



GOVERNOR'S COUNCIL FOR WORKFORCE
AND ECONOMIC DEVELOPMENT
EDUCATION. ECONOMIC DEVELOPMENT. EMPLOYMENT.



Oklahoma Workforce Annual Report Narrative

Program Year 2012
July 1, 2011 – June 30, 2012

Contents

INTRODUCTION	4
OKJobMatch.com, Oklahoma’s Award-Winning Gateway to Employment	5
Oklahoma Department of Commerce Launches OKJobMatch.com.....	5
OKJobMatch.com Wins 2012 Southern Growth Policies Board Innovator Award.....	6
Southwest WIB Partners with Libraries for OKJobMatch.com.....	6
Oklahoma Blazes New Digital Trails	7
OKWorks.org Web Portal Launched.....	7
Oklahoma Receives Money to Improve Quality of Workforce Data	8
OKCareerPlanner.com Helping Oklahomans Find Careers.....	8
Oklahoma Reaches Out to Veterans	9
Oklahoma Launches OKMilitaryConnection.com.....	9
Oklahoma Helps Veterans Get the Education They Need.....	9
Statewide Workforce Preparation.....	10
Oklahoma Green	10
System Certification Launched.....	11
Career Readiness Certificate.....	13
Success Stories.....	14
Work Ready Communities Continue Surge.....	15
Southeast Oklahoma Region Receives Work Ready Certification.....	15
14 Eastern Oklahoma Counties Included in Workforce Effort by State, Tribal Partners	15
Blackwell, Fairview and Major County Enjoy Work Ready Status.....	16
Fairview and Major County Get Their Chance to Shine.....	17

Career Pathways Framework Adopted by Council	17
Career Pathways Pilot Project.....	21
YOUTH PROGRAM	21
Governor’s Youth Council	21
Youth Council Explores the World of Social Media	22
Oklahoma Students Enjoy Youth Summits	23
Communications/Outreach Efforts	23
Performance/ Cost:	24
Success Stories	26
Central.....	26
Southwest.....	27
Tulsa.....	28
Southern.....	29
North Central.....	30
South Central.....	31
East Central.....	32
Eastern.....	32
Northwest.....	33
Northeast	35
Adult Tables.....	38
Youth Tables.....	41
Other Statewide Tables.....	44

INTRODUCTION

In Program Year 2012, the Governor's Council for Workforce and Economic Development was tasked with coming up with two game-changers by Governor Mary Fallin. In order to identify the game changers, the Council developed the following framework for reaching them:

Workforce/ Talent Development is complex and convoluted. There are many players with sometimes competing agendas. But, at the end of the day, we need talent that meets Oklahoma employer skill/ credential needs now and into the future.

1. Oklahoma employers can expect that graduates of Oklahoma education/ training programs have the skills and credentials they need and are work ready.
2. Oklahoma will be able to supply the workforce needs of current and future Oklahoma employers.

By accepting that premise, the Governor's Council adopted these two "game-changers" to move the process forward:

1. Improve the outcome of Oklahoma skill development systems through the use of on-line tools and data bases that will improve efficiency and measure effectiveness.
2. Increase credentials, certificates and skills by deepening the public/private partnerships that will improve the match between employer-demanded skills and the skills of job applicants through the use of Career Pathways and Career Readiness Certificates.

Strategies for achieving these goals:

1. **Develop common outcomes:** Joint planning/ development of a business plan that includes outcomes and metrics that all partners play a part in meeting- for the good of the state of Oklahoma's business retention, expansion and attraction efforts: **Examples:**
 - a. What is Work Ready? Common definition and metric
 - b. More direct & systemic involvement by employers in P-20- Adult/ education and training issues and in establishing desired outcomes.
 - c. % increase in employer validated credentials and degrees obtained
2. **Implement/ expand on-line/ virtual systems and processes:** in order to provide efficient and effective service delivery, and to link and leverage various programs, we MUST have common virtual tools **and** a linked longitudinal data system. This includes a portal that will provide a single access to talent and services available to employers and a "data base" or some process that will more readily provide information, including real time information, on talent supply and demand.

3. **Develop and implement career pathways:** Career Pathways is an organizing process that can link employer validated credential & degree needs to the education and training supply chain. This would involve public/ private regional partnerships between employers and service providers. This will ensure that the workforce pipeline will support business retention and attraction.
4. **Re-invent workforce investment boards and one-stop career centers:** Defining their role, enhancing their efforts to engage employers by sector within regions. Involving all system partners and creating WIN-WIN & value added regional planning and service delivery system. Workforce boards include a majority of employer members. If properly constituted and functioning, these employers can provide a great foundation for regional partnerships. Certified one-stops will ensure that a standard of service exist and partners are connected within a region in order to provide coordinated service delivery

OKJobMatch.com, Oklahoma's Award-Winning Gateway to Employment

Oklahoma Department of Commerce Launches OKJobMatch.com



Following up on the purchase of artificial intelligence job-matching software from Burning Glass Technologies last year, the Oklahoma Department of Commerce, in conjunction with the Governor's Council for Workforce and Economic

Development, formally launched OKJobMatch.com in spring of 2012.

OKJobMatch.com is a free website that uses an easy to understand question-and-answer format to help job seekers create a resume, post their resume and connect with employers across Oklahoma. Whether you're unemployed, underemployed or looking for a career change, OKJobMatch.com can help.

"Unemployment is a very complex issue," said Norma Noble, deputy secretary of commerce for workforce development. "It's not as simple as bringing in a factory or expanding an existing business. You also have to find qualified employees that possess the necessary training and education to fill those jobs. That's why OKJobMatch.com is so important."

OKJobMatch.com searches more than 16,000 websites, 1,200 of which are in Oklahoma, matching the right employees with the right jobs in all of Oklahoma's 77 counties and neighboring states. Job seekers can upload their own resume, or, use the resume builder that gathers information

about training, job skills and work history and builds a resume that maximizes the user's career options.

"OKJobMatch.com is part of a larger online portal that will, through continuous updates, provide Oklahomans with access to other workforce services," said Noble. "One element of OKJobMatch.com that was important for us to include in the launch was a function to help veterans looking for employment."

OKJobMatch.com also allows veterans the ability to translate the skills and knowledge they gained serving our country to civilian job descriptions. The website also identifies industry-recognized certifications that are in high demand and provides veterans with links to partner agencies that can provide more detailed job placement assistance.

OKJobMatch.com Wins 2012 Southern Growth Policies Board Innovator Award

In Program Year 2012, OKJobMatch.com was selected to represent Oklahoma as the winner of the [Southern Growth Policies Board 2012 Innovator Award](#). Deputy Secretary of Commerce for Workforce Development Norma Noble accepted the award in Chattanooga, TN June 25.



OKJobMatch.com was chosen from a strong pool of nominees from across the southern United States.

Southwest WIB Partners with Libraries for OKJobMatch.com

Access to Oklahoma's new job matching system, Okjobmatch.com, is not limited to those utilizing the Workforce Centers in Oklahoma. As a web-based system, interested job seekers can use okjobmatch.com from any device connected to the internet. Not everyone is fortunate enough to own their own device or have internet access, so availability of this important service can be limited to where and when a person manages to be able to use other public internet resources - like a public library computer.

Realizing that public libraries in Western Oklahoma have a great deal of computer traffic and are open later than some Workforce Center, led Southwest WIB staff to prepare and present training on okjobmatch.com to multiple library systems in southwest Oklahoma.

Western Plains Library director, Jane Jantzen, arranged for all librarians in that system (which covers four counties with seven libraries) to attend the training and get a chance to see how okjobmatch.com could be an asset for their library patrons. Many library customers regularly do job search from the public-use computers in their facilities, and okjobmatch.com is a way for them to create a resume and then match their skills to jobs which are posted on electronic job boards in our region, state, and even across the country.

Staff members at the Elk City Public Library have also been trained on the system, and the SW WIB Director is currently working with the director of the Southern Prairie Library System based in Altus, OK to expose their librarians in two more counties to this job search tool so they can promote it for their patrons as well.

Oklahoma Blazes New Digital Trails

OKWorks.org Web Portal Launched

In order to provide a one-stop shop for workforce services, the Governor's Council rolled out a new portal, available at www.okworks.org, in early 2012. The portal connects job-seekers, businesses & employers, as well as communities & partners to a variety of information and state services.

The portal is set to undergo major changes in the next program year as more information is added.

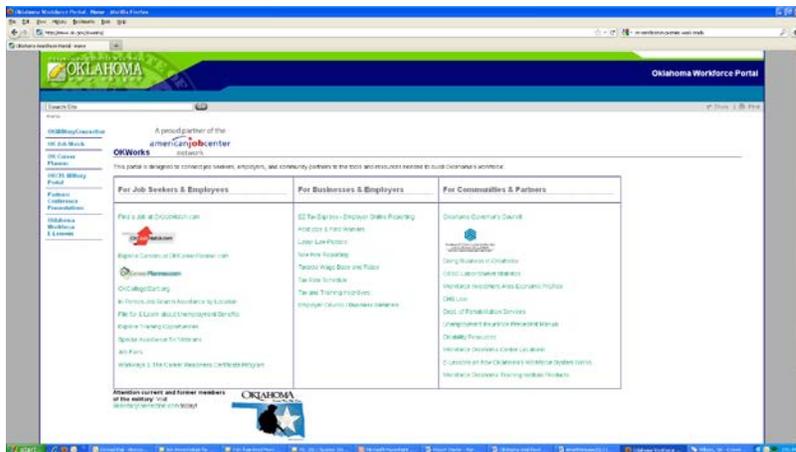


Figure 1 Screenshot of Portal at <http://www.okworks.org>

Oklahoma Receives Money to Improve Quality of Workforce Data

In June 2012, Oklahoma received a \$1 million grant awarded through the second round of funding under the Workforce Data Quality Initiative. The funds will enable Oklahoma to build longitudinal databases of workforce data and link them to education data to help improve the overall performance of workforce development programs.

Grantees will be expected to use these longitudinal databases to conduct research and analysis aimed at determining the effectiveness of workforce and education programs to better inform customers of the publicly funded workforce system.

Grantees will be expected to achieve multiple goals during the three-year grant period. These include developing or improving state workforce longitudinal data systems with individual-level information; enabling workforce data to be matched with education data to create longitudinal data systems; improving the quality and breadth of the data in the workforce data systems; using longitudinal data to provide useful information about program operations; analyzing the performance of education and employment training programs; and providing user-friendly information to consumers to help them select the training and education programs that best suit their needs.

OKCareerPlanner.com Helping Oklahomans Find Careers

It's possible to progress from a welder's assistant to a welding engineer. A Career Pathways website that was being prepared to become part of OKCareerPlanner.com



shows how to do it. The Pathways pages show career planners what it takes to get into 32 jobs, from entry level to advanced, in 14 career tracks in electricity and power generation, health care, laboratory science, and manufacturing and machining.

The sub-site is a prototype of one piece of the integrated information system being developed for the many agencies serving workforce needs. Content for the site was developed by Oklahoma State University and the Southwest Oklahoma Impact Coalition, and it was being packaged for the web by the University of Oklahoma Center for Public Management. It went live on the site in July 2011.

Oklahoma Reaches Out to Veterans

Oklahoma Launches OKMilitaryConnection.com

Veterans, National Guard and Reserve Members, as well as their families can now take advantage of a new website built just for them.

OKMilitaryConnection.com, an initiative of Governor Mary Fallin, provides links and information for employers seeking to hire Oklahoma's heroes; a list of resources for job-seekers; as well as a variety of other useful assistance in an easy-to-find location. The website is sponsored by several agencies including the Governor's Council for Workforce and Economic Development and the Oklahoma Department of Commerce.



The website has been part of a larger effort in an outreach to returning Veterans. A Veterans-centric Committee was formed in late 2011 that specializes in helping returning Veterans find work and receive the services they need.

Members of the committee include several state agencies such as CareerTech, the Oklahoma State Energy Office, and the Oklahoma Employment Security Commission, as well as Tinker Air Force Base, the Oklahoma Army & Air National Guard, and others.

Oklahoma began planning a "hiring event" matching veterans with potential employers in Program Year 2012. Even though the event did not take place in the Program Year, it is scheduled to take place in November 2012.

Oklahoma Helps Veterans Get the Education They Need

Governor Fallin has signed into law SB 1863, a bill that will help veterans translate their military experience and skills into academic credits and credit for workforce training.

SB 1863 would allow Oklahoma colleges, university and technology centers to provide academic credit to a military veteran, who was honorably discharged in the previous three years, for any applicable education, training and experience received through military duty that pertains to his or her area of study. Governing boards must adopt policies for military academic credit by January 1, 2013, and courses must meet the standards of the American Council on Education or equivalent standards.

Statewide Workforce Preparation

Oklahoma Green

Oklahoma Green continued to exceed original performance goals, strengthen employer-workforce system partnerships, and introduce



green concepts, technologies, and practices to companies, employees, and teachers and their students across the state. Funded by a \$6 million State Energy Sector Partnership and Training Grant through the American Recovery and Reinvestment Act of 2009, the project has served 3,299 Oklahomans as of August 2012, far surpassing its original projected reach of 1,200 people. **Other impressive stats:** total number of people receiving credentials as of August 2012 2,735 (original performance goal-1,100); and number of Oklahomans entering training-related employment 1,345 (1,050).

But beyond just the numbers, Oklahoma Green continues to change lives and save employers millions through training and job placement programs at East Central University (ECU), Oklahoma State University-Institute of Technology (OSU-IT), Oklahoma State University-Oklahoma City (OSU-OKC), Rose State College, Tulsa Community College (TCC), University of Oklahoma Lean Institute (OULI), and at numerous Oklahoma Department of Career and Technology Centers) throughout Oklahoma.

Successes:

- With \$40,000 in grant funds, TCC has offered Melton Trucking in Tulsa fuel efficient truck driver training, which has allowed the company to refocus the efforts of its entire training program and revamp it to include green concepts across the board. Melton has also been able to relax certain hiring restrictions enabling the company to increase its hire of veterans and others who were hit hard by the recession. Further, Melton has increased its overall fuel efficiency and reduced its average mile per gallon costs to 0.5MPG, saving the company \$5 million.
- An unemployed electrical contractor received Alternative Energy, BPI, HERS Rater and LEED certifications, started her own energy auditing business and is now a preferred contractor for Public Service Company of Oklahoma's energy auditing program.
- The filter backwash process for the City of Holdenville's water treatment plant had been consuming 3.6 million gallons of water a year, which then overloaded the City's sludge drying beds and drove down the City's capacity to provide fresh water to residents.

Training through OU's Lean Institute helped employees identify the problem and develop a solution. A dewatering system was installed to recycle effluent water to backwash water filters. Initial renovation cost=\$465,000. Projected savings=\$444,000 a year as well as increased fresh water capacity to serve 1,800 additional residents.

- Incumbent worker in the U.S. Army with over 20 years experience found himself approaching retirement but with a desire to stay in Lawton and continue working. After BPI training and certification, he transitioned to full employment with Wichita Snider Mechanical in Lawton.

Oklahoma Greenovation

In October 2011, ODOC received a \$5 million H1-B Technical Skills Training grant to implement an on-the-job training/placement program for the state's construction and energy efficiency services sectors. Oklahoma Greenovation, as it's now called, will develop and offer "green-centric" training, internships, certification, and subsidized on-the-job training for at least 1,000 Oklahomans interested in entering these sectors at various (but not entry level) stages along an established career pathway.

System Certification Launched

For Oklahoma to have a truly world class workforce development (talent development) system, all nine state and other workforce development agencies must be working together to provide seamless and comprehensive services. They must go beyond being a "collection of hard working and effective individual agencies" and become an "efficient and effective system". By doing so, they will not only support current employers but will also enhance the state's business location, retention and expansion efforts.

The Governor's Council for Workforce and Economic Development's (GCWED) Workforce Systems Oversight Committee listened to employers and other stakeholders, recognized that this is a critical issue and mustered the political will to make strong recommendations that will lead to a fully effective system. The Governor and the agency directors who represent the various parts of the system recognized the short and the long term benefits that having such a comprehensive system would bring to Oklahoma. They recognized that a systemic approach would create not only a more effective service delivery approach for Oklahoma citizens and business, but a true competitive advantage for Oklahoma's economic development efforts; thus meeting their strategic vision that "Oklahoma's workforce development system increases profitability for businesses and increases income for all Oklahomans."

In creating this workforce development system, the directors must now look at the system holistically and then look at where their particular agency and its services fit into the larger vision. Then they must commit to jointly producing the tools and processes needed to implement a workforce system.

To help in this endeavor, as one of its strategies, the GCWED called for “the development of a Workforce Development Certification system with the anticipation of creating a “new normal” surrounding stellar customer focus. Certification of the system will be designed to ensure consistency throughout the system while encouraging local and regional adaptation.”

Key Outcome and Reason for Workforce Development System Certification

The key outcome of Workforce Development System Certification is to ensure that “Oklahoma has a pipeline of appropriately skilled and credentialed workers ready to meet the employment needs of Oklahoma employers.” The workforce development system will be designed to be the springboard to success for Oklahoma’s businesses and job seekers. The benefits to Oklahoma, its citizens and businesses are:

- Consistent, high-quality services to employers and job seekers throughout the state;
- User-friendly, customer-focused services;
- Alignment among education, workforce and economic development;
- Accountability for services and results;
- Maximization of all workforce development resources.

Oklahoma’s Workforce Development system will be designed to be the springboard to success for our businesses and job seekers. As one of its strategies, the Governor’s Council for Workforce and Economic Development (GCWED) calls for the development of a One Stop Certification system with the anticipation of creating a “new normal” surrounding stellar customer focus. Certification of the system will be designed to ensure consistency throughout the system while encouraging local and regional adaptation.

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- Accountability for services and results;
- Maximization of all workforce development resources.

The Process

It is critical that those who operate, oversee and rely on Oklahoma's one stop system be integral to setting the standards that will be used to certify the network of Workforce Systems. Therefore, the process will be very inclusive and will involve input from all levels of the system, all workforce areas in the State and different types of contributors to the system.

The process developed and launched this program year included:

- Visits to at least one comprehensive Workforce Center in each workforce area. The main purpose of these visits is to understand the One Stop operation and economic situation in each area, to solicit advice and feedback from staff, managers and WIB members, and to appreciate what customers value most.
- Formation of a Core Team (Taskforce) comprised of employers and state and local level staff of key agencies and organizations involved in workforce development across the State. The Core Team (Taskforce) will meet monthly for 6-8 months and will undertake the majority of the work in identifying the Certification System framework and elements.
- Creation of a Steering Team comprised of members of the workforce board and one-stop committee members of the GCWED and executives of the agencies most involved in workforce development in Oklahoma. The role of the Steering team will be to guide the project and ensure that recommendations ultimately accepted by the GCWED are implemented. The affiliations of members of the Steering Team will generally mirror that of the Core Team at the executive level.

The outcome will be a Workforce System Certification that recognizes the unique situation and features of workforce development in Oklahoma. The system will be designed to recognize and build on the strengths already present in Oklahoma, and to ensure One Stop System alignment with other transformational policy and practice initiatives.

Career Readiness Certificate

In Fiscal Year 2012 approximately 15,615 Career Readiness Certificates (CRCs) were issued in Oklahoma. In FY12, CRCs issued increased 10.8% over FY11's total of 14,450. We focused on containing the CRC program due to budget cuts which included a freeze on licensing of new sites part of the year. The CRC level breakdown for FY12 is:

- Platinum 32
- Gold 2,685
- Silver 9,262
- Bronze 3,636

Oklahoma ranks 9th nationally with CRCs by the National Career Readiness Advocates and 3rd nationally CRCs per capita.

WorkKeys Job Profiles

During FY12, thirty WorkKeys job profiles were completed. The WorkKeys Job Profilers meet monthly to network, focus on employer engagement and ensure connection with CareerTech Business and Industry Services (BIS) and workforce initiatives. The profilers participated in local and regional events throughout the state including several presentations and vendor booths.

The Career Readiness Employer Partners—who recognize, request or require the CRC, saw a growth from the businesses that had WorkKeys Job Profiles completed in

Oklahoma Employment Security Commission (OESC) workforce center staff trained on the Career Readiness Employer Partner program via webinars on August 25-26, 2011. Through this training, workforce center staff who work with businesses have been empowered to “ask” employers if they want to become a Career Readiness Employer Partner and assist in completing the online registration form.

Success Stories

“Before 2008, turnover was 96% at entry level. Half of the new hires were let go during the 60-day probationary period or quit within a year. Now, after three years of using WorkKeys profiles and Career Readiness Certificates during the hiring process, turnover is 16%. We now require it. This is just good business. Now, when we hire five employees, we keep five. And they move up.”

Chyrel Fortner

Human Resources Manager
Pan Pacific Products, Broken Bow

“Our prior intake process for hiring was at the plant where volume was high and applicant quality unknown. The WorkKeys Job Profiling process and each applicant’s Career Readiness Certificate gave us the knowledge we needed on basic skill requirements.

The quantity of applicants has decreased slightly and confidence in the quality of the applicants has solidified. We encourage employers to utilize this process to identify quality candidates and better understand the skills needed for any job in your organization.”

Jerry W. Sink Sr.
Human Resources Manager
Carolyn Sink
Training Facilitator
SKF Sealing and Solutions Plant, Hobart

Work Ready Communities Continue Surge

Southeast Oklahoma Region Receives Work Ready Certification



In spring 2012, fifteen counties in Southeast Oklahoma were recognized for being “Work Ready” by the Oklahoma Department of Commerce. This region includes Choctaw, Haskell, Latimer, LeFlore, Marshall, McCurtain, Pittsburg, Pontotoc, Pushmataha, Atoka, Bryan, Coal, Johnston, McIntosh and Hughes counties.

This prestigious recognition gives these counties an advantage when competing to retain, grow and attract jobs and talent. By investing in linking economic development, education and workforce these thirteen counties can provide a talent pool of skilled, work-ready job candidates to meet the needs of employers and the goals of workers. This “Work Ready” region can verify to businesses that it has a sustainable, reliable pipeline that delivers the right workers with the right skills at the right time.

In order to obtain certification, the region met the following qualifications:

- 3% of the existing workforce must earn a Career Readiness Certificate credential.
- 25% of the available workforce must earn a Career Readiness Certificate.
- Either a minimum of 85% high school graduation rate or 82% of high school seniors earn a Career Readiness Certificate.

The Career Readiness Certificate is a job skills assessment system that measures “real world” skills employers believe are critical to success in a job environment. These skills are valuable for any occupation — skilled or professional and at any level of education.

14 Eastern Oklahoma Counties Included in Workforce Effort by State, Tribal Partners

In August 2011, fourteen Oklahoma counties added an important tool in their job creation kits when they received “Work Ready” recognition from the Oklahoma Department of Commerce.

Commerce recognized the 14 Northeastern Oklahoma counties - Washington, Nowata, Craig, Ottawa, Rogers, Mayes, Delaware, Wagoner, Cherokee, Adair, Okmulgee, Muskogee, Sequoyah, and McIntosh – as one of Oklahoma’s premier “work ready” regions.



Norma Noble, Commerce Deputy Secretary of Workforce Development, praised the combined efforts of the regional leaders to become the fifth area in the state to earn Oklahoma Certified Work Ready status and the second multi-county region to earn the distinction.

“The key to economic development in Oklahoma is workforce recruitment, training, and certification,” Noble said. “The Work Ready certification is a tool that will strengthen the pipeline of skilled workers in Oklahoma. It says this region is open and ready to do business.”

Managed by the Governor’s Council for Workforce & Economic Development and Commerce, the Certified Work Ready program quantifies the skilled workforce available to an existing employer or a new business considering Oklahoma for a new location.

A broad array of partners in Northeast Oklahoma, including Commerce, the Cherokee Nation, the Muscogee (Creek) Nation, Northeastern State University, Rogers State University, OSU Institute of Technology in Okmulgee, the Northeast Oklahoma Rural Alliance, Workforce Oklahoma, Eastern Workforce Investment Board, Northeast Workforce Investment Board and multiple local economic development organizations partnered to create the largest certified area in Oklahoma.

Blackwell, Fairview and Major County Enjoy Work Ready Status

In a stirring ceremony that had all the feel of a pep rally, community, education, and business leaders formally announced Blackwell’s certification status at a ceremony held at the Blackwell High School auditorium on September 30, 2011.



Playing to a crowd that included the entire student body, the high school band successfully created a thrilling continues to put Blackwell on the map for future business development,” said Blackwell Public Schools Assistant Superintendent Eric Webb.

As a further demonstration of the Blackwell High School’s commitment, all seniors will take the WorkKeys assessment, giving them a chance to earn a Career Readiness Certificate (CRC) in addition to their diploma.

Dave Lopez, Oklahoma Secretary of Commerce and Tourism, and Norma Noble, Deputy Secretary of Commerce for Workforce Development, joined Blackwell officials and regional educational partners in recognizing the community’s efforts and achievement.

Blackwell earned Work Ready Community status in about a year. Jeff Seymour, executive director of the Blackwell Area Chamber of Commerce, credits the partnership of area educational providers, including Blackwell Public Schools, Blackwell High School, Pioneer Technology Center, and Northern Oklahoma College.

“Not only does this certification put a ‘stamp of approval’ on the hard work of Northern Oklahoma’s education partners to prepare our workforce for the rigors of tomorrow’s global economy, it also continues to put Blackwell on the map for future business development,” said Blackwell Public Schools Assistant Superintendent Eric Webb.

Fairview and Major County Get Their Chance to Shine

Days later in Fairview, Lieutenant Governor Todd Lamb addressed a large crowd of lunching community leaders from across Major County, praising their accomplishment of earning Work Ready certification for the entire county.

As an advocate for small business in Oklahoma, he’s well aware of the value of skilled talent. As a state leader engaged in economic development, he also understands the value of being able to quantify the skills of an area’s labor force.



Proving that businesses value the CRC, one of the largest employers in the area, Fairview Fellowship Home, encourages employees to earn their CRC. Those that do, get a pay raise of up to \$2.00 an hour and the opportunity for additional training.

Career Pathways Framework Adopted by Council

A result of the work of the Career Pathways Committee, Oklahoma’s Career Pathways Framework was approved by the Governor’s Council in FY12. The Framework is a combination of national models and Oklahoma priorities and is a proven approach for creating the workforce with the knowledge and skills needed by employers.

The ultimate goals of the Career Pathways Initiative are:

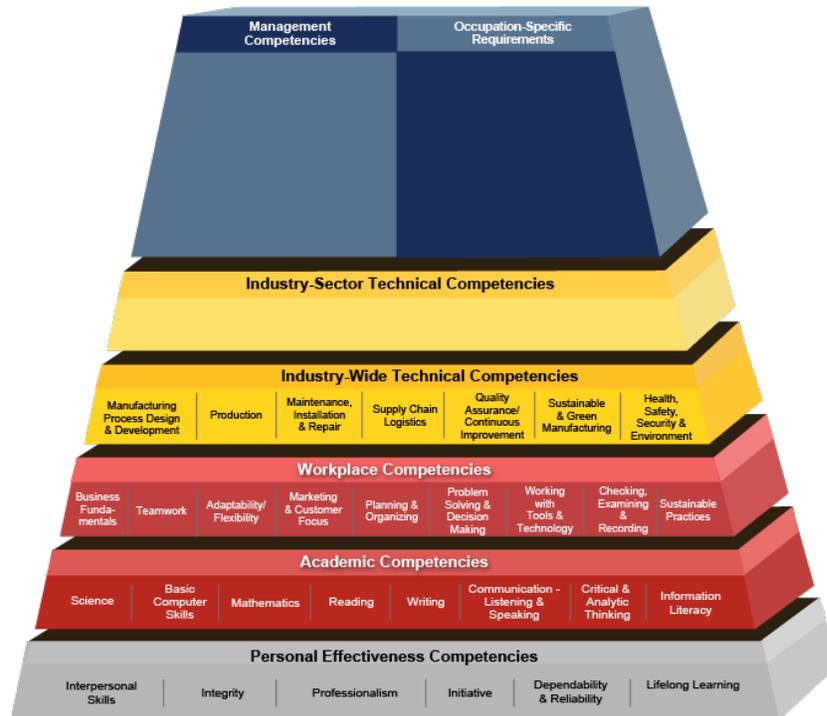
1. Oklahoma has a comprehensive system in place that leads students, dislocated workers, and incumbent workers through a full range of education and training opportunities that corresponds to employer needs, thus assuring a pipeline of appropriately skilled and credentialed workers for Oklahoma's companies.
2. Each State Agency, including the State Department of Education, CareerTech Education and Higher Education, that provides services to potential members of the talent pipeline has policies in place that align with Career Pathways.

With those goals in mind, career pathway programs provide *a clear sequence of employer-validated education coursework and/or training credentials and certifications* that include the following components:

- Are aligned with the skill needs of industries important to local, regional, or state economies
- Include the full range of secondary, adult education, and postsecondary education options, including registered apprenticeship, with a non-duplicative progression of courses clearly articulated from one level of instruction to the next
- Include curriculum and instructional strategies that make work a central context for learning
- Include, as appropriate for the individual, integrated education and training that combine occupational skills training with adult education services, give credit for prior learning, and adopt other strategies that accelerate the educational and career advancement of the participant.
- Lead to the attainment of an industry-recognized credential or degree
- Accommodate all levels of knowledge at entry
- Include support services – including academic and career guidance
- Are organized to meet the particular needs of adults, including childcare, accommodating work schedules with flexible and non-semester-based scheduling, alternative class times and locations, accessible learning formats, and the innovative use of technology.
- Have the goal of increasing an individual's educational and skills attainment and employment outcomes.

Knowledge and skills components needed for every job can be categorized using the following categories - 1) personal effectiveness competencies (aka soft skills), 2) basic academic competencies, 3) workplace competencies, 4) industry-wide and industry-specific technical competencies, and 5) occupation-specific knowledge and technical competencies. As an example,

the manufacturing model below, which is a result of work done by industry leaders and facilitated by the US Department of Labor provides a good picture of how the components work together.



Guidance and Counseling

Guidance and counseling are key to any career pathways initiative. Whether it is middle or high school students and their parents/guardians planning for the future or adults looking to prepare for a new career, every client needs knowledgeable assistance as they navigate the options in front of them and create an effective plan to meet their career goals.

It Takes a Village

It takes a lot of partners to make everything work the way it should! Here's the list.

- Business and Industry
- Students and parents/guardians
- State Department of Education
- K-12 Education
- Adult Education
- OK Employment Security Commission
- Workforce Investment Boards and Service Providers
- One-Stop Centers
- Oklahoma Manufacturing Alliance

- After School Network
- Career Tech Education
- Higher Education
- Department of Rehabilitation Services
- Department of Human Services
- Department of Corrections
- OK Juvenile Justice
- Economic Developers
- Chambers of Commerce
- Regional Econ. Dev. Organization
- Veteran's Affairs
- Private Staffing Agencies
- Professional, Trade and Labor Organizations
- Community Based Organizations
- Faith Based Organizations
- Minority organizations (Tribes, Hispanic, Traditionally Black institutions)
- Elected Officials – local and state
- OK Department of Commerce
- Private Foundations

Deliverables

Bottom line – here's what we've got to do to make career pathways a reality.

- A statewide framework for career pathways is adopted.
- Career pathways are formally integrated into the K-20 education system.
- Effective career pathways practices are part of every student's education, beginning with career awareness and career exploration in K-8. Before a student enters the 9th grade, all students and their parents/guardians in every school receive career counseling assistance that leads to a meaningful individual career and education plan, including requirements needed for post-secondary education.
- Trained career navigators are available in every partner agency to help clients, dislocated workers, and other adults seeking workforce assistance make training and education decisions based on a career pathway model.
- An effective messaging plan is in place to help create awareness and buy-in.
- All regions are working on at least one career pathway.
- In workforce-related state agencies, including all levels of education, policies that support the integration of career pathways are in place and are reviewed on a regular basis.
- Technical assistance and support to regions in their career pathways efforts is provided (i.e., tool kits, process guides, best practices, etc.).
- The National Association of Manufacturing (NAM) Skills Certification System is the basis for all manufacturing career pathway initiatives, including the National Career Readiness Certificate (NCRC).
- The manufacturing pathways initiative is piloted in one or more regions.

Career Pathways Pilot Project

A promising career pathways program is being piloted in Duncan, OK. The project is a collaboration between the South Central Oklahoma Impact Coalition (SOIC) – a regional economic development partnership, including the South Central WIB, colleges and universities, career technology centers and economic developers in southwest Oklahoma - and the Duncan Public Schools. The Duncan Schools have committed to implement career pathways, beginning in the middle schools. As part of the project, in August SOIC conducted a Career Pathways Education and Workforce Summit for community members and businesses and an all day training session for Duncan teachers, counselors, instructional coaches and curriculum development staff. Additional efforts will include benchmarking, content analysis and best practices identification, as well as the identification and possible development of career pathways curriculum and materials for use in the classroom.

YOUTH PROGRAM

Governor's Youth Council

Public and private sector executives from all levels, including the education system, are members of the Governor's Youth Council and are dedicated to creating a workforce strategy that coordinates with the state's economic goals of building wealth for all Oklahomans. Membership includes leaders from the judicial, legislative, education, service provider, private business, consumer, and state agency arenas.

Oklahoma Workforce Youth Council – Co-Chairs Jeff Pritchard, Superintendent of Schools and Chuck Mills, Private Business Owner

Engaging the business, education, and workforce resources Oklahoma has to develop the skills that count so we can be ready."

Purpose

To create an Oklahoma workforce strategy for youth that aligns with youth initiatives and provides common solutions that coordinate with the state's economic goals building wealth creation for all Oklahomans.

Goals

Oklahomans are aware and supportive of the state's emerging workforce and the effect of current trends and issues

- A youth workforce system is developed through a collaborative effort of networking that is inclusive of all state and local youth organizations
- The progress and impact of the youth system is benchmarked, measured, rewarded and best practices reported

Strategies

- Ensure local youth councils serve all Oklahoma youth
- Constantly scan the current state of Oklahoma’s youth to ensure advancement of youth in work and college readiness
- Develop a statewide plan to prepare youth for college, careers and continuing education
- Develop a communication infrastructure that will inform and engage all stakeholders of the urgency of youth as the emerging workforce

Committee Structure

- Youth Service Delivery in the Workforce System
- Youth Career Planning
- Evaluate-Best Practices-Pilots:
- Communication:
- Local Youth Council Committee

Youth Council Explores the World of Social Media

With the popularity of social media among Oklahoma’s youth, the State Workforce Youth Council launched two social media efforts in attempts to target that demographic.

[The Youth Council’s Twitter feed](#) boasts nearly 100 followers. Tweets are sent out targeting Oklahoma’s Youth as well as updates on Youth Council activities.



The Youth Council follows over 440 entities and people including athletes and entertainers popular with the Council’s prime demographic.



[The Workforce Youth Council also launched a Facebook page this program year.](#) The page has already garnered 36 likes. It provides the ability to post links to news stories related to Oklahoma’s Youth, updates on meetings, and much more.

The Facebook page also allows for the promotion of events and the ability to post pictures.

Oklahoma Students Enjoy Youth Summits

Hundreds of Oklahoma youth participated in youth summits in Muskogee and Durant in June 2012. The summits were sponsored by numerous partners and included motivational speakers, door prizes donated by local businesses, and a variety of activities. The mission of the summits was to inform and education youth about careers and educational pathways through an informative, engaging, and entertaining format.



Speakers at the Elevate Youth Summit 2012 in Muskogee included State Rep. Jerry McPeak, motivational speaker Jeff Yalden, and Brian Jackson, the “I Believe Guy.” Jackson shared his story of overcoming addictions and then led the youth in setting the Guinness World Record for the most people folding shirts at the same time.

The 2012 WIA Youth Summit was held at the Choctaw Event Center in Durant and featured several motivational speakers including the Power Team, who spoke to those in attendance about overcoming adversity.

Youth Council Launches New Branding

In Program Year 2012, the Youth Council also launched a new logo. The logo was incorporated into social media, a one-sheet handout, and other uses.



The logo incorporates the e3 approach that is the centerpiece of the Workforce Youth Council: Education, Economic Development, and Employment.

Communications/Outreach Efforts

In program year 2012 a variety of outreach efforts were utilized to more effectively tell the story of Workforce.

The Governor’s Council adopted a formal Communications Plan. The primary purpose of the communications plan is to communicate with and facilitate buy-in and implementation of the GCWED plan from those who have a stake in the outcome of the plan by ensuring that all parties

are fully informed on Council activities, objectives, strategic goals, outcomes, and successes. The objective of the communications plan is to provide an overall framework for managing and coordinating communications. A collaborative effort is essential to the success of the program; clear and consistent communications are essential to collaboration.



A variety of methods will be used to communicate with GCWED stakeholders. These methods will include formal and informal meetings, and the use of the *Council Matters Newsletter*, social media (Facebook), web-sites, power point presentations, and press releases.

Performance/ Cost:

The required elements of this report will be submitted in the WIASRD Reporting and Data Evaluation format to assure they are reported uniformly to allow state-by-state comparisons.

Oklahoma met all of its DOL negotiated measures during this Program year. Oklahoma did not negotiate down performance measures as part of the extension of the state plan, but rather continued to utilize the existing performance measures as outlined in the state plan.

Effective July 1, 2011, the Department of Commerce became both the grant recipient and the administrative entity for WIA programs. Thus, this program year was spent reviewing policies and processes and making adjustments in these administrative processes as needed. This year the total number of clients served was approximately 150,000 and the yearly Workforce Investment Act allocation for Adult, Dislocated Worker and Youth programs was around \$20M. A simple cost per client served would thus be \$133.33. However, we also know that many people receive some core services through the on-line system and are not captured in the case management system. This would further reduce the cost per client served.

Oklahoma has begun a major initiative on performance. As part of this initiative, we have procured a license to "Future Works" a system that uses our DOL performance data to provide benchmarks, dashboards and in-depth analysis of our WIA programs. We will be using this information to provide technical assistance to our local areas. In addition, we have contracted with EMSI to do a cost benefit analysis of our WIA programs. This which will allow us to do some in-depth program evaluation and to provide data that will lead to a return on investment (ROI) outcome. The Dallas regional office of DOL is also assisting us in our performance initiatives with technical assistance.

In addition, we are also beginning work on a set of standards related to certification of the larger

workforce system that includes multiple partners, including education. This “system” certification process will also have a positive effect on performance, cost and in general providing consistent, efficient and effective service delivery.

Efficiency

The local areas spent PY12 increasing the efficiency of its workforce system by consolidating fiscal agents, workforce investment areas, and other functions. (See map on page 1)

Governor Mary Fallin approved a re-designation request from the Southern Workforce Investment Area which was recommended for approval and submitted by the Governor’s Council. This expansion increased the ten county area to fourteen which would include the four counties (McCurtain, Pushmataha, Choctaw and Pittsburgh) formerly of the Southeast area.

Planning and negotiations with local elected officials governing LeFlore, Latimer, and Haskell counties, formerly with the Southeast area, are underway with the potential of being combined with the Eastern Workforce Investment Area. This would increase the current Eastern seven counties to be a ten county area.

The Governor’s Council approved a request from the local elected officials to submit a recommendation to the Governor to re-designate the eight county Northwest Workforce Investment Area and the nine county North Central Workforce Investment Area, increasing their size to seventeen counties. This should be in place by October 1, 2012.

By accomplishing the above changes in our system it **decreases the number of workforce investment areas from 11 to 9**. In the process some of the areas have decided to reduce cost by combining roles such as fiscal agents. Northeast has combined fiscal agents with Eastern and the East Central area has combined fiscal agents with the Southern area. This **reduces that number from 10 to 8** which is a big cost savings and enables the areas to serve more clients.

Another savings is combining Title 1 service providers by the areas, **decreasing this number from 10 to 5**. Northeast and Eastern share the same service provider as do Central, Tulsa and East Central. The Southwest area and the South Central area are also sharing the same service provider.

The more these efficiencies can be achieved in the coming months and years the easier services can be provided to clients.

Success Stories

Every year thousands of Oklahomans are impacted positively by WIA programs. Below is a collection of success stories (grouped by WIA region) as told by those who experienced the benefits first-hand.

Central:

Kendra Allen started thinking about her future early, she wanted to obtain a college degree and get a job with benefits. In 2006 Kendra while working part-time for a law-firm in Guthrie, she started attending Langston University majoring in Organization Management, with an option in Supply Chain Management. Realizing that her income from her part-time job was not enough to cover her living expenses and college tuition Kendra needed to look for additional funding sources. In 2009 Kendra heard about the WIA program and how if she was eligible through the program she could receive assistance with her tuition. Kendra then visited the Workforce office in Guthrie and met with a career coach who gave her information about the WIA Adult Program. Based on her situation, she was eligible and was enrolled in the program. It was an awesome feeling knowing that her dreams were on their way to becoming reality.



During her junior year at Langston University, Kendra applied for the Tinker Internship Program and was accepted. There at Tinker Air Force Base Kendra began working in various positions as part of her Internship. Attending Langston full time and working as an intern at Tinker would soon show its rewards. May 13, 2011 Kendra graduated from Langston University with a 3.469 GPA, Magna Cum Laude, and received her Bachelor's of Science Degree in Business Administration. Very soon after, June 2011 she was hired permanently as a Logistic Management Specialist.

Kendra gives a heartfelt thanks to the Guthrie Workforce adult staff for their support and guidance in helping make the pieces fit and a dream come true.

Danielle Loftis



Danielle Loftis is 23 years old living in Spencer, Oklahoma. Danielle is a 2006 Graduate of Douglass High School, where she was named the class Valedictorian. Danielle was also a member of the Academic Decathlon Team in high school where they competed against other schools in reading, math, science, classical music, art and literature.

While in high school, Danielle took concurrent classes at Rose State College, during her Junior and Senior years. When she graduated from high school she had already earned 21 college credit hours.

In the fall of 2006, Danielle began her studies at Langston University where she was on the Deans Honor Roll for 5 years. She was the President of the Lambda Alpha Chapter of Zeta Phi Beta Sorority Inc., Treasure of the Psychology Club, and Secretary and member of the National Pan Hellenic Council.

Danielle found out about the Workforce Center through other students at Langston University and inquired to see if she qualified for the WIA Youth Program. On August 31, 2009 Danielle was approved for the WIA Youth program. Later on July 7, 2010 Danielle was dual enrolled in the WIA Adult Program to ensure enough funds would be available to assist her in completing her training.

Danielle took on 2 majors at Langston University; she double majored in English and Psychology. Danielle graduated from Langston University on May 13, 2011 with a GPA of 3.33 in both majors.

Danielle is working at Carlisle Food Service in Oklahoma City performing data entry tasks. Danielle's plans are to begin her studies at Oklahoma Christian University starting on August 22, 2011. She will be studying for her Masters in Applied Behavioral Science. Her plans are to become a Counselor.

Danielle would like to thank her career coaches, Serita Patton, Greta Carreathers and the COWIB for being the gateway that assisted her through her Junior and Senior years at Langston University. Without financial assistance from WIA, Danielle says that she would not have been able to afford the finances to complete college on time. Danielle's Philosophy is: "Live Life to the Fullest."

Southwest

I am a 36 year old wife and mother with 2 children in the home that decided to return to school for a Bachelors in Nursing about 4 years ago. I was working 1-2 minimum wage jobs as much as I was able. Before my endeavors began I only had my GED. For the time I was in school I generally only had one vehicle to work with and we moved once a year. The 2 years of general education were not too demanding and I was still able to work. My husband and I had agreed that both of us working and sending the kids to daycare was not an option. Not only was it expensive but we felt the children deserved to spend



more time with parents than people that they didn't know. When I started the nursing program at SWOSU I quickly realized that I would no longer be able to work as much, my hours were scattered and I was doing clinicals all over Western Oklahoma and OKC. This also meant that my expenses would increase. I was running out of options, my choices was clear—either another job was in order, my hubby had to work which increased costs for daycare or take out more loans to be able to pay the bills. I took out the extra loans.

Then the summer before my senior year I found out about WIA. They helped so much by paying for my tuition and helping with some of my gas expense to school and clinicals. This enabled me to put aside more money from my loans to help with expenses with books and the new electronic appliances like laptops and iPods for nursing school. It really helped a lot because I no longer had to come up with this money myself. And to save the best for last, we worked together to leave enough money aside to pay for my NCLEX examination, which alone was almost \$400. Without paying to take this test I would not be able to get my license and go to work.

Tulsa



Samuel started the WIA Youth program at 16. He was a junior in high school with no work experience background. In addition to poverty, he was dealing with a disability called Bartter's Syndrome which caused problems in the kidneys. Samuel also suffered from attention deficit disorder and depression, all of which required medication. Living in poverty, his family had a house to live in and sometimes a vehicle to get us back and forth to school or wherever they needed to go. His future was undetermined and Samuel did not know what direction it would go. Samuel said he had no idea that his life would turn out to be so successful.

Samuel believes the work experience was "key" to building his status as a hardworker. Not only did the program give him experience, Workforce also gave him the knowledge and understanding of good traits to have in the job market. Samuel said Workforce's "Summer Enrichment Program" taught him a number of things like: teamwork, communication, leadership, responsibility and motivation. He still use these skills today at his job. WIA also helped with supportive services so that he could get books for college classes.

"Life has been good for me, I've got so much experience and I have met so many people through the job market and made friends along the way. It is hard being a college student without parents who are able to finances it, but I don't let that stop me. I work hard and I do my best and I'm very careful with my finances."

Samuel earned an Associate in Graphic Design from Northern Oklahoma College and is currently attending Rogers State University in Claremore working towards Bachelor of Fine Art . He is employed with Silvertree Technology as an Assistant Graphic Designer.

"I'm glad to be a part of something that helps out the community and I want more and more individuals to get involved with Workforce and know about it. I am very thankful to Workforce for impacting my life."

Southern

When Shea Posey entered her junior year of college she was worried about how she would be able to afford to finish her degree. The first two years of college she used savings from her parents, grandparents, and great aunt. The last two years her savings had run low. She applied for PELL and wasn't eligible. Her dad was unable to help as much as he did in the past because he has been laid-off from his job. Through his Unemployment insurance visits at the Workforce office, he was put in touch with a WIA representative, Francine Slater who told him of college assistance through the WIA scholarship fund. Shea was given an appointment, went through assessment and found eligible for the WIA program.



Shea recently graduated from East Central University, in Ada, Oklahoma. She is proud of her accomplishment of a Bachelor of Science in Business Administration with a concentration in Finance. She now works as a Treasury Assistant and earns a good salary with bonuses and benefits.

"Without assistance like the Big Five WIA scholarship program I don't think it would be financially possible for many students to start or achieve their goals and dreams of a college education. With the help of Big Five and my WIA counselors, I am now a college graduate working in a great field because I got the education that I wanted and needed. I feel more complete having accomplished one of my biggest goals I have set for myself thus far. I am very blessed to be where I am today, with a college degree and a great career at SandRidge Energy."

Greg Miller



Prior to his new profession, Greg was 35 year old, unemployed for over a year, married with a 10 year old daughter. He came into the Workforce office in Ada, Oklahoma looking for training. His wife has been unable to work due to sickness and injury.

Greg's unemployment benefits were not enough to sustain his family. Making every effort not to lose everything including his house and cars, Greg took out loans, got help from his church, and cut every corner just to get by. He needed to go to school for a short time to get skills that would allow his family to not only survive but thrive.

Since the age of 19 Greg had the idea that he might like to become a professional truck driver. The high cost of school and having to go over the road was the only negative to entering the profession. He obtained his CDL permit before coming into the Workforce office. He was prepared to do whatever it took to have a better life, no matter what it took to get there.

At his meeting with the WIA counselor, they discussed schools and alternatives in training. Due to the high number of jobs and short training period, Greg decided it was time to sacrifice and go over the road to provide for his family. He was evaluated granted the WIA scholarship and was in school a couple of weeks later. Greg graduated from the Arbuckle Truck Driving School's professional truck driving school at the top of my class. He went to work locally for a couple of months but decided to go over the road to make a larger salary. His long term goal is to be an owner operator and have my own business.

"With my new career I am working my way out of debt. We saved our house and bought a new car. I am able to pay my bills and have extra money for our future. Nothing worth fighting for is easy and I now have an overwhelming feeling of joy and accomplishment," says Greg.

North Central

Thirty year old Matthew Glover has a background and education in horticulture. He and his wife moved to Oklahoma two years ago to attend a graduate program at OSU. They were buying a house and had two vehicle payments when Matthew was laid off from his job at a sales and rental company. When filing for unemployment, he was directed to the Stillwater Workforce Oklahoma Office and the WIA Program.



Matthew was connected with Community Development Support Association WIA Title I career counselor Connie Brazee. Connie secured an On-the-Job training contract for Matthew at Kirtz Shutters. The OJT service helped Matthew gain new occupational skills and provided the incentive the employer needed to hire him as half of training hour wages were reimbursable. After the successful completion of his OJT, Matthew was able to obtain unsubsidized employment using the new skills he gained.

Matthew would like to thank Workforce Oklahoma, his career counselor Connie Brazee, and Kirtz Shutters for helping him through this experience. He is now gainfully employed and able to provide for his family. Having a good job with stable income helps him focus on more important family issues.

South Central

Alexis Garner is no stranger to hardship and adversity. At the age of eight, she witnessed the murder of her mother by a gunman who mistook her mom for someone else.

Immediately after her mom's death, she was sent to live with an aunt who resided in Virginia. The next several years of her life were spent in a revolving door. She moved from place to place living with various family members. First, was the aunt in Virginia; then with her father in Florida, Trinidad, and Minnesota; back with her aunt in Virginia; and then for a time with an older sister. Finally, during her senior year of high school, she moved back in with her father who by now was living in Lawton.

Despite all the instability in her life, Alexis was determined to overcome adversity. She set as a goal to become completely independent at the earliest time possible in her life. She began achieving her dream while a high school senior when she began working at Walmart as well as two additional jobs to support herself.

Upon graduation from high school, she enrolled at Cameron University in Lawton pursuing a degree in Criminal Justice. An unplanned pregnancy forced her to reduce the number of hours she worked by a significant margin. She now faced financial difficulty and a dilemma as to how to continue her education and provide support for her child.

It was during this time that a friend suggested she explore opportunities offered through programs available at the Workforce Oklahoma Center. It was at the Workforce Center after completing her initial assessments, that she met Darlene Williams, Skills Enhancement Function Leader. Ms. Williams assisted Alexis in skill building and afforded her an opportunity to qualify for and receive Workforce Investment Act (WIA) Financial Assistance. Thanks to the assistance received through the workforce center, Alexis has completed her undergraduate studies and is now employed by Cornerstone Clinical Services as a Behavioral Rehabilitative Specialist and Case Manager. She is currently enrolled at Mid America Christian University pursuing a Masters Degree in Psychology.

Alexis credits the assistance she received through the Lawton Workforce Oklahoma Center as the key to her successful endeavors. "Without the help I received at the workforce center, my life

would be quite different. More than likely I never would have completed my under graduate studies. I owe the members of the workforce center a deep debt of gratitude. I have been able to become employed in a field that I enjoy immensely. Having this job enables me to rest comfortably at nights knowing I can support my child and live a comfortable life style. I am eternally grateful to Ms. Darlene Williams and the entire staff at the Lawton Workforce Center for the support and encouragement they gave me. This is a debt I can never fully repay. I am going to try though, by being all I can be.”

East Central

The Trade Adjustment Act has been extremely beneficial to many people in the Shawnee area such as Kathy Motley, a 50 year old female who found herself laid off from a \$16.50 an hour production job at TDK Ferrites after 25 years of service. Following the advice of former co-workers, Kathy decided to attend school to become an Aircraft Mechanic at Gordon Cooper Technology Center’s Aviation Maintenance Technology program. “I never attended any post-secondary training but I learned that I could go to school to be re-trained through a government program called TAA,” according to Kathy, who was very active in obtaining a new TAA petition for TDK, since the original petition had expired.



In school, Kathy excelled in Aviation training and was chosen the A.M. Tech of the Year for 2009-10 in the General Class and was given a perfect attendance award. She was hired at Tinker Air Force Base as an Airframe and Power plant Mechanic at a starting wage of \$19.35 per hour with full health benefits. Kathy now has a career that she loves and is looking forward to future opportunities.

Because of the training experience she enjoys sharing her knowledge with students. She volunteers two lunch hours a week tutoring an intern who is studying for FAA exams. On weekends she meets with aviation students at the Shawnee library to go over class material. She would like to extend a heartfelt thank you to Workforce Oklahoma for the tuition assistance and supportive services received which helped her to change her life.

Eastern

Crystal Brown, a 30 year old, single mother of 3 was laid off from Fanelli Bros Trucking Company after working there for 7 years as the Office Manager. In March 2009, after 30 years of business in Muskogee, Oklahoma, they closed the Oklahoma Terminal. Crystal had a high school diploma and a certificate of



completion from ICTC for Microsoft Office. Her father had just given her and her children his house to live in. She was in the middle of remodeling that house when she lost her job.

Crystal went into the Muskogee Workforce Center to follow up on her unemployment benefits when she was referred to a case manager. The case manager spoke to Crystal about going to college to earn a degree while unemployed. Crystal took advantage of that opportunity and opportunities afforded her thru WIA and Workforce. She was able to receive assistance with clothing, counseling, job placement and occupational training. She earned an Associate's Degree in Business Administration from Conner's State College.

I would have to say the most important thing she received from Workforce is the educational assistance. If it were not for that assistance she would not have been able to attend college. She would have kept looking for work to support her family. Being a single mother, she saw that as her only option. With the support from her case manager, Shari Belcher, she was encouraged all the time. Shari continued to call and check on Crystal. Shari cared about Crystal's success at school and at her life with her children. Shari and Crystal became great friends.

Crystal's life has change dramatically. Through Workforce, Shari called Crystal to tell her about a job opening. Shari knew Crystal's unemployment benefits had just been exhausted. Shari made Crystal aware there was a job opening at the Eastern Workforce Investment Board for an Executive Assistant. She applied for the job and began work the following week. Now she works with people she considers to be the most kind, giving, good-hearted people in the world. Knowing Crystal only lacked 2 semesters when she began to work for the Eastern WIB. With the support and encouragement of her family, case manager, Shari, and her work family at EWIB, they helped her to get through it all. She graduated from Connors State College in May 2011 WITH HER Associates in Business Administration. Crystal is still employed at the EWIB and she loves it! Crystal says, she would definitely not be where she is today without the program and all the wonderful people who pushed her along the way. She tanks everyone from the bottom of her heart!

Northwest



As a husband and father, 21 year old Mark Morrison knew he needed to support his family. He was driving an old beat up jeep and renting a house and Mark " just felt like I could do more with my life." He was soon connected with Renee Weil, Oklahoma Economic Development Authority WIA Title I Career Counselor, who helped him obtain tuition assistance for school.

Mark enrolled in the LPN program at High Plains Technology Center in Woodward for a year of training that led to his certification as a License Practical Nurse. Mark not only utilized WIA funds for tuition her was able to get help with supportive services. Mark stated, "I was sitting in class and the instructors were using a smart board. I thought that it was neat except it didn't look clear." Mark contacted his Career Counselor Renee who got approval to pay for an eye exam and glasses.

Mark Morrison is a LPN at the Integris Bass Hospital in Enid. "We are now more financially stable. We own our home and are driving new cars. We don't have to worry about how we are going to pay our bills, because I now have the training to make enough money to pay our bills. Thanks to this program I am able to provide more for my family. Programs like these make this the best state to live in. Thank you all so much for giving me this opportunity."

Lawrence Ramey

Lawrence Ramey was injured at his last job, recovered and released to return to work but found himself unemployed. At 49, married and a father, he needed to support his family. He had lost good credit standing, the bills were getting higher and he needed to do something. He said, "I was lost for some time and scared to lose what we worked hard to get." He contacted Central Technology Center in Drumright and was connected with Renee Weil, Oklahoma Economic Development Authority WIA Title I Career Counselor, who helped him obtain tuition assistance for school.



Lawrence enrolled in the Truck Driving Program at Central Technology Center in Drumright for a four week training course that led to certification as a Class A CDL Truck Driver. Through the training he was able to obtain his certification and endorsements and in thirty days was reconnected to what he enjoyed about working.

Lawrence is now a truck driver for Hale's Trucking. "I didn't know how I was going to pay the price to go to school. Through the program I was able to obtain a good job only weeks after school. Bills are now caught up and we're in the market to buy a new home. Six months ago none of this was possible. A special thanks to my Career Counselor, Renee Weil, who helped me each step of the way and even today still calls to see how I am doing. Thanks again."

Northeast

Nelda Budder stood silently at a plant meeting while the CEO of the North American Region announced that the plant would be closing permanently. The company, Labinal, would be moving the operations to Mexico. Four-hundred eighty-four employees stood in astonishment. Some employees cried while others stood in shock. Some employees admitted they did not know what they would do if the plant closed.



Nelda was a group leader at Labinal. It was her job to not only teach, but also encourage her team. As they slowly made their way back to their designated areas, Nelda remained calm and encouraged her team.

“This is just the beginning,” she said. “It’s another door opening in our lives.”

The plant closing opened a door for Nelda which allowed her to be able to complete a college degree in Business Administration through the TAA Program.

“I was very thankful for the opportunity to be able to do this,” said Nelda.

Nelda’s determination and faith played a big part in her success.

“Faith is always easy when things are going good,” she said, “ but it is even sweeter if we can remember it when things are a little bumpy. And, even though we can’t see it, destiny, or God in my opinion, always knows what we need.”

Nelda completed her degree in Business Administration and obtained a temporary position with Oklahoma Employment Security Commission. She utilized her connections from Labinal to help her successfully complete reports and information pertaining to the TAA Program in the Pryor, Oklahoma Workforce Center.

Six months later an opening was available at DESI for a Resource Specialist. Nelda applied and was hired.

“It’s amazing,” she said. “This is the same company that helped the Workforce Center to send me to school. I am now employed with DESI and am very happy to help others as they go down a similar path that I have already been down.”

Nelda's compassion for the customers is empathetic. She understands how it feels to lose a job. She also understands how the available programs can help to create new career paths, new beginnings and new journeys in life.

Eric Giles

Eric Giles, a married father of two children, struggled just to find and keep work due to the fall of the economy. As companies were downsizing Eric was among those who had lost his job due to a reduction in force. As Eric struggled to find work, his family and their lifestyle suffered. He felt hopeless and, with great hesitation, eventually was forced to enroll in assistance programs to help support the needs of his family which made Eric feel worthless. Knowing he had to search for a way to better his situation he felt that going back to college to gain a degree in the field of his interest was the best way to solve his issue. Eric then enrolled in college. With no thoughts of how he was going to pay for his schooling, the only thing he was sure of is that it was the right thing to do. Stumbling upon information regarding the American Recovery and Reinvestment Act while searching the internet for some form of hope and financial assistance, a contact name of Kristi Fritz, Case Manager, and her number as the representative who was very instrumental in Eric's career success. Eric quickly enrolled and began attending Oklahoma State University's Construction Technology High Voltage Electricity program. This is where Eric's journey began as he describes his adventure in becoming a self-sufficient member of society.



"Kristi Fritz was diligent in providing me with the tools needed for this program to become a success. She assessed my needs, encouraged me, praised me, and pushed me when I was apprehensive. She even helped me find an internship, which was a huge support to me as I encountered a "kink" with a college professor who was affecting my success in the program and challenging the support I was assured I would receive for my family. Oklahoma Employment Security Commission's Workforce Specialist, Gretchen Evans, was also a great source of support during this time with the many questions of Unemployment requirements.

With the help and support of this program and these two amazing ladies, I graduated from OSUIT-Okmulgee with an Associate Degree in Construction Technology with honors on December 14, 2010. My daughter was there to watch me walk across that stage and receive my degree. It was a moment that I will never forget. Today I am employed at Grand River Dam Authority in the field of my degree. I now have an income to support my family as well as the health insurance coverage that they need and deserve. I no longer need the support of others and

have become an independent productive part of society. What a great feeling! It is the programs such as the Workforce Investment Act that enable individuals to better each community. I will be forever grateful to all who helped me make this mission possible for me and my family.”

Adult Tables

Adult Program Results At-A-Glance			
Program Year 2011			
Performance Measure	Negotiated Performance Level	Actual Performance Level	
Entered Employment Rate	50%	51.0%	23958
			46963
Employment Retention Rate	83%	79.5%	22973
			28911
Average Earnings	\$11,200	\$12,614	289275691
			22933

Outcomes for Adult Special Populations				
Program Year 2011				
Reported Information	Public Assistance Recipients Receiving Intensive	Veterans	Individuals With Disabilities	Older Individuals

	or Training Services							
Entered Employment Rate	60.0%	286	50.2%	2657	37.5%	842	38.0%	2495
		477		5289		2246		6572
Employment Retention Rate	76.8%	268	80.5%	2662	74.9%	694	80.0%	2256
		349		3307		926		2819
Average Earnings	\$11,763	3140801	\$15,211.00	40004643	\$11,383	7831376	\$14,011	31566704
		267		2630		688		2253

Other Outcome Information for the Adult Program				
Program Year 2011				
Reported Information	Individuals Who Received Training Services		Individuals Who Received Only Core and Intensive Services	
Entered Employment Rate	73.2%	657	50.6%	23301
		897		46066
Employment Retention Rate	86.0%	777	79.2%	22196
		903		28008
Earnings Replacement Rate	\$14,541	11254640	\$12,547	278021051
		774		22159

Dislocated Worker Tables

Dislocated Worker Program Results At-A-Glance		
Program Year 2011		
Performance Measure	Negotiated Performance Level	Actual Performance Level

Entered Employment Rate	50%	46.0%	6170
			13427
Employment Retention Rate	90%	83.0%	6383
			7690
Average Earnings	\$12,600	\$14,306	91169028
			6373

Outcomes for Dislocated Worker Special Populations				
Program Year 2011				
Reported Information	Veterans	Individuals With Disabilities	Older Individuals	Displaced Homemakers

Entered Employment Rate	44.7%	632	33.7%	190	35.6%	832	58.2%	85
		1413		564		2340		146
Employment Retention Rate	83.4%	679	80.5%	178	83.6%	826	78.0%	71
		814		221		988		91
Average Earnings	\$16,433	11026629	\$11,684	2068154	\$14,726	12148966	\$8,265	586796
		671		177		825		71

Other Outcome Information for the Dislocated Worker Program				
Program Year 2011				
Reported Information	Individuals Who Received Training Services		Individuals Who Received Only Core and Intensive Services	
Entered Employment Rate	77.4%	376	44.8%	5794
		486		12941
Employment Retention Rate	90.0%	361	82.6%	6022
		401		7289
Average Earnings	\$16,202	5832727	\$14,192	85336301
		360		6013

Youth Tables

Youth (14-21) Program Results

Program Year 2011

Performance Measures	Negotiated Performance Level	Actual Performance Level	
Placement in Employment or Education	61.5%	66.2%	409
			618
Attainment of Degree or Certificate	43.5%	53.1%	313
			590
Literacy and Numeracy Gains	31.0%		104
			261

Table L - Other Reported Information										
Program Year 2011										
Program	12 Month Employment Retention Rate		12 Mo. Earnings Increase for Adults and 12 Mo. Earning Replacement for Dislocated Workers		Placements for Participants in Nontraditional Employment		Average Quarterly Wages At Entry Into Employment For Those Individuals Who Entered Unsubsidized Employment		Entry Into Unsubsidized Employment Related to the Training Received of Those Who Completed Training Services	
Adults	80.5	24,345	\$420	12,668,735	0.1	18	\$4,679	112,431,429	49.0	321
		30,260		30,152		23917		23,926		655
Dislocated Workers	83.2	77,218	88.0	104430279	0.2	10	\$5,509	33,939,664	47.0	178
		8,678		118684224		6163		6,161		375

Table M - Participation Levels		
Program Year 2011		
	Total Participants Served	Total Exiters
Total Adult Customers *	122,781	110,031
Total Adults (self-service only)	59,919	56,634
WIA Adults	122,428	109,621
WIA Dislocated Worker	5,272	7,609
Total Youth (14-21)	1,568	750
Out-of-School Youth	821	400
In-School Youth	747	350

Other Statewide Tables

Table L - Other Reported Information										
Program Year 2011										
Program	12 Month Employment Retention Rate	12 Mo. Earnings Increase for Adults and 12 Mo. Earning Replacement for Dislocated Workers		Placements for Participants in Nontraditional Employment		Average Quarterly Wages At Entry Into Employment For Those Individuals Who Entered Unsubsidized Employment	Entry Into Unsubsidized Employment Related to the Training Received of Those Who Completed Training Services			
Adults	80.5	24,345	\$420	12,668,735	0.1	18	\$4,679	112,431,429	49.0	321
		30,260		30,152		23917		23,926		655
Dislocated Workers	83.2	77,218	88.0	104430279	0.2	10	\$5,509	33,939,664	47.0	178
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Central Workforce Investment Area

Table O - Local Program Activities Program Year 2011				
Central Workforce Investment Area	Total Participants Served	Adults	29,985	
		Dislocated Workers	2,090	
		Older Youth	200	
		Younger Youth	233	
ETA Area # 40075	Total Exiters	Adults	27,105	
		Dislocated Workers	3,192	
		Older Youth	102	
		Younger Youth	137	
Reported Information		Negotiated Performance Level	Actual Performance Level	
Entered Employment Rate	Adults	50.0%	49.4%	
	Dislocated Workers	50.0%	45.8%	
Retention Rate	Adults	83.0%	81.8%	
	Dislocated Workers	90.0%	84.0%	
Six Month Earnings Change Earnings Increase	Adults	\$11,200	\$13,165	
	Dislocated Workers	\$12,600	\$13,975	
Placement in Employment or Education	Youth (14-21)	61.5%	69.1%	
Attainment of Degree or Certificate	Youth (14-21)	43.5%	44.0%	
Literacy and Numeracy Gains	Youth (14-21)	31.0%	28.7%	
Overall Status of Local Performance		Not Met	Met	Exceeded
		0	6	3

East Central Workforce Investment Area

Table O - Local Program Activities Program Year 2011				
East Central Workforce Investment Area	Total Participants Served	Adults	6,364	
		Dislocated Workers	188	
		Older Youth	29	
		Younger Youth	40	
ETA Area # 40040	Total Exiters	Adults	6,181	
		Dislocated Workers	263	
		Older Youth	20	
		Younger Youth	33	
Reported Information		Negotiated Performance Level	Actual Performance Level	
Entered Employment Rate	Adults	50.0%	54.2%	
	Dislocated Workers	50.0%	43.3%	
Retention Rate	Adults	83.0%	77.3%	
	Dislocated Workers	90.0%	78.6%	
Six Month Earnings Change Earnings Increase	Adults	\$11,200	\$11,158	
	Dislocated Workers	\$12,600	\$16,822	
Placement in Employment or Education	Youth (14-21)	61.5%	63.3%	
Attainment of Degree or Certificate	Youth (14-21)	43.5%	53.1%	
Literacy and Numeracy Gains	Youth (14-21)	31.0%	50.0%	
Overall Status of Local Performance		Not Met	Met	Exceeded
		2	3	4

Eastern Workforce Investment Area

Table O - Local Program Activities Program Year 2011				
Eastern Workforce Investment Area	Total Participants Served	Adults	17,779	
		Dislocated Workers	653	
		Older Youth	156	
		Younger Youth	278	
ETA Area # 40095	Total Exiters	Adults	16,091	
		Dislocated Workers	1,054	
		Older Youth	74	
		Younger Youth	127	
Reported Information		Negotiated Performance Level		
Entered Employment Rate	Adults	50.0%	48.9%	
	Dislocated Workers	50.0%	43.8%	
Retention Rate	Adults	83.0%	76.2%	
	Dislocated Workers	90.0%	81.4%	
Six Month Earnings Change Earnings Increase	Adults	\$11,200	\$11,209	
	Dislocated Workers	\$12,600	\$13,535	
Placement in Employment or Education	Youth (14-21)	61.5%	63.2%	
Attainment of Degree or Certificate	Youth (14-21)	43.5%	49.2%	
Literacy and Numeracy Gains	Youth (14-21)	31.0%	44.9%	
Overall Status of Local Performance		Not Met	Met	Exceeded
		1	4	4

North Central Workforce Investment Area

Table O - Local Program Activities Program Year 2011				
North Central Workforce Investment Area	Total Participants Served	Adults	8,013	
		Dislocated Workers	300	
		Older Youth	14	
		Younger Youth	27	
ETA Area # 40010	Total Exiters	Adults	6,995	
		Dislocated Workers	485	
		Older Youth	7	
		Younger Youth	18	
Reported Information		Negotiated Performance Level	Actual Performance Level	
Entered Employment Rate	Adults	50.0%	57.6%	
	Dislocated Workers	50.0%	51.7%	
Retention Rate	Adults	83.0%	80.2%	
	Dislocated Workers	90.0%	82.4%	
Six Month Earnings Change Earnings Increase	Adults	\$11,200	\$12,862	
	Dislocated Workers	\$12,600	\$15,111	
Placement in Employment or Education	Youth (14-21)	61.5%	50.0%	
Attainment of Degree or Certificate	Youth (14-21)	43.5%	27.8%	
Literacy and Numeracy Gains	Youth (14-21)	31.0%	0.0%	
Overall Status of Local Performance		Not Met	Met	Exceeded
		3	2	4

Northeast Workforce Investment Area

Table O - Local Program Activities Program Year 2011

<i>Table O - Local Program Activities Program Year 2011</i>				
Northeast Workforce Investment Area	Total Participants Served	Adults	12,889	
		Dislocated Workers	749	
		Older Youth	25	
		Younger Youth	25	
ETA Area # 40050	Total Exiters	Adults	11,428	
		Dislocated Workers	966	
		Older Youth	13	
		Younger Youth	17	
Reported Information		Negotiated Performance Level	Actual Performance Level	
Entered Employment Rate	Adults	50.0%	55.5%	
	Dislocated Workers	50.0%	51.5%	
Retention Rate	Adults	83.0%	80.6%	
	Dislocated Workers	90.0%	83.4%	
Six Month Earnings Change Earnings Increase	Adults	\$11,200	\$12,804	
	Dislocated Workers	\$12,600	\$14,780	
Placement in Employment or Education	Youth (14-21)	61.5%	72.7%	
Attainment of Degree or Certificate	Youth (14-21)	43.5%	85.7%	
Literacy and Numeracy Gains	Youth (14-21)	31.0%	55.6%	
Overall Status of Local Performance		Not Met	Met	Exceeded
		0	2	7

Northwest Workforce Investment Area

Table O - Local Program Activities Program Year 2011				
Northwest Workforce Investment Area	Total Participants Served	Adults	1,342	
		Dislocated Workers	61	
		Older Youth	4	
		Younger Youth	4	
ETA Area # 40005	Total Exiters	Adults	1,127	
		Dislocated Workers	72	
		Older Youth	3	
		Younger Youth	2	
Reported Information		Negotiated Performance Level	Actual Performance Level	
Entered Employment Rate	Adults	50.0%	56.9%	
	Dislocated Workers	50.0%	52.3%	
Retention Rate	Adults	83.0%	81.6%	
	Dislocated Workers	90.0%	85.2%	
Six Month Earnings Change Earnings Increase	Adults	\$11,200	\$12,384	
	Dislocated Workers	\$12,600	\$16,910	
Placement in Employment or Education	Youth (14-21)	61.5%	100.0%	
Attainment of Degree or Certificate	Youth (14-21)	43.5%	50.0%	
Literacy and Numeracy Gains	Youth (14-21)	31.0%	0.0%	
Overall Status of Local Performance		Not Met	Met	Exceeded
		1	2	6

South Central Workforce Investment Area

Table O - Local Program Activities Program Year 2011				
<div style="border: 1px solid black; padding: 5px; width: fit-content;">South Central Workforce Investment Area</div> <hr/> <hr/>	Total Participants Served	Adults	9,503	
		Dislocated Workers	215	
		Older Youth	72	
	<div style="border: 1px solid black; padding: 5px; width: fit-content;">ETA Area # 40020</div>	Total Exiters	Younger Youth	155
Adults			8,601	
Dislocated Workers			146	
Older Youth		32		
Reported Information		Younger Youth	73	
		Negotiated Performance Level		
Entered Employment Rate	Adults	50.0%	51.4%	
	Dislocated Workers	50.0%	62.0%	
Retention Rate	Adults	83.0%	77.7%	
	Dislocated Workers	90.0%	91.0%	
Six Month Earnings Change Earnings Increase	Adults	\$11,200	\$11,944	
	Dislocated Workers	\$12,600	\$13,951	
Placement in Employment or Education	Youth (14-21)	61.5%	66.7%	
Attainment of Degree or Certificate	Youth (14-21)	43.5%	74.6%	
Literacy and Numeracy Gains	Youth (14-21)	31.0%	72.2%	
Overall Status of Local Performance		Not Met	Met	Exceeded
		0	2	7

Southern Workforce Investment Area

Table O - Local Program Activities Program Year 2011				
Southern Workforce Investment Area	Total Participants Served	Adults	13,769	
		Dislocated Workers	172	
		Older Youth	30	
		Younger Youth	52	
ETA Area # 40085	Total Exiters	Adults	12,147	
		Dislocated Workers	346	
		Older Youth	7	
		Younger Youth	15	
Reported Information		Negotiated Performance Level	Actual Performance Level	
Entered Employment Rate	Adults	50.0%	44.7%	
	Dislocated Workers	50.0%	40.3%	
Retention Rate	Adults	83.0%	77.9%	
	Dislocated Workers	90.0%	80.4%	
Six Month Earnings Change Earnings Increase	Adults	\$11,200	\$12,832	
	Dislocated Workers	\$12,600	\$13,715	
Placement in Employment or Education	Youth (14-21)	61.5%	75.0%	
Attainment of Degree or Certificate	Youth (14-21)	43.5%	63.3%	
Literacy and Numeracy Gains	Youth (14-21)	31.0%	50.0%	
Overall Status of Local Performance		Not Met	Met	Exceeded
		3	1	5

Southwest Workforce Investment Area

Table O - Local Program Activities Program Year 2011			
Southwest Workforce Investment Area	Total Participants Served	Adults	2,742
		Dislocated Workers	94
		Older Youth	24
		Younger Youth	20
ETA Area # 40015	Total Exiters	Adults	2,333
		Dislocated Workers	171
		Older Youth	8
		Younger Youth	6
Reported Information		Negotiated Performance Level	Actual Performance Level
Entered Employment Rate	Adults	50.0%	51.9%
	Dislocated Workers	50.0%	43.1%
Retention Rate	Adults	83.0%	81.5%
	Dislocated Workers	90.0%	85.1%
Six Month Earnings Change Earnings Increase	Adults	\$11,200	\$15,027
	Dislocated Workers	\$12,600	\$15,289
Placement in Employment or Education	Youth (14-21)	61.5%	62.5%
Attainment of Degree or Certificate	Youth (14-21)	43.5%	50.0%
Literacy and Numeracy Gains	Youth (14-21)	31.0%	100.0%
Overall Status of Local Performance	Not Met	Met	Exceeded
	1	2	6

Tulsa Workforce Investment Area

Table O - Local Program Activities Program Year 2011				
Tulsa Workforce Investment Area	Total Participants Served	Adults	20,042	
		Dislocated Workers	748	
		Older Youth	83	
		Younger Youth	97	
ETA Assigned # 40035	Total Exiters	Adults	17,613	
		Dislocated Workers	910	
		Older Youth	32	
		Younger Youth	24	
Reported Information		Negotiated Performance Level		
Entered Employment Rate	Adults	50.0%	51.1%	
	Dislocated Workers	50.0%	44.8%	
Retention Rate	Adults	83.0%	81.0%	
	Dislocated Workers	90.0%	83.4%	
Six Month Earnings Change Earnings Increase	Adults	\$11,200	\$13,827	
	Dislocated Workers	\$12,600	\$15,106	
Placement in Employment or Education	Youth (14-21)	61.5%	61.7%	
Attainment of Degree or Certificate	Youth (14-21)	43.5%	51.7%	
Literacy and Numeracy Gains	Youth (14-21)	31.0%	35.0%	
Overall Status of Local Performance		Not Met	Met	Exceeded
		1	2	6

**DOL Grants Recap
STATE OF OKLAHOMA
For the Period Ending June 30, 2012**

Table N - Cost of Program Activities

Program Activity		Total Federal Spending
Local Adults		\$5,110,349.39
Local Dislocated Workers		\$3,500,158.49
Local Youth		\$4,875,613.00
Local Admin		\$1,370,843.39
Rapid Response (up to 25%)		\$1,071,903.08
Statewide Required Activities (up to 15%)		\$630,709.68
Statewide Allowable Activities	Program Activity Description	
	Career Readiness Certification	\$176,527.29
	GrowOklahoma and Okjobmatch.com	\$140,300.00
	Aerospace	\$10,000.00
	Assistance to Local Areas	\$132,657.12
	Capacity Building & T/A	\$754,556.58
	State Administration of WIA Grants	\$957,720.95
	Job Creation	\$95,220.32
	Miscellaneous	\$12,000.00
Total of All Federal Spending Listed Above		\$18,838,559.29