

**Minutes of the
ECONOMIC DEVELOPMENT COUNCIL MEETING
May 25th, 2021**

Members Present: John Claybon, Jordyn Frazier, Pete Seldon, Sheri Snyder, Danny Morgan, Laura Butler, Samantha Lankford, Stan Greil, Joyce Burch, Zach Miles, Dr. Krystle Lane, Dr. Ron Cambiano, Rob Miles, Steve Valencia, Jillian Bray, Kelsey Martin, Jaime Henson, Ryan Blanton, Doug Misak, and Mike Widell.

Guests Present: Brad Griffith, Cassidy Minx, Joel Dean, Matt Eastwood, and Emelia Ross.

Introductions of all members and guests: John Claybon, Chair

The meeting was called to order at 9:01 a.m.

Micro-Credentials Update: Brad Griffith, Director of Online Learning Initiatives, Oklahoma State Regents for Higher Education.

Brad Griffith shared an update on the progress of micro-credentials and digital badging. The State Regents have finalized the contract with Credly to utilize their system to start digital badging on a state-wide level. There are many policies and procedures to be defined before public launch of the system but further resources will be shared with the EDC in the coming months. A policy is currently underway to create a short-term micro-credential program. Unlike traditional program processes, micro-credentials will enable institutions to quickly develop programs that are in high -demand for workforce and economic development without an extensive approval process.

Brad explained that the badges issued by the State Regents will be housed in a state-wide program inventory. The badging will be a co-branding initiative between the State Regents and individual institutions to issue to students. The tentative launch date is set for the September State Regents meeting. There will be opportunities prior to that date to have conversations on what programs may be appropriate for micro-credentials. Hopefully, by the September launch, much of the preparatory work will be complete.

Faculty will be trained on how to dissect courses to determine the skills and competencies that can be translated to digital badges. Student badges connect them to jobs both before and after graduation. The State Regents is developing a communication strategy for micro-credentials and working on a landing page. More information will be coming from the State Regents as well as from institutional leadership.

John Claybon asked if there are any initial thoughts from the State Regents on the types of badges institutions can offer. The biggest opportunity upfront is the critical occupation areas.

Ron Cambiano asked about the timeline on training for faculty. The plan is to effectively train faculty during the summer months prior to launch of Credly in September. This may

not necessarily be through live trainings, but resources will be shared with institutions.

Pete Seldon asked about the policy being created. These credentials will be ratified by the Chancellor only as opposed to the entirety of the Regents. The State Regents is working with institutions on defining activities for students to earn a digital badge so that an employer can recognize the student's earned skills. Micro-credentials are not as robust as a degree or certificate, but still outline skills that students are obtaining.

Credly allows for industry certifications or standards for badging. Third-party partnerships are also available where they can partner with an institution and issue the credential with the institution.

Badge design can be used to design badges for courses. State Regents is looking for ways to synchronize badges for a shared branding look. State Regents will provide more information on this at future trainings.

Brad also explained Coursera – a curriculum augmentation system. Coursera has endless training units in numerous disciplines that can be utilized to add to current courses. Coursera also offers courses for students to earn college credit or a certificate depending on the training.

Coursera has proposed a partnership with the State Regents. One benefit of Coursera is that institutions could better adapt to quickly changing curriculum, as they provide updated and relevant content for courses. It gives institutions the opportunity to gap-fill their courses. Licenses can be reallocated, securing a much lower rate on Coursera services, and institutions would be allowed to resell Coursera services to the public. Coursera is an OPM (Online Program Manager), which may not be a holistic program solution. This is still up for consideration. The goal is to communicate back to Coursera on the interest from institutions.

Ron Cambiano asked where micro-credentials will be stored. Micro-credentials will be stored on a publicly available Credly profile page via a link. Each institution issuing badges will have a collection on that page.

Introduction to new Workforce and Economic Development Coordinator, Cassidy Minx

Cassidy Minx is the new Workforce and Economic Development Coordinator for the State Regents. Cassidy joined the State Regents after working at the University of Central Oklahoma as the Manager of Operations for six years and looks forward to connecting with and learning from the EDC members.

OSRHE Update: Matt Eastwood. Reorganization and executive changes within the agency

Matt Eastwood gave an updated on the reorganization of the State Regents office. The Regents wanted to establish a new coordinator role to prioritize the EDC. A new Chancellor will be identified and Cassidy will learn EDC priorities and communicate those with the new administration at the State Regents. A national firm has been hired to

search for a new Chancellor and updates will be shared once they come in. Matt Eastwood will be moving full-time to the data shop to transition the data system. Moving forward, Cassidy Minx will be the new contact for anything related to workforce and economic development.

Legislative Update: Joel Dean, final days of session legislative update and budget overview

Joel Dean provided a legislative update. Currently, 760 bills remain active. The Governor has signed 530 bills. The Governor signed the final budget bill for higher education appropriating a 5.5% increase or a \$42.4 million dollar increase with a focus on nursing as well as matching of funds for endowed chairs.

He gave details of a few bills on the long list of bills the regents are tracking.

HB1821 increases the flexibility in tuition aid grants, which was a recommendation from the EDC for the Regents. It was signed by the Governor on April 22nd.

SB936 combines Oklahoma Quality Jobs Program Act under the same state statute.

SB705 Repealed all language related to the Oklahoma Center for Rural Development.

SB587 Increases focused instruction on common education career tech and higher education under the Oklahoma Community Economic Development Pooled Finance Act.

SB71 Modifies language in Department of Commerce requirement for Oklahoma local development and enterprise zone incentive leverage. This requires successful applicants to follow data collection and analysis to obtain a better record of how zones have worked.

SB2860 Creates Oklahoma Remote Quality Jobs Incentive Act.

A current and complete legislative update was sent with a full bill list to EDC members.

HB7075 bans certain instruction of Critical Race Theory.

Another bill would prevent higher education from obtaining vaccination records.

There are currently another 4 days of legislative sessions.

Approval of minutes for the March 2021 meeting

The Minutes were approved with no changes.
Motion was made by John Claybon and Seconded by Mike Widell.

Regents Business Partnership Excellence Awards (RBPEA) Update

Matt Eastwood provided an RBPEA update. RBPEA format is different this year due to the pandemic. The due date for submissions is on June 14th. The submission will be done

entirely on the word document. Please complete the required information on the document and include a narrative summary of the partnership at roughly 200-300 words. The plaque information will have the institution name and business partner name. Each institution will be awarded a complimentary plaque. Additional plaques can be requested for \$52. The State Regents will work with Yukon Trophy to order plaques. Plaques will be sent directly to the institutions. Additional plaques can be sent directly to your business partners upon request. Please provide photos in a JPEG format no larger than 10MB. We will use this information for programs and website.

Emelia Ross provided an update for communicating RBPEA. Submissions will be highlighted on the State Regent's website with the narrative summary and photos. Additionally, submissions will be highlighted via Twitter and a digital program. A video will not be created. There will not be a banquet or live presentation for RBPEA this year.

Submissions go to Joel Dean and Cassidy Minx.

The goal is to have funding distributed in August. Further communication will come to EDC on details for funding.

Scheduling of next meeting and nomination of new officers

Joel Dean provided information on officer nominations. New officers serve from August to July. The Vice Chair automatically assumes the Chair position and a new Vice Chair is elected. Nominations will open for two members from the two-year tier and two members from the four-year tier to serve on Executive Council. The Executive Council meets prior to EDC meetings to determine the agenda, meets with Regents staff to plan the RBPEA event, the annual training event, and business tour. The Chair and Vice Chair run each EDC meeting. Nominations are open and voting will occur next meeting.

John Claybon nominated Pete Seldon for Vice Chair, seconded by Dr. Ron Cambiano.

Laura Butler nominated Jillian Bray as member of Executive Council.

Mike Widell nominated Lisa Fisher as a member of Executive Council.

Matt Eastwood noted EDC event funding is available for planning with the Executive Council. Ron Cambiano recommended a national or regional speaker that could kick off activities for next year. Recommendations can be sent to Cass.

Joel Dean recommended an initial training with the EDC on micro-credentialing to take place in late July early August. A poll will be sent to the EDC on dates of availability for a training.

New Business

There was no new business.

Adjournment

The meeting was Adjourned at 10:10 am.

Next meeting: TBD