Oklahoma Employment Security Commission (OESC)
Workforce Information Grant
Program Year (PY) 2004

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). With both agencies, the OESC and the 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 State Workforce Investment Board (SWIB) deliver WIA policy and oversight in compliance with the conditions of the Act.

This partnership has led to the creation of a WIA Labor Market Information Task Force, a committee of the SWIB, to ensure collaboration as well as to promote the development of workforce information strategies that are responsive to the needs of the state and local workforce investment system.

The Oklahoma Workforce Information System also provides support of the WIA/Wagner-Peyser Five-Year Plan. 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.

The 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 are 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.

Oklahoma Employment Security Commission (OESC)
Workforce Information Grant
Program Year (PY) 2004

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.

Oklahoma Employment Security Commission (OESC)
Workforce Information Grant
Program Year (PY) 2004

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 2.2 in conjunction with our Oklahoma LMI Access application – http://lmiaccess.virtuallmi.com.

  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:
  Assessment of customer support for the ALMIS Database is measured through the effectiveness of the front-end Internet-based LMI Access. Monitoring the number of inquiries made to the website measures the frequency of use, the most requested information and how many users access the information. For the PY03 quarterly monitoring of the website yielded a continued increase in the number of visits/hits from customers. In June 2004 there were 119,673 hits with 4,233 visits. The Research Division measures another indicator of customer support through evaluation feedback from participants attending the ALMIS training presentation conducted throughout the state. From these evaluations, participants have provided valuable information on suggestions for product improvement and system integration. On the criteria of "usefulness of the product", the evaluation feedback from participants at the three LMI conferences conducted throughout the State in PY03 received an average rating of eighty-eight (88) percent.

Oklahoma Employment Security Commission (OESC)
Workforce Information Grant
Program Year (PY) 2004

- Product/Activity Support of State's WIA/Wagner-Peyser Five-Year 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.

- Projected outcomes(s) and system impact(s):
  The Oklahoma LMI Internet site (www.oesc.state.ok.us/lmi) and the Oklahoma JobLink Internet site (servicelink.oesc.state.ok.us) both have links to the Oklahoma LMI Access application (lmiaccess.virtuallmi.com) that accesses the ALMIS Database information. In January 2004, there were 5,572 hits with 427 visits. In March 2004, there were 84,238 hits with 3,354 visits. In June 2004 there were 119,673 hits with 4,233 visits. We expect the trend for customer sessions to increase over time, as more are made aware of the information provided. Information and news via our Internet site, LMI State User Conferences, and LMI newsletter about the application and its contents will continue to be provided to customers. Feedback from customer evaluations gathered by LMI staff will track and measure the effectiveness and usefulness of the training and information provided in reference to the ALMIS Database.

- 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. ALMIS Database Version 2.2: Maintain database in accordance with ALMIS Consortium standards.
  3. ALMIS Database training: ADA to national training event in PY2004.
  4. Occupational License Data to NCSC: Fall 2004 - O*NET/SOC taxonomy.

- Estimated Costs:
  Staff Costs: $17,000

Training/Travel: $4,000
Hardware/Software /Programming: $4,000
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 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 2002 to 2012 period and statewide for the 2004 to 2006 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 Five-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 Five-year 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:
  1. Internet Availability for Statewide Long-term and Short-term Employment Projections: August 2004
  2. Workforce Oklahoma Outlook Publication: October 2004
  3. Population of the ALMIS database with the projections data: August 2004
  4. Sub-area Industry Employment Projections (2002-2012): January 2005
  5. Sub-area Occupational Employment Projections (2002-2012): April 2005
  6. Internet Availability for Sub-area Long-term Employment Projections for 2002-2012: June 2004
  7. Statewide Industry Employment Projections (2004-2006): March 2005
  8. Statewide Occupational Employment Projections (2004-2006): June 2005

- Estimated Cost:
  Staff Costs: $95,000
  Training/Travel: $6,000
  Hardware/Software Costs/Programming: $3,000
  Printing/Distribution: $4,000

Oklahoma Employment Security Commission (OESC)
Workforce Information Grant
Program Year (PY) 2004

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:
  A number of Workforce Information services and products are currently produced for public use. Examples of products/publications are reflected below:

  1. Employment Service Job Openings and Applicants*
  2. Oklahoma Wage Survey Report*
  3. Oklahoma Licensed and Certified Occupations*
  4. Workforce Oklahoma Occupational Outlook*
  5. A World of Information at Your Fingertips
  6. County Employment and Wage Data
  7. Current Employment Statistics
  8. Labor Force Information for Affirmative Action Programs*
  9. Oklahoma Labor Force Data
  10. Your Guide to Oklahoma's LMI
  11. Oklahoma Labor Market Information
  12. Vacancy Survey
  13. Oklahoma Employee Benefits Survey

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

  Recognizing the need for high quality workforce information is a critical component of a successful workforce system, The SWIB in conjunction with the OESC Research will conduct a needs analysis of customers to determine specific workforce information needs of our customers. This analysis will encompass surveying of customers, review and enhancement of existing products and creation of new products/services to meet the demands and needs of the public. The analysis will also focus on the best delivery method to make workforce information available to the widest possible group of users. The analysis will also review existing workforce information products produced by all workforce development agencies to reduce the duplication of effort and costs, which could then lead to leveraging greater resources. This in turn will may reduce the number of surveys produced across multiple agencies and alleviate the requests place on the respondents. A vehicle of continuous improvement will be built into the analysis, which will keep the Oklahoma Workforce Information System a viable system element.

  The SWA is cognizant of the need to produce products that provide consistency and use the O*Net-SOC occupational taxonomy to produce occupation-referenced

products. The SWA's Internet labor exchange also captures work registration using this taxonomy, which is invaluable is relating job order and applicant information to other workforce information.

- <u>Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations:</u>
  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.

- <u>Product/Activity Support of State's WIA/Wagner Peyser Plan</u>
  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 Five-Year 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.

- <u>Principle customers:</u>
  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.

- <u>Projected outcome(s) and system impact(s):</u>
  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.

  An analysis of existing workforce information products/services will be reviewed in order to build upon the high quality information that is already being produced. By involving the customer directly in the process, there is less risk in creating unwanted or unneeded products. This process also strengthens the relationship between agencies currently producing workforce information the shared customers of those agencies.

  The results of the analysis will be to validate existing products, improve existing products, or create new products in the format best prescribed by the customer themselves.

Oklahoma Employment Security Commission (OESC)
Workforce Information Grant
Program Year (PY) 2004

This analysis will serve as the foundation in formulating a strategic planning process for continuous improvement of workforce information products. The survey/analysis will also focus on the needs of the SWIB and LWIBs (reference Deliverable #4).

- Planned Milestones:

  Workforce Information System Analysis:

  This research while reviewing our occupational products is function supporting our SWIB and LWIBs. The planned milestones are detailed in deliverable #4.

  Based on the results of the analysis, existing products will be produced this year but based on analysis these products may be revised, expanded, or retired. The following lists projected dates for updating the existing SWA products if deemed appropriate and without need for enhancement. The significant milestones denote the dates that we anticipate that the information will be available to customers.

    1. Oklahoma Wage Survey Report – January 2005
    2. Oklahoma Licensed and Certified Occupations December 2004
    3. Workforce Oklahoma Occupational Outlook - August 2004
    4. County Employment and Wage Data - October 2004
    5. Current Employment Statistics - December 2004
    6. Labor Force Information for Affirmative Action Programs - September 2004
    7. Oklahoma Labor Force Data - June 2004 (Web only) and September 2004
    8. Your Guide to Oklahoma's LMI - January 2005
    9. Oklahoma Labor Market Information - Monthly
    10. Benefit Survey - December 2004
    11. Vacancy Survey - November 2005
    12. GIS Products – For website publications and by customer request for special projects.
    13. Longitudinal Employer Dynamics (LED) - Update system every quarter. Next update being October 2004.
    14. Occupational Wage Network (OWN) - Updated system every 6 months. Next update will be December 2004.

- Estimated Costs:
  Staff Costs: $148,000
  Training/Travel: $3,000
  Hardware/Software Costs/Programming: $10,000
  Printing/Distribution: $18,000

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.

  The SWA sits on the WIA Labor Market Information Task Force, a committee of the SWIB, to ensure collaboration as well as to promote the development of workforce information strategies that are responsive to the needs of the state and local workforce investment system. The SWA will actively work to produce products requested by the SWIB and local LWIBs.

  The SWIB and many LWIBs have already identified the need to conduct local Laborshed studies. These Laborshed 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. Funding for these studies will primarily come from sources external to this grant. Oklahoma has twenty-seven (27) laborshed areas. A laborshed is defined as the area or region from which an employment center draws its commuting workers. Laborshed studies show the distribution of the workers irrespective of natural or political boundaries. Laborsheds also address underemployment, the availability and willingness of current and prospective employees to change employment within the workforce, current and desired occupations, wages, hours worked and distance willing to commute to work.

  An analysis will also be conducted to ascertain what type of workforce information is needed by the SWIB and LWIBs. Members from the SWIB and LWIBs will be interviewed to determine the type of information needed for their local area to most capably build a comprehensive workforce system, as well as, the best method for them to access this information. There will be a process established to allow the SWIB and LWIBs to communicate needs about the workforce information system to appropriate staff in order to keep the system open and dynamic.

  Using a regimented approach for the needs analysis for occupational and career products for public use (reference Deliverable #3) and workforce information and support required by the SWIB and LWIBs, Oklahoma will implement a strategic planning process for continuous improvement in its products. This initial analysis will serve as the "as-is" state and derive the much required data to formulate

strategic and leadership decisions as we strive to meet the needs of our various customers.

The SWIB has requested an industry cluster analysis similar to the study conducted by the state of Pennsylvania (reference http://www.dli.state.pa.us/landi/lib/landi/cwia/industry_clusters/exe.pdf). An industry cluster consists of a group of industries that are closely linked by common product markets, labor pools, similar technologies, supplier chains, and/or other economic ties. These clusters take on strategic importance because activities that benefit one group member will generally have a positive effect on the other members of the cluster.

In the summer of 2003, Governor Brad Henry initiated the Economic Development Generating Excellence (EDGE) project (http://www.okhighered.org/edge/). EDGE was designed to involve many Oklahomans with their ideas and to recommend a few targeted actions that would substantially strengthen our economy and quality of life. In this effort targeted EDGE industry clusters were developed. These clusters will be used as a point of reference in the creation and development of this cluster analysis.

The hope is that additional analysis will provide greater detail and regional information about competitive advantages, growth opportunities, and demand occupations within these Oklahoma industries. Employment location quotients will be used to measure an industry's concentration in a region relative to a national reference standard.

The end result will to keep Oklahoma competitive in the evolving and global economy and connect workforce development more tightly to the demands of the market. By engaging businesses within these clusters, professionals can aggregate training needs for multiple firms with similar skill needs and help drive a market-based approach to workforce development. It can align the services of education and training institutions with private sector and employee needs.

Industry partnerships developed within industry clusters and sub-clusters can achieve economies of scale and scope in the delivery of training, encourage the dissemination of best organizational practices, and establish relationships that accelerate industry-wide product and process innovation. Identification of industry clusters lays the foundation for occupational analysis (at both O*Net-SOC and Career Clusters levels) and makes possible the allocation of education and training dollars toward skill and knowledge development that will support industries critical to Oklahoma's current economy and future growth.

Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations:

Oklahoma Employment Security Commission (OESC)
Workforce Information Grant
Program Year (PY) 2004

The SWIB and LWIBs recognize the need for high quality workforce information. Through reliable laborshed 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.

- Product/Activity Support of State's WIA/Wagner Peyser Five-Year Plan
  To support the state's WIA/Wagner-Peyser Five-Year Plan, laborshed 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.

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

- Projected outcome(s) and system Impact(s):
  A detailed analysis reflecting the type and format of workforce information needed by the SWIB and LWIBs will be a major outcome. This type of information will be integrated into a delivery mechanism that will allow members to access current, local workforce information. The laborshed studies will allow the SWIB and LWIBs to develop strategic plans to enhance the workforce system.

- Planned Milestones:
  SWIB and LWIB workforce information analysis:

    1. Develop a plan to perform the analysis - Fall, 2004.
    2. Meet with interested workforce partners to ensure all workforce information is reviewed in this process – Fall, 2004.
    3. Review the possible procurement of external vendor to perform the analysis – Fall, 2004.
    4. Meet with the SWIB and LWIBs and begin the data gathering analysis - Winter, 2004.
    5. Review and interpret the results – Winter, 2004. -Spring, 2005.
    6. Develop implementation processes based on the results of the analysis - Winter, 2004. -Spring, 2005.
    7. Implement these processes in the workforce information system – Spring, 2005.
    8. Continually monitor workforce information products/services to ascertain effectiveness (using customer consultation as a primary accountability measure) – On going.

Laborshed studies:

1. Ensure results of analysis are integrated into survey instrument – Spring 2005.
2. Develop process to conduct study – Spring, 2005.
   i. Possible external contractor.
   ii. Possible matched monies from local communities.
3. Identify and prioritize local areas to study – Spring, 2005.
4. Conduct pilot study – Spring, 2005.
5. Review and analyze the results – Spring/Summer, 2005.
6. Produce and disseminate product – Summer, 2005.
7. Monitor effectiveness of study and if positive, begin conducting studies in other areas – Summer, 2005.

Industry Cluster Analysis:

1. Review Pennsylvania study and methodology – Winter, 2004.
2. Review, validate, and amend EDGE clusters – Winter, 2004.
3. Begin study using SWIB approved methodology – Winter, 2004.
4. Produce and disseminate study results. Spring, 2005.
5. Monitor effectiveness of study and continually review clusters to changing location quotients thus changing the target clusters. – Spring - Summer, 2005.

- Estimated Costs: $71,000

  Industry Cluster Analysis - $35,500
  Staff Costs: $30,000
  Training/Travel: $3,000
  Hardware/Software Costs/Programming: $0
  Printing/Distribution: $2,500

  Customer Needs Survey and Analysis (Public, SWIB, LWIBs, etc)
  $30,000
  This includes the analysis referenced in Deliverables 3 and 4.

  Staff Costs: $21,000
  Training/Travel: $9,000
  Hardware/Software Costs/Programming: $0
  Printing/Distribution: $0

Laborshed Studies - $5,500
SWA will provide assistance in survey analysis and dissemination. (Estimated cost of a Laborshed study is $8,000 – most likely cooperatively funded by the local community and the State Department of Commerce)

Staff Costs: $3,000
Training/Travel: $0
Hardware/Software Costs/Programming: $0
Printing/Distribution: $2,500

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. 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.

  The SWA currently has a dynamic access site called Oklahoma LMI Access - http://lmiaccess.virtuallmi.com. The SWA is also cognizant that a number of LMI and Economic Development sites exist. A portal page that will link to the various sites will be key as the beginning of a "One-Stop" LMI site.

- 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 111(d)98,

112(b)(1), 134(2)(E). Core LMI products and services will be available to all customers and in user friendly format(s).

- 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):
  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
  1. Contact interested workforce information entities to review existing electronic tools.
  2. Integrate results of studies conducted (#3 and #4 above) to ensure customer needs are met.
  3. Build a web portal page or launch page, which will provide linkages to various LMI including the Oklahoma LMI Access site - http://lmiaccess.virtuallmi.com and Economic Development information sites.
  4. Conduct usability testing of customers to ensure site is user-friendly. Ensure ADA accessibility guidelines are met so individuals with disabilities may utilize the site.
  5. Design customer satisfaction component within LMIAccess to continually monitor satisfaction and possibly extend to the portal page.
  6. Implement web site statistical software to track usage and site statistics.
  7. Deploy portal page with communication through numerous outlets to adequately increase the public's awareness of the Oklahoma Workforce Information System Internet site.

- Estimated Costs:
  Staff Costs: $55,000
  Training/Travel: $10,000
  Hardware/Software Costs/Programming: $25,000
  Printing/Distribution: $-0-

6. Support state workforce information training activities.

- Description of Product/Activity and Customers

Oklahoma Employment Security Commission (OESC)
Workforce Information Grant
Program Year (PY) 2004

The SWIB will place an increased emphasis on the workforce information training at both the State and local levels. The WIA Labor Market Information Task Force will act as the vehicle to design and establish appropriate training. Through this joint team, Oklahoma can ensure that all facets of workforce information will be integrated into an effective training curriculum for workforce information users.

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.

Training will also be offered though the OESC Labor Market Information User Conferences that are conducted across the state by trained staff. This training provides insight to workforce staff and partners about products and services that are available through the Oklahoma Workforce Information System.

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.

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 Five Year 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

Oklahoma Employment Security Commission (OESC)
Workforce Information Grant
Program Year (PY) 2004

Division is aware of the need to not only produce quality and timely labor market information, but also to provide training that will educate users and allow them to gain insight as to the use and extent of the data available. The WIA Labor Market Information Task Force meets to identify and discern the various needs of the users. In keeping with the strategic plans under the WIA/Wagner Peyser, LMI is disseminated and training targeted to all customer core groups as identified in sub sections 111(d)(2), 111(d)(6), 112(a), and 112(b)(3).

- 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.

- Planned Milestones

  User Training (trainees):

  1. Develop a collaborative training process (work with workforce information entities and the WOTI) – Fall, 2004.
  2. Coordinate training activities through WIA Labor Market Information Task Force 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) – Fall, 2004.
  4. Develop training materials (guides, workbooks, presentations and other materials) – Fall/Winter 2004.
  5. Conduct training as scheduled. - Fall, 2004.
  6. Evaluate each training. Implement changes as needed based on evaluations. – On going.
  7. Continually monitor training activities for continuous improvement. – On going.

8. The OESC Research Division will conduct State LMI User's Conferences:
   January 2005, March 2004, and May 2005.

Workforce Information Staff (trainers):

1. Conduct internal skills analysis to identify training needs. – On going.
2. Procure needed training/software to improve staff skill sets. – On going,
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. – When available.

- Estimated costs:
  Staff Costs: $ 28,078
  Training/Travel: $30,000
  Hardware/Software Costs/Programming: $-0-
  Printing/Distribution: $5,000

**Oklahoma Employment Security Commission (OESC)
Workforce Information Grant
Program Year (PY) 2004**

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.

In addition to the above methods of customer consultation, web site statistics will be used a guide for product development and improvement. Customer satisfaction questionnaires will continue to be used on the Internet tools as a method of acquiring customer feedback. Usability studies of electronic tools will also take place to ensure customers are comfortable and able to easily navigate the workforce information web sites.

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.

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.