



Regional Plan

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Executive Summary

SWOT Analysis

SOAR Analysis

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Introduction

The Northeast Region encompasses the geographic boundaries of two local workforce development boards: The Green Country Workforce Development Area (GCWDB) and the Northeast Workforce Development Board (NEWDB). These two boards have worked closely together to develop a shared vision and shared goals for this regional plan.

As part of this close collaboration, the boards spent a great amount of time and effort completing the Regional SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis and combining it with a Regional SOAR (Strengths, Opportunities, Aspirations, Results) analysis in order to find more common goals and shared aspirations between the two boards.

SWOT and SOAR Analysis

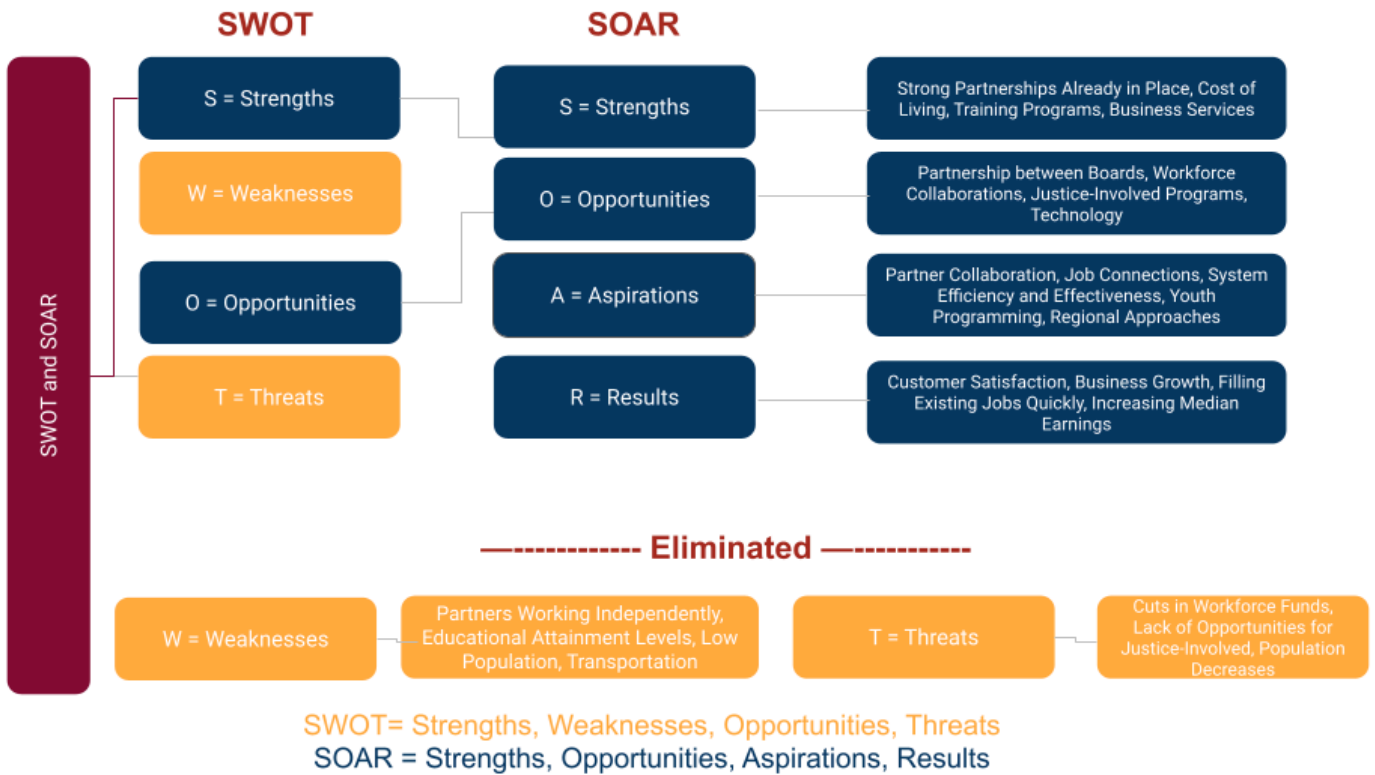
Regional SWOT Answers

Strengths	Strong partnerships in place, low cost of living, good training programs available, business services
Weaknesses	Partners working independently of each other, low educational attainment levels, lack of population and job seekers, lack of available transportation and childcare
Opportunities	Improved partnerships between the boards, increased collaboration with other workforce partners, creating more opportunities for justice-involved individuals, opportunities to reach more people through technology and better positioned services
Threats	Lack of available transportation options, potential cuts in workforce funding, lack of opportunities for justice-involved individuals, dependent care issues have taken many out of the workforce, population decreases

Regional Aspirations and Results Answers

Aspirations	Collaboration between partners, connecting people with jobs and meeting business needs, efficiency and effectiveness of the system, building better programs for youth, growing and leveraging resources, taking a regional approach
Results	Customer satisfaction (employer and job seeker), business growth in the region, filling existing job openings quickly, developing resource lists, and increasing median earnings

SWOT to SOAR

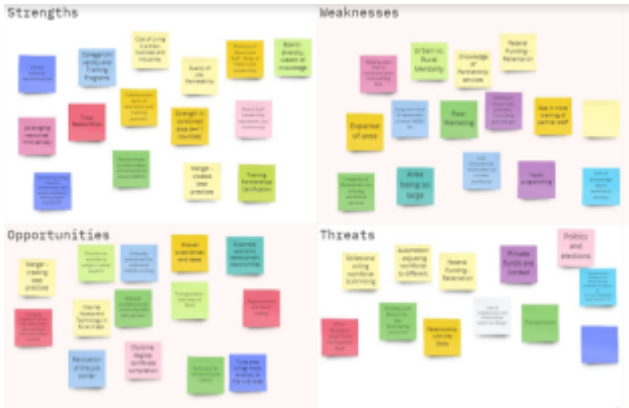


The Strategic Planning Process


The Process



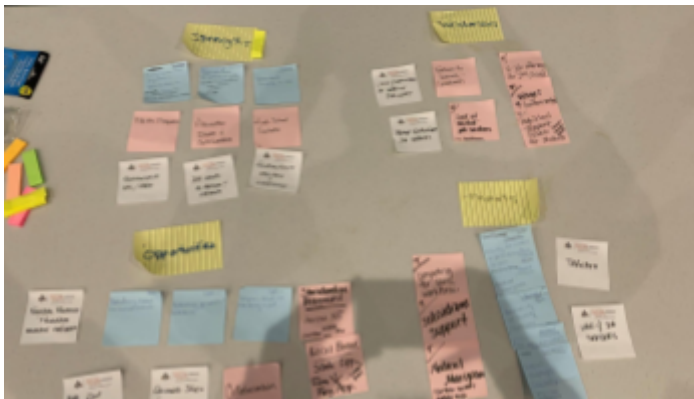
SOAR Planning



SWOT Planning



SWOT Planning



SOAR Planning

Goals, Strategies, and Tactics

The full plan outlines the four-year goals of the Region, which have been developed after an in-depth analysis of local economic and workforce conditions presently and projections for the future. The overarching goals and strategies (both short- and long-term) focus on several important areas:

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- Increased collaboration between the workforce, education, and economic development entities serving the region;
 - Improving programmatic and systemic efficiencies to better serve job seekers and businesses;
 - Collaborating more frequently and with better intention across local area boundaries;
 - Seeking out available labor market information, data, and customer feedback to make more data-informed decisions; and
 - Skilling up job seekers in the region to better meet business demand and increase the likelihood of retention in the area.

The plan puts into action strategies and tactics that the Region will carry out in order to successfully meet our goals. It also provides a thorough analysis of existing and projected labor market conditions that have led to the creation of these goals and strategies, as well as current workforce efforts already underway in the Region.

The plan relies on a heavy amount of data analysis related to education attainment and skill levels of job seekers currently, and comparing that data to existing and projected job openings. Educational and skills data highlight typically lower educational attainment rates in rural counties as compared to urban counties. Commuting patterns also continue to show that more people are commuting into urban areas for available jobs.

As the Region prepares to meet the skills demands of businesses in the future by providing skills training to job seekers and program participant, the most recent labor market information suggests there are five primary industry sectors that consistently rank among the top for all areas of the region as a whole, including:

- **Government** - finishing in the top 3 for all areas, while ranked first in two of the three workforce areas.
- **Healthcare and Social Assistance** - in the top 4 for all workforce areas.
- **Manufacturing** - in the top 4 for all areas, including ranking second in two of the three workforce areas.
- **Retail Trade** - in the top 4 of all three workforce areas.
- **Accommodation and Food Service** - in the top 5 for all workforce areas.

Regional Workforce Development System Vision, Values, and Aspirations

An energized focus on workforce, education, and economic development changes in this region has been an active component of regional planning. The recent merger of the Eastern Oklahoma Workforce Development Area and the Tulsa Oklahoma Workforce Development Area, which has created the Green Country Workforce Development Area, has also added to this increased excitement. Local board members have worked across pre-existing and currently existing local area boundary lines to create the best regional plan possible for the area.

The shared vision for the region includes numerous aspirations and goals (both short- and long-term) that have been identified by the board for this region.

Vision, Values, and Aspirations

Regional Vision, Values, and Aspiration	
Increased collaboration between the workforce, education, and economic development entities serving the region.	Efficiency and effectiveness within the system – using braided funding so we can maximize funding from all partner organizations.
Improved access to services and jobs – especially in a rural area – making it easier to access services would make it easier for job seekers to enter the workforce.	A thriving workforce leads to thriving communities.
Putting people into jobs and meeting the needs of businesses through a skilled workforce today and in the future.	Providing stability to vulnerable populations through partner collaboration and wrap-around services
Create better opportunities for youth and graduates through improved connections to the workforce, additional training opportunities, and resources in the community.	Bringing all partners to the table to identify and combine our resources across our region to unify and better serve our communities.

Regional Workforce Development System Goals

Short-term Goals of the Region

Regional Short-Term Goals	
Meet as a region bi-annually to plan together, measure performance, and find new ways to collaborate.	Develop a comprehensive resource list (funding, education programs and outcomes, programs) - use to draw more organizations and companies in - make sure ALL tribes are at the table.
Survey companies on skills needed, and their expected workforce demands. Collaborate with local chambers of commerce to recruit businesses to be a part of these surveys and listening sessions.	Survey partners on what they are measuring to identify redundancies and to capture more real-time data that can be used for more intentional programmatic decision-making.
Develop a regional strategy to fill current needs in pressing industry needs in the areas of healthcare and transportation.	Develop a workforce strategy for justice-involved individuals to increase connections with existing job openings.
Assess and refine existing methods of measuring customer satisfaction from businesses and jobseekers.	Develop a workforce strategy to better engage youth populations within the region and increase youth enrollments in WIOA programs.
Begin meeting twice per year as a Region with members of both boards coming together for regional planning purposes and to identify actionable steps forward for systemic and programmatic changes.	Develop a coordinated service agreement prior to the completion of Program Year 2021.

Long-term Goals of the Region

Regional Long-Term Goals	
Increase the number of workforce partners actively involved in our workforce system.	Decrease the time it takes job seekers to find employment once they come into contact with our workforce system or finish a training program.
Expand services to more effectively reach rural counties.	Improve our ability to capture credential attainment rates and measurable skills gains in real-time.
Improve median earnings and retention rates of program participants exiting training programs year-over-year.	Fastrack training to skilled jobs through improved partnerships with educational institutions and employers.
Build a pipeline of skilled job-ready individuals to meet the business growth needs of the employers we serve and to better assist businesses to relocate to the area.	Increase the number of workforce partners and businesses actively involved in second chance and reentry programs.
Increase the involvement of native organizations and governments in the workforce system.	