

**Minutes of the  
ECONOMIC DEVELOPMENT COUNCIL  
Meeting**

September 10, 2019

**Members Present:** Ryan Blanton, Oklahoma Panhandle State University; Shannen McCroskey, Carl Albert State College; Amy Ford, East Central University; Sheri Snyder, Northern Oklahoma College; John Claybon, Oklahoma City Community College; David Shideler, Oklahoma State University; Stan Greil, Rose State College; Michelle Campbell, Southeastern Oklahoma State University; Doug Misak, Southwestern Oklahoma State University; Pete Selden, Tulsa Community College; Mark Kinders, University of Central Oklahoma; Shad Satterthwaite, University of Oklahoma; Patricia Purdue, Western Oklahoma State College; Jordyn Frazier, Murray State College.

**Guests Present:** Matt Eastwood, Cody Ruiz, Joel Dean, Tony Hutchison, LeeAnna McNally: OSRHE Staff

- 1. Welcome Luncheon: Pizza, water and desserts provided (located in the Library Conference Room – 2<sup>nd</sup> Floor just past main reception)*
- 2. Introductions of all members and guests: Ron Cambiano, Chair*

The meeting was called to order at 1:15 p.m.

- 3. Legislative Update: LeeAnna McNally, Vice Chancellor for Governmental Relations, Oklahoma State Regents for Higher Education*

LeeAnna McNally explained that we are right in the middle of Interim Studies and they are going slow because of capitol construction, leaving only a single room available. The teacher prep program study is coming up and we are continuing to meet with legislators to discuss the importance of that. There is also a student debt study upcoming.

Ron Cambiano asked how student debt relates to other regions and between debt and employment.

Tony Hutchison said that the defaults are higher at the low end. Our average is below the national average, but we do have a higher default rate on the low end. States that have higher debt are completing at a higher rate. It is good that we are low, but it also implies we have a lower completion rate.

LeeAnna said that some states have implemented a “borrower’s bill of rights”. Largely, this issue is federally driven, so the legislature is looking at some aspect of this bill of rights.

We are beginning the budget process and discussing the schedule of our legislative tours. LeeAnna said there is some interest in funding the junior year of concurrent enrollment in the coming sessions.

**4. *OSRHE Update: Tony Hutchison, Senior Vice Chancellor for Strategic Planning and Analysis and Workforce and Economic Development, Oklahoma State Regents for Higher Education***

Tony Hutchinson gave an Update on OSRHE status as well as focusing on the charge of the EDC.

Interactions with several political leaders have been very positive for Higher Education. Health occupations, STEM engineering and Allied IT are all points of focus. There is a bigger focus on needed college degrees than the previous administration. They are starting to understand that there are some huge shortages that have been overlooked. Particularly in nursing, there has been a revelation that RN's are needed, not LPN's, and CareerTech cannot produce RN's.

Three recommendations out of the higher education working group were: Expand concurrent and pay for the fee's and books to ensure students that qualify but cannot pay the fees, Promote micro-credentials and certificates and Improve the link to K-12 by building a detailed analysis.

The education cabinet is jumbled, and it is frustrating that we cannot advance ideas or discuss things that are important instead of enduring administrative micromanagement. It is recommended to see this group come up with some recommendations for how to advance workforce.

This discussion brought up several ideas and possible avenues for action that will be addressed in the next EDC meeting on Nov. 13<sup>th</sup>.

**5. *Approval of June 11, 2019 minutes***

The minutes of the June 11 meeting were approved with one typo corrected.

Motion was made to approve by John Claybon, seconded by Doug Misak.

**6. *Bylaw amendment discussion***

After changing 25 to 27 in the institution membership numbers and seven to six in the Executive Committee membership, the bylaw amendments were unanimously approved.

Motion was made by Mark Kinders to approve, and seconded by Pete Selden.

The new bylaws are attached as well as the now mandatory Designee Agreement forms that need to be filled out and returned to OSRHE staff.

**7. *New member orientation and seasoned member review, Ron Cambiano, Chair***

Joel Dean presented the New Member Orientation presentation (Attached)

**8. EDC Executive Committee, Ron Cambiano, Chair; Mark Kinders, Vice-Chair**

Mark Kinders presented the discussion topics and goals for this year's EDC. There was discussion on and a proposal to come up with an actionable recommendation plan to fulfill the original EDC mission. Kinders also discussed a detailed, in-depth economic impact study that was created by the EDC some years ago and could be very useful to revisit/redo. These suggestions were added to the next EDC agenda to further discuss.

**9. Campus updates from members and current/emerging community and business partnerships**

As we were short on time, all campus updates were emailed to Joel Dean to be subsequently added to the minutes.

*Jordyn Frazier, Murray State College:* Murray State College has begun the process of constructing a \$10 million dollar agriculture building on campus. The area will also feature a lake with lit walking paths. The beginnings of an interactive mural have begun to take shape on the east side of Murray on Main. "Economic development is tourism!" MSC has met with business leaders from local companies in the manufacturing and mining industries and are looking at ways to meet the needs of the workforce in those fields. Murray State College and the Johnston County Chamber of Commerce have recently entered into a partnership plan which consists of an investment to work on economic development activities for the community. Some activities include working to build career days for local high schools, building up the Junior Chamber program, creating a Chamber Bucks program to keep spending local, gathering data, etc. MSC has created a Career Center and services currently offered include: administering and interpreting career interests surveys with Pathway U; Exploring career opportunities, Job descriptions, and education requirements with Pathway U; Designing individualized career pathways; Reviewing application skills, including: Writing resumes and cover letters and preparing for interviews. Tishomingo has seen a boost in the local economy thanks to the development of a natural gas pipeline in the area. There will be a wind turbine project beginning this fall that should keep the momentum going. The city currently has an interim city manager, Sarah Carter. The Chickasaw Nation is preparing for the annual meeting and festival which has included the construction of several large, covered pavilions near the capitol building in Tishomingo and they are also working on a Nutrition Center.

*Pete Selden, Tulsa Community College:* TCC has partnered with several companies to deliver ESL training for their growing number of foreign employees. We have seen an increase in the number of English as a Second Language individuals being hired at AAON Inc., St. Francis Hospital System, and Bama Industries Inc. This fall, we are serving more than 120 students through these contract training sites alone. This is in addition to the 306 students we are serving in our Northeast campus ESL programs this fall. TCC just opened the first Student Success Center on its Southeast Campus. This center is the first of what will be replicated on each of TCC's main campuses. The center brings all student services together in one space to greatly improve the student experience in meeting with advisors, career services, and other student

service programs. The center houses what is being termed “The Answer Center” for those who simply have questions and need to get connected to our services. TCC has just completed its first cohort of non-credit IT training which resulted in students taking, and in most cases earning, the CompTIA A+, Network + and Security + certifications. TCC began a similar cohort class in Bookkeeping Fundamentals, which will be ongoing over the next 12 weeks.

*Sheri Snyder, Northern Oklahoma College:* NOC is pleased to start their 2nd year in our Respiratory Care Program (Associate of Applied Science Degree) through a partnership with Autry Technology Center. Autry is sponsoring the position for the full-time instructor in this new program. Enid Higher Education Council – For nearly two decades, NOC, NWOSU, and community leaders in Enid have enjoyed a partnership centered on higher education as well as community and economic development. At our recent EHEC meeting in August, the Board allocated an additional \$25,000 to both NOC Foundation and NWOSU Foundation in support of additional scholarships. In August, the NOC Foundation received another amazing, unrestricted gift of \$500,000. This one-time distribution came from the same family trust as our December 2018 - \$1.5 million gift, which chose Kay County organizations such as ours as a benefactor. NOC is excited to collaborate with NWOSU and receive a \$17,000 grant through the OSRHE in support of the State Opioid Response – Higher Education Community Outreach initiative, a partnership with the Oklahoma Department of Mental Health and Substance Abuse Services.

*Shannon McCroskey, Carl Albert State College:* In the spring of this year, the Student Oklahoma Education Association (SOEA) at Carl Albert State College earned an outstanding reputation at the State Conference, bringing home first place in four out of five competitive events. Now, the chapter has expanded their recognition beyond state borders, receiving three awards at the national level. Susan Hill was named the 2018-2019 National Outstanding Local Advisor. Hill, a CASC instructor of Fine Arts and Communications, was instrumental in reviving the local chapter because she felt the 89 students majoring in education needed to have experiences that would benefit them on their journey to becoming teachers. Serving as faculty advisor, she took chapter members to numerous conferences and events and helped them plan professional development activities. After a twelve-year break from classes, a CASC student learned that she is eligible for a degree; soon-to-be Carl Albert State College graduate, Rena Miller of Wister, OK, recently attended CASC’s RECONNECT Event after a twelve--year break from college, in hopes of learning how many college credit hours she needed to complete in order to finish her degree. What she learned after her visit with an advisor in the CASC Enrollment Office left her in disbelief: she had completed enough college-credit-hours to earn a degree in General Studies. Rena dreams of being a Family Counselor and specializing in Substance Abuse. She has recently transferred to Northeastern State University in Tahlequah where she is enrolled in a bachelor’s program and hopes to one day complete her master’s degree to be a Licensed Professional Counselor

*Ron Cambiano, Northeastern State University:* Northeastern's regional partner and advisory council team, Northeast Oklahoma Regional Alliance (NORA), was one of five communities nationwide chosen early last spring to participate in the Council for Adult and Experiential Learning (CAEL) inaugural cohort of the Inclusive Development Network (IDN). This project's goal is aimed at connecting economic development to workforce and identifying strategies that we can implement across the region to grow our workforce through inclusivity. CAEL and other

nationally known groups are assisting our university and region in the development of these strategies over an eighteen month period. Five counties in the NORA region were selected to meet the criteria for the technical assistance project. Those counties are Mayes, Rogers, Wagoner, Muskogee and Cherokee. They represent degree-to-workforce opportunities for our university.

As a cohort, our local team, of which I am a member representing the university, also will work with the other communities selected to develop best practice approaches to changing demographic and industry needs. Communities selected include Spokane, WA, Cleveland, OH, Pensacola, FL and Corpus Christi, TX. As you can see, from the cohort, our five rural counties represent a very different and unique set of educational and career challenges that the other participating cities in this program will not experience! At the end of the eighteen months, it is our intention to have realistic strategies that translate into an action plan for Northeast Oklahoma. Currently, we are in the research stages of this project and our team will be working to gather data and other pertinent information to form a framework for delivery to our region.

*Shad Satterthwaite, University of Oklahoma;* The Tom Love Innovation Hub (I-Hub) and Ronnie K. Irani Center for the Creation of Economic Wealth (I-CCEW) are founding institutions behind a new EcoInnovation Network facilitating the creation of innovation centers in North America focused on cultivating leaders in innovation, entrepreneurship and sustainable growth. The network will involve organizations in the U.S., Canada and Mexico. The next OU Economic Development Institute (EDI) will be held in Denver, Colorado on October 20-24. The spring EDI program will be in Austin, Texas on May 2-7, 2020.

*Mark Kinders, University of Central Oklahoma:* UCO has again been named, for the third year in a row, to the top ten as a Veteran Friendly Campus by Military Times. A total of 136 four-year institutions were selected for this recognition. UCO launched its “Connected Campus” online presence to enhance and expand the number of online programs and improve the student experience. This was the result of a nearly six-month review by a task force of senior administrators and assistant deans. In addition to adding more programs, the site also provides a complete “concierge” service to students from their first inquiry through graduation. The UCO design program again swept through Oklahoma, regional and national awards in the 2019 American Advertising Awards (ADDY). Students captured three national awards, marking the tenth year in a row for national recognition. Overall, UCO students took home 139 awards for their graphic design entries and advertising campaigns.

#### ***10. EDC Ceremonies and Events Committee: Training Update and Advocacy Event Discussion***

The training event was presented as taking place on Nov. 12th and 13<sup>th</sup>, 2019. The names of speakers that have already been contacted are Jennifer Springer from Project Blue Sky, Brent Kisling, Drew Dugan, and representatives from the Oklahoma Manufacturing Alliance (OMA) and a successful opportunity zone in Lawton in association with Cameron University.

The “save the dates” will go out on September 13<sup>th</sup> and OSRHE staff will continue ironing out details with the proposed speakers, aiming for a final agenda to be sent out the first week of

October.

*11. Other business*

Ron Cambiano suggested that we start the following meetings earlier and maintain the informal luncheon or other informal gathering before the business meetings start.

*12. Tier breakout time*

This item was skipped as we were out of time.

*13. Adjournment*

The meeting was adjourned at 3:18 p.m.

**Next meeting: MEETING DATE CHANGED TO NOVEMBER 13<sup>th</sup> AFTER THE TRAINING EVENT.**