



INCREASING EDUCATION AND TRAINING STATEWIDE

Oklahoma's Challenge

Oklahoma has continuously ranked among the most business-friendly environments in the nation. Despite this strength, the state, like the rest of the country, is facing a substantial skills gap in its workforce. Recent estimates show a 16 percentage point gap between Oklahoma's existing workforce and the skilled workforce needed by 2025. The state's greatest challenge lies in increasing the number of Oklahomans with the middle skills businesses need to fill occupations critical to the state's economic growth and to our citizens' economic success. The minimum skills demanded by business today frequently includes workforce credentials, certificates and degrees. In order for Oklahoma to meet these labor demands, for businesses to grow and prosper, and for Oklahomans to start businesses or succeed in wealth-generating occupations, we must understand the new minimum for success moving forward will increasingly include education and training beyond high school.

The Solution

Governor Mary Fallin established Launch Oklahoma in 2016 to urgently boost the state's postsecondary attainment and close the workforce skills gap. Launch Oklahoma is a statewide goal to increase the number of Oklahoma workers with education or training beyond high school to 70 percent by 2025 so that businesses have the current and future talent pipeline they so desperately need. The initiative is focused on four strategic objectives designed to address the barriers Oklahomans experience in obtaining workforce credentials, certificates and degrees.

LAUNCH OKLAHOMA

OBJECTIVES



Increase Awareness

Promote the importance of education and training



Ensure Access

Students are able to access tuition assistance and supportive services



Ensure College & Career Readiness

Students are prepared to enter and succeed in education and training



Engage Employers

Employers play an active role in supporting Oklahomans to complete education and training

Launch Oklahoma Initiative

To meet the Launch Oklahoma goal, the state will need to target returning adults, adults without any previous postsecondary experience, as well as traditional students. Priorities of the initiative, include:

- Prioritizing education and training programs that lead to employment in Oklahoma’s high-demand industries and occupations;
- Increasing equity in postsecondary education and training attainment, including low-income, rural and minority populations;
- Expanding access to work-based learning opportunities, such as internships and registered apprenticeships; and
- Implementing success strategies that help students stay in education and training programs through completion.

In addition to the statewide goal, regional attainment goals have been established for Oklahoma’s seven Key Economic Network (KEN) regions. The regional goals will serve as the foundation for the work of the KEN Champion, or appointed local business leader, in relation to sector partnership strategies, career pathways development and strengthening relationships between all levels of business and education.



2025 Targets				
	All Postsecondary	Vocational Certificate/Credential	Associate Degree	Bachelors & Higher
OKLAHOMA	882,123	111,533	274,664	245,048
CENTRAL KEY ECONOMIC NETWORK <i>Counties: Canadian, Cleveland, Hughes, Lincoln, Logan, Okfuskee, Oklahoma, Pottawatomie, Seminole</i>	339,611	123,342	95,164	121,105
EASTERN KEY ECONOMIC NETWORK <i>Counties: Adair, Cherokee, McIntosh, Muskogee, Okmulgee, Sequoyah, Wagoner</i>	67,647	28,886	25,912	12,848
NORTHEAST KEY ECONOMIC NETWORK <i>Counties: Craig, Delaware, Mayes, Nowata, Ottawa, Rogers, Washington</i>	43,094	17,810	16,112	9,172
SOUTH CENTRAL KEY ECONOMIC NETWORK <i>Counties: Caddo, Comanche, Cotton, Grady, Jefferson, McClain, Stephens, Tillman</i>	68,284	30,607	21,171	16,506
SOUTHERN KEY ECONOMIC NETWORK <i>Counties: Atoka, Bryan, Carter, Choctaw, Coal, Garvin, Haskell, Johnston, Latimer, LeFlore, Love, Marshall, McCurtain, Murray, Pittsburg, Pontotoc, Pushmataha</i>	75,109	34,913	27,730	12,466
TULSA KEY ECONOMIC NETWORK <i>Counties: Creek, Osage, Pawnee, Tulsa</i>	177,480	60,881	57,536	59,063
WESTERN OKLAHOMA KEY ECONOMIC NETWORK <i>Counties: Alfalfa, Beaver, Beckham, Blaine, Cimarron, Custer, Dewey, Ellis, Garfield, Grant, Greer, Harmon, Harper, Jackson, Kay, Kingfisher, Kiowa, Major, Noble, Payne, Roger Mills, Texas, Washita, Woods, Woodward</i>	90,979	37,759	26,368	26,853