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occupational requirements for vocational education

annual report
iowa employment security commission

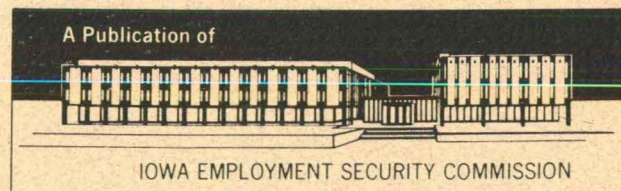
fiscal year 1974

council bluffs

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COMMISSIONERS
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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:

<u>Population</u>	<u>1960</u>	<u>1970</u>	<u>Per Cent Change</u>
Pottawattamie ¹	83,102	86,991	+4.67%
White	82,415	86,141	+4.52%
Negro	593	600	+1.18%
Other	94	250	+166.0%
Council Bluffs	55,641	60,348	+8.45%
White	55,015	59,571	+8.28%
Negro	570	569	0%
Other	56	208	+2.71%
Iowa	2,757,537	2,825,041	+2.44%
United States	179,323,175	203,184,772	+13.03%

<u>Work Force</u>	<u>Aug 1971</u>	<u>Aug 1972</u>
Pottawattamie	29040	28970
Male	18267	18210 ²
Female	10773 ²	10760 ²
Minority	319 ²	319 ²

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 Pottawattmie 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		

COUNCIL BLUFFS, IOWA WORK FORCE SUMMARY 1/

October, 1972

Item	October	September	October	Net Cha
	1972	1972	1971	Oct. 1972
				Sept. 1972
1. Work force (civilian)	28550	28440	28320	+110
2. Unemployment	800	1050	860	-250
A. Unemployment rate (percent of civilian work force)	2.8	3.7	3.0	-0.9
3. Employment . . . <u>2/</u>	27750	27380	27470	+370
A. Nonagricultural wage and salary workers (except domestic) . . . <u>3/</u>	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
Transportation & public 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 . <u>4/</u>	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 publication. Detail may not add up to totals due to rounding.

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

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

4/ Includes nonagricultural self-employed and unpaid family workers, and domestic workers in private households.

5/ Data includes only persons involved in labor-management disputes for the entire week commencing 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 this area.

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

Outlook Information: For the 1974 fiscal year the greatest demand will be placed on transportation and construction industries. Some increase is also 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, clerical 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 to 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 this time. Those who have since found employment will be indicated at a later date.

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

1. State IOWA	2. Data Report Prepared Mo. Day Yr. 11 30 72	3. Currently Available Labor Supply Data Refer to Mo. Day Yr. 8 31 72	4. Geographic Coverage (Check one) <input type="checkbox"/> a. Entire State <input checked="" type="checkbox"/> b. Area Only	5. Area Name if Area Only COUNCIL BLUFFS
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6. Political Subdivision(s) With Area (Use reverse side if additional space is necessary.)
MILLS, HARRISON, POTTAWATTAMIE

Dictionary of Occupational Titles		Vocational Education Instructional Program Code	Currently Available Labor Supply (ES Job Applicants)	Training Output				Comments
Code	Title (Abbreviate if necessary)			Vocational Education Training		Training by Other Sectors		
				1 Year Hence	5 Years Hence	1 Year Hence	5 Years Hence	
A	B	C	D	E	F	G	H	I
003181	Electrical Tech.		6					
079368	Medical Assist.		11					
091228	Teacher, Second.		14					
092228	Teacher, Elem.		6					
160188	Accountant		6					
166118	Director, Educ.		5					
169168	Assist. Admin.		6					
185168	Manager Retail		8					
189168	Manager, Trainee		23					
195108	Social Worker		8					
201368	Secretary		21					
203588	Typist		18					
206388	File Clerk		11					
209388	Clerk Typist		57					
209588	Clerk General		63					
210388	Bookkeeper		13					
211368	Cashier I		15					
211468	Cashier II		30					
213382	Computer Operator		5					
219388	Clerk, Gen. Off.		39					
219488	Accounting Clerk		9					
223387	Stock Clerk		14					
230878	Messenger		5					
231588	Mail Clerk		5					
237368	Receptionist		24					
242368	Hotel Clerk		7					

U.S. DEPARTMENT OF LABOR
Manpower Administration

Bureau Budget No. 44-R-1432

EMPLOYMENT OPPORTUNITIES RELATED TO VOCATIONAL EDUCATION PROGRAMS
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Page 2 of 4

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				1 Year Hence	5 Years Hence	1 Year Hence	5 Years Hence	
A	B	C	D	E	F	G	H	I
249368	Credit Clerk		13					
263368	Salesman Food Pro		6					
263458	Salesman Men Cloth		13					
280358	Salesman Auto.		5					
289358	Salesman General		11					
289458	Salesperson Gen.		8					
290478	Sales Clerk		22					
292358	Sales Driver		5					
299468	Cashier-Checker		12					
304887	Yard Man		6					
306878	Maid General		7					
307878	Nursemaid		25					
311878	Waiters & Waitress		79					
312878	Bartenders		12					
313381	Baker		18					
317884	Sandwich Man		5					
318887	Kitchen Help		27					
323878	Maid II		16					
355878	Nurse Aid		51					
359878	Child Care Cent.		9					
372868	Guard		11					
381887	Porter II		47					
382884			12					
405887	Nursery Worker		5					
421883	Farmhand		13					
421887	Farmhand II		9					

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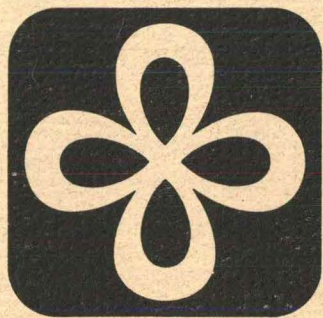
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				1 Year Hence	5 Years Hence	1 Year Hence	5 Years Hence	
A	B	C	D	E	F	G	H	I
525887	Poultry Dresser		46					
529886	Cannery Worker		23					
529887	Laborer, Mt. Pack		14					
601280	Tool & Die Maker		5					
619885	Machine Operator		15					
620281	Auto Mechanic		11					
620381	Auto Serv. Mech.		10					
620884	Auto Mech. Help		15					
621281	Aircraft Mech.		8					
625281	Diesel Mechanic		6					
638281	Maint. Mech.		7					
651782	Press Man		5					
726781	Electronics Assen		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					
859883	Roller Operator		6					
860381	Carpenter, Appren		8					
860781	Carpenter, Rough		5					
860887	Carpenter, Helper		7					
869884	Construction Wkr		23					
869887	Hod. Carrier		45					

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