

**Minutes of the  
Economic Development Council  
Meeting**

January 9, 2018

Oklahoma State Regents for Higher Education

Members present:

Jennifer Humphreys, CASC; Kaben Smallwood, EOSC; Dana Hope Chism, LU; Cecil Carter, MSC; Ron Cambiano, NSU; Sheri Snyder, NOC; David Hawkins NWOSU (via-video); Stan Greil, RSC; Doug Misak, SWOSU; Patrick Green, TCC (via-video); Mark Kinders, UCO; Shad Satterthwaite, OU; Chrystal Overton, WOSC (via-video).

Guests present:

Sheryl Hale, OSU-IT; Anna Dinsmore, OSU-IT; Heather Kay, OSU-OKC; Connie Lake, Cody Ruiz, Joel Dean, OSRHE Staff; Chancellor Johnson.

1. **Welcome and Introductions of all members and guests, Doug Misak, chair**

Chairperson Doug Misak called the meeting to order at 1:15 p.m. Introductions were made and guests were welcomed.

2. **Approval of November 14, 2017, minutes**

After item three there was a motion seconded and carried to approve the minutes of the November 14, 2017, meeting of the Economic Development Council. The minutes were approved as presented.

3. **Main Topic: Recommendations of the Higher Education Task Force, Chancellor Johnson**

The Chancellor arrived and the committee moved on to the task force recommendations before approval of minutes. Chancellor Johnson gave an update on legislative affairs as it pertains to special session and the budget. He explained that there have been a group of business leaders who have been working for the last five weeks to build a revenue package that could pass during this second special session. The components of that package are not clear but would likely involve cigarette fees, income tax changes and other things they have discussed before. The House does not plan to return until they have the votes to pass such a package. The revenue numbers do seem to be improving. OSRHE has requested \$128 million in new money. The bulk of this is tied to degree completion and to restore faculty who have been cut. Higher Education has been disproportionately cut over the last ten years. By 2020, 67 percent of the jobs in this state will require a long-term certificate or a degree. Chancellor Johnson explained, if our policy leaders indeed support workforce, we need the resources. We are still on track with the numbers for Complete College America but we are starting to fall behind. Gen. Levy claimed that underfunding Higher Education is a national security issue. He could hire every engineer that our universities prepare and still need more.

Last year we made the recommendation to have a citizens group take a deep dive into higher

education for the first time in years. They were to examine what we could do to improve quality and find cost savings and efficiencies. Our lead consultant is Dr. William Kirwan who has provided a great national perspective. The work of the task force was divided into four categories: degree completion, innovations in academics and online education, system structure, and fiscal solutions/cost savings. The task force began in May and is continuing to meet. Here are some of the recommendations broken up by subcommittee:

**Degree Completion:** use predictive analytics, accelerate programs like 15-to-Finish, partner with high schools, fully fund concurrent enrollment, allow more opportunities for returning military veterans and active duty military.

**Academic Innovation Technology:** study a system-wide delivery model, remove barriers to online classes, expand public-private partnerships, and examine joint degree programs.

**System Structure:** streamline administrative services to create regional or geographic partnerships, explore voluntary mergers.

**Fiscal Solutions:** leverage IT, merge back-office functions, and perform fiscal viability reviews of institutions.

All of the recommendations they are considering are to strengthen institutions and provide future fiscal viability. The next task force meeting is January 24<sup>th</sup>, and there will be a full report and recommendations in the future.

4. **Best Practice: Exploring USDA Funding and Certification for Young but Rapidly Developing Markets, Kaben Smallwood, EOSC**

Dr. Smallwood gave a best practices presentation on aquaponics. Aquaponics is a form of non-traditional agriculture that uses a recirculating water system to raise and harvest all-natural plants and fish together in a symbiotic environment. This is an efficient system in which a farmer can harvest protein and vegetables simultaneously. The presentation discussed USDA funding and certification for institutions of higher education. The focus was on how institutions can play a major role in shaping fledgling industries. Potential partnerships that increase funding chances were highlighted and sample grants were provided and discussed.

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

Cecil Carter- Approximately 15 years ago, Murray State College helped a local clinic move to a larger facility. Cecil helped The Family Health Center of Southern Oklahoma raise money and the school gave them five acres of ground and use of water. The Health Center has since expanded and there was some opposition to them moving. Murray was able to work with them to get five acres from the Choctaw to expand the facility. The economic development success is that the per-capita income was raised about 20 percent with this facility and expansion.

Stan Greil- Rose State College in association with Tinker has a \$750,000 additive manufacturing printer donated by an aerospace company on its way. Three years ago Rose

state and Midwest City launched an innovative district plan. This will include places to live and work that will be within walking distance of Rose State campus. This will start within the next 12-18 months.

Mark Kinders- University of Central Oklahoma was rated as one of the top ten colleges for veterans in Military Times. They received two grants in the last year that help them encourage veterans to go to college and pursue a degree. They have also been pursuing adult education programs for soldiers leaving active duty to become teachers. They are optimistic that this grant will be received. They have also received two major national awards for their center for online learning.

Ron Cambiano- Northeastern State University was honored as one of the 2017 top inclusive workforce cultures by Mosaic. They have also been selected as a teacher education best practice award for innovation and use of technology.

Jennifer Humphreys-Carl Albert and the surrounding community in December created an economic development coalition to form a unified message about what their area offers. The National Guard that was housed on campus has moved and that opened up an armory that they were able to add to campus which provides some growth opportunities.

Shad Satterthwaite- University of Oklahoma's College of Law was recognized by Apple as a distinguished school for continuous innovation in recognition of its Digital Initiative. The Digital Initiative was built on giving students iPad's to work from, having a digital training curriculum, and utilizing the Inasmuch Foundation Collaborative Learning center.

Kaben Smallwood-Eastern Oklahoma State College now has an interim VPAA, Robin Nevling, who was formerly in charge of their nursing department. They successfully completed a stockroom management program. This was a partnership with USDA and the Community State Bank. The Community State Bank donated \$20,000.

Sheri Snyder-Northern Oklahoma College has a partnership with Enid that supports graduation and keeping people in the community. The money that is raised goes to those students that stay local and attend NOC or NWOSU. This partnership has CareerTech, Common Education, and Private Education all working together.

Dana Hope-Langston is kicking off the silent portion of their capital campaign which will be highlighted by a new health and wellness center. The students have agreed to a \$90 a year assessment to benefit the center. Langston was also part of the Vision 2025 package that passed in Tulsa and they are the recipient of approximately \$16 million to build a new nursing facility on campus.

Heather Kay-OSU-OKC has a new President, Brad Williams. He has been with the university for the last five years as the Vice President of Student Services. With these leadership changes, they have a few vacancies and are planning to leave them vacant for a while and maybe do some reorganizing.

Pat Green-Tulsa Community College hosted their last Pathways Institute through the Bill and Melinda Gates Foundation and because of that work they are finalists for the Bellwether Awards. The student to advisor ratio used to be 1,100 advisers to one and it is now down to about 500 to one. TCC and the Tulsa Chamber have been designated a Talent Hub in an effort to increase adult degree completion in the Tulsa regional area.

David Hawkins-Northwestern's Business Advisory Council, which typically met only once a year, recommended that they have a lunch meeting at each broadcast site. Because of this, they have had many more companies get involved. They now have a full-time faculty member in Woodward.

Doug Misak- Southwestern has added a certificate program for massage therapy on campus. This is unaccredited, but is a required certificate program. They do most of their work on the weekends so it does not interfere with classes.

Dave Shideler (via Connie Lake) - Oklahoma State University had 1,000 undergraduates and 300 graduates honored in December. OSU ranks 19<sup>th</sup> in the US for fashion merchandising and 81 out of 100 in best values in public colleges.

## 6. Updates on the 2017-18 EDC Priorities & Committees

### a. **Economic Development Research Committee, Dave Shideler and John Claybon, committee co-chairs**

Each institution needs to review the OKHigherEdConnect.org business service directory to verify that these services still exist or in case something may have been added. Look for an email.

Dave is updating the rankings and recognition report. He asked what has changed since last year and wants to do something with this online. He will be reaching out for latest rankings and any other ideas or comments on how they are using the rankings.

### b. **Regents Business Partnership Excellence Award ceremony and reception, Dana Hope Chism, committee chair**

We are ahead of schedule. Every University is participating. Chartwells is on board and we are scheduling a menu walkthrough. Plaque order forms will be going out for review soon. Invitations will follow.

### c. **Membership & Best Practice Committee, Kaben Smallwood, committee chair**

Based upon the sign in sheet we are down to three vacancies.

## 7. **OSRHE and Legislative update by Tony Hutchison**

Covered in the Chancellors update

## 8. **Commerce update by Connie Lake**

Year to date there are 38 wins for the state in economic development which is above their target. They have created 5,200 jobs and investment is down slightly to \$403 million.

Three areas have been seeing more projects: Food Packaging and Manufacturing, Orthotics and Sand Processing. The 2018 Small Business Incubators report was passed out and discussed.

Lastly, there is a company in Oklahoma City, We Go Look, that is having trouble finding qualified employees.

9. **New Business**

Pat Green discussed a business tour in May and he is picking a few businesses in Stillwater to tour. Anticipate a full agenda on the event soon.

10. **Adjournment**

There being no further business to come before the council, the meeting adjourned at 3:45 p.m.