

Governor's Council for Workforce and Economic Development (GCWED)

Strategic Plan (2021-2024)

Strategic Categories:

1. Workforce System Organizational Structure;
2. Workforce System Infrastructure and Capacity;
3. Data Sharing, Data Infrastructure, and Data Limitations;
4. Joint Communications, Messaging, and Branding; and
5. Customer-Centered Service Design and Delivery.

Impact Goals:

Governor Kevin Stitt's administration and the Governor's Council for Workforce and Economic Development have established impact goals to propel Oklahoma into a Top 10 State for workforce development, including:

1. Increase Oklahoma's labor force participation rate from 60% to 65%.
2. Create 50,000 new private sector jobs paying an average salary of \$55,000 per year.
3. Achieve Top Ten status in U.S. unemployment rate.
4. Increase effectiveness in serving businesses by 20%.

Objectives and Strategies:

Workforce System Organizational Structure:

- Structurally align Workforce Innovation and Opportunity Act (WIOA) partner agencies.
- Charter a state WIOA partners' group.
 - Statewide plan for ongoing workforce system capacity building
- Advance state and local workforce boards as the strategic leadership and oversight entities for the workforce system.
 - GCWED Board Engagement Committee
 - Issue joint training, communications, policy and operational guidance
- Functionally organize Oklahoma Works Center service delivery.
- Launch funder collaborative
- Assess effective practices in attracting and using non-Federal, public and private, funding sources to support workforce development

Workforce System Infrastructure and Capacity

- Invest in Unemployment Insurance (UI) infrastructure and staffing.
- Implement cross-training for workforce system partners.
 - Training modules: EO, case management, career coaching, Benefits Cliff Dashboard, WIOA 101 (programs, eligibility, etc.)
- Expand broadband capacity and access.
- Analyze Benefits Cliff and produce report, make policy changes as needed
- Pay for Performance pilot
- Integrated emergency workforce system preparedness, recovery and business continuity plan

- Pilot at least one job quality improvement initiative by 2020

Data Sharing, Data Infrastructure, and Data Limitations

- Improve management information system capacity, functionality, and sharing.
- Advance labor exchange system functionality and ease of use.
- Expand data-informed decision making.
 - Real-time, actionable workforce and economic information to anticipate trends
 - MOUs for data sharing
 - Plan for identifying key data elements needed, potential sources, and steps to access/analyze data to inform strategy, investments and service design
- Establish a Governor's Council Data Initiative to identify needs and resources and plan.
 - Drive adoption of new MIS
 - Expand functionality of state labor exchange system
 - Identify labor market information needs and facilitate access to new data sources/tools
 - Drive access to longitudinal data that informs strategic investments in training programs and overall service delivery.
- Advocate for better state data systems and single person identifier to allow for more strategic investments and increased efficiencies
- Implement a master MOU to be signed by the 17 state agency workforce partners

Joint Communications, Messaging, and Branding

- Implement coordinated state-to-local partner communications.
 - Develop joint system communications plan (and marketing materials)
- Enhance system-wide local communications.
 - Local boards lead the development of approaches for systemwide communications at local level
- Expand adoption of the Oklahoma Works brand among partners.
 - Identify barriers and resistance to adoption of common identifier (OK Works brand)
 - Collect and analyze information on the perceptions of the OK Works brand among job seekers and business customers (survey on regular basis)
 - Adopt OK Works brand by all customer-facing services and staff.

Customer-Centered Service Design and Delivery

- Make service delivery more integrated and customer-friendly.
 - Assess customer satisfaction results monthly and implement improvements as needed.
- Expand and diversify virtual service delivery capacity.
- Unify and integrate business customer outreach and service delivery.
 - Implement a joint CRM for workforce partners
 - Increase the number of active sector partnerships
 - Scale skills-based hiring initiative
 - Implement strategic plan for responding to employer needs
 - Advocate for economic incentives for employers, industries and workforce participants to upskill (e.g. tax credits, tuition resources)

- Increase targeted programs for and outreach to diverse and special populations (adult basic ed, justice-involved, disabled, etc.)
 - Identify strategies for expanding reach of HSE services by launching partnerships with organizations providing similar HSE services (e.g. libraries, community organizations, United Way, etc.)
 - Deploy a tailored ICAP for targeted populations such as students completing their HSE
 - Scale career pathways for in-demand jobs and industries that lead to higher paying jobs

Engage, upskill, and retain Oklahoma's current and potential workers

- Expand and diversify Registered Apprenticeship and pre-apprenticeship programs
 - Statewide staffing contract to cover liability related to youth apprenticeship/work-based learning.
 - Establish a strong intermediary network.
- Increase STEM graduates staying in OK by 5% by 2022