



GOVERNOR'S COUNCIL FOR WORKFORCE AND ECONOMIC DEVELOPMENT

MEETING MINUTES

Date: April 27, 2018

Time: 9:00 A.M.

Place: Oklahoma State University-Oklahoma City, 900 N. Portland Ave., Oklahoma City, OK

Welcome/Call to Order

Chair Nathaniel Harding called the meeting to order and gave an overview of the agenda and context of the meeting. New member Mike Stump, Director of Human Resources for Ditch Witch in Perry, OK, was welcomed as a new member to the Council. Council members were asked to introduce themselves.

Chair Harding mentioned the handout in Council packets that cover Information Technology (IT) in Oklahoma and said that it was an important sector to the state. Oklahoma boasts 70-plus data centers serving as IT lifelines for the likes of ADP, Google, and IBM. In Oklahoma City, 400 companies employ about 30,000 people in IT, high technology, and software development. He added that there will be a tour of Dell after the Governor's Council meeting today. The tour will be at 3501 SW 15th Street, Oklahoma City, and Council members are invited to attend.

Dell opened operations in Oklahoma City in 2004, and by 2014, had brought an estimated \$340.5 million annual impact to the metro area economy and a cumulative \$2.2 billion economic impact to the state since opening its doors. Dell employs over 1,000 Oklahomans who work around-the-clock supporting customers nationwide.

Chair Harding said that his vision for future Council meetings would include tours of businesses with innovative approaches or unique workforce needs. We may also consider having a retreat combined with a Council meeting to develop strategic plans and vision for the Council.

Consent Agenda for Vote

1. Approval of January 26, 2018 minutes
2. Ratify Workforce System Oversight Committee's approval of 2018 WIOA State Plan Modification
3. Waiver Approval Process policy

Chair Harding asked for a motion to approve the Consent Agenda. Marcie Mack made a motion to approve the Consent Agenda, Valerie Thompson seconded the motion. No further discussion. The motion carried unanimously.

Oklahoma Works Update

Jake Yunker stated that yesterday Gov. Fallin signed Senate Bill 1171- the work-based learning bill. This allows for workforce to develop a more formalized process to help companies establish internships and apprenticeships. There were many partners around this table who were instrumental in developing this legislation so we are extremely excited of the possibilities moving forward with this bill.

Jake said that they are in the process of looking at the next eight months, until the end of Gov. Fallin's term, to make sure that our work is at a point where we can hand it off to the next administration and be successful in retaining those principles that have been developed. The leadership of Oklahoma Works will continue to be driven from this body, the Governor's Council. Jake said there are two ways that they are looking at the legacy and trying to embed it into retaining the efforts. One is their strategic plan and trying to identify those areas that are most important to carry on. He stated that they have a 90-page document with more initiatives and knowing they will probably not be able to accomplish all of them so

they are trying to prioritize them. They are looking at those that are most relevant and to try and get them accomplished in the next eight months.

The other way is to continue working with workforce partners and agencies and to support their work. One way that they are supporting them is to have a strategic retreat in June. Jake said that he looks forward to working and partnering with everyone in the next eight months. If anyone has any questions about working with their agency or anything else, to please contact him.

Oklahoma Office of Workforce Development (OOWD) Update

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

- As a reminder, Erin said that the Office of Workforce Development does two things – Oklahoma Works and Title I programs. The U.S. Dept. of Labor (DOL) has given informal notification that they will be monitoring OOWD in August. OOWD will be receiving a formal notification soon. The monitoring visit will review how we are implementing the Workforce Innovation and Opportunity Act (WIOA).
- Three initiatives that are happening on a national level:
 - We were selected to participate in the National Skills Coalition Work-Based Learning Academy. Oklahoma is one of five state teams that have been invited to attend a kick-off meeting in June in Milwaukee, WI. Other states selected were: Connecticut, Illinois, Indiana, and Washington. Through the Academy, state teams will advance state policies to expand work-based learning opportunities for low-income communities. Teams will work with faculty advisors and participate in peer-to-peer learning.
 - The Markle Foundation, Colorado Gov. John Hickenlooper, and 20 states (including Oklahoma) launched the Skillful State Network. In Oklahoma, the initiative is led by Jake Yunker with the Governor's Office, Sarah Ashmore, OOWD and Jenna Morey, Work-Based Learning at OOWD. This collaboration is working to transform the U.S. labor market at scale to one that is skills-based in which people can demonstrate or obtain the skills needed for good digital economy jobs.
 - Two of our local areas were chosen for some national projects:
 - The Future of American Job Centers is a project and the Northeast Area of the state was chosen to see what that looks like especially in rural communities.
 - The Central Oklahoma Workforce Innovation Board was chosen for their efforts in engaging Out-of-School Youth.
- Erin wanted to thank the State Plan Committee for their work on the 2-Year Modification. It was a lot of work as it is a 300-page document. She thanked all of the partners that worked along with the Office of Workforce Development.
- OOWD will be negotiating performance numbers with the U.S. Dept. of Labor. This is the first year that there will be the potential for sanctions with DOL.
- The OAWDB Retreat is on May 8. It is a great opportunity for Governor's Council members to coordinate with local board chairs and CLEOs on what's happening in the workforce system and what can be done at the Council level to help boards across the state and also how to be strategic as a state board. Richard Laine, formerly with the National Governors Association, will be facilitating. Any Council members who would like to attend, OOWD will pay for their registration. E-mail Linda Emrich to register for the event.
- Chair Harding said that one of the things that Oklahoma Works feels is important is looking at data and metrics to see how we are progressing and to be transparent. He asked Erin if we should add data conversations to the next Council meeting agenda? Erin agreed it would be a good idea to add data performance so the group will know what we are working towards in specific programs because it would be Title I programs that would be sanctioned in the event of any performance issues. As a Council, we can look at what the numbers are, the outcomes, what we are really working towards and the broader actions.

Committee Updates

Career Pathways Committee – Chuck Gray, co-chair, reported the following:

- The Career Pathways (CP) Committee formed three new sub-committees that are meeting to discuss Work-Based Learning, Employer Engagement, and Adult Basic Education.
- The CP Committee worked with the Oklahoma Office of Workforce Development to develop a guidance document for businesses concerned about insurance and liability issues related to youth in the workplace.
- The committee is taking follow-up actions related to recommendations from HR professionals concerning how to support businesses in retaining talent.

Healthcare Workforce Committee – Shelly Dunham, co-chair, reported the following:

- The Nursing Professions workgroup has met several times and has produced two publications.
 - Nursing one-pager, *Oklahoma Nursing Workforce, Quick Glance*, <https://oklahomaworks.gov/wp-content/uploads/2018/03/Nursing-One-Pager-FINAL-MARCH-2018.pdf>
 - *Nursing Workforce Oklahoma Report, 2018* <https://oklahomaworks.gov/docs/2018/03/FINAL030218Nursing-Workforce-Oklahoma-Report-2018.pdf>
 - The *Nursing Workforce Report* provides a comprehensive review of our nursing professions in Oklahoma and shows where we are lacking.
- Data was provided by the National Council of State Boards of Nursing and the Oklahoma Board of Nursing.
- The Nursing Professionals workgroup is currently developing recommendations to address barriers to ensure an adequate supply of nurses is available to meet the demands of Oklahoma’s healthcare industry and the needs of the population. An issue brief detailing recommendations is currently on target to be presented to you at the Governor’s Council meeting in October 2018.
- In an effort to align with the Governor’s Council and its committees, the Career Pathways Committee co-chairs, Chuck Gray and Peggy Geib, will give a presentation to the Health Workforce Committee on June 4, 2018.
- The Workforce Health Committee co-chair, Shelly Dunham, will give a presentation to the CP Committee on October 4, 2018 and they will explore possibilities for collaboration around Council goals and objectives. They will also focus on critical occupations.

Workforce System Oversight Committee – John Hawkins, co-chair, reported on their activities:

- The Workforce System Oversight Committee (WSOC) met on March 9 and April 13 to discuss the 2-Year State Plan Modification for Oklahoma. The Plan has since been submitted to the U.S. Department of Labor and the final version is in the process of being made accessible before being posted online.
- The WSOC has been discussing options for local areas to request waivers from the state. Any waivers would be processed through the WSOC.
- The WSOC has also been discussing the alignment of branding one-stop centers and established a task force to explore the issue of streamlining the process for local area monitoring.
- The System Oversight Subcommittee (SOS) of the WSOC is currently reviewing the Oklahoma New Day, New Way toolkit for system certification in preparation for developing an updated map of workforce system services. This process will survey all services at the local level for business and job seeking customers in order to efficiently and effectively align support. The completed service map will provide a foundation for a “no wrong door” approach to customer service that will braid partner services across the workforce system.
- The next meeting for the WSOC is June 8, 2018.

Youth Programs Committee – No report was given as Chuck Mills was absent. An update was provided in agenda packets.

Chair Harding said he wanted the committees to start thinking about what they would include in a transition document or memo to the future administration and how we can sustain the work that’s been done. Think about what’s working well and what needs an overhaul. Also to think about for the next eight months, what

are wins to the end of the year with the current administration and what are the successes? He asked what their needs might be that the state agencies at the table could provide to help them accomplish their goals?

Oklahoma Works Statewide Goals and Programs: Educational Attainment and Work-Based Learning

Sarah Ashmore and Jenna Morey presented information on educational attainment and work-based learning. Sarah is the lead for the coordinated work under Launch Oklahoma, the state's attainment goal. Jenna is the lead for the coordinated work under Earn and Learn Oklahoma, the state's work-based learning goals.

Presentation by Sarah Ashmore on Launch Oklahoma:

- Launch Oklahoma
 - Launch Oklahoma is a statewide goal to increase the number of Oklahoma workers with education or training beyond high school to 70% by 2025 so that businesses have the current and future talent pipeline they need.
 - Oklahoma's attainment gap estimates that about 7% of population has some kind of certificate or credential.
 - Areas of improvement
 - We have over 200,000 people who do not have a high school diploma
 - One in four Oklahomans have obtained some college credit, no degree
 - CareerTech and college enrollment decreasing
 - Inequities in attainment must be addressed
 - Better data are needed regarding current attainment
 - Adults need to be targeted to reach goal
 - Barriers to increasing attainment
 - Education perceived as having little value, relevance or importance
 - Personal and family issues interfere with completion
 - Expectations to complete degrees, certificates and credentials are low
 - Students struggle to pay tuition expenses or lack access to needed social supports
 - Students and parents may perceive CareerTech and community college as less prestigious options for postsecondary education and training
 - Objectives
 - Increase Awareness – Promote the importance of education and training
 - Ensure Access – Students are able to access tuition assistance and supportive services
 - Ensure College and Career Readiness – Students are prepared to enter and succeed in education and training
 - Engage Employers – Employers play an active role in supporting Oklahomans to complete education and training
 - Strategies to increase attainment
 - Registered Apprenticeships
 - Internships and Work-Based Learning
 - Job Shadow
 - Postsecondary opportunities in high school
 - Employability Skills Training
 - STEM Education and Career Pathways
 - Employer-based Education initiatives
 - Tuition assistance for adult learners
 - Next Steps
 - Execute a communications/marketing campaign promoting attainment
 - Host regional meetings to identify attainment strategies
 - Embed attainment focus into other state-level initiatives
 - Strengthen partnerships with Work-Based Learning initiative and SHEEO Adult Completion initiative

Presentation by Jenna Morey on Work-Based Learning:

- In 2017, Gov. Fallin established Earn and Learn Oklahoma by executive order. A goal was set for the state to increase work-based learning opportunities to 20,000 by the year of 2020 so that more Oklahomans will have access to quality internships and apprenticeships.
 - Our current status of that goal is:
 - 15,542 internships + 2,061 apprenticeships = 17,603 work-based learning experiences
 - 87 active Registered Apprenticeships in Oklahoma
 - Statewide efforts to increase career awareness and exploration activities such as tours, job-shadowing, externships, and etc.
 - Return on Investment
 - For every dollar spent on an apprenticeship, employers get back an average of \$1.47
 - 91% of apprentices that complete an apprenticeship are still employed nine months later
 - Knowledge transfer
 - Reduces workers' compensation costs
 - Benefits for Apprentices
 - \$50,000 average starting salary after completion of RA and little to no debt
 - Rewards for skill gains
 - National, industry-recognized credential upon completion
 - Workers who complete apprenticeship programs earn \$300,000 more over a career than their peers who don't
 - Senate Bill 1171 Passed
 - Establishes supporting work-based learning opportunities as the official duty of the Governor's Council for Workforce and Economic Development in an effort to improve the state's talent pipeline
 - Oklahoma Works will develop and maintain the work-based learning program, focused on increasing the number of internship and apprenticeship opportunities in Oklahoma
 - Establishes a "Registered Internship" program in the State of Oklahoma
 - Registered Internship
 - The RI program aims to create rigorous, high-quality, employer-driven work opportunities in our state, so that employers are able to find the best talent to meet their needs and interns can engage in a quality learning experience.
 - Work-Based Learning – How can the Governor's Council help support?
 - Analyze your business's needs. Would registered apprenticeship or internship be a good fit?
 - Help serve as a connector between Oklahoma Office of Workforce Development and Business
 - Spread the word about work-based learning

Jenna emphasized that they work closely with the Regents, CareerTech and Common Education to coordinate across these entities, and with businesses, to make joint strides for the state and to avoid duplication in bringing work-based learning opportunities to students.

Roundtable Discussion

Chair Nathaniel Harding facilitated a discussion on the following:

- Business Outreach Strategies to Increase Work-Based Learning Opportunities
 - Barriers to Business
 - Insurance, liability, child labor/youth laws - need to clarify = Outreach / Communication - some states (business partnerships) use staffing agencies to avoid liability issues
 - Engagement
 - Academic content
 - Rigor
 - Accommodations for people with disabilities

- Employability skills
- Competencies
- Barriers to employment = job seekers gap
- Opportunities
 - Staffing
 - Intermediary
 - Junior Achievement – have liability coverage
 - Promising practice
 - Industry guidance
 - DRS staffing co. ex. ideas for business
 - Inclusive
- Strategies/Opportunities
 - Registered apprenticeships
 - Pathways
 - Employer engagement = entry and advancement
 - Definitions – joint
 - Toolkit / guidelines – youth orientation
 - Schedule – reflection
 - Work with intermediaries
 - What do employers need?
 - Business onboarding of interns
 - Look at multiple business strategies
 - Careers in the classroom
 - 30 minutes + remote technology
 - Recruitment of businesses
 - Bring program information to Council
 - What information is beneficial?
 - Regents/ODCTE work-based learning updates
 - Next agenda

Chair Harding asked for some “to do’s” or “asks” from the Roundtable:

- Business onboarding of interns – what strategies do employers have? Best practices?
- SDE has an online platform, Careers in the Classroom. They have businesses who take 30 minutes out of their day at their site and talk to a classroom somewhere in Oklahoma and explain what the opportunities are. So far, they have three. One is Geoscientists who spoke to 5th graders in Shawnee virtually.
 - So, the “ask” is, would your business like to share what’s available to help students and teachers better know what’s out there? If your business is interested, let Cindy Koss know because she wants to develop a cross-section of businesses.
- Would it be appropriate for the Council or Jenna Morey to keep a clearing house of programs from around the state? Many are not aware of what programs are offered around the state and what we can do to help. What information is beneficial?
- Don’t rely solely on staffing agencies. People also use CEO, TEEM, Urban League, etc. We need to work together and communication is the key.
- Tony Hutchison, OSRHE, said that he would be happy to give an update at the next Council meeting from the Regents and what’s going on with internships, and the Adult Promise program.

Business Registration Survey – Employer Feedback

Chair Harding said that the Council has received feedback from business leaders that there has been “over-surveying” by the public sector in the form of surveys or duplicative questions or requests for time and energy in producing feedback and providing industry or business advice. The WIOA core partners, with input from the Oklahoma Works partners, have a survey that speaks to common questions for businesses. The Oklahoma Office of Workforce Development will be working with the Oklahoma Employment Security Commission to embed these with tax payment schedules of Oklahoma’s businesses.

Old Business

None.

New Business

None.

Next Meeting

The next meeting will be on July 27, 2018 and will be held at Oklahoma State University-Oklahoma City, 900 N. Portland Ave., Oklahoma City, OK, in the Student Center, 3rd Floor, North and South Conference Rooms.

Reminder

For those interested, there will be a tour of the Dell facility after the Council meeting at 3501 SW 15th Street, Oklahoma City, OK.

Adjourn

The meeting adjourned at approximately 10:27 a.m.

*Respectfully submitted,
Linda Emrich*