

**Minutes of the
Economic Development Council
Meeting**

March 12, 2013

Oklahoma State Regents for Higher Education

Members present:

Arun Tilak, CU; Ryan Blanton, CSC; Rick Wetherill, ECU; Cecil Carter, MSC; Sheri Snyder, NOC; Laura Girty, NWOSU; Diane Murphey, OPSU (via-video); Jeri Koehler, RSU (via-phone); Stan Greil, RSC; Doug Misak, SWOSU; Kevin Clayton, TCC (via-video); Mark Kinders, UCO; Jason Morrison, WOSC (via-video)

Guests present:

Renee Williams, OU, Steve Vogel, USDA, Vikki Dearing, ODOC, Tony Hutchison, Connie Lake and Renae Brill, OSRHE staff.

1. Welcome and Introductions of all members and guests

Vice Chairperson Rick Wetherill called the meeting to order at 1:30 p.m. Introductions were made and guests were welcomed.

2. Approval of January 8, 2013 EDC meeting minutes

Upon a motion duly made, seconded, and carried, the minutes of the January 8, 2013, meeting of the Economic Development Council were approved as presented.

3. Main Topic: “The Importance of Farmer-owned Nonfarm Business in the Rural Economy” presented by Steve Vogel, USDA

Mr. Vogel shared with the EDC his research on The Importance of Farmer-owned Nonfarm businesses in the Rural Economy. Farmers operating off-farm businesses represent a small, but persistent segment of farm households in the U.S. - about 18% of all farm households in the U.S. Recent studies show that the incidence of the farm portfolio entrepreneurship is bounded. We have two types of small farms with gross sales under \$250,000, rural residence farms and intermediate farms. Small rural residence farms are the most numerous of the 395,000 farm portfolio entrepreneurs. When comparing farm sales of farm portfolio entrepreneurs to farmers not operating an off-farm business, we find that in at least two cases of efficiencies gained from managing multiple enterprises may spillover to farm operation – such that their farm sales are 23-24 percent larger. Rural residence farm households earn over 80% of off-farm business income that translates into the highest off-farm business income per farm of the three types of farm households.

Viewed from the local economy, off-farm businesses income is profit income earned from being engaged in the local circular flow of economic activity. Value-added income is one measure of gross county product. Among all farm portfolio entrepreneurs, farmer-operated employer establishments contribute 87% of the \$54 billion in value-added income generated by off-farm businesses. Of the 853,000 employees directly linked to farmer-operated nonfarm businesses, small farms account for 72% of the nonfarm employment generated by off-farm business, reinforcing the importance of small farmers to their local

economy. Service sector businesses were the most numerous types of off-farm business, and generated the largest economy wide impacts.

4. Best Practice Presentation: “Enid campus partnership” presented by Sheri Snyder, Vice President for Development/Community Relations, NOC

Ms. Snyder shared with the EDC that for more than 12 years, Northern Oklahoma College, Northwestern Oklahoma State University and community leaders in Enid have enjoyed a partnership centered on higher education as well as community and economic development. This partnership began with the establishment of the Enid Higher Education Council in 2001 with their first scholarship campaign drive. Through the generous support of the Enid Higher Education Council, along with businesses and individuals in the Enid area, the Enid Higher Education Scholarship Fund provides students an opportunity to pursue their educational goals. The purpose of the scholarship is to assist students with financial support as they begin their college careers at NOC Enid and continue their seamless education with Northwestern Oklahoma State University in Enid. During the most recent four-year (2010-2013) campaign drive, the Council has pledge commitments totaling \$162,650. Since 2003, the Council has expensed \$190,470 in scholarship awards to NOC Enid and NWOSU Enid. Additionally, since 2011, the Council has disbursed \$115,000 directly to each higher education institutional foundations to establish both a temporary and permanent endowment fund.

5. Committee work group reports:

a. EDC Internship Program, Greg Gardner, committee chair

Ms. Lake shared with the committee that Mr. Hutchison and Ms. Lake spoke with Mr. Gardner a week ago. Mr. Hutchison will share with the Chancellor a few examples that Mr. Misak shared and report back to Mr. Gardner.

b. MPM/Economic Development Summit, Cecil Carter, committee chair

Mr. Carter shared a handout for planning a conference and asked for volunteers. He also asked the council for guidance since the conference idea had not taken root. The members of the council suggested that the EDC partner with other organizations as they plan their annual conferences rather than plan a separate conference for higher education. Mr. Carter will get with his committee members.

c. Regents Business Partnership Excellence Award ceremony and reception, Janet Wansick, committee chair

Ms. Lake shared with the EDC that we have all 27 institutions attending. Invitations will go out on March, 25 and the RSVP deadline is April 5. Ms. Lake also shared that the directions and information about the program will be on the EDC website.

6. Report on meeting with Small Business Development group, Connie Lake

Ms. Lake shared with the EDC that as a result of Tim Jeffcoat from the SBA making a presentation at one of the EDC meetings, Mr Jeffcoat organized a meeting of organizations that touch entrepreneurs and small businesses to share specifics about their organization.

The participants identified ways to collaborate and expand their resources with the intentions of helping businesses grow.

7. Report on The Future of Workforce Development Conference with the Federal Reserve Bank.

Ms Lake shared with the EDC that the Federal Reserve Bank will be hosting a Workforce conference on June 12, at OSU-OKC. Anybody is welcome to attend.

8. OSRHE update by Tony Hutchison

Mr. Hutchison shared with the EDC that Ben Hardcastle will be leaving the State Regents and going to NSU as their executive director of communications. As for legislative bill tracking, we continue to communicate the importance of higher education and how an educated workforce grows the economy. Mr. Hutchison also shared with the EDC a website www.collegeresults.org.

9. ODOC update by Connie Lake

Ms. Lake shared with the EDC that she has three things she would like to share. First, how higher education participates on layoff aversion or after a WARN notice comes to the state department. There are five regional representatives from OESC around the state who work with local areas when there is a WARN notice. They are the project managers who engage the partner's, career tech, higher education, etc. for training and re-employment. She shared an example of good marketing piece to share with the people affected by the WARN notice. Additionally, Ms. Lake shared a story about lead development at Commerce. She stated that some states are passing stricter laws affecting gun manufacturers. There are some company's in those states that have said they will leave the state if these bills are passed. The ODOC have been proactive reaching out to those companies sharing the benefits of relocating in Oklahoma. Lastly, the Belgium based company, Asco, is having difficulty finding qualified applicants in some key positions. Ms. Lake has organized a Career and Tour event at Asco's Stillwater manufacturing facility for the institution career services officers to learn about Asco's hiring needs and operations. The event will be on March 26.

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

Doug Misak – SWOSU – the new Director of Commerce Jonna Kirschner toured on SWOSU's campus.

Mark Kinder – UCO has received a gift of \$2 million and will now be able to build their boathouse in the boathouse district in OKC. Oklahoma City held their ADDY awards and UCO captured 88 awards. On March 26, UCO will be hosting an international conference co-sponsored with Askew.

Ryan Blanton – CSC just completed their new bull test facility. CSC also had their 50th annual bull sale. On the CSC-Warner Campus, they will be remodeling the Student Union.

Diane Murphey – OPSU has a series of courses of homestead series and they will be starting a new course called greenhouse basics. OPSU will be starting another firefighter I

course in April to train area firefighters. Ms. Murphey also shared with the committee the student fundraising efforts - one being the rodeo group, which auctioned off the rodeo team members and brought in \$45,000, and the other was the art group, which raised \$13,000.

Sheri Snyder – NOC had their Carl and Carolyn Renfrow lectureship recently and had about 400 in attendance. NOC's annual Gala is coming up.

Cecil Carter – MSC has been working on getting the administration building refurbished and it is finally complete.

Renee Williams – OU's precollege program is focusing on the K-12 STEM development for this summer. For more information, go to camps.ou.edu. OU Outreach is partnering with the Norman Regional Healthcare System to develop two seminars on behavioral medicine.

Stan Greil – RSC will have a new president starting July 1, Dr. Jennie Webb. RSC just finished their fourth week of Bass Pro fishing workshops. RSC will be having an entrepreneur boot camp in April.

Arun Tilak – CU will be having an innovation development forum on Friday. For the first time in the history of CU's men's basketball team received an invitation to the NCAA Division II men's basketball post season tournament. There are currently two very important vacancies at CU - the President and the Dean, School of Business

Cecil Carter – MSC – The National Rifle Association (NRA) is opening up shop in Tishomingo. Mr. Carter shared that Miranda Lambert and Blake Shelton will be at MSC for a fund raiser.

Rick Wetherill – ECU's school of business and conference center is still under construction and is on schedule. On Thursday, ECU will be hosting the McAlester Main Street people for those who want to see what a retail business incubator looks like. As of today, ECU took over operations of our arts-related business incubator from REI.

New Business

Ms. Vikki Dearing with the ODOC shared with the EDC a handout on a grant available for job profiling. Ms. Dearing stated that the ODOC has \$50,000 to expend by June for job profiling in businesses across the state.

11. Adjournment

There being no further business to come before the Council, the meeting adjourned at 4:15 p.m.