

conomic Research and Analysis for the Oklahoma Employment Security Commission. The Committee is made up of approximately 15 regular members representing a variety of education, employment and training partners.

The Committee has developed the following goal statement:

To develop a universal Labor Market Information system to meet the needs of any customer that may access information through the One stop Career Centers. The information needs to be high quality, usable and reliable as well as flexible to meet the various needs of the customers. Any product or service developed needs to be designed in a user-friendly format.

The volunteer members of the Committee have identified the following LMI products as being essential in a One Stop Career Center:

- Occupational Wage Data;
- Education/Training Data;
- Occupational Projections;
- Job Bank Data;
- Employer Database;
- Career Information;
- Resource Directory of Service Providers;
- America's Job Bank;
- Data from the Bureau of Labor Statistics;
- Consumer Report on Education and Training Services Quality;
- Underemployment Model;
- Talent Bank; and
- Licensed Occupations Data

With the exception of the Consumer Report and Underemployment Model, the various products are currently being produced by OESC and others in some form. The Committee is attempting to identify user friendly formats and necessary improvements to the data. The Committee is using the following principles in this effort:

- Information should be as local as possible;
- Information should have consistent coding of occupations/industries;
- Customers should have staff assistance if necessary to access the information; and
- Customers should be able to query the information to produce customized LMI.

The primary concern of the Committee at this time is employer involvement. They wish to ensure that the information is of value to employers and those wanting to track the economic health of Oklahoma and its local areas, as well as job seekers. Ideas are to use the Internet and Employer Advisory Councils to survey this audience in the future.

OESC ON THE INTERNET

The Oklahoma Employment Security Commission now has their home page on the Worldwide Web. The address is <http://www.oesc.state.ok.us>

The primary purpose of the Web site is to provide agency-wide information, including labor market information, for those customers not wishing to contact or visit our agency. At this time there is labor force data and general information and the site is electronically linked to America's Job Bank, the US Department of Labor funded Training Technology Resource Center, the Bureau of Labor Statistics, and various state agencies such as the Department of Commerce.

The TTRC is a particularly valuable web site as it includes information on the federal One Stop initiative, proposed federal legislation, and various One Stop products and services already developed.

Current plans are to include Oklahoma's Job Bank and a talent bank for job seekers to list their resumes that can then be searched by employers. Eventually all labor market information will be included.

EMPLOYER INVOLVEMENT

Both the One Stop Technical Committees and participants at local workshops have expressed concern over how best to involve employers in planning One Stop Career Centers. The most obvious place to look for interested employers would be OESC Employer Advisory Council members, JTPA Private Industry Council members, and the local chamber of commerce.

It is also interesting to note, OESC officials note, that in federally sponsored employer focus groups, employers consistently send two messages. The first is that they are looking for the proper attitude on the part of job seekers as much as they are looking for aptitude. This may have implications on preparation of job seekers. The second is that they do not want various governmental entities calling on them, each focused on only their program. They want a government representative to ask them what they need and then figure out how to get it without explaining all of the bureaucratic problems involved. It is important to keep these thoughts in mind while planning to build the One Stop Career Center system in Oklahoma.

Both job seekers and employers want choices in how they access information and services and they want the services integrated so they don't have to worry about how to figure it all out; they want to feel like valued customers, not clients.

While it is simple to identify the equation to an improved economy, the factors to be added together are more difficult to discern. That is the job of the Oklahoma Employment Security Commission.

By combining its existing programs with the latest directive and encouragement from the federal government and the latest in technological advances, the OESC fills in the blanks in the economic development equation.

THAT'S GOOD FOR OKLAHOMA!!