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Identification and Analysis of Growth Occupations and Entry Level Positions in the Omaha SMSA with Special Attention to Minimal Training

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IDENTIFICATION AND ANALYSIS OF GROWTH OCCUPATIONS
AND ENTRY LEVEL POSITIONS IN THE OMAHA SMSA WITH
SPECIAL ATTENTION TO MINIMAL TRAINING

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by the Omaha Comprehensive Employment and Training Agency

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Omaha, Nebraska 68101

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Ralph H. Todd
Director, Center for
Applied Urban Research

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CHAPTER 1

INTRODUCTION

Manpower planning creates a special need for information that identifies growth occupations or positions and entry level and/or para-professional positions which require minimal training. Estimates and projections of employment by industries and by occupations have been presented and analyzed elsewhere with emphasis upon general trends in such employment in the Omaha SMSA.¹ In order to have a more specific understanding of local developments, additional information as to recent past and current occupational developments is desirable. An attempt to obtain such information was made by means of a survey of employers in the Omaha SMSA in August-September, 1977. The specific objectives of the survey were to identify (1) growth occupations or positions in the Omaha SMSA, (2) entry level and paraprofessional positions in the Omaha SMSA, and (3) sources of minimal training.

¹Nebraska Department of Labor, Omaha Standard Metropolitan Statistical Area Occupational Trends for 1985. Center for Applied Urban Research, The Structure of Employment in the Omaha SMSA, By Industry and Occupation Groups, 1974-1985, November, 1977.

CHAPTER 2

THE SURVEY METHODOLOGY

One hundred eighty-nine firms or agencies in the Omaha SMSA² were initially selected to be surveyed by telephone or, in some cases, by mail for information about changes in employment by occupations, training required for entry level positions and sources of training (see Appendix I for copy of questionnaire). As initially selected the contact sample consisted of 10 percent of the firms and agencies having up to 300 employees, or 93, and 100 percent of all the firms with 300 or more, or 96 firms. The source for identifying these firms or agencies was the Omaha Chamber of Commerce's Directory of Major Employers for the Omaha Metropolitan Area, as updated through August, 1977.

A number of firms or agencies, such as the U. S. Postal Service, the U. S. Strategic Air Command, Douglas County Hospital, and U. S. Army Corps of Engineers were arbitrarily eliminated from the survey because of the nature of their employment conditions or practices. Others did not participate by reason of company policies or practices that prevented giving out employment information. For a few, participation proved to be simply an impractical matter. Generally, however, replies were received from nearly all the employment size groups; especially representative were those of the 300 and over group. Thus, for example, of six firms or agencies in the 3,500 and over group, one was discarded and four participated.³ The only size groups that were not represented were the 2,000-2,499 and 2,500-3,499 groups.⁴

²The Omaha SMSA includes Douglas and Sarpy Counties in Nebraska, and Pottawattamie County in Iowa.

³The U. S. Strategic Air Command was discarded. Four of the following firms participated: Mutual of Omaha, Northwestern Bell Telephone, Omaha Public Schools, Union Pacific Railroad Company, and Western Electric Company.

⁴One firm was of size 2,000-2,499; four, of size 2,500-3,499. The U. S. Postal Service was the 2,000-2,499 firm that was discarded; J. L. Brandeis, City of Omaha, Douglas County, and University of Nebraska Medical Center were the four firms in the 2,500-3,499 group from which information was not received.

Usable replies were received from 80 of the 93 originally selected firms with under 300 employees and from 58 of 96 firms with 300 and over employees. In the presentations that follow, the respondents are divided into the two size groups and the information obtained is presented and analyzed for each group separately.

The nature of the "sample" being used precludes estimating the numbers for a particular phenomenon with any given precision. Thus, it is not possible to estimate the number of, for example, additional clerical positions that were provided in the under-300 size group by multiplying the number replying in the "10 percent" sample by 10 to get the total. Even so, reasonable generalizations can be made as to developments and conditions.

CHAPTER 3

THE 1977 EMPLOYMENT SITUATION: AN OVERVIEW

Labor force employment in the Omaha SMSA was estimated to be at the level of 244,400 for August, 1977. Unemployment was at the level of 12,500 persons, or 4.9 percent of the labor force of 256,900. That the employment situation has improved markedly since the most recent recession low of 1975 is well known. The August 1975 level of employment was 229,050 with 20,900 unemployed for an 8.4 percent unemployment rate. August 1976 levels of 235,050 employment and 17,950 unemployment, and a 7.1 percent unemployment rate, were all improvements over the 1975 situation. Also, with employment rising from 1976 to 1977 by 9,350, and unemployment falling by 5,450, there has been a net addition of 3,900 new workers to the ranks of the employed. Since 1975, the number employed has risen by 15,350 and the number unemployed has fallen by 8,400, for a net addition of 6,950 new persons.

Particularly important has been the drop of the overall unemployment rate from an average rate of 8.0 for the January-August, 1976 period to an average rate of 6.0 for the same eight-month period in 1977.

The increase in employment and decrease in unemployment reflects the recovery of the Omaha SMSA economy from the 1975 recession low. Although certain of the individual industries--such as retail trade--have not fared as well in the recovery as others, the overall unemployment rate of 4.9 percent in August indicates that the 1977 situation is, at least generally, a favorable situation. The extent to which the favorable conditions underlying the 1977 situation will carry over into 1978 is, of course, unknown. Even so, there is reason for optimism as to the opportunities in the next year or so.

One question asked the respondents was whether "during the past 6-8 months there had been an increase in hirings including rehiring and callbacks" (see questions 13 and 14 of questionnaire in Appendix I). Of the under-300 size firms, 39 out of the 80 that answered said, "Yes." Of the 39, 23 reported new hirings for existent and new positions. Of the 300-and-over size firms, 31 of 58 said, "Yes." Of the 31, 18 reported

new hirings. If these replies are to be taken as representative, between 49 and 52 percent of the hiring units have been active in the labor arenas. Not all such hiring is, of course, going to create new jobs. Nor is one under-300 size firm's hiring impact as great as that of one 300-and-over. Given a period of rehiring, with more firms moving toward situations of "full production," then the opportunities for new and additional jobs will be enhanced.

That employment activity in the Omaha SMSA is at a fairly high level--at least in a large number of the firms responding to the survey--is indicated in the following tabulation (see question 15 of questionnaire in Appendix I).

Level of Employment as Proportion of Normal Work Force
as Reported in August-September, 1977 Survey

Percent	Number of Firms with Employment of	
	Under 300	300 and Over
Under 50	0	0
50-75	1	0
76-85	1	3
86-90	2	2
91-95	5	5
96-100	69	46
Do Not Know/No Answer	2	2
Total Answers	80	58

The above distribution cannot of course be taken as completely representative of the proportions of total employment. Even so, there is an indication that a preponderance of firms or agencies are operating at levels of employment of 90 percent or over.

Improvements in the level of employment and unemployment since 1975 mean that there have been improvements in the level of employment in some of the occupational groups. In addition to the findings of the survey as reported in the following sections of this report, informal discussions with community leaders and businessmen indicate expansion has been occurring in insurance, trade (including "distribution centers"), services, transportation, manufacturing (slightly), and government. Declines are noted in food manufacturing and construction. Reports from the Nebraska

Department of Labor indicate by far the largest number of nonagricultural wage and salary job openings in the Omaha SMSA, in the 11 months of October 1976 through August, 1977, to have been in clerical; services (other than domestic); motor freight and transportation (various); materials, packaging, and handling; professional and technical; and managerial; with government employment of all types rising.

Note was also made of growth in occupations such as computer related sales and service persons, retail/wholesale trade (especially small specialty shop managers and clerical and sales workers), professionals (especially engineers), medical workers, general office clerical and managerial, and food service persons (especially "counter help").

No occupational structure in any area can remain constant. Individual occupations and occupation groups will be experiencing varying types and rates of change.⁵ To identify at least some of these groups and subgroups of changing occupations is, as noted previously, one of the objectives of this study.

⁵See Occupational Trends report referred to previously where "annual average job openings" classified by occupations are presented. Among the largest occupations i.e., largest number of openings, are medical workers, teachers, sales workers, clerical (stenos, typists, secretaries), cleaning service, food service, health service, and personal service.

CHAPTER 4

FINDINGS FROM THE SURVEY

Changes in Employment in Occupations/Positions

Past Changes in Previously Established Positions

Table 1 presents a subjective classification of the replies that were given by the firms that participated in the survey to two questions. Question Number 1 asked, "In what previously established positions were there increases in employment during 1975 and 1976?" Question Number 2 asked the same but for the period "during the past 6-8 months."

It should be noted that no checklist of positions was given or read to the respondents. To do so would have required a list of several pages and an impractical amount of time to read and consider--especially during a phone conversation. The specific replies are typed and appended to Table 1. These replies were interpreted by research persons in the Center for Applied Urban Research and then assigned to occupation groups and subgroups set forth in Table 1.

Certain other aspects of the data should be noted. A respondent may have indicated increases in more than one position and decreases as well as increases. Decreases were not taken as relevant to our study, however; since "growth occupations" were of interest. Also, there is no indication as to the magnitude of the hirings involved, since information as to the increases in number of, for example, food service workers was not obtainable.⁶

Only a "crude" estimate of the change by occupation can be made by (1) taking the total change for an industry group or subgroup and (2) apportioning that number among that industry's occupations according to

⁶Changes in the number of persons employed in particular industries are estimated on a monthly basis and reported in, for example, the Nebraska Department of Labor's Labor Area Summary, Omaha, Nebraska, August, 1977. This report becomes available about two months after the date of the data provided. No estimates are available as to actual changes in employment by occupations, however. Some indication of the activity in broad occupational categories is also provided in this report by a tabulation of nonagricultural job openings received in the Omaha Job Service Area of Douglas and Sarpy counties.

TABLE 1

In what previously established positions were there increases in Employment?

Question Number 1 - During 1975 and 1976

Question Number 2 - During the Past 6-8 Months

Questionnaire ^{a/}	Question Number 1		Question Number 2	
	During 1975 and 1976		During Past 6-8 Months	
	Number of Replies for Firms with Employment		Number of Replies for Firms with Employment	
	Under 300 ^{b/}	300 & Over ^{c/}	Under 300 ^{d/}	300 & Over ^{e/}
Occupation Groups and Subgroups				
Professional, Technical, Kindred Managers, Officials, Proprietors	10	31	7	22
Sales Workers	1	9	7	2
Clerical Workers	15	6	13	2
Stenographers, Typists, Secretaries	5	4	1	5
Office Machine Operators	1	4	1	1
Others, including "Clerical"	11	8	9	7
Crafts and Kindred				
Construction Craftsmen	4	1	1	1
Blue Collar Workers, Supervisors				
Metal Workers, except Mechanics	4		1	
Printing Trade Craftsmen	4		5	
Transportation, Public Utilities				
Others				
Operatives, including Transport Equipment	3	3	3	3
Service Workers				
Cleaning Service		6	1	5
Food Service	6	1	17	32
Health Service				
Personal Service				
Protective Service	1		2	
Private Household				
Laborers, except Farm	5	6	4	8
Farmers and Farm Workers				

^{a/} See Appendix I for Questionnaire.

^{b/} Includes 47 firms from a sample of 80 firms.

^{c/} Includes 42 firms from a sample of 58 firms.

^{d/} Includes 38 firms from a sample of 80 firms.

^{e/} Includes 31 firms from a sample of 58 firms.

Source: Survey by Center for Applied Urban Research, August-September, 1977.

Appendage to Table 1

Question No. 1: In what previously established positions were there increases in employment?

During 1975 and 1976

Firms with employment up to 300:
Answer

Questionnaire
Reference Number

sales	1
electricians	3
seasonal employment, cone dept. packers	4
retail sales, warehouse personnel	10
accounting, tellers	13
managers-7, food service-80	16
warehouse, 25% increase	17
factory	18
management -lower level	23
service dept.	24
office salesman	26
wiring division	27
machine operators, tool and die, machinists	28
underwriting	29
roofing labor	33
loan officer, executive secretary	34
claims adjustors, clerical support, appraisers	35
tellers	36
stable	38
waiters	39
clerical, underwriting, claims adjusters	41
waiter, bus help, kitchen help	43
don't know	45
drivers	46

dental technicians	49
service mechanics, body shop, office clerks	50
claims accounting, files, data processing, underwriting	52
sales, mechanical	54
clerical, underwriting	55
key punch, secretarial, typists	56
estimates, sheet metal	57
laboratory, general office, traffic dept., sales force	63
all areas	64
decrease	65
factory-sewing machine operators, shipping	66
sales	72
secretary, attorney	73
tellers, clerical	76
roofing	77
security	78
personnel administration	83
route men-sales	85
sales, repair-service technicians	86
clerical-4%	88
all-60% increase	170
general labor	171
special education teachers	187

Firms with employment over 300:
Answer

Questionnaire
Reference Number

key punch, CPT operators, clerical	89
factory workers	91
area managers, janitorial workers, office manager	92

architects, draftsmen, engineers	93
don't know	94
counter help	95
drivers, dock workers	99
will increase 50 people due to new "kill floor"	101
cleaning crew, warehouse	102
policy owner service, underwriters, clerical	104
new construction resulted in 50 new jobs-from counter help to mgrs	106
secretarial	107
store clerks	111
management	114
drop from 990 to 530 in 1975, now at 650	122
decrease of 100 jobs-freeze on hiring	124
staff reduction	126
125-150 replacements-available work	127
mfg. group (total), skilled and unskilled labor	129
instructors, clerical staff	131
teachers, clerical and secretarial, custodial-increase in enrollment and additional buildings	133
3 new stores-90 jobs-store managers, counter, kitchen	137
nursing-RN, LPN, Aides	143
medical technical, LPN's	151
don't know	154
engineering(Chemical, mechanical), computer systems programmers	155
craft	156
buyer, staff, clerical	157
all positions	158
clerical, operators	165

special education, guidance, reading teachers	166
keypunch, skill trades, apprentice programs-electricians, drafting	167
secretaries, maintenance, part-time faculty, cafeteria help	174
deputy sheriffs	176
stable-on seasonal basis	178
police officers	179
patient counsellor, pharmacist, respiratory therapy technologist, RN's, nurse aides	181
nursing services	182
special education teachers	186
teacher aides, custodial, teachers, cooks, clerical	188
teachers, aides	190
human resources (benefits manager), recruiters, corporate economist auditor, secretaries, keypunch	191

Appendage to Table 1

Question No. 2: In what previously established positions were there increases in employment?

During the past 6-8 months

<u>Firms with employment up to 300:</u> Answer	Questionnaire Reference Number
Sales	1
seasonal employment, cone dept. packers	4
retail sales, warehouse personnel	10
2 managers, 15 part time	16
factory, officer	18
sales	23
service dept.	24
office salesman	26
quality control, supervisory personnel	28
underwriting	29
salesman	30
file clerk, commercial loan closing, attorney	34
appraisers, clerical support	35
tellers	36
stable	38
clerical	41
drivers	46
security, maintenance, public program	47
dental technician	49
service mechanics, body shop, office clerks, new car and truck salesmen	50
sales, mechanical	54
underwriting, claims, clerical	55
key punch, office skills	56
estimating	57
management, kitchen, counter-4 new stores	62

sales force, general office	63
decrease	65
sales, shop-machine operator, welding	72
underwriter, programmer	73
switchman	75
roofing, sheet metal	77
security	78
executive vice-president	83
sales, repair service technician	86
clerical-1 person	88
general labor	171
part-time tellers	184
secretary, teacher aide, special education teachers	187

Firms with employment over 300:
Answer

Questionnaire
Reference Number

programming	89
factory workers	91
architects, draftsmen, engineers	93
clerical	94
stable	95
claims examiners, clerk-typists, underwriters-underwriter trainees	97
drivers, dock workers, management level	99
cleaners	105
counter workers	106
secretarial staff	107
store clerks	111
management, warehouse	114

projection jobs	122
clerk-typist, income maintenance, social service	124
clerical	131
1 store-30 jobs	137
general labor, machine operators	139
engineering (chemical, mechanical), computer systems programmers	155
programmers	156
all	158
telephone operators, clerical	165
special education	166
electricians, key punch	167
assembly line	169
PSE Position (public service position), librarian, research assistant, clerk-typist, maintenance, programmer	174
butchers, production workers and labor	180
general maintenance	181
bookkeeping, RN, nurse aides	182
custodial, clerical, food service	186
teachers	188
teachers, aides, custodial	190

some estimated percentage share distribution of total employment in the industry to the occupations.⁷ Such estimates are not, however, a part of this report.

Analysis of Table 1 reveals several developments;

During 1975 and 1976, a large number of increases in employment occurred in positions that had been previously established.

For the firms with under 300 employees, most of the changes were in the "sales" and "clerical worker" occupation groups. A somewhat lesser activity was reported for "crafts and kindred" positions.

For the firms with 300 or over employees, most of the changes were in the "professional" and "clerical" workers occupation groups. A somewhat lesser activity was reported for "service" workers.

During the "past 6-8 months," the employment activity was considerable in positions that had been previously established.

For the firms with under 300 employees, employees were most actively added in "sales" and "food service" positions. As expected, "clerical" positions also saw considerable activity.

For the firms with 300 and over employees, most of the activity was in "professional, technical, and kindred" and, especially, "food service" positions. "Clerical" positions were also being filled in notable amounts.

Although the total number of positions for which increases were reported was only slightly more for the "past 6-8 months" period, it must be recalled that these occurred--at least reportedly--during a recent period of only 6-8 months as compared to the two-year, 1975-1976 period. Even taking into consideration that recall of 1975-1976 events was not as likely to be as complete as recall of "past 6-8 months," there is evidence that the more recent period has been one of considerable activity--even if not of a measurable magnitude.

⁷One such set of estimates for a set of industry groups has been made as a part of the report, The Structure of Employment in the Omaha SMSA By Industry and Occupation Groups, 1974-1985 prepared for CETA by the Center for Applied Urban Research, November, 1977.

Past Changes in Newly Established Positions

Table 2 presents a subjective classification of the replies given to two questions. Question Number 3 asked, "In what newly established positions were there increases in employment during 1975 and 1976?" Question Number 4 asked the same, but for the period "during the past 6-8 months."

Analysis of Table 2 reveals the following developments:

During the 1975 and 1976 period, firms with under 300 employees were most actively staffing newly established "professional, technical, kindred," and "managerial" positions.

During the 1975 and 1976 period, firms with over 300 employees were, like the smaller firms, very active in hiring "professional" and "managerial," workers.

During the "past 6-8 months" period, most of the activity in both size groups of firms was directed at staffing "professional," "managerial," and "sales" positions.

Expected Changes in Existing Positions

Table 3 presents a classification of the replies given to one question which has two parts. By design, the time periods involved overlap and, to some extent, tend to complement or substantiate each other. Question Number 5 asked, "In what existing positions are increases in employment expected "within the next six months" and "within the next year?"

Analysis of Table 3 indicates the following:

Firms of both the under-300 and 300-and-over size groups expect to be more active in adding workers in the next 6 months than in the next year.

The larger firms, of which there is a smaller number reporting, will be adding workers in greater numbers of occupation groups and subgroups than the smaller firms.

In general, a greater activity in existing positions will take place in the "professional," "managerial," and "sales" positions.

TABLE 2

In what newly established positions were there increases in employment?

Question 3 - During 1975 and 1976

Question 4 - During the Past 6-8 Months

Questionnaire ^{a/}	Question Number 3		Question Number 4	
	During 1975 and 1976		During Past 6-8 Months	
	Number of Replies for Firms with Employment		Number of Replies for Firms with Employment	
	Under 300 ^{b/}	300 & Over ^{c/}	Under 300 ^{d/}	300 & Over ^{e/}
Occupation Groups and Subgroups				
Professional, Technical, Kindred Managers, Officials, Proprietors	3	33		11
Sales Workers	4	6	5	8
Clerical Workers	3	1	3	1
Stenographers, Typists, Secretaries	1	1		
Office Machine Operators				
Others, including "Clerical"	4	1	4	1
Crafts and Kindred				
Construction Craftsmen		1		
Blue Collar Workers, Supervisors				
Metal Workers, except Mechanics		2		
Printing Trade Craftsmen		1		
Transportation, Public Utilities				
Others				
Operatives, including Transport Equipment		1		1
Service Workers				
Cleaning Service		2		
Food Service		2		2
Health Service				
Personal Service				
Protective Service			1	
Private Household				
Laborers, except Farm	1			
Farmers and Farm Workers				

^{a/} See Appendix I for Questionnaire.

^{b/} Includes 11 firms from a sample of 80 firms.

^{c/} Includes 21 firms from a sample of 58 firms.

^{d/} Includes 11 firms from a sample of 80 firms.

^{e/} Includes 12 firms from a sample of 58 firms.

Source: Survey by Center for Applied Urban Research, August-September, 1977.

Appendage to Table 2

Question No. 3: What new positions were established that resulted in additional employment?

During 1975 and 1976

<u>Firms with employment up to 300:</u> Answer	Questionnaire Reference Number
office manager	1
marketing personnel	10
warehouse	17
management-lower level	23
administrative assistant, expediter (follow up on orders) chief draftsman	27
quality control	28
merchandising	42
don't know	45
conversion of equipment created replacement of people, but no net goals	59
laboratory, general office-secretary, clerks, traffic dept., sales force	63
group clerk, programming and operating librarian	73
<hr/>	
<u>Firms with employment over 300:</u> Answer	Questionnaire Reference Number
computer data processing jobs	89
sales and marketing manager	92
employees energy dept.	93
don't know	94
accounting, receiving clerks	101, 102
secretarial, maintenance, manager trainee, food purchase	103
tool and die specialists, operator of tray manufacturing equipment	121
research (professional), hearing (audiologists)	126
maintenance, plant expansion, pipe fitter, sheet metal, mechanics	127

10 instructors, director of development, placement director	131
case workers-social service, geriatric aids, transportation orderlies, activities coordinator	143
RN, LPN, medical services staff	151
organizational development, human behaviorist	155
forester	156
desegregation personnel, director of transportation	166
auditors, computer programming, industrial technology	167
meal site managers, meal site cooks, counselors	174
adult probation counselors and administrators	176
administrative analyst, personnel technician	179
special education teachers	186

Appendage to Table 2

Question No. 4: What new positions were established that resulted in additional employment?

During the past 6-8 months

<u>Firms with employment up to 300:</u> Answer	Questionnaire Reference Number
marketing	10
day time supervisor	16
sales-1	17
bookkeeper, full-time-1	28
file clerk	34
microfilming	52
general office, CPA	63
field supervisor, assistant director of advanced training, assistant manager printing and supply	73
outstate security	78
program directors for women and girl's programs	81
sales distribution	85

<u>Firms with employment over 300:</u> Answer	Questionnaire Reference Number
claims auditors, clerical workers	89
packaging supervisor	91
hospitality hostess, production leader, company area manager	106
marketing projects administrator	107
director of training education, personnel, curriculum specialist, developmental skills	131
packaging engineer	139
systems programmers	155
industrial technology	167
music coordinator, class deaf interpreter, counselor, health occupations, test specialists	174
butchers	180
media service specialist, staff coordinator	181
counselors, director of chemical dependency unit	182

TABLE 3

In what existing positions are increases in employment expected?

Question 5 - Within Next 6 Months and Within Next Year

Questionnaire ^{a/}	Question Number 5		Question Number 5	
	Within Next 6 Months		Within Next Year	
	Number of Replies for Firms with Employment		Number of Replies for Firms with Employment	
	Under 300 ^{b/}	300 & Over ^{c/}	Under 300 ^{d/}	300 & Over ^{e/}
Occupation Groups and Subgroups				
Professional, Technical, Kindred Managers, Officials, Proprietors	3	10	2	5
Sales Workers	1	4	2	2
Clerical Workers	8	8	8	6
Stenographers, Typists, Secretaries				
Office Machine Operators				
Others, including "Clerical"	3	1	4	1
Crafts and Kindred				
Construction Craftsmen	3		3	
Blue Collar Workers, Supervisors				
Metal Workers, except Mechanics	1		1	
Printing Trade Craftsmen	1		1	
Transportation, Public Utilities				
Others				
Operatives, including Transport Equipment	2	1	1	4
Service Workers				
Cleaning Service		1		1
Food Service	1	1		1
Health Service				
Personal Service				
Protective Service	1		1	1
Private Household				
Laborers, except Farm	2	2	3	6
Farmers and Farm Workers				

^{a/} See Appendix I for Questionnaire.

^{b/} Includes 22 firms from a sample of 80 firms.

^{c/} Includes 20 firms from a sample of 58 firms.

^{d/} Includes 22 firms from a sample of 80 firms.

^{e/} Includes 20 firms from a sample of 58 firms.

Source: Survey by Center for Applied Urban Research, August-September, 1977.

Appendage to Table 3

Question No. 5: In what existing positions are increases in employment expected within the next 6 months? Within the next year?

Within the next 6 months

Firms with employment up to 300:
Answer

	Questionnaire Reference Number
installation, glazing	17
clerical	19
sales	23
service department	24
warehouse, shipping	28
premium accounting	29
loan closing	34
account executive	35
clerical, underwriting, claims	41
dining room staff	43
dental technicians	49
mechanics, salesman	50
underwriting, claims files	52
marketing division	53
adding one store	62
sales	63
sewing machine operators	66
roofing, sheet metal workers	77
security	78
truckers, laborers	83
sales	86
drafting	189

Appendage to Table 3 (cont.)

Question No. 5
(Cont.)

Firms with employment over 300:
Answer

Questionnaire
Reference Number

programming	89
janitorial workers	92
energy and environmental department	93
claims examiners, underwriters	97
boning department	101
warehouseman	102
underwriters, policy owner service, clerical	104
counter, kitchen	106
store clerks, managers	111
management, warehouses	114
family teaching alternate	126
librarians, registrars	131
seasonal part-time clerks	138
industrial engineer	139
data processing	156
buyer staff	157
retail areas	158
computer sciences, sales, engineering	165
accounting, mechanical and industrial engineers	167
aides	190

Within the past year

Firms with employment up to 300:
Answer

Questionnaire
Reference Number

sales

1

Appendage to Table 3 (cont.)

Question No. 5
(Cont.)

don't know	3
installation, glazing depending on construction industry	17
clerical	19
management and sales	23
service department	24
sales	30
order desk, warehouse	32
account executive	35
dental technicians	49
mechanics, salesman	50
underwriting, claims files	52
depends on business	54
clerical, underwriting	55
only if new branch	76
roofing, sheet metal workers	77
security	78
truckers, laborers	83
sales	85
sales	86
general laborer, trucking	171
drafting	189

Firms with employment over 300:
Answer

Questionnaire
Reference Number

programming	89
factory workers	91
janitorial workers	92

Appendage to Table 3 (cont.)

Question No. 5
(Cont.)

energy and environmental department	93
claims examiners, underwriters	97
drivers, dock workers	99
sewing machine operators, factory workers	100
boning department	101
warehouseman	102
underwriters, policy owner service, clerical	104
counter, kitchen	106
management, warehouses	114
family teaching alternate	126
plant worker	127
all staff areas	133
two new stores-60 jobs	137
depends on requirements-security officers, when new facility is built	145
data processing	156
buyer staff	157
teachers	190

Expected Changes in Newly Established Positions

Table 4 presents a classification of the replies given to one question which had two parts. Question Number 6 asked, "In what new positions are additions to employment expected" within next six months and within next year?

Analysis of Table 4 reveals the following:

Only a small number of firms in both the under-300 and 300-and-over size groups indicate any expected additions and of those nearly all indicated were expected "within the next six months."

Various Aspects Related to Minimal Training

Minimal Training for Entry Level Positions

Table 5 presents a listing of the specific answers given to Question Number 7 that asks, "What are the entry level positions that require a minimal training before hiring?"

Respondents were urged to indicate required levels of training, experience, and education.

The answers to Question Number 7 cannot be categorized into a homogeneous, standardized grouping. Each position can, however, be analyzed for a least one firm's attitude or practice.

Minimal Training for Paraprofessional Positions

Table 6 presents a listing of the specific answers given to Question Number 8 that asks, "What are the paraprofessional positions that require a minimal training before hiring?"

As in the previous question, respondents were urged to indicate required levels of training, experience, and education.

The answers to Question Number 8 cannot be categorized into a homogeneous, standardized grouping. Each position can, however, be analyzed for at least one firm's attitude or practice.

TABLE 4

In what new positions are additions to employment expected?

Question 6 - Within Next 6 Months and Within Next Year

Questionnaire ^{a/}	Question Number 6		Question Number 6	
	Within Next 6 Months		Within Next Year	
	Number of Replies for Firms with Employment		Number of Replies for Firms with Employment	
	Under 300 ^{b/}	300 & Over ^{c/}	Under 300 ^{d/}	300 & Over ^{e/}
Occupation Groups and Subgroups				
Professional, Technical, Kindred Managers, Officials, Proprietors	2	3		
Sales Workers	3	4	2	
Clerical Workers				
Stenographers, Typists, Secretaries				
Office Machine Operators				
Others, including "Clerical"	1	1	1	1
Crafts and Kindred				
Construction Craftsmen				
Blue Collar Workers, Supervisors				
Metal Workers, except Mechanics				
Printing Trade Craftsmen				
Transportation, Public Utilities				
Others				
Operatives, including Transport Equipment				
Service Workers				
Cleaning Service				
Food Service				
Health Service				
Personal Service				
Protective Service				
Private Household				
Laborers, except Farm				
Farmers and Farm Workers				

^{a/} See Appendix I for Questionnaire.

^{b/} Includes 6 firms from a sample of 80 firms.

^{c/} Includes 7 firms from a sample of 58 firms.

^{d/} Includes 4 firms from a sample of 80 firms.

^{e/} Includes 1 firms from a sample of 58 firms.

Source: Survey by Center for Applied Urban Research, August-September, 1977.

Appendage to Table 4

Question No. 6: In what new positions are additions to employment expected within the next 6 months? Within the next year?

Within the next 6 months

Firms with employment up to 300:
Answer

Questionnaire
Reference Number

managers, tellers	13
management	23
marketing, computer operators	36
computer terminal operators	44
finance and insurance managers	50
management (upper level)	59

Firms with employment over 300:
Answer

Questionnaire
Reference Number

new supervisor	92
additional location	103
computer area manager	106
respiratory therapy	131
must wait to see requirements of new facility	145
specialized R.N's, management consulting, clerical	154
financial planners	167

Within the next year

Firms with employment up to 300:
Answer

Questionnaire
Reference Number

two more stores, but out of state	16
management	23
microfilming	52
management (Upper level)	59

Firms with employment over 300:
Answer

Questionnaire
Reference Number

clerical

Table 5

Question No. 7: What are the entry level positions that require a minimal training before hiring?

Firms Under 300:

<u>Clerical</u> typing-15 H.S.-15 some exp.-1 none-3 office skills-1 adding machine-1	<u>Counter Sales</u> mechanical knowledge-1 H.S.-1 none-2 college degree-1	<u>Sales Clerk</u> H.S.-1 some exp.-2 some training-1	<u>File Clerk</u> H.S.-9 typing-2 none-2 some math-1	<u>Warehouseman</u> H.S.-2 some exp.-1 none-2 driving exp.-1
<u>Factory Workers</u> H.S.-2 some exp.-1 some training-1 none-3	<u>All</u> good health-1 none-2 train ourselves-1	<u>Security Guards</u> some exp.-1 none-1 physically/morally sound-1	<u>Janitorial</u> some exp.-1 none-1 H.S.-1	<u>Electricians</u> union-1 H.S.-1 trade school-1
<u>Kitchen Help</u> none-2 H.S.-2 training & exp.-1	<u>Accountants</u> H.S.-2 none-1 1-2 yrs. college-1	<u>Shopworkers</u> some exp.-1 none-1	<u>Drivers</u> some exp.-5 none-1	<u>Loan Servicing Trainee</u> College-1 H.S.-1
<u>Broadcasters</u> 3 yrs. exp.-1 6 mo-1 yr. exp.-1	<u>Bookkeepers</u> H.S.-1 1-2 yrs. college-1	<u>Roofers' Helper</u> none-1 union-1	<u>Tellers</u> H.S.-4 3 weeks training-1	<u>Waitress</u> none-1 H.S.-1
<u>Delivery</u> none-2	<u>Body and Paint</u> trade schools-1	<u>Printing Press</u> some training-1	<u>Waiter</u> H.S.-1	<u>Computer Clerks</u> H.S.-1
<u>Truck Mechanics</u> skill-1	<u>PBX Operator</u> 6 mo-1 yr exp.-1	<u>Maintenance</u> none-2	<u>Construction</u> union-1	<u>Customer Service</u> H.S.-1
<u>Machine Operator</u> H.S.-1	<u>Groundskeeper</u> H.S.-1	<u>Receptionist</u> H.S.-1	<u>Mail Room</u> H.S.-2	<u>Mgt. Trainee</u> B.A.-1
<u>Cone Packers</u> none-1	<u>Mechanics</u> trade school-1	<u>Bindery</u> none-1	<u>Bus Help</u> H.S.-1	

Firms Over 300:Clerical

typing-10
H.S.-10
some exp.-5
none-5
shorthand-1

File Clerk

H.S.-1
typing-1
some exp.-1
none-4
read and write-1

General Clerk

H.S.-2
keypunch-1
typing-1
none-3
read and write-1

Janitorial

none-8
H.S.-2
some exp.-1
read & write-1

Receptionist

H.S.-2
typing-1
keypunch-1

General Laborer

10th grade-1
1 yr. exp.-1
H.S.-2

Machine Operator

10th grade-1
1 yr. exp.-1

Kitchen Help

none-4
some exp.-2
H.S.-1

Nurse Aides

2 mo. training-1
H.S.-2

Classified Staff

1-2 yrs. exp.-1
H.S.-1

Messengers

none-1
H.S.-1

Dietary

none-1
read and write-1

Mail Room

none-2
H.S.-1

Drafting

H.S.-1

Warehousemen

none-2

Dock Workers

none-1

Teacher Aides

ability to work
with kids-1

Income Maintenance

2 yr. college

Driver

none-1

Dock Worker

none-1

Floor People

6 mo. exp.-1

Social Service I

2 yr. college-1

Security Guard

none-1

Butcher

union-1

Patient Escorts

H.S.-3

Supply Clerks

H.S.-1

Switchboard

none-1

Factory Workers

none-3

Sales

none-2

Teachers

B.A.-1

Production

none-1

Laundry

none-2

All

H.S.-1

Counter Help

none-1

Table 6

Question No. 8: What are the paraprofessional positions that require 'minimal training' before being hired?

Firms under 300:

<u>Clerks</u> typing-1 some exp.-2 H.S.-2 6 mo. exp.-1	<u>Engineers</u> some training-1 some exp.-1 some college-1 B.S.-1 technical knowledge-1	<u>Accounting</u> some training-2 some exp.-7 6 mo-1 yr up-1 H.S.-2 B.A.-1	<u>Managers</u> some exp.-4 some college-1 B.A.-1 H.S.-3	<u>Bookkeepers</u> business college-1 acct. exp.-2 B.A.-1 H.S.-1
<u>Supervisors</u> some training-1 some exp.-3 H.S.-2 some college-1	<u>Property Appraisers</u> some exp.-2 H.S.-1 College-1	<u>Underwriters</u> some training-1 some exp.-1 H.S.-1	<u>Waiters</u> some training-1 some exp.-1 H.S.-1	<u>Office Personnel</u> trade school-1 exp. in field-1 none-1
<u>Salespersons</u> some exp.-3 some college-2 none-1	<u>Librarian</u> some college-1 some exp.-1 H.S.-1	<u>Audit Dept.</u> 2-3 yrs exp.-1 1-2 yrs college-1 H.S.-1	<u>Analyst</u> some exp.-1 H.S.-1 1-2 yrs college-1	<u>Mgmt Trainee</u> some training-1 B.A.-1
<u>Foremen</u> some training-1 some exp.-1	<u>Executive Secretary</u> H.S.-2 some exp.-1	<u>Estimator</u> college degree-1 1 yr. exp.-1	<u>Store Mgr.</u> prior exp.-1	<u>Inventory Control</u> prior exp.-1
<u>Dental Technician</u> H.S.-1	<u>Tool and Die</u> mechanical aptitude-1	<u>Superintendent of Grounds</u> some exp.-1	<u>Officers</u> don't know-1	<u>Truck Drivers</u> must meet ICC regulation-1
<u>Kitchen Managers</u> some exp.-1	<u>Teachers Aides</u> H.S.-1	<u>Nurse Aides</u> H.S.-1	<u>All</u> H.S.-1	<u>Draftsmen</u> 1 yr. technical school

Question No. 8: (Cont.)

Firms 300 and Over:

Therapy Technician

some exp.-2
Metro Tech.-1
none-1
some training-1
H.S.-1

Law Enforcement

some training-1
college-1
some exp.-1
AA degree-1

Managers

2 yrs. college-2
some training-2
some exp.-6
H.S.-1

Nurse Aides

H.S.-3
some training-3
Metro Tech-1
some exp.-1

Accounting

some exp.-5
H.S.-4
some training-2
B.A.-5

Clerical

typing skill-1
some training-2
H.S.-2

Administrators

college degree-1
some exp.-1
H.S.-1

Programmers

some training-3
some exp.-3
tech/bus. school-1

Engineers

some exp.-4
B.S.-3
H.S.-1

Exec. Secretary

some training-1
some exp.-2
H.S.-1

Computer Operators

some training-2
some exp.-2

Administrative Clerk

some training-1
H.S.-1

Respiratory Tech.

6 mo exp.-1
schooling-1

Clerk

some exp.-1
H.S.-1

Chemical Lab Technician

some training-1
H.S.-1

Metallurgy Tech.

some exp.-1
2 yrs. college-1

Underwriters

some exp.-1
some college-1

Data Analyst

some training-1
some exp.-1

Truck Drivers

exp.-1
H.S.-1

Draftsman

some exp.-1
tech. school-1

Supervisors

some exp.-6
H.S.-2

Quality Control

some exp.-1
H.S.-1

Teacher Aides

some training-1
H.S.-2

City Clerk

some exp.-1
AA degree-1

X-Ray Technician

radiology school-1

Asst. Teachers

2 yrs. college-3

Electrician Apprentice

some exp.-1

Keypunch

some training-1

LPN

certificate-1

Buyer

some exp.-1

Technical Positions

some exp.-1

d

Entry Level and Paraprofessional Positions from
Restructuring or Changes in Job Descriptions

Table 7 presents a listing of the answers to Question Number 9 that asks, "What entry level and paraprofessional positions have resulted from restructuring or changes in job description in the past 6-8 months?"

The answers to Question Number 9 were very few. No generalized implications are possible from these answers.

Sources of Minimal Training

Table 8 presents a listing of the specific answers to Question Number 10 that asks, "Are there any specific sources of minimal training for positions with your firm?"

No categorization or analysis is made of this listing. Its relevance depends in large part upon the uses to be made of it by those planning manpower development programs.

Participation in Training Program

Table 9 presents a tabulation of answers to two questions. Question Number 11 asks, "Would your firm be interested in, or willing to participate in, a program for training persons in the lower 25 percent of your pay scale, if the program were financed by Federal funds?" Question Number 12 asks of those answering "Yes" to Question 11, "Would your firm be willing to take--as replacements for those upgraded via the training program--persons qualified for the vacancies if these persons were provided and designated by another federally sponsored training program?"

Analysis of Table 9 indicates that 48, or about 35 percent, of the 138 firms answering the question (without regard to size) were affirmatively minded towards participation in a training program. Of the 48 answering "yes" to Question Number 11, 31, or 65 percent, were also inclined toward replacement of persons upgraded through the training program with persons "provided" by another Federally sponsored agency.

Table 7

Question Number 9: What entry level and paraprofessional positions have resulted from restructuring or changes in job description in the past 6 - 8 months?

For Entry Level Positions

<u>Firms with employment up to 300:</u> Answer	Questionnaire Reference Number
---	-----------------------------------

underwriting	52
--------------	----

<u>Firms with employment of 300 or over:</u> Answer	Questionnaire Reference Number
--	-----------------------------------

hospitality worker, production leader	106
---------------------------------------	-----

key punch	167
-----------	-----

clerk typist	181
--------------	-----



For Paraprofessional Positions

<u>Firms with employment up to 300:</u> Answer	Questionnaire Reference Number
---	-----------------------------------

marketing	10
-----------	----

clerks	18
--------	----

management - lower level	23
--------------------------	----

order desk clerk	32
------------------	----

women and girls program supervisors	81
-------------------------------------	----

accounting (clerks)	83
---------------------	----

<u>Firms with employment of 300 or over:</u> Answer	Questionnaire Reference Number
--	-----------------------------------

area company manager	106
----------------------	-----

industrial technologist	107
-------------------------	-----

respiratory therapist, maintenance - heat and A/C	181
---	-----

nursing aide	186
--------------	-----

Table 8

Question Number 10: Are there any specific sources of minimal training for positions with your firm?

Firms with employment up to 300:

Source of Training/Position

Iowa Western Community College counter person - 1 "all" - 1	Diesel Driving Institute driver - 1
Metropolitan Technical College bookkeeper - 1 "all" - 2 drafting - 1	U.S. Savings & Loan Institute managerial - 1
In House, On Job, Home Office "all" - 28 "bus help" - 1 laborer - 2 truck driver - 1 cashier - 1 custodian - 1	Omaha Industrial Opportunities Center tellers - 1 loan manager - 1
Omaha Public Schools glazer - 1	College of Dental Technicians, Hastings dental technician - 1
	G.M. Training School salesman - 1 mechanic - 1 office help - 1
	??? School of Commerce "all" - 1

Firms with employment 300 and over:

Source of Training/Position

Iowa Western Community College machine operator - 1 advertiser - 1 draftsman - 1 programmer - 1 nurses aide - 1 orderlie - 1 technician - 1	In House, On Job, Home Office "all" - 18, all low skilled - 2 manager - 1 janitor - 2 factory worker - 1 clerk - 1 machinist - 1 classified staff - 1 patient escort - 2 laundry - 1 housekeeper - 2 food service - 2 supply clerk - 1
Metropolitan Technical College machine operator - 1 nurses aide - 4 technician - 1 programmer - 1 electrician - 1 accountant - 1	"Hamburger" University manager - 1

Table 8 continued

Specific sources of minimal training (continued)

Basic Restaurant Management Course
manager - 1

Electronic Computer Programming Institute
computer programmer - -

??? Trade School
mechanical apprentice - 1

High School
family couples - 1
teachers aide - 1

Omaha Industrial Opportunities Center
machine operator - 1

Milford
programmer - 1
electrician - 1
accountant - 1

Table 9

Question Number 11: Would your firm be interested in, or willing to participate in a program for training persons in the lower 25 percent of your pay scale, if the program were financed by federal funds?

Answer	Number of Firms
Yes	48
No	48
Not Qualified	16
Do Not Know	12
Other	<u>14</u>
Total	138

Question Number 12: If Yes to Question Number 11, "Would your firm be willing to take -- as replacements for those upgraded via the training program -- persons qualified for the vacancies if these persons were provided and designated by another federally sponsored training program?"

Answer	Number of Firms
Yes	31
No	2
Not Qualified	2
Do Not Know	3
Other	<u>10</u>
Total	48

APPENDIX I
QUESTIONNAIRE

SURVEY OF OMAHA SMSA EMPLOYERS, AUGUST-SEPTEMBER, 1977

Firm/Institution _____ Phone # _____

Respondent _____ Title _____

1. During 1975 & 76, in what previously established positions were there increases in employment in your firm?
 - a.
 - b.
 - c.
2. During the past 6-8 months, in what previously established positions were there increases in employment?
 - a.
 - b.
 - c.
3. During 1975 & 76, what new positions were established that resulted in additional employment?
 - a.
 - b.
 - c.
4. During the past 6-8 months, what new positions were established that resulted in additional employment?
 - a.
 - b.
 - c.
5. In what EXISTING positions are increases in employment expected within the next 6 months? within the next year?
 - a. a.
 - b. b.
 - c. c.
6. In what NEW positions are additions to employment expected within the next 6 months? within the next year?
 - a. a.
 - b. b.
 - c. c.

7. What are the entry level positions that require a minimal training before being hired?

<u>Positions</u>	<u>Required level of</u>		
	<u>Training</u>	<u>Experience</u>	<u>Education</u>
a.			
b.			
c.			

8. What are the paraprofessional positions that require minimal training before being hired?

<u>Positions</u>	<u>Required level of</u>		
	<u>training</u>	<u>Experience</u>	<u>Education</u>
a.			
b.			
c.			

9. What entry level and paraprofessional positions have resulted from restructuring or changes in job description in the past 6-8 months?

<u>Entry level</u>	<u>Paraprofessional</u>
a.	a.
b.	b.
c.	c.

10. Are there any specific sources of minimal training for positions with your firm?

<u>Position</u>	<u>Training provided by: (name, address)</u>
a.	
b.	
c.	

11. Would your firm be interested in, or willing to participate in a program for training persons in the lower 25 percent of your pay scale, if the program were financed by federal funds?

a. Yes _____ b. No _____ c. Other comment _____

IF YES:

12. Would your firm be willing to take -- as replacements for those upgraded via the training program-- persons qualified for the vacancies if these persons were provided and designated by another federally sponsored training program?

a. Yes _____ b. No _____ c. Other comment _____

13. Within the past 6-8 months has there been an increase in hirings including REHIRINGS AND CALLBACKS?

a. Yes _____ b. No _____

IF YES:

14. How many or what proportion of the total increase has occurred in

REHIRINGS OR CALLBACKS ^{# or %} _____

NEW HIRINGS in

established positions _____

new positions _____

15. At what proportion of your normal workforce is your present level of employment?

under 50% _____

50-75% _____

75-85% _____

85-90% _____

90-95% _____

95-100% _____

16. When did your firm begin operating in the Omaha area? _____

THANK YOU