

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

The ETA One-Stop Labor Market Information 2004 Annual Performance Report on the core products and services performed by the Oklahoma Employment Security Commission's Economic Research and Analysis Division is summarized below:

**I. Oklahoma Workforce Information System**

During plan year 2004 the Oklahoma Employment Security Commission, through collaboration with the Oklahoma Department of Commerce, the Governor's Council for Workforce & Economic Development worked towards providing resources designed to coordinate, consolidate, and integrate economic and workforce development into a system that serves both individuals and businesses. As an integral part of the Oklahoma One-Stop system, efforts to continue the goal of providing user-friendly, timely and accurate labor market information and products (electronic and hard copy) to customers were a priority. The process of surveying customers of the Workforce Centers to access their satisfaction with the provision of products and services at the center also continues to be a valuable tool utilized by the LMI unit. The data is compiled, analyzed, formatted and reported back to the Workforce Centers for use in making changes to effectively serve the customer. Communications and collaborations with the Workforce Investments Board's service needs was a priority in plan year 2004 as well. Any feedback relating to LMI products will be evaluated to determine the most effective way to enhance or provide additional products if recommended. The 2004 Workforce Center's survey results are presented in the Customer Satisfaction section of the Annual Performance Report. During PY04 to ensure that customers were informed and knowledgeable about the current LMI products, as well as the development of new and enhanced products, two training conferences were conducted throughout the state to workforce professionals and local business and industry. Additionally, the LMI Internet website "What's New" section highlights any new product, publication, or services as they are developed and made available for customer use.

**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 PY2004. Information in the ALMIS Database was appended as it was gathered 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 updated in December 2004 and the tables were provided to the National Crosswalk Service Center (NCSC) for inclusion on the America's Career Information Network (ACINet) site.

In relation to consumer utilization of the information in the database, the Oklahoma LMI Access Internet site (<http://lmiaccess.virtuallmi.com/>) is where customers accessed the ALMIS Database

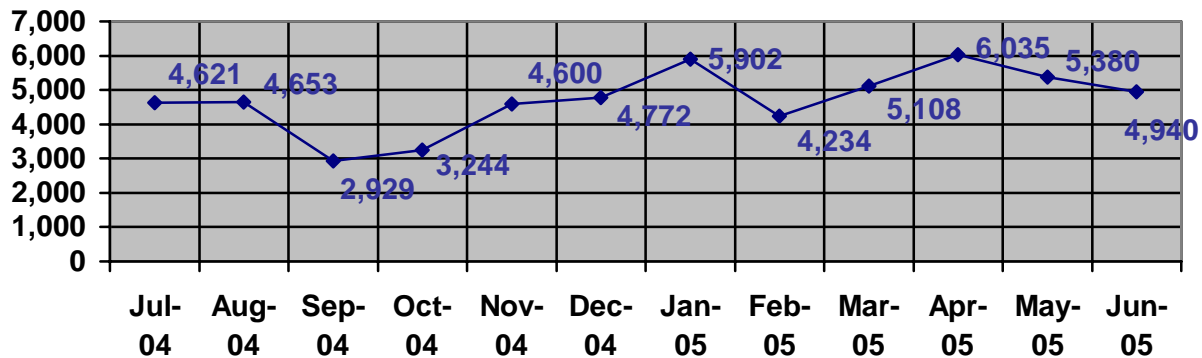
**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

information. There are links from two main sites to this application. Site statistics were tracked using LiveSTATS .XSP version 7.05. The software was provided by Geographic Solutions, who also maintained and updated the Internet application and site. In January 2005, Oklahoma LMI Access was upgraded from version 5.1 to version 6.0. ALMIS training was provided to customers at the January 2005 LMI Conference. Customer feedback on the conference will be included in the Customer Satisfaction section of the annual plan. Utilization statistics on the number of hits and visits to the ALMIS database was up significantly in PY04. The charts below show the monthly hits/visits usage by customers during PY04.

**Oklahoma LMI Access Site Statistics:**

**Visits PY2004**

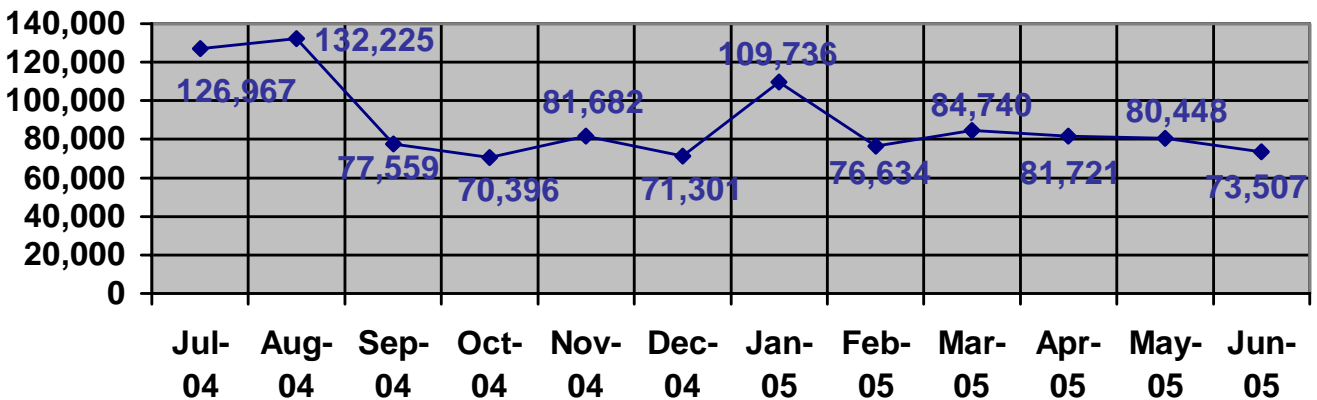


**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

**Oklahoma LMI Access Site Statistics:**

**Hits PY2004**



**Product and Services Budget and Expenditures**

The PY04 budget for the ALMIS core product was \$25,000. The state's financial system does not track expenditures in accordance with the grant format and 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. For specific details on training cost refer to Attachment B – PY04 LMI Training Report, and for overall grant budget and cost comparison refer to Attachment A – Plan Year 2004 Core Products and Services Report.

**2. Produce and disseminate industry and occupational employment projections**

- Statewide short-term projections to 2005 were made available on the Internet in August 2004. Statewide long-term employment projections to 2012 were also posted online in August with nearly 30 tables summarizing the projections;
- The Oklahoma Employment Outlook 2012 publication was completed October 2004. However, due to staff turnover, it was not finalized and printed until March 2005;
- The long-term and short-term employment projections data was populated to the ALMIS database and disseminated through Oklahoma LMI ACCESS application by August 2004 as projected;
- Sub-area industry employment projections for the 12 WIA areas for 2002 to 2012 were developed at the 2-digit NAICS. The projections were completed January 2005.
- Sub-area occupational projections were completed by March 2005;
- Sub-area industry and occupational projections for the 12 WIA areas for 2002 to 2012

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

were published online May 2005. Available online also are lists of top ten occupations with the projected most openings for each of the 12 WIA areas;

- Short-term industry employment projections for the state utilizing a base period of 2<sup>nd</sup> quarter 2004 CEW data was completed May 2005. The projections were developed mostly at the 3-digit level and some at the 4-digit NAICS;
- Short-term occupational projections were completed June 2004 and will be placed online by August 2005;
- Statewide long-term employment projections data and analyses was presented at the two Oklahoma Labor Market Information Conferences held in January 2005 and in April 2005.

**Product and Services Budget and Expenditures**

The estimated costs in PY04 for the projections core product was \$108,000. The State's financial system does not track expenditures in accordance with the specific grant format, therefore 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 Economic Research division tracked grant cost relating to training and publications. In PY04 the expenditure amount for projections training provided/received was \$180.00, and the cost of publications was \$2,313. Specific details on training and publication cost is available in Attachment B – PY04 LMI Training Report and Attachment D – Publications. For overall grant budget and cost comparison refer to Attachment A – Plan Year 2004 Core Products and Services Report.

**3. Develop occupational and career information products for public use**

In plan year 2004 Oklahoma produced a number of Workforce Information products and services for public use. The below listing reflects the deliverable outcome for the development of occupational and career information products and services:

<u>Product/Service</u>	<u>Product/Service Outcome Description</u>
Labor Force Information for Affirmative Action Programs 2004	7/2004 – 350 copies printed
LMI Newsletter (Monthly publication)	21,950 copies printed
Licensed & Certified Occupations Of Oklahoma 2005	03/2005 – 300 copies printed
Oklahoma Employment Outlook 2012	02/2005 – 500 copies printed
Oklahoma County Employment & Wage Data 2002	02/2005 – Internet published only
Oklahoma County Employment & Wage Data 2003	03/2005 – 250 copies printed
Oklahoma Wage Report 2004	06/2005 – No copies printed Internet only
Benefit Survey	04/2005-10 copies printed

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

Employer Workforce Size Expectations GIS Products	02/2004 – No copies printed Internet only Website available and provided upon special request.
Education Survey Collection	11/2004 – Just collected data & assisted With survey questionnaire.
L E D Product	09/2004 - Website updated on a quarterly basis with statistical data.
Occupational Wage Network (OWN) Current Employment Statistics	3/2005 - Updated every 6 months Publication is discontinued and the statistical information is now made available in the monthly LMI Newsletter publication. Currently the data is being provided to those requesting it.
Employment Services Job Openings	Discontinued due to lack of customer interest.
A World of Information at Your Fingertips	Publication not published due to the delay in getting LAUS information as a result of the redesign. The information is published in the monthly LMI Newsletter publication.
Oklahoma Labor Force Data (Web Only)	Publication not updated due to staff turnover and the lack of available statistical analyst to assist.
Your Guide to Oklahoma's LMI	A special survey was conducted for Governor Council and therefore, time and available staff did not permit the completion of the Vacancy survey.
Vacancy Survey	

Starting July 2005 OESC will discontinue its contract with the contractors in Florida for the use of the LMI Access system currently active on LMI's web page. An online Geographic Information System (GIS) has been created by OESC and ODOC to replace the LMI Access system. This option is a much more cost-effective solution to providing user-friendly, reliable, current local workforce information to our customers. Customers include any individual or organization needing and/or wanting high quality Labor Market information. Customers include but are 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 GIS system is projected to go online and be activated by January 2006.

**Product/Services budget and expenditures**

The estimated costs in PY04 for the development of occupational career core products was \$179,000. Itemized line item cost per grant expenditures can not available because the state's

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

financial system does not track expenditures in accordance with the specific grant format. 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 PY04 the expenditure amount for publications cost was \$25,812. Continued efforts to publish LMI products on the Internet will reduce the number and cost of printing and distributing hard copies. For specific details refer to Attachment D – Publications, and for overall grant budget and cost comparison refer to Attachment A – Plan Year 2004 Core Products and Services Report.

**4. Ensure that workforce information and support required by state and local workforce investment boards are provided.**

Many of the SWIB members are relatively new to the workforce system; however, during PY04 they became more involved in the process. The SWIB and LWIB's, along with the SWA recognize the need for high quality workforce information for customers. As a part of the PY04 strategic planning process the following identified priorities and the milestone results are summarized below:

**1. Analyze the type occupational and career workforce information system needs**

To get an understanding, awareness, value, usage, and opinions of the state business community toward the Oklahoma Employment Security Commission (OESC) data and publications regarding labor, wages, and employment, the Oklahoma Department of Commerce (ODOC) contracted with The NorthStar Research Group to conduct the needs assessment survey. The statistical results are provided below.

**Data Collection Method:** The study was conducted from three groups, which consisted of job seekers, employers, WIB's and, analysts and researchers. The primarily methods used were as an online survey sent as an embedded link on the website for job seekers. Also, 4,500 postcards were mailed out. Employers were surveyed by telephone to collect input. In order to supplement certain geographic areas that did not meet the response quota, printed questionnaires were distributed, collected, and inputted. Five focus groups were conducted throughout the State, targeted to economic developers and researchers.

**Survey Focus:** To determine the value, format, and accessibility of LMI products and services provided by the Oklahoma Employment Security Commission's Labor Market Information division.

**Survey Sample:** The survey was sent to the following audiences.

- Workforce Investment Board Members across the state
- Tulsa Employers Council
- Oklahoma City Employers Council
- Job seekers

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

- Analysts and Researchers

**Period:** The survey was fielded in March thru June 2005.

**Survey Report:** In July 2005 the survey Executive Summary was presented to the OESC. It contained an overview of the key statistical data and recommendations from the study based on the respondents from the groups mentioned above.

**Overall Recommendations:**

Specific recommendations for each customer group have been made in the corresponding sections. However, four issues appear in all customer groups.

1. Awareness

Job seekers, employers, economic developers, and policy makers would all benefit from the data provided by OESC's Labor Market Information products. There is a range of possible reasons for this lack of awareness. One could be that the potential users are not informed that the LMI data could benefit them. For instance, if a job seeker is not doing a thorough job of career planning, they will probably not be interested in the occupational outlook. Employers may not be considering changing their benefit program, so not be aware of the benefits survey. Awareness campaigns should be focused on each customer group and highlight how LMI information helps make better decisions.

2. More current information

In some instances, users were uninformed about the schedule for information release. For example, they may have referenced a 2003 Oklahoma Wage Report and indicated they would like the data annually. Some indication on publications as to the frequency would be helpful in managing expectations of the user. More press releases that highlight trends would also help announce new versions of reports. If data can be made available on the Internet, more frequently than annual reports, that should be given serious consideration.

3. More use of the Internet

Approximately 80 percent of job seekers and employers surveyed indicated they would prefer to receive data and reports through the Internet and are likely to have electronic access. OESC can safely reduce the number of copies produced of publications and drive users to the website. Suggestions have been made in each section about allowing users to sign up to receive announcements of new data or publications.

4. More user-friendly

Whether it is the Internet, distribution of a publication, the format of a publication, or the wording used, LMI products should be written with the end-user in mind. The end-user is often someone who is not a workforce or employment service professional and is not

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

familiar with the usual terms and structure related to data. If a potential user cannot understand a title, format, or link, they are not likely to spend time understanding the value of the data.

Oklahoma Employment Security Commission is relied on for high quality reports and is considered the best source of labor force data. Most improvements needed to the labor market information currently published by OESC do not require a great deal of additional resources. The exception is an awareness campaign. Using current communication tools with a broader message can contain costs for such a campaign.

**2. Conduct Laborshed Studies**

In PY04 through a joint effort of the Oklahoma Department of Commerce, the University of Oklahoma's Public Opinion Learning Laboratory, and community economic development organizations across the state, the 2005 series of local area labor force studies provides a variety of statistics and analysis about Oklahoma's workforce. Local labor market studies were conducted on eight identified local labor markets within the State of Oklahoma. The results of each study was placed on the Oklahoma Department of Commerce website <http://www.okcommerce.gov> The aims of the studies are to provide:

- A profile of local labor force
- Number of the underemployed
- Commuting patterns
- Willingness to change employers
- Educational levels of Oklahoma's labor pool.

**3. Industry Cluster Analysis**

A joint effort of the Oklahoma Department of Commerce (ODOC), Oklahoma Employment Security Commission OESC), and Governor's Council on Workforce and Economic Development produced a series of analyses of the 2004 employment in the ten largest employing industries for 12 regions covering the entire state of Oklahoma. The analysis provides a snapshot of which industries are responsible for most employment in each of Oklahoma's Workforce Investment Areas and the State as a whole. These studies can assist WIB's and policy makers with their planning strategies. The industry analysis reports have been placed on the ODOC website <http://www.okcommerce.gov/>.

The all the survey results will be reviewed and steps taken to implement any necessary changes to the workforce information system. Using customer consultation as a primary accountability measures, continued monitoring of information products and services will be an on-going process.

**Product and service budget and expenditures**

The estimated cost in PY04 for providing workforce information and support to the Workforce Investment Boards was \$106,500. Because the state's financial system does not track



**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

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 2004 Core Products and Services Report.

**5. Maintain and enhance electronic state workforce information delivery systems.**

The goal of building a One-Stop information Internet site for the delivery of workforce information is a continuous process. Throughout the year, the LMI Special Projects staff check out the sites of other workforce agencies. This site process is done to review the various types of electronic tools being used in other State Workforce agencies. In PY04 the collaborative efforts between both the Oklahoma Employment Security Commission (OESC) and the Oklahoma Department of Commerce (ODOC) was to populate and enhance their sites to allow SWIB, LWIB and the general public access to user-friendly, reliable, and current workforce information. At the request of the SWIB the results of the various surveys conducted was placed on the Internet. The development of portal links to the various sites was created to make the One-Stop information delivery system a reality. In the development of its website design and updates OESC is sensitive to the needs of individuals with disabilities and therefore, ensures that it is ADA compliant and customer friendly. Because customer feedback is important in the developing and provision of LMI products and services, a “Customer Satisfaction Survey” link is provided throughout the website (refer to Section III-Customer Satisfaction for survey results).

**Product and service budget and expenditures**

The estimated costs in PY04 for providing information and support to WIB’s was \$90,000. 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 PY04 a total of 23,350 publications was printed at a cost of \$25,472. 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 2004 Core Products and Services.

**6. Support state workforce information training activities**

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 PY04 two Labor Market Information Training Conferences were held and a total of some one hundred twenty-four (124) participants received, at no cost, training designed to provide tools to help them have a better

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

understanding of LMI and its many uses. Participants attending the various conferences included local workforce boards, 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 measure the effectiveness of the training and to improve the quality and delivery of LMI for customers. The projected outcome for PY04 was to conduct three training sessions. However, due to customer feedback and involvement of the SWIB on revamping the conference presentations to better meet customer needs, time did not permit the preparation of a third conference. More information on the training impact can be found in the Customer Satisfaction section of the performance plan. The complete listing of PY04 training provided is outlined in Attachment B- LMI Training Report.

LMI training is an on-going process and during Program Year 2004 the LMI department also 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 one thousand four hundred-thirty one (1,431) customers were trained on various labor market information topics customized to meet their data needs. A complete listing of specialized training provided during plan year 2004 is provided in Attachment C – LMI Presentations.

**Product and services budget and expenditures**

The labor market information training provided to 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 PY04 was \$63,078. 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 2004 a total of \$3,271.75 was incurred for labor market training. Refer to Attachment A – PY04 Core Product/Services for overall grant budget and cost comparison, and for training details refer to Attachment B- PY04 LMI Training, and Attachment C- PY04 Presentations reports.

**III. Customer Satisfaction**

**Customer Satisfaction Assessment**

Via publication, local presentations, and telephone and Internet statistical systems ([www.oesc.state.ok.us](http://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

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

resources. Labor Market Information is disseminated through updated publications and continued training.

The 2004 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:

***Electronic Workforce Delivery Systems***



**January thru June 2005**

**Methodology:** Oklahoma LMI Access is a website link and software program provided by Geographic Solutions that allows for the interactive use and extraction of labor market information for Oklahoma and local areas by visiting the **OESC HOME PAGE** (<http://www.oesc.state.ok.us/default.htm>). From this initial visit, users generally surf to any of the OESC division pages such as Veterans, UI, Affirmative Action, or the LMI link for specific job-related information that includes the following:

- **wages by occupation and industry;**
- **jobs that are growing or declining;**
- **unemployment rates;**
- **employers by occupation and industry; and employment trends.**
- **Also included are easy to use career exploration tools and occupational profiles,**
- **career videos, information on education and training programs.**

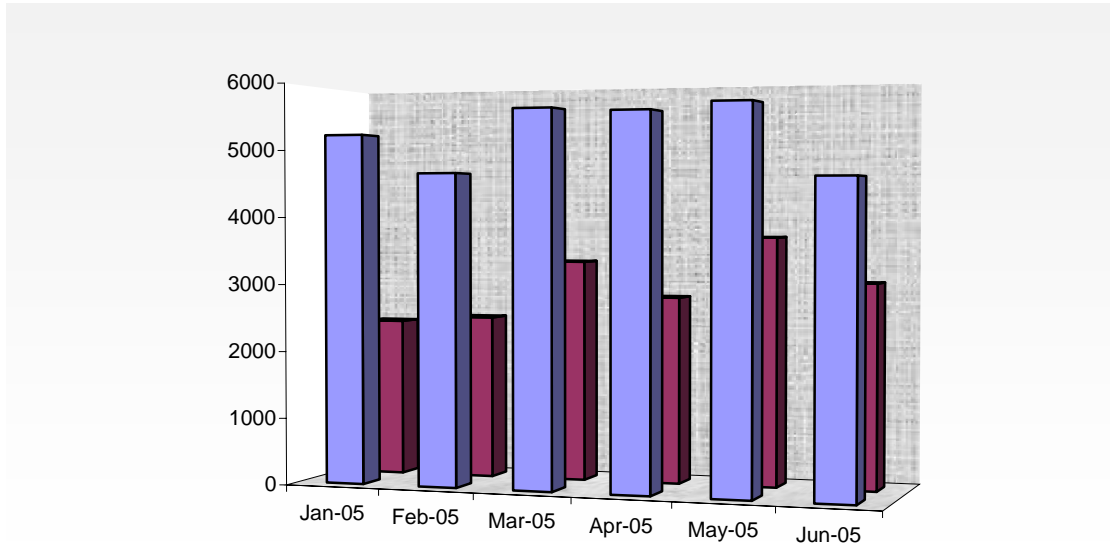
**Target Audience: World-wide availability to access LMI website.**

**Statistical Summary (totals by month):**

Date	Total Visits	Average Visits Historically
Jan-05	5235	2378
Feb-05	4656	2456
Mar-05	5599	3327
Apr-05	5551	2798
May-05	5657	3708
Jun-05	4592	3041
<b>Total</b>	<b>31290</b>	<b>17708</b>

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**



**Statistical Summary (totals by week/Historical data):**

<b>JANUARY thru JUNE 2005</b>	<b>Total LMI Site Visits</b>	<b>Average Visits Historically</b>	<b>Percent Change</b>
January Wk 1	886	572	+12
Wk 2	1229	578	+343
Wk 3	1560	614	+260
Wk 4	1560	614	+260
February Wk 5	1372	626	-188
Wk 6	1200	578	+343
Wk 7	957	638	-154
Wk 8	1127	614	+260
March Wk 9	1124	652	-3
Wk 10	1064	658	-60
Wk 11	1251	667	+187
Wk 12	1077	672	-174
Wk 13	1083	678	+6
April Wk 14	1145	684	+62
Wk 15	1356	693	+211
Wk 16	1684	706	+328
Wk 17	1366	715	-318

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

May Wk 18	1392	723	+26
Wk 19	1148	729	-244
Wk 20	1039	752	-234
Wk 21	1039	752	-234
Wk 22	1039	752	-234
<b>June Wk 23</b>	<b>1039</b>	<b>752</b>	<b>-234</b>
Wk 24	1279	759	+240
Wk 25	1105	763	-174
Wk 26	1169	767	+64

**Summary / Targeted Improvement:**

Survey results have been distributed to LMI Program Director.

OESC website statistics for the LMI Division averaged 70,000+ for the year-end calculation. The Geographic Solutions network did not submit data in the prior months of 2004. Tabulation and monitoring of website visits will be reported on a continuing basis. An added feature now included in the Geographic Solutions report is the number of OESC site hits and # of downloads. Data will be extracted and included in the future for statistical analysis.

***Internet Customer Satisfaction Survey***

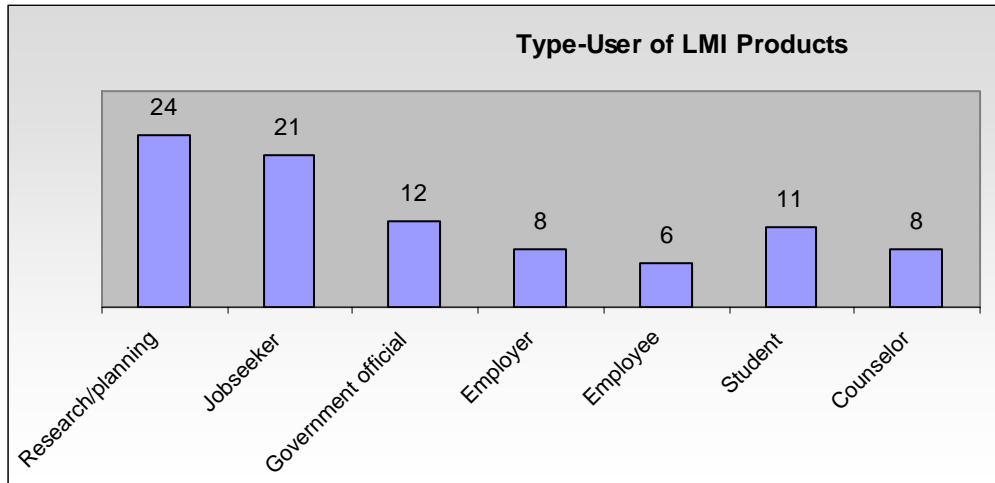
**July 2004 thru September 2004**

**Methodology:** *Web-based electronic survey (1 page document) consisting of 7 questions designed to rate our site. After a 3-month tabulation of website responses: the results were statistically weighted in an SPSS software program.*

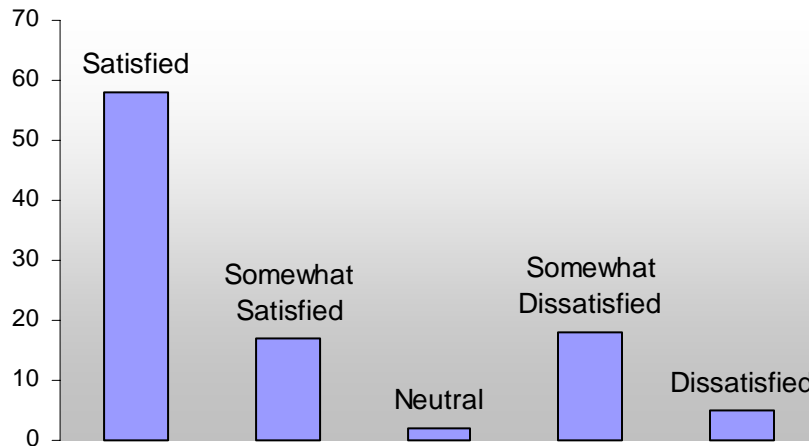
<b>Type of User</b>	<b>% of Audience Responding</b>
Research/Economic Planners	35%
Jobseekers	33%
Government/Elected Officials	12%
Employers	9%
Employees	4%
Students	4%
Counselors	3%

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**



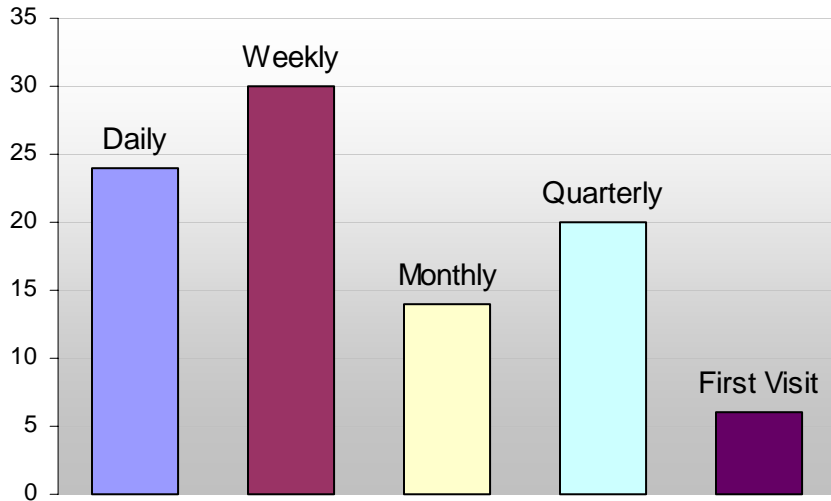
<i>Level of Satisfaction</i>	<i>% Audience Responding</i>
Satisfied	58%
Somewhat satisfied	17%
Neutral	2%
Somewhat Dissatisfied	18%
Dissatisfied	5%



<i>Frequency of Usage ~ LMI Website</i>	<i>Percentage</i>
Daily	25%
Weekly	31%
Monthly	14%
Quarterly	21%
First Visit	7%

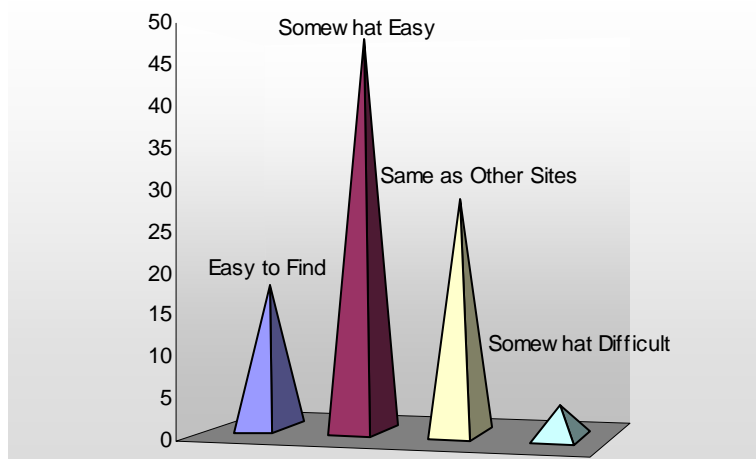
**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**



**Measurement of Website Usability      %**

Easy to Find	18%
Somewhat Easy	49%
Same as other websites	29%
Somewhat Difficult	4%

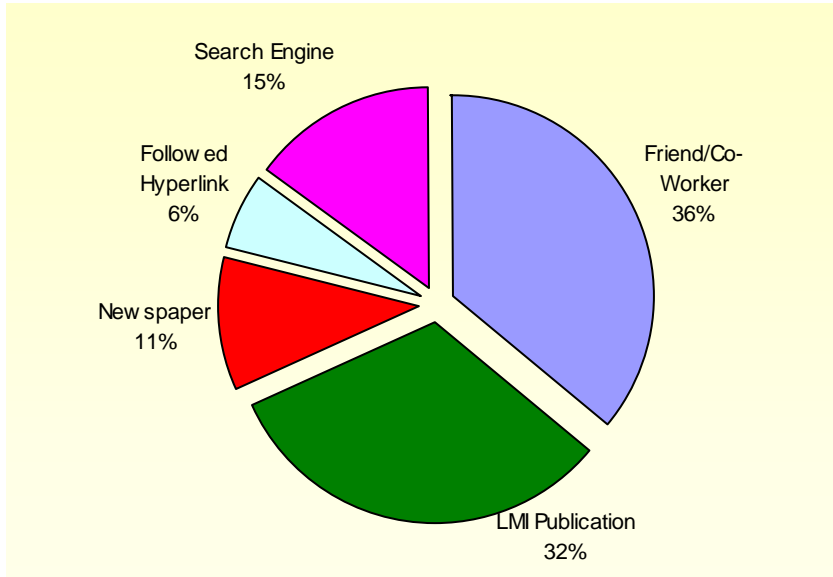


**Basis of Referral to Website      % Audience Response**

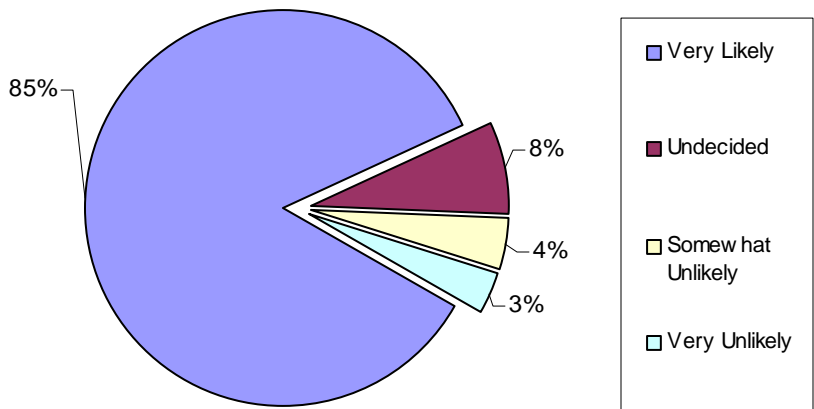
Friend or Co-Worker	36%
LMI Publication	32%
Newspaper	11%
Followed A Hyperlink	6%
Search Engine	15%

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**



<i>Likelihood of Returning to Website</i>	<i>%</i>
Very Likely	85%
Undecided	8%
Somewhat Unlikely	4%
Very Unlikely	3%





**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

**Summary / Targeted Improvement:**

Survey results have been distributed to LMI Program Director.

Continued feedback from the Customer Satisfaction Survey will enable effective site monitoring and updating as needed within a 24-48 hour interval; thus assuring continuous improvement of LMI activities as funded within the Workforce Investment Act.

*A copy of Customer Satisfaction Survey*

**1. Overall, how satisfied are you with the Labor Market Information website?**

- |   |                       |
|---|-----------------------|
| 1 | Satisfied             |
| 2 | Somewhat Satisfied    |
| 3 | Neutral               |
| 4 | Somewhat Dissatisfied |
| 5 | Dissatisfied          |

**2. How often do you use the Labor Market Information website?**

- |   |         |   |                        |
|---|---------|---|------------------------|
| 1 | Daily   | 4 | Quarterly              |
| 2 | Weekly  | 5 | Yearly                 |
| 3 | Monthly | 6 | This is my first visit |

**3. In what **ROLE** do you typically use Lei's website? (Check the option that **BEST** suits you)**

- |   |          |   |                              |
|---|----------|---|------------------------------|
| 1 | Employer | 5 | Jobseeker                    |
| 2 | Employee | 6 | Counselor                    |
| 3 | Teacher  | 7 | Research/planning activities |
| 4 | Student  | 8 | Government/elected official  |

**4. When you visit the website, is the information you are seeking:**

- |   |                                 |
|---|---------------------------------|
| 1 | Easy to find                    |
| 2 | Somewhat Easy to find           |
| 3 | About the same as most websites |
| 4 | Difficult to find               |
| 5 | Somewhat Difficult to find      |

**5. How did you find out about the LMI website?**

- |   |                                 |   |   |
|---|---------------------------------|---|---|
| 1 | Friend/co-worker                | 4 | Followed hyperlink from other web page                    |
| 2 | LMI publication or presentation | 5 | Internet Search Engine (e.g. Alta Vista, Lycos, etc.)     |
| 3 | Newspaper                       | 6 | Internet Directories (e.g. Yahoo, McKinley, Google, etc.) |

**6. How likely are you to return to this site again?**

- |   |                   |
|---|-------------------|
| 1 | Very likely       |
| 2 | Somewhat likely   |
| 3 | Undecided         |
| 4 | Somewhat Unlikely |
| 5 | Very Unlikely     |

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

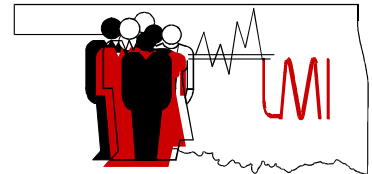
**Annual Performance Report**

If we may contact you about your comments, please complete the information below: (optional)

Name	
Organization Name	
E-mail address	
Phone (with area code)	

**LMI User's Conference**

*...Bringing Oklahoma's Labor Market to Life*



**Oklahoma SE Regional conference**

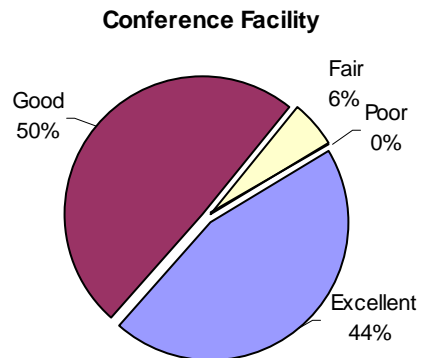
**January 18-20, 2005 ~ Eastern OK State College, McAlester, OK**

**Methodology:** Interactive training sessions involves was informative for participants. The presenters presented LMI data and statistics along with hand-outs of power point presentations.

<b><u>Audience</u></b>	<b><u># Attending</u></b>
OESC Staff	13
Workforce Professionals	30
Businesses	49
<b>TOTAL</b>	<b>92</b>

**Major Findings**

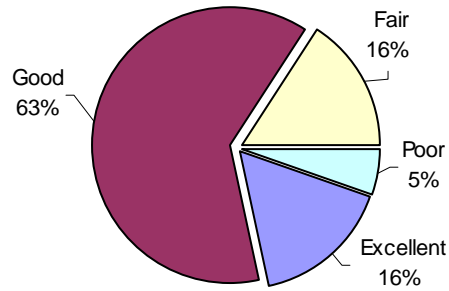
Illustrated below is the data summary taken from evaluation forms received from individuals attending the conference.



**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

**Length of Conference 2 & 1/2 Days**



**Presentations Summary & Rating from Evaluation Forms**

	A Excellent	B Good	C Fair	D Poor	Total
<b>Session: "Overview - Economic Research"</b>					
OVERALL VALUE OF SESSION	7	13	2		22
<b>Session: "The Rebirth of Local Area Unemployment Statistics (LAUS)"</b>					
OVERALL VALUE OF SESSION	3	10	8	1	22
<b>Session: "Economic Development"</b>					
OVERALL VALUE OF SESSION	12	9	3		24
<b>Session: "Creating A Driven Demand Workforce"</b>					
OVERALL VALUE OF SESSION	5	13	5		23
<b>Session: "Census 2000"</b>					
OVERALL VALUE OF SESSION	9	12	2		23
<b>Session: "LED (Local Employment Dynamics)"</b>					
OVERALL VALUE OF SESSION	9	13	1	1	24

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

<b>Session: "GIS (Geographic Information Systems)"</b>	A Excellent	B Good	C Fair	D Poor	Total
OVERALL VALUE OF SESSION	6	13	4		23

<b>Session: "OWN - The Dynamic Duo"</b>	A Excellent	B Good	C Fair	D Poor	Total
OVERALL VALUE OF SESSION	7	10	5		22

<b>Session: "Oklahoma LMI Access"</b>	A Excellent	B Good	C Fair	D Poor	Total
OVERALL VALUE OF SESSION	5	13	4		22

<b>Session: "Occupational Projections"</b>	A Excellent	B Good	C Fair	D Poor	Total
OVERALL VALUE OF SESSION	5	17	2		24

<b>Session: "Surveys - Job Vacancy/Benefits"</b>	A Excellent	B Good	C Fair	D Poor	Total
OVERALL VALUE OF SESSION	3	16	3		22

<b>Session: "O*NET"</b>	A Excellent	B Good	C Fair	D Poor	Total
OVERALL VALUE OF SESSION	13	7	1		21

**Areas of Improvement**

Comments & Suggestions from Participants:

1. Economist has excellent knowledge and presentation skills. Has good audience contact. No handouts but presentation did not need any
2. Speakers were interesting and well spoken; they were spontaneous and knowledgeable; this session was full of information. Very informative/good group work!
3. Employers can't take 2 ½ days, need to make 1<sup>st</sup> day dedicated to the employers.
4. Economic Roundtable interaction was great; no other speaker told employers what they could use this for and also people outside the agency do not understand our acronyms.
5. Businesses are asking for information on hiring practices, workers comp, laws, etc. Please fit those into your agenda.
6. It would have been helpful to have a computer lab, which would allow us to touch our info as it was being presented.
7. Good visuals and handouts
8. Handouts will be useful to me in the offices.
9. Need more attention catching ways to hold interest in presentations.

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

10. Unusual chairs in conference room and not very comfortable for participants, otherwise, very nice facility.
11. Thank you for your time, these few days have been helpful. Will use information in the future.
12. Systems were not easy to understand and presentation went fast and not clearly explained between the complex and non-complex systems.
13. Did not know site was available and it had lots of good information. The site demo was very useful and I wish presenter had spent more time discussing labor market statistical data than jobs & related openings. Will use to match skills for vet services.
14. Presenter had the data but was not dynamic in its presentation, just read without change in monolog.

**Conclusion**

---

Following an LMI conference, the Research analysts and presenters systematically review and scrutinize their performance according the comments and suggestions. It results in a conscious effort to improve presentations, the location and facility management for future conferences. Notable, there is only one indication of a poor performance for this conference.

Overall, localized LMI information and training proved to be relevant and reliable in meeting the needs of workforce specialists, job seekers and the business community. This conference provided the participants and opportunity to increase their awareness of the importance of LMI. Also provided were useful tips in utilizing electronic internet-based LMI products.

**Summarization PY04 of Customer Satisfaction Assessment**

**1. Database collection of internal and external request for information**

The Labor Market Information division uses an Access Database to categorically document data collection from customers via phone, email, fax, or in person. The information collected includes customer name, company, address, phone, email address and nature of the contact, customer comments, and action taken.

**Dissemination Method**

Customer Inquiries

**Customer Measurement**

Seven hundred forty-three (743) Customer requests were logged into the database for the period of July 2004 thru June 2005. The requests are logged as either a LMI data or publication request. For specific details refer to Attachment E – Customer Database report.

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

**2. Customer Satisfaction Instruments**

The use of Customer Satisfaction Surveys was continued in PY04 as a tool to provide documentation on the usage and usefulness of LMI Products and services. In keeping with the mission of the Workforce Investment Act (WIA), a summary report is submitted to agency management for review and input. The PY04 CSS results are shown below.

**Dissemination Method**

Customer Satisfaction Survey(s)

**Customer Measurement**

Web-based Customer Survey was enhanced and strategically placed on the LMI website for customer accessibility and feedback. Results are compiled and suggestions and relevant comments are used to improve any LMI product or service as needed.

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

The use of “customer comment cards” was a tool utilized to measure the usage, the quality, and the usefulness of labor market information products and services to customers at the Workforce Centers resource rooms. The customer responses to services received in PY04 are summarized below.

**Dissemination Method**

Workforce Oklahoma Centers

**Customer Measurement**

Two hundred-one Customer Comment Cards, which provided feedback on satisfaction with products and services at the thirty-five (35) local workforce offices throughout the state was received. The results were compiled and a report submitted to the Field Operations division for review and action.

**4. Statewide workforce training**

Compilations of handout 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**

Presentations

**Customer Measurement**

Sixteen (16) specialized Labor Market Information presentations were made to customers. An estimated total of one thousand four hundred-thirty one (1,431) customers were served.

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

State LMI Conferences

Two LMI Conferences were held throughout the State. An estimated total of one hundred twenty-four (124) participants received training. Conference evaluation data is being used to assess the need for improvements or feasibility agenda format changes.

Roundtable Meeting

Two (2) monthly meetings (internal) were conducted to present and discuss Oklahoma's statistical data before public release. The method of public release was via Internet, media and newsletter publication.

**Oklahoma Employment Security Commission (OESC)  
One-Stop Labor Market Information  
Program Year (PY) 2004**

**Annual Performance Report**

**A T T A C H M E N T S**

**A – PY 2004 Budget - Core Products/Services**

**B - PY04 Training Report**

**C – PY04 LMI Presentations**

**D – PY04 Publications**

**E – PY04 Customer Service**



**Oklahoma Employment Security Commission  
One-Stop Labor Market Information Grant  
Plan Year 2004 Budget - Core Products/Services**

Core #	<u>Core LMI Product(s)</u>	<u>Staff Cost</u>	<u>Training &amp; Travel</u>	<u>Hardware/ Software/ Programming</u>	<u>Printing &amp; Distributing</u>	<u>Other Costs</u>	<u>Total</u>
1	Populate ALMIS Database	\$ 17,000	\$ 4,000	\$ 4,000			<b>\$ 25,000</b>
2	Produce & Disseminate Industry/Occupational Projections	95,000	6,000	3,000	4,000		<b>108,000</b>
3	Develop Occupational/Career Information Products	148,000	3,000	10,000	18,000		<b>179,000</b>
4	Ensure Workforce Information & Support to State/Local WIB's	54,000	12,000		5,000		<b>71,000</b>
5	Maintain & Enhance Electronic State Workforce Information	55,000	10,000	25,000			<b>90,000</b>
6	Support State Workforce Information Training Activities	28,078	30,000		5,000		<b>63,078</b>
							-
	<b>Total PY 04 Budget</b>	<b>\$ 397,078</b>	<b>\$ 65,000</b>	<b>\$ 42,000</b>	<b>\$ 32,000</b>	<b>\$ -</b>	<b>\$ 536,078</b>
	<b>Total PY 04 Expenditures</b>	<b>\$ 398,554</b>	<b>\$ 6,302</b>	<b>\$ -</b>	<b>\$ 25,473</b>	<b>\$ 105,749</b>	<b>\$ 536,078</b>
	<b>PY 04 Variance - Budget/Actual</b>	<b>\$ (1,476)</b>	<b>\$ 58,698</b>	<b>\$ 42,000</b>	<b>\$ 6,527</b>	<b>\$ (105,749)</b>	<b>\$ (0)</b>

**Budget Notation:**

During the plan year 2004, the Oklahoma Employment Security Commission expended ETA One-Stop grant funds in the amount of \$536,078 in accordance with the provision of core products and services to customers.

**OKLAHOMA EMPLOYMENT SECURITY COMMISSION**

**ATTACHMENT - B**

**ECONOMIC RESEARCH & ANALYSIS DIVISION  
PY 04 LABOR MARKET INFORMATION TRAINING  
JULY 1, 2004 - JUNE 30, 2005**

Name	Title	Name Of Training	Training Type	Location	Start Date	End Date	Grant Activity Type	Cost
			Received or Provided					
Lynn Gray	Statistical Research Spec. IV	2004 NASWA LMI Director's Conf.	Received	Minneapolis, MN	7/21/2004	7/23/2004	6	\$ 971.47
Beverly Kirk	Statistical Research Spec. IV	LED Webbase Product	Provided	Chickasha, OK	10/4/2004	10/4/2004	6	-
Auther Jordan	Program Manager IV	2004 Governor's Economic Summit	Received	Oklahoma City	10/5/2004	10/6/2004	1	135.00
Lynn Gray	Statistical Research Spec. IV	2005 LMI SW Region Conference	Provided	McAlester, OK	1/18/2005	1/18/2005	6	101.51
Auther Jordan	Program Manager IV	2005 LMI SW Region Conference	Provided	McAlester, OK	1/18/2005	1/20/2005	6	204.45
Beverly Kirk	Statistical Research Spec. IV	2005 LMI SW Region Conference	Provided	McAlester, OK	1/18/2005	1/20/2005	6	197.50
Zenetta Kendricks	Statistical Research Spec. III	2005 LMI SW Region Conference	Provided	McAlester, OK	1/18/2005	1/20/2005	6	197.50
Huifen Zhang	Statistical Research Spec. III	2005 LMI SW Region Conference	Provided	McAlester, OK	1/20/2005	1/20/2005	6	101.51
Jesse Fuchs	Statistical Research Spec. III	2005 LMI SW Region Conference	Provided	McAlester, OK	1/20/2005	1/20/2005	6	101.51
Caroline Nyalala	Information System Application	2005 LMI SW Region Conference	Provided	McAlester, OK	1/19/2005	1/19/2005	6	101.51
Caroline Nyalala	Information System Application	ArcGIS Update	Received	Oklahoma City	2/23/2005	2/23/2005	6	10.05
Tuong Vihn Thai	Information System Application	ArcGIS Update	Received	Oklahoma City	2/23/2005	2/23/2005	6	10.05
Lynn Gray	Statistical Research Spec. IV	2005 LMI S. Central Region	Provided	Lawton, OK	4/12/2005	4/12/2005	6	80.53
Beverly Kirk	Statistical Research Spec. IV	2005 LMI S. Central Region	Provided	Lawton, OK	4/12/2005	4/13/2005	6	288.05
Zenetta Kendricks	Statistical Research Spec. III	2005 LMI S. Central Region	Provided	Lawton, OK	4/12/2005	4/13/2005	6	288.51
Jesse Fuchs	Statistical Research Spec. III	2005 LMI S. Central Region	Provided	Lawton, OK	4/12/2005	4/13/2005	6	72.90
Huifen Zhang	Statistical Research Spec. III	2005 LMI S. Central Region	Provided	Lawton, OK	4/12/2005	4/12/2005	6	78.40
Auther Jordan	Program Manager IV	2005 LMI S. Central Region	Provided	Lawton, OK	4/12/2005	4/13/2005	6	197.90
Great Plains Tech. Center	Conference Expense	2005 LMI S. Central Region	N/A	Lawton, OK	4/12/2005	4/13/2005	6	153.50
<b>TOTAL COST</b>								<b>\$3,291.85</b>

**OKLAHOMA EMPLOYMENT SECURITY COMMISSION  
ECONOMIC RESEARCH & ANALYSIS DIVISION  
PY 04 LABOR MARKET INFORMATION - PRESENTATIONS  
JULY 1, 2004 - JUNE 30, 2005**

<b>Presenter</b>	<b>Title</b>	<b>Presentation To</b>	<b>LMI Material Presented</b>	<b>Location</b>	<b>Number Attended</b>	<b>Date</b>	<b>Grant Activity</b>	<b>Cost</b>
Lynn Gray	Economist	Governor's Conference	LMI Overview	Oklahoma City, OK	1000	July	6	\$0.00
CES	Statistical Research Spec	OESC Local Office Managers	Oklahoma June Statistical Data	Oklahoma City, OK	15	7/23/04	6	\$0.00
Lynn Gray	Economist	Veteran's Conference	LMI Overview	Wagoner, OK	52	8/19/2004	6	\$127.50
CES	Statistical Research Spec.	OESC Workforce Mgrs/Staff	Oklahoma July Statistical Data	Oklahoma City, OK	32	8/25/2004	6	\$0.00
Lynn Gray	Economist	Garvin County Interlocal Cooperative	2012 Projections	Enid, OK	20	9/3/2004	6	\$62.25
Lynn Gray	Economist	Oklahoma City Community College Student Dev.	2012 Projections	Oklahoma City, OK	75	9/2/2004	6	\$9.00
Lynn Gray	Economist	Regent's Technical Occupational Council	Current Economy	Oklahoma City, OK	10	9/8/2004	6	\$9.00
Lynn Gray	Economist	Chamber of Commerce	LMI	Durant, OK	30	2/8/2005	6	\$214.55
Beverly Kirk	Statistical Research Spec. IV	Oklahoma Department of Commerce	L E D	Oklahoma City, OK	7	2/11/2005	6	\$0.00
Lynn Gray	Economist	Oklahoma Department of Commerce	LMI Overview	Oklahoma City, OK	10	2/11/2005	6	\$0.00
Lynn Gray	Economist	Veterans Counselors	LMI	Oklahoma City, OK	35	3/29/2005	6	\$0.00
Lynn Gray	Economist	Economic Development Organization	Economic Outlook	Shawnee, OK	25	4/13/2005	6	\$0.00
Lynn Gray	Economist	Society For Human Resource Managers	LMI Overview	Lone Wolf, OK	80	4/19/2005	6	\$102.06
Lynn Gray	Economist	Oklahoma College/University Placement Directors	LMI Overview	Oklahoma City, OK	5	4/22/2005	6	\$0.00
CES	Statistical Research Spec.	OESC - Dept of Commerce	Oklahoma Statistical Data April 2005	Oklahoma City, OK	18	5/25/2005	6	\$0.00
CES	Statistical Research Spec.	OESC	Oklahoma Statistical Data May 2005	Oklahoma City, OK	17	6/29/2005	6	\$0.00
				<b>TOTALS</b>	<b>1,431</b>			<b>\$524.36</b>

**ATTACHMENT - D**

**ECONOMIC RESEARCH & ANALYSIS  
LABOR MARKET INFORMATION  
PY04 PUBLICATION COST**

Publication Title	Projected Milestone Date	Publication Date		# Hard Copy Printed	Printing Cost
		Hard Copy	Internet		
Oklahoma Wage Survey Report 2004	January-05		June-05		
Oklahoma Licensed and Certified Occupations - 2004	August-04	March-05	March-05	300	\$ 1,137.60
Oklahoma Employment Outlook 2012	August-04	February-05	February-05	500	\$ 1,746.80
Oklahoma County Employment and Wage Data - 2002	August-04		March-05		
Oklahoma County Employment and Wage Data - 2003	August-04	March-05	March-05	250	\$ 407.50
Labor Force Information for Affirmative Action Programs	September-04	July-04	July-05	350	\$ 725.00
Oklahoma Labor Market Information Newsletter	Monthly			21,950	\$ 21,456.00
Benefit Survey	November-04	April-05		10	\$ 338.60
Workforce Needs Projections & Program Evaluation For Higher Education (Did Data Collection Only)	October-04	November-05			
		<b>TOTALS</b>		<b>23,360</b>	<b>\$ 25,811.50</b>

**ATTACHMENT - E**

**ECONOMIC RESEARCH & ANALYSIS  
PY 04 LMI CUSTOMER DATABASE  
JULY 1, 2004 - JUNE 30, 2005**

<u>Month</u>	<u># Inquiries By Request Type</u>		<u>Total</u>
	<u>Publications</u>	<u>Data</u>	
July 2004	28	56	84
August	10	50	60
September	9	42	51
October	22	54	76
November	6	33	39
December	2	23	25
January 2005	9	39	48
February	11	35	46
March	6	64	70
April	15	46	61
May	64	46	110
June	6	67	73
<b>Totals</b>	<b>188</b>	<b>555</b>	<b>743</b>

**NOTE:**

Reduction in customer data request may be in part to the continued efforts to inform the public about our website for direct access to labor market information and conducting LMI training and customized presentations throughout the state each year.