
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