



Leadership

**in Oklahoma's
Workforce System**

**Oklahoma Employment Security Commission
Annual Performance Report 2012**



Message from the Executive Director

2012 was a year of transition for the Oklahoma Employment Security Commission (OESC). As Oklahoma moved from recession to recovery, OESC began a transition of its own. Our strategic vision is to enhance Oklahoma's prosperity through economic stability and employment security. Though accomplishing our strategic vision is an agency-wide effort, the majority of our resources are dedicated to our two foundational programs, Employment Services and Unemployment Insurance.

In 2012, OESC completed the groundwork to ensure that these two foundational programs are fully aligned in order to provide the best possible outcomes to all of our customers. We worked hard to equip our staff with the tools necessary to transition jobseekers from unemployment to employment in as little time as possible. This ensures employers have access to the qualified workers they require, and that families and communities maintain the economic security they have worked so hard to gain.

2012 saw many of our goals realized as our dedicated staff worked diligently to address the needs of the day, while simultaneously retooling for the future. 2013 will bring with it new challenges. Those challenges, though, will be met with an agency that has never been more prepared. The result will be a rewarding year for OESC, but most importantly for Oklahoma.



Richard McPherson
Executive Director

The following pages highlight major OESC services and accomplishments for 2012.

Overview and Mission

The Oklahoma Employment Security Commission (OESC) is a **100% federally funded** state agency dedicated to providing quality service and assistance to Oklahoma's employers and job seekers.

Our mission is to enhance Oklahoma's economy by:

- **Matching jobs and workers to increase efficiency of local labor markets.**
- **Providing unemployment compensation to support unemployed workers and their communities.**
- **Preparing a skilled workforce with enhanced skills to meet local labor market needs.**
- **Gathering, analyzing and disseminating information about the labor force to improve local economic decisions.**

OESC's Service Highlights

2012

- 162,451 - Services Provided to Employers
- 157,700 - Job Seekers Served
- 65,173 - Customers Entering Employment
- 18,428 - Veterans and Eligible Persons Served
- 115,281 - Job Openings Listed on Oklahoma's Virtual Job Bank
- 61,658 - Job Seeker Accounts Created on Oklahoma's Virtual Job Bank
- 96,582 - Active Resumes on Oklahoma's Virtual Job Bank
- 3,422 - New Employer Accounts Created on Oklahoma's Virtual Job Bank
- 144,605 - Unemployment Insurance Claims Filed
- \$449,333,151 - Total Unemployment Insurance Benefits Infused into Local Economies

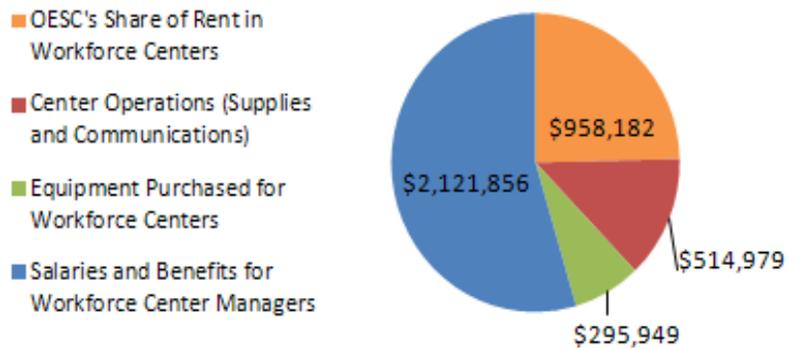
OESC's Contribution to Oklahoma's Workforce System

Oklahoma's Workforce System and OESC

Oklahoma's workforce system is comprised of public and private partnerships with industry, educational institutions and state agencies. These partnerships allow all stakeholders to craft comprehensive and consistent policies and initiatives that enable Oklahoma to develop a knowledge-based workforce that can compete in the 21st century.

OESC is committed to Oklahoma's workforce system through our role as a provider of foundational programs serving customers throughout the state. As a leader in Oklahoma's workforce system, OESC makes a substantial investment in local communities through workforce centers strategically located throughout Oklahoma. The chart illustrates just some of the financial contributions OESC has made to support Oklahoma's workforce system.

OESC's Financial Contributions



Unemployment Insurance's Impact through Economic Stabilization

While the Unemployment Insurance (UI) program provides a temporary benefit to individuals who are unemployed through no fault of their own, it also has a positive impact on the economy. This is evidenced by taking a closer look at Oklahoma's economy during the recent recession. It is estimated by the Department of Labor (DOL) that during a recessionary period each \$1 of UI benefits generates \$2.15 in Gross Domestic Product (GDP). Additionally, the UI program prevents an additional 15% decline in GDP during recessions.

The chart below illustrates the UI program's impact on Oklahoma's economy during the most recent recession.

Year	Total Benefits Paid*	GDP with UI Benefits*	GDP without UI Benefits*	Difference*	GDP Generated for every \$1 in UI Benefits Paid
2008	\$226	\$153,223	\$153,223	-	-
2009	\$810	\$140,661	\$138,777	\$1,884	\$2.33
2010	\$687	\$147,587	\$146,548	\$1,039	\$1.51
2011	\$587	\$154,966	\$154,966	-	-

* (\$ millions)

Focused on Customers

OESC is committed to providing meaningful and innovative workforce solutions, and believes this is best accomplished through the development of customer-focused programs. The following pages provide an overview of some of the many programs OESC offers to employers, job seekers, veterans, and those involved in economic and workforce development.

Services to Employers

OESC's primary mission is to connect employers and job seekers. In carrying out that mission, we provide a variety of services to Oklahoma's employers in order to meet their workforce demands. Much of this occurs at our workforce centers strategically located throughout the state. Some of the many services OESC provides include:



Conference rooms are available for employers to conduct applicant screenings.

- Skills and Proficiency Testing
- Federal Bonding and Tax Credits
- Application Collection and Distribution
- Career Readiness Certification - WorkKeys
- Conduct Interviews or Provide Office Space for You to Conduct Interviews
- Facilitation of Industry Specific Job Training
- Consulting, Job Listing and Job Matching

“Four years ago I started a business in Oklahoma. One of the greatest difficulties I have faced is that of finding employees needed to sustain my business. I can’t tell you what a relief it has been to have the assistance of OESC in recruiting qualified employees.”

Russell Damron, RD Welding and Millwright Services, LLC.

Employer Council



Jessica Miller-Merrell presents a seminar titled ‘How Social Media Changes HR’ at the OKC Employer Council.

The OKC Employer Council and the Tulsa Area Employer Council are cooperative educational efforts of OESC and Oklahoma City and Tulsa area human resource professionals.

Each month, nearly 300 industry professionals attend presentations by leaders in human resources, labor and employment law, and business and management offering cutting-edge information regarding current trends in the industry. Guest are welcome at no charge.

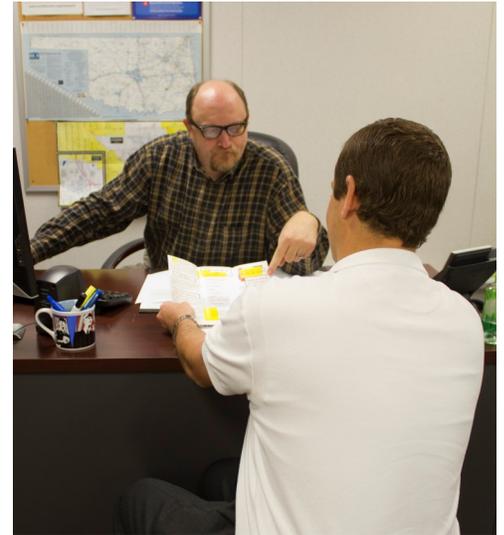
Focused on Customers

Services to Job Seekers

OESC provides a variety of employment and educational opportunities. Job referrals, skills enhancement services, credentialing, career guidance and transitional unemployment insurance benefits are some of the many services offered.

In 2012:

- 157,700 customers were served.
- 49,520 customers were provided career guidance.
- 55,219 customers were provided job search assistance.
- 80% of OESC program participants who found work remained employed six months after placement.
- 60,299 customers received unemployment insurance.



A Workforce Service Specialist consults with a job seeker at the Shawnee Workforce Center.

What Job Seekers are saying:

- *“Thank you for the assistance and supportive services, it changed my life!”*
- *“I want to say that OESC was outstanding in helping me further my career. I would like to recognize your excellent work.”*
- *“People working here understand what it takes to help me get back to work.”*

Job Fairs

OESC’s flagship job fairs are held semi-annually in Oklahoma City and Tulsa. In 2012, our job fairs served over 330 employers and 3,500 job seekers. In addition to our flagship job fairs, and as part of our commitment to ensuring a stable workforce, OESC supports over 30 additional job fairs throughout the state.

Our customer-centered approach to connecting employers and job seekers has led us to create some of the most recognized and successful job fairs in the state.



An OESC job fair attendee fills out job applications during the Oklahoma City Spring Career Fair.

Improving the Customer Experience

OESC's commitment to our customers extends beyond just providing services. OESC constantly strives to enhance the customer experience in order to improve efficiency and create positive and lasting impacts on Oklahoma's workforce.

OKJobMatch.com - A Revolution in Oklahoma's Job Matching Technology

OESC is excited to implement OKJobMatch.com, a web-based tool designed to revolutionize how employers and job seekers connect. In addition to enhanced functionality for staff within Oklahoma's workforce system, OKJobMatch.com will also:



- Provide employers a one-stop shop to search for qualified candidates.
- Provide resume analysis to evaluate a candidate's qualifications, skill gaps and likely career path.
- Allow applicants to build their resume through an intuitive virtual interview.
- Automatically match a job seeker's skills, credentials and qualifications to relevant job openings.

What employers are saying about OKJobMatch.com:

- *"Overall it is easy to use and allows you to search resumes quickly and effectively."*
- *"The system is very user friendly. I like the option to flag resumes as you search, making sorting resumes much simpler."*
- *"The options for creating job orders are extensive, making this a useful tool."*

What job seekers are saying about OKJobMatch.com:

- *"The resume builder tool is great as it helps me better understand the many jobs I would qualify for, allowing me to greatly expand my career search."*
- *"A lot of job search sites are cluttered and not easy to navigate. This site is uncluttered and intuitive to use."*
- *"Awesome site, and very easy to use!"*

Improving the Customer Experience

Serving Our Heroes - Veteran Services

**Over 18,428
Veterans Served
in 2012**

OESC is proud to offer enhanced services to those who served us. Veterans representatives are located in workforce centers throughout the state, offering a variety of career transition services and assistance. Additionally, Veterans Services is proud to be involved in many veteran activities

across the state, including stand downs, veteran job fairs and Hiring Our Heroes events.



In addition to providing services at our workforce centers, OESC provides Transition Assistance Program services to personnel exiting the military at the following major installations:

Tinker Air Force Base	Altus Air Force Base
Vance Air Force Base	Fort Sill

Improving Our Workforce Centers

Much of OESC's interaction with employers and job seekers occurs at our workforce centers located throughout the state. To provide better and more innovative services, OESC has undertaken a major effort to move or renovate many of our centers.

As part of this effort, OESC looks to strengthen partnerships where possible. One such partnership is with the Department of Rehabilitative Services (DRS). DRS seeks to expand opportunities for employment to those with disabilities. OESC ensures its workforce centers are accessible in order to co-locate with DRS, allowing job seekers to maximize their employment opportunities. Between 2012 and 2013, OESC will have moved or renovated workforce centers in these communities:

Ada	Clinton	Lawton	Ponca City
Bartlesville	Durant	Miami	Sapulpa
Claremore	Idabel	Oklahoma City	Tahlequah



Improving the Customer Experience

EZ Tax Express

Prior to the implementation of the EZ Tax Express, Oklahoma's employers were required to submit their quarterly tax reports by paper. This created a burden for employers and a significant processing expense for OESC.

By avoiding the expense of manually processing these reports, OESC has saved in excess of \$1,000,000.

Since the implementation of EZ Tax Express, over 70,000 reports have

been filed online each quarter. By avoiding the expense of manually processing these reports, OESC has saved in excess of \$1 million, and stakeholders have noticed. In addition to receiving positive responses from employers, the EZ Tax Express has won the following awards:

- **The Governor's Red Tape Reduction Award**
- **Commendation of Excellence - Quality Oklahoma Team Day**
- **James F. Walls Team Award - National Association of State Workforce Agencies**



Awards presented to OESC in recognition of the EZ Tax Express and other projects.

What employers are saying about EZ Tax Express:

- *"I appreciate the ease of use of the report and the available payment options."*
- *"I have used systems in other states, yours by far is the best."*
- *"Finally, no more paper reports, congratulations on your superior site."*
- *"Overall this system is very easy to use."*

Talent Acquisition Team

OESC understands the important role employers play in the employment equation. Assisting employers in the recruitment of employees is a main function of OESC. As such, OESC created a dedicated team of human resource professionals who assist companies

with special recruitment needs. In some cases, this involves special recruitment efforts for hard-to-fill vacancies. In others, it involves large-scale hiring events as a company ramps up or expands. The result of the Talent Acquisition Team's work is a win for employers, job seekers, and Oklahoma's economy.

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Improving the Customer Experience

Reducing Improper Payments Through Technology

OESC takes its responsibilities seriously as is evident with our continued efforts to reduce and eliminate improper payments. OESC has the 7th lowest improper payment rate in the nation and is introducing a host of programs to drive that number even lower.

OESC is currently implementing the State Data Exchange System (SIDES). SIDES is a nationwide system that will allow us to communicate with multi-state employers to better determine unemployment insurance eligibility, the leading cause of improper payments. Additionally, we are revamping our Benefit Payment Control system as well as enhancing our New Hire Registry in an effort to improve upon our improper payment prevention program, which has been adopted as a best practice by states throughout the nation.

Total UI Payments, Improper Payments Non-Fraud and Improper Payments due to Fraud - 2008 - 2012



Enhancing the Unemployment Insurance (UI) Claims Process

Limited resources and customer demand have required OESC to continue to improve and expand its automated claims filing system. As part of the effort, OESC is completing an upgrade of our inbound call system. The new system will include enhanced functionality, the ability to have most questions answered without the need to speak to a representative, and the ability to schedule a call back in the event there is a long hold time. This will lead to reduced staffing demands, customer wait times, and an enhanced level of customer service.

In addition to our inbound call system, OESC is also beginning the process of enhancing our online claims filing system. Our goal is to move the majority of initial claims filing to our online system. For those who are unable to file a claim online, an integration effort is underway to ensure our workforce center staff are fully able to assist. These combined efforts help transition job seekers back to work in the most expeditious manner possible.

OESC's Service Centers by the Numbers 2012

- 965 - Average number of calls a day received at OESC Service Centers.
- 251,674 - Total number of calls received at OESC Service Centers.
- 82,852 - Number of UI customers assisted in Workforce Centers.

Improving the Customer Experience

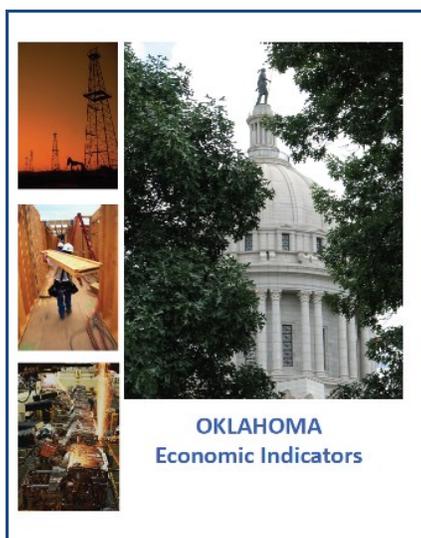
Information Security and Integrity

Protecting and insuring quality data requires continuous improvement. As customer demands change and risk increases, having a dynamic data security and integrity program is paramount to OESC's programs.

As such, OESC's IT department, working in collaboration with the Office of Management and Enterprise Services (OMES), has undertaken a series of initiatives to provide more secure and more efficient technologies. One of the largest undertakings currently is the migration to an open source computing platform. Investing now will allow OESC to capitalize on emerging technologies and significantly reduce future costs. This will result in expanded data processing capabilities while simultaneously enhancing our IT security.



An OESC Workforce Services Specialist utilizing technology to improve the customer experience.



Improving Labor Market Information with Technology

Whether assisting economic developers, students, local officials, or a job seeker transitioning from one career to the next, Labor Market Information (LMI) plays a vital role in Oklahoma's workforce system.

In order to provide the best information possible, OESC's LMI services has taken advantage of many new technologies. The LMI department has overhauled their website, employing relational databases and GIS technology to provide data in user friendly formats. Additionally, LMI services has streamlined many of their reports into one monthly 'Economic Indicators' report. **The 'Economic Indicators' report is downloaded on**

average over 1,500 times a month, providing decision makers with a succinct guide to Oklahoma's current economic conditions.

Labor Market Information by the Numbers

2012

- 4,600 - Wage surveys processed.
- 32,700 - Industry and location surveys generated.
- 5,200 - Multiple work site reports collected.
- 27,996 - Labor Market Information website hits.

Partnering and Community Outreach

Leveraging Partnerships to Maximize Resources

OESC, as do all agencies, operates in an environment of scarce resources which demands maximization of those resources. In order to accomplish this, OESC works with a variety of partners throughout the state to make sure that services are not duplicated and resources are directed to their intended beneficiaries rather than administrative costs.

Key OESC Partnerships

The Governor's Council for Workforce & Economic Development (GCWED): The GCWED brings together leaders from business, government, education and non-profits to jointly develop ways to coordinate workforce development with economic development. In addition to sitting on the GCWED, OESC supports this important effort by providing a variety of data and expertise to the council.

Workforce Investment Boards (WIB): OESC is closely connected to Oklahoma's nine Workforce Investment Boards. Oklahoma's Workforce Investment Boards exist to ensure education and training systems are aligned with employer demands as well as expanding the skills of Oklahoma's workforce. The goal is to have a skilled pipeline of workers available to meet Oklahoma employers' needs. OESC supports the nine WIBs by sharing workforce center space and staff and providing technical support on a variety of workforce programs.

Inspired Oklahoma: OESC is excited to be a part of Governor Fallin's new economic development initiative, Inspired Oklahoma. Inspired Oklahoma will involve actively recruiting and retaining industry ecosystems with high growth potential. OESC will be active in ensuring that the workforce demands of the new and expanding employers will be met.

Community Outreach

OESC feels it is important to reach out to the community whenever possible. For job seekers, this is accomplished through our career fairs and hiring events throughout Oklahoma. For employers, this is accomplished through our Employer Council meetings, career fairs and hiring events, and through targeted presentations throughout the state. OESC staff present at a variety of events covering topics from unemployment insurance taxes to unemployment insurance appeals to Career Readiness Certificates, as well as many other topics.

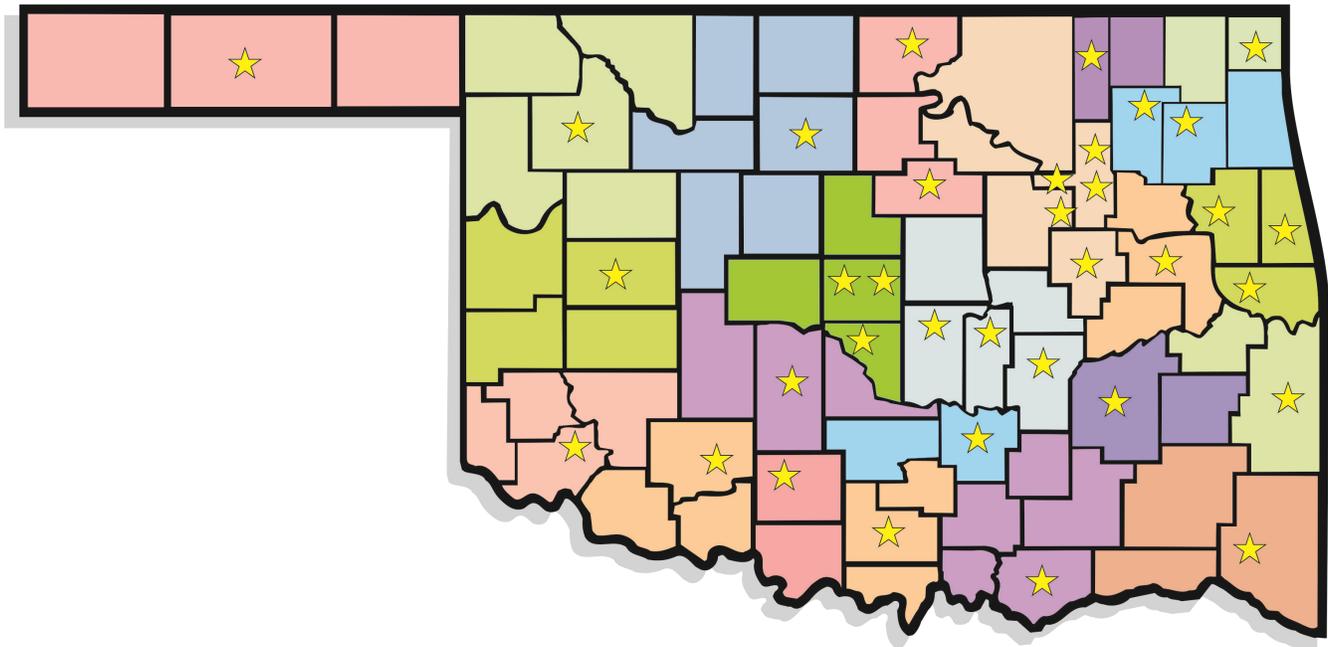
Outreach through Social Media



In order to meet our customer demands and provide better and more efficient services, OESC is now accessible through Facebook and Twitter.



Workforce Center Locations



Workforce centers are strategically located throughout the state, ensuring access for every labor market.

Ada	Idabel	Sallisaw
Altus	Lawton	Sand Springs
Ardmore	McAlester	Sapulpa
Bartlesville	Miami	Seminole
Chickasha	Muskogee	Shawnee
Claremore	Norman	Stillwater
Clinton	OKC – Brookwood	Stilwell
Duncan	OKC – Eastside	Tahlequah
Durant	Okmulgee	Tulsa – Eastgate
Enid	Ponca City	Tulsa – Skyline
Guymon	Poteau	Woodward
Holdenville	Pryor	

You can locate addresses, phone and fax numbers, and hours of operations for all workforce centers by visiting our website at:

www.oesc.ok.gov

Or by calling: 1-888-980-WORK (9675)



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This publication is issued by and is part of the activities of the Oklahoma Employment Security Commission as authorized by the Oklahoma Employment Security Act. Three hundred copies have been prepared and are distributed to interested parties on request at a cost of approximately \$141.00 paid out of federal funds granted by the United States Department of Labor to said commission. Copies have been deposited with the Publication Clearinghouse of the Oklahoma Department of Libraries.

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