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A. THE OKLAHOMA WORKFORCE INFORMATION SYSTEM

The development and dissemination of high-quality workforce information within the State of Oklahoma is an essential component in establishing a comprehensive Workforce System. The Oklahoma Employment Security Commission (OESC) administers the programmatic facets of the Workforce Information Act (WIA) by providing guidance and monitoring of WIA programs. The system components of the Act are administered through the Oklahoma Department of Commerce (ODOC). ODOC has also been named the grant recipient of the WIA funds effective Program Year (PY) 2005. With both agencies, OESC and ODOC under the Cabinet Secretary of Commerce, Oklahoma is better able to couple resources. This relationship helps both state agencies and the customers of each as Oklahoma continues to build a healthy workforce system infrastructure. Each agency acts jointly to assist the Governor's Council for Workforce and Economic Development, our State Workforce Investment Board (SWIB) [referred to hereafter as the SWIB], deliver WIA policy and oversight in compliance with the conditions of the Act.

The Oklahoma Workforce Information System also provides support for Oklahoma's Strategic Two-year State Workforce Investment System Plan for Title I of the Workforce Investment Act of 1998 and the Wagner-Peyser Act. The core products and deliverables are defined in the strategic plan. They are consistent with the State's WIA/Wagner-Peyser Plan, as outlined in Sub Sections 111(d)(2), 111(d)(8), 112(b)(1), 134(d)(E). The plan provides for the provision that labor market information will be an integral part of the Workforce System by ensuring that the customers have access to local labor market information. Labor market information products are valuable tools used in the daily operations of the Oklahoma Workforce Centers. To ensure that customers are informed and knowledgeable about the LMI products and services, on-going training will be conducted throughout the state.

As mentioned earlier, this efforts outlined in this plan are consistent with the strategic vision of the Oklahoma governor and the SWIB. Through joint efforts of the lead workforce development agency and the lead economic development agency, Oklahoma is working toward the creation a comprehensive workforce information system. Through the provision of high quality, local workforce information, the Oklahoma Workforce System will reflect the partnering of efforts to create a viable delivery system of WIA products and services.

By having both agencies serve under the same Cabinet Secretary, the Governor has ensured better coordination and cooperation. This will reduce the duplication of service and leverage at the minimum human assets to fulfill the SWIB's mission. To further solidify this relationship, A Workforce Solutions Staff Team (WSST) has been created that is composed of members from workforce development state agencies. These include economic and workforce development and education agencies that are working together for a common goal – to create a unified, working workforce system.

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OESC, designated as the State Workforce Agency (SWA), and the SWIB will implement strategies for consulting with local workforce investment boards and stakeholders in the workforce investment system to determine customer needs for workforce information. Through continued contact with state and local policy makers, planners, educators, and economic developers, workforce information is provided to assist them in carrying out their responsibilities in a more informed, efficient, and effective manner. The goal of the Oklahoma Workforce Information System will be to interact with the Workforce Solutions Staff Team and inform them of our programs and services, answer questions they might have about our programs, and discuss any strategies for a joint effort to more effectively meet their needs for preparing Oklahomans for existing and new job opportunities in our state. This interaction will also allow the Workforce Information System to evolve as we listen to the needs of the SWIB and others, furthering our knowledge of what our customers need.

Communications with local Workforce Centers on the results of their feedback from job seekers and employers will continue to be an instrument utilized to measure the usage and quality of our LMI products. Training and special presentations regarding labor market information will be presented throughout the state to a variety of customers. Through the collective collaborations with our customers we can create products that will meet their LMI demands.

The strategic approach for disseminating workforce information to principal customers will be to utilize multiple formats. We recognize the need to share information with our customers in the most user-friendly format as possible and while many customers are computer literate and have access to the Internet, there are some who may need information delivered in another format. Therefore, the methods that will be utilized for information delivery include electronic/Internet, hard copy publication, in person training, and telephone access. Access to timely, local information is paramount to the success of the Oklahoma Workforce System and every effort will be made to ensure this.

Workforce information and services are delivered as core services to customers through the One-Stop service delivery system. Through the creation of the Workforce Oklahoma Training Institute (WOTI), workforce staff is able to acquire training on various WIA-related and One-Stop initiatives and policies. The WOTI has developed an extensive course that trains staff in the delivery of workforce information. This training builds a process for identifying customer's needs and developing the correct path for this customer. Workforce Information is the backbone of the process.

Employers are also recognized in the process to ensure their specific needs are met. Whether that need may be labor exchange services or simply the acquisition of labor market information, the employer may access a wide array of information.

In order to continue to improve the Oklahoma Workforce Information System, customer consultation and satisfaction assessment will be an essential component. We will employ various methods to collect and interpret customer satisfaction information. Through collaboration with the Governor's Council for Workforce & Economic Development, the SWA will work to provide the resources designed to coordinate, consolidate, and

integrate economic development and workforce development into a system that serves both individuals and businesses. This approach will pull together many of the services required under the WIA. Consultation will be made with the local labor markets, educators, and the workforce centers to assess the employment resource needs of Oklahoma's business community. To collect and assess our customer's satisfaction with and the usefulness of our labor market products and services, customer satisfaction surveys will be conducted (website customer survey, local Workforce Center customer survey, and training survey), website hits, request for publications, and training will be used as methods to measure these results.

We will look at proactive ways to partner and collaboratively work with our partners to create and sustain a viable Workforce Information System.

Needs Assessment/Customer Satisfaction Summary

A needs assessment/customer satisfaction was conducted during PY 2004. Focus groups were used to capture findings from employers, workforce professionals, economic development professionals, and researchers. An online survey was used to capture findings of job-seekers.

In many cases, awareness of the OESC Research Division products and services was lacking. Overall, those customers that had used Research publications or requested data from the Division were satisfied with the quality of usefulness of the product.

Below represents a sampling of the employer focus group results regarding value of the data:

- By far, respondents find the comparison of job openings similar to theirs to be the most valuable of the 5 types of data presented – 78% report it is very valuable.
- Wage survey information is second, with 16% very valuable and 23% valuable.
- Information on current local employment is third, with 4% very valuable and 28% valuable.
- Affirmative Action information is fourth, with 1% very valuable and 24% valuable.
- More than one-third (36%) of respondents found no value in the employee benefits information, while 1% found it very valuable and 14% valuable.

An overriding theme throughout was the need for more local and more timely information. This plan contains activities that will address these issues. Some respondents also recognized the need for more comparative data. This too will be addressed in PY 2005 and is outlined in this plan.

The entire results of the assessments can be made available and will be posted online in the near future.

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B. CORE PRODUCTS AND SERVICES:

State Workforce Agency Deliverables

1. Continue to populate the ALMIS Database with state data.

- Description of core product, service or other demand activity
  The ALMIS Database is designed to provide a "common structure" for all states to use for the delivery of labor market and workforce information. The ALMIS Database also provides a common base for populating nationwide information applications, such as America's Career Information Network (ACINet). The common underlying database structure allows customers across the nation to quickly and efficiently access consistent information. The resulting cost savings to the workforce information system as a whole is tremendous because states and national entities do not have to "reinvent the wheel".

  The OESC Economic Research and Analysis Division will continue to populate and store data in the ALMIS Database in accordance with the guidelines issued by the ALMIS Database Consortium along with other tables to the extent that the data is available. Oklahoma is currently maintaining the latest ALMIS Database version.

  To ensure the continued delivery of core products and services to our customers, the OESC Research Division will utilize the technical assistance of the ALMIS Database Workgroup. We will take advantage of electronically based materials, training, and applications to maintain and implement the database for our customers.

- Customer support for product or services as indicated in customer satisfaction survey results or other customer consultations:
  By continuing to populate the ALMIS databases, Oklahoma maintains uniformity with other states. This in turn allows customers to access comparable information across geographic boundaries and make more informed decisions.

- Product/Activity Support of State's WIA/Wagner-Peyser Plan
  The ALMIS database is identified as an integral part of the plan in accordance with the guidelines of the ETA-LMI grants (sub sections 111(d)(8), 112(b)(1) and 134(d)(2)(E)) to provide LMI to the state's customers. The OESC is committed to supporting the ALMIS initiatives by participating in ALMIS sponsored training and project activities.

- Principle Customers:
  Users of the ALMIS Database include individuals and organizations seeking statistical information for the state of Oklahoma and its local areas.   These customers include job seekers, employers, economic development entities, all level of government, and research organizations.

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- Projected outcomes(s) and system impact(s):
  OESC is migrating to a new electronic workforce information solution using GIS technology. Over time the ALMIS databases should be dispersed into this system to allow an even more sophisticated approach for accessing workforce information. This new solution will be discussed under Deliverable #5.

- Planned Milestones:
  Updating the ALMIS Database is an on-going process. Some databases require updates quarterly, once a year, every two years, or every 10 years, but there are several tables that require updates on a monthly basis. The time needed to update individual files ranges from 4 to 24 hours per table for each update as the data is compiled, refined, and processed. The milestones for completion of deliverables are:

  1. Population of the ALMIS Database: On-going process with updates and changes to the tables occurring monthly, quarterly, and yearly.
  2. Maintain database in accordance with ALMIS Consortium standards.
  3. ALMIS Database training, if needed.

  Estimated Costs:
  Staff Costs: $11,000
  Training/Travel: $0
  Hardware/Software /Programming: $500
  Printing/Distribution: $0

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

- Description of core product, service or other demand activity:
  Long-Term and short-term industry and occupational employment projections provide estimates of employment data for a base year and a projection year using prescribed methodology, software tools and guidelines developed by the Projection Consortium and the Projections Managing Partnership - a partnership composed of the USDOL Employment and Training Administration (ETA), the USDOL Bureau of Labor Statistics (BLS), the State Projections Consortium, and the National Association of State Workforce Agencies (NASWA).

  The industry employment projections will be developed on the North American Industry Classification System. The occupational employment projections will be developed on the Standard Occupational Classification.

  The OESC Economic Research and Analysis Division will develop statewide long-term (2004-2014) and short-term (2005-2007) industry and occupational employment projections. As resources and data availability allow, the projections staff will begin data preparation and planning for sub-state long-term projections.

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The OESC Research Division will continue to disseminate the finished statewide long-term and short-term industry and occupational employment projections via the Internet and in hard copy, including a narrative analysis and tables with rankings. Employment projections will also be available on the USDOL America's Career InfoNet (ETA web site) and the state projections web page. We will continue focusing on refining our sub-state historical North American Industry Classification System industry database to be used in the projections process. Sub-state projections will be produced for the 2004 to 2014 period and statewide for the 2005 to 2007 period.

The Research Division will continue to integrate the projections into the Oklahoma LMI Users Conference package in an effort to expand customer access. The ALMIS Database will also be populated with the projections data. The projections will also be submitted for public dissemination following procedures established by the Projections Workgroup and the Projections Managing Partnership.

To better serve the needs of our customers, the OESC will work closely with the State Workforce Investment Board and continue to produce high-quality industry and occupational employment projections; as well as consult with customers about the usefulness of the information.

- Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations:
  The projections data and information continue to be a valuable tool in planning and evaluation. Education partners use this data to develop and validate education program need. WIA staff use the projection information to validate training needs for high demand occupations. Economic Development recruiters compare projections information with labor supplies to determine key target industries.

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

- Principal Customers:
  The principle customers of our products will include state and local workforce boards, economic developers and educators, job seekers, employers, vocational and career counselors, and public and private planning groups for information about industrial patterns and career opportunities in Oklahoma.

- Projected outcome(s) and system impact(s):
  Statewide long-term and short-term industry and occupational projection information will be on the Internet within 30 days and in hard copy within 90 days of compilation. Copies of the publication will be distributed to each Workforce Board's Resource Room in less than 60 days after receipt of printed copies. Additional copies by request will also be offered. In addition, projection publication will be made available in PDF form on the LMI website.

- Planned Milestones – Completion – June, 2006

  1. Statewide Long-term (2004 to 2014) and Short-term (2005 to 2007) Employment Projections
  2. Internet Availability for Statewide Long-term and Short-term Employment Projections
  3. Workforce Oklahoma Outlook Publication
  4. Population of the ALMIS database with the projections data

- Estimated Cost:
  Staff Costs: $134,000
  Training/Travel: $4,000
  Hardware/Software Costs/Programming: $2,000
  Printing/Distribution: $

State Workforce Investment Board (SWIB)/State Workforce Agency (SWA) Deliverables

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

- Description of core product, service or other demand activity:

  Publications/Products

  During Program Year 2004, a customer needs analysis was conducted via a contract with ODOC. Based on the results this analysis, it was discovered that a number of the OESC publications could forego printed hardcopy production and be posted directly to the Internet. It was also discovered that some products need to be modified to meet the needs of the customer. Listed below are the publications/products that will be produced during PY 2005.

  1. Oklahoma Wage Survey Report*
  2. Workforce Oklahoma Occupational Outlook*
  3. County Employment and Wage Data
  4. Labor Force Information for Affirmative Action Programs*
  5. Oklahoma Labor Force Data
  6. Oklahoma Labor Market Information*

7. <u>Vacancy Survey</u>
8. <u>Local Employment Dynamics (LED)</u>
9. <u>Oklahoma Wage Network (OWN)*</u>

*These products use the O*Net-SOC taxonomy.

All of the above products will be delivered by the OESC Research Division, with the possible exception of the Labor Force Information for Affirmative Action Programs. This is valuable information composed of census data and employment service data. ODOC is the designated State Data Center for the US Census. Since the majority of information is produced by ODOC, they may produce the product or jointly find a way to alleviate the time spent formatting the information into the formats needed.

Ad-hoc Customer Reports

Oftentimes, the Research Division receives numerous requests for data compilation and/or more specific information. These requests come in a variety of formats including e-mail, telephone, and regular mail. The Division strives to maintain prompt, courteous service to answer these requests. The requestors could be any of a variety of customer bases served by the division. The length of time required to work on these requests varies depending on the complexity of the request. Various staff within the LMI Unit answer the requests. OESC will maintain this process to ensure customer's needs are met timely and effectively.

Education Capacity Study

The State has identified industries that will be targeted for workforce and economic development. This was done by ODOC as part of the PY 2004 Workforce Information Plan. To provide texture to the targeted industry study, OESC will conduct an educational capacity study of higher education institutions, career technology centers, and private schools to ascertain if the educational capacity of Oklahoma is sufficient to meet the demands of certain targeted industries. The industries to be analyzed include 1) health care, 2) aerospace, and 3) information technology.

The educational output (graduates) will be studied by area of study. Only those areas of studies that connect to the above industries will be analyzed. The area of study will be connected to the O*Net taxonomy and then connected to the occupational demand (as produced in Deliverable #1). In this way, our educational partners can play a more involved role in workforce and economic development by possibly altering their programs to meet future demand. It also helps employers who are trying to fill vacancies in higher demand occupations as this is the first step to ensuring an adequate pipeline of labor through the education system.

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- Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations:
Workforce information continues to be a critical component for Oklahoma's Workforce System. By surveying the needs of our customers prior to the development of new products or through the enhancement of existing products based on customer feedback, we will ensure that our system continues to develop and improve. Continuous monitoring of customer needs will take place to ensure this.

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

- Principle customers:
The principle customers of our products will include state and local workforce boards, economic developers, educators, job seekers, employers, vocational and career counselors, and public and private planning groups needing information about industrial patterns and career opportunities in Oklahoma.

- Projected outcome(s) and system impact(s):
The development of tools to ensure the public customer's needs for workforce information is met. These tools may include surveys, focus groups and other methods to obtain reliable feedback from the customer. Other state's workforce information will be reviewed as well to identify best practices and possible implementation with Oklahoma.

- Planned Milestones:

    Publications/Products (Completion dependent on frequency):

    1. Oklahoma Wage Survey Report
    2. Workforce Oklahoma Occupational Outlook
    3. County Employment and Wage Data
    4. Labor Force Information for Affirmative Action Programs
    5. Oklahoma Labor Force Data
    6. Oklahoma Labor Market Information
    7. Vacancy Survey
    8. Longitudinal Employer Dynamics (LED)
    9. Occupational Wage Network (OWN)

- Estimated Costs:
  Staff Costs: $92,216
  Training/Travel: $1,000
  Hardware/Software Costs/Programming: $2,000
  Printing/Distribution: $15,000

  Ad-hoc Customer Reports:

  Activity is ongoing.

- Estimated Costs:
  Staff Costs: $49,500
  Training/Travel: $0
  Hardware/Software Costs/Programming: $0
  Printing/Distribution: $500

  Education Capacity Study (Completion – April, 2006):

  1. Identify the educational providers within the state.
  2. Request and secure the graduating data.
  3. Parse out the areas of study and use those related to the three industries identified.
  4. Link area of study with the O*Net taxonomy.
  5. Connect to occupational demand.
  6. Analyze results, make observations of needed action.

- Estimated Costs:
  Staff Costs: $13,000
  Training/Travel: $0
  Hardware/Software Costs/Programming: $1,000
  Printing/Distribution: $1,000

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

- Description of core product, service or other demand activity:
  Due to the increased involvement of the SWIB and LWIBs in the development of the state workforce system, their capacity to obtain high quality workforce information is paramount to the success of the system. In Oklahoma, there are a number of new Board participants at both the state and local level. The SWIB members are relatively new to the entire workforce system and have been becoming more involved in the process.

  Many OESC Research staff sit on Scanning Team of the Governor's Council. This team is comprised of State Council members and other support staff. The OESC Research staff include the OESC Research Director and OESC Research

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Program Chief. The Team's lead support staff is the ODOC Research Director and OESC Associate Director. Through this team, SWIB is able to identify their workforce information needs as it meets their first guiding principle, *"Oklahoma will always know its status relative to changing employer and workforce conditions due to globalization, new science, technology, and demographics."* (The Council's executive summary of their strategic plan is attached – Attachment 1).

The SWIB and many LWIBs have already identified the need to conduct local Labor Market studies. These Labor Market studies will provide community economic developers and existing or prospective employers a flexible tool to understand the local labor market and make informed expansion and site selection decisions. They will also be an invaluable tool to help the SWIB and LWIBs to assist in their strategic planning process as they identify short and long-term goals. Nine studies were conducted last year using funding from other sources external to this grant.

The University of Oklahoma POLL Office has conducted these studies for many years and OESC has used their services in the past. They provide data collection, survey administration, and analysis. Electronic and hardcopy reports are delivered at the end of the survey. Three additional surveys will be conducted PY 2005 using the funds allocated in this grant. The labor market areas that will be surveyed are based on LWIB request and coverage need. These areas include the North Central WIB area (Ponca City), the Northwest WIB area, and one other area to be selected.

LWIBs need and request workforce information for a number of reasons, including local strategic planning and program delivery. With both OESC and ODOC producing workforce information, it is oftentimes cumbersome for LWIBs to navigate and locate needed information. If possible OESC and ODOC will produce all information at the LWIB level (Oklahoma has 12 WIA areas – see map at http://www.oesc.state.ok.us/images/WIA-areas-Map.pdf). Information will be disseminated not only by type of information by also by WIA area. This will be posted on the Internet and if needed may be produced in a hardcopy. For example, a LWIB will be able to visit the OESC LMI web site and select their local area – they will then be able to select the type of information desired (wage information, projections, census, etc.)

OESC and ODOC Research staff will request to participate in the monthly combined LWIB meeting to ensure that their needs are addressed and met and open communications between the local areas and state producers of information is in place. This action is as a result of one observation made during PY 2004 regional office review and will greatly help program/service delivery.

Regional Cluster Analyses were completed in PY 2004 using funds external to this grant. These reports were completed by ODOC for each WIA region that identified the major industries by employees or wages paid. Data about the

employment of each major industry was detailed, keeping in mind the disclosure restraints that exist for the dataset being used. These reports will be analyzed further and updated for PY 2005. The value added of having this information regionalized assists LWIBs with essential information as they work with businesses in their communities. It will assist them in making strategic decisions and enable to better facilitate local economic and workforce decisions. ODOC will complete the updating of these plans for PY 05. These may be seen at: http://www.okcommerce.gov/index.php?option=content&task=view&id=308&Itemid=389.

As a result of the regional and statewide employment analysis completed in PY 2004, we have learned what our top ten employing industries are. A complete industry analysis on four of these industries that have not yet been done will be done. In addition, we will conduct a shift-share analysis on all industries that have been completed or are in process. A shift-share analysis helps understand what causes employment trends by comparing the state's employment to the national economy, examining the dynamics of the same industries on a national level, and comparing the industry in Oklahoma to other states in our region of the country. This will help us understand the influences, dynamics, and strength of Oklahoma's industries. ODOC will complete the shift/share analysis for PY 2005.

The SWIB would like to conduct a targeted youth study to research youth who do not enter post secondary education. During PY 2005, a process to partner with entities administering youth programs, including K-12, will be developed as well as the requirements to study youth who do not enter post secondary education.

The SWIB would also like some comparative data researched for surrounding states such as employment and wage information. In addition to the multi-state data, additional regional level analysis will be conducted on industry and occupational wage data to identify wage fluctuations.

<u>Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations:</u>
The SWIB and LWIBs recognize the need for high quality workforce information. Through reliable labor market studies of local areas, they will be able to better understand the local economic dynamics and strategically build a workforce system that will complement the mission of the Governor and the Workforce Investment Act.

Also, the building of a process to allow the SWIB and LWIBs to communicate their needs will enhance the efficiency and effectiveness of the entire Oklahoma Workforce System.

- <u>Product/Activity Support of State's WIA/Wagner Peyser Plan</u>
To support the state's WIA/Wagner-Peyser Plan, labor market studies will allow WIA/Wagner Peyser staff to better understand their local labor markets and thus more capably carry out their job functions. This in turn will benefit customers.

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- Principal Customers;
  The State Workforce Investment Board and the Local Workforce Investment Boards.

- Projected outcome(s) and system Impact(s):
  Continuing to produce local labor market studies will assist LWIBs in planning and program guidance. The ability for LWIBs to have a one-stop for their local information will facilitate product/service delivery and improve customer awareness of available information. Continuing support of the SWIB and fostering the communications of LWIBs will greatly enhance our the workforce information system.

- Planned Milestones:

  Labor market studies (Completion February, 2006):

  1. Contract with University of Oklahoma POLL Office to conduct three local studies
  2. Review, analyze, and disseminate the results
  3. Continue monitoring effectiveness of studies and if positive, continue and/or update studies in local areas and update

  Estimated Cost $27,000 (@$9,000 per study)

  LWIB Packaged Products (Completion as products are completed, they will be posted to web site):

  1. Identify all information at the WIA level.
  2. Create .pdf files for Internet posting.
  3. Post to the OESC web site.

  Estimated Cost

  Staff Costs: $9,000
  Training/Travel: $0
  Hardware/Software Costs/Programming: $1,000
  Printing/Distribution: $0

  SWIB/LWIB Support – On-going

  1. Continue to attend SWIB meetings and Scanning Team meetings.
  2. Continue to attend WSST meetings.
  3. Request participation in LWIB meetings.
  4. Continue needs assessment of SWIB/LWIB.

5. Create, modify, and/or continue products/service based on SWIB/LWIB feedback.

Estimated Cost

Staff Costs: $9,000
Training/Travel: $1,000
Hardware/Software Costs/Programming: $0
Printing/Distribution: $0

Regional Cluster Analysis (Completion June, 2006)

1. Review WIA area analyses.
2. Update with current employment and wage data.
3. Produce and disseminate reports.

Estimated Cost: $32,500 via contract with ODOC

Industry Shift/Share Analysis (Completion June, 2006)

1. Complete shift/share analysis on existing 10 industries identified.
2. Complete the four industry analysis, with shift-share analysis.

Estimated Cost: $32,500 via contract with ODOC

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

*   Description of Product/Activity
    The SWIB recognizes there are a number of different sources for workforce information, most accessible via the Internet. Their goal is to build a One-Stop Internet-based Workforce Information System that at a minimum links to reliable information sites. This is evidenced in the SWIB's strategic plan strategies and action steps. Both the OESC and the ODOC operate Research Divisions that maintain Internet-based workforce information systems. Both entities will continue to populate and enhance their site but will also participate in the creation of shared site that allow the SWIB, LWIBs, and the public to access user-friendly, reliable, current local workforce information. Oklahoma recognizes that the workforce system must be designed to be responsive to the ever-changing needs of all segments of the local community. Training will be provided through a variety of training opportunities as well.

    OESC has partnered with ODOC to create an online Geographic Information System (GIS). This option should prove to be a more cost effective solution than the vendor provided LMI Access. At this point, labor force data (LAUS) is available on the GIS system along with census and building/sites information.

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OESC has a separate interface to maintain a similar look and feel as the entire LMI web site.

Along with the GIS System, OESC maintains a web site that allows users to interactively access information such as wage information and other sources of information. All publications are created in .pdf format and accessible over the web site.

OESC will also partner with another state agency to create a more sophisticated .pdf search engine that will allow users to locate specific .pdf pages rather than searching through entire publications. Another state agency has created this searching capability and will provide source code and expertise to OESC for this process. For example, the benefits survey that was conducted is approximately 1,300 pages long – cumbersome to locate specific detail, although it is currently available in .pdf format on the web site. This search capability would ease the burden on the user to locate specific detailed information without searching an entire document.

OESC will also upload the career videos provided by the Center for Occupational Employment Information (New Jersey). These video clips will promote career decision-making.

- Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations:
  Through an integrated workforce information system, Oklahomans will be able to gain insight into the economic dynamics of their local community. Whether it is employer relocation or growth, job seeker decision-making, policy planning, legislative research or any other customer, Oklahoma recognizes that workforce information will greatly assist our customers. Oklahoma will monitor the success of the integrated workforce information system through web site usage statistics and customer consultation to ensure effectiveness.

- Product/Activity Support of State's WIA/Wagner Peyser Plan
  The continued improvement and dissemination of electronic labor market information is in support of the State's strategies for improvement under the WIA/Wagner Peyser Plan Sub Sections 112(b)(4), 112(b)(17) and 11(d)98), 112(b)(1), 134(2)(E). Core LMI products and services will be available to all customers and in user-friendly format(s).

- Principal Customers
  Customers of the workforce information system include any individual or organization needing and/or wanting timely and up-to-date labor market information. Customers include job seekers, employers, economic development entities, and all levels of government and research organizations.

- Outcome and system impact(s):

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The major outcome will be to build an integrated workforce information system that meets the needs of our customers. By partnering with entities involved in developing and disseminating workforce information, the Oklahoma system will be comprehensive. There will also be a focus on user-friendliness so customers may easily find the information they need in the most appropriate format.

- Planned Milestones

  GIS System (Completion June, 2006)

    1. Identify additional databases to populate GIS system.
    2. Contract with GIS vendor to load additional databases.
    3. Maintain ODOC/OESC team to ensure common delivery and systematic creation of GIS.
    4. Continue system monitoring to evaluate effectiveness.

- Estimated Costs: $40,000 via RFP

  OESC LMI Website – On-going

    1. Maintain site with consistent upload of current information.
    2. Maintain .pdf format creation for all publications.

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

  PDF Search – (Completion March, 2006)

    1. Meet with agency providing code.
    2. Integrate code into OESC web site.
    3. Code .pdf documents to allow searching.
    4. Implement search online.

- Estimated Costs:
  Staff Costs: $1,000
  Training/Travel: $0
  Hardware/Software Costs/Programming: $500
  Printing/Distribution: $0

  Career Videos (Completion January, 2006)

    1. Create video directory on OESC web site.
    2. Load videos.

- Estimated Costs:
  Staff Costs: $500
  Training/Travel: $0
  Hardware/Software Costs/Programming: $0
  Printing/Distribution: $0

6. Support state workforce information training activities.

- Description of Product/Activity and Customers
  OESC was one of the first states to implement user-training conferences and these have proved to be valuable resources for participants. One observation that has been made through course evaluations is that some topics may not be meaningful to all types of customers. For instance, employers may not be interested in the mechanics/creation of the unemployment rate while a researcher may.

  To this end, OESC will create a one-day conference with 2-hour blocks. Each block will focus on the needs of those participants. Below is the suggested format for these trainings:

Time Allotted	Participant
2 hours	Employers
2 hours	Workforce staff
2 hours	Researchers and Economic Development staff

  It is oftentimes difficult to gain an employer's participation for an extended period of time and it is also difficult to have staff outside of the workplace for extended period. This format will be piloted in a few areas of the state and evaluations will be gathered from each participant group. If resources permit, OESC may also conduct a more extended training as in the past. This decision will be based on request and effectiveness of the modified format.

  The Workforce Oklahoma Training Institute (WOTI) will continue to offer workforce information training as a part of their curriculum. The WOTI offers training to all workforce staff and partners of the workforce system. They maintain a web site where workforce staff can access processes and material that will assist in them in their jobs.

  Economic roundtables will also be conducted as a coordinated effort between workforce information entities. These roundtables will give participants insight into monthly economic and employment statistics. Oklahoma will also consider video conferencing these roundtable discussions to allow greater exposure and allow more interested parties from across the state to participate.

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Staff involved in producing workforce information for the system will also utilize training opportunities to continually upgrade their knowledge and skill sets. Oklahoma will analyze the training needs of staff to identify skill gaps and ensure staff are highly trained. Oklahoma will also utilize training opportunities offered through the US Department of Labor and/or USDOL-sponsored training programs. Oklahoma will also contact other states to review their best practices for gaining and delivering workforce information training.

- Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations:
  Workforce information training is provided to customers in different regions of the state at a minimum of three times per year. Training Presentations reflect the latest products and any enhancements. When facility access is available, hands-on training is conducted. Feedback is obtained from each conference by means of participant evaluation forms. The need and use of the workforce information products can also be accessed from the number of requests for special presentations, publications and website visits.

- Product/Activity Support of State's WIA/Wagner Peyser Plan
  The development and presentation of labor market information is an integral part of the overall State's WIA/Wagner Peyser strategic plan. The OESC's Research Division is aware of the need to not only produce quality and timely labor market information, but also to provide training that will educate users and allow them to gain insight as to the use and extent of the data available. Training will be targeted to all customer core groups as identified in sub sections 111(d)(2), 111(d)(6), 112(a), and 112(b)(3).

- Principal customers:
  Customers include individuals and/or organizations needing timely and accurate workforce information. These consumers include, but are not limited to, job seekers, employers, economic development entities, all levels of government, and research organizations.

- Projected outcome(s) and system impact(s):
  Through a more integrated approach to workforce information, workforce staff and partners can expect to receive improved, high-quality training. A more educated workforce staff will result in improved knowledge transfer to our customers, thus leading to more satisfied customers. This in turn makes the entire workforce system more effective and efficient. The training will be dynamic and change as products and services change.

  Workforce information staff will participate in various training opportunities to continue their education and further develop their skill sets. They then can continue to produce the high level of quality that our customers have come to expect.

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- Planned Milestones

  User Training (trainees): (Completion – 4 sessions during PY 2005)

  1. Pilot new training format.
  2. Coordinate training activities with LWIBs, SWIB and ODOC to reduce duplication and build a more cohesive system.
  3. Establish and communicate training dates across the state (includes roundtables, conferences, LMI User Conferences, and other vehicles to offer training)
  4. Develop training materials (guides, workbooks, presentations and other materials)
  5. Evaluate training. Implement changes as needed based on evaluations.
  6. Continually monitor training activities for continuous improvement.

- Estimated costs:
  Staff Costs: $3,000
  Training/Travel: $2,000
  Hardware/Software Costs/Programming: $0
  Printing/Distribution: $0

  Workforce Information Staff (trainers):On-going

  1. Conduct internal skills analysis to identify training needs.
  2. Procure needed training/software to improve staff skill sets.
  3. Plan to subscribe to LMI Institute within the guidelines described by the LMI Institute and endorsed by the Regional Office.
  4. Will participate in USDOL sponsored training events or those initiated by the WOTI.

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

C. CONSULTATION & CUSTOMER SATISFACTION ASSESSMENT:

To assess the usefulness and quality of workforce information products and services, a wide array of methods may be utilized including consultation with customers through survey, focus groups, usability studies and other data gathering/improvement methods. The Oklahoma Workforce Information System will implement a process of continuous improvement in the system based on customer feedback.

The SWA has already implemented a customer satisfaction process to collect feedback from attendees of the LMI trainings that have been conducted across the state. The feedback has been extremely positive. A report of the results has been transmitted to the Regional Office and the Regional LMI Project Officer. Continued collection of customer satisfaction in a more consistent and uniformed process is a top priority of the SWIB. The SWA will support this process and make every effort to satisfy and meet customer expectations.

Feedback from the Oklahoma Workforce Centers will also be used to gauge usage of workforce information. Each workforce center maintains a resource room in which customers can access a library of workforce information. These may be electronic or hardcopy products. We will use "customer comment cards" and feedback form workforce center staff as yet another measure of the workforce information system.

Random sampling surveys may also be conducted. Requests for workforce information are logged, noting the contact information of the requestor and the type of information requested and who responded to the request. These customers may be selected to participate in a survey measuring not only effectiveness and quality of the information but also the timeliness of delivery and the overall friendliness of the staff. A website popup survey has also been implemented to capture online customer satisfaction.

Evaluations at the various training/conferences will also be used to measure customer satisfaction. These evaluations are a good indicator as they are provided by workforce staff that work daily with customers in a different capacity than the workforce information staff. This gives a different and valuable perspective as we capture the usefulness of products and services. We not only provide a transfer of knowledge to the training participants but we also gain their insight form the local perspective on the products that are being produced.

In addition, there will be continual dialog with the SWIB and the LWIBs to gain their insight and perspective. The Oklahoma Workforce Information System will be accountable to meet their needs by providing more local and current information. Their measure of acceptance and satisfaction will be key measure in the improvement of the system.

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Attachment 1 -** **The Governor's Council for Workforce and Economic Development Strategic Plan Executive Summary

GOVERNOR'S COUNCIL FOR WORKFORCE AND ECONOMIC DEVELOPMENT
Overview

Oklahoma Is Poised Like Never Before To Proactively Advance Economic Opportunities for All Its Citizens
- The formation of the Governor's Council for Workforce and Economic Development puts unprecedented emphasis on collaboration between state workforce and economic development entities
- The Council brings together leaders across a variety of private and public sector organizations--business, government, and education--to develop a strategy for accelerated economic growth and provide direction to state administration.
- The Council's strategic plan, endorsed by Gov. Henry, enlists the support and participation of many organizations, individuals, and communities throughout the state who will be impacted by this initiative. Collaboration is vital to successful implementation.

A Demand-Driven Workforce--The Key to Increasing Wealth Opportunities for All Oklahomans
Together, we must strive to deliver the highest caliber workforce equipped to serve the demands of industries most promising to Oklahoma. We must first understand demand--the education, skills, and quantities of workers needed in key growth industries. We must also enhance our education and training systems to ensure the pipeline is filled with the right quality and quantity of workers to meet employer demand. This competitive advantage will enable Oklahoma to attract new business from the most promising industries, create quality jobs, and ensure we are positioned to increase wealth opportunities for all our citizens.

An Aggressive Plan to Strengthen Oklahoma's Advantage
With expertise and leadership from the private and public sector, the Council's comprehensive plan capitalizes on current resources and creates forward-thinking initiatives to align state workforce and economic development entities. The major initiatives are:

- Develop a process for ongoing analysis of workforce demand and supply.
- Identify growth industries most promising to Oklahoma's future.
- Create a one-stop, Internet-based information resource so that all stakeholders can access and analyze information most relevant to Oklahoma pertaining to the labor market, careers, skills, training and education.
- Equip our workforce to meet demand through better systems of career guidance, preparation, planning, training and education aligned with demand from industries most promising to Oklahoma.
- Build awareness of these workforce and economic development initiatives and encourage participation and support from key stakeholders.
- Put people in place to guide the strategic vision and influence change
- Align the many state workforce and economic development entities (education, business, state and local government) toward a common vision.
- Develop best practices and implement processes to ensure successful implementation of the strategic plan.

Working Together, We Can Create Oklahoma's Workforce Advantage