

Oklahoma Employment Security Commission (OESC)

One Stop/Labor Market Information

Statement of Work Program Year (PY) 2002

I. STATEWIDE EMPLOYMENT STATISTICS SYSTEM:

State Agency's Strategy for Consulting With the Board and Customers

Under the umbrella of the Oklahoma Employment Security Commission, the LMI Division has worked closely with state and local policy makers, planners, educators, and economic developer to provide information in assisting them to carry out their responsibilities more efficiently and effective. To maintain this role throughout the state of Oklahoma, on a semi-annual basis, beginning in the summer of 2003, the LMI division will establish a process to visit with each of our twelve Workforce Investment Area Boards. The goal of these visits will be to inform them of improvements and/or changes in any of our programs and services, answer any questions they might have about our programs, and engage in dialog with the boards regarding how together, we might be able to more effectively meet their needs. Communications with our local Workforce Centers on the results of their feedback from job seekers and employers will continue to be an instrument utilized to measure the usage and quality of our LMI products. Through the collective collaborations with our customers we can create products that will meet their demands.

Product/Activity Support of State's WIA/Wagner Peyser Plan

The Workforce Investment System works closely with the Economic Research and Analysis Division of the Oklahoma Employment Security Commission and the core products and activities of the Labor Market Information division support the State's WIA/Wagner-Peyser Plan, as outlined in Sub Sections 111(d)(2), 111(d)(8), 112(b)(1), 134(d)(E). In accordance with the plan, LMI will be an integral part of the One-Stop System by providing customers access to information. The LMI products are valuable tools in the daily operations of the One-Stop Centers; through continued collaboration with the WIA Labor Market Information Task Force, strategies will be implemented to improve existing services, as well as enhance and develop new LMI products that will meet the demands of WIA. Core LMI products and services available to customers are listed in section II of the One Stop Labor Market Information Statement of Work.

Strategic Approach for Workforce Information Delivery System to Customers

By utilizing the information generated through BLS and ALMIS, the OESC will be able to provide consistent, current and much needed information to our customers and users. It will also provide the business community with the added benefit of having access to timely data for making informed decisions regarding their human and financial resources in today's ever-changing labor market. Methods for information delivery will include electronic/Internet, hard copy, in person and telephone access. The Oklahoma

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Employment Security Commission's Labor Statistics programs will make every effort to deliver the product in a user-friendly format.

Delivery of Information and Services to Customers Through State's One-Stop System

The workforce development goal is to have each partner agency provide core products and services to the local One-Stop System through the Workforce Investment System. Labor market information is a vital part of that system and will be provided for job seekers and employers electronically through the Oklahoma Employment Security Commission's website (www.oesc.state.ok.us). It will also be disseminated through updated publications and continued training.

II. PRODUCTS AND SERVICES WORKPLAN:

1) Populate the ALMIS database with State data.

Description of Product/Activity and Customers

The Economic Research & Analysis Division will continue to populate and store data in the ALMIS database to facilitate information delivery to a wide range of customers. Users of the ALMIS and Occupational Licensing products include individuals and organizations tracking the economic health of the state of Oklahoma and its local areas. It includes but is not limited to job seekers, employers, economic development entities, all level of government, and research organizations. The ALMIS database serves as the cornerstone for information delivery, labor market information research, and product development.

Oklahoma is currently maintaining ALMIS database version 1.1 in conjunction with the current version of our Oklahoma LMI Access application. During the first quarter of 2003 we will migrate to our upgraded application and ALMIS database version 2.2. We continue to populate the core tables in accordance with the guidelines issued by the ALMIS Database Consortium along with other tables to the extent that the data is available. We continue to maintain and update occupational licensing data every two years and provide the License, Licauth, and Lichist tables to the National Crosswalk Service Center (NCSC) for inclusion on the America's Career Information Network (ACINet) site. Oklahoma's occupational licensing data was provided to NCSC in October 2002 and the next update will be submitted again in the fall of 2004.

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To ensure the continued delivery of core products and services to our customers, we will utilize the technical assistance and training available through the LMI Institute and other entities as needed. Oklahoma's ALMIS Database Administrator (ADA) will attend Advanced Database training at the LMI Institute.

Focus of the Product/Activity:

The primary purpose and focus of the ALMIS database is for system development to bridge labor market information data gaps for our customers.

Summary of Results From Consultation With the Board and Customers

On a semi-annual basis, beginning in the summer of 2003, the LMI division will establish a process to visit with each of our twelve Workforce Investment Area Boards. The goal of these visits will be to inform them of improvements and/or changes in any of our programs and services, answer any questions they might have about our programs, and engage in dialog with the boards regarding how together, we might be able to more effectively meet their needs.

Product/Activity Support of State's WIA/Wagner Peyser Plan

Working under the guidance of the ETA-LMI grants (One-Stop Workforce LMI), the ALMIS database system is identified as an integral part of the WIA's plan (sub sections 111(d)(8), 112(b)(1) and 134(d)(2)(E)) to provide LMI to the State's customers. OESC is committed to supporting the ALMIS initiatives and participate in ALMIS sponsored training and project activities.

Measurable Outcome(s) Projected

Oklahoma has launched a new web page and has added a new feature, which displays the accumulated number of hits on the home page. There has been 5,626 hits as of 2/26/03 on the LMI home page since its was launched on 1/28/03. The Oklahoma LMI Access link is also located on this page. For the time period of 2/2/03 to 2/22/03, 43% of the top 10 downloaded files from the OESC web page consisted of LMI data, which is now located on Oklahoma LMI Access. When the new upgraded ALMIS database version 2.2 is initiated we will not only be able to measure the number of hits from individuals located in Oklahoma, but the nation wide as well.

Planned Milestones

Updating the ALMIS database is an on-going process. Some databases require updating only once a year, every two years or every 10 years, but there are several tables that require updates on a monthly basis. The time needed to update individual files range

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from 4 to 24 hours per table for each update. The milestones for completion of deliverables are:

- Population of the ALMIS database: On-going process with updates and changes to the tables occurring monthly, quarterly, and yearly.
- ALMIS Database Version 2.2 conversion: First quarter 2003.
- ALMIS database training: ADA to advanced database class at Institute in 2003.
- Occupational License data to NCSC: Fall 2002

Estimated Costs:

- Staff Costs: \$15,000
- Training/Travel: \$3,000
- Hardware/Software /Programming: \$4,000
- Printing/Distribution: \$0

2.) Produce and disseminate long-term, industry and occupational employment projections.

Description of Product/Activity and Customers

The OESC's Labor Market Information Division has been on a two-year cycle with long-term industry and occupational projections. These projections are intended to meet the needs of students, job seekers, employers, vocational and career counselors, and public and private planning groups for information about industrial patterns and career opportunities in Oklahoma. To better serve the needs of our customers, we will work closely with the State Workforce Investment Board and continue to produce high-quality long-term industry and occupational employment projections using the methodology, software tools and guidelines developed by the Projection Consortium and the Projections Managing Partnership. Additionally, we will consult with our customers about the usefulness of the information we have provided.

The LMI Division will continue our state-level, 2000-2010 industry and occupational employment projections. The projections are placed on our OESC web site for easy customer access. In addition, we will do a detailed analysis of our projections and produce the results in a printed form and circulate them throughout the workforce development and educational communities. We will continue to produce our sub-state, 2000-2010 projections for the state's 27 Workforce Investment Area local labor market areas and make them available via the Internet as the production is completed. We will

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also continue to integrate this output from the long-term projections into the Oklahoma LMI Users Conference package in an effort to expand customer access. The ALMIS Database will also be populated with the projections data and it will also be submitted for public dissemination following procedures established by the Projection Consortium and the Projections Managing Partnership.

We will develop NAICS-based historical industry employment series for the next round state and sub-state long-term projections and test the series with the long-term projections models in accordance with national initiatives and timelines.

Analyst was sent to training (February 2002) on MicroMatrix Occupational Projections. However, data collections for sub-state maybe a problem since we only have ES-202 sub-area data from 1990 to 2000.

Focus of the Product/Activity

Long-term projections will be focused on data analysis for the purpose of providing labor market information to bridge data gaps.

Summary of Results From Consultation With the Board and Customers

On a semi-annual basis, beginning in the summer of 2003, the LMI division will establish a process to visit with each of our twelve Workforce Investment Area Boards. The goal of these visits will be to inform them of improvements and/or changes in any of our programs and services, answer any questions they might have about our programs, and engage in dialog with the boards regarding how together, we might be able to more effectively meet their needs.

Product/Activity Support of State's WIA/Wagner-Peyser Plan

Employment projections provide insight into industry and occupation trends as well as replacement needs and training levels required for future employment. This information is a valuable part of the State's WIA/Wagner-Peyser 5-year Strategic Plan in the assessment of Oklahoma labor market. The LMI Division is committed to the development of high-quality and timely employment projections to better support decision-making.

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Measurable Outcome(s) Projected

The LMI Division has been producing long-term, state-level employment projections for several years. As we expand our products and activities producing sub-area and short-term employment projections and make them available via various means (such as publishing, placing online, making presentations as requested, etc.), we expect more customer requests and greater customer access. Industry and occupational projection information will be on the Internet within 30 days of the hard copy publication. It will also be in electronic form and available to customers no later than 60 days from output on the website.

Planned Milestones

- Statewide Industry/Occupational Employment Projections (2000-2010): January 2003
- Internet Availability: January 2003
- 27 WIA Area Industry Employment Projections (2000-2010): February 2003
- 27 WIA Area Occupational Employment Projections (2000-2010): May 2003
- Internet Availability: May 2003
- Workforce Oklahoma Outlook Publication: April 2003

Estimated Cost:

- Staff Costs: \$30,000
- Training/Travel: \$5,000
- Hardware/Software Costs/Programming: \$0
- Printing/Distribution: \$-0-

3.) Produce and disseminate short-term industry and occupational employment forecasts.

Description of Product/Activity and Customers

Two-year forecast of statewide industry and occupational employment provides current and near term labor market information on job opportunities. With the tremendous changes state economies experienced during the late 1980's and 1990's, many job-seekers need short-term skill upgrading rather than long-term skill training. These projections are intended to meet the needs of students, job seekers, employers, vocational and career counselors, and public and private planning groups for information about industrial patterns and career opportunities in Oklahoma. To better serve the needs of our customers, we will work closely with the State Workforce Investment Board and produce

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high-quality state-level short-term industry and occupational employment projections using the methodology, software tools and guidelines developed by the Projection Consortium and the Projections Managing Partnership.

We have completed 2001 - 2003 projections made them available via the Internet. As resources and data availability allow, we will produce forecasts using fourth quarter in 2002 as the base year and forecast to the same quarter in 2004 as the forecasted year and test the production of forecasts data for sub-areas in accordance with Consortium guidelines. Additionally, we will develop NAICS-based historical industry employment series for state and sub-state areas and test the series with the short-term projections models in accordance with national initiatives and timelines. The ALMIS Database will be populated with the 2001 - 2003 projections data. The projections data will be submitted for public dissemination following procedures established by the Projection Consortium and the Projections Managing Partnership.

Focus of the Product/Activity

The focus of short-term projections will be on data analysis for the purpose of providing labor market information to bridge data gaps.

Summary of Results From Consultation With the Board and Customers

On a semi-annual basis, beginning in the summer of 2003, the LMI division will establish a process to visit with each of our twelve Workforce Investment Area Boards. The goal of these visits will be to inform them of improvements and/or changes in any of our programs and services, answer any questions they might have about our programs, and engage in dialog with the boards regarding how together, we might be able to more effectively meet their needs.

Product/Activity Support of State's WIA/Wagner-Peyser Plan

Employment projections provide insight into industry and occupation trends as well as replacement needs and training levels required for future employment. This information is a valuable part of the State's WIA/Wagner-Peyser 5-year Strategic Plan in assessing the Oklahoma labor market. The LMI Division is committed to the development of high-quality and timely employment projections to better support decision-making regarding WIA training needs.

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Measurable Outcome(s) Projected

The LMI Division has been producing short-term, state-level employment projections for several years. As we expand our products and activities producing sub-area and short-term employment projections and make them available via various means (such as publishing, placing online, making presentations as requested, etc.), we expect more customer requests and greater customer access. Product information will be available on the Internet on less than 30 days from completion.

Planned Milestones

- Short-term Statewide Industry/Occupational Projections (2001-2003): January 2003
- Internet Availability: February 2003
- Short-term Statewide Industry/Occupational Projections (2002-2004): September 2003
- Internet Availability: October 2003

Estimated Cost:

- Staff Costs: \$25,000
- Training/Travel: \$2,500
- Hardware/Software Costs/Programming: \$0
- Printing/Distribution: \$2,000

4) Develop occupational and career information products for public use.

Description of Product/Activity and Customers:

Internet products and publications that Oklahoma will continue to make available include Oklahoma Wage Survey Reports for statewide and sub-state areas, Underemployment, Employment Service Job Openings and Applicants, Workforce Oklahoma Occupational Outlook, and Oklahoma Licensed and Certified Occupations. We are linked to Oklahoma's ETA created State career site on ACINet. Users of the LMI Product or Service include job Seekers, employers, students, vocational career counselors, economic development entities, other state agencies and any entity needing projected occupational and/or industry information.

We support and assist in the development of a web-enabled job/skill profile system. The data collection and reporting system will collect and store job and skill profile information from the State of Oklahoma employers. The system will use O*NET

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taxonomy and the O*NET framework. Job/skill reports will be generated at the Local Labor Market Area to support local WIA Boards and Local Councils. The data will be used for various applications, including but not limited to curriculum development. The State Workforce Board (WIB) is leading this process.

Focus of the product/Activity:

Occupational and career information products will be focused on data analysis to correct data gaps.

Summary of Results From Consultation With the Board and Customers

on a semi-annual basis, beginning in the summer of 2003, the LMI division will establish a process to visit with each of our twelve Workforce Investment Area Boards. The goal of these visits will be to inform them of improvements and/or changes in any of our programs and services, answer any questions they might have about our programs, and engage in dialog with the boards regarding how together, we might be able to more effectively meet their needs.

Product/Activity Support of State's WIA/Wagner Peyser Plan

All required products and services under the Wagner/Peyser Act will be integrated into the Workforce Investment System (WIS). In support of the WIA/Wagner Peyser Plan, OESC will continue to build upon its electronic labor exchange by researching and implementing technology to allow job seekers and businesses easy access to labor market information.

Measurable Outcome(s) Projected

- Employment Service Job Openings and Applicants – Internet based and an estimated 519 copies will be printed for customer distribution/request. Internet product will be measured by the count of downloads. A measure of one weekly count was 185.
- Job/Skill Profile System - On-going process with feedback and input from customer use on website.
- Oklahoma Wage Survey Report – 930 copies printed for customer distribution/request. Internet product will be measured by downloads, which a weekly count was measured at 444.
- Oklahoma Licensed and Certified Occupations –300 copies printed for customer distribution/request. Internet product to be measured by the number of downloads. A weekly measure totaled 470.
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- Workforce Oklahoma Occupational Outlook - Estimate about 500 will be printed for customer distribution/request. The internet product will be measured based on the number of downloads.

Planned Milestones

The compilation, printing time and upload times differ for each publication. The significant milestones denote the dates that we anticipate that the information will be available to the public.

- Employment Service Job Openings and Applicants - November 2003
- Job/Skill Profile System - Fall 2002
- Underemployment - September 2002
- Oklahoma Wage Survey Report - June 2002
- Oklahoma Licensed and Certified Occupations - June 2002
- Workforce Oklahoma Occupational Outlook - December 2003
- Other Occupational Projections products detailed in Item 2

Estimated Costs

- Staff Costs: \$62,400
- Training/Travel: \$0
- Hardware/Software Costs/Programming: \$0
- Printing/Distribution: \$7,350

5) Provide an employer name and address that can be accessed by the public.

Description of Product/Activity and Customers

Oklahoma provides employer information including name and address through the America's Labor Market Information System (ALMIS) Employer Database. It is an acquired database containing information on over ten million employers throughout the country. Oklahoma specific information is loaded into our ALMIS database quarterly and is made available to our customers through our Oklahoma LMI Access application on our Internet site. Also, a link on our Internet site to America's Career InfoNet (ACINet) gives customers access to nationwide employer information from the ALMIS Employer Database. Users of employer information include, but are not limited to, job seekers, career counselors, economic development entities, government entities, and research organizations.

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The ALMIS Employer Database has been purchased by the U.S. Department of Labor, Employment and Training Administration, as part of their strategy for creating a comprehensive ALMIS Database that supports user applications and the needs of the public. The ALMIS Employer Database Consortium coordinates the delivery of the database to the states. Oklahoma, after signing a usage agreement with the vendor (InfoUSA), received three complete sets of the database on CDs. Each set contains five disks covering the United States, divided into five sections. The employer contact information contained on the disks is that of the parties responsible for human resource. On a daily basis many customers use this information to contact an employer about possible employment. Also, our LMI Access application uses a standard mapping routine to display to the user the employer location based on the address.

The ALMIS Employer Database contains over 40 data elements including:

- Employer Name
- Mailing Address
- Telephone Number
- Contact Person
- Ownership Code
- Physical Address
- Industry
- Fax Number
- Employment
- Internet Address

Focus of Product/Activity

One-Stop service delivery will be the focus of the core product and activity of providing employer information to the public.

Summary of Results From Consultation With the Board and Customers

On a semi-annual basis, beginning in the summer of 2003, the LMI division will establish a process to visit with each of our twelve Workforce Investment Area Boards. The goal of these visits will be to inform them of improvements and/or changes in any of our programs and services, answer any questions they might have about our programs, and engage in dialog with the boards regarding how together, we might be able to more effectively meet their needs.

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Product/Activity Support of State's WIA/Wagner Peyser Plan

The products and services under the Wagner/Peyser Act will be integrated into the Workforce Investment System (WIS) and provided jointly with the additional services funded under Title I of the WIA. Core LMI products and services will be available to all customers. The ALMIS database core product will support the Wagner Peyser plan by giving customers access to local and nationwide employer information.

Measurable Outcome(s) Projected

Oklahoma has launched a new LMI Internet Site. On this site there are links to our LMI Access application and to ACINet, both which contain employer information such as name and address. Since its inception on January 28, 2003 there has been 5,626 hits and we expect the trend for customers hits to increase over time. A new release of LMI Access is planned in second quarter 2003. Information and notification via our Internet site, LMI State User Conferences, and LMI newsletter about the application and its contents, such as employer information, will provide customers with a reminder of how to access this information. Feedback from customer evaluations gathered by LMI staff will track and measure the usefulness of the employer data accessed.

Planned Milestones

As new employer data is made available it is incorporated into our ALMIS Database. Also, links from our Internet site to employer data such as ACINet are maintained.

- Updating employer data to ALMIS database: Quarterly.
- Contact with ALMIS Employer Database Consortium: Maintain contact as needed for updates and vendor information.

Estimated Costs:

- Staff Costs: \$5,500
- Training/Travel: \$-0-
- Hardware/Software Costs/Programming: \$-0-
- Printing/Distribution: \$-0-

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6) Provide information and support to Workforce Investment Boards and produce other State information products and services.

Description of Product/Activity and Customers

We will continue to seek ways to introduce and improve labor market products for our customers. A new area of product focus will be in providing mapping services to our customers. The LMI division will maintain staff trained on the use of Geographical Information Systems (GIS). We will be expanding analysis of current data to assist local WIBs or subcommittees with the type of labor market information they request. Currently, at the request of the WIB, we are conducting the McAlester local annual survey. Also, we have established WIB membership. The LMI unit will continuously assist with the gathering of data and analysis preparation for the Local Office Performance Review, which will be used to gain a clearer understanding of the performance and efficiency levels attained in the Workforce Centers relating to employment. Users of the LMI product or service include individuals and organizations needing to track the economic health of the state of Oklahoma and its local areas. Customers include but not limited to job seekers, employers, economic development entities, all levels of government, and research organizations.

In order to produce timely and quality labor market information, efficient equipment and software is needed. Our goal is to upgrade personal computers and printers to facilitate the development of GIS products for use in publications and other activities to workforce initiatives.

Focus of Product/Activity

The core product/activity is correcting the data gaps in LMI and system development.

Summary of Results From Consultation With the Board and Customers

On a semi-annual basis, beginning in the summer of 2003, the LMI division will establish a process to visit with each of our twelve Workforce Investment Area Boards. The goal of these visits will be to inform them of improvements and/or changes in any of our programs and services, answer any questions they might have about our programs, and engage in dialog with the boards regarding how together, we might be able to more effectively meet their needs.

Product/Activity Support of State's WIA/Wagner Peyser Plan

In support of the State's WIA plan, all required products and services under the Wagner/Peyser Act will be integrated into the Workforce Investment System (WIS).

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This includes the development of new products and services, which will be implemented at the request of our stakeholders and businesses.

Measurable Outcome(s) Projected

- A world of Information at Your Fingertips: 155 copies printed and distributed
- County Employment and Wage Data: Estimate about 700 will be printed and distributed
- Current Employment Statistics: Estimate about 700 will be printed and distributed
- Labor Force Information for Affirmative Action Programs: 753 copies printed and distributed
- Oklahoma Labor Market Information Fact Cards: Estimate about 200 will be printed and distributed
- Oklahoma Labor Force Data: 500 copies printed and distributed
- Your Guide to Oklahoma's LMI: Estimate about 300 will be printed and distributed
- Internet Resources for Employers/Job Seekers: Estimate about 171 will be printed and distributed
- Oklahoma Labor Market Information: 2,300 printed and distributed every month
- Vacancy Survey: Mailed to 3,020 businesses and received a 60% reply after three mail-outs.

Planned Milestones

In terms of completion, the providing of information, products and services to support the WIB will be an on-going process.

- A world of Information at Your Fingertips: July 2002
- County Employment and Wage Data: Fall 2003
- Current Employment Statistics: Fall 2003
- Labor Force Information for Affirmative Action Programs: July 2002
- Oklahoma Labor Market Information Fact Cards: Fall 2003
- Oklahoma Labor Force Data: November 2002
- Your Guide to Oklahoma's LMI: January 2003
- Internet Resources for Employers/Job Seekers: Fall 2003
- Local Office performance Review: Monthly
- Oklahoma Labor Market Information: Monthly
- Benefit Survey: March 2003
- Vacancy Survey: Data in Washington, DC
- GIS Products: By Customer Request

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- Wage Record Consortium: Data published and released December 2002
- Wage Consortium Studies (2): May 2003
- Longitudinal Employer Household Dynamics (LEHD): MOU Pending Status
- Occupational Wage Network (OWN): April 2003

Estimated Costs

- Staff Costs: \$167,489
- Training/Travel: \$-0-
- Hardware/Software Costs/Programming: \$6,000
- Printing/Distribution: \$76,500

7) Improve and deploy electronic state workforce information delivery systems.

Description of Product/Activity and Customers

A contract has been awarded to a vendor for the development and support of a system to provide electronic delivery of labor market information (an internet version of LMI Access). The product should be available around September 16, 2002. Upon completion and testing of the system, we will train the twelve local Workforce Boards. Training for other workforce professionals will be provided through a variety of training opportunities as listed in priority #8. With the deployment of the new system, it required a redesign of the LMI Homepage, which has been completed. Customers include any individual or organization needing and/or wanting high quality Labor Market Information. Customers include but not be limited to job seekers, employers, economic development entities, and all levels of government and research organizations. LMI Will allow customers the ability to make informed choices in today's volatile labor market.

The Workforce system is designed to be responsive to the ever-changing needs of all segments of the local community. Oklahoma will meet these needs of customers by providing timely core labor market information in user-friendly format(s).

Focus of Product/Activity

The purpose and primary focus of the product will be for system development and One-stop service delivery.

Summary of Results From Consultation With the Board and Customers

On a semi-annual basis, beginning in the summer of 2003, the LMI division will establish a process to visit with each of our twelve Workforce Investment Area Boards. The goal

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of these visits will be to inform them of improvements and/or changes in any of our programs and services, answer any questions they might have about our programs, and engage in dialog with the boards regarding how together, we might be able to more effectively meet their needs.

Product/Activity Support of State's WIA/Wagner Peyser Plan

The continued improvement and dissemination of electronic labor market information is in support of the State's strategies for improvement under the WIA/Wagner Peyser Plan Sub Sections 112(b)(4), 112(b)(17) and 111(d)98), 112(b)(1), 134(2)(E). Core LMI products and services will be available to all customers and in user friendly format(s).

Measurable Outcome(s) Projected

Expected Completion Date: The Internet Oklahoma LMI Access system will be 75% functional by September 2002 and will be functioning at 100% capacity for our customers by June 2003.

Planned Milestones

Product Development: Vendor has been contracted to develop the LMI Access system and work began in Spring 2002.

Consultation: Vendor consultation will be conducted on an as needed basis.

Conference call will be initiated with the vendor and other states on an as needed basis regarding product development, testing and problem solving.

Training date: Initial LMI system training will be done October 2002.

Product Delivery: The system is anticipated to be fully functionally by June 2003.

Estimated Costs:

- Staff Costs: \$28,500
- Training/Travel: \$15,500
- Hardware/Software Costs/Programming: \$27,500
- Printing/Distribution: \$-0-

8) Support state workforce information training activities.

Description of Product/Activity and Customers

OESC will continue to utilize the ALMIS LMI Institute as a training vehicle for department staff to keep them updated on the most recent trends and methodologies.

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Training sessions provided by a variety of LMI staff will continue to be conducted for state LMI users. We have worked in conjunction with Workforce Oklahoma Training Institute in developing and delivering training to Workforce Partners. The LMI User's Guide will be updated and used in conjunction with training. Customers include any individual or organization needing and/or wanting high quality Labor Market Information. Customers include but not limited to job seekers, employers, economic development entities, and all levels of government and research organizations. LMI Will allows customers the ability to make informed choices in today's volatile labor market.

The focus of the Workforce Centers initiative has been to provide a variety of core services to job seekers and employers. Labor market information (LMI) is included as a vital part of the Oklahoma service delivery system. The Bureau of Labor Statistics (BLS) federal/state statistical programs provide the foundation for the current Labor Market Information System. Labor market information data are key elements to job seekers and employers in considering their educational and training needs. Access to LMI can be accomplished through the OESC's web site (www.oesc.state.ok.us) or on the Workforce Oklahoma web site (www.workforceok.org).

Focus of Product/Activity

The focus of the training activities will be to enhance the delivery of LMI services to the One-stop Centers and all consumer users.

Summary of Results From Consultation With the Board and Customers

On a semi-annual basis, beginning in the summer of 2003, the LMI division will establish a process to visit with each of our twelve Workforce Investment Area Boards. The goal of these visits will be to inform them of improvements and/or changes in any of our programs and services, answer any questions they might have about our programs, and engage in dialog with the boards regarding how together, we might be able to more effectively meet their needs.

Product/Activity Support of State's WIA/Wagner Peyser Plan

The development and presentation of labor market information is an integral part of the overall State's WIA/Wagner Peyser strategic plan. The OESC's LMI division is aware of the need to not only produce quality and timely labor market information, but also to provide training that will educate users and allow them to gain insight as to the use and extent of the data available. The WIA Labor Market Information Task Force meets to identify and discern the various needs of the users. In keeping with the strategic plans

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under the WIA/Wagner Peyser, LMI is disseminated and training targeted to all customer core groups as identified in sub sections 111(d)(2), 111(d)(6), 112(a), and 112(b)(3).

Measurable Outcome(s) Projected

LMI training is an on-going process with changes occurring within programs and methodologies. We will meet the needs of LMI users, professionals and para-professionals, working under these parameters on a continual basis. To evaluate the contents and assess future needs of the customers, evaluation feedback will be solicited from participants attending the State LMI User Conferences and Workforce staff/partner training. The number of requests made from the various groups will measure the success of special presentations made by LMI staff. The combined results of these measures can assist the LMI division in determining what kind of training and special product development activities staff will need to undertake in order to fulfill the future needs of our customers.

Planned Milestones

- State LMI User's Conference: Conduct LMI Training Conferences in September 2002 and January 2003
- Oklahoma Partners Conference: May 2003
- Making the Grade: LMI staff will make presentations as requested from local high schools, community organizations and businesses throughout the year.
- Other Presentations: LMI staff will make presentations as requested from LMI customers (i.e. Workforce Centers, business-job fairs, Chambers, Boards, etc.).
- LMI Staff Training: Train new and veteran staff by attending the various training courses offered by the Institute
- LMI Forum and Institute: Attend the annual training as scheduled.

Estimated Costs:

- Staff Costs: \$25,000
- Training/Travel: \$30,000
- Hardware/Software Costs/Programming: \$-0-
- Printing/Distribution: \$3,000

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III. CUSTOMER SATISFACTION ASSESSMENT:

To assess the usefulness and quality of LMI products and services to customers through the Workforce Centers, the use of "comment cards" is utilized by the Centers to get customer response to services received. On a periodic basis the Economic Research and Analysis division will solicit feedback from the Workforce Manager on the results. Additionally, the Labor Market Information unit of the Economic Research and Analysis division has created an Access Database to collect internal and external information on request from customers relating to the various LMI products and services. The method of data collection is by phone, email, fax, or in person. The components of the database include the collection of information on customer name, company, address, phone, email, fax, nature of the contact, customer comments, and action taken. The type of request for general information or publication(s) also categorizes the database. Each employee in the Economic Research & Analysis division collects this information whenever customer contact is made. It is then submitted for input into the "Customer Satisfaction" database. Over the past year we have been in the process of data collection. The next phase is to design a survey and do a random selection of customers from the database to be surveyed. The results of their satisfaction with the products/services obtained will be assessed. Beginning with PY 2002, the Economic Research & Analysis Division will establish a performance accountability system to assess the effectiveness of workforce services and information being provided within the core products listed below:

- Provide occupational and career information labor market products for public use.
Customer Satisfaction Surveys will be established to measure the usage and usefulness of LMI Products as requested by electronic or postal systems. The satisfaction of the business owners, job seekers and or workforce professionals will be quantified on a pre-defined calendar basis. Effective communication and feedback measures will be maintained to further assure the continuous improvement of activities funded with Workforce Investment Act (WIA).
- Improve and deploy electronic state workforce information delivery systems.
Customer Satisfaction Survey Instruments will be designed to identify the degree of usage and usefulness of state workforce information being delivered. Assessment indicators will further identify user satisfaction (businesses and/or individuals) on a pre-defined calendar timetable.

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- Support state workforce information training activities.
Customer Satisfaction Surveys will be designed to measure the degree of usefulness of LMI Training presentations to LMI professionals, WIA Council members and local workforce users regular calendar-year basis. Effective communication and feedback measures will be maintained to further assure the continuous improvement of activities funded with Workforce Investment Act (WIA).

LMI core products:

1. Continue to populate the ALMIS database with state data
2. Produce & disseminate long-term industry and occupational employment projections
3. Produce and disseminate short-term industry and occupational employment forecasts
4. Provide occupational and career information products for public use
5. Provide an employer name and address list that can be accessed by the public
6. Provide information and support to workforce investment boards (WIBs) and produce other state information products and services
7. Improve and deploy electronic state workforce information delivery systems
8. Support state workforce information training activities