

**Oklahoma Employment Security Commission (OESC)
One-Stop Labor Market Information
Program Year (PY) 2003**

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The One-Stop/Labor Market Information Program Year 2003 Annual Report on the products and services performed by the Economic Research and Analysis Division (ER&A) is outlined below:

I. STATEWIDE EMPLOYMENT STATISTICS SYSTEM

During plan year 2003, in accordance with the five -year strategic plans, labor market information was an integral part of the Oklahoma One-Stop system. Access to labor market information products is made available to customers in user-friendly methods (electronic and hard copy). Customers of the Workforce Centers are surveyed to access their satisfaction with the provision of products and services at the center. The data is compiled, analyzed, formatted and reported back to the Workforce Centers for use in making changes to effectively serve the customer. Any feedback relating to LMI products will be evaluated to determine the most effective way to enhance or provide additional products if recommended. Results of the Workforce Center's survey is presented in the Customer Satisfaction section of the Annual Performance Report. During PY03 to ensure that customers were informed and knowledgeable about the current LMI products, as well as the development of new and enhanced products, three training conferences were conducted throughout the state. Additionally, the LMI Internet website has a section "What's New", which highlights any new product, publication, or services.

Communications with the Workforce Investments Boards to discuss strategies for their service needs was a priority in plan year 2003. Under the umbrella of the Oklahoma Department of Commerce, the Governor has mandated that the Oklahoma Employment Security Commission be a major force in the state's economic affairs. With this mission, several meetings have been held with the new Secretary of Workforce Development to discuss the role of labor market information in Oklahoma's workforce delivery system, as well as the undertaking of new data projects by the LMI division. Strategic planning will also be done to collaborate with the Board on getting their input on the development and approval of the agencies core products and services Workforce Plan. Key management staff of OESC, including the Director of LMI, are members of the Governor's Council for Workforce & Economic Development. The council is made up of business, education, labor, and state agencies that deal with Oklahoma's workforce issues. Since the LMI division staff was designated as the providers of data to the WIB's, several LMI presentations were made to them during PY03.

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II. PRODUCTS AND SERVICES

1. Populate the ALMIS Database with state data

Oklahoma has maintained the ALMIS Database version 2.2 in conjunction with our Oklahoma LMI Access application during the plan year. Information in the ALMIS Database was appended as it was gathered. This was done according to the specifications and guidelines issued by the ALMIS Database Consortium along with other tables to the extent that the data was available. Occupational licensing data was not updated during this plan year, since it is only computed every two years. The database was upgraded and populated with the projections data. The ALMIS Database Administrator presented information about the ALMIS Database to customers at three (3) LMI State Conferences held throughout the State for plan year 2003.

In relation to consumer utilization of the information in the database, the Oklahoma LMI Access Internet site (<http://lmiaccess.virtuallmi.com/>) is where customers access the ALMIS Database information and there are links from two main sites to this application. Site statistics are tracked using LiveSTATS .XSP version 7.05, which is provided by Geographic Solutions, who maintains and updates the Internet application and site. In April 2004 there were 9,548 hits on 821 visits with 9,548 page views, but that was when there was only a link to the application from the Oklahoma LMI Internet site (<http://www.oesc.state.ok.us/lmi/>). In May 2004, a link to the Oklahoma LMI Access application from the Oklahoma JobLink Internet site (<http://servicelink.oesc.state.ok.us/ada/>) was added and there was a jump to 84,238 hits on 3,354 visits with 32,807 page views. The statistics for the site in June 2004 were 119,673 hits on 4,233 visits with 45,055 page views. Use of the LMI Access application to gain access to the ALMIS Database information will continue to grow slightly as customers are made aware of the application and continue to use it.

Product and Services Budget and Expenditures

The estimated costs in PY03 for the ALMIS core product was \$19,950. Because the state's financial system does not track expenditures in accordance with the specific grant format, itemized cost for each core product deliverable is not available for measurement. The reporting of quarterly grant expenditures is submitted in accordance with grant requirements by the Finance Department. However, the Economic Research division tracks grant cost relating to training and the PY03 expenditure amount for ALMIS training provided was \$260.00. For specific details on training cost refer to Attachment B – PY03 LMI Training Report and for overall grant budget and cost comparison refer to Attachment A – Plan Year 2003 Core Products and Services Report.

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2. Produce and disseminate industry and occupational employment projections

For PY 2003, the LMI Division worked with the CES and ES-202 program staff and developed the historical NAICS industry time series used in the projection process. Statewide long-term projections was produced for the 2002 to 2012 period within the June 2004 planned milestone. Economic researchers and professors reviewed the projections and adjustments were made accordingly. The industry employment projections were developed mainly at 3-digit level and some at the 4-digit level on the North American Industry Classification System. The occupational employment projections were developed based on the Standard Occupational Classification.

Statewide short-term projections were also produced for the 2003 to 2005 period within the June 2004 planned milestone. The industry employment projections were developed mostly at 3-digit level and some at 4-digit NAICS. The occupational employment projections were developed based on the Standard Occupational Classification.

Tables summarizing both long-term and short-term statewide projections will be finished in August 2004 and are made available on the Internet. ALMIS database population of the projections is also finished and will be disseminated through Oklahoma LMI ACCESS application.

The statewide long-term employment projections data and analyses was presented at the three Oklahoma Labor Market Information Conferences held throughout the state in November 2003, March 2004, and May 2004. The projections Statistical Analyst also received training in December 2003 at the LMI Institute on Short-term Industry Projections Software in Boise, Idaho.

Product and Services Budget and Expenditures

The estimated costs in PY03 for the projections core product was \$60,025. Because the state's financial system does not track expenditures in accordance with the specific grant format, itemized cost for each core product deliverable is not available for measurement. The reporting of quarterly grant expenditures is submitted in accordance with grant requirements by the Finance Department. However, the Economic Research division tracked grant cost relating to training and publications. In PY03 the expenditure amount for projections training provided/received was \$1,453, and the cost of publications was \$1,635. For specific details on training and publication cost refer to Attachment B – PY03 LMI Training Report, Attachment D – Publications, and for overall grant budget and cost comparison refer to Attachment A – Plan Year 2003 Core Products and Services Report.

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3. Develop occupational and career information products for public use

In Plan Year 2003 Oklahoma published Employment Service Job Openings and Applicants, Oklahoma Wage Survey Report, and Workforce Oklahoma Occupational Outlook publications. The Labor Market Information division did release Job Openings and Applicants on the Internet in October 2003.

The Oklahoma Wage Survey Report has undergone some coding system changes in the method by which it is distributed; therefore the data will be released twice a year, once in February and a second time in August. In order to limit printing costs in September 2003 Oklahoma launched a new Data system called Oklahoma Wage Network (OWN). This system allows our customer to not only obtain the wage data that is printed in our Wage Survey Report but some additional information that was not available before. Data such as; the 25 and 75 percentile occupational wage and a breakdown of each occupation and how it compares to all other occupations in the state. With this new LMI product, the 2003 Oklahoma Wage Survey Report was released in Internet format only for customers.

The Workforce Oklahoma Occupational Outlook 2012 publication is in the process of being printed and is expected to be completed by October 2004. This publication will be released in printed and Internet format for public use.

Product/Services budget and expenditures

The estimated costs in PY03 for the development of occupational career core products was \$69,750. Because the state's financial system does not track expenditures in accordance with the specific grant format, itemized cost for each core product deliverable is not available for measurement. The reporting of quarterly grant expenditures is submitted in accordance with grant requirements by the Finance Department. However, the Economic Research division tracked grant cost for publications. In PY03 the expenditure amount for publications cost was \$841. Because many of the LMI publications are Internet published, hard copy printing costs have been reduced. For specific details refer to Attachment D – Publications, and for overall grant budget and cost comparison refer to Attachment A – Plan Year 2003 Core Products and Services Report.

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4. Provide public electronic access to the ALMIS Employer Database

In Plan Year 2003, Oklahoma provided employer information through a purchase and usage agreement signed with InfoUSA that was coordinated by the ALMIS Employer Database Consortium for delivery to the states. Oklahoma received Employer Database CDs from InfoUSA quarterly that were used to populate the ALMIS Database with Oklahoma specific information. Customers were able to access the employer information using our Oklahoma LMI Access application (<http://lmiaccess.virtuallmi.com/>). The application was purchased and is maintained by Geographic Solutions, who program the employer information to display in accordance with InfoUSA and the Employer Database Consortium guidelines. Also, a link on our Oklahoma LMI Internet site to America's Career InfoNet (ACINet) (<http://www.acinet.org/acinet/>) gave customers access to nationwide employer information from the Employer Database. During the Labor Market Conferences customers were shown how to access and navigate the employer information. Customers use the application to find employer contact information, address, web site, map location, and other information for the purposes of research, job search, and job development.

Product and service budget and expenditures

The estimated cost in PY03 for providing public electronic access core product was \$5,500. Because the state's financial system does not track expenditures in accordance with the specific grant format, itemized cost for each core product deliverable is not available for measurement. The reporting of quarterly grant expenditures is submitted in accordance with grant requirements by the Finance Department. The reporting of quarterly grant expenditures is submitted in accordance with grant requirements by the Finance Department. For overall grant budget and cost comparison refer to Attachment A – Plan Year 2003 Core Products and Services Report.

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5. Provide information and support to state and local Workforce Investment Boards (WIBs) and provide other special demand information products and services

In Plan Year 2003 Oklahoma was expected to publish County Employment and Wage Data and Current Employment Statistics, however this deliverable was not met due to the availability of data. Additionally, the Oklahoma CES/ES-202 division underwent a transition of staff, which caused a delay for LMI to obtain the data needed to update these publications.

<u>Product/Service</u>	<u>Product/Service Outcome Description</u>
Labor Force Information for Affirmative Action Programs 2003	7/2003 – 350 copies printed
LMI Newsletter (Monthly)	28,800 copies printed
Job Vacancy Survey	50 addition copies printed
Benefit Survey	Final mail-out completed 10/2003
GIS Products	Available and provided upon request
Wage Record Consortium	Study completed spring 2003
L E D Product	MOU signed and data collection in process. On line product expected in early PY04.
Occupational Wage Network (OWN)	Data files formatted and released on the Internet site 9/03.

Product and service budget and expenditures

The estimated costs in PY03 for providing information and support to WIB's was \$252,844. An individual comparison of core product actual to budget is not available because of the State's financial system reporting. The reporting of quarterly grant expenditures is submitted in accordance with grant requirements by the Finance Department. However, the LMI division tracked cost for publications and in PY03 a total of \$30,362 was expensed for publications. A listing of related publication cost is contained in Attachment D- Publication Cost. For overall grant budget and cost comparison refer to Attachment A – Plan Year 2003 Core Products and Services.

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6. Improve and deploy state workforce information delivery system

The launch of Oklahoma's LMI Access in January 2003 has enhanced our labor market information. The current Oklahoma LMI Access application version 5.2 (<http://lmiaccess.virtuallmi.com/>) is based on the ALMIS Database version 2.2, and is updated, maintained, and hosted by our vendor Geographical Solutions. As coding systems and new information have changed, our systems have been updated and improved to provide customer friendly interfaces. Customers have been trained at various LMI state conferences on the location and use of the system. With the addition of a link to the Oklahoma LMI Access Internet site from two main sites users accessed workforce information. Site statistics are tracked using LiveSTATS .XSP version 7.05, which is provided by Geographic Solutions. In April 2004 there were 9,548 hits on 821 visits with 9,548 page views, but that was when there was only a link to the application from the Oklahoma LMI Internet site (<http://www.oesc.state.ok.us/lmi/>). In May 2004, a link to the Oklahoma LMI Access application from the Oklahoma JobLink Internet site (<http://servicelink.oesc.state.ok.us/ada/>) was added and there was a jump to 84,238 hits on 3,354 visits with 32,807 page views. The statistics for the site in June 2004 were 119,673 hits on 4,233 visits with 45,055 page views. Use of the LMI Access application to gain access to workforce information will continue to grow as customers are made aware of the application and continue to use it to make informed choices.

Product and services budget and expenditures

The estimated costs in Plan Year 2003 for improving the state workforce LMI system was \$71,050. An individual comparison of core product actual to budget is not available because of the State's financial system reporting. The reporting of quarterly grant expenditures is submitted in accordance with grant requirements by the Finance Department. However, for overall grant budget and cost comparison refer to Attachment A – Plan Year 2003 Core Products and Services.

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7. Support state workforce information training activities

ALMIS training is utilized to enhance the capacity building potential of staff in the production and dissemination of labor market information. During the Program Year 2003, LMI staff attended a variety of training courses offered by the institute. In addition, specialized course in ARCVIEW GIS Mapping was provided to staff. The training enabled staff to add new dimension to the analysis of Oklahoma's labor market information, as well as continue to meet the demands from customers for enhanced/new products and services. The specific type of training received by staff is provided in Attachment B – LMI Training Report.

To keep customers informed of the content, availability, and usage of labor market information, Statewide LMI User's Conferences were conducted. To ensure that customers across the State have an opportunity to take advantage of the training, the conferences are strategically conducted in different regions. During PY03 three Labor Market Information Training Conferences were held and a total of some one hundred sixty (160) participants received, at no cost, training designed to provide tools to help them have a better understanding of LMI and its many uses. Participants attending the various conferences included local workforce boards and professionals, government, education, and businesses. The response to the training was well received and the feedback from participant interaction and evaluation forms was used to improve the quality and delivery of LMI for customers. The complete listing of PY03 training provided is outlined in Attachment B- LMI Training Report.

LMI training is an on-going process and during Program Year 2003 the LMI department conducted special informational training sessions to customers (i.e. Workforce Centers, colleges, businesses, Boards, Chambers, etc.) at their request throughout the state of Oklahoma. An estimated total of two hundred-forty five (245) customers were trained on labor market information customized to meet their data needs. A summary of the PY03 presentations conducted by LMI staff is outlined below:

- Workforce Investment Board(s): Presentation(s) to the Board on Oklahoma labor market information and services available through the Economic Research and Analysis division.
- Oklahoma Regents for Higher Education: LMI presentation to the Technical Occupational Council on The Future of Local and State LMI Delivery.
- Cameron University: Presentation customized for the customer on the Occupational Employment & Wage Structure of Lawton
- Ponca City, Oklahoma Early Childhood Summit: Presentation to the group on "The Linkage Between Work/Family Issues and Workforce Trends."
- State Human Resource Managers – Presentation on Oklahoma Labor Market Information.
- Governor's Task Force
- Chamber of Commerce
- OESC Commissioners – Presentation for the new appointed Commissioners on the LMI division.
- OESC Economic Roundtable – Monthly presentations on LMI data prior to release.

A complete listing of specialized training provided during plan year 2003 is provided in Attachment C – LMI Presentations.

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Product and services budget and expenditures

The labor market information training received by customers is at no cost, however, for the Oklahoma Employment Security Commission to provide the training there is staff, materials and facility training cost. The estimated expenditure cost to provide training in PY03 was \$48,000. The ability to track expenditure cost in accordance with the grant format is not available through our state's financial system. The reporting of quarterly grant expenditures is submitted in accordance with grant requirements by the Finance Department. Nevertheless, in an effort to monitor the cost of training received and provided, the Research division maintains a database of grant expenditures for the core service. For the plan year 2003 a total of \$9,912 was incurred for labor market training. Refer to Attachment A – PY03 Core Product/Services for overall grant budget and cost comparison, and for training details refer to Attachment B- PY03 LMI Training, and Attachment C- PY03 Presentations reports.

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III. CUSTOMER SATISFACTION

CUSTOMER SATISFACTION ASSESSMENT

Via publication, local presentations, and telephone and internet statistical systems (www.oesc.state.ok.us) the Economic Research & Analysis Division provides consistent, current and much needed information to our customers and users in today's labor market. This critical information is presented to the business community and workforce professionals and provides access to timely data needed for making informed decisions regarding their human and financial resources. Labor Market Information is disseminated through updated publications and continued training.

The 2003 customer satisfaction assessment summary of each performance accountability system that assesses the effectiveness of workforce services and labor market information being provided to customers are outlined below:

1. Customer Satisfaction Instruments

CS Surveys provide and documents the usage and usefulness of LMI Products as requested by electronic or postal systems. Statistically reliable software tracks and quantifies the satisfaction of the business owners, job seekers and or workforce professionals semi-annually. In conjunction with the Workforce Investment Act (WIA), a summary reports have been submitted to agency management for review and evaluation.

Dissemination Method

Customer Satisfaction Survey(s)

Customer Measurement

Web-based Customer Survey designed and placed on Internet 10-15-03. Survey redesign was done to make on-line survey more feasible for customer use and feedback.

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Internet Customer Satisfaction Survey

OCTOBER 2003 - MARCH 2004

Methodology: Electronic Survey Questionnaire (7 questions) activated at the LMI website by means of a “blinking invitation” to rate our site. Survey results were statistically weighted in an SPSS program.

Target Audience: The web community of students, jobseekers, businesses, and professionals: 38 individuals listed their status as follows:

- 13 Researchers/Planning Activity,
- 10 Jobseekers,
- 6 Employers and
- 6 Govt-Elected Officials,
- 2 Students,
- 1 Counselor

Major Findings:

Level of Satisfaction with Website

73% Overall Satisfaction, 3% Neutral, and 26% Somewhat Dissatisfied

Frequency of Using LMI Website

8% 1st Visit, 38% Quarterly/Monthly, 32% Weekly Usage, 22% Daily Use

Degree of Ease in Finding LMI data

16% Ease to Find, 47% Somewhat Easy, 6% Same as other sites, 31% Difficult to Find

Likely to Return to Website

83% Very Likely, 8% Undecided, 6% Somewhat Unlikely, 3% Very Unlikely

Summary

The results have been published and distributed to LMI Program Supervisors for their review and input.

AREAS OF IMPROVEMENT:

Changes are being made to website: BLS and LMI program data has been updated and placed under strategic heading that should assist users in finding LMI data more easily.

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2. Electronic workforce information delivery systems

Summaries of Assessment indicators will further identify user satisfaction (businesses and/or individuals) on an annual basis.

Dissemination Method

Customer Measurement

Internet Website (LMI Data/Publications) The number of User sessions was 11,547.

Publications (Hard Copy)

Twenty nine thousand-six hundred-thirty (29,630) hard copy publications were printed for distribution.

Web-Trends Customer Satisfaction Results

Methodology: Web-based tracking of Internet usage: includes statistics on the total activity for OESC server during designated time frame

Target Audience: Global utilization of website.

Major Findings:

Month / YR	Total Visits	% of Total Visits
May-03	981	3.18%
Jun-03	1241	2.54%
Jul-03	1197	2.44%
Aug-03	893	3.82%
Sep-03	911	2.64%
Oct-03	868	4.16%
Nov-03	852	3.34%
Dec-03	689	3.83%
Jan-04	999	4.66%
Feb-04	780	4.30%
Mar-04	983	2.93%
Apr-04	1009	3.33%
May-04	974	2.83%
Jun-04	958	3.93%
Most Downloaded LMI Data - June-Nov '03	Total	% of Total Downloads
OK Licensed Occupations	3221	14.28%
OK 2001 Job Openings	4421	7.06%

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LMI Job Opening & Applicants	326	2.70%
LMI Wage Data Statewide 2002	344	4.06%
LMI Job Vacancy Survey Result.pdf	2730	14.95%
LMI Forms OESC-3	680	6.50%
LMI LAUS Job-Appl-book2001.pdf	636	3.78%
LMI WageReport2003.pdf	750	12.19%
LMI Wage Data Statewide 2002	130	2.69%
LMI World of Information 2002	99	2.7%
LMI Occupational Definitions	110	2.52%

Summary

General statistics for the OESC Website averaged (12-month) 154,889 hits for the entire site, with 11,547 hits for the OESC Home page. Consistently, the LMI site captured 3-5% of total activity conducted at the website. Also noted, was the consistent download of LMI publications and data by users.

IMPROVEMENT STRATEGY: Continued monitoring of LMI website activity and downloads allow tracking of use by type of client and product being utilized.

3. statewide workforce training sessions

Compilation of hand-out customer satisfaction survey instruments are evaluated. Semi-annual summary submitted to national and local management staff reports the degree of usefulness of LMI training presentations. Audience consists of LMI professionals, WIA Council members and local workforce users.

Dissemination Method

Customer Measurement

Presentations

Nine (9) Specialized Labor Market Information Presentations were made to customers. An estimated total of Two hundred-forty five (245) customers were served.

State LMI Conferences

Three LMI Conferences were held throughout the State. An estimated total of One hundred-sixty participants received training. Conference Evaluation data was used to assess the need for improvements or feasibility of providing new product.

Roundtable Meeting

Nine (9) monthly meetings (internal) were conducted to present and discuss Oklahoma's statistical data before public release.

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Labor Market Information Users Conference

During the plan year the LMI division conducted three training conferences throughout the State of Oklahoma to inform customers of the content, availability, and usage of labor market information. The summary results of each conference and the customer satisfaction measurements are provided.

I. South Central Regional Conference

Date/Location: November 19-20, 2003 at the Great Plains Technology Center in Lawton, OK

Methodology: Provide "Hands-on" learning experience to each participants my means of internet-accessible computers, which were available at the conference site.

Target Audience: Thirty-eight (38) participants from local workforce offices, business community and conference presenters were in attendance.

Major Findings: Evaluations drawn from twelve LMI topics/presentations on the basis of (1) Usefulness of Information, (2) Presenter's Knowledge, skills and abilities, (3) Value of Handouts, (4) Overall Rating.

Summary

Two LMI presentations out of twelve received a performance rating of 'Fair'. Over 50% or all responses were satisfactory for the LMI products and services.

Areas of Improvement or Assistance:

- Need more time allocation for the Economic Development session.
- More time for O*Net discussions.
- Provide a FAQ on Internet Web Page and organize by WIA and LLA.
- Go a little deeper into subjects.
- LMI Access needs a separate workshop.
- Economic development needs a different format due to time.
- Do a comparison by employers of the Benefit Survey.

Improvement Strategy: A written evaluation was compiled and distributed to LMI conference leaders and presenters; agenda was adjusted to correct areas needing improvement. The measured improvement could be noted in the comments and high approval remarks made by participants of each subsequent LMI conference.

II. North Central Regional Conference

Date/Location: March 3-4, 2004 at the Meridian Technology Center in Stillwater, OK

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Methodology: Provide customers with the content and usage of LMI products and services. The use of an On-Line Registration form was utilized for the conference to enhance and speed up the registration process, as well as provides an automated participant tracking and communication system. This service was developed as the result of meetings with the LMI Conference Coordinators, Regional Field Office Manager, and Director of Field Operations.

Target Audience: Seventy-nine (79) participants were in attendance representing customers from the state/local workforce professionals, economic developers, educators, businesses, vocational/career counseling. As a result of our first time On-line registration process, 57 of the total participants registered @ the website.

Major Findings: Ten LMI topics/presentations were evaluated on the basis of (1) Usefulness of Information, (2) Presenter's Knowledge, skills and abilities, (3) Value of Handouts, (4) Overall Rating.

Summary

Two LMI presentations received 59% and 74% Excellent rating; five topics received above 50%rating. Cumulative responses well over the 75% satisfaction level for LMI products and services.

Areas of Improvement or Assistance:

Comments were made in regards for more handouts with larger print and continued request for labor market information data at a local level.

Improvement: Three-fourths of responses were complimentary. The comments were participatory in response to LMI topics being discussed, audience participation added tips and an interchange of working ideas about how to utilize LMI data

III. Tulsa Regional Conference

Date/Location: May 12-13, 2003 in Tulsa, OK

Methodology: Provide customers with the content and usage of LMI products and services. The use of the On-Line Registration form was utilized for the conference.

Target Audience Fifty-one (51) participants were in attendance representing customers from the state/local workforce professionals, economic developers, educators, businesses, vocational/career counseling, and students.

- 22 participants registered ONLINE @ website.lmi/

Major Findings: participants were asked to rank each session and presenter according to: Usefulness of Information, Presenter's Knowledge, skills and abilities, Value of Handouts, Overall Rating.

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Summary

78% Overall Good/Excellent rating	-	Economic Development
79% Overall Good/Excellent rating	-	LMI Access
88% Overall Good/Excellent rating	-	Local Employment Dynamics (LED)
86% Overall Good/Excellent rating	-	OWN (OES Program)
75% Overall Good/Excellent rating	-	Local LMI
88% Overall Good/Excellent rating	-	U S Census
61% Overall Good/Excellent rating	-	Benefit Survey Results

A very interactive, attentive audience. High level of satisfactions in program material and presentation styles.

Areas of Improvement or Assistance:

IMPROVEMENT: Online registration process will be modified to include photographs of previous conferences: this should generate enthusiasm and could result in larger number of participants. Also, the power-point presentations will be added to a "users library " which will allow persons to review and download additional information given at the conference.

4. Database collection of internal and external request for information

Access Database categorically documents data collection via phone, email, fax, or in person, includes customer name, company, address, phone, email address and nature of the contact, customer comments, and action taken.

Dissemination Method

Customer Inquiries

Customer Measurement

Six hundred eighty-six (686) Customer requests were logged into the database for the period of July 2003 thru June 2004. For specific details refer to Attachment E – Customer Database.

Electronic Customer Satisfactions Survey

JUNE 2004

Methodology: A one-page survey was sent to users by e-mail: our LMI website "link" was activated for the client to electronically view and respond to a 90-second survey. Customer's replies were deposited into the Outlook e-mail of the LMI supervisory staff.

Target Audience: A pool of 107 data users was drawn from a previous 12-month LMI database. The respondents were asked to rate a series of questions on a scale of: strongly agree, agree, disagree, and no opinion.

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Major Findings: Forty-four (44) responses received over a ten-day period in June 2004. This represents a 44% response rate.

- There is a high level of satisfaction with LMI data
- 70% of respondents agreed that LMI data was easy to find
- 80% of respondents agreed that LMI data easy to use, and
- 60% of all users indicated that LMI data meet their needs.

Summary

The responses that indicated a need for improvement regarding download timing and error messages. The greater responses were positive and appreciative of an “ear and open avenue of communication being offered by LMI staff to clients”

IMPROVEMENT STRATEGY: Information Technology Division of OESC were advised of “timing-out error messages” occurring at LMI website, and changes were initiated to resolve future occurrences. Continued supervision and collection of feedback from our clients will give an indication of the reduction in error messages.

5. Assessment of LMI product and services utilizing On-site Comment Cards

The quality and usefulness of LMI products and services to customers through the Workforce Centers aid in getting customer response to services received.

Dissemination Method

Workforce Oklahoma Centers

Customer Measurement

Five hundred-fifty one Customer CommentCards which provided feedback on satisfaction with products and services were received from the local workforce offices throughout the state

Local Office Customer Satisfaction Survey

Methodology: Comment cards were distributed to jobseekers and business customers at workforce offices: providing clients an opportunity to voice their positive and negative opinions about the services provided at the local level.

Target Audience: to 52 Local Workforce offices throughout the State of Oklahoma.

October 2003 Major Findings:

- Postal receipt of 238 comment cards.
- 52% response/participation rate from 27 local offices: 25 offices did not respond
- Above average levels of satisfaction with LMI data were recorded from eighteen service providers.
- 10 serious complaints related to client greeting and offer to provide assistance.

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March 2004 Major Findings:

- Postal receipt of 211 comment cards.
- 33% response/participation rate from 17 local offices: 35 offices did not respond.
- Above average levels of satisfaction with LMI data were recorded from eight local offices.
- Comments were generalized regarding the clients ease in navigating computer systems and forms.

May 2004 Major Findings:

- Postal receipt of 102 comment cards.
- 31% response/participation rate from 16 local offices: 36 offices did not respond
- Above average levels of satisfaction with LMI data were recorded from eight local offices.
- 3 comments/suggestions related facilities and computer usage.

Summary

The responses indicate a need for improvement in regard to equipment, facilities, staffing, training, customer service.

IMPROVEMENT STRATEGY: In each interim period, LMI Staff and workplace personnel reviewed summary sheets and responded to complaints by giving better service, assisting in computer use for clients, and making sure facilities and forms were more readily available to clients. The reduced complaints were evident of positive action taking against earlier survey findings.

**Oklahoma Employment Security Commission (OESC)
One-Stop Labor Market Information
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ATTACHMENTS

A – Plan Year 2003 Core Products/Services

B - PY03 Training Report

C – PY03 LMI Presentations

D – PY03 Publications

E – PY03 Customer Database

**Oklahoma Employment Security Commission (OESC)
One-Stop Labor Market Information
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ATTACHMENT - A

**Oklahoma Employment Security Commission
One-Stop Labor Market Information Grant
Plan Year 2003 - Core Products/Services**

<u>Core LMI Product(s)</u>	<u>Staff Cost</u>	<u>Training & Travel</u>	<u>Hardware/ Software/ Programming</u>	<u>Printing & Distributing</u>	<u>Other Costs</u>	<u>Total</u>
Populate ALMIS Database	\$ 14,000	\$ 2,700	\$ 3,250	\$ -		\$ 19,950
Produce Long/Short Term Projections	55,000	2,025	-	2,000		59,025
Develop Occupational/Career Information Products	64,400			5,350		69,750
Provide Public Access To ALMIS Database	5,500					5,500
Provide Information and Support to WIBs	187,594	5,000	6,000	55,250		253,844
Improve/Deploy Electronic State WIS	35,500	12,500	23,050			71,050
Support State Workforce Training	36,500	20,000		1,500		58,000
Total PY 03 Budget	<u>\$ 398,494</u>	<u>\$ 42,225</u>	<u>\$ 32,300</u>	<u>\$ 64,100</u>	<u>\$ -</u>	<u>\$ 537,119</u>
Total PY 03 Expenditures	<u>\$ 502,670</u>	<u>\$ 17,527</u>	<u>\$ -</u>	<u>\$ 32,848</u>	<u>\$ 21,812</u>	<u>\$ 574,857</u>
PY 03 Variance - Budget/Actual	<u>\$ (104,176)</u>	<u>\$ 24,698</u>	<u>\$ 32,300</u>	<u>\$ 31,252</u>	<u>\$ (21,812)</u>	<u>\$ (37,738)</u>

Budget Notation:

For PY03 the budget allocation for the LMI One-Stop grant to provide core services to customers was \$537,119. The overall expenditures cost to provide the core services in accordance with grant guidelines exceeded the budgeted amount. The ability to measure individual core service expenses is not possible through our State financial computer system. Financial management and reporting for overall grant expenditures is submitted to the Regional Office quarterly.

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**OKLAHOMA EMPLOYMENT SECURITY COMMISSION
ECONOMIC RESEARCH AND ANALYSIS DIVISION
PY03 LABOR MARKET INFORMATION TRAINING
JULY 1, 2003 - JUNE 30, 2004**

ATTACHMENT - B

Staff Title	Description of Training	Training Type	Location	Start Date	End Date	Core Product	Training Cost
		Received or Provided					
IS System Specialist	North Central Region LMI Conf.	Provided	Stillwater, OK	03-03-04	03-04-04	1	48.75
IS System Specialist	Tulsa Regional LMI Conf.	Provided	Tulsa, OK	05-12-04	05-13-04	1	87.00
IS System Specialist	South Central Region LMI Conf.	Provided	Lawton, OK	11-19-2003	11-20-2003	1	68.34
Statistical Research Spec. III	North Central Region LMI Conf.	Provided	Stillwater, OK	03-03-04	03-04-04	2	48.75
Statistical Research Spec. III	Tulsa Regional LMI Conf.	Provided	Tulsa, OK	05-12-04	05-13-04	2	191.42
Statistical Research Spec. III	South Central Region LMI Conf.	Provided	Lawton, OK	11-19-2003	11-20-2003	2	170.72
Statistical Research Spec. III	Short Term Projections	Received	Boise, IO	12/8/2003	12/12/2003	2	1,042.57
Statistical Research Spec. IV	Understanding Regional Economics	Received	Arlington, VA	01-21-04	01-21-04	5	742.58
Statistical Research Spec. IV	L E D	Received	Washington, D.C.	02-26-04	02-27-04	5	138.75
Statistical Research Spec. III	ARCMAP GIS	Received	Norman, OK	8-5-03	8-15-03	5	402.90
Program Manager IV	ARCMAP GIS	Received	Norman, OK	8-5-03	8-15-03	5	416.58
Statistical Research Spec. III	ARCMAP GIS	Received	Norman, OK	8-5-03	8-15-03	5	402.90
Statistical Research Spec. IV	ARCMAP GIS	Received	Norman, OK	8-5-03	8-15-03	5	402.90
IS Application Specialist	ARCMAP GIS	Received	Norman, OK	8-5-03	8-15-03	5	417.58
Statistical Research Spec. III	ARCMAP GIS	Received	Norman, OK	8-5-03	8-15-03	5	402.90
Training Center Site	ARCMAP GIS	Received	Norman, OK	8-5-03	8-15-03	5	2,702.00
IS Application Specialist	Web Accessibility	Received	Stillwater, OK	8-7-03	8-8-03	5	108.00
Statistical Research Spec. IV	BLS-LMI Conference	Received	Omaha, NE	05-24-04	05-27-04	7	789.62
Program Manager IV	BLS-LMI Conference	Received	Omaha, NE	05-24-04	05-27-04	7	1,098.40
Public Information Officer	LMI Forum	Received	St. Louis, MO	10-8-03	10-8-03	7	1,189.08
Statistical Research Spec. IV	LMI Forum	Received	St. Louis, MO	10-8-03	10-8-03	7	1,205.09
Program Manager IV	LMI Director's Conference	Received	Denver, CO	8-18-03	8-21-03	7	1,127.88
Program Manager IV	North Central Region LMI Conference	Provided	Stillwater, OK	03-03-04	03-04-04	7	146.25
Meridian Technology Center	North Central Region LMI Conference	Provided	Stillwater, OK	03-03-04	03-04-04	7	268.00
Statistical Research Spec. III	North Central Region LMI Conference	Provided	Stillwater, OK	03-03-04	03-04-04	7	48.75
Statistical Research Spec. III	North Central Region LMI Conference	Provided	Stillwater, OK	03-03-04	03-04-04	7	185.76
Statistical Research Spec. IV	North Central Region LMI Conference	Provided	Stillwater, OK	03-03-04	03-04-04	7	249.51
Statistical Research Spec. IV	North Central Region LMI Conference	Provided	Stillwater, OK	03-03-04	03-04-04	7	97.50
Statistical Research Spec. IV	North Central Region LMI Conference	Provided	Stillwater, OK	03-03-04	03-04-04	7	48.75
Statistical Research Spec. IV	Tulsa Regional LMI Conference	Provided	Tulsa, OK	05-12-04	05-13-04	7	191.42
Statistical Research Spec. IV	Tulsa Regional LMI Conference	Provided	Tulsa, OK	05-12-04	05-13-04	7	191.42
Statistical Research Spec. IV	Tulsa Regional LMI Conference	Provided	Tulsa, OK	05-12-04	05-13-04	7	83.50
Program Manager IV	Tulsa Regional LMI Conference	Provided	Tulsa, OK	05-12-04	05-13-04	7	283.82
Statistical Research Spec. III	Tulsa Regional LMI Conference	Provided	Tulsa, OK	05-12-04	05-13-04	7	292.17
Statistical Research Spec. III	Tulsa Regional LMI Conference	Provided	Tulsa, OK	05-12-04	05-13-04	7	180.71

**Oklahoma Employment Security Commission (OESC)
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**OKLAHOMA EMPLOYMENT SECURITY COMMISSION
ECONOMIC RESEARCH AND ANALYSIS DIVISION
PY03 LABOR MARKET INFORMATION TRAINING
JULY 1, 2003 - JUNE 30, 2004**

ATTACHMENT - B

Staff Title	Description of Training	Training Type	Location	Start Date	End Date	Core Product	Training Cost
		Received or Provided					
Hardesty Regional Library	Tulsa Regional LMI Conference	Provided	Tulsa, OK	05-12-04	05-13-04	7	349.50
Statistical Research Spec. III	Tulsa Regional LMI Conference	Provided	Tulsa, OK	05-12-04	05-13-04	7	86.90
Statistical Research Spec. IV	South Central Region LMI Conference	Provided	Lawton, OK	11-19-2003	11-20-2003	7	263.34
Statistical Research Spec. IV	South Central Region LMI Conference	Provided	Lawton, OK	11-19-2003	11-20-2003	7	246.06
Statistical Research Spec. IV	South Central Region LMI Conference	Provided	Lawton, OK	11-19-2003	11-20-2003	7	68.14
Statistical Research Spec. III	South Central Region LMI Conference	Provided	Lawton, OK	11-19-2003	11-20-2003	7	170.72
Program Manager IV	South Central Region LMI Conference	Provided	Lawton, OK	11-19-2003	11-20-2003	7	246.06
Great Plains Technology Center	South Central Region LMI Conference	Provided	Lawton, OK	11-19-2003	11-20-2003	7	472.50
Statistical Research Spec. III	South Central Region LMI Conference	Provided	Lawton, OK	11-19-2003	11-20-2003	7	65.64
TOTAL COST							\$17,441.23

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**OKLAHOMA EMPLOYMENT SECURITY COMMISSION
ECONOMIC RESEARCH & ANALYSIS DIVISION
PY 03 LABOR MARKET INFORMATION - PRESENTATIONS
JULY 1, 2003 - JUNE 30, 2004**

ATTACHMENT - C

Title	Presentation Group	Location	Start Date	End Date	Grant Activity	Cost
Program Manager IV	Workforce Investment Board	Oklahoma City, OK	9-26-03	9-26-03	1	\$0.00
Program Manager IV	Commerce Dept. - WIB	Oklahoma City, OK	10-15-03	10-15-03	1	\$0.00
Statistical Research Spec. IV	WIA Technical Academy	Tulsa, OK	11-13-03	11-13-03	1	\$82.73
Statistical Research Spec. III	Workforce Investment Area Meeting	Duncan, OK	12-11-03	12-11-03	1	\$60.82
Statistical Research Spec. III	Ponca City Early Childhood Summit	Ponca City, OK	10-8-03	10-8-03	7	\$73.44
Statistical Research Spec. IV	Chamber of Commerce	Stillwater, OK	10-29-03	10-29-03	7	\$46.80
Statistical Research Spec. III	Governor's Task Force	Midwest City, OK	11-12-03	11-12-03	7	\$0.00
Statistical Research Spec. IV	Technical Occupational State Regents	Oklahoma City, OK	11-21-03	11-21-03	7	\$0.00
Statistical Research Spec. IV	OESC Commission Meeting	Oklahoma City, OK	12-09-03	12-09-03	7	\$0.00
Statistical Research Spec. IV	Lawton Chamber Commerce	Lawton, OK	01-15-04	01-15-04	7	\$74.95
Statistical Research Spec. IV	State Human Resource Manager Conference	Lawton, OK	6-11-04	6-11-04	7	\$70.45
Statistical Research Spec.	LMI Monthly Economic Roundtable	Oklahoma City, OK	7/1/2003	6/30/2004	7	\$0.00
Total Cost						\$409.19

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ECONOMIC RESEARCH & ANALYSIS LABOR MARKET INFORMATION <u>PY03 PUBLICATION COST</u>					
<u>ATTACHMENT - D</u>					
<u>Publication</u>	Publication Date/Method		#Hard Copies Printed	Printing Cost	Core Product
	Internet	Hard Copy			
Annual Report To The Governor		Dec-03		\$ 450	5
Your Guide To Oklahoma Labor Market Information			1,030	985	5
Workforce Oklahoma Employment Outlook 2010	Sep-03	Oct-03	500	1,635	2
On-Line Benefit Survey Form	Aug-04				5
2004 Employer Workforce Size Expectation Survey**	Jul-04				5
Oklahoma Labor Market Information Newsletter	Monthly	Monthly	27,600	28,098	5
Labor Force Information for Affirmative Action		Jul-04	500	829	5
Licensed & Certified Occupations of Oklahoma 2003	0	0	0	-	3
Oklahoma Labor Force Data		Dec-03		841	3
Employment Service Job Openings & Applicants	Oct-03				3
Oklahoma Occupational Wage Survey	Oct-03				3
Oklahoma Traditional Non-traditional Occupations**	Mar-04				3
Note: **Special One Time Information Publication					
TOTALS			29,630	\$ 32,838	

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ECONOMIC RESEARCH & ANALYSIS PY 03 LMI CUSTOMER DATABASE <u>JULY 1, 2003 - JUNE 30, 2004</u>			
<u>ATTACHMENT - E</u>			
Month	#Customer Inquiries By Request Type		Total
	Publication	Data	
July 2003	25	50	75
August	14	41	55
September	7	45	52
October	13	30	43
November	8	17	25
December	10	22	32
January 2004	22	44	66
February	4	67	71
March	19	52	71
April	2	35	37
May	4	31	35
June	44	80	124
Totals	172	514	686

NOTE:
The above chart outlines the number of customer request for labor market information for PY03 that was logged into the Customer Satisfaction database maintained by the division. The goal of the Labor Market Information Division is to train and educate the users of LMI on how to access and utilize labor market information on the Oklahoma LMI Website. As this task is accomplished, we may continue to see a drop in the number of customer request for data.