



GOVERNOR'S COUNCIL FOR WORKFORCE AND ECONOMIC DEVELOPMENT

MEETING MINUTES

Date: January 26, 2018

Time: 9:00 A.M.

Place: Francis Tuttle Technology Center, 7301 W. Reno Ave., Oklahoma City, OK

Welcome/Call to Order

Chair Nathaniel Harding called the meeting to order and reviewed the agenda.

Approval of Minutes

Chuck Mills made a motion to approve the October 27, 2017 meeting minutes, seconded by Shelly Dunham. No further discussion. The motion carried unanimously.

Discussion of Vice Chair and Possible Action

Chair Nathaniel Harding said that Council member, John Hawkins, was put forth as a recommendation to become the vice-chair of the Governor's Council. John has been a Council member for many, many years. He was Pryor, OK's Citizen of the Year in 2002. He owns his own insurance agency and has published in insurance trade magazines and industry publications. During the past decade, John has worked at state, regional and local levels in the area of workforce development. He was a founding member of the Mayes County Project for Prosperity. His service, both to his community and to the state, really speaks for itself. Nathaniel said that last year the Council set a precedent and appointed a vice-chair, which was him, and so he would like to appoint John. John has many years of experience and leadership and would be valuable to have as a vice-chair.

Chair Harding asked for a motion to appoint John Hawkins as vice-chair of the Governor's Council. Valerie Thompson made a motion and Dave Lopez seconded the motion. No further discussion. The motion carried unanimously.

Oklahoma Works Update

Sarah Ashmore, Oklahoma Works Coordinator, reported for Katie Altshuler. Sarah said that since the last Council meeting, they had a very successful Career Exposure Week last November with almost 50 events registered on the website. They would like to grow and expand the event this year so be looking for some "save the date" information that will be sent out to everyone. They are partnering with National Apprenticeship Week to maximize and leverage those two events. Sarah said that they would like for all of the businesses on the Council to participate this year if able to.

At the December meeting of the Oklahoma Works Partners, partner metrics were reviewed to see what progress has been made. In some of the areas, progress was a little slow so they are looking at adjusting some of the targets due to economic downturn. Sarah said this week they will be finalizing the Launch Oklahoma metrics and they will be posted on the Oklahoma Works website. They also finalized the Oklahoma Works Initiative Annual Report which is also available on the website at www.oklahomaworks/about.gov.

New Skills for Youth Update

Dr. Cindy Koss, Oklahoma State Department of Education, gave an update on the New Skills for Youth grant.

As a reminder, Dr. Koss said that College and Career Readiness means that students graduate from high school prepared to enter and succeed in postsecondary opportunities whether college or career.

- NSFY Updates
 - They had a NSFY Summit in November
 - 200 participants
 - Student panel
 - Business, Educators, Community
 - Call to Action by KEN Regions
 - They are doing several Individual Career Academic Plan pilots
 - First ICAP Pilot was in 2017-2018
 - Second ICAP Pilot Schools, 2018-2019
 - They are trying to expand Business and Education partnerships
 - Their main focus is creating new partnerships among educators, business, community, legislators, career technology centers and colleges. This collaboration will strengthen the development of career pathways aligned to labor market information needs and individual student passions and skills.
 - Teacher Externships
 - Video to watch: <https://vimeo.com/240705531/542b22d319>
 - High School Student Internships
 - Video to watch: <https://youtu.be/SGnCRlxRe3Y>
 - Connecting with Workforce Boards and Local Chambers
 - National Workgroups
 - Work-based Learning
 - Individual Learning Plans
 - Beginning this month, there will be Career Advising professional development for counselors.
 - 9 counselors are funded by the grant
 - Career Advising Toolkit will be available in June
 - 2 Professional Development opportunities are available
 - If you have a story, please share it on their web page www.sde.ok.gov/sde/share-your-story for innovative career pathway ideas
 - NSFY Data Indicators
 - The number and percentage of all students, disaggregated by subgroup, who have access to high-quality career pathways in high-skill, high-demand industry sectors that span secondary and postsecondary levels, offer focused career guidance and advisement systems, blend rigorous core academic and career-technical instruction, include high-quality work-based learning experiences, and culminate in postsecondary or industry credentials with labor market value
 - The number and percentage of all students, disaggregated by subgroup, who complete one or more career pathways that meet the criteria designated above.
 - The number and percentage of all students, disaggregated by subgroup, who complete dual enrollment courses in high school and earn college credit in academic and/or CTE subject areas
 - The number and percentage of all students, disaggregated by subgroup, who earn industry-recognized credentials in high-skill, high-demand sectors as defined by the state
 - The number and percentage of all students, disaggregated by subgroup, who enroll in college or secure employment in high-skill, high-demand sectors within 12 months after high school graduation
 - Career Pathway Videos and Online Learning Platform <https://osde.nextthought.com/login/>
 - Dr. Koss will send a special link to Linda Emrich for Council members to access the Online Learning Platform

Oklahoma Office of Workforce Development (OOWD) Update

Dr. Erin Risley-Baird, Executive Director, reported the following items:

- New Pilots and Cohorts
 - USDOL is offering several Peer-to-Peer Cohorts and we are applying for every opportunity that arises. These are great opportunities to learn from other states, ask

questions, having the Dept. of Labor there to hear about the challenges as well as the best practices of all of the states and being a part of the best practices that then come out of that and go to other states. It is a great way of showcasing the fantastic work that is coming out of Oklahoma and also a great way of learning how other states are doing this great work.

- OOWD applied for and received the Youth Cohort Challenge. The topic for this cohort is “*What does it take to effectively engage and retain out-of-school youth throughout the program lifespan?*” Erin said as a reminder, that per WIOA regulations, 75% of Youth funds have to be spent on out-of-school youth. These are youth who are disconnected from school and work. Engagement is a key issue that we are exploring and we are sharing the best practices that we already know. We are looking at ways of how to access this group and to get them into the programs that we offer. That is a challenge that every state is facing under the new requirements of WIOA. Erin said that 85 applications were received nationwide and Oklahoma was one of eight that was accepted. The Central Oklahoma Workforce and Innovation Board was selected as one of the local areas to be included in that cohort.
- OOWD has applied for some other cohorts and are waiting on approval
 - A State, WIOA, TANF and SNAP partnership cohort. Erin said that one of the main requirements of WIOA is to coordinate across different federal programs to better blend services that we have to avoid duplication and to provide better wrap around services for individuals who walk in the door or access services online. This is a state-level cohort and a partnership with us and multiple other organizations. We have Oklahoma Employment Security Commission, the Health Care Authority, and the Department of Human Services is a part of this cohort along with the Office of Workforce Development.
 - The Future of American Job Centers is another cohort. We have 33 American Job Centers in Oklahoma – what is the future for the bricks and mortar centers? This will be a very innovative, forward thinking cohort that we will be applying for. This will be a joint cohort where we will have state representation from a variety of different partners as well as local representation.
- Additional pilots that we are partnering with are
 - Research and Development
 - Apprenticeship Partnerships – Jenna Morey, Assistant Director, Work-based Learning, OOWD, will be heading up this project
- Events, Workshops and Training
 - Business Services Tips and Planning: Lessons Learned from Massachusetts, February 16, 2018, at OSU-OKC, from 10am – 3pm. This is a free opportunity from the Dept. of Labor that the Oklahoma Office of Workforce Development is offering. The Massachusetts BizWorks program was identified as a best practice happening in the nation. They were awarded Career Technical Assistance funds, so we were able to access that. They will be coming to Oklahoma sharing how they coordinate across state agencies, across economic development to assist businesses with not only rapid response, but layoff aversion.
 - Equal Opportunity and Non-Discrimination Training will be offered by the Oklahoma Office of Workforce Development on March 16, 2018, at OSU-OKC, from 9am – 2pm. This is open to our local equal opportunity officers as well as to any of our partners who want to join in on that training.
 - Oklahoma Works Partners Conference, May 9-11, 2018, at the Reed Convention Center in Midwest City.
 - Annual Board Retreat in connection with the Oklahoma Association of Workforce Boards (OAWDB), May 8, 2018, at the Reed Convention Center, Midwest City, from 10am – 3pm. This will feature training for Governor’s Council members as well as Workforce Board members and Local Elected Officials.
 - A training pilot is in the works with the Federal Reserve Bank of Kansas City, Oklahoma City office. The training will take place possibly in the summer, more details will come out later.

Roundtable Discussion

Chair Harding said the roundtable discussion will start out with a discussion of the Board Evaluation Survey which will be covered by Dr. Risley-Baird.

Board Evaluation Survey – Dr. Risley-Baird said that a Survey Monkey was sent out to all Council members on the subject of High-Performing State Workforce Boards. This tool was provided by the National Governors Association (NGA). It is a self-evaluation of our State Board and where do we feel we are in terms of performance of a State Board, where do we have room for improvement and what do we want to do next.

The evaluation focuses on three areas that NGA has noticed are critical for high-performing state workforce boards: 1) Vision – the setting and communication of the vision for the workforce system; 2) Partnerships – the modeling and managing of strategic partnerships; and 3) Data – the use of data to hold the system accountable.

There were 18 respondents. Results are as follows:

- Q1: The Board's vision was developed in collaboration with the governor and key stakeholders. Results: 99.44% Strongly Agree or Agree. 5.56% Disagree. (Answered: 18, Skipped: 0)
- Q2: The Board has articulated a vision for the overall workforce and education system, not only for WIOA. (Answered: 17, Skipped: 1)
Results: 88.23% Strongly Agree or Agree. 11.76% Disagree. (Answered: 17, Skipped: 1)
- Q3: The Board realizes the vision by focusing on two or three priorities and aligns resources accordingly.
Results: 88.23% Strongly Agree or Agree. 11.76% Disagree. (Answered: 17, Skipped: 1)
- Q4: Board members would agree that the state's vision and priorities drive each board meeting.
Results: 94.12% Strongly Agree or Agree. 5.88% Disagree. (Answered: 17, Skipped: 1)
- Q5: The Board is seen as the state's leading authority on workforce development needs.
Results: 88.24% Strongly Agree or Agree. 11.76% Disagree. (Answered: 17, Skipped: 1)
- Q6: The Board has established partnerships with other agencies and stakeholders based on meaningful day-to-day interactions for mutual benefit.
Results: 94.12% Strongly Agree or Agree. 5.88% Disagree. (Answered: 17, Skipped: 1)
- Q7: The Board has a clear decision making progress, and a clear division of responsibilities amongst partner agencies.
Results: 94.12% Strongly Agree or Agree. 5.88% Disagree. (Answered: 17, Skipped: 1)
- Q8: Board members are equipped to serve as ambassadors of the workforce system to partners and employers.
Results: 82.35% Strongly Agree or Agree. 17.65% Disagree. (Answered: 17, Skipped: 1)
- Q9: Other state and local partners see the board as a neutral broker representing the needs of employers.
Results: 88.24% Strongly Agree or Agree. 11.76% Disagree. (Answered: 17, Skipped: 1)
- Q10: The Board sets measurable goals and strategic priorities related to the state's vision, that would demonstrate progress toward achieving that goal.
Results: 94.12% Strongly Agree or Agree. 5.88% Disagree. (Answered: 17, Skipped: 1)
- Q11: The Board has established a timeline of activities and desired milestones related to each goal or priority.
Results: 100% Strongly Agree or Agree. 0% Disagree. (Answered: 17, Skipped: 1)
- Q12: The Board analyses long-term economic development trends and past workforce system performance for continuous improvement.
Results: 94.12% Strongly Agree or Agree. 5.88% Disagree. (Answered: 17, Skipped: 1)
- Q13: Board members have the information necessary to determine if funding streams align with goals and priorities.
Results: 82.35% Strongly Agree or Agree. 17.65% Disagree. (Answered: 17, Skipped: 1)
- Q14: The Board routinely seeks out the opinions of jobseekers, employers, elected officials, local boards, and state agencies to evaluate the effectiveness of the workforce system.
Results: 100% Strongly Agree or Agree. 0% Disagree. (Answered: 17, Skipped: 1)

- Q15: The Board has identified which partners are accountable for what activities and milestones, and receives regular updates from responsible partners on their progress.
Results: 88.23% Strongly Agree or Agree. 11.76% Disagree. (Answered: 17, Skipped: 1)
- Q16: Open-ended question. Which area (vision, partnerships, or data) would appear to be your greatest strength? The two answers that was provided the most was Partnerships and Vision.
- Q17: Open-ended question. For those items you put “disagree” or “strongly disagree”, is there a common theme? (Answered: 9, Skipped: 9)
Results: Most answered N/A. The 3 standout answers are below:
 1. I believe the weakest point is in the data collection and getting the necessary information.
 2. Vision needs work, and partnerships with business could be stronger.
 3. Communication and marketing.

Chair Harding said he learned what we were doing well and what needs some work. He said that when it comes to vision and mission, there seems to be some feeling that that is fairly well defined and that we are aligned with that. Recently there has been a push, and with credit to Steve Hendrickson’s leadership last year and the years before, to really get down to the deep dives and trying to focus on pilots and things that are tangible, actionable, and have short-term and long-term goals and we’re seeing some of that being aligned with the vision. He said that he also wanted to acknowledge that with the data and some of the negative feedback, was understanding having information on how funding is aligning with the goals. This is a complicated system as far as how our funding works and how that funding is aligning with our goals. That was a take-away that he saw and he asked the Council for their comments.

Comment: Secretary Lopez said when he saw the survey on Best Performing Boards, it jogged his memory about a class he attended last year for the National Association of Corporate Directors on the very same sort of thing. So, it told him that we are at the same place that the best practices on the private side are doing with the board evaluation, and another thing, the corporate board had nowhere near the alignment as what the Governor’s Council has here. He said that we have cutting edge practices by evaluating ourselves this way and how we are progressing, and if he was to give us a grade he would give us a B+ because there are still some things that we need to get better on. But, he applauds the Council on what has already been done.

Chair Harding said that what he has noticed is that when they go to the NGA Chairs meetings, which meet twice a year, they are there for 2-3 days. During that time, they are taken out to an employer’s facility and have a very deep dive in what they do. It is a field trip and they go out to their location and meet with employees, directors, supervisors, executives, etc. and walk around on the factory floor or get to fly a drone or other activities. It is inspiring to see what people are doing and how much opportunity there is with these organizations. So that may be something that we would want to consider here. Another thing that he noticed was that there weren’t very many people who felt that they were empowered enough to be an ambassador to businesses and partnerships. We made some structural changes to tie business in more collaboratively with what we are doing here, so perhaps that is the next step. How can we do that better? Perhaps in the next meetings, we can go on a field trip or visit a business on-site somewhere in Oklahoma. Part of that meeting could be a roundtable like we are doing today but also going off-site and learning about a business or industry that represents that part of the state. Chair Harding asked the Council if that is something that they would like to do? Some other states, such as Colorado, meet three times a year and follow this format. The meetings are a little bit more involved but they also get out and go on a field trip to visit other businesses. This gives them the opportunity to make other connections with members and businesses.

Comment: Steve Shepelwich said that it sounds like a great idea to him. He remembers when the Council all met in Pryor at the MidAmerica Industrial Park and had a shortened meeting and then they all went on a tour of different businesses and industries in the park. He also added that he thought it would be a good idea if the workforce centers could be visited.

Comment: Chuck Gray said that he thought it would be very beneficial for members to attend a Local Workforce Development Board meeting and to see the challenges and issues they face. And also he would like to know which businesses in a community are participating on boards and which ones do not. It

would be interesting to understand those who do not participate, and why they don't so we can help bring them to the table and add extra synergy to the Council.

Chair Harding added that we could get the local chambers involved too and invite them to our meetings. He thinks that we should continue to do deep dives from the committees and also add some from members of the Council on their businesses. At the end of the day, what we are wanting to accomplish is to train and educate and connect Oklahomans to work. From a statutory point of view, we are supporting the governor, and the Law (WIOA), and trying to put Oklahomans to work.

Comment: Pat Viklund commented on when he goes back to work, how can he as an individual make those connections through education and workforce to other businesses in his area? What are the tangible next steps? What does that look like on an individual basis throughout the year and while serving on the Council? As a new member, he is curious as to how that works. He knows that a lot of work goes on through the committees.

Comment: Chuck Mills said the real work happens with the committees. He said we need to continually advocate the programs and to use your circle of influence. It is our job to reach out and tell people we are the best kept secret – we need to let people know the great work that we are doing. We are training people and helping them become productive in our society. Point people to our website. Call us and use us as a resource.

Comment: John Hawkins gave an example of hearing and applying something that we heard here at the Council meeting. After hearing about registered apprenticeships at the meeting, he talked to Michelle Bish at the NE WDB and she got Jenna Morey, OOWD, involved. They set up a meeting and went out to a plant that had expressed a desire to learn more about apprenticeships and internships because they were having a problem finding enough welders to hire. John said that you just have to connect the dots.

Chair Harding said that many times you have to be a connector. He added that his business added a high school intern for the summer for the past two years and he encouraged other businesses on the Council to do the same. This way you can give feedback on what works and what doesn't.

Committee Updates

Career Pathways Committee – Chuck Gray, co-chair, said that the Career Pathways Committee has been restructured over the past two years based on WIOA. The focus really is how we can support the governor under all of the challenges and charters that WIOA provides.

The Committee's 2017 goals listed below have all been met:

1. Integrate a committee member tied to each of the 9 (now 7) KENs to be a Career Pathways Champion ----- Completed.
2. Integrate a committee member tied to each of the 5 ecosystems to be a Career Pathways Champion ---- Completed---New business members added to cover all 5 ecosystems.
3. Deploy Dream It. Do It. concept beyond the realm of manufacturing --- Deployed Dream It. Do It. to Oklahoma City.

2018 Goals and Subcommittees to Accomplish the Work:

1. Implement strategies to increase work-based learning opportunities such as Apprenticeships/Internships—Accountability: Work-Based Subcommittee.
2. Increase industry engagement at Regional/KEN level employing tools such as Sector Partnership Grants—Accountability: Employer Engagement and Industry Partnership Subcommittee and grant recipients.
3. Facilitate apprenticeships, internships and other work-based learning—Accountability: Work-based Learning Subcommittee.
4. Capture and assess future Oklahoma workforce skills needs—Accountability: Future Workforce Skills Subcommittee.

Youth Programs Committee – Chuck Mills, co-chair, said the Committee met on December 8, 2017, and they reviewed their goals for the past year and the four subcommittees they've established. Items from the meeting and update:

- Career Ready Schools – A certification program for which the subcommittee chair, Rhonda Mize, is now developing the criteria. A school would be designated as a Career Ready School. A lot of this is tied into the Individualized Career and Academic Plan (ICAP).
- Lester Claravall, Oklahoma Dept. of Labor, gave a report on a work-related soft skills program and they tied in some workplace safety with it. Chuck said that the Youth Committee was going to engage in workplace safety because it is important to be safe in the work environment. They want to try and build that in between the 7th and 12th grades to implement it into the ICAP and part of Oklahoma Works.
- The ICAP is led by Marissa Lightsey, SDE, and we are supporting that in any way we can.
- A new subcommittee has been established to replace the High School Equivalency subcommittee. It is Career Awareness, Exploration and Preparedness. This goes from elementary school to middle school to high school and graduation.
- We are trying to do what we can to engage business in the classroom, providing internships, apprenticeships, job shadowing, industry tours so they can get the feel for what they might want to do. At some point, we want to try to start the ICAP at about 6th grade with some kind of assessment with what these kids would like to do and what they are good at to help them be successful and to make us successful as a state.
- He would like to try something where high school and CareerTech students go to talk to students in elementary and middle schools about their experiences. This might have a bigger impact on them rather than hearing the information from an adult.
- Soft skills or character skills are very much needed in the workplace. There are Schools of Character in the state through Character.org. Character skills are being taught beginning in Kindergarten where they teach the students respect for others, accountability for your actions, communication, working with other people and collaborating together. They are also taught problem-solving, critical thinking, skills that are needed in the workplace. We need to create a character culture in schools so by the time kids get to college or the workplace, these soft skills are automatic. The Character subcommittee is taking on this initiative. It is relatively free. They have guidelines to go with it and have created a brochure for it but they need everyone's help in getting the word out.

Healthcare Workforce Committee – Shelly Dunham, co-chair, said that co-chair David Keith was unable to attend the meeting today, and also she wanted to thank Jana Castleberry, Dept. of Health, for all of her help. She reported the following:

2017 Progress on Year 1 Goals

- Produce a statewide “critical health care occupations” report which includes a supply and demand forecast and identifies skills gaps
 - Subcommittee identified and adopted healthcare occupations from OK “Top 100” List
 - Draft report completed; Next steps will include working with OK Works staff to conduct analysis and produce final report
- Develop recommendations for closing the supply and demand gap for health care occupations
 - Developed recommendations to address physician supply shortage
 - Convened workgroup to address nursing supply; process is ongoing
 - Next steps will include prioritization of list
- Develop a state plan to support the establishment of inter-professional teaching health centers in rural and underserved areas of the state
 - Workgroup convened to explore Teaching Health Center expansion options
 - Technical assistance from National Governors’ Association explored reimbursement options
 - Planning activities delayed due to uncertainty around Federal funding

Workforce System Oversight Committee – Richard McPherson, co-chair, reported on their activities. The Committee last met on December 8, 2017, and they had a full agenda.

- All Local and Regional Plans have been approved and are now in the implementation stage.
- Every area has completed their required Center Certification process and all of the Boards have approved the center certifications and/or action plans for particular centers. There are 33 certified centers in the state now and many of those are comprehensive centers (full-service with all partners), and a few are affiliates (modified partnership). The specialized centers (one partner) do not have to be certified. This process was required to begin the Infrastructure Funding Agreement (IFA) negotiations.
- There is a critical deadline coming up on February 9th. That is when the local funding agreements need to be signed. If they are not, the State Funding Mechanism (SFM) is activated. If the SFM is activated for a particular area, it means less local control for those partners and less flexibility. He knows that many of the local areas are working very hard to get the IFAs signed.
- The Oklahoma Office of Workforce Development (OOWD) has made a lot of effort providing guidance and technical assistance on the requirements to assist in completing the IFA process.
- The next WSOC meeting is today and they have about nine polices to discuss and approve.

Old Business

None.

New Business

Mike Widell, Deputy Secretary for Workforce Development, gave an update on the status of the State Plan 2-Year Modification. He said the modified state plan is due to USDOL on March 15, 2018. The plan will be out for public comment around February 9th and will be posted on www.oklahomaworks.gov. He said that it will be very important for the members of the Council to go through the modification to make sure that it does speak to the work that we are doing and to make sure that there isn't anything missing in the plan. Since this is a modification, we want to include what we have accomplished over the last two years and any direction changes we have.

Chair Harding pointed out that in other states, the state boards have to deal with all of the compliance and statutory work. The Governor's Council is unique in that the WSOC does all of the compliance and statutory work on behalf of the Council which in turn frees up the Council to be able to focus on the big thing such as initiatives, etc. We really appreciate all of the work the WSOC does for us.

Secretary Lopez said that a lot of the things the Council has been doing he is applauding. The apprenticeships for example, we now have a bill in legislation that's being introduced to activate those on a pilot basis. It is House Bill 3303 and the House authors are Wright and Nollan, which is a bi-partisan authorship. On the Senate side, the author is Senator Jech. This will be pilot funding to see how successful the program can be working with our partners in common education, CareerTech, and higher education. There are others from the governor's office helping us with this. It could become a reality if it gets the support from the legislature and a funding source identified. Pilots are good because if you can show that it's a success, then you can ask that it be scaled up.

Next Meeting Date

The next Governor's Council meeting is scheduled for Friday, April 27, 2018 at 9:00 a.m.

Adjourn

The meeting adjourned at approximately 11:00 a.m.

*Respectfully submitted,
Linda Emrich*