

# Enterprise Workforce Development Establishment

## Purpose

By establishing the Enterprise Workforce Development program, CareerTech will create superior workforce development experiences for Oklahoma employers, making Oklahoma a partner of choice for new and expanding organizations. This program will specifically target major employers in wealth-building economic ecosystems as defined by the Oklahoma Department of Commerce. Major employers won't get a workforce development "phone book", they will get a workforce development "business card".

The CareerTech enterprise workforce development program will create a unified training system that brings together all parts of our professional services (assessment, training, consulting, certification and workforce development) to attract and support large employers and ecosystem drivers through customized talent development programs.

## Key program activities

Enterprise workforce development is designed to support statewide employers by coordinating multiple technology center partners so workforce needs can be met efficiently. EWD serves the largest companies and/or private and public employers operating in Oklahoma's targeted ecosystems as well as the health care system.

EWD will be used to accomplish eight goals:

- Attract and/or retain companies with business footprints or workforces larger than can be effectively served by a single technology center.
- Develop ecosystem workforce pipelines to meet the needs of the targeted ecosystems through partnership with industry, technology center training programs and rapid statewide workforce deployment programs.
- Increase service opportunities for large private and public employers that single technology centers cannot effectively offer.
- Foster collaboration among identified local technology center districts and campuses to serve as delivery points.
- Plan and prioritize contacts, relationships and activities toward achieving business objectives, maintaining contribution levels, controlling costs and maximizing results.
- Identify new training opportunities and take them from initial inquiries to long-term relationships by meeting needs and maximizing business for EWD clients.
- Lead and orchestrate resources and services to create agility within the CareerTech System that results in exceptional customer relationships and experiences for Oklahoma's targeted ecosystems.
- Improve Oklahoma's ability to attract large employers.

## Key Components

The Enterprise Workforce Development program will conduct eight activities:

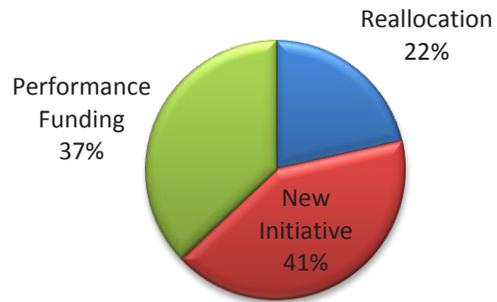
- Establish long-term mutually beneficial partnerships with management and key stakeholders within major employers. These relationships will provide a practical approach to planning, analyzing and coordinating services and ultimately building closer business relationships with employers.
- Designate targeted ecosystems, companies and employers best served by EWD.
- Plan system capacity for programs and services to meet employer needs.
- Organize resources and arrange logistics for statewide workforce training.
- Develop a formative assessment to ensure the effectiveness of processes and quality of services.
- Develop monitoring processes that quickly identify emerging requirements to facilitate quick response and resolution.
- Track service activities and report effectiveness and return on investment for employers and taxpayers.

# Enterprise Workforce Development

- Develop summative assessments to review the effectiveness of processes and quality of services based upon client experiences.

## Cost

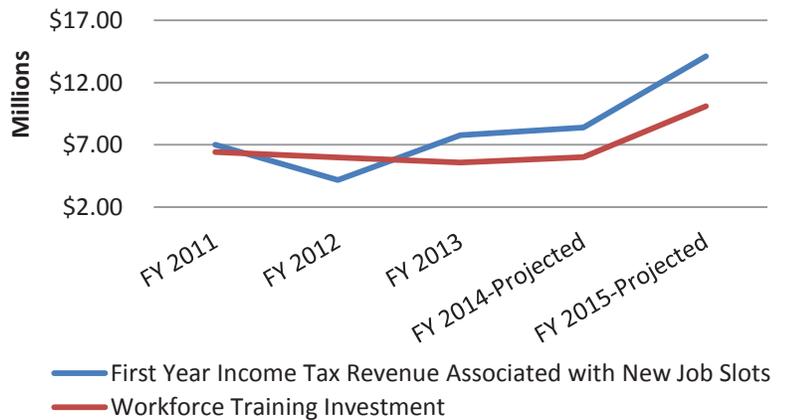
EWD is a multiphase project that involves systems development, pilot programs with private and public organizations and program development with technology centers throughout the state. The first-year cost of the program is projected to be \$4.1 million, with 75 percent of expenditures flowing directly to workforce training programs that will develop ecosystem employees. The percentage of flow-through will significantly increase after the first year upon completion of systems development and deployment activities.



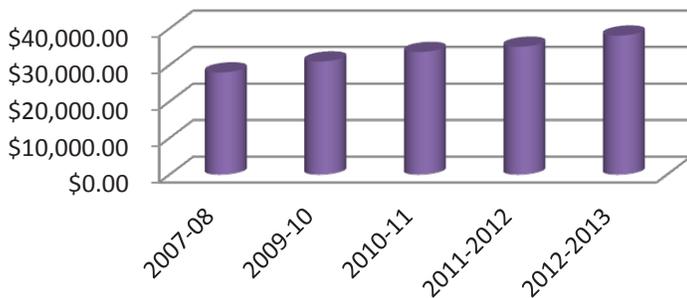
## Why this program is needed

ODCTE has a long history of promoting economic development through workforce development programs. These programs have typically operated in partnership with individual technology centers and have been very successful in equipping the workforce for small to medium organizations with single district footprints. The EWD program is an expansion of the programs that serve Oklahoma businesses today; based upon past performance in locally focused programs, we have developed forecasts to estimate future economic impact. Based upon current performance, funding invested in ODCTE economic development training initiatives results in quick returns through Oklahoma tax revenue related to new job slots

**Economic Development Training Investment vs. First Year Tax Revenue for Associated New Job Slots**



**Average Reported Wage for New Jobs Trained Through Economic Development Initiatives**



created by client companies (average wage and net new job data as reported by client companies). 2013 training resulted in a 139 percent 12-month return through state payroll tax from newly created jobs.

- Historical performance indicates increased funding for workforce training results in rapid returns by improving the economic productivity in existing companies, improving the state's ability to attract and retain new businesses and expanding Oklahoma's current companies.

- Five-year average return indicates that for every \$1 invested in ODCTE economic development

initiatives, \$1.40 is returned to the state through new payroll tax within 12 months.

- Five-year trends indicate that participants trained through ODCTE economic development initiatives are receiving increasing compensation.

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