MEETING OF THE ECONOMIC AND CAREER SERVICES COUNCIL

2:00 PM NOVEMBER 13, 2024
Oklahoma State Regents for Higher Education

1. **Welcome and Introduction of Members and Guests: Ryan Blanton**
   Attendees: Cass Minx, Lucia Dickinson, Joel Dean (OSRHE); Laura Dumin (UCO); Albert Johnson (CU); Amy Ford (ECU); Jillian Bray (LU); Dan Maberry (NSU); Kim Pringle (SSC); Anna Dinsmore- Hearn (OSUIT); Krystle Lane (CSC); Amy Goddard (USAO); Jaimie Henson (CASC); Jordyn Frazier (MSC); Macey Scotten (RCC); Michele Campbell (SOSU); Kristen Rowan (OSUOKC); Ryan Blanton (OPSU); Ryan Orcutt (NEO); Sheri Snyder (NOC); Stephanie Giacomo (EOSC); Whitney Alvis (RSC); Daniel Will (OSU); Anne Brooks (EOSC); Brooklyn Luelf (MSC); Travis Lightsey Jr. (RSC)); Lincoln Brown (SOSC); Mark Hays (TCC); Michael Widell (OSU-OKC); Bobbie Pennington (NEO); Stephanie Davison (SEOSU); Robin Huston (OU); Angela Sliger (ECU); Charla Lewis (OPSU); Ashley Bagwell (SSC); Emily Efird (CSC); Brittney Malott (WOSC); McKenzie Goldsby (EOSC); Jerrett Phillips (RSU); Brandon Dinsmore (OSU);

2. Artificial Intelligence Workforce Insights: Dr. Laura Dumin

   Dr. Laura Dumin presents a comprehensive overview of AI's impact on the workforce and its implications for higher education, particularly in Oklahoma. According to Dumin, The World Economic Forum's "Future of Jobs 2023" report highlights the growing importance of AI skills. According to Dumin's presentation, Oklahoma AI Initiatives include a Governor Stitt developed an AI task force for recommendations in 2023 and Oklahoma partnered with Google to provide free AI training and certificate programs to workers. Department of Labor Best Practices for AI in the workplace as of October 2024 include centering worker empowerment, ethically developing AI, establishing AI governance and human oversight, ensuring transparency in AI use, protecting labor and employment rights, using AI to enable workers, supporting workers impacted by AI, and ensuring responsible use of worker data. Oklahoma Regents have an AI group, which is a recommending body, not a policymaking one. Some universities have AI groups working to educate faculty and staff about AI tools. Dumin also mentioned several AI tools, including: Perplexity.ai, Large language models (ChatGPT, Claude, Gemini, Copilot), Gamma.ai for slide presentations MagicSchool.ai for lesson plans, Canva/Adobe Firefly for visual creation, Napkin.ai for turning text into visuals. Dumin also recommended to encourage learning about AI tools for both faculty and students, shift away from shaming people for using AI tools, recognize that AI use can be personalized and beneficial for neurodivergent individuals, focus on training faculty and staff on AI tools, develop flexible policies that emphasize guidelines and best practices rather than mandating specific AI tool use.

   *PowerPoint attached.

3. Employment Outcomes: Cass Minx
Cass Minx discussed the strong retention rates across all degree levels, with engineers being one of the most challenging groups to retain. There is significant competition for engineering jobs, especially from bordering states. However, it was noted that retention of engineers at the associate degree level is very high, which is encouraging. Retention rates for teachers remain strong, with only a slight dip observed at the master's level. Nursing programs consistently show strong outcomes and retention at all levels, with both one- and five-year retention rates demonstrating success. The demand for nurses remains high, contributing to strong job placement rates and career stability post-graduation. It was emphasized that median annual earnings increase with degree level, with a significant jump for first professional degrees. Oklahoma's Promise graduates also demonstrate high in-state employment rates, with strong employment outcomes and retention in the state. These graduates continue to live and work in Oklahoma after completing their bachelor's degrees. Cass highlighted the newly available interactive dashboards on the State Regents website. These include various tools for assessing employment outcomes including: Enrollment Dashboard, Student Success Dashboard, Degrees and Certificates Inferred, Critical Occupations, Employment Outcomes. Specifically, the Institutional Employment Outcomes Dashboard was discussed. This dashboard includes several filtering options, allowing users to select their institution to view specific employment outcomes. Filters include: Institution, Retention years, Resident/nonresident status, Degree level, STEM fields. The dashboard allows institutions to examine employment outcomes for critical occupations, median annual earnings, and detailed employment outcomes for the largest fields of study. Additionally, users can export the data for further analysis and sorting.

Employment Outcomes dashboard and PDF Report https://okhighered.org/econ-dev/statewide-employment-outcomes/

4. Critical Occupations Dashboard: Cass Minx

Cass Minx discussed the Top 100 Critical Occupations identified by Oklahoma Works, which play a key role in the state's economic development strategy. The focus is on aligning the degrees awarded by institutions with the critical occupations that are most needed in Oklahoma. The Critical Occupations Dashboard was highlighted as a key tool for filtering and analyzing institutional outcomes in relation to these high-demand occupations. Cass emphasized how this dashboard is particularly useful for: Legislative Agendas (Sharing data to inform policy-making and advocacy) and Student Consultations (Helping undecided students explore potential career fields aligned with state needs) This is especially valuable for students unsure about their career path, as they can be guided towards high-demand sectors. The dashboard's alignment between degree programs and critical occupations was noted as a vital tool for supporting both students and institutional decision-making. The data is exportable for further analysis and can be used for deeper insights into educational outcomes and workforce alignment.

Critical Occupations Dashboard and List https://okhighered.org/econ-dev/critical-occupations/

5. Economic Impact Study Update: Cass Minx

   Cass Minx provided an update on the Economic Impact Study, noting that the last study was conducted in 2019. A new study is set to be completed by Spring 2025, with the project already underway. The kickoff for the project occurred in May 2024, and the selected vendor for this study is the University of Cincinnati Economic Center. The team has been in the data procurement phase for the past few months. Cass mentioned that institutional surveys are expected to be completed by November 22nd, 2024. The final deliverables for the study will include: System-wide and institution-specific economic impact analyses, a one-page summary for sharing with stakeholders, and infographics, animations, and an interactive dashboard to visualize the data and findings. The new study will place additional focus on several key areas, including: Oklahoma's Promise, the impact of external funding, the community benefits provided by the institutions.

   *Proposed Timeline attached.

6. Tuition Assistance Benefit Survey Reminder: Cass Minx

   The Tab Survey collects information from employers regarding any tuition assistance or benefits they offer to their employees. The goal is to compile a comprehensive inventory of employer-sponsored tuition assistance programs. Cass Minx reported that the collected data has been compiled and is now available on the organization's website.
   Each employer is linked to their respective tuition assistance details, making it easy for users to access and review the information. Council members were asked to share the survey with employers and students. By sharing the survey, members can help expand the inventory and encourage more businesses to contribute their tuition assistance programs. The inventory is currently sorted by industry for easier navigation.
   A dashboard is in development that will allow students to filter available programs by their major, making the resource more user-friendly and tailored to student needs.

   Tuition Assistance Benefit Survey: https://okhighered.org/adult-students/tuition-assistance/

   *TABS survey is attached.

7. Regents Business Partnership Excellence Awards Update: Cass Minx
   Submission Deadline: January 22nd, 2025
   Speaker Recommendations
   Date: May 6th, 2025, In person @ UCO from 2:30 pm – 4 pm

Minx explained the reasoning behind the later than normal date. RBPEA was pushed back due to a remodel and conflict with HLC conference. Cass Minx emphasized the importance of beginning internal discussions within institutions to identify candidates for recognition as business partners. Institutions are encouraged to start preparing and submitting their application materials for this recognition.

8. FY 2025 EDC Meeting Dates and Times: Cass Minx
   January 15th, 2025 - 2:00pm-4:00pm – Full EDC Council Meeting (Zoom)
   May 6th: RBPEA -In person at UCO from 2:30 pm – 4 pm
   May 21st, 2025: Annual Training- In person at OSRHE
   July 16th, 2025 - Full EDC Council Meeting (Zoom)

   Cass Minx reminded attendees to review the dates listed on the agenda. If any dates are missing from their calendars, they are encouraged to notify the team so they can be added to the meeting invites and receive the necessary Zoom or in-person details. Cass expressed appreciation to all those who attended the employer tour in September, thanking them for their involvement and contribution to the event.

9. Upcoming Interim Studies: Joel Dean

   Joel Dean provided an update on the interim studies for the year, noting that they have now concluded. There were three interim studies in total where higher education had a presentation or involvement. The first study was a general education update, providing an overview of current developments in this area. A significant presentation focused on student retention and the issue of losing students to out-of-state institutions. Several presidents and the chancellor participated in this discussion. The findings showed that Oklahoma institutions do not lose a significant number of students to out-of-state or border-county schools. It was also highlighted that many institutions have strategies in place to match out-of-state tuition for students from bordering counties. The presentation provided insight into what other states are doing, and there may be potential legislation in the coming years aimed at facilitating broader out-of-state tuition matching across institutions. Finally, Jared presented on the topic of workforce development and the future of jobs, providing important insights into trends and challenges in workforce needs.

10. Legislative Update: Joel Dean

    Joel Dean provided an update on the legislative agenda for the council. A 9.3% funding increase has been requested, with a focus on strategic programs that align with the state's educational goals. The key priorities for the upcoming legislative session include: Adult learners, Scholarships, Campus safety and cybersecurity. Joel noted that while there are expected leadership changes, there will be relatively few new legislators entering the

session. Legislative tours are scheduled for December. These tours will be an opportunity to discuss the agenda directly with lawmakers and ensure alignment on priorities.

2025 Legislative Agenda OSRHE and PDF Version https://okhighered.org/leg-info/
2025 Funding Request OSRHE webpage and PDF Version https://okhighered.org/leg-info/funding-request/

Legislative Tour Locations and Dates

Western Legislative Tour SWOSU	December 2nd 11:30am – 1:00pm
Southeast Oklahoma Legislative Tour Pete's Place	December 3rd 11:30am to 1:00pm
Northeast Legislative Tour OSU – Tulsa	December 16th 11:30am to 1:00pm
Metro Legislative Tour OUHSC	December 17th 2:30pm to 3:30pm

One question from guest (Kim Pringle). Kim Pringle inquired about the impact of micro-credentialing on pay scales for graduates. She asked if any new data had been gathered to show how these credentials are supporting economic outcomes, particularly in terms of salary increases for graduates. Cass Minx responded that data on micro-credentialing and its impact on pay scales is not yet available. The primary reason is that there have not been enough graduates who have completed these credentials with a long enough time frame to observe meaningful outcomes in employment and pay. However, Cass assured that this is a focus area, and once the data becomes available, it will be incorporated into employment outcomes as part of a reasonable timeline.

11. January Agenda Items Recommendations: Joel Dean
    a. Coffee with Chancellor (Meet and Greet via Zoom)
    b. Lightcast Demo
    c. ODOC Annual Update

12. Events: Lucia Dickinson
    Women in Higher Ed Conference: November 22nd, 2024– Women in Higher Education Conference
    Higher Ed Day: February 12th, 2025

13. Other Business
    No other business.

14. Adjournment

AI tools: for the OK Regents Economic Development Council

Dr. Laura Dumin
ldumin@uco.edu
University of Central Oklahoma

Agenda

Brief overview of AI's current impact on workplace environments

The importance of preparing students for AI-enhanced workplaces

Oklahoma AI initiatives

- Gov Stitt developed an AI task force for recommendations in 2023 (Future Point of View, 2023)

- Free access to Google's AI training; certificate program
  - "The online course will provide teachings to workers with foundational AI skills, AI best practices and how to use AI responsibly" (Gonzalez, 2024)

- Other recommendations are a bit harder to find

"The evolving skills landscape, 2023-2027:

The probability of an organization … evaluating a skill to be a core skill … in 2023 versus the probability of the skill appearing in its reskilling and upskilling initiative in the next five years"

-- World Economic Forum, 2023
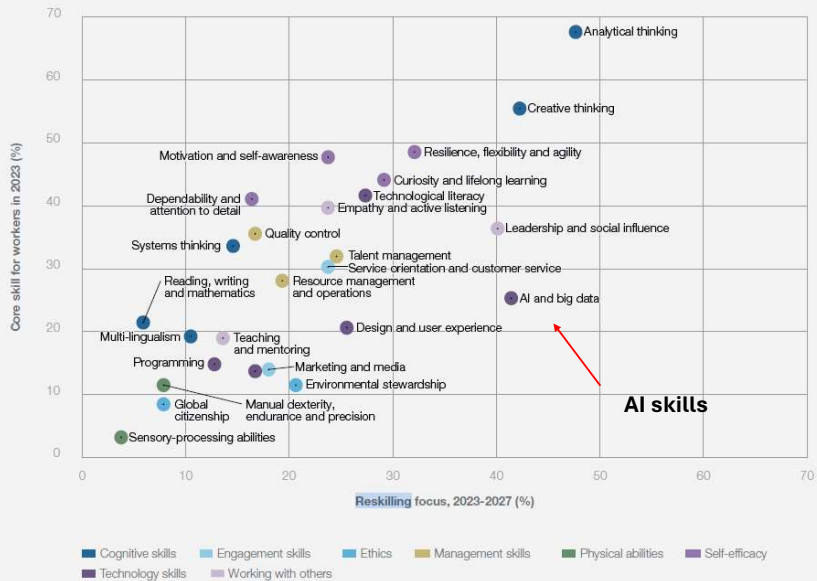
"Companies rank AI and big data 12 places higher in their skills strategies than in their evaluation of core skills, and report that they will invest an estimated 9% of their reskilling efforts in it – a greater fraction than the more highly-ranked creative thinking, indicating that though it appears in fewer strategies, it tends to be a more important element when it appears." – (WEF "Future of Jobs 2023", pg. 43)

Need for an AI-capable workforce

- "Companies rank AI and big data **12 places higher** in their skills strategies than in their evaluation of core skills, and report that they will invest an estimated 9% of their reskilling efforts in it" – (pg. 43)
- "it is the **number three priority** in company training strategies from now until 2027, and **number one priority** for companies with more than 50,000 employees" (pg. 45)
- "Specialized roles in AI and big data are estimated to grow by 30-35% … [with] **75% of companies** planning to integrate AI techniques such as machine learning and neural networks" (pg. 47)

(WEF "Future of Jobs 2023")

"Companies rank AI and big data **12 places higher** in their skills strategies than in their evaluation of core skills, and report that they will invest an estimated 9% of their reskilling efforts in it – a greater fraction than the more highly-ranked creative thinking, indicating that though it appears in fewer strategies, it tends to be a more important element when it appears." – (WEF "Future of Jobs 2023", pg. 43)

Dept of Labor, best practices (Oct 2024)

- CENTERING WORKER EMPOWERMENT: Workers and their representatives…should…have genuine input in the design, development, testing, training, use, and oversight of AI systems in the workplace.

- ETHICALLY DEVELOPING AI: AI systems should be designed, developed, and trained in a way that protects workers.

- ESTABLISHING AI GOVERNANCE AND HUMAN OVERSIGHT: Organizations should have clear governance systems, procedures, human oversight, and evaluation processes for AI systems for use in the workplace.

- ENSURING TRANSPARENCY IN AI USE: Employers should be transparent with workers and job seekers about the AI systems that are being used in the workplace.

Dept of Labor, best practices 2 (Oct 2024)

- PROTECTING LABOR AND EMPLOYMENT RIGHTS: AI systems should not violate or undermine workers' right[s].

- USING AI TO ENABLE WORKERS: AI systems should assist, complement, and enable workers, and improve job quality.

- SUPPORTING WORKERS IMPACTED BY AI: Employers should support and upskill workers during job transitions related to AI.

- ENSURING RESPONSIBLE USE OF WORKER DATA: Workers' data collected, used, or created by AI systems should be limited in scope and location, used only to support legitimate business aims, and protected and handled responsibly.

Where does this leave us?

OK Higher Ed and AI – current

- OK Regents have an AI group
  - Recommending body; not policy-making body
- Some universities have AI groups on campus, working to teach faculty and staff about AI tools
- Faculty may have strong feelings about not using AI tools in their classrooms
- Faculty may or may not be teaching students about AI tools in their field
  - Creates a gap in student knowledge based on which instructors they had

AI tools – Quick overview
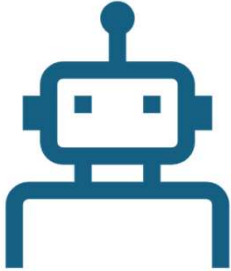
- **Perplexity.ai** – like Google search and Wikipedia had a baby
- **Large language models (LLMs) – ChatGPT, Claude, Gemini, Copilot – writing tools**, some with chatbot capabilities
  - May help identify and suggest remediation for ADA compliance issues
- **Gamma.ai** – creates slide presentations
- **MagicSchool.ai** – lesson plans, assignment ideas
- **Canva/Adobe Firefly** – visual creation tools
- **Napkin.ai** – "turns your text into visuals so sharing your ideas is quick and effective."

OK Higher Ed and AI – future

- Consider survey of universities to see what they are currently doing for workforce development and AI
- Help faculty understand the need for students to know about AI tools
- Larger trainings and workshops for faculty and staff to learn about AI skills and tools
  - AI tools change rapidly; trainings may need to be ongoing
- Help faculty learn to teach AI tools to students
  - Consider surveying local businesses to see what AI skills they want students to have

AI and neurodivergence

- ND faculty and students may find AI tools helpful for managing workload and tasks

- Encourage learning about AI tools

- Shift away from shaming people for using AI tools

- Realize that AI use is individual and can be personalized as needed

Conclusion

- Students want to learn ethical AI use
- Faculty need to know how to help students learn
- Administrators need to understand that there is more to AI tools that using LLMs to complete homework
- Training faculty and staff remains a high need
- Policies that focus on guidelines and best practices may be more effective than mandating AI tool use
  - Policies need to be flexible enough to only be updated yearly

Questions

References

- Future Point of View. (2023, Dec 29). *Governor's task force on emerging technologies: Artificial Intelligence supplemental strategy to support businesses in Oklahoma: A forward thinking approach*. https://oklahoma.gov/content/dam/ok/en/omes/documents/SupplementalAIStrategyforBusinessinOK.pdf

- Gonzalez, M. (2024, May 31). *Google to provide AI training to Oklahoma workers*. KFOR, New Channel 4. https://kfor.com/news/local/google-to-provide-ai-training-to-oklahoma-workers/

- U.S. Department Of Labor. (2024, Oct). Artificial Intelligence and worker well-being: Principles and best practices for developers and employers. https://www.dol.gov/sites/dolgov/files/general/ai/AI-Principles-Best-Practices.pdf

- World Economic Forum. (2023). *Future of jobs report 2023*. https://www3.weforum.org/docs/WEF_Future_of_Jobs_2023.pdf

Other references

- Can AI and Other Tech Ease Public Safety Workforce Woes?
  https://www.govtech.com/biz/can-ai-and-other-tech-ease-public-safety-workforce-woes
- Department of Labor releases AI best practices for employers.
  https://oklahomavoice.com/2024/10/21/department-of-labor-releases-ai-best-practices-for-employers/
- How Oklahoma Is Training Its Workforce to Leverage AI. https://www.govtech.com/artificial-intelligence/how-oklahoma-is-training-its-workforce-to-leverage-ai
- Oklahoma Governor Issues an Executive Order on AI. https://www.govtech.com/artificial-intelligence/oklahoma-governor-issues-an-executive-order-on-ai
- Powerful Partnership: Oklahoma Teams with Google to Provide AI Training
  https://pshra.org/state-of-oklahoma-partners-with-google-to-provide-ai-training/
- Use Cases For Generative AI In Workforce Development. https://www.jff.org/idea/use-cases-for-generative-ai-in-workforce-development/
- Perplexity.ai chat. https://www.perplexity.ai/search/hoe-is-the-use-of-ai-tools-imp-IUL9f.LjRZKLPO7gqap_Ow

ANTICIPATED TIMELINE

TASK	A Project Kick-Off	B Data Procurement				C Educational Attainment in Oklahoma	D Analysis of Oklahoma System for Higher Education	E Economic Impact Analysis of OSRHE Institutions	F Oklahoma's Promise Impact	G Impact of New Money: Post Secondary Education	H Community Benefit Analysis of OSRHE Institutions
		B.1 Data Receipt	B.2 Data Approval Complete	B.3 Community Benefit Survey Open	B.4 Community Benefit Survey Closed						
COMPLETION DATE	MAY 2024	AUGUST 2024	AUGUST 2024	SEPTEMBER 2024	OCTOBER 2024						

TASK	I Fiscal Impact Analysis	J Higher Education as Supply Chain to Oklahoma's Workforce	K Telling the Story							
			K.1 Preliminary Report	K.2 Client Comments	K.3 Final Report	K.4 PowerPoint Presentation	K.5 Custom Infographic & Animation	K.6 One-Page Infographic Documents for Each Institution	K.7 Delivery of Data Collected for Dashboards	K.8 Presentation of Findings
COMPLETION DATE			FEBRUARY 2025	MARCH 2025	MARCH 2025	MARCH 2025	MARCH 2025	MARCH 2025	MARCH 2025	MARCH/APRIL 2025

DOES YOUR BUSINESS OFFER EMPLOYEE TUITION ASSISTANCE FOR HIGHER EDUCATION?

Many businesses, organizations and agencies across Oklahoma provide tuition assistance benefits to help employees pay for higher education, including:

▶ tuition payment assistance or reimbursement

▶ payment or reimbursement for licensing courses and exams

▶ matched contributions to employer-sponsored 529 college savings plans

▶ student loan repayment assistance

If your company offers a tuition assistance benefit for employees that can be used at an Oklahoma public college or university, we'd like to feature your business on our website. To join the listing, take our brief survey to outline your employee higher education benefits.

COMPLETE THE SURVEY!

https://www.surveymonkey.com/r/MG37HQB

QUESTIONS?

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