



GOVERNOR'S COUNCIL FOR WORKFORCE
AND ECONOMIC DEVELOPMENT

EDUCATION

ECONOMIC DEVELOPMENT

EMPLOYMENT

Oklahoma's Advantage

The beginning of a new day...



OKLAHOMA'S ADVANTAGE

OKLAHOMA DEPARTMENT OF COMMERCE



Envision...

A Greater Oklahoma

- Prosperity and wealth-opportunities for businesses, individuals, and communities
- Standard of living/Quality of life that attracts new residents
- Quality jobs that keep quality people in Oklahoma
- Education and training systems, unmatched by any state, to prepare our workforce for the future
- A workforce that is capable and ready to grow economic opportunities
- A statewide and nationwide reputation consistent with this vision





What's at Stake?



- **For Business**
 - Expansion
 - Quality workforce
- **For Oklahomans**
 - Higher wages
 - Quality Jobs
 - Better standard of living
- **For Communities**
 - Population growth
 - Economic vitality
 - Oklahoma's reputation



Growing a Greater Oklahoma In a World Economy Requires:

- New Thinking
- New Approaches
- New Partnerships
- Increased Collaboration



The significant problems we face cannot be solved at the same level of thinking we were at when we created them

--Albert Einstein

A New Economy

- Knowledge Economy
- Global Economy
- Requires a new kind of Workforce
 - Know How To Learn
 - Entrepreneurial
 - Technologically Savvy



The Power of e^3





Issues

- The economy of the 21st century will be dependent on the skills of the workforce
- Oklahoma is competing in a global economy
- Oklahoma communities are competing in a global economy
- Why should companies locate/ expand here when, due to technology, they can operate from anywhere?



Issues

- Baby Boomers are will be retiring at an increasingly rapid pace for the next 15 years
- Potential shortage of 10 million workers by 2010
- Only significant source for additional skilled workers is from immigration
- Homeland Security issues are currently problematic for immigration
- Skills Gaps: Mismatch of skills and jobs
- Increased diversity of the workforce will create language and cultural challenges



Who will work??





**Science and engineering
occupations will increase
at three times the rate of
all occupations**

Bureau of Labor Statistics



**70% of today's manufactured
goods will be obsolete
in 6 years**

Industry Week, Teresko, 5/1/05



**80% of the jobs today's
kindergarteners will occupy
sometime in the future,
don't yet exist**

Ed Barlow, Creating the Future

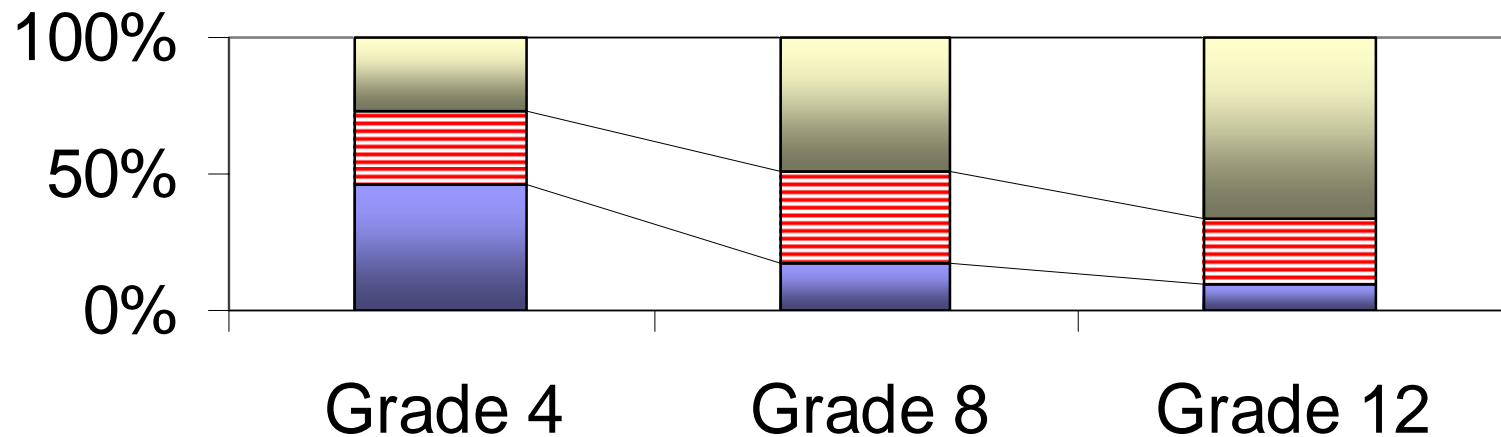


**Nearly 50% of US patents are
invented by foreign owned
companies or foreign-born
individuals**

Council on Competitiveness, 12/04



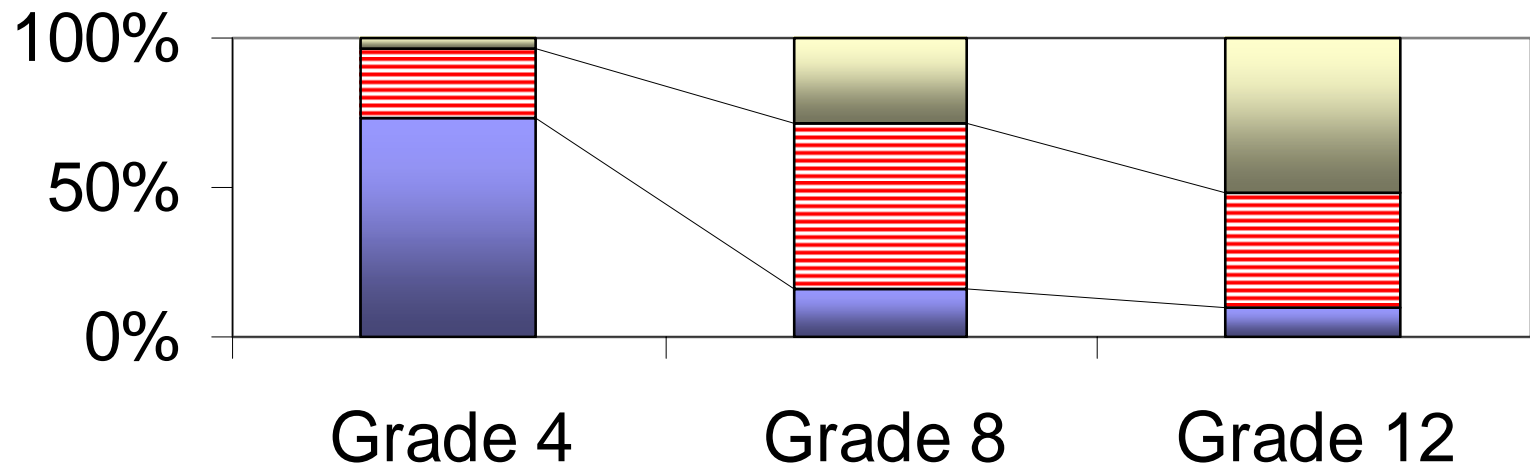
Nations' Average Mathematics Performance Compared with the U.S.



- Nations' scoring higher than the U.S.
- Nations scoring the same as the U.S.
- Nations scoring below the U.S.



Nations' Average Science Performance Compared with the U.S.



- Nations scoring higher than the U.S.
- Nations scoring the same as the U.S.
- Nations scoring below the U.S.



Employers Need A Solution

- Problem: Where to find skilled workers to support business expansion?
- Solution: A unified approach developed by the new GCWED



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GOVERNOR'S COUNCIL FOR WORKFORCE AND ECONOMIC DEVELOPMENT

EDUCATION. ECONOMIC DEVELOPMENT. EMPLOYMENT.



A Unique Initiative

A creative and innovative approach to bring together key state agencies (government and education) with private business to form a common vision for workforce and economic development.



Governor's Council Strategic Plan

Vision

Oklahoma will have a competitive advantage through integrated workforce and economic development objectives

Mission

Advance demand-driven workforce and economic development systems

Result

Achieve wealth-creation for business, individuals, and communities throughout Oklahoma



A Unified Strategic Vision

- Workforce development aligned with economic development
- Working together we can create Oklahoma's advantage



Oklahoma's Advantage



A Demand-Driven workforce ensures the pipeline is always full

- Focused on key industries most promising to Oklahoma
- Driven by employer needs
- Aligned with future workforce demand
- Preparing today to meet tomorrow's needs



Demand-Driven Strategies



Look to the Future

- Identify high-growth, high-demand jobs in economically critical industries...those with:
 - new jobs
 - significant impact on the state's economy
 - impact growth in other industries
 - being transformed by technology and innovation
 - new and expected to grow
- Conduct ongoing analysis



Demand-Driven Strategies

Prepare the Workforce of Tomorrow

Equip our workforce to meet demand through better systems of career guidance, preparation, planning, training and education aligned with demand from industries most promising to Oklahoma.





Oklahoma will Always Know

Guiding Principle 1

Oklahoma will always know its status relative to changing employer and workforce conditions due to globalization, new science, technology, and demographics



Oklahoma Will Always Have

Guiding Principle 2

Oklahoma will always have a competitive labor pool that addresses the quality and quantity needs of current and anticipated industry clusters and employer groups



Oklahoma Will Always Command

Guiding Principle 3

- Oklahoma will always command a strong base of public awareness and support for workforce and economic development issues and initiatives, including education



Oklahoma Will Always Work

Guiding Principle 4

Oklahoma will always work through collaborative systems of policy governance, benchmarking, evaluation, and rewards



Oklahoma Solutions

- Industry Sector Studies
- Career Management System
- Career Ready Certificate
- Grassroots communications strategies
- Workforce Board Development/
Certification
- State Partnership Agreement
- Talent development strategies



Oklahoma Will always know its status and have a labor pool that is competitive

Research & Industry Sector Studies

- Determine supply demand and gaps
- Determine skill needs within industries
- Develop strategies for filling the gaps
- Create awareness and a sense of urgency around skill needs



Industry Sector Studies

- Health Care Report Approved April 10
- Manufacturing and Aerospace in process

Planned by the end of the year

- Information Technology
- Energy
- TDL (transportation and logistics)
- Construction Trades



Oklahoma will always have a competitive labor force

Web Based Career Management System

- Integrated multi agency services
- Career Exploration
- Career Information
- Career development tools and tips
- Assessment/ Training/ Job openings
- On-line help
- Individual career management space
 - Resumes/ transcripts, etc



Oklahoma Will always have a competitive labor force

Career Ready Certificate

The WorkKeys ® System

- Assessment
- Job profiling
- Targeted Instruction
- Credential (Career Ready Certificate)

OCRC is a foundational element to document basic skills in math, reading and locating information. The WorkKeys ® system can do much more!



Public Awareness and support

- Regional summits
- Governor's Summit (Oct 06)
- Publications
- Presentations
- Brochures/ Strategic plan documents
- Communications strategies for grass roots support



Building Collaborations:

Workforce Board Development

- Workforce Investment Boards should be a key entity to ensure coordination, collaboration and alignment of workforce, education and economic development at the regional level.



Building Collaborations:

State Partnership Agreement

- Workforce Solutions Staff Team
- 8 state agencies
- Identify and support common goals
- Collaborative efforts
- Leveraged resources
- Supporting economic development
- Emphasis on talent development



Results

- Real Information to help solve real issues
- Assisting with local and regional decision making
- Connecting the dots between workforce and economic development across all levels





A Powerful Foundation



- Builds on existing initiatives
- Leverages existing resources
- Creates forward-thinking initiatives to align state workforce and economic development entities.



We Can't Do This Alone

**Educational
Institutions**
(Middle Schools,
High Schools,
Technology Centers,
Colleges)

**Business and
Industries**

**Workforce
Boards, Local
Agencies,
Community
Leaders**

Partnerships



Community Development Triad



You have just entered the **Collaboration Zone**