

Employee License Alcohol Training Programs Analysis

Overview of training programs
February 2024 – February 2025



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Oklahoma Statutes

Title 37A. Alcoholic Beverage

§37A-2-121v2. Employee license.

Universal Citation: 37A OK Stat § 37A-2-121v2 (2020)

A. An employee license shall authorize the holder thereof to work in a licensed package store, retail spirits, retail wine or retail beer establishment, brewpub, mixed beverage establishment, beer and wine establishment, bottle club, public event or any establishment where alcohol or alcoholic beverages are sold, mixed or served.

... Proof of training completion shall be made available for inspection by the ABLE Commission at the business location employing the licensee. The failure of an employee licensee to comply with this section may constitute a revocable offense.

ABLE Commission Administrative Rules

45:15-3-2. Minimum standards of curriculum

Any Certified Trainer applicant must provide the Commission with a copy of its proposed employee training curriculum. Said curriculum may be delivered by any combination of lecture, role-play, discussion, and/or multimedia. At a minimum, the curriculum must include the following subjects:

1. Oklahoma law concerning underage sales;
2. Oklahoma law concerning sales to intoxicated persons;
3. Legal penalties for illegal sales to minors or intoxicated persons;
4. Recognizing fake identification cards;
5. Recognizing signs of an intoxicated person;
6. Rights of an establishment to refuse service;
7. Dram shop laws and liability;
8. Legal hours of operation;
9. Sales and consumption after hours;
10. Prohibition against employees drinking on duty;
11. Methods for eliciting information from patrons with questionable identification; and
12. Strategies on how to refuse service when necessary.

45:15-3-4. Requirements of certified trainers

The Commission may review a Certified Trainer's course of instruction at any time, without notice.

ABLE Approved Employee Alcohol Training Programs

A+ Server Training	Oklahoma Server Training (Accelerated) - \$5.99
AA Premier Alcohol Server Training	OnCue Alcohol Server/Seller Training
ABC Server Training	QuikTrip Corporate Training Program
ABLE Age Restricted Sales Training (Reasors)	Ready Training Online (RTO)
ACE (Oklahoma Restaurant Association)	Responsible Alcohol Service Instruction
Affordable Alcohol Training	Responsible Beverage Sales & Service (ODMHSAS)
Alcohol Certification Course	Responsible Training
America's Alcohol Certified Education Association (AACEA)	Seller/Server Classes
Casey's General Store Training	Selling Age Restricted Products
CTS ABLE Training (Chickasaw Nation)	ServSafe Alcohol Online Course (Oklahoma Restaurant Association)
Dollar General Alcohol Training Program	Shack Family Restaurants
Guidelines & Training for Selling Beer & Wine (HAC Inc.)	Southern Glazers Oklahoma Alcohol Training Program
Learn2Serve Oklahoma Seller/Server Training	Sure Sell Now
Oklahoma Liquor Sales Policy Training	Target Beverage Service Training
Oklahoma Responsible Alcohol Sales & Service	Techniques of Alcohol Management (TAM)
Oklahoma Responsible Serving of Alcohol (R-serving)	Training for Intervention Procedures (TIPS)
Oklahoma Selling Alcohol & Tobacco (WinCo Foods)	Walmart Oklahoma Alcohol Training Program
Grandfathered In	No Training

Training Program Data

Acella Data

- 13,567 individuals uploaded information as requested by ABLE Licensing Department
 - 10,348 individuals selected which program they completed from drop down menu
 - 3,219 individuals did not select which program they completed from drop down menu
- As of March 1, 2024 – 146,355 number of individuals licensed through ABLE

ODMHSAS Data

- 10,753 individuals have taken the Responsible Beverage Sales & Service (RBSS on-demand by ODMHSAS) from February 2024 – February 2025

Accella Training Program Data – Uploaded by Individual Applying for License

Training Programs	% of Total Employee Licenses
Responsible Beverage Sales & Service (RBSS - ODMHSAS)	25.6%
TIPS / 360training.com	15.1%
Oklahoma Server Training – Accelerated (\$5.99 program)	10.4%
Seller Server Training	9.9%
Sure Sell Now	7.6%

Only those with more than 5% of total licenses are listed

Alcohol Compliance Checks & Bar Checks

- Agents have been gathering employee training information during all ACC's & Bar Checks since February 2024
- **555 Alcohol Compliance Checks**
 - Main focus - looking for clerks/servers selling to minors
 - Random, targeted, complaints, in coordination with local LE
 - 8.3% violation rate as of Feb 28th, 2025
- **164 Bar Checks**
 - Unlicensed employees, gambling devices, overservice, self pour
 - 6.8% violation rate as of Feb 28th, 2025
- **Did the clerk/server have required alcohol training completed?**
 - Yes – lists all approved trainings
 - No – moves on to next question / end of questionnaire

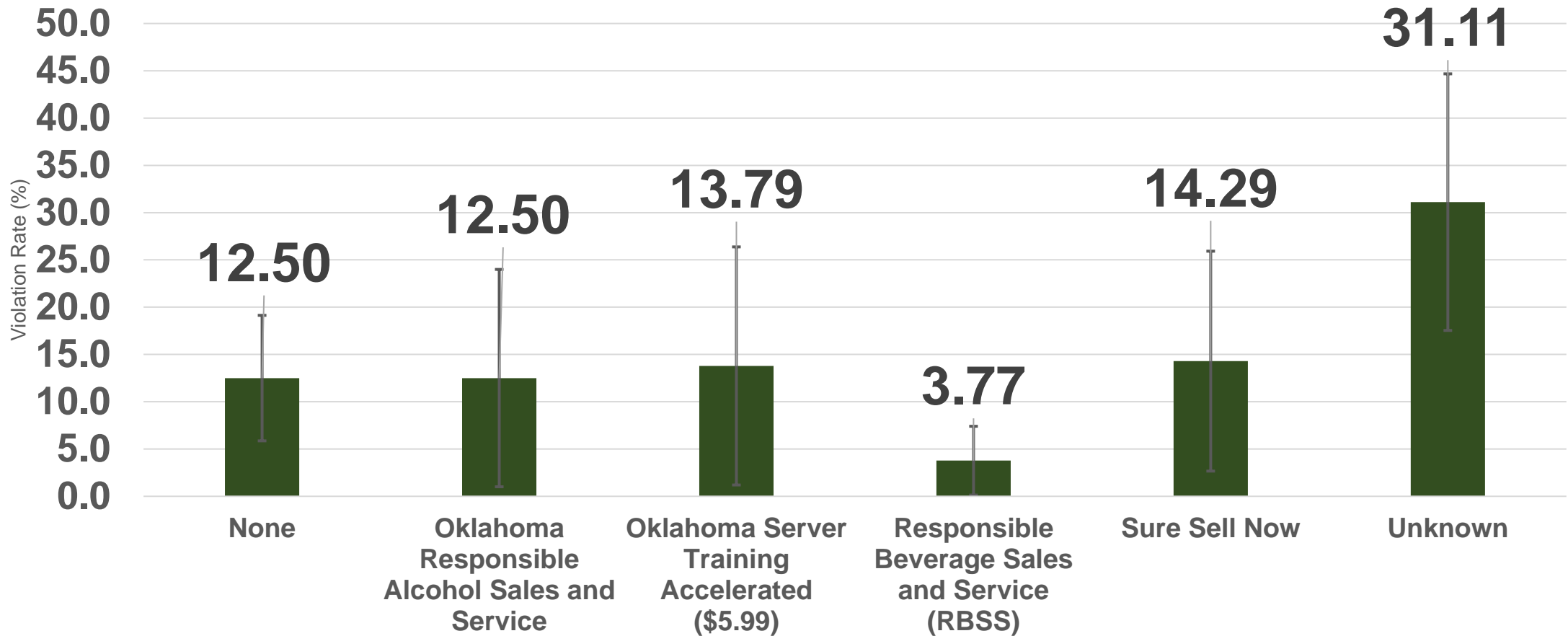
Alcohol Compliance Check Data

Feb. 2024 – Feb. 2025

Training Program	Number Checked	% of Total (Feb '24 – Feb '25)
Responsible Beverage Sales & Service (RBSS - ODMHSAS)	106	19.1%
No Training	96	17.3%
Unknown (employee did not know which training program they completed)	45	8.1%
Sure Sell Now	35	6.3%
Oklahoma Responsible Alcohol Sales & Service	32	5.8%
Oklahoma Server Training – Accelerated (\$5.99 program)	29	5.2%

Alcohol Compliance Check

Training Programs Violation Rates (%)

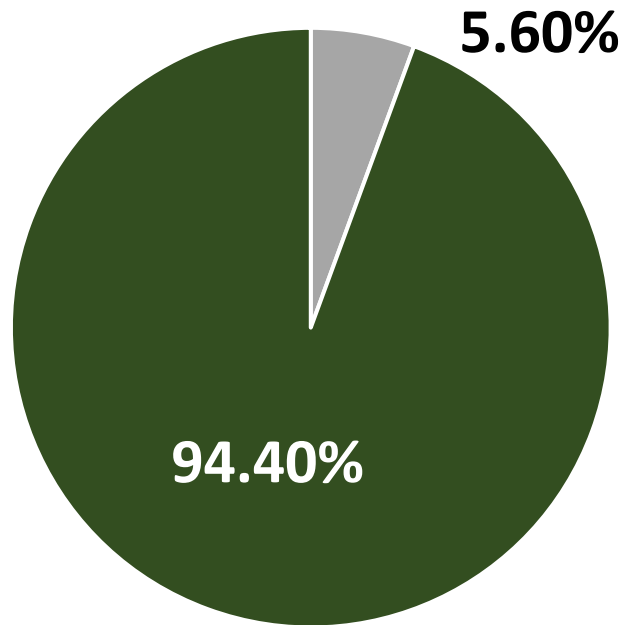


- 24 training programs had 0% violation rate
- No violations by new employee license
- 1 violation by 'grandfathered in' employee

Alcohol Compliance Check Data

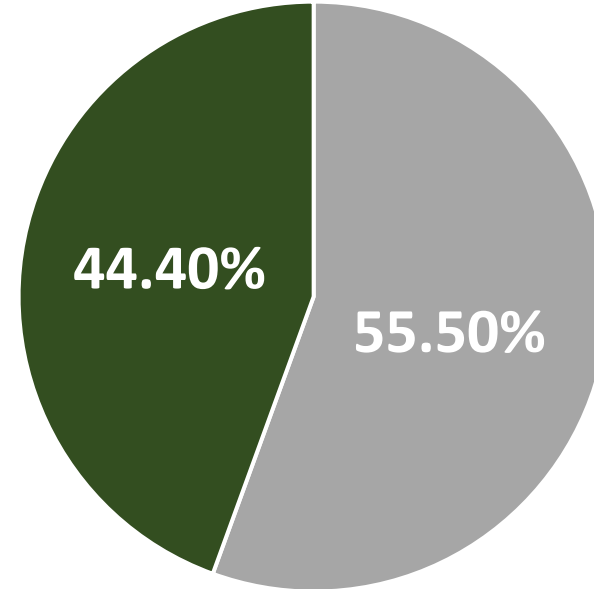
Sales Rates Vs. Checking ID

Sales When Clerk Server
Verified Age by Checking ID



■ Sale ■ No Sale

Sales When Clerk/Server
Did NOT Verify Age by Checking ID



■ Sale ■ No Sale

Alcohol Compliance Check Data

Training Program	% of Total Sales when ID Checked	% of Total Sales when ID NOT Checked
Unknown (employee did not know which training program they completed)	20.7%	40.0%
No Training	24.1%	25.0%
Sure Sell Now	17.2%	0%
Responsible Beverage Sales & Service (RBSS - ODMHSAS)	6.9%	10%
Oklahoma Server Training – Accelerated (\$5.99 program)	3.4%	15.0%
Oklahoma Responsible Alcohol Sales & Service	10.3%	5%

Alcohol Compliance Check Data – By Establishment Type

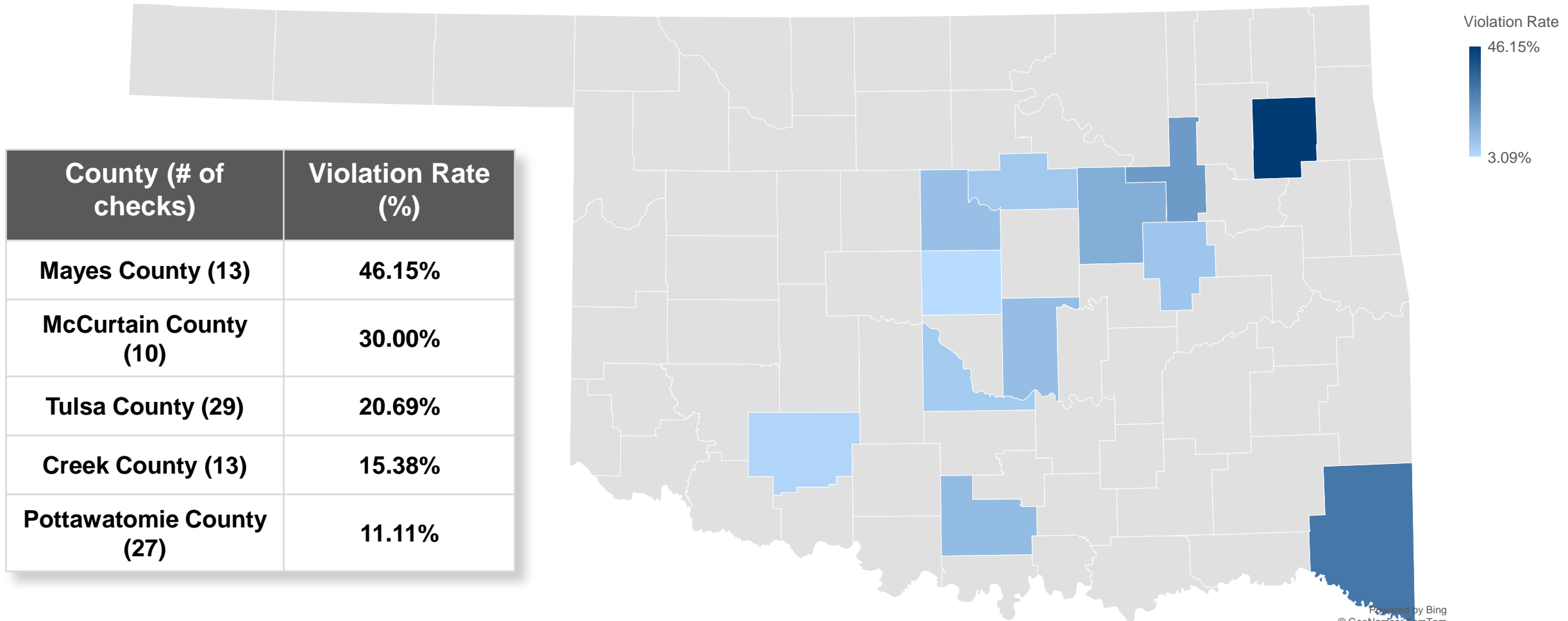
Alcohol Establishment	Number Surveyed (Feb '24 – Feb '25)	Violation Rate
Convenience Store (with gas)	179	7.8%
Restaurant	162	8.0%
Liquor Store	69	8.7%
Event/Sports Arena	7	71.4%
Convenience Store (without gas)	13	30.8%
Supermarket (Walmart, Target, Homeland, etc)	28	10.7%
Bar/Club	17	17.6%
Drugstore	17	5.9%

Alcohol Compliance Check Data (cont'd)

Alcohol Establishment (with at least 20 checks)	Top 3 Surveyed Alcohol Training Programs
Convenience Store (with gas)	No Training; Casey's General Store; OnCue; RBSS (ODMHSAS)
Restaurant	RBSS (ODMHSAS); No Training; Sure Sell Now
Liquor Store	No Training; RBSS (ODMHSAS); Oklahoma Responsible Alcohol Sales & Service
Small Grocery / Deli	Dollar General Alcohol Training Program; Unknown; Sure Sell Now
Supermarket (Walmart, Target, Homeland, etc.)	Walmart Oklahoma Alcohol Training Program; Guidelines & Training for Selling Beer and Wine; TIPS

Alcohol Compliance Check Data – County Violation Rates, Feb. 2024 – Feb. 2025

With at least 10 checks completed



Bar Check Data

Training Program	% Bartenders (Feb '24 – Feb '25)
Responsible Beverage Sales & Services (RBSS – ODMHSAS)	26.7%
No Training	23.6%
ServSafe Alcohol Online Course (Oklahoma Restaurant Assoc.)	9.9%
A+ Server Training	8.1%
Oklahoma Server Training – Accelerated (\$5.99 program)	6.2%

- No attempts at underage alcohol purchase – looking for overservice, gambling devices, etc

Summary

- Still need much more data to compare programs to one another
- Continuing to focus efforts on individuals without licenses, not verifying age of buyer
 - Checking ID's is proven way to not sell to minor
- More checks in rural areas
 - Would like to do breakdown of rural vs. urban when more data available
- Alcohol Purchase Survey – will have data to share in late summer/early fall

QUESTIONS?

THANK YOU!