

**Minutes of the  
ECONOMIC DEVELOPMENT COUNCIL MEETING  
January 14, 2020**

**Members Present:** Charles Harrison, OSU-IT; Jillian Whitaker, Langston University; Kenneth Sewell, OSU; Stan Greil, Rose State College; Ron Cambiano, NSU; Doug Misak, SWOSU; Shad Satterthwaite, OU; Pete Selden, TCC; Patricia Purdue, WOSC; Laura Butler, UCO; Jordyn Frazier, MSC (Johnston County Chamber).

**Via Zoom:** Jaime Henson, CASC; Sheri Snyder, NOC; Anne Brooks, EOSC; Larry Smith, Seminole; Michelle Campbell, SEOSU.

**Guests Present:** Matt Eastwood, OSRHE Staff.

**1. Welcome and introductions of all members and guests, Ron Cambiano, Chair**

The Meeting was called to Order at 12:40 p.m.

**2. Approval of November 13, 2019 minutes**

The Minutes were approved unanimously. Motion by Stan Greil, seconded by Doug Misak.

**3. High School Graduate Projections: Matt Eastwood, Assistant Vice Chancellor for Workforce and Economic Development**

Matt Eastwood explained the short-term and long-term trends of high school graduates. Nationwide, the rate will be flat for the next ten years followed by a long period of steady decline, but Oklahoma should be growing slightly for the next decade. Demographics, however, will be changing significantly. Presentation is attached.

**4. New and Updated Data Dashboards: Matt Eastwood, Assistant Vice Chancellor for Workforce and Economic Development, Oklahoma State Regents for Higher Education**

[OkHigherEd.org](http://OkHigherEd.org) has new updated dashboards for student data and economic development information. Matt briefly explained the location and content now available.

**5. Bring Successes! Be prepared to share in two minutes what is happening at your institution**

SWOSU enrollment is down slightly. They started a relending program several years ago. There is over \$3 million allocated from this program, with an additional \$1 million being requested. SWOSU is not involved to make money, as all proceeds go back into the re-lending program. Loan servicing is conducted in-house with interns so they get real-life banking experience. There has never been a default on these loans.

The University of Oklahoma's next Economic Development Conference will be in Austin in May. OU has, at the request of Sen. Inhofe's office, started working with Lawton, Cameron University and Fort Sill to use OU's Radar Innovation Lab.

Tulsa Community College enrollment is up from last year. TCC has been involved with the non-profit Work Advance that has traditionally done a lot of work with CareerTech. Work Advance has expanded to work with TCC in places CareerTech cannot, such as IT and Accounting. TCC has completed the first program and the majority of students have received employment based on these certificates through a 12-week program.

Western Oklahoma State College enrollment push was as success as enrollment is up. In the last two years they have added a night Nursing Program that starts in the fall.

Northern Oklahoma College in November was selected by the Aspen Institute as one of the top 150 community colleges in the nation. They have recently purchased, through the Enid Rotary Club assistance, nursing mannequins for the Enid Campus.

Southeastern Oklahoma State University, through the SBDC (Small Business Development Center), has been integrating products with the Department of Defense applications. They now take these products to technology scouts. This year they tripled the number of clients with these types of products.

Eastern Oklahoma State College began a Respiratory Therapy Program in 2019. They have been named one of the top online business associate's degrees. Eastern is also getting a new president this year.

UCO has also had some institutional leadership changes. They have launched a complete online adult degree completion program with over 300 people enrolled in that program. They were recognized as one of the top military and veteran student campuses. They were also recognized as one of the most affordable public universities. The transformative student learning record has received a federal grant and is continuing to partner nationally and globally.

Murray State College now has a retail space on Main Street: Murray on Main. It has raised the bar on the street for aesthetics. They have partnered with the City of Ardmore on a Women's Shelter that just received \$1 million in funding. On March 12, they have a career festival on campus.

Langston University is working with MAPS on the Third MAPS Wellness Center which will provide a health and wellness facility to Northeast OKC. They are also working actively with the local community in northeast Oklahoma City to address the lack of adequate grocery store availability in the area.

Oklahoma State University has given itself a lot of flexibility when it comes to working with companies on intellectual property rights protections. They have brought on new staff that will negotiate these projects particularly with private companies in mind. One of their tier one research initiatives is the Rural Renewal Initiative that is partnering rural health practices with innovation. This is bringing cross-program minds together on issues facing rural areas of Oklahoma. This area is expanding rapidly.

Rose State College has an extraordinary workforce opportunity with Tinker Air Force base as a new Bomber and Tanker Program will provide at least 3,000 jobs. The new student union will be open in August. They are also adding a second phase of housing as the recent on-campus housing is at max occupancy.

Northeastern has a steering committee looking at a Supply Chain Management Degree. The campus will be putting on a conference in May to address manufacturing issues in the Tulsa metro area, specifically addressing oil and gas manufacturing needs as they evolve. They may have up to seven new degree programs to address these issues.

Due to audio recording quality complications, additional updates from campus representatives are not available for transcribing.

**6. Regents Business Partnership Excellence Award Ceremony and Reception Update: Matt Eastwood, Assistant Vice Chancellor for Workforce and Economic Development, Oklahoma State Regents for Higher Education**

Invitations have gone out and the RSVP site is active. We have guest speakers lined up, including Lt. Gov. Matt Pinnell. The program materials are being created and OSRHE should be on track for a well-attended event. A reminder was provided to please RSVP your institutions' guests before the deadline in February so that we can plan the place settings and set the rooms.

**7. Discussion: EDC Recommendations to Oklahoma State Regents for Higher Education**

Matt provided an example of the recommendation process used previously for the Chancellor and Regents' consideration. For each initiative, one person from the Executive Committee or a member of the Regents staff will become the point person to compile information. There will be a draft and an extra meeting in order to formally delegate responsibilities for providing the recommendation language. Announcement of the follow-up meeting will be made mid-February with an end of February target for the meeting. The following are some of the main points

brought up during the discussion that will need to be synthesized into specific recommendations:  
Oklahoma's Promise used as a stop gap - The VC council is already addressing this situation and there will be detailed updates at the next meeting.

From Matt's presentation, regarding the rapidly changing demographics of tomorrow's Oklahoma college and university students, emphasis and consensus should be coordinated at a state level to encourage best practices in terms of engagement and student success practices of Hispanic and ELL students.

Additional degree certifications - Creating more certificates to meet labor market shortages to address the misconception that Higher Ed cannot adapt to quickly changing labor market demands. There are many of these in place, but Oklahoma higher education will need to come up with an "across the board" structure to meet the qualified labor supply shortages.

Consistent branding across institutions of higher education statewide - Discussion occurred specifically regarding the similarities and differences of two-year colleges and four-year universities. Specifically highlight workforce development as the mission for two-year institutions and not just a starting point for students to transfer to university. The need to partner with the Communications Council on messaging was noted. Discussion was also provided on the need for a coordinated communication strategy that addresses the disconnect between CareerTech and Higher Ed.

Degree attainment opportunity between urban and rural sectors - How should we be using the sector reports? Could there be a state initiative to compare needs and available workforce to match up these discrepancies, especially with finding labor needs in rural areas?

Interagency workforce agreements - We need a K-12 look at the pipeline and the employment outcomes to get a better look at the complete workforce picture to provide for evidence-based decision making.

RBPEA (Regents Business Partnership Excellence Award) Ceremony effectively using partnership information - It should be recommended for the EDC to chronicle how many partnerships have been recognized, and it can be used to show the variety of business interaction with our institutions. A report can be created for each campus to demonstrate the numerous and diverse partnerships that have occurred.

Report on the outcome of the 100 Critical Occupations and how students are impacted - Specifically, to demonstrate the need for Higher Ed in order to develop the workforce necessary to meet the labor demands of these important occupations within the state.

## **8. Possible Business Tour Discussion**

There was no discussion on the business tour.

## **9. Other Business**

### **A. Oklahoma Aerospace Commerce Economic Services (ACES)**

Matt handed out information on advisory groups that includes a link to get involved if you want to represent your campus.

### **B. Economic Development Council Training Event evaluations**

## **10. New Business**

There was no new business.

## **11. Adjournment**

Meeting was adjourned at 3:15 p.m.