

There were technical difficulties on the completion of these minutes but computers which stored the audio file were restarted to corrupt or delete the meeting audio. This was largely recreated from notes and portions of the recovered audio. Please review carefully for changes or additions.

**Minutes of the  
ECONOMIC DEVELOPMENT COUNCIL MEETING  
Sept. 15, 2020**

**Members Present:** Laura Butler, Doug Misak, John Claybon, Jordyn Frazier, Krystle Lane, Mike Widell, Charles Harrison, Steve Valencia, Stan Greil, Jennifer Walker, Charles Harrison, Jillian Whitaker, David Pecha, Ron Cambiano, Anne Brooks, Joyce Burch, Amy Ford, Kenneth Sewell, Scott Newman, Patricia Purdue, Jamie Henson, Kelsey Martin, Michelle Campbell, Pete Seldon.

**Guests Present:** Debbie Blanke, Tony Hutchinson, Joel Dean, Matt Eastwood, Brad Griffin, Sarah Ashmore

**1. Welcome and Introductions of all members and guests: John Claybon, Chair**

The meeting was called to order at 9:02 am.

**2. OOWD Update: Sarah Ashmore, Deputy Director, Oklahoma Office of Workforce Development**

Sarah Ashmore gave an update on OOWD. The PowerPoint presentation is attached. The revised 2-year model of the 100 critical occupations list for 2020-2021 is soon to be released.

Tony Hutchinson asked how the critical occupations are collected and decided upon. Ashmore explained that the methodology is to be posted with the new list.

**3. 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 explained that last year's EDC recommendations list will be presented to the Regents in some capacity at the upcoming October meeting. It may have to go through the Strategic Planning Committee simply because doing the Regents meetings by zoom has required them to limit the actionable items.

The CARES act funding that the Regents requested from the GEER money all went to K-12 except for some funds to tri-county. The Governor's office said it never got the Regents request so the Regents have resubmitted a version of the request for general CARES funding. Hutchinson said we shouldn't get our hopes up, but they are still trying.

Ryan Walters was named Oklahoma's new Education Secretary. The Chancellor will be meeting with him soon.

State revenue is expected to be pretty flat depending entirely on how much they relied on one-time use funds.

4. **Micro-Credentialing and Virtual Learning Presentation, Brad Griffin, Director of Online Learning Initiatives, Oklahoma State Regents for Higher Education**

Brad Griffin gave a PowerPoint Presentation (attached) detailing innovative disruption in the form of a series of stackable badges that lead to micro-credentialing and certifications.

5. **Discussion: Micro-Credentialing/Badging Thoughts from Your Campuses' Perspective**

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*1. What are your overall impressions of micro-credentialing within your campus environment? (Benefits and Concerns)*

Stan Greil said the acceptance of micro-credentialing is essential for the future success of higher education. Stan stated micro-credentialing is a paradigm shift. It is an important educational component that our target market is demanding.

Laura Butler said UCO is connecting academic and workforce needs while maintaining flexibility to be responsive to workforce needs. This allows professionals and micro-credential participants to engage with more opportunities. The micro-credentials have been well received by the greater campus community and there are over a dozen current micro-credentials which are at various stages of planning and development. To best meet community needs, UCO is focusing on strategic and evidence-based micro-credentials implementation, current gaps include a need for increased investment in the design process and technology.

*2. How do you envision working with local businesses or industry partners to shape your academic programs?*

Jordyn Frazier said Murray State College obviously has a strong relationship with the Chamber of Commerce and all we do is talk to businesses. This connection allows us to share feedback with the college about the skills needed at different local businesses. This is exactly what our local workforce development program is going to do. We will provide pathways from K-12 to college, engaging our businesses along the way so that the information being taught is as relevant as possible.

John Claybon said local business and industry representatives provide critical input on what skills are needed in their respective industries. For academic programs to be successful they must produce graduates that have the fundamental skills to contribute. Industry and higher education must work together to ensure programs meet the changing needs of industry.

*3. How do you aim to develop or expand short-term credentials to meet immediate industry needs?*

John Claybon said At OCCC we have embedded industry-recognized certifications. In our Computer Science degree program, many courses are mapped to CompTIA certifications. Graduates should have several certifications by the time they graduate. Industry-recognized certificates help prospective employers validate the skills of graduates.

*4. How best would you market or promote outreach to students to inform them of micro-credentialing opportunities?*

Laura Butler said UCO is working with campus and community partners to share these opportunities. UCO students also engage with an interactive transcript and many of the micro-credentials also align with these outreach efforts. Departments are partnering to design micro-credentials students can earn, as well as those earned in workforce contexts. This creates a bridge between the student and professional experiences.

*5. Other thoughts or comments you would like to make regarding the topic of micro-credentialing on your campus?*

Stan Greil added we need to work with our accreditation bodies to initiate this change to ensure both academic compliance and customer satisfaction.

#### **6. Approval of June 29, 2020 minutes**

The motion was made to approve by Kenneth Sewell, seconded by Vice Chair Laura Butler. The motion passed unanimously.

#### **7. New Member Orientation and Seasoned Member Review: Joel Dean, Government and Workforce Relations Coordinator, Oklahoma State Regents for Higher Education**

Joel Dean gave an overview of the origination and purpose of the EDC. A longer form of the orientation PowerPoint he presented is attached.

#### **8. 2020-21 EDC Priorities & Committees:**

- a) **EDC Executive Committee, John Claybon, Chair**
- b) **EDC Ceremonies and Events Committee: Training Update and RBPEA Discussion**
- c) **Recommendations Report, October Regents Meeting**

With the continual shutdowns caused by the COVID-19 virus. Many of the EDC events are going to have to look different in 2020-21. The Training event which normally takes place in November is not possible. OSRHE staff and the Executive Council will be preparing a list of online training seminars and webinars that will be replacing the in-person training event.

The Executive Council will distribute a list of conferences that can be attended and track member participation in order to meet the requirements for training certification.

RBPEA event is at the moment simply going to be postponed. There will be more discussion in the coming days about how, when, and where we will be able to have this event. Tony

Hutchinson and Eastwood are looking for the best opportunity and the Executive Council will continue to meet in order to present the full EDC with options.

**9. Member Updates: Campus news and current/emerging community and business partnerships.**

**The following was partially completed with corrupted audio please respond with corrections or further details to these campus updates.**

Laura Butler - UCO: Key highlights are that the USDE is matching donations to the UCO STLR and the Forensic Biology program is nationally ranked 6 of 15 programs in forensic colleges.

Krystle Lane - Connors State College: Connors is currently focused on developing business partnerships for matching programs and extending scholarships.

John Claybon - OCCC: OCCC is doing a 8 week terms campus wide, We have partnered with Toyota to offer a Toyota Education College Support TECS program.

David Pecha - Northwestern Oklahoma State University: Classes have started back for the fall semester, but some events like Homecoming have been postponed.

Joyce Burch - University of Oklahoma: Tinker Air Force Base and the University of Oklahoma last week signed an educational partnership agreement to provide educational opportunities for students and faculty in science, technology, engineering and mathematics.

Anne Brooks - Eastern Oklahoma State College: Has received a \$1.5 million grant to increase graduation rates, renovate library and develop Summer coding program for Native Americans.

Kenneth Sewell - Oklahoma State University: There is a focus on the STEM pipeline. OSU research foundation received a cooperative agreement with NASA and the Johnson Space Center.

Ryan Blanton - Panhandle State University: Received grant for meat lab maintenance. This will allow students to work at a state-of-the-art processing plant.

Jillian Whitaker - NEO A&M: NEO A&M is gearing up for their virtual Homecoming Gala which is usually their biggest yearly money maker.

Amy Ford - East Central University: Ada has been working to maintain student safety. They have worked with their city to advocate maintaining a mask mandate.

Doug Misak - Southwestern Oklahoma State University: President Randy Butler is retiring, which is taking most of the focus. Enrollment is pretty much flat from the previous year.

Jamie Henson - Carl Albert State College: We have three new AAS programs in the cyber, media, and environmental safety programs and we are starting to work with the new vet center in Sallisaw, which will need college-educated employees.

Michele Hockersmith - Southeastern: Enrollment has surpassed 5,000 students for the first time in history. In terms of the Oklahoma Small Business Development Centers, we are adding business advisors across the State through CARES Act funding to continue to help businesses mitigate this difficult time of the pandemic. Lots of remote business advising and virtual training going on currently!

Jordyn Frazier - Murray State College: We have seen a 12% increase in enrollment from the Fall '19 numbers. About 50% of students are online. They are also offering 8-week block classes so enrollment is expected to go up even more with new classes beginning in October. The Agriculture & Science building is coming along nicely. Tishomingo's entire Main Street is in the process of being repaved and we have several new businesses opening in town. I am working with the 10-county service area on a workforce advisory council to determine our most needed skills in the area.

#### **10. Other Business**

There was no other business.

#### **11. Adjournment**

The meeting was adjourned at 11:17 a.m.