

**Minutes of the
ECONOMIC DEVELOPMENT COUNCIL MEETING
May 12, 2020**

Members Present: John Claybon, Jamie Henson, Doug Misak, Samantha Lankford, Laura Butler, Shad Satterthwaite, Stan Greil, Patricia Purdue, Ryan Blanton. Amy Ford, Kenneth Sewell, Michele Campbell, Jordyn Frazier, Sheri Snyder, Joyce Burch, Larry Smith, Peter Seldon.

Guests Present: Tony Hutchinson, Debbie Blanke, Angel Icenhour, Matt Eastwood, Joel Dean; OSRHE Staff

1. Welcome and introductions of all members and guests: Ron Cambiano, Chair

The Meeting was called to order at 1:02 p.m.

2. ShowWhatYouKnow.org, Web Portal Walkthrough and Information: Dr. Debbie Blanke, Senior Vice Chancellor for Academic and Student Affairs, Oklahoma State Regents for Higher Education; Angel Icenhour, Coordinator for Academic Affairs Student Success Initiatives, Oklahoma State Regents for Higher Education

Dr. Debbie Blanke and Angel Icenhour gave a comprehensive overview of the new web portal on ShowWhatYouKnow.Org. This was a collaboration of the 100 critical occupations and the Oklahoma Works coalition. There was a suggestion of bringing Reach higher into the RBPEA event to further support students and loyalty.

3. State Regents Update: EDC Executive Committee Questions and Discussion: Tony Hutchison, Senior Vice Chancellor for Strategic Planning and Analysis and Workforce and Economic Development

Q1: Are the State Regents level guidelines they should be following or are most decisions to be left to local regents?

Tony Hutchinson sent several links to plans for the fall semesters that has been sent out and will be attached. The Council of Presidents is now meeting every week to discuss COVID-19 concerns and how they are being solved. The Chancellor is bringing information from the Southern Regional Education Board Response Team, which he chairs.

OMES has sent out state agency guidance some of which is useful for campuses. This memo has also been shared and will be attached. Tony Hutchison stated the summary of the memo provided CDC guidelines, but with those shifting every day, we are monitoring and updating agency and campus plans as they occur.

Q2: Do we have any specific budget updates?

The Governor vetoed two key pieces of the budget that were statutory changes redirecting funds that go to the retirement and pension funds. These redirecting funds didn't take money out of the pension funds it just stopped pay ins for one year. This kept the cut to K-12 Education to below 4%.

The 3.9% cut that Higher Education took is probably the best we are going to get. If these vetoes stand, we are probably looking at closer to the 7% cut that was discussed.

The Quartz Mountain Resort is going to be transferred back to the Tourism Department and the funding for that will go there. This will make it easier to manage because they often had shortfalls mid-year that Higher Ed had to fill in.

*Disclaimer this meeting took place before the House and Senate overturned the Governor's budget vetos. The Legislature also passed the COLA bill that was discussed.

Q3: Some colleges are applying for FEMA relief along with other federal funding as was discussed on the last Higher Ed Network call. Is there any central location or database where we are sharing this information?

They are meeting tomorrow and Tony Hutchison will have more information on this item next week.

Tony Hutchinson also stated that he recently met with USDA's broadband group which is looking for Oklahoma to submit grant proposals in three areas, opioid, telemedicine and STEM workforce in rural areas. They are looking for partnerships between Higher Ed institutions, rural communities and OneNet. This would be targeted economic development down the road.

Tony then discussed recent developments with the Centers for Excellence. One issue with the Centers for Excellence is that it is very CareerTech and job training focused, not on degrees. Most of their input was keeping higher ed from being prioritized. From a higher education perspective, it is important that we look for ways we can promote ourselves as Centers for Excellence such as our nursing, pharmacy, optometry programs. They are looking for partners with local labor force that use those centers. Everyone should look at the application. There are lots of categories that Higher Education that is relevant. It may just be recognition at this point, but there may be funding tied to it in the future. There didn't seem to be a lot of depth to this designation. They simply popped in and said we want something to label Centers of Excellence.

4. Minutes Approval of January 14th, 2019

Minutes were approved unanimously.

5. Regents Business Partnership Excellence Award Debriefing: Matt Eastwood, Assistant Vice Chancellor for Workforce and Economic Development

Much of this discussion happened ahead of schedule while Dr. Debbie Blanke was still on the call. The suggestion was made to partner with Reach Higher to perhaps bring back videos submitted by colleges, to create a highlights or a compiled submission list video to run during the period waiting for the event to begin. Once we get some solid branding the EDC and the RBPEA event can have a page on the Reach Higher website.

Creating some sort of promotional material or branding campaign video to sell higher ed and its economic footprint should come out of RBPEA.

6. Discussion: EDC Recommendations to Oklahoma State Regents for Higher Education, Going-Forward during the Covid-19 Pandemic

We have not elaborated on each recommendation item, it is just more of a bullet point list. A few other advisory council reports provide further background if that is what is wanted. We can expand these options if needed or requested by the Chancellor's office.

One concern mentioned was without examples it could be misconstrued or vague. While our colleges and universities have degree programs, employers often look to noncredit certificates and credentials. Highlighting

this distinction, should be noted in relevant recommendations.

Another topic of discussion mentioned if there may be a way or need to combine a few talking points. The thought being fewer is better to focus on. The Chair asked what would be our top priority to ask of the Chancellor if he was in the meeting.

Matt Eastwood said we can always provide the full list and see from them what is the most practical moving forward on any particular year. It may be better to allow them some of the discretion. This would then set the course agenda and action items for the EDC for the following year.

The suggestion was made to put the recommendations in a prioritized list. Those items that make the EDC more useful and nimbler and able to respond to the needs of the business community need to be at the top of the list. The EDC was asked to send in wording suggestions for the final recommendation.

The list of recommendations will be provided in a follow up email. Members are encouraged to make edits and rank their priorities of each of these points. The OSRHE staff can provide or will request information to provide extra detail on any talking points that need it after they have been ranked.

7. Nomination of EDC Officers for 2021-2022 Year: Joel Dean, Government Relations and Workforce Coordinator

This motion was tabled until the next full EDC meeting due to complications and concerns due to Covid- 19. Motion made by Kenneth Sewell and was seconded by John Claybon. Motion passed unanimously.

8. Other Business

Michelle Campbell mentioned that OKSPDC.org has resources and focused efforts on idle loans and PPP programs and other trainings to help people try to stay afloat and mitigate the impact of this virus and the shutdown. There has been some additional funding through the CARES act that allows them to put more boots on the ground to address business disruption.

Each institution gave a brief estimate of when their campus will be opening back up or what the plan was moving forward for the next semester. Most institutions plan some form of in-class sections for the fall with contingency plans in case courses will need to be transitioned to online formats. Some campuses are looking towards more hybrid formats as well for their course sections.

9. New Business

There was no new business.

10. Adjournment

Meeting was adjourned at 2:55 p.m.

Next meeting: June 2020