



# **Lincoln Chamber of Commerce**

**Combined Public Policy and  
Transportation & Public Works Forum**

Wednesday, November 17, 2010

[www.dol.nebraska.gov](http://www.dol.nebraska.gov)

# Nebraska Department of Economic Development – The Battelle Study

**Official Nebraska Government Website**

**NEBRASKA**  
possibilities...endless™

Business Development Community Development Living & Working Travel & Tourism News

**Department of Economic Development**

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Home

Nebraska is truly in the middle of it all, offering an array of advantages that make exploring, living, working and doing business here a wonderful and rewarding experience. Exceptional quality of life, clean air, excellent educational opportunities, vast recreation, and safe environment, as well as, unmatched work ethic, business-friendly atmosphere, and lower-overall cost of living make Nebraska a dynamic location. ***A Nebraska destination offers endless possibilities.***

**News & Updates**

**Battelle Study:**  
**Nebraska Competitive Advantage Assessment**

- ▶ Main Report
- ▶ Executive Summary (pdf)
- ▶ Powerpoint Slideshow (pdf)
- ▶ Simon Tripp of Battelle Audio Narrated Slideshow

▶ Press Releases  
▶ Latest Newsletters

▶ 2009 Annual Report  
▶ Legislative Bill Tracker

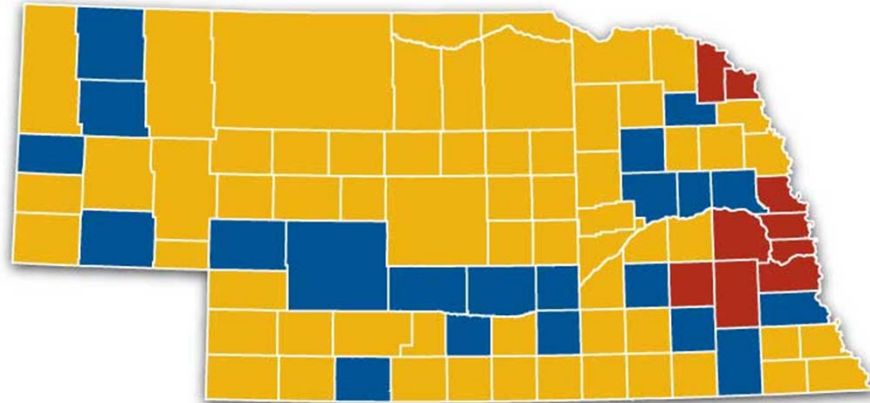
**Business Development**

- ▶ Targeted Industries
- ▶ Starting A Business
- ▶ Expanding & Relocating
- ▶ Existing Business
- ▶ 2009 Business Visitation Program brochure
- ▶ International
- ▶ Incentives & Financing
- ▶ Library & Forms
- ▶ Nebraska Economic Development Certified Communities
- ▶ More...

# Nebraska is Well-Positioned in the Fundamentals Driving Economic Development

- *First, Nebraska has a diverse set of twelve primary industry clusters that are driving the state's economic base*
- 5 Industry Clusters Stand As **Current Strengths**
  - Specialized, Growing and Outpacing National Growth
  - Financial Services
  - Transportation, Warehousing & Distribution Logistics
  - Precision Metals Mfg.
  - Biosciences
  - Renewable Energy  
(note: overlaps with biosciences in biofuels)
- 3 Industry Clusters Stand As **Emerging Strengths or Opportunities**
  - Not Specialized, Growing in Employment and may be Gaining Competitive Share
  - R&D & Engineering Services
  - Health Services
  - Hospitality & Tourism
- 4 Industry Clusters Stand As **Retention Targets**
  - Specialized, but Challenged in Employment and Competitive Share
  - Agriculture & Food Processing
  - Business Management & Admin. Services
  - Software & Computer Services
  - Agricultural Machinery

# Regional Industry Cluster Analysis Suggests Areas of Strengths for All Types of Regions in Nebraska



## High-Growth\* Clusters in Metro Areas:

Biosciences  
 Financial Services  
 Health Services  
 Hospitality/Tourism  
 Precision Metals  
 R&D/Eng. Services  
 Trans/Warehousing,  
 Distribution Logistics

\*Job growth from 2001-07 in NE and gaining competitive share relative to the U.S. Cluster

## High-Growth\* Clusters in Counties with First Class Cities:

- Ag Machinery
- Business Mgmt & Admin. Services
- Financial Services
- Health Services
- Hospitality/Tourism
- R&D/Eng. Services
- Software & Computer Services

\*Job growth from 2001-07 in NE and gaining competitive share relative to the U.S. Cluster

## High-Growth\* Clusters in Other Counties:

- Agriculture/Food Proc.
- Biosciences
- Bus. Mgmt & Admin. Svcs
- Hospitality/Tourism
- Precision Metals
- R&D/Eng. Services
- Software & Computer Services
- Trans/Warehousing, Distribution Logistics

\*Job growth from 2001-07 in NE and gaining competitive share relative to the U.S. Cluster

Clusters in alphabetical order

# Proposed Nebraska Talent Advantage Initiative


- **Objectives:**
  - Improve sharing of information on current and developing career opportunities in Nebraska with web-based tools
  - Strengthen connections between students and companies
  - Address high demand, skill shortage areas
  - Provide incentives to recruit high skilled workers, especially targeting former Nebraskans to enable growth of the state's industry base

# Proposed Nebraska Talent Advantage Initiative

Key Program Functions	Timeline*	Costs
Promote on-site and distance-related postsecondary student internships across the state with businesses in economic base industries.	Immediate	\$1 million annually
Develop and market a Nebraska Jobs Search Site (NEworks) in collaboration with the Department of Labor, to serve as a portal and networking vehicle with specific emphasis on connecting students and graduates with employer needs in targeted, high skill occupations.	Immediate	\$1 million annually
Revamp Career & Technical Education in K-12 targeted to high demand, high shortage occupations, including through virtual high school enabled by expanded broadband.	Immediate	\$1 million annually
Enhance entrepreneurial opportunities by providing mentoring, training and increased capital access, particularly for high growth businesses.	Immediate	\$500,000
Create targeted skill centers at post-secondary institutions for documented skill shortage areas.	Near Term	\$500,000
Provide for incentives in Science, Technology, Engineering, and Math (STEM) occupations for graduates in high wage, high skilled fields to work in Nebraska in target industry clusters for which there is a critical skill shortage (similar to Rural Health Opportunities Program—RHOP).	Near Term	TBD
*Timeline: Immediate, within 1 year; Near Term, 1-2 years; Long Term, over 2 years		

# NEworks Website

Official Nebraska Government Website




NEworks  
NEBRASKA DEPARTMENT OF LABOR

USERNAME

PASSWORD

**SIGN IN**

[Forgot Username/Password?](#) [Not Registered?](#) [Login As Guest](#)



**SEARCH FOR JOBS**

KEYWORD (e.g. Accountant)

OR  
ZIP CODE & RADIUS  
 10 miles  
miles **GO**

**News and Announcements**

Welcome to NEworks! Released by the Nebraska Department of Labor ...

**Services for Job Seekers**

**FIND A JOB**

**CREATE A RESUME**

[More Services](#)

**Services for Employers**

**FIND A CANDIDATE**

**POST JOB OPENINGS**


[More Services](#)

**Labor Market Information**

- [LMI Home](#)
- [Labor Market Facts](#)
- [Employment and Wage Data](#)
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NEBRASKA  
DEPARTMENT OF LABOR

# NEworks

Nebraska's one stop location for posting  
and search for jobs

- Employers:

- Post jobs on NEworks
- Technology to spider and scrape jobs across Nebraska
- Search for candidates
- Research Labor Market Information

- Job Seekers:

- Search for jobs by area, skill set or employer
- Post a resume
- Career tools, such as Career Explorer and Career Informer
- Register to qualify for employment services, including unemployment benefits

## Websites of Interest

### **Nebraska Department of Labor:**

<http://www.dol.nebraska.gov/>

**NEworks** – the new job posting/job search website:

<https://networks.nebraska.gov>

### **Nebraska Department of Economic Development - The Battelle Study:**

<http://www.neded.org>



NEBRASKA

# DEPARTMENT OF LABOR

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