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## CPAR Review Vol. 02, No. 05

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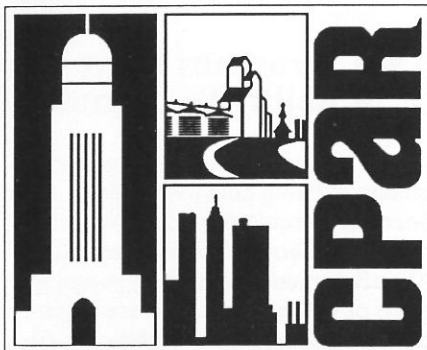
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# Review

May-June-July 1991

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## Health Services Program Tested For Non-Metropolitan Communities

A pilot program designed to enhance the delivery of health services and strengthen the economy of a community will be tested in several Nebraska communities by CPAR and the University of Nebraska Medical Center.

The S.T.A.R.T. Health Services program uses community development strategies to assist small to medium-sized, non-metropolitan communities in identifying the issues and problems they face in the delivery of medical and health services.

Efforts from the new program will dovetail a current UNMC program,

Rural Health Education Network (R.H.E.N.), which encourages students from Nebraska's non-metropolitan areas to study various medical professions. R.H.E.N. places strong emphasis on the issues and problems of rural America and requires a R.H.E.N. community to identify and address the issues confronting it in the delivery of medical and health services.

Both R.H.E.N. and S.T.A.R.T. Health Services have been enthusiastically received in recent meetings at Scottsbluff, Grand Island, Kearney, North Platte, Hastings and Norfolk.

## 5 MINUTE MANAGER'S MEMO

### North Omaha Study Critical For New Funding Guidelines

A study of housing needs in North Omaha, will provide city and state planners with information on the North Omaha housing market, needs analysis, a review and assessment of housing policies affecting the area and policy recommendations for the City.

The housing study is part of a series on *The State of Black Omaha*, prepared by the Urban League of Nebraska, Inc. in cooperation with CPAR. The final report, due to be completed by early fall, will utilize 1990 Census reports, City of Omaha Planning Department studies and previous housing research projects, including the *State of Black Omaha, 1984*.

For information, call CPAR's Robert Blair.

## Survey Shows Workers' Choice

With Nebraska's unemployment rate continuing among the lowest in the nation, labor availability remains a concern for policy makers. CPAR's 1990 Nebraska labor force survey examined this issue by asking respondents how likely they would be to apply for three hypothetical jobs. The question asked of 626 Nebraskans aged 18 and older:

"I'm going to mention three types of jobs. For each one, please tell me how likely you would be to apply right now if an employer in your area were hiring — very likely, somewhat likely, or not at all likely."

- 1) Working on a manufacturing production line at \$8.00 per hour.
- 2) Working for a telemarketing company taking customer orders or hotel reservations over the telephone at \$6.00 per hour.

- 3) Working as an office clerk or retail sales clerk at \$4.00 per hour.

Nearly one out of 10 respondents (9.9 percent) said they would be very likely to apply for the manufacturing job. About one in 20 said they would be very likely to apply for the telemarketing job, and one in 30 said they would be very likely to apply for the clerk job.

Not unexpectedly, a greater proportion of unemployed than employed persons said they would be very likely to apply for all three jobs. But a far greater number of persons very likely to apply for these jobs was found among those already employed. Five times as many employed persons as unemployed said they would be very likely to apply for the manufacturing job.

Additional findings may be obtained by contacting CPAR's David Fifer.

## Staff Supports Business Needs

Two CPAR staff members recently advised the Mercado Corporation of Omaha on a feasibility study for a market "mercado" to sell ethnic foods and items, particularly Hispanic, to area residents and visitors. Alice Schumacher and Ray Clark were asked to review the proposal that was compiled by Jim Rhodes, Office of the Mayor, and Tammy Buffalohead, UNO Public Administration student intern.

# Chamber Study Cites Improvements For State Public Education System

A recent study of Nebraska's public education conducted by a Chamber of Commerce committee and a Denver-based consultant, Dr. **John Augenblick** of Augenblick, Van de Water & Associates, led participants to cite three key steps to improve our system:

- clarify pupil performance objectives,
- evaluate pupil performance,
- report to pupils, parents and the general public the results of each evaluation, aggregated to the school and school district levels.

The committee, working in cooperation with CPAR Director **Russell L. Smith**, concluded that Nebraska needs to take some specific actions. They organized their recommendations around eight objectives for the education system and included teacher, pupil and school performance; early education; legislation; and the relationship of business, community and the State Department of Education.

The full report suggests methods to meet these objectives and compares the educational systems of Nebraska, surrounding states and the nation. Copies may be obtained by contacting the Omaha Chamber of Commerce.

## Data Center Meeting

Census Bureau representatives from six states and Washington, D.C. were in Omaha in mid-May for the annual Midwest Regional State Data Center Conference, held at the Peter Kiewit Conference Center. This was the group's first meeting in Nebraska and was sponsored by the Nebraska and the Iowa State Data Centers.

**The Nebraska State Data Center plans a conference in August for persons interested in learning more about government statistical resources. For information, contact CPAR's Jerome Deichert.**

## Spire, Rex Receive Public Service Awards

The National Public Service Recognition Week was observed in May by the American Society for Public Administration (ASPA), when they presented their annual "excellence in public service award" to former Nebraska Attorney General **Robert Spire** and **Lynn Rex**, associate director of the League of Nebraska Municipalities.

## Nebraskans Prove Ability To Organize

"Nebraskans have that wonderful quality of being able to get things done once they decide what they want to do." That's how S.T.A.R.T. manager **Alice Schumaker** describes summer goals of communities that are beginning the economic development program.

Ashland, West Point and the combined communities of Curtis/Maywood and Benkelman/Stratton/Haigler are completing their community surveys and soon will be holding planning sessions. Hooper and Red Cloud have advanced to planning town hall meetings to introduce plans and leaders to their communities.

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