

GOVERNOR'S COUNCIL FOR WORKFORCE AND ECONOMIC DEVELOPMENT**MEETING MINUTES**

Date: July 26, 2019

Time: 9:00 A.M.

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

Welcome/Call to Order

Chuck Gray, vice-chair, opened the meeting and reviewed the agenda. He said that chair, Nathaniel Harding, apologizes for not being at the meeting today but he had a conflict with his work schedule and was traveling.

Approval of Meeting Minutes

Meeting minutes from the January 25 and April 26, 2019 were approved. Marcie Mack made a motion to approve and Richard McPherson seconded. No further discussion. The motion was approved unanimously.

Consent Agenda

For approval/ratification. A motion was made by Sean Kouplen to approve the consent agenda, seconded by Jim Curry. No further discussion. The motion carried unanimously.

Local Workforce Boards Two-Year Certifications

Richard McPherson, co-chair of the Workforce System Oversight Committee, reported that they reviewed recertification documents for the seven workforce boards. Six workforce boards (Central, Eastern, Northeast, South Central, Southern, and Western) received full board certifications; one board, the Tulsa Workforce Board, received a provisional certification until October 1, 2019. A motion was made by Chuck Gray to approve the six certifications and the provisional certification of the Tulsa Board. Marcie Mack seconded, no further discussion, the motion carried unanimously.

Workforce Development Plan

Secretary Kouplen said he had some remarks on behalf of the Governor, who is traveling and couldn't make the meeting. He wanted to give some background on the taskforce as it compares to the Governor's Council. He said there is no overlap and there will not be any overlap going forward. The Governor wanted to thank you all for your service, the taskforce and the Council. He said that workforce development is critical to Oklahoma, it is at the top of his priority list and will be during this coming legislative session because of the importance attached to our economic growth. Nothing can change a person's life like meaningful and consistent employment.

As you know, we have a significant workforce flourishing in the state while at the same time we have so many people who are underemployed or unemployed and he is asking us with figuring out this situation. The Governor says that it is extremely important to align industry with education so that we're producing the skills that businesses need. It is also very important that we have one point of contact for businesses to reach out to for their workforce needs, both new companies who are looking to come into Oklahoma and existing ones who are struggling to find workers. They need to know who to call. The Governor wanted to thank Dave very much for his work. He has reviewed the plan, and is in full support of this work and asks that we as a workforce community to be all-in on this commitment. He asks that the State Office of Workforce Development and the regional workforce development boards to really work together to be aligned. He said that the concept of having a state group and seven independent groups all doing their own thing is not in the best interest of the state of Oklahoma. The Governor wants to encourage us to leverage our existing resources as best we can in Career Tech and our community colleges and higher education. He is very efficiency, data driven, and results oriented. He is interested in the results, such as

- how many placements do we have per dollars are we spending? Or how much training are we doing per dollars that we are spending? Effort is one thing but results is another, and he is interested in the results. The Governor said that he is counting on the Governor's Council to provide strategic leadership and direction to solve the significant workforce shortage we have here in Oklahoma. He wants every member of this Council to be very engaged and passionate about this effort. If you are not, let Sec. Kouplen know because we need people on the Council that are. We need Council members who attend, who are engaged, and are passionate about what we are doing. The Governor thanks you for all for your hard work and he supports your efforts 110%.

Sec. Kouplen said that when he first came on as Secretary of Commerce and Workforce Development, there were so many areas that they wanted to focus on so quickly. One person cannot do that, so what he did was to immediately recruit a team of people which is basically an advisory council to him at Commerce to work on different areas – kind of best practices and experts in these various areas. For example, Brent Kisling focuses on rural economic development, Sec. Kouplen focuses primarily on recruiting domestic companies into Oklahoma, the Lt. Governor focuses on mainly branding, and they're doing a joint venture with him. Also, Erika Lucas focuses on venture capital, Marnie Taylor focuses on the non-profit community, Bill Lance focuses on tribal relationships and how we can work together, Mark Nuttle focuses on international business, Rick Engle focuses on private equity, Kayce Shrum focuses on science and intervention. Sec. Kouplen reached out to Dave Stewart very early on to help him think through workforce. At the time, Sec. Kouplen didn't know about the Governor's Council, WIOA or all of the rules or anything about workforce development. But what people all over the state was saying was to call Dave Stewart because of what they've done in Pryor. They've been tactic and innovative and they've brought a lot of constituencies together. So, he tapped Dave Stewart and he in turn brought together a task force. The task force has done probably eight months of work and they are bringing the information and recommendations to the Governor's Council. It's the Council's decision as to whether or not to move forward. Then it's the Council's job as well as Sec. Kouplen's and Dave Stewart's to implement it. The task force will continue to be in an advisory role. They have experts that are primarily education, which we need. Sec. Kouplen said that his vision is that we will be known to have the most innovative workforce development state in the country. That we are cutting edge and are aligned like no other system in the United States. That is his expectations moving forward. It will not all be done using federal dollars, we know there is only so much we can do with federal dollars. We want to appeal to private funders throughout the state that will realize that workforce is our biggest economic issue and if they really want to move this state forward, they would invest with us in this effort, but only if we come with a compelling and visionary plan.

Secretary Kouplen gave an update on the status of hiring a new executive director for the Workforce Development office. They had 49 outstanding candidates. They narrowed it down to nine to go through the interview process. He will let us know once they hire someone. He turned the meeting over to Dave Stewart to present his plan for Workforce Development. Sec. Kouplen said if anyone has questions about the plan or anything else, feel free to contact him.

Dave Stewart said he was brought up in Sallisaw and graduated from Oklahoma State University. He worked for the Cherokee Nation for 12 years and he's worked in Workforce Development for several years. He is now the CEO of the MidAmerica Industrial Park in Pryor. He understands rural Oklahoma, Native Oklahoma, and he's worked with a lot of state agencies in his experience. He's going to talk about the process. The group that he formed looked at other states and of the 5-6 top states, they looked at the characteristics and tweaked it for Oklahoma. This plan will be a living document as it will change as we go along. The presentation below can be found on the Oklahoma Works web site under the Governor's Council meetings at the following link: [Workforce Development Plan](#).

“A Strategic Framework for Oklahoma's Workforce”

- Workforce is Complicated
 1. Number of stakeholders involved
 2. Access/delivery of resources vary
 3. Different mandates, rules and regulations
 4. No central convener

- Workforce Development is a Differentiator in Economic Development
- Mission and Purpose
 1. The committee and process
 2. Initial conclusions and key requirements
 3. Key strategies identified
- Governor Stitt's Primary Initiatives
 - Economic growth
 - Education
 - Government efficiency
- The Process-Guiding Principles
 - Common goal to achieve Top 10 Status
 - Utilize existing platforms, resources, and programs when possible and engage stakeholders.
 - Embrace career paths for all levels of workforce demands.
 - Scalable-recognizing rural nature of State
- Key Requirements
 1. A framework that allows state agencies, tribal governments, and civic organizations to be more effective in resource delivery.
 2. Local ownership of the regional workforce issues, along with a central convener and an engaged group of stakeholders that are dedicated to collaboration and cooperation.
 3. Adopted and aligned career pathways in state and regional ecosystems for all students. Career pathways should include on and off ramp capability, articulation among educational institutions, and focus on industry-based certifications and degrees.
 4. Accountability in the measurement of skill, talent and aptitude for workforce pipeline. (PK-12 and postsecondary)
 5. Integration of character education, leadership, career exposure/awareness and career skills development in PK-12 education including STEM education as a priority. In addition, these programs must be dynamic and use new, creative models that engage students to learn and participate.
 6. Accessible, ecosystem based, training developed by business and industry that leverages existing educational resources and systems to move Oklahoma to Top 10.
 7. State-wide training facilities with applicable resources that provide relevant programs to meet the current and future needs of key industries.
 8. A well-trained and experienced support team to assist regional areas in implementation, coordination, and ongoing performance measurement of the new workforce model.
 9. Establish a "Single Point of Contact" system for each workforce area to assist business and industry in accessing resources and services.
 10. An effective strategy for developing the program's "brand promise" and the execution of a communications plan to launch it as one of the nation's premier workforce programs.
 11. Strong support from the Governor, execution from the legislature and public engagement.
- System Strategies
 - Ecosystem-based workforce model supported by ODOC, Local Workforce Boards and other state agencies/stakeholders that aligns programming and curriculum with local and regional demand.
 - Leverage Career Tech's existing infrastructure
 - Establish regional Workforce Centers of Excellence
 - Driven by Oklahoma Business and Industry leaders
 - System will be effectively branded and marketed
 - Establish a Single Point of Contact system
 - Establish a common system of Data Accumulation and use by participating agencies.
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- Policy Recommendations Supporting Strategic Initiatives
 - Further leverage the new ICAP and OK EDGE programs by implementing new and innovative **career awareness** and **character education** initiatives.
 - Provide **centralized support** through a consortium of Career Tech, Higher Education, Workforce Boards and the Dept. of Commerce to assist economic development groups establish local workforce advisory teams across the state.
 - Provide ongoing and unified **professional development and training** to local and state workforce boards, economic developer's and local workforce advisory groups.
 - Establish a **Single Point of Contact** in each identified area that serves existing and prospective employers workforce needs by coordinating services.
- Regional Workforce Centers of Excellence
- Local/Regional Ownership
- Regional/Local Advisory Councils

Dave said that this plan will be printed and handed out at the Governor's Summit for Workforce Development next week. He said the committee will continue to advise and provide strategic direction and pushing it along throughout the state. Those on the task force are: Joy Hofmeister, Marcie Mack, Richard McPherson, Tony Hutchison, Brad Williams, Larry Rice, John Hawkins, Melinda Fruendt, and two of Dave's full-time staff. They are adding Eddie Foreman and a Department of Commerce representative. Secretary Kouplen suggested that Dave's task force could possibly be a committee of the Governor's Council so they can work together.

Governor's Council Strategic Plan

Vice-chair Chuck Gray, explained that the Council's Executive Committee has been working on the Council's strategic plan and a draft of the plan is included in today's meeting packets. The strategic plan is to be included in the WIOA State Plan that is due to the US Dept. of Labor in March 2020. They want to approve the plan by August 9th. Chuck reviewed the objectives, strategies, goals and metrics. Below is an overview:

Objectives:

→ **Expand Oklahoma's Workforce**

An expanded workforce will provide a larger pool of potential workers, increase the financial and economic opportunities of workers, and encourage greater business investment, economic development, and job creation.

→ **Upskill Oklahoma's Workforce**

A well-trained workforce will reduce the incidence and effects of unemployment, increase the financial and economic opportunities of workers, and encourage greater business investment and job creation.

→ **Offer Workforce Solutions to Oklahoma's Businesses**

Businesses that have access to a responsive, effective, and solutions-focused public workforce systems will be better positioned to expand the availability of quality jobs and capital investments.

→ **Build Oklahoma's Workforce System Capacity**

A public workforce system able to respond to changing business needs and deliver innovative solutions will support the expansion of business investments and job creation.

Strategies:

- Engage Oklahoma's potential workers
- Retain Oklahoma's workers

- Strengthen public education’s focus on career readiness outcomes
- Expand work-based learning opportunities
- Increase understanding of workforce services among businesses
- Engage businesses in program design and delivery
- Develop and provide responsive recruiting tools
- Drive innovation
- Diversify funding
- Expand data assets and use
- Establish a unified State information baseline for data integrity

Goals:

- Increase Oklahoma’s labor force participation rate from 60% to 65%.
- Create 50,000 new private sector jobs with an average of \$55,000 per year.
- Achieve Top Ten status in U.S. unemployment rate.
- Increase effectiveness in serving businesses by 20%.

Metrics:

MEASURE	BASELINE	BASELINE YEAR	TARGET	TARGET YEAR	SOURCE
Labor Force Participation rate	60%	2019	65%	2022	US Bureau of Labor Statistics (BLS)
High school freshmen have an Individual Career Academic Plan (ICAP)		2018-2019	100%	2019-2020	OK State Dept. of Education
Number of Oklahomans 18-44 years old without a HS equivalency	179,000	2019	89,500	2022	
Number of new apprentices	1,649	2019	2,449	2022	US Dept. of Labor (USDOL) RAPIDS
New private sector jobs with an average of \$55,000 per year			50,000	2022	
Increase STEM graduates staying in OK by 5% per year				2022	
Achieve Top Ten status in U.S. unemployment rate	15	May 2019	10	2022	BLS, Local Area Unemployment
Launch new apprenticeship programs	104	2019	200	2020	USDOL RAPIDS
Number of State Work-Based Learning filings	4	2019	100	2020	OK Sec. of State
Number of active sector partnerships	2	2019	10	2022	OWD

Secretary Kouplen commented that he thinks it is a great plan and he is grateful to the Council for integrating the Governor’s plan into it, and that it fits very well. Chuck Gray said that it is the Council’s goal to have a seamless state workforce.

Committee Reports

- **Youth Program** – Steve Shepelwich, co-chair, asked everyone to think of their first job. Then he asked if there was a family member, friend, or someone who helped them get that job. And then to think of anyone who helped them keep that job, such as get you up in the morning, drive you to your job, etc. He says what the Youth Committee is about is that they recognize that not everyone has this kind of support. They want to make sure that all Oklahoman youth have the opportunity to get that first job and to be successful at it. They recognize that this is very important to the youth of Oklahoma. Nationally, one out of nine youth 16-24 are disconnected from the workforce or from their school sometime during that time period. One out of five youth are disconnected in rural areas. This has a big cost to the economy. The cost ranges from \$15,000-37,000 a year in terms of lost

opportunities, wages, lost productivity, and additional costs. Nearly 40% of youth nationally will be disconnected at some point. Recent research says that the youth that are disconnected at some point, only 1% of those will go on and get an Associate's degree or higher, so it's a big issue. Steve said that the Youth Committee has been restructured, they've brought in speakers, added some new members and they have been energized. We can tell Gov. Stitt that we are engaged, excited and are going after this work.

Steve reported that they have four committees and their priorities are:

1. Resources and Outreach - Develop proposed tools and process recommendations to inventory youth workforce resources and make publicly available through a single access platform.
2. Career Ready School – Developing a proposal for Career Ready school designation/certification process.
3. High School Equivalency – Promote youth labor force participation through educational attainment.
4. ICAP – Collaborating with R&O committee to identify resources to support schools in ICAP implementation and connect business/community stakeholders to ICAP efforts.

Upcoming meetings: All meetings begin at 10am at OSU-OKC, Business Technologies Building, Room 304A.

- August 2, 2019
 - October 4, 2019
 - December 6, 2019
- **Workforce System Oversight** – Richard McPherson, co-chair, welcomed two new members to the committee, Dee Hays, Excellence Engineering, and Katie Altshuler, Marathon Oil. Katie will also serve as a co-chair of the committee.

At the June 28, 2019, meeting, the committee considered the following:

- Reviewed the Nondiscrimination Plan and approved related policies on Corrective Actions, Sanctions, and Discrimination Complaint Procedures
- Approved policies for Rapid Response Activities and Layoff Aversion, Assessment, and Individualized Employment Plan Policy
- Discussed Local Workforce Board Certification process updates

Upcoming meetings: All meetings begin at 1:30pm at the Will Rogers Building – 5th Floor OESC Commission Room.

- August 9, 2019
- October 11, 2019

Richard thanked Darcee who is staff to the committee and also Sarah for keeping them all on track. He also wanted to acknowledge Jeane Burruss who passed away recently. She was a longtime workforce champion who worked with this committee for many years. He and Jeane worked together for many, many years. He said that he has never been to a Governor's Council meeting when Jeane was not there. He said that they missed her and will carry on in her memory.

- **Healthcare Workforce** – No report.
- **Career Pathways** – Chuck Gray, co-chair, reported the following update:
 - Peggy Geib, co-chair of the committee, recently retired, so they are in search of another co-chair. In honor of her commitment to nearly a decade of career pathways work for the Governor's Council, they presented her with a certificate and thanked her for her service and wished her well in her retirement.

- **Sector Partnership Grant** – The Western Planning Area and Northeast Local Area gave final reports for a nearly two-year project (focus on healthcare and manufacturing)
- **Western Planning Region Grant Takeaways:**
 - WIOA programs are the best kept secret
 - Businesses excited to take advantage of these programs
 - Many of the challenges are the same across both sectors
- **Northeast Local Area:**
 - Increase utilization of Workforce Board services
 - Improve connectivity and coordination between educators and employers
 - Improve access to Career Pathways

Chuck showed a video highlighting a female student in a welding apprenticeship at Pelco, emphasizing the need for more apprenticeships and work-based learning opportunities. The Career Pathways committee is going to reorganize and add a work-based learning sub-committee.

Old Business

None.

New Business

None.

Next Meeting

The next meeting will be on October 25, 2019.

Adjourn

The meeting adjourned at approximately 10:50 a.m.

*Respectfully submitted,
Linda Emrich*

In memory of Jeane Burruss.