

American Wire Producers Association

# Workforce and Talent Development Strategies

October 18, 2022



**AWPA**  
American Wire Producers Association



# WORKFORCE TEAM



## SCOTT FRY

Director, Workforce Development  
27 Years in Technical Education & Workforce Development

## CUSTOMIZED WORKFORCE DEVELOPMENT & TRAINING

- Investment in programs and resources to support training
- Coordinate the development of worker pipeline programs
- Manage career awareness, exposure and outreach programs
- Lead strategic planning efforts for workforce initiatives
- Support development of occupation and skills training
- Coordinate the alignment of employee training programs



## DR. MARCIE MACK

Director, Talent Acquisition  
29 Years in Technical Education & Workforce Development

## CUSTOMIZED WORKFORCE & TALENT RECRUITMENT PLANNING

- Provide strategic planning assistance
- Serve as point of contact and convener
- Coordinate & conduct regional recruitment
- Social media connections to talent
- Web campaign to promote Green Country
- Leverage Tallo data base for national reach

A blue-tinted photograph of three male workers in a factory. They are wearing hard hats and safety glasses. The worker on the left is wearing a dark blue polo shirt. The worker in the middle is wearing a light blue polo shirt with 'Perru' visible. The worker on the right is wearing a dark blue polo shirt. In the background, there is industrial machinery and a yellow sign that reads 'DO NOT REACH INTO WIND'.

**System Alignment**

✓ **Workforce Branding**

✓ **Collaboration & Engagement**

✓ **Leveraging Resources**







# BEST PRACTICES WORKFORCE MODEL

LEADING OKLAHOMA IN  
JOBS AND PEOPLE

MidAmerica invests the in the park's infrastructure and equally invests in workforce preparedness.

Our branded workforce program, *MidAmerica Delivers*, was launched seven years ago and has become Oklahoma's model for best practices.



# MIDAMERICA DELIVERS

## COLLABORATION

### EMPLOYERS

- MidAmerica Industrial Park
- Engaged company partners

### PUBLIC SCHOOLS

- Adair Public Schools
- Chouteau Public Schools
- Jay Public Schools
- Pryor Public Schools
- Salina Public Schools
- Inola Public Schools
- Wagoner Public Schools
- Vinita Public Schools
- +11 additional school districts

### RESOURCE PROVIDERS

- Oklahoma Employment Security Commission
- Workforce Oklahoma
- Oklahoma Department of Commerce
- Small Business Development Centers
- Grand River Dam Authority
- Cherokee Nation Career Services
- Oklahoma Career Tech

### COMMUNITY

- Oklahoma Manufacturing Alliance
- Green Country Manufacturers Council
- Parent - Teachers Associations
- Regional Elected Officials
- Area Chambers of Commerce
- Regional/State Workforce Investment Boards

### ADVISORY COUNCIL

- Meets bi-monthly
- Subcommittees:
  - Business/CEO Representatives*
  - K-12 Public Schools*
  - Post-Secondary Education*
  - State and Tribal Agencies*

### IN-SCHOOL MARKETING TEAMS

- 20 Students, 9th - 12th Grade
- Meets monthly
- Rotates among schools
- Volunteers:
  - Career Pathway Events*
  - Elevate Youth Summit*

# MIDAMERICA DELIVERS

## ESSENTIAL COMPANY ENGAGEMENT

### ADVISORY GROUPS

- **MidAmerica Business Leaders Association**
  - Business related issues, legislation, common issues
- **Center of Excellence Executive Advisory Group**
  - Strategic direction and operational support
- **MidAmerica Delivers Workforce Advisory Group**
  - Program and resource alignment and delivery
- **Subject Matter Expert Advisory Teams**
  - Program curriculum advisement and support

### PROGRAMMATIC ENGAGEMENT

- **High School and College Internships**
  - Project guidance and intern opportunities
- **Career Awareness and Exposure Efforts**
  - In and out of school program participation
- **Social Media and Web Campaigns**
  - Co-branding and awareness opportunities
- **Community Relations and Engagement**
  - Various community and in-school events

# Career Awareness and Exposure

✓ Awareness Strategies

✓ Career Exposure

✓ Career Preparation







## STEM ALLIANCE

REGIONALLY EMBEDDED SYSTEM  
STEM LEARNING ECOSYSTEM  
OKLAHOMA STEM COMMUNITY

## STEM LABS

BEST-IN-CLASS MODEL  
18 SCHOOL DISTRICTS  
EXPANDING IN 2022

## HS PROGRAMS

STEM INTERNSHIP PROGRAM  
FIRST ROBOTICS & ESPORTS  
PHS INNOVATION CENTER

*Connecting with over 3,500 annually*



# PRIVATE/PUBLIC PARTNERSHIPS



Facilitating relevant connections to work is imperative.

## PROGRAMS

- Mayes County FIRST Robotics
- America Castings – Foundry in a Box
- Google – Robotics, UAV & Aero Games
- Orchids Paper – Paper MFG
- Dupont – Seaperch Underwater Robotics



# RELATABLE CONNECTIONS



# INTERNSHIP



# EDUCATOR AWARENESS

- *Annual Summer Educator Camp*
- *Professional Development*
- *Teacher Externship*





# Talent Acquisition Techniques Branding Resources



# SUMMARY OF MIDAMERICA'S WORKFORCE STRENGTHS

## OCCUPATIONAL DYNAMICS

Key <u>MAIP</u> Strengths	Key <u>MAIP</u> Challenges
✓ Strong historic and projected <b>population growth</b> . High labor force participation.	✓ Maximizing labor pull from some areas with closer job opportunities maybe a challenge; however, local amenities and development could change this challenge.
✓ Very <b>aligned demographics</b> with the needs of most manufacturing requirements.	✓ Companies that are only focusing on sheer numbers of individuals and workers in a market, may not capture the positive workforce participation and commute patterns that address this challenge.
✓ <b>Strong commuting pull</b> in excess of 40 minutes. Particularly strong pull from rural areas north and east of MAIP.	✓ If a prospective company is looking at a narrow focus on educational statistics, it may not be apparent of the full range of degree completions and technical training available in the region.
✓ Very <b>large number</b> of precision production (metal working) and engineering technician <b>completions</b> in the greater region.	



# COMMUTE TIME 60 MILE RADIUS

1.4M TOTAL POPULATION

Labor Force 680,418

Employed 421,179

Underemployed 8,300 (est)

Manufacturing 3,200

COMMUTE TIME POPULATION

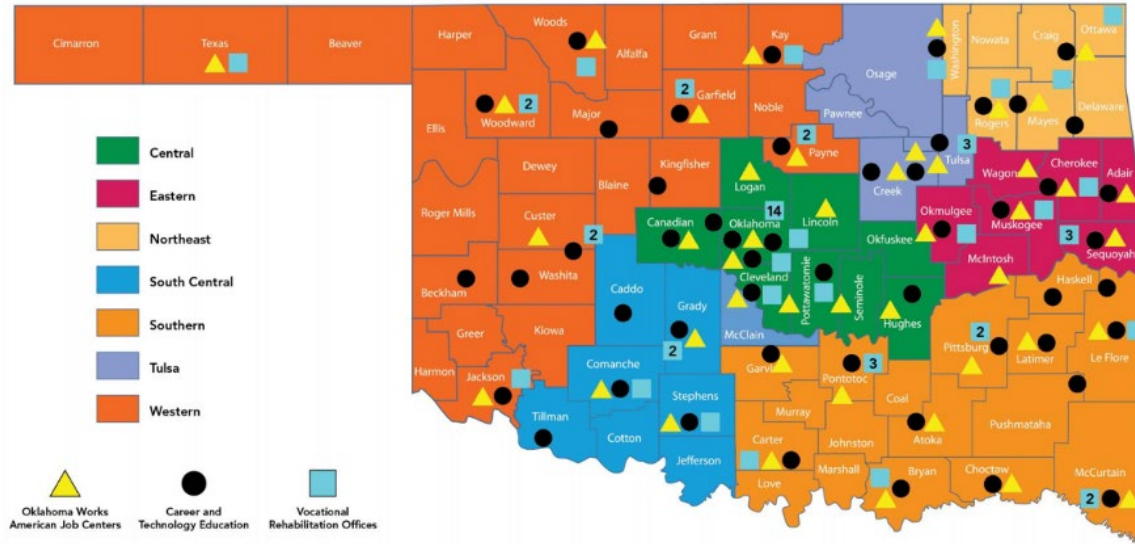
40 MIN AVG 572,000

50 MIN AVG 1 MILLION

60 MIN AVG 1.3 MILLION



# TALENT CONNECTION THROUGH STATE





# CONNECTION WITH NORTHWEST ARKANSAS

- Population – 557,635
- Labor Force - 282,967
- Within 60-mile radius to MidA National Airport
- Entertainment and Recreation
- Substantial investment in Quality-of-Life Improvements



# OKLAHOMA CAREERTECH

## 19 CAMPUSES AND FOUR DISTRICTS

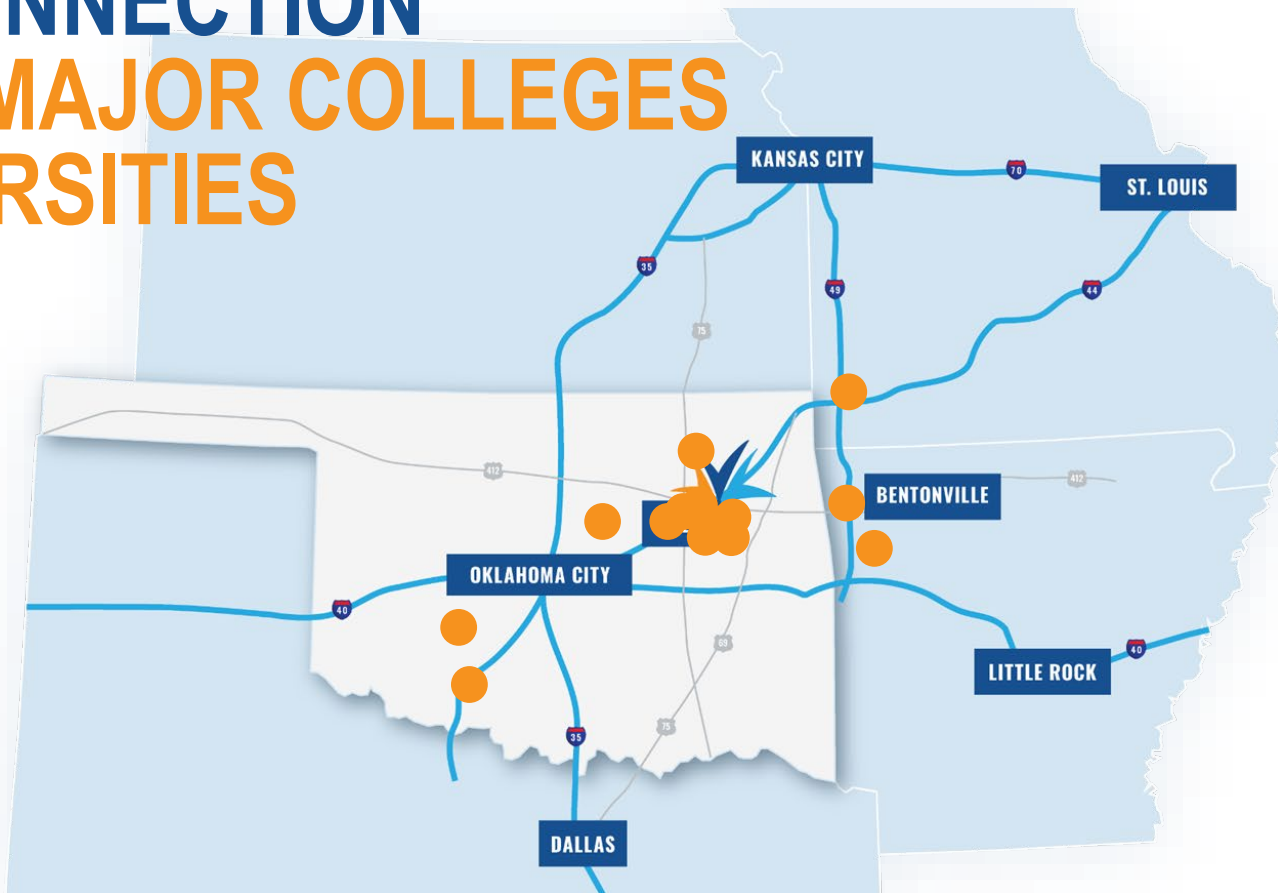
- Afton
- Claremore
- Little Kansas
- Pryor
- Bartlesville
- Broken Arrow
- Owasso
- Sand Springs
- Peoria (Tulsa)
- Lemley (Tulsa)
- Riverside (Tulsa)
- Muskogee
- Sallisaw
- Stilwell
- Tahlequah



# TALENT CONNECTION THROUGH MAJOR COLLEGES AND UNIVERSITIES

# 150 MILE RADIUS

- University of Oklahoma
- Oklahoma State University
- University of Arkansas
- University of Tulsa
- Oral Roberts University
- Missouri Southern State University
- Rogers State University
- RSU-Pryor
- Northeastern State University
- NSU-Broken Arrow
- Tulsa Community College
- OSU -Tulsa
- OU-Tulsa
- John Brown University
- Oklahoma Wesleyan University



# LOCATED WITHIN THE HISTORIC BOUNDARY OF THE **CHEROKEE NATION**

The largest tribe in the U.S. with more than 380,000 tribal citizens worldwide. Approximately 125,582 working population within 60-mile radius.

Contributes more than \$1 billion annually to regional economy.

## ON-SITE PRESENCE

- Career Services & Assessment Center
- Child Development Center
- Additional \$16 million for on-site Child Care facility
- Cherokee Federal (Aerospace MFG operation)







# Recruitment and Retention Strategies

## Internships

## Advancement

## Incentive programs



# Internships

- Work-based learning
- Virtual
- Summer/Semester





# Advancement/Incentives

Internal career pathways  
Promotion options  
Lifelong learning

Recommend a friend commission  
Attendance incentive  
Pay for continued education  
Hybrid office options  
Shift variance





# BEST PRACTICES TALENT ACQUISITION

- Single Point of Contact
- Dedicated Team
- Customized
- Established talent pool model
- Holistic approach for Quality of Life
- Recruiting for the New Employment Equation

## REGIONAL PARTNERS

- InTulsa
- Remote Tulsa





# POWERFUL PARTNERSHIPS

A REGIONAL APPROACH TO WORKFORCE DEVELOPMENT AND RECRUITMENT



OKLAHOMA STATE UNIVERSITY  
INSTITUTE OF TECHNOLOGY





Thank You