



Workforce Development & Talent Retention/Attraction

Rue L. Ramsey, Vice President,
Workforce & Talent Strategies,
Economic Development

Heartland
Economic Development Course
2024

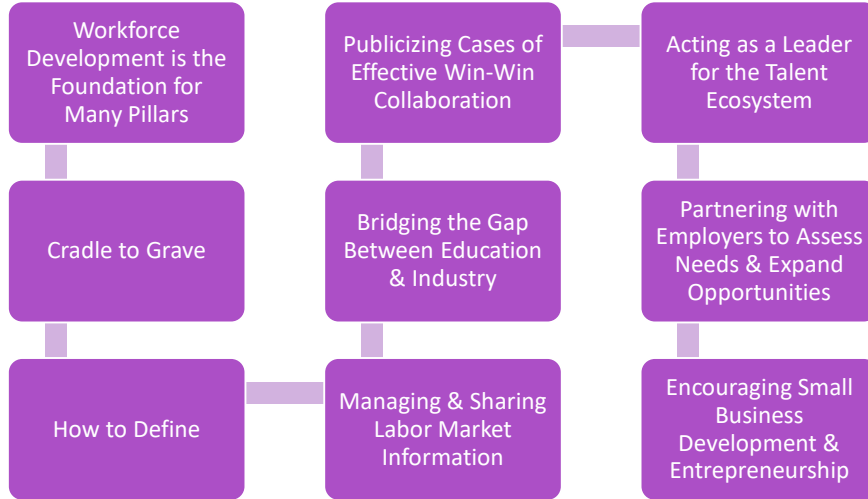
TULSA REGIONAL CHAMBER

Session Focus




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- Overview of the Role of Workforce in Economic Development
- Workforce in the Tulsa Region
- Case Studies Group Activity
- Where to Begin?
- Using Data to Drive Decisions
 - Identify Gaps and Brainstorm for Solutions
- Hear from Experts in the Field & Ask Them Anything!
 - Debra Teufel, Hutchinson KS
 - Mindy Stalker, Union County Development in Iowa
 - Darla Heller, Director, Economic Development Director, Economic Development Authority
- Steal This Idea Activity (sign up on session day | limited spots)

Overview | The Role of Workforce in Economic Development



WORKFORCE AND TALENT STRATEGIES

 BUILD	 ENGAGE	 PROVIDE
<p>Champion programs and initiatives that provide experiential learning and career exploration for 8-12th grade students throughout the region</p>	<p>Collaborate with major colleges and university in the Tulsa region to encourage graduate retention</p>	<p>Provide vital resources to businesses that fosters the growth and maintenance of a talented and skilled workforce</p>

WORKFORCE AND TALENT STRATEGIES

TULSA'S NEXTGEN TALENT



BUILD

Champion programs and initiatives that provide experiential learning and career exploration for 8-12th grade students throughout the region

BEYOND HIGH SCHOOL
College & Career Fair

AN EXCLUSIVE EVENT OPEN TO ALL TULSA PUBLIC SCHOOLS JUNIORS AND SENIORS TO HELP YOU **DREAM BIG** ABOUT LIFE AFTER GRADUATION

Must call 918.468.3611 for college information and admission / auxiliary organizations from across the region.
Photo credit: Tulsa Regional Economic Development Authority







WORKFORCE AND TALENT STRATEGIES



Campus Tulsa designed to attract college students to our region for summer internship experiences, so they will launch their careers from here.



ENGAGE

Collaborate with major colleges and university in the Tulsa region to encourage graduate retention



A collaborative effort developed to meaningfully improve Tulsa Regional students' journey toward degree attainment

WORKFORCE AND TALENT STRATEGIES



HR FORUM
TALENT IN THE TULSA REGION

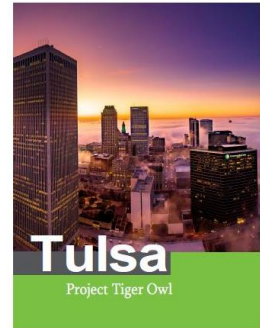


PROVIDE

Provide vital resources to businesses that fosters the growth and maintenance of a talented and skilled workforce

“TALENT TALK”

Tulsa's Talent Newsletter



Expert in the Field

Mindy Stalker, Executive Director, Union County Development Association

- The Roundhouse
- YP/leadership programs
- <https://www.unioncountyiowa.com/becomearoundhousemember>



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BLDG 301

- Coworking Space
- Furnished Loft
- Apartments
- Conference Space



THE ROUNDHOUSE

- A Variety of Work Spaces
- Private Office Space
- Conference Space



Conference Space

- Standard Rate: \$25/hour
- Accommodate up to 20 people
- High Speed Internet & Ethernet Connectivity
- 65" LCD TV & HDMI Connector
- Private Entrance
- Office Kitchenette & Restroom



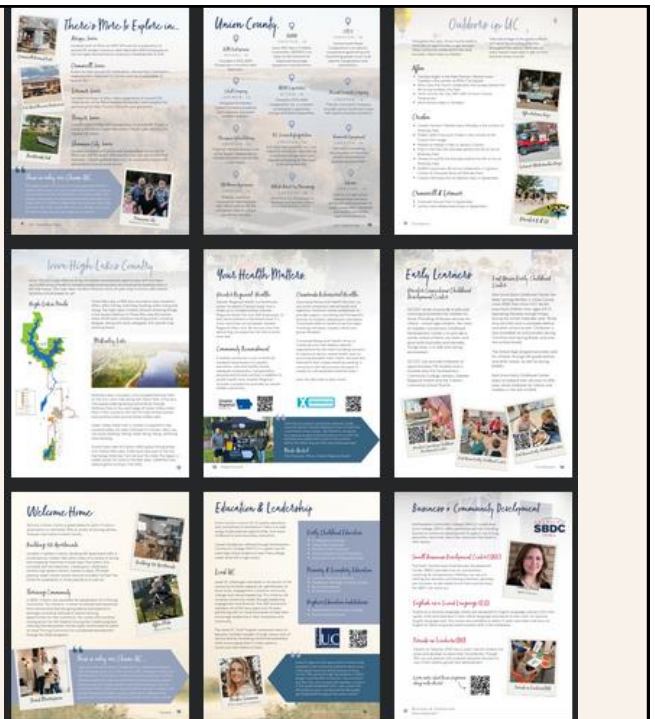
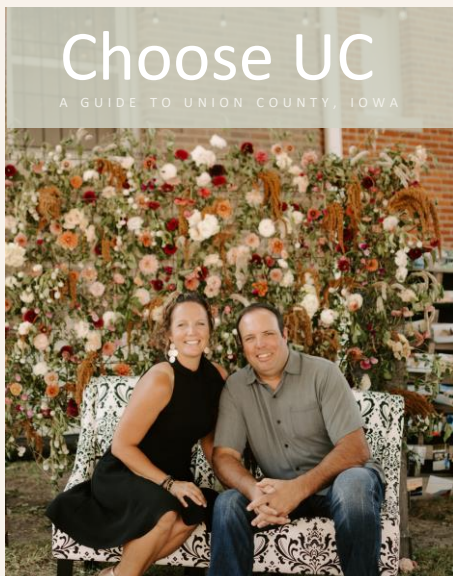
Coworker Highlight

- DES Employment Agency

Wellness Workshops

- Michelle Wilson - Radiant Wellness Solutions

CHOOSE UC





Any Questions?

MINDY STALKER

executive director

director@unioncountyiowa.com

Case Study-Deep Dive

- Workforce Talent Attraction
- Workforce Retention
- Rural Economic Development Challenge
- Worker Shortage Crisis
- Regionalism
- Mid-Way Towns
- Growing Pains
- Downtown Revitalization-Small Town, Growing Town, Metro
- Building Partnerships
- Breaking Silos

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Workforce Development Case Studies

BREAK OUT GROUP INSTRUCTIONS

- Quickly identify a spokesperson and scribe.
- Identify potential partners and assets they could contribute.
- Identify possible solutions to meet the immediate, short-term, and long-term needs of the region.
- Report your findings.

Please discuss for 15 minutes and formulate your recommendations.
2 minutes will be provided to share your top 2 recommendations.

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TULSA REGIONAL CHAMBER

02:00



Expert in the Field

Debra Teufel, CEO Hutchinson/Reno County Chamber of Commerce

- Career Quest
- Talent Attraction and Retention
- Visit Hutch

- <https://www.greaterhutch.com/about/news/p/item/43724/creating-workforce-of-the-future>
- <https://www.visithutch.com/things-to-do>



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Workforce Programs



• Partnerships

- Workforce Roundtables
- Workforce Coalition
- Greater Hutch Job Seeker Guide
- Greater Hutch Job Board
- HCC F.A.S.T. Track Apprenticeship
- Boys and Girls Club Up Next program
- Relocation Pilot Program

• Events

- Educator Industry Tours
- Intern Hutch
- Manufacturing Expo
- Signing Day
- Career Quest



Workforce Talent Initiatives



Signing Day

Where To Begin?

- Engagement Activity
 - Informal Asset Audit of Your Region
 - Informal Assessment of Your Own Skill Set
 - Using "I" Statements
 - Story Tracking
 - Leverage, Collaborate, Convene, Engage

Identify Gaps and Create Solutions

- **What is your current role in the talent eco-system?**
- **What organizations lead the talent ecosystem locally? Regionally?**
- **What could/should your role be?**
 - Name the work your organization does in the talent eco-system? How is that currently communicated?
- **Understand your level of expertise**
 - How can you become known as an expert for your region?
- **Know your data, look for gaps**
 - How can you use your expertise to create solutions for the gaps?

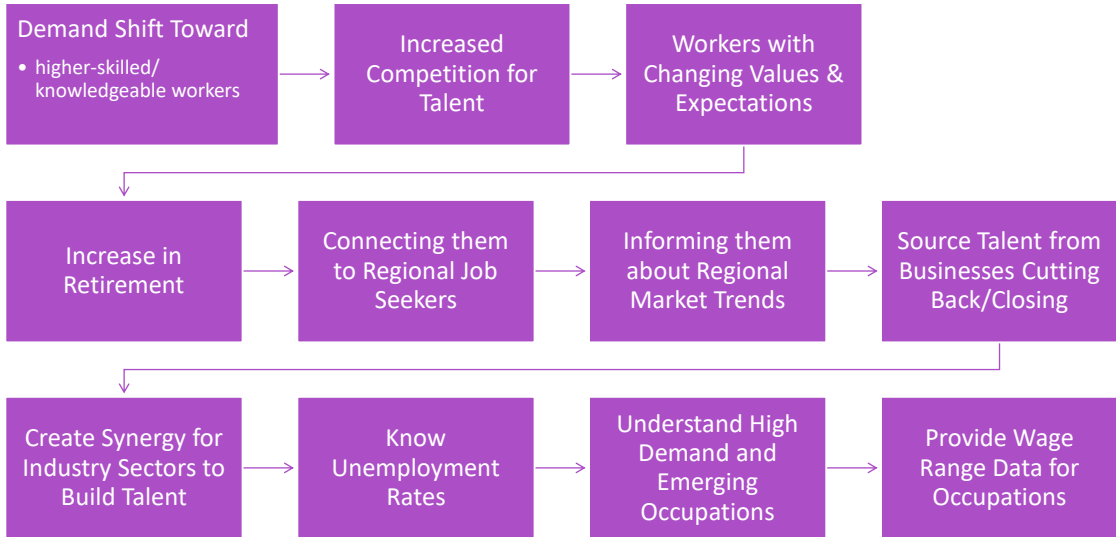
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Data Driven Decisions

- **What Does Your Data Say?**
- **Identify Gaps**
- **Create Solutions**
- **Collaboration**
- **Problem Solve for the Gap**

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Data Points to Consider



Data Example

SOC	Description	2022 Jobs	Regional Completions (2021)	2022 Turnover Rate	Pct. 25 Hourly Earnings	Current Year Total Diversity %	Current Year Hispanic or Latino % of Occupation	Current Year White % of Occupation	Current Year Black or African American % of Occupation	Current Year American Indian or Alaska Native % of Occupation	Current Year Asian % of Occupation	Current Year Native Hawaiian or Other Pacific Islander % of Occupation	Current Year Two or More Races % of Occupation
11-3051	Industrial Production Managers	631	158	27%	\$37.96	21%	6%	79%	3%	5%	4%	Insf. Data	4%
17-2072	Electronics Engineers, Except Computer	307	227	23%	\$36.12	27%	4%	73%	4%	3%	10%	0%	6%
17-2112	Industrial Engineers	980	214	26%	\$36.86	25%	5%	75%	3%	3%	9%	Insf. Data	5%
17-2131	Materials Engineers	174	248	27%	\$23.17	24%	Insf. Data	76%	Insf. Data	Insf. Data	9%	Insf. Data	Insf. Data
51-4041	Machinists	2,150	151	45%	\$18.35	27%	7%	73%	4%	7%	4%	Insf. Data	5%
51-4121	Welders, Cutters, Solderers, and Brazers	4,650	983	52%	\$18.18	40%	15%	60%	5%	14%	3%	Insf. Data	4%
		8,892		44%		33%	11%	67%	4%	10%	4%	0%	4%

Expert in the Field

Darla Heller, Director, Economic Development Director, Economic Development Authority

- Workforce Development Initiatives
 - Broken Arrow EDC, Port Muskogee and One Wagoner County.



ELEVATE YOUR:

- Business Retention & Expansion
- EDC Management
- Economic Development Ethics
- Strategic Planning
- Workforce Development
- Real Estate Development & Revise
- Neighborhood/Community Development
- Economic Development Finance
- Small Business & Entrepreneurial Development
- Marketing & Business Attraction
- Understanding of Site Selection
- Rural Development

April 22 - 26, 2024
Blue Springs, MO

Make the Leap!
Take your economic development skills to the next level!

Best Practices
Workforce

Workforce development's alignment with economic development has shifted significantly in recent years, and for good reason. Raising awareness at the local level of job opportunities and establishing basic skills at an early age will help meet the economic needs of your region while also allowing residents to benefit from those efforts. It is an absolute win-win.

To achieve this, states and communities around the country have been creating unique workforce development programs geared toward youth that complement local economic development efforts. Here are some examples of unique workforce development programs that help advance economic development efforts.

Broken Arrow Economic Development Authority

- Co-operated with Chamber
- 0 staff in 2019- Dedicated full-time since 2021
- Funding source – contract with city / Chamber funding campaign

Port Muskogee

- Acts as Industrial Dev. Board – Contract with the city
- Full-time partially dedicated staff ¾ time

One Wagoner County

- County Government
- Funded by tax revenue
- Starting at ground 0 –building assets

Darla Heller / 918 636-923
dheller@wagonercounty.ok.gov

WorkInBA.com

WORKINBA.COM

CAREER & WORKFORCE CENTER

A partnership of the Broken Arrow Economic Development Corporation, the City of Broken Arrow, and Tulsa County Cares, WorkInBA.com and the Work In BA Career & Workforce Center exist to connect business to talent in Broken Arrow. The Work In BA Career & Workforce Center is a community resource that can be accessed online or in-person to connect businesses and talent in Broken Arrow. Visit us in person at the Broken Arrow Chamber of Commerce, 210 N. Main St., Broken Arrow, OK 74012, to access our career center services such as intake, assessment, and training.

The center is designed to support Broken Arrow citizens and displaced workers who are searching for a job as our economy recovers during this unprecedented time. As the economy recovers, proactive efforts to address workforce issues should be implemented for the benefit of the community. The Work In BA Career Center is our creative approach to helping both citizens and businesses.

WORK IN BA CAREER FAIR PRESENTED BY **HUBBELL**
GAS UTILITY SOLUTIONS

SAVE THE DATE

May 2nd, 2024 9:00 am to 1:00 pm

Central on Main Ballroom | 210 N. Main St. Broken Arrow, OK 74012

Job Seekers
Resume building, interest identification, and more!

Create a Profile
Create a free profile for full access to job postings and assessments!

Businesses
Let our team identify the workforce or data you need!

You'll Love Living & Working in Broken Arrow

Tired of paying high rent, sitting in traffic, or dealing with crime? Head to Broken Arrow. You can buy a beautiful single family home for only \$220,000 or rent a luxury apartment for only \$1,200. Our atmosphere is tight-knit so you'll find the workable downtown with coffee shops, restaurants, stores, and a primary Live/Work/Play fun lifestyle, and volunteer opportunities bring our diverse community together, creating a sense of "home" even if you're newly transplanted. Moving to BBA is easy with open jobs in technology, healthcare, engineering...and the skilled trades. Some companies offer signing bonuses and relocation money!

RELOCATE TODAY

INCENTIVES

READY. SET. MOVE.

The Port Muskogee workforce effort, in partnership with the City of Muskogee Foundation, is investing in talent for Muskogee area and if an organization has a hard-to-fill position in Muskogee County, or create a new post in the growing MUSKOGEE codes and give over \$100K of the 2024 Muskogee average wage (\$40,765), the reward could be high one-time \$10,000.00 stipend to purchase a home in the city limits of Muskogee.

ELIGIBILITY APPLICATION

WORK READY MUSKOGEE

CONNECTING TALENT AND OPPORTUNITIES IN MUSKOGEE COUNTY

LOCATE HERE

Search jobs 917 | Explore companies 104 | Talent network | My job alerts

Search by title or keyword

Job function | Location | Industry | Company

Showing 887 jobs

CDL Truck Driver
APC-Central
Broken Arrow, OK, USA

JOB FAIR

FOR PROFORM DISPLACED WORKERS & THE PUBLIC

MARCH 20 | 9AM-1PM

LOCATED AT OSBO OFFICES
 717 S 32ND ST, MUSKOGEE, OK 74401

PROFESSIONAL CAREER DEVELOPMENT TAKING FLIGHT

DISCOVERING EDUCATION FOR STEEP BEHOLDINGS THROUGHOUT MUSKOGEE THROUGHOUT

EVENT HIGHLIGHTS

- FREE BREAKFAST:** Receive a free \$10.00 breakfast for yourself, build and create back to your department.
- DEBATE WITH INDUSTRY:** Engage with local business leaders to help they can drive business development.
- LUNCH PROVIDED:** Enjoy a delicious meal!
- SUBSTITUTE STIPEND:** They get your replacement covered. Receive a \$10,000 stipend that will cover your replacement for the full.

SCAN TO REGISTER!

CONTACT US
717 S 32ND ST, MUSKOGEE, OK 74401
www.portmuskogee.com

Healthcare is a vital piece of our community, making events like Community Health Career Day key in helping the future of our healthcare workforce. Thanks to **Investment in Skills** opportunity for having over 200 the greatest Muskogee Area Business and HHS High Schools, connecting them to training opportunities for in-demand healthcare careers.





[Getro](#)



Steal This Idea!

- Opportunity to Highlight an Initiative from your Region
- Share with Peers in Rapid Fire/Popcorn Style
- Sign-ups Open the Day of the Session
- First Come First Served, Limited Spots

Wrap-Up:

- Remaining Questions
- Contact Swap