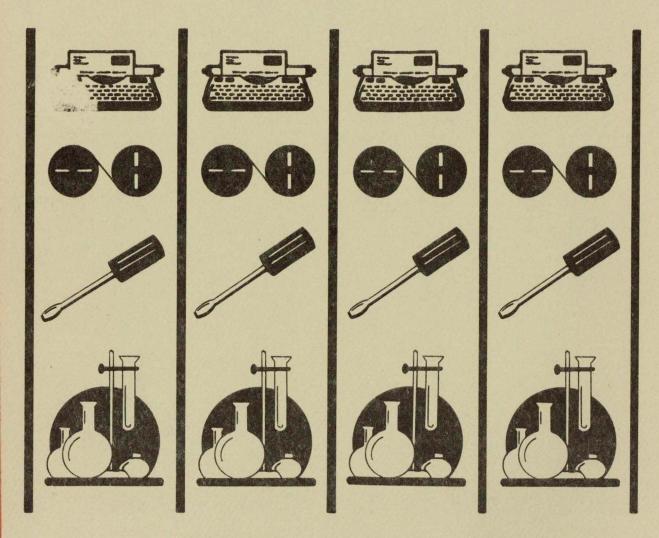
Planning Information



for Vocational Education

COUNCIL BLUFFS F.Y. 1979



PLANNING INFORMATION

FOR

VOCATIONAL EDUCATION

Fiscal Year 1979

IOWA DEPARTMENT OF JOB SERVICE
710 First Avenue
Council Bluffs, Iowa 51501
James L. Flahive, Manager

Prepared By:

Harvey Siegelman Manpower Research Economist (712) 325-3604

Affiliated with
Employment and Training Administration
U.S. Department of Labor

TABLE OF CONTENTS

| Preface | e | 1 |
|---------|--|----|
| I. | Background Information | 2 |
| | TABLE 1. Distribution of Employment by Industry - Pottawattamie County | 3 |
| II. | Analysis of Labor Demand and Supply Information | 4 |
| | TABLE 2. Current Job Service Applicants by Occupation | 4 |
| | TABLE 3. Unfilled Omaha Job Bank Openings by Occupation | 6 |
| III. | Occupational Needs Projection | 10 |
| | TABLE 4. Total Projected Openings | 11 |
| Append | ix Employment Trends and Prospects by Occupation | 12 |

PREFACE

This report is prepared for vocational education planners as a supplement to those planning information reports for the entire Omaha-Council Bluffs SMSA provided by the Division of Employment, Nebraska Department of Labor.

The multi-state labor market area, which incorporates two counties in Nebraska and one in Iowa into labor market and into a formal job bank consortium, poses a unique set of constraints. Supply and demand information will not conform to the statistically neat state parcels and much crossover of labor occurs.

The labor crossover appears defined at the lower skill levels by travel costs. Retailing jobs and lower-skill-level jobs in Council Bluffs currently pay minimum wages and similar minimum wage jobs are available in Omaha. Council Bluffs' economy is, however, more heavily influenced by retail and service jobs and less by those jobs in trades and manufacturing.

Those occupations which require apprenticeship or licensing are not likely to be inhibited by the state boundaries. Therefore, the area worker with a skilled or semi-skilled occupation will find at least a three-county market. Those with minimal skills will likely be confined to Council Bluffs.

Vocational education planners, primarily interested in those occupations which will find a market in the entire SMSA, will be directed to appropriate Nebraska publications for occupational projections.

I. BACKGROUND INFORMATION

A. Area Coverage and Description

The Council Bluffs Labor area is defined as Pottawattamie County and is located on the western border of the state adjacent to Omaha, Nebraska. Approximately 69 percent (61,238) of the county's 89,241 inhabitants reside in the city of Council Bluffs (1970 Census projected to 1973).

The Council Bluffs Employment Office also serves two surrounding rural counties: Harrison and Mills. These counties had a combined population estimated at 29,417 in 1973.

Pottawattamie County in Iowa is also the Iowa portion of a three-county Standard Metropolitan Statistical Area (SMSA) which includes Douglas and Sarpy Counties in Nebraska. The population of the Omaha SMSA in 1970 was 542,700 and is projected to reach 587,100 in FY1978.

The Omaha SMSA labor force for FY1978 is estimated to be 252,000. Of this number the Council Bluffs labor force is estimated to be 41,000-- about 16%.

B. Recent Employment and Unemployment Trends

Table 1 provides recent industrial employment of Pottawattamie County. Nonagricultural wage and salary workers include all workers who were employed in the county except agricultural, domestic, self-employed, and unpaid family workers. The primary growth industry has been retail trade.

TABLE 1

DISTRIBUTION OF EMPLOYMENT BY INDUSTRY

| Pottawatt | amie Co | unty | | | |
|-----------|---|---|--|--|---|
| 1975 | £30, 560 | 1976 | E CALLEY | 1977 | |
| Ann. | | Ann. | | Ann. | |
| Avg. | % | Avg. | % | Avg. | % |
| | | | | | eolds? |
| | | | | | |
| 21900 | 100 | 22700 . | 100 | 23300 | 100 |
| 2800 | 12.7 | 3000 | 13.2 | 3000 | 12.8 |
| 1500 | 6.8 | 1500 | 6.6 | 1400 | 6.0 |
| 1400 | 6.3 | 1400 | 6.1 | 1600 | 6.8 |
| 19100 | 87.2 | 19700 | 86.7 | 20300 | 87.1 |
| 700 | 3.1 | 700 | 3.0 | 800 | 3.4 |
| | | | | | |
| 2700 | 12.3 | 2700 | 11.8 | 2500 | 10.7 |
| 5700 | 26.0 | 6000 | 26.4 | 6400 | 27.4 |
| 1100 | 5.0 | 1100 | 4.8 | 1200 | 5.1 |
| 4600 | 21.0 | 4900 | 21.5 | 5200 | 22.3 |
| | | | | | |
| 900 | 4.1 | 900 | 3.9 | 900 | 3.8 |
| 4500 | 20.5 | 4700 | 20.7 | 4800 | 20.6 |
| 4600 | 21.0 | 4700 | 20.7 | 4800 | 20.6 |
| | | | | | |
| 81. 0 | | | | | |
| × | | | | | |
| | 1975 Ann. Avg. 21900 2800 1500 1400 19100 700 2700 5700 1100 4600 900 4500 | 1975 Ann. Avg. % 21900 100 2800 12.7 1500 6.8 1400 6.3 19100 87.2 700 3.1 2700 12.3 5700 26.0 1100 5.0 4600 21.0 900 4.1 4500 20.5 4600 21.0 | Ann. Avg. % Avg. 21900 100 22700 2800 12.7 3000 1500 6.8 1500 1400 6.3 1400 19100 87.2 19700 700 3.1 700 2700 12.3 2700 5700 26.0 6000 1100 5.0 1100 4600 21.0 4900 900 4.1 900 4500 20.5 4700 4600 21.0 4700 | 1975 Ann. Avg. % Avg. % 21900 100 22700 · 100 2800 12.7 3000 13.2 1500 6.8 1500 6.6 1400 6.3 1400 6.1 19100 87.2 19700 86.7 700 3.1 700 3.0 2700 12.3 2700 11.8 5700 26.0 6000 26.4 1100 5.0 1100 4.8 4600 21.0 4900 21.5 900 4.1 900 3.9 4500 20.5 4700 20.7 4600 21.0 4700 20.7 | 1975 Ann. Avg. % Avg. % Avg. 21900 100 22700 100 23300 2800 12.7 3000 13.2 3000 1500 6.8 1500 6.8 1500 6.6 1400 1400 6.3 1400 6.1 1600 19100 87.2 19700 86.7 20300 700 3.1 700 3.0 800 2700 12.3 2700 11.8 2500 5700 26.0 6000 26.4 6400 1100 5.0 1100 4.8 1200 4600 21.0 4900 21.5 5200 900 4.1 900 3.9 900 4500 20.5 4700 20.7 4800 4600 21.0 4700 20.7 4800 |

^{1/} Place of Work Concept: Method by which an employed individual is counted in the area where he works regardless of the area where he lives.

^{2/} Detail may not add to totals due to rounding. Figures based on a March, 1975, benchmark.

^{*} Less than 50 persons.

II. ANALYSIS OF LABOR DEMAND AND SUPPLY INFORMATION

The unique nature of the Omaha-Council Bluffs multi-state job market requires unique surveying methods. The data contained in this report compares the occupations which appear most frequently among Council Bluffs Job Service applicants in the active file on December 31, 1977, with those occupations which appear most frequently in the job listings in the Omaha Job Bank. No attempt is made to equate the first group with the second. Relative values are, however, useful in determining occupations for which applicant supply exceeds employer demands.

Tables 2 and 3 and the summarized analysis are offered to area planners as a suppliment to the Annual Planning Information Report. Additional detailed information is available on request.

TABLE 2
Current Job Service Applicants

by occupation (five or more applicants)

| | | Pottawattamie Cour | nty - I | December | 31, 1977 | | | UNDER | 45 |
|------|-----|-------------------------------|---------|----------|----------|------|------|-------|------|
| | | | CODED | SKILLED | UN- | WOR | KING | AGE | & |
| DOT# | AMT | OCCUPATION OCCUPATION | X | & SEMI | SKILLED | P.T. | F.T. | 22 | OVER |
| 045 | 8 | Psychology-Counselor | 1 | 8 | 0 | 1 | 1 | 0 | 3 |
| 079 | 18 | Medicine and Health | 3 | 16 | 2 | 1 | 0 | 3 | 4 |
| 169 | 6 | Administrative Specialties | 1 | 6 | 0 | 0 | 2 | 0 | 1 |
| 185 | 16 | Whole & Ret. Tr. Management | 0 | 16 | 0 | 0 | 0 | 1 | 4 |
| 187 | 18 | Service Industrial Mgmt. | 0 | 18 | 0 | 1 | 0 | 3 | 3 |
| 189 | 17 | Misc. Mgrl. Work | 3 | 17 | 0 | 1 | 4 | 4 | 1 |
| 195 | 11 | Social & Welfare Work | 1 | 11 | 0 | 0 | 3 | 1 | 1 |
| 201 | 22 | Secretarial Work | 0 | 22 | 0 | 0 | 1 | 4 | 4 |
| 206 | 10 | Filing | 1 | 10 | 0 | 0 | 0 | 1 | 2 |
| 209 | 58 | Steno, Typing, Filing & rel. | 8 | 27 | 31 | 1 | 9 | 19 | 5 |
| 210 | 16 | Bookkeeping | 0 | 15 | 1 | 1 | 1 | 0 | 4 |
| 211 | 52 | Cashiering | 2 | 51 | 1 | 3 | 2 | 18 | 9 |
| 212 | 6 | Teller Service | 0 | 1 | 5 | 1 | 1 | 2 | 0 |
| 219 | 58 | Computing and Acct. Record. | 7 | 57 | 1 | 0 | 1 | 12 | 12 |
| 222 | 9 | Clerical Work, Ship. & Rec. | 0 | 7 | 2 | 0 | 0 | 1 | 1 |
| 223 | 19 | Stock Clerking | 2 | 18 | 1 | 0 | 1 | 7 | 1 |
| 235 | 5 | Telephone Work | 0 | 5 | 0 | 0 | 1 | 2 | 0 |
| 237 | 10 | Recept. & Information Disp. | 2 | 9 | 1 | 1 | 0 | 4 | 2 |
| 249 | 6 | Misc. Clerical Work | 0 | 5 | 1 | 0 | 1 | 1 | 0 |
| 289 | 39 | Saleswork, Commodities | 9 | 39 | 0 | 6 | 2 | 25 | 3 |
| 290 | 28 | Salesclerking | 3 | 28 | 0 | 2 | 2 | 13 | 2 |
| 292 | 7 | Route Work | 1 | 6 | 1 | 0 | 0 | 0 | 0 |
| 299 | | Misc. Merchandising Work | 4 | 22 | 1 | 1 | 0 | 14 | 3 |
| 304 | 7 | Yard Work | 2 | 0 | 7 | 0 | 0 | 7 | 0 |
| 306 | 7 | Housework, Domestic | 0 | 0 | 7 | 1 | 0 | 3 | 3 |
| 307 | 16 | Child Monitor Work | 1 | 0 | 16 | 0 | 0 | 10 | 2 |
| 311 | 152 | Food Serving | 34 | 1 | 151 | 6 | 8 | 102 | 7 |
| 312 | 25 | Bartending | 0 | 0 | 25 | 0 | 0 | 3 | 5 |
| 313 | 23 | Cooking, large Hotels & Rest. | 0 | 21 | 2 | 2 | 0 | 14 | 3 |
| 314 | 5 | Cooking, small Hotels & Rest. | 0 | 5 | 0 | 0 | 0 | 4 | 0 |

| Tab1 | e 2 c | ontinued | | | | | | | |
|-------|---------|-------------------------------|-------|---------|----------------|-------|------|----------|-----------|
| | AMT. | OCCUPATION | CODED | SKILLED | INCUTITED | LIODE | TNC | DER | 45 |
| DOTIF | Arii. | OCCUPATION | CODED | & SEMI | UNSKILLED P | WORK | F.T. | GE 22 | & OVER |
| | | | | | | | | | 0,210 |
| 318 | 75 | Kitchen Work | 21 | 1 | 74 | 1 | 0 | 62 | 2 |
| 323 | 20 | Cleaner, Hotels, Rest. & Rel. | 0 | 0 | 20 | 1 | 2 | 8 | 5 |
| 355 | 54 | Attend. Work, Hospitals | 6 | 0 | 54 | 0 | 0 | 14 | 7 |
| 359 | 25 | Misc. Personal Services | 3 | 0 | 25 | 0 | 4 | 10 | 4 |
| 361 | 7 | Laundering Service | 0 | 0 | 7 | 1 | 0 | 3 | 0 |
| 369 | 7 | Apparel & Furnishings Serv. | 1 | 1 | 6 | 0 | 0 | 2 | 2 |
| 372 | 13 | Guard and Rel. Services | 2 | 1 | 12 | 1 | 1 | 1 | 2 |
| 381 | 45 | Cleaning & Rel. Services | 0 | 1 | 44 | 1 | 4 | 18 | 13 |
| 401 | 64 | Grain Farming | 0 | 0 . | 64 | 0 | 0 | 61 | 2 |
| 407 | 10 | Gardening & Groundskeep. | 0 | 1 | 9 | 0 | 0 | 4 | 2 |
| 421 | 18 | General Farming | 1 | 1 | 17 | 0 | 3 | 10 | 2 |
| 525 | 31 | Slaughtering | 7 | 1 | 30 | 0 | 0 | 6 | 8 |
| 526 | 8 | Cooking and Baking | 1 | 0 | 8 | 0 | 0 | 0 | 1 |
| 529 | 101 | Processing, Food | 35 | 2 | 99 | 2 | 4 | 33 | 4 |
| 619 | 7 | Misc. Metalworking | 1 | 0 | 7 | 1 | 0 | 2 | 1 |
| 620 | 31 | Motorized Veh. & Eng. Eq. Rep | 6 | 28 | 3 | 0 | 2 | 10 | 1 |
| 621 | 5 | Aircraft Rep. | 0 | 5 | 0 | 1 | 0 | 3 | Ō |
| 637 | 5 | Utility Eq. Rep. | 0 | 5 | 0 | 1 | 1 | 1 | 0 |
| 638 | 6 | Misc. Mach. Inst. & Rep. | 0 | 6 | 0 | 0 | 0 | 0 | 4 |
| 706 | 27 | Metal Unite Assemb. & Adj. | 3 | 0 | 27 | 2 | 1 | 8 | 2 |
| 726 | 14 | Assem. & Rep. Elect. Compon. | 1 | 10 | 4 | 2 | 0 | 2 | 2 |
| 780 | 5 | Upholstering | 0 | | 5 | 0 | 1 | 0 | 0 |
| 787 | 12 | | 0 | 10 | 2 | 1 | 1 | 0 | 1 |
| 801 | 5 | Machine Sewing, Nongarment | 0 | 5 | 0 | 0 | 0 | 1 | 1 |
| | | Fitting, Bolting & Screwing | 0 | 5 | 0 | 0 | 0 | 0 | 1 |
| 807 | 5 18 | Body Work, Transp. Eq. | 0 | 0 | 18 | 2 | 200 | 3 | 1 |
| 810 | | Arc Welding | | | | 0 | 1 | | |
| 812 | 10 | Comb. Arc. & Gas Welding | 1 | 1 | 9 | | 2 | 5 | 0 |
| 840 | 5 | Const. & Maint. Painting | 0 | 3 | 2 | 0 | 1 | 1 | 0 |
| 844 | 7 | Cement & Concrete Fin. | 0 | 0 | 7 | 0 | 0 | 1 | 2 |
| 859 | 16 | Excavating, Grading, Paving | 1 | 1 | 15 | 0 | 0 | 1 | 3 |
| 860 | 20 | Carpentry | 2 | 16 | 4 | 0 | 0 | 5 | 3 |
| 869 | 47 | Misc. Const. Work | 2 | 3 | 44 | 1 | 2 | 17 | 3 |
| 899 | 18 | Misc. Structurial Work | 0 | | 2 | 2 | 0 | 2 | 3 |
| 904 | 28 | Trailor-truck Driving | 0 | 0 | 28 | 0 | 3 | 1 | 6 |
| 905 | 60 | Heavy Truck Driving | 0 | 1 | 59 | 2 | 3 | 4 | 6 |
| 906 | 14 | Light truck Driving | 1 | 0 | 14 | 1 | 1 | 2 | 2 |
| 913 | 6 | Passenger Transportation | 0 | 6 | 0 | 0 | 0 | 2 | 1 |
| 915 | 33 | Parking Lot & Rel. Work | 6 | 2 | 31 | 1 | 1 | 23 | 3 |
| 919 | 7 | Misc. Transp. Work | 0 | 2 | 5 | 0 | 0 | 4 | 1 |
| 920 | 25 | Packaging | 0 | 0 | 25 | 3 | 0 | 2 | 4 |
| 922 | 108 | Materials Moving & Stor. | 6 | 1 | 107 | 1 | 6 | 46 | 6 |
| 929 | 52 | Packaging & Mat. Handling | 3 | 1 | 51 | 0 | 2 | 19 | 1 |

5 & ER

TABLE 3

Unfilled Omaha Job Bank Openings by occupation (three or more job openings, unfilled for 30 days or more) December 31, 1977

| | becomber 31, 171 | |
|------|---|---|
| AMT. | OCCUPATION | AVER. PAY |
| 4 | Mechanical Engineer | \$8,320/annually |
| 6 | Industrial Engineer | 12,000 |
| 4 | Mathematics | 24,780 |
| 3 | Biological Science | 8,636 |
| 4 | Nursing | 11,085 |
| 5 | Medical & Dental Technician | 9,031 |
| 10 | Medicine & Health | 7,945 |
| 3 00 | College, Univ. Education | 13,000 |
| 3 | Library Work | 12,030 |
| 3 | Acctg. & Auditing | 10,000 |
| 5 | Admin. Specialities | 10,398 |
| 5 | Misc. Managerial Work | 7,350 |
| 4 | Social & Welfare Work | 5,475 |
| 8 | Secretarial Work | 6,964 |
| 13 | Steno., Typing & Filing | 6,495 |
| 20 | Computing & Acct. Recording | 5,898 |
| 4 | Reception | 5,945 |
| 10 | Sales Work, Real Estate & Ins. | 8,442 |
| 3 | Sales Work, Household Applian. | INA |
| 13 | Sales Work, Commodities | 8,725 |
| 5 | Child Monitor Work | INA |
| 13 | Food Service Work | 2.30/hourly |
| 5 | Cooking, Large Hotels & Rest. | 2.57 |
| 3 | Cooking, Small Hotels & Rest. | 2.63 |
| 5 | Attendant Work, Hospitals | 2.43 |
| 6 | Cleaning and Related Work | 2.60 |
| 5 | Machining | 5.16 |
| 6 | Motorized Veh. & Eng. Rep. | 4.12 |
| 4 | Misc. Mach. Inst. & Rep. | 5.74 |
| 4 | Assem. & Rep., Electrical Eq. | 4.73 |
| 3 | Parking Lot & Rel. Service Work | INA |
| | 4 6 4 3 4 5 10 3 3 3 5 5 4 8 13 20 4 10 3 13 5 13 5 13 5 6 5 6 6 5 6 6 4 4 | Mechanical Engineer Industrial Engineer Mathematics Biological Science Nursing Medical & Dental Technician Medicine & Health College, Univ. Education Library Work Acctg. & Auditing Admin. Specialities Misc. Managerial Work Social & Welfare Work Secretarial Work Secretarial Work Computing & Acct. Recording Reception Computing & Acct. Recording Reception Sales Work, Real Estate & Ins. Sales Work, Household Applian. Sales Work, Commodities Child Monitor Work Cooking, Large Hotels & Rest. Cooking, Small Hotels & Rest. Attendant Work, Hospitals Cleaning and Related Work Machining Motorized Veh. & Eng. Rep. Misc. Mach. Inst. & Rep. Assem. & Rep., Electrical Eq. |

Analysis Of Area Employer Demand Characteristics

- Highest Demand Occupations (for which supply has not been adequate).
 - Computing and Account recording (20)
 - Steno., typing and filing (13)
 - Sales work, commodities (13)
 Food service work (13)
 Medicine and health (10)

 - 5.
 - 6. Sales work, real estate and insurance (10)

 - 7. Secretarial work (8)8. Cleaning and related work (6)
 - 9. Motorized vehicle and engineering equipment repair (6)
 - Industrial engineer (6) (ST) goldana Jana ban yelgadani 10.
- B. High Demand Occupations Requiring College Level Training
 - 1. Medicine and health (10)
 - 2. Industrial engineer (6)
 - 3. Medical and dental technician (5)
 - 4. Administrative specialties (5)
 5. Mechanical engineer (4)
 6. Mathematics (4)
 7. Nursing (4)

 - Social and welfare work (4) 8.
 - 9.
 - Biological sciences (3)
 College and university education (3) 10.
 - 11.
 - Library work (3)
 Accounting and auditing (3) 12.
- C. High Demand Occupations Requiring Some Technical Training
 - Computing and account recording (20)
 - 2. Steno. typing and filing (13)
 - Secretarial work (8)
 - Motorized vehicle and Engine equipment repair (6)
 - Medical and dental technician (5) 5.
 - 6. Machining (5)
 - Assembly and repair, electrical equipment (4)
 - 8. Misc. machine installing and repair (4)
 - 9. Nursing (4)
 - Accounting and auditing (3) 10.
- D. Entry-Level High Demand Occupations Requiring Mimimal Skills and Experience
 - 1. Food service work (13)
 - 2. Cleaning and related work (6)
 - 3. Child monitor work (5)
 - 4. Attendant work, hospitals (5)
 - 6. Parking lot and related service work (3)

Analysis Of Job Seeker Supply Characteristics

- Highest Supply Occupations in Order.
 - Food serving (152)
 - 2. Materials moving and storing (108)
 3. Processing, food (101)
 4. Kitchen work (75)
 5. Grain farming (64)

 - 6. Heavy truck driving (60)

 - 7. Steno. typing, filing (58)
 8. Computing and account record. (58)

 - 9. Attendant work, hospitals (54)
 10. Packaging and mat. handling (52)
 - 11. Cashiering (52)
- B. Occupations With The Greatest Number of "X-Coded" applicants (entry-level applicar who is not qualified for a particular job because of lack of experience and/or training)
 - Processing, food (35)

 - 2. Food serving (34)
 3. Kitchen work (21)
 4. Saleswork, commodities (9)
 5. Steno. typing and filing (8)
 7. Computing and accounting record. (7)
 8. Attend. work, hospitals (6)
 9. Motorized vehicle and engineer accordance (6) Motorized vehicle and engineer equipment repari (6)
 Parking lot and related work (6) 9.
 - 10. Parking lot and related work (6)
- Occupations with greatest number of skilled and semi-skilled applicants. C.
 - Computing and accounting record (57) Computing and accounting record (5/)
 Cashiering(51)
 Saleswork, Commodities (39)
 Salesclerking (28)
 - 2.
 - 3.
 - 4. Salesclerking (28)
 - 5. Motorized Vehicle and engineer equipment repair (28)
 - 6. Steno., typing and filing (27)
 - 7. Secretarial work (22)
 - Miscellaneous merchandising work (22) 8.
 - 9. Cooking, large hotels and restaurants (21)
 - 10. Service industry management (18)

- D. Occupations For Which Greatest Number Of Applicants Were Under Age 22.
 - 1. Food serving (102)
 - 2. Kitchen work (62)
 - 3. Grain farming (61)
 - 4. Materials moving and storing (46)
 - 5. Processing, food (33)
- 6. Saleswork commodities (25)
 - 7. Parking lot and related work (23)
- 8. Packaging and mat. handling (19)
 - 9. Steno., typing and filing (19)
- 10. Cashiering (18)
- 11. Cleaning and related services (18)
- E. Occupations For Which Greatest Number Of Applicants Were Age 45 or Over.

in this publications, Coules have be-

- 1. Cleaning and related services (13)
- 2. Computing and accounting record (12)
- 3. Cashiering (9)
- 4. Slaughtering (8)
 - 5. Food serving (7)
 - 6. Attendant work hospitals (7)
 - 7. Trailor truck driver (6)
 - 8. Heavy truck driver (6)
 - 9. Materials moving and storage (6)

Conclusions

- 1) Of top high demand occupations, unfilled after 30 days, only two are generally unskilled work. Of the top high supply applicant categories, five are unskilled laboring occupations, nearly half.
- 2) As expected, the greatest number of applicants under age 22 are listed in unskilled occupations.
- 3) Of the high demand occupations which require college level training and which have unfilled job openings, most are inthe medical and health related professions. The quantitative fields of engineering and mathematics placed second and the business professions of management and accounting placed third.
- 4) Of those high demand occupations requiring some technical training, the business field placed first. Mechanical skill professions, entailing installation, maintenance or repair, placed second. The medical arts professions also listed many unfilled jobs.

III. OCCUPATIONAL NEEDS PROJECTION

The following table identifies Employment Trends and Prospects by Occupation, 1974-1985 and is reprinted from:

Omaha Standard Metropolitan Statistical Area Occupational Trends for 1985, published by Nebraska Department of Labor, Division of Employment.

Additional information regarding expansion and replacement needs, projected employment and average annual job openings by occupation are listed in detail in this publication. Copies have been sent to appropriate vocational planners and additional copies are available by writing:

Box 94600 State House Station Lincoln, Nebraska 68509

iteld placed tirst. Mechanical wirth provingerons, drief ing included or maintenance or repair, placed through the required arts repair, placed through the repair of the repair.

TABLE 4

TOTAL PROJECTED OPENINGS OMAHA STANDARD METROPOLITAN STATISTICAL AREA

| | ONE YE | AR | FIVE | YEARS | PERCENT |
|---|--------|-------|-------------|-------|---------|
| TOTAL, ALL OCCUPATIONS | | 16364 | | 81820 | 100.0 |
| PROFESSIONAL, TECHNICAL, KINDRED | | 2488 | | 12440 | 15.2 |
| Engineers, Technical | 112 | 2400 | 560 | 12440 | 13.2 |
| Life and Physical Scientists | 15 | | 75 | | |
| Mathematical Specialists | 11 | | 55 | | |
| Engineers, Science Technicians | 112 | | 560 | | |
| Medical Workers, except Technicians | 572 | | 2860 | | |
| Health Technologists and Technicians | 220 | | 1100 | | |
| Technicians, except Health | 41 | | 205 | | ** 1 |
| Computer Specialists | 58 | | 290 | | |
| Social Scientists | 21 | | 105 | | |
| Teachers | 600 | | 3000 | | |
| Writers, Artists, Entertainers | 164 | | 820 | | |
| Other Professional, Technical | 562 | | 2810 | | |
| MANAGERS OFFICIALS PROPRIETORS | | 1538 | | 7690 | 0.4 |
| MANAGERS, OFFICIALS, PROPRIETORS | 313 | 1336 | 1565 | 7690 | 9.4 |
| Buyers, Sales, Loan Managers | | | | | |
| Administrators, Public Inspectors Other Managers, Officials, Proprietor | 177 | | 885 5240 | | |
| Other Managers, Officials, Proprietor | 31040 | | 3240 | | |
| SALES WORKERS | | 1091 | | 5455 | 6.7 |
| CLERICAL WORKERS | | 4361 | | 21805 | 26.6 |
| Stenographers, Typists, Secretaries | 1489 | | 7445 | | |
| Office Machine Operators | 123 | | 615 | | |
| Other Clerical Workers | 2749 | | 13745 | | |
| CRAFTS AND KINDRED WORKERS | | 1160 | | 5845 | 7.1 |
| | 233 | 1169 | 1165 | 3643 | /.1 |
| Construction Crafts Workers | | | 430 | | |
| Transportation, Public Utilities Craf | 850 | | 4250 | | |
| Other Crafts, Kindred Workers | 630 | | 4230 | | |
| OPERATIVES | | 1527 | | 7635 | 9.3 |
| Operatives, except Transport | 1164 | | 5820 | | |
| Transport Equipment Operators | 363 | | 1815 | | |
| SERVICE WORKERS | | 3534 | | 17670 | 21.6 |
| Cleaning Service Workers | 749 | • | 3745 | | |
| Food Service Workers | 1096 | | 5480 | | |
| Health Service Workers | 798 | | 3990 | | |
| Personal Service Workers | 611 | | 3055 | | |
| Protective and Service Workers | 173 | | 865 | | |
| Private Household Workers | 107 | | 535 | | |
| LABORERS, EXCEPT FARM | | 439 | | 2195 | 2.7 |
| FARMERS AND FARM WORKERS | | 217 | | 1085 | 1.4 |

APPENDIX

Employment Trends and Prospects by Occupation Omaha Standard Metropolitan Statistical Area 1974-1985

| | | Estimated | Percent of | Average Annual | Employment Trends |
|---|--------------------|--------------------|---------------------|---------------------------|--|
| Occupation | Employment 1974 | Employment 1985 | Change 1974-1985 | Job Openings 1974-1985 | and Prospects 1974-1985 |
| rofessional, Technical, Kindred Occupations | | | | | |
| Engineers, Technical | 2,762 | 3,387 | 22.63 | 112 | Employment is expected to increase at a slow rate. Most of the openings will occur as a result of growth. |
| Life & Physical Scientist | 310 | 381 | 22.90 | 16 | There will be only a slight increase in thi area. Most of the job in this area will come about because of separations. |
| Mathematical Specialist | 232 | 279 | 20.26 | 11 | Employment will show a little growth in this area. Separation will be the major contributor to open- ings. |
| Engineers, Science Technician | 1,999 | 2,753 | 37.32 | 111 | This area will show a moderate increase. Most of the openings in this area will be due to growth rather than separation. |
| Medical Workers, Exc. Technician | 5,105 | 7,515 | 47.21 | 572 | Employment is expected to increase at a substantial rate. The fields of dentistry and medical osteopaths are expected to be a big factor in the growth of this area. |

.

EMPLOYMENT TRENDS AND PROSPECTS BY OCCUPATION 1974 - 1985

| Occupation | Employment 1974 | Estimated Employment 1985 | Percent of Change 1974-1985 | Average Annual Job Openings 1974-1985 | Employment Trends and Prospects 1974-1985 |
|---|--------------------|---------------------------------|-----------------------------------|---|---|
| Health Technology & Technicians | 1,613 | 2,616 | 62.18 | 220 | Employment is expected to increase very substantially, with many |
| 770.00 | 1,207 | | 77 58 | | of the job openings coming from replacement needs. |
| Technicians, Exc. Health | 513 | 768 | 49.70 | 41 | Employment is expected to increase at a sub- |
| 29/7-05/400 Carlo Car | | (30 | 70-73 | | stantial rate. The openings in the field are expected to be caused by growth. |
| Computer Specialist | 1,174 | 1,609 | 37.05 | 57 | There will be a high increase in this field, with the computer programmers expected to lead the way. Growth is seen as the major contributing factor to openings. |
| Social Scientist | 379 | 488 | 28.76 | 21 | Competition in this are will be keen. Employment in the teaching and academic field will not be easy to attain without a Ph.D. or a master's degree. |
| Teachers pursuaupers | 10,715 | 11,340 | 5.83 | 600 | Applicants expected to face keen competition. |
| Occupation | | | | | The supply of teachers is expected to exceed the demand. Openings will come about as a result of replacement |
| MOTOR | MENTITRENDS A | O MORNO | | ALION | needs. |

1974 - 1985

| 1 | JI | 7 | 1. | 100 |
|---|----|---|----|-----|
| | | | | |

| Occupation | Employment 1974 | Estimated Employment 1985 | Percent of Change 1974-1985 | Average Annual Job Openings 1974-1985 | Employment Trends and Prospects 1974-1985 |
|--------------------------------|--------------------|---------------------------------|-----------------------------------|---|--|
| Writers, Artists, Entertainers | 2,628 | 3,284 | 24.96 | 164 | Entertainment is a very competitive field and only those that are of a high caliber will have a good opportunity. Writers and artists are expected |
| | 333 | 400 | 58° 48° | 57 | to increase at a slightly greater than average rate. Good techniques and ability will make easier entry into this field. |
| Accountants | 3,349 | 3,653 | 9.08 | 149 | Opportunities are expected to be good. Because of the growing complexity of business. Employers also like applicants trained in computer techniques. |
| Architects | 363 | 400 | 10.19 | 9 | Employment expected to increase only slightly. Most openings will be in architectural firms. |
| Lawyers | 1,267 | 1,832 | 44.59 | 115 | A continued increase in the number of law schoo graduates will cause high competition. Es- tablishing new prac- |
| Occupactor | Employme 1974 | | | | tices would probably be best in small towns and expanding suburban areas. |

EMPLOYMENT TRENDS AND PROSPECTS BY OCCUPATION 1974 - 1985

| Occupation | Employment 1974 | Estimated Employment 1985 | Percent of Change 1974-1985 | Average Annual Job Openings 1974-1985 | Employment Trends and Prospects 1974-1985 |
|---|--------------------|---------------------------------|-----------------------------------|---|--|
| Managers, Officials, Proprietors | | | | | |
| Buyers, Sales, Loan Managers | 5,491 | 6,965 | 26.84 | 313 | Employment is expected to grow over the next |
| | | 2,650 | | | few years by 26.84 percent. Buyers in wholesale and retail trade will increase. Buyers and shippers, farm products, will show a good increase. |
| Administrators, Public Inspectors | 2,229 | 3,002 | 34.68 | 177 | Employment is expected to increase by 34.68 percent. Most of the job openings will be due to replacement |
| Other Managers, Officials, Proprietors | 20,842 | 24,226 | 16.24 | 1,047 | Employment expected to increase slightly. Most of the openings are expected to be a result of replacement needs. |
| Sales Workers | 17,738 | 20,927 | 17.98 | 1,091 | Competition if high in this area. Best oppor- tunities come for thos with a proficiency in |
| Chernel Morkers Scenarophire, Topfate, Sacretailes | | | 33.95 | | public relations skill - openings are expecte to come about as a result of replacement needs more than a re- sult of growth. |

EMPLOYMENT TRENDS AND COST LOID DI COCCINITATION 1974 - 1985

| Occupation | Employment 1974 | Estimated Employment 1985 | Percent of Change 1974-1985 | Average Annual Job Openings 1974-1985 | Employment Trends and Prospects 1974-1985 |
|--|--------------------|---------------------------------|-----------------------------------|---|---|
| Clerical Workers | | | THE STATE OF | | CO A Spin (2000) To a m |
| Stenographers, Typists, Secretaries | 12,689 | 17,125 | 34.96 | 1,490 | Stenographers will have few opportunities as a result of the increased use of dictating mach- ines. There should be |
| | | | | | <pre>good opportunities for secretaries, especially medical.</pre> |
| Office Machine Operators | 2,353 | 2,256 | - 4.12 | 124 | The outlook for employment in this area is expected to decline as |
| Dilest Munestrus, Officials, Propriesses | | 24,236 | | 7'093 | a result of the more sophisticated machines. Most of the openings in this field will be a result of separation. |
| Bank Tellers | 692 | 792 | 14.45 | 100 | Good opportunities for employment in the area |
| And the second of Public Inspectors | | | 35.19 | | due to the high re- placement needs and expanded banking sys- tems. A background in computer techniques would be helpful. |
| Bookkeepers | 5,271 | 5,655 | 7.29 | 339 | Employment is expected to remain fairly stable |
| Suyers, Sales, Loan Managers | | 6,965 | | 310 | Automation of record- keeping has slowed the growth down somewhat. Replacement needs will |
| | Telf subjected | of Engloyed | | | cause most of the open- ings in this area. |

EMPLOYMENT TRENDS AND PROSPECTS BY OCCUPATION 1974 - 1985

| Court Court | Employment 1974 | Estimated Employment 1985 | Percent of Change 1974-1985 | Average Annual Job Openings 1974-1985 | Employment Trends and Prospects 1974-1985 |
|--|--------------------|---------------------------------|-----------------------------------|---|--|
| Receptionists | 1,569 | 2,246 | 43.15 | 212 | Good opportunity for employment with high replacement needs and also a good growth factor. Most firms want to keep a person- |
| THE PARTY KINGS NOVEMBER | | | | | al touch with customers so automation should no affect this field much. |
| Miscellaneous Clerical Workers, NEC | 4,984 | 8,562 | 71.79 | 681 | Good opportunity for employment in this area. There are many |
| 18 - Contraction C | | | 50780 | | openings caused by re- placement needs along with openings due to growth. |
| D. Crafts and Kindred Workers | | | | | All Colle most in a |
| Construction Crafts Workers | 7,953 | 8,519 | 7.12 | 233 | Employment growth expected to be fairly stable. Replacement |
| Driving Freds Canter Strategy | | | | | needs are expected to create a lot of job openings. |
| Metalworking Crafts Workers, Exc. Mechanics | 2,447 | 2,878 | 17.61 | 92 | Employment expected to increase slightly. Most of the openings are expected to come about as a result of replacement needs. |
| | | | | | |





| 1 | 9 | 74 | | 19 |
|---|---|----|--|----|
|---|---|----|--|----|

| | 1974 | 19 | | | |
|---|--------------------|---------------------------------|-----------------------------------|---|---|
| Occupation | Employment 1974 | Estimated Employment 1985 | Percent of Change 1974-1985 | Average Annual Job Openings 1974-1985 | Employment Trends and Prospects 1974-1985 |
| Mechanics, Repairers, Installers | 8,584 | 10,366 | 20.76 | 336 | Employment is expected to grow at a rate of 20.76 percent for all |
| | 10.00 | | | 1,498 | occupations in response to increases in popu- |
| Setalogical Centra Montagra, Exc. Mechanico | 2, 647 | 1,578 | 797.07 | | lation and income. In addition, higher replacement costs will necessitate repair when feasible. |
| Printing Trade Crafts Workers | 1,457 | 1,347 | - 7.55 | 28 | Employment is expected to decrease as a re- |
| Court transfer Morkers | 2,955 | | | 332 | sult of the increased mechanization of this area. Most openings will come about as a result of replacement needs. |
| Transportation, Public Utility Crafts | 2,254 | 2,725 | 20.90 | 85 | Employment is expected to grow approximately by 20.9 percent. This |
| Murellengoue Clerical Warmers, MSC | | | | 687 | is due to technologi- cal innovations and more centralization. |
| Other Crafts, Kindred Workers | 4,760 | 5,257 | 10.44 | 228 | Opportunities for employment in this area will come mainly in |
| | | 2.00 | - 1.39 | 115 | the form of replace- ments. Employment is expected to grow approx |
| - record units a | | | | | mately 10.44 percent. |

Job Openings and Pruspecta-

EMPLOYMENT TRENDS AND PROSPECTS BY OCCUPATION 1974 - 1985

| | 19/4 - 198 | 3 | | con company and a larger | |
|----------------------------------|--------------------|---------------------------------|-----------------------------------|---|--|
| Occupation | Employment 1974 | Estimated Employment 1985 | Percent of Change 1974-1985 | Average Annual Job Openings 1974-1985 | Employment Trends and Prospects 1974-1985 |
| Operatives | | | | | select or replacements |
| Semiskilled Metalworking | 2,691 | 3,302 | 22.71 | 121 | Employment is expected to grow at a moderate rate. Openings that do come about will be as a result of, both replacements and growth. |
| Semiskilled Packing, Inspecting | 3,370 | 4,057 | 20.39 | 215 | It appears that there exists good opportunities for employment in this field. Replacement needs will play a |
| | \$705.7 | | | | major role in job openings. |
| Other Operatives, Exc. Transport | 16,806 | 18,972 | 12.89 | 828 | Employment is expected to rise at a slow rate. Employment opportunities will come about as a result of replacement needs. |
| Transport Equipment Operative | 10,801 | 12,199 | 12.94 | 363 | Replacement needs are anticipated to produce most of the job open- ings, while growth is |
| Service Workers | | 11,168 | | | figured to be only a small factor towards job openings. |
| Cleaning Service Workers | 7,100 | 9,760 | 37.46 | 749 1844-1882 198 00-281488 7 | Although replacement needs will be the major source of openings, growth will play an |
| | | Salibated. | ex occurati | | important role in the picture in the expected 37 5 percent rate incide. |

EMPLOYMENT TRENDS AND PUSPECTS BY OCCUPATION

EMPLOYMENT TRENDS AND COSPECTS BY OCCUPATION 1974 - 1985

picture in the ex-

| | Employment 1974 | Estimated Employment 1985 | Percent of Change 1974-1985 | Average Annual Job Openings 1974-1985 | Employment Trends and Prospects 1974-1985 |
|--------------------------------------|--------------------|---------------------------------|-----------------------------------|---|---|
| Food Service Workers | 12,214 | 15,383 | 29.95 | 1,096 | Employment is expected to rise. Excellent opportunity for jobs as a result of replacement needs as well as the openings caused by growth. |
| Health Service Workers | 4,908 | 8,346 | 70.05 | 797 | Excellent opportunity for employment in this area. There are many job openings for high replacement needs and a good growth potential. Favorable opportuni- |
| wher Operatives, Exc. Transport | TC 808 . | | 12,69 | 828 | ties for graduates of approved programs. |
| Personal Service Workers | 7,823 | 8,923 | 14.06 | 611 | Employment will increas at a moderate rate. Good potential for job openings due to growth and very good oppor- |
| The late of the late of the parting. | 2,720 | | 10.44 | 215 | tunity for openings because of replacement needs. Hair stylists will probably have a better opportunity than a conventional barber. |
| Protective & Service Workers | 3,137 | 3,959 | 26.20 | 173 | Primary job openings will come about as a result of replacement needs. |
| | | | | Job Openanga | |

1974 - 1995

EMPLOYMENT TRENDS AND PROSPECTS BY OCCUPATION 1974 - 1985

| | Occupation | Employment 1974 | Estimated Employment 1985 | Percent of Change 1974-1985 | Average Annual Job Openings 1974-1985 | Employment Trends and Prospects 1974-1985 |
|----------|----------------------------|--------------------|---------------------------------|-----------------------------------|---|--|
| Priva | te Household Workers | 2,144 | 1,592 | - 25.75 | 107 | Even though there is an expected decline in employment, opportunities do exist. The demand for this field will probably outweigh the supply. This is due to the relatively low wages and lack of opportunities offered by this type of work. |
| . Farme | rs and Farm Workers | | | | | |
| Farme | ers & Farm Managers | 4,528 | 4,190 | - 7.46 | 161 | Employment is expected to decline. The trend seems to be toward larger farms, causing the small farmer to go out of business. |
| Farm | Laborers, Farm Supervisors | 2,045 | 2,027. | - 0.88 | 56 | Employment is expected to decline, due to improvements in technology and machinery. The move is toward more mechanization and away from manual labor. |
| l. Labor | ers, Exc. Farm | 12,089 | 13,162 | 8.88 | 438 | Employment is anticipated to rise very slightly. Most of the openings will be due to replacement needs. |

