

I. IDENTIFICATION INFORMATION:

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II. GENERAL INFORMATION

Name of Program/Project Nominated: Oklahoma SkillsNET
Nomination Category: Tools and Technology
Month/Year Initiated: 01/2002
Is the nomination for: statewide program
If local, the name of the locality is:

III. RESOURCE

Total Start-Up Costs: Direct: 500,000
Fund Source(s): WIA, Governor's discretionary fund
Indirect: 0.00

Total On-going Annual Costs: Direct: 170,000
Fund Source(s): WIA, Governor's discretionary fund
Indirect: 0.00

IV. SYNOPSIS (Narrative Section)

Name of file: d:\inetpub\wwwroot\surveys\Oklahoma_SkillsNETSynopsis.doc

V. CRITERIA INFORMATION (Narrative Section)

Name of file: d:\inetpub\wwwroot\surveys\OklahomaSkillsNETCriteria.doc

Synopsis

OK SkillsNET, which may be viewed at www.okskills.net, provides employers with a valuable, self-service job profiling tool that quickly identifies worker requirements and learning needs in a dynamic workplace. Oklahoma employers may now access a free, job profiling system via the Internet that allows their company to implement a skills management system that defines worker and workplace characteristics and permits workers to identify work-based skill gaps.

Previously, employers have had to hire companies that conduct on-site worker analysis at a considerable expense. Now, through OK SkillsNET, an employer may perform their own job profiling using any or all of three levels of skills analysis available to them with this web-based system – at no cost. Some of the employer business opportunities and benefits from job profiling are increased efficiency in the following:

Opportunities

- Better access to job profile data through fast creation of views and reports
- Engagement of all workers in a process and improve corporate performance capacity
- Improved worker productivity
- Reduction in cost of workforce development
- Improved skill and knowledge acquisition investment decisions
- Important skill information and corporate knowledge are not lost
- Establish corporate skills-based yellow pages

Benefits

- Better alignment of worker skills to work to be performed
- Turns what have traditionally been separate processes into a continuous closed-loop system for management planning and control
- Enables companies to identify top skill and knowledge requirements
- Training budgets can be easily revised in response to change
- Savings from reuse of profile data for third-party applications
- Improve corporate agility and responsiveness to market demands
- Improve recruiting, selection and readiness processes
- Generate detailed job descriptions with task-level company specific data
- Generate a wide array of Local Labor Market reports

Using OK SkillsNET employers in Oklahoma are focusing on clearly identifying worker skills needed for their local labor market area, enhancing job descriptions, gaining access to more immediate Labor Market Information, and planning for future needs with an improved understanding of their workers' tasks and contributions to the company.

Oklahoma SkillsNET should be considered for nomination of the Compass Award as an innovative tool for employers that is easily accessed via the Internet and when utilized benefits the employer, the worker, the local labor market and the state.

Project Basis

Oklahoma SkillsNET was developed as part of a statewide initiative to enhance Oklahoma's effectiveness with developing both our current and emerging workforce. Specifically, Oklahoma SkillsNET targets employers as the customer, offering tools such as job profiling to improve various aspects of their business.

Oklahoma's Workforce Investment Board in coordination with business, various Workforce Investment Areas and the Oklahoma Employment Security Commission determined that properly identifying key aspects of a given job position and having up to date labor market information were paramount in order for employers to have an effective workforce. Indeed, one of the Workforce Investment Board's strategic plans included identifying Oklahoma business skills needed for the workforce and aligning them with local labor force skill sets. An electronic job profiling tool that would identify skills associated with a given work position for a specific local labor market area would help allow for the creation of appropriate skills development opportunities for incumbent and transitional workers.

Project Operations

An electronic task force consisting of employers assisted by the Oklahoma Employment Security Commission conducted an elaborate selection and procurement process. One of the task force requirements for a job profiling tool was that it be electronic and easily available to most employers. Oklahoma SkillsNET was the job profiling tool selected by the task force and was developed by the SkillsNET Corporation for Oklahoma. Oklahoma SkillsNET is a web-based, self-service job tool accessible for employers to profile worker requirements and identify learning needs in a dynamic workplace.

Oklahoma SkillsNET was successfully piloted in three of Oklahoma's twenty-seven local labor markets in the summer of 2002 and implementation began October 2002. Since that time marketing the system to employers has been primarily conducted by local workforce development coordinators and is an ongoing process. The local workforce development coordinators, under the direction of a the state Project Leader for the electronic Workforce System primarily marketed Oklahoma SkillsNET to small group sessions of employers or one on one. Assistance in these sessions for employers included registration with Oklahoma SkillsNET. Instructions for utilizing the system were also viewed and completed on the live web site during the employer group settings.

As more employers join Oklahoma SkillsNET the system becomes more robust with common job profiles specific to the workers located in different labor market areas of Oklahoma.

Use of Award Funds

If selected as a winner Oklahoma SkillsNET would use the award money to further market the system to employers so a more robust library of job profiles would be available for all employers. Information about this project would be shared by an accessible Internet link that would post any related developmental or implantation details.

Proposed Marketing Budget of \$25,000:

- 2,000 posting of project information on-line
- 5,000 development of marketing system to employers using video media such as Flash technology, QuickTime, etc.,
- 12,000 production and delivery of video media
- 6,000 development and production of brochures, flyers

Proposed Marketing Budget of \$5000

- 5,000 development of marketing system to employers using video media such as Flash technology, QuickTime, etc.,

Project Results

Oklahoma SkillsNET, after only one and a half years of development, testing, implementation and marketing has been successful on many fronts. As of June 2003, Oklahoma Skillsnet has 261 distinct employers using the system and a total of 1,534 job profiles completed. These results are since the inception of the implementation in October 2002 when the system started with zero employers. Forty Precision Learning Assessments (PLAs) have also been completed by employers during this period. PLAs are a tool that an employer may use after completing at least one job profile; it is a process that is used to identify training needs within the organization. There are many types of employers using Oklahoma SkillsNET including: hospitals, insurance companies, state education, manufacturers, and temporary services.

Oklahoma SkillsNET far from resting on its performance so far, is continuing to increase the number of employers using the system and thereby improving the workforce as a whole; both locally and statewide.