

Governor's Council for Workforce and Economic Development

MEETING MINUTES

Date: January 31, 2020

Time: 9:00 A.M.

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

Welcome/Call to Order

Chair Michelle Choquette welcomed the group and reviewed the agenda. Because there were several new Council members that had been appointed since the last meeting in October, Michelle asked everyone to introduce themselves, who they represent and how long they've been on the Council.

Approval of Meeting Minutes

Marcie Mack made a motion to approve the October 25, 2019 meeting minutes and Marty Williams seconded the motion. No further discussion. The motion carried unanimously.

Secretary Kouplen's Update

Secretary Kouplen said that he wanted to give an update on what Commerce is doing, his cabinet position, and on Workforce. He said that Governor Stitt has been in office for about a year now and the way the Governor thinks about government is like it's one big service company. He sees himself as the CEO of this big 32,000 persons company. The cabinet secretaries are like the division heads of his company and the agency heads are kind of like the department heads and our customers are the citizens of Oklahoma, and we all play a different role in serving those clients.

What the Governor has asked his cabinet secretaries to do was to develop a top ten plan. Secretary Kouplen's top five goals within Commerce and Workforce Development are:

1. To be top ten in the country in GDP growth
2. Increase our Labor Participation Rate from 60% to 63%
3. Create at least \$5 billion in capital investment in the next four years
4. Create 6,000 new private sector jobs over the next four year period with an average wage of \$55,000/year
5. Achieve a top ten status in our unemployment rate

Secretary Kouplen said that where the Council figures in on this is the Labor Participation Rate which is the percentage of able-bodied Oklahomans that are working. He said the high end of this number is 70%, that's what the very best states are doing. We're not that far away, but you are talking big numbers when you have 3% of 4 million persons in the state. That's a lot of jobs to get people working.

Secretary Kouplen said that he was very excited about the Council meeting and the group. He said that every one of the Council members were handpicked. He said that the ones who were asked to stay on were asked to stay on for a very specific reason, because you're a contributor and a very strong member. He said those that they went out and recruited was because they were very talented business leaders and employers. Don Morris agreed to join us from a private sector job about six months ago. He is an amazing uniter, very good communicator and visionary. Brent Kisling is Kouplen's right hand man. Brent is the executive director of the Department of Commerce.

When Kouplen was asked to take on the volunteer role as Secretary of Commerce and Workforce Development, he immediately called Dave Stewart, because people all over the state told him that if he wanted to see innovation in workforce development, you need to go to Pryor. The individual that created

that ecosystem and the work that they did was Dave Stewart and that is why Kouplén reached out to Dave. Dave created a taskforce and put together a Strategic Framework. Don's group is mainly focused around the Federal piece of workforce development, the WIOA piece. They do an amazing job and he sees a tremendous future but it is a Federal program and there's only so much we can do with Federal dollars. So he wanted to bring this to more of a state-level, make it more strategic and flexible and that is what Dave's taskforce is working on.

Secretary Kouplén listed accomplishments for 2019:

- Commerce visited over 4,000 companies last year to talk to them about coming to Oklahoma
- Over 60 trade shows
- Over 60 announcements of either companies moving into Oklahoma or doing significant expansions, which is the highest number we have on record, in 30 communities around the state
- On average, wage of \$58,000/year annual salary, they had a little over the projected payroll of almost \$350 million
- Had \$2.9 billion of announced capital investment in Oklahoma last year
- Our unemployment rate is 3.4% - they have 92 projects that the team is working on right now at Commerce to bring new companies to Oklahoma
- Our GDP over the last three quarters that have been reported, our average growth has been 2.83% which is in the top ten and well ahead of the U.S. which was 2.3% last year, although the fourth quarter is not out yet.
- The Labor Participation Rate did increase to 61.2% which was very positive because of all the work done by the people in this room

Secretary Kouplén's 7-step plan to make us a Top-Ten economy:

1. Implementation of a state brand – February 12 the Lt. Governor will be announcing a new brand for the state of Oklahoma. Jennifer Springer, Commerce, helped coordinate this project with the Lt. Governor.
2. Grow business in all 77 counties of the state.
 - Doing this by reducing regulations and making it easier to obtain permits and licensing
 - Launched business success stories and have over 150 stories online of companies across Oklahoma
 - Created a data base of all economic development leaders across the state which created better communication with them
 - Created a targeted recruitment strategy focusing on California. Also will be focusing on Washington, Illinois, New York and Colorado for the specific reason to bring both jobs and workers to Oklahoma. They have a very specific strategy around automotive and aerospace.
3. Brought Workforce Development back to the Department of Commerce. We felt that workforce development and economic development go hand in hand. Don Morris, the executive director of the Office of Workforce Development, is on the Commerce leadership team. The Rapid Response Team acted immediately in El Reno when Halliburton announced their large 800 person layoff. There have been two career fairs with 30 companies and about half of the employees laid off found new jobs. Also, the ACES group at Commerce had career fairs in Tulsa and Midwest City with over 1,000 individuals in attendance to apply for jobs at the Midwest City career fair with about 30 aerospace companies.
4. They want to create a culture of innovation, so they have hired Melissa Houston as the first director of Innovation at Commerce. They are working on aggregating all of the opportunities where people need funds with people who have funds.
5. They are attempting to pass SB1790 for startups or early stage in primarily around technology, who will receive the same tax treatment as they do when investing in oil and gas wells, which is about 60% deduction off of your taxes right now but they are hoping to bump it up to 100% in the future, which there will be nothing like that in America.
6. They want to be as diverse as Oklahoma, so they have three advisory boards:
 - Minority Business Council within Commerce
 - Non-Profit Council
 - Tribal Leadership Council

7. Brent Kising is doing a lot of work on the 2020 Census which is critical. It's about \$1700/yr. per person we can add into the Census and get a complete count.

Other:

- Secretary Kouplen said that they are trying to push through the following legislation:
 - Fund Centers of Excellence concept – asking for \$25 million
 - Fund the branding campaign appropriately – the perception all over the world about Oklahoma is wrong, inaccurate and old information and needs updating
 - There is a mapping fund they are proposing for direct flights subsidy program. The way this works is that when cities find strategic needs for direct flights, the state would match their guarantee to those airlines. This is very important because when they are trying to bring a business to the state, many ask if there are direct flights, so this will help in recruiting business to the state.
 - Investment tax credits for companies that offer internships and apprenticeships for students
 - Fund marketing and development of okjobmatch.com. There is a mobile app now for okjobmatch that is awesome.

Final thoughts – Secretary Kouplen said that the reason hundreds of hours were spent recruiting members of this Council is:

1. He asks that you really think about how we can be the best in the country. He thinks that what Oklahoma can be number one in is workforce development. If you look at outcomes, he thinks there is still room for improvement.
2. He wants everyone in the room to be unified and working together. In a role like this where you have a state entity who is patrolling the regions, it can get to a scenario where there is headbutting and he says those days have to stop. We all need to be unified and working in the same direction.
3. He wants to encourage the Council to put forward more accountability and outcomes, results and data sharing. And looking for what is working and what is not working and looking for a very clear outline of results. Results are what we need in our state.
4. We need data sharing among all of our workforce partners, many of whom are here today. We have all these strategic partners and different data sets. We have clients that come in and they have to go to four different places to be served and have to start all over each time.

Secretary Kouplen thanked everyone for serving and he thinks that all can make a big difference in our state and he appreciates everyone for their hard work.

Central Oklahoma Workforce Development Board Report

Eddie Foreman, executive director, gave a report on the Central Workforce Development Board (COWIB) and its activities. For more information, click on the link to the full presentation:

<https://oklahomaworks.gov/wp-content/uploads/2020/02/Central-OK-WIB.pdf>.

Presentation highlights:

- The COWIB Area (largest in the state) consists of 9 counties with 1.4 million Oklahomans
- Central Oklahoma is projected to grow at a rate of 5% over the next 10 years – compared to 2% for the state
- COWIB is the fiscal agent for two boards and employer of record for one board
- Of the top 20 industries, the top 10 include: Restaurants, K-12 Schools, Federal Government – Civilian, Medical & Surgical Hospitals, Local Government, Colleges & Universities, State Government, Religious Organizations, Oil & Gas Support Activities, and Military.
- The top 10 employers include: State of Oklahoma, Tinker Air Force Base, University of Oklahoma-Norman, FAA Mike Monroney Aeronautical Center, Integris Health, Hobby Lobby Stores Inc., University of Oklahoma-Health Sciences Center, City of Oklahoma City, Mercy Hospital, and OGE Energy Corp.

- Job seeker services offered: supportive services, occupational skills training, on-the-job training, work experience/transitional jobs, career readiness activities, etc.
- Business services offered: job descriptions/postings, “Hot Jobs” to 50+ partner organizations, labor market information, incumbent worker training, referrals through the Business Services Network.
- Service provider is Dynamic Workforce Solutions, 10 workforce centers in PY18 (5 comprehensive American Job Centers and 5 affiliates)
- Adult and Dislocated Workers – 1,876 served, 69% employed 4th quarter after exit; of 473 new enrollments, 259 participated in Occupational Skills Training and 59% obtained a credential, 41 placed in an OJT, 34 placed in a Registered Apprenticeship and 127 in STEM related occupations
- Youth – 440 served, 74% employed 4th quarter after exit; 252 new enrollments, 132 participated in Occupational Skills Training and 139 earned credentials, 18 placed in an OJT, 126 placed in a Work Experience, 181 gained employment and 66 in STEM related fields
- PY18 Expenditures: Total expenditures = \$4,353,130; Total training expenditures = \$1,830,142, which is 42% of total expenditures
- Special projects with 50+ partnership organizations – examples
 - Metro Tech – Trained 100 returning citizens, covered required tools, flame retardant clothing, and certification costs
 - ReMerge – Female Diversion Program, since 2016, COWIB has had a career navigation station within the ReMerge program helping women identify training opportunities, in-demand occupations, resume writing and interviewing skills

Consent Agenda

Vote for approval/ratification. A motion was made by Sean Kouplen to approve the consent agenda, seconded by Chuck Gray. No further discussion. The motion carried unanimously.

State Plan – For Discussion and Possible Vote

Chair Choquette explained that as a part of the requirements of the Workforce Innovation and Opportunity Act (WIOA), the Oklahoma Office of Workforce Development, the Oklahoma Employment Security Commission, the Oklahoma Department of Career and Technology Education, and the Oklahoma Department of Rehabilitation Services must complete a new four-year State Plan. Oklahoma will be submitting a Unified Plan on behalf of the Governor to the Secretary of the U.S. Department of Labor that outlines a four-year strategy for the State’s Workforce Development System.

The publicly-funded workforce development system is a national network of Federal, State, regional and local agencies and organizations that provide a range of employment, education, training, and related services and supports to help all job-seekers secure good jobs while providing businesses with the skilled workers they need to compete in the global economy. States must have approved state plans in place to receive funding for core programs.

A link was sent to Council members to review the plan online due to its size. The state plan is required to go out for a 30-day public comment period. There are two virtual meetings and one in-person meeting scheduled. Information can be found on the Oklahoma Works website at www.oklahomaworks.gov. The due date for the plan to the Dept. of Labor is March 1st.

Chair Choquette asked for a motion to be made to have the State Plan’s final copy be approved by the Executive Committee when they meet on February 21, pending any substantive changes that may arise through public comments.

Chuck Gray made a motion for the final copy of the State Plan, after comments have been considered and no substantive changes are made, to be approved by the Council’s Executive Committee at their February 21 meeting in order to submit it to the USDOL by the deadline. A second was made by Valerie Thompson. No further discussion, the motion carried.

Oklahoma Office of Workforce Development (OOWD) Executive Director's Report

Don Morris reported on the following items: (The PowerPoint can be found on the Oklahoma Works website at <https://oklahomaworks.gov/wp-content/uploads/2020/02/OOWD-Update-1-31-20.pdf>.)

OOWD Update:

- Spirit Aerosystems – Rapid Response efforts assisted those who were affected
 - McAlester – 134 workers affected
 - Tulsa – 200+ workers affected
 - Wichita – Rapid Response is being handled by the Workforce Alliance of South Central Kansas
- NGA Policy Academy – Role of the Council/OOWD
 - Great opportunity to get insight and assistance in developing a plan to deal with Oklahoma's health care workforce shortage
 - The project title is "Addressing the Health Care Workforce Needs of a Modern Delivery System using Data". The project will last over an 18-month period.
- Work-Based Learning Team
 - Developing a Registered Apprenticeship Training webinar, January 30, 2020
 - Mentor Training webinar, February 13, 2020
 - WBL Office Hours Webinar, February 27, 2020
 - WBL Summit, April 3, 2020
- Oklahoma Selected to Participate in DOL Research Cohort
- Incumbent Worker Training
- Skillful Talent Train-the-Trainer Workshop

Don added that he would like for our new Council members to do three things:

1. Connect on our social media
2. Download the okjobmatch app on their phones and check it out
3. Stop in one of our American Job Centers

Workforce Development Task Force Update

David Stewart, MAIP, gave an update on the task force's activities. He thanked the committee that has been meeting the past year: Marcie Mack, Richard McPherson, Melinda Fruendt, Brent Kisling, Tony Hutchison, Eddie Foreman, Joy Hofmeister, and others who represent business and relevant organizations. They are now well into the second phase and their recommendations. The first phase is the strategy document and framework that most have already seen. They are now going around the state and having meetings on how to implement the strategies. They developed a Tool Kit Guide to help local organizations or their advisory committees to get more engaged in workforce issues. The strategy recognizes that local ownership is needed, it can't be a state top-down driven issue. That is one of the primary strategic directions that the committee has recommended. They have had a couple of the road show meetings already and have invited various stakeholders to get them involved. They have found that all of the organizations and workforce areas are in different stages, some are just starting, and some are well advanced.

David said that the second piece of work that the committee will focus on is the Centers of Excellence concept. Many have asked "what is it?" It is very complex. It is not a place, it's not just people, it's leadership, it's research, it's training, it's all of those things that go into making something the best. It's best in class. They have gone around the country to determine what best practices are used in the good programs. They have those cataloged and will be the primary basis for a Center of Excellence to provide all those best practices, the efficiency, working together with all of the groups, this Council and the workforce boards across the state, who are an integral part of this.

Part of the strategy recognizes the limitations of the organizations and what they can do. Federal funding is a limit, physical locations are a limit or an asset, so it does take all of those organizations to wrap them altogether and come up with the concept of how we are going to focus all of those efforts and how to train people to meet the specific needs of business and high-growth industries.

There will be a certified application process administered by CareerTech. They will analyze the application and make a recommendation, then it will go to David's committee. They will review it and present it to the Governor's Council as a recommendation to be certified as a Center of Excellence. What that does eventually is it allows them to brand the work they are doing in a way that business can understand it and can tell other businesses who want to move to Oklahoma that you're certified and can do "xyz", etc. Dave says we all have to put our best foot forward and market Oklahoma and the brand of the Oklahoma Works Together program.

Marcie Mack explained the timeframe. At their first road show, they put the application out for comments and questions on January 24. The comment and question period closes on March 13. On April 1, the application process is released and the application period opens on April 15. Due dates for the applications are 30 days prior to each Governor's Council meeting and announcements will be made within 4-6 weeks after review. The Ad Hoc Taskforce Committee will review applications and make recommendations to the Governor's Council for approval. Don Morris said that the application would be added to the oklahomaworks.gov website.

Census 2020

Brent Kisling, executive director, OK Department of Commerce, is the chairman of the State Census. He covered three areas – why – what – and 4 things we can do.

Why? Brent said as a state, we did very little in the Census for 2000 and 2010. We didn't appropriate any money for the Census nor did we have a Complete Count Committee, and in 2000 we lost a congressional seat. In 2010, we had the second lowest response rate of all of the states in the U.S. He feels we were very much underrepresented with the count for Oklahoma.

It's important because:

Why?

- Federal Money – A lot of the dollars that come to our state is based on the Census. Every year they tag your state with your Census number and then they do an equation every year of how many births and deaths, how many people moved into the state and how many moved out. This equation is added to your Census number. Every year they do a population estimate that is tagged to your Census number, so if you had a poor response rate and didn't get a lot of people counted, then that equation is going to be all screwed up for 10 years for your state. Some of that could be \$1600-\$1700 per person per year is what it could be costing us.
- Economic Development Purposes – There are two parts to economic development – one is based on relationships, and the other is based upon math equations. Companies are looking at what the workforce is and the numbers, what's the makeup look like for the state – we want to have the largest numbers possible.
- Representation – We lost a congressional seat in 2000 but we are very close to getting it back if we can hit 4.1 million, which is not out of the realm of possibilities. The same numbers are used for the state legislature to draw the lines in Oklahoma.
- Moral Obligation – You live here and you're a part of our state, so you should be counted.
- Governor – Tasked them with having a strong Census.

What? What we've been doing behind the scene. There are three parts to it – Data, Collaboration, and Marketing.

- Data – For the last 12 months, the Research Dept. at Commerce has been pulling addresses from every source possible and making sure that the U.S. Census Bureau has every address possible in their data base. The week of March 12, they are going to send everybody in their data base a postcard that's going to have a QR code on it and you can snap your phone and answer 9 questions and submit it. There'll be a website that you can go to and plug in a code for your house and everyone in your house can answer the questions on it. If your address isn't in their data base, then you don't get a card. If you haven't responded to the card, then there'll be thousands of people in Oklahoma that are going to come and knock on your door to see how many are in your house. Over the past 12 months, they have submitted over 350,000 new

addresses to the U.S. Census Bureau. That is not the most per capita of any state, but it is the most addresses of any state that has submitted to the U.S. Census Bureau for additional addresses. The Census Bureau accepted 340,000 of them. If there are 2.5 people at each house, that could be a significant impact for the state of Oklahoma.

- Collaboration – We wanted to be sure we had a Complete Count Coordinator in every county in Oklahoma. We send a newsletter every week and marketing information so they can share that on a local level.
- Marketing – They have carved out efficiencies at the Department of Commerce, about \$200,000, to go towards a pretty robust marketing campaign. They will have some billboards around the state, media buys and public service announcements.

The last item that Brent wants to mention is there are four things we can all do.

1. Their slogan is “OK Let’s Count”. Their website is www.okletscount.org. It has all of the marketing materials on there that you can print out, posters you can put in offices, examples of ads you can add your logo to as well if you want to do some advertising, videos with the governor, and photo shoots of people across the state, etc.
2. Sign up for the newsletter. It’s at the bottom of the handout. It will tell you the process and progress that’s being made, success stories, etc.
3. Every time you talk to someone, work the word “census” into the conversation.
4. Get involved in a local Complete Count Committee. Every county has a Complete Count Committee but there are also organizations that have a Complete Count Committee. The State Senate has a Complete Count Committee, the non-profit sector has one and the African American community has one.

Valerie Thompson with Urban League added that she is on a Census Committee and applauds the work that Brent has done. She asks that everyone on the Council to please work within their community to help them make the goal and to get back the congressional seat that was lost.

Committee Reports:

- **Career Pathways** – Co-chair, Chuck Gray, said that he wanted to share who is on the committee. Lance Allee, Career Tech, is the sub-committee lead for Adult Basic Education; Stephanie Cameron, AAON, has been on the committee for many years and has been leading the efforts for employer engagement; and Gen. Ben Robinson is now a member. Chuck said that they are looking for someone to take the lead on the Work-Based Learning sub-committee. He also would like to see representatives from every Local Workforce Board at the meetings because the committee’s goal is to identify three things that they need help on at a higher level. He said each of the Boards have a unique challenge to face in workforce development.

Chuck gave the following update:

- The committee met on January 16 and Kat Long, Census advocate, discussed the importance of the 2020 Census.
 - Everyone must be counted regardless of citizenship so Oklahoma can maximize Federal dollars received and Congressional representation
 - Federal dollars fund every workforce program for every partner
 - Accurate counts are critical to economic development since businesses utilize population counts to make location decisions
- Lance Allee presented an update on a program awarding Veterans diplomas
 - Oklahoma has historically awarded diplomas to Veterans from WWII, Korea and Vietnam
 - Currently, no program in the state to award diplomas to post-Vietnam Veterans
- Status of the CP committee goals
 - Launched Registered Apprenticeship/Internship website, Career Exposure Week continued, Oklahoma earned a Federal State Apprenticeship Expansion Grant in 2019 – Completed

- Grants deployed to Northeast Local Area and Western Planning Region – Completed
- Skills lattices developed; Local Workforce Board integrated into CP – Completed

Chuck showed a video of a man, Kenneth Ludolph, without a high school diploma who made bad choices in his life resulting in prison time. While in prison, he began working on a high school diploma, completed it during his time at a halfway house in Oklahoma City by taking courses at Oklahoma City Community College and enrolling in an automotive technician certification program. This resulted in his nomination and Oklahoma's selection for the National 2019 Adult Learner of the Year Award.

- **Workforce System Oversight** – Co-chair, Richard McPherson, said that the Workforce System Oversight committee addresses the governance, policies, and capacity building for the state workforce system and they do a lot of the heavy lifting for the Governor's Council. Their main focus is that the state policies and capacity aligns with the Federal government and all of the policies at that level and that they align with the Council's Strategic Plan. Many of their items are on the Consent Agenda at the Council meetings, so it would be good to read that information when it is sent out. Richard said that they also have a System Oversight Sub-committee (SOS) that handles a lot of the things. He can honestly say when talking with other states, that they don't have the participation, collaboration and communication at that level with other agencies such as DRS and CareerTech as we do. Richard said the next meeting is Wednesday, April 8 at 10 a.m. on the OSU-OKC campus at the Office of Workforce Development.

Katie Altshuler, co,chair, said that she also wanted to give a shout-out to the SOS working group because they do a bulk of the work for them. They are going to have rotating bi-monthly meetings in Local Area AJCs, and they held their first meeting in 2020 in the South Central area. They are currently developing policy for a new system accessibility initiative in partnership with Oklahoma Works Access for All working group and will be hosting a workshop for partners and local areas to provide feedback on evaluation rubrics and supporting resources on February 18 at OSU-OKC.

- **Youth Programs** – Darcee Simon, staff to the Youth Programs committee, gave the update on behalf of co-chairs, Steve Shepelwich and Cecilia Robinson-Woods. Darcee said the purpose of the committee is to connect the strategies for youth that are being developed for the state workforce system that aligns youth initiatives and provides common solutions that coordinate with the state's economic goals.

Two projects that she reported on are:

- Resources & Outreach Sub-committee
 - Asset mapping survey developed and out for data collection – 59 responses were received.
 - Next steps: Analysis for resource gaps and develop sustainability plan to promote ongoing outreach and make resource information publicly accessible.
- Career Ready School Sub-committee
 - Initial collaboration with State Department of Education (SDE) to propose Career Ready School evaluation model as a Program of Excellence with SDE's Champion Excellence initiative.
 - Next steps: Complete rubric and draft evaluation proposal recommendation

The next meeting is Friday, February 7, 2020 at 10 a.m. at OSU-OKC, Business Technologies Building, Room 304A.

- **Healthcare Workforce** – Teresa Huggins, co-chair was unable to be at the meeting today. An update is provided in meeting packets.

Other

Secretary Kouplen said he wanted to recognize the chair, Michelle Choquette, and vice chair, Chuck Gray, and to thank them for their service.

He also wanted to announce that Richard McPherson, executive director of the Oklahoma Employment Security Commission has announced his retirement. He has been on the Governor's Council for ten years and has been with OESC for about 38 years. Secretary Kouplen said that he has loved working with him and thanks him for his years of service.

Secretary Kouplen also recognized Mike Widell, Deputy Secretary of Workforce Development, for his years of service and appreciates his help in hiring a new executive director for the Office of Workforce Development due to the retirement of Erin Risley-Baird. Since Workforce Development moved back to Commerce and Mike works for OSU-OKC, they will not be continuing his role. He presented Mike with a commendation from the Governor for his service.

Secretary Kouplen encouraged all the members of the Governor's Council to please be active members.

Don Morris asked the directors and staff of each of the workforce areas to stand up and introduce themselves so Council members can get to know them.

Old Business

None.

New Business

None.

Announcements

- National Association of Workforce Boards Annual Conference, March 21-24, 2020, Washington, DC
- Oklahoma Work-Based Learning Summit, April 3, 2020, Moore-Norman Technology Center, 13301 S. Pennsylvania Ave., Oklahoma City, OK

Next Meeting

The next meeting will be on April 24, 2020.

Adjourn

The meeting adjourned at approximately 11:08 a.m.

*Respectfully submitted,
Linda Emrich*