Oklahoma’s Ecosystems: Accelerating the Growth of the State’s Economic Prosperity

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Year-over-Year Growth by State

Year-over-Year Manufacturing Growth
22 States have an Unemployment Rate above 7.9%, the national rate.

Labor Force Participation Rate by Demographic:

- OK male: 73%
- OK female: 57%
- White male: 73%
- White female: 54%
- Black male: 66%
- Black female: 61%
- Hispanic male: 88%
- Hispanic female: 56%
- Other: 70%
- Population Employment:
  - Less than a high school diploma: 33.5%
  - Some college or associate degree: 23.1%
  - Bachelor’s degree and higher: 17.3%

Participation by Education:

- Not in Labor Force: 14.6%
- Employed: 73.6%
- Unemployed: 7.9%

Source: CPS, rolling average October 2011 through September 2012.
OK's Educational Gap for New Jobs

New Jobs defined as those jobs projected to be created between 2010 and 2020.
Source: 2010 ACS; EMSI Complete Employment - 2011.4

<table>
<thead>
<tr>
<th>OK New Job Requirements</th>
<th>2010 OK Educational Attainment</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Degree and less</td>
<td>22.9</td>
</tr>
<tr>
<td>Bachelor's Degree</td>
<td>6.9</td>
</tr>
<tr>
<td>Some college/Vocational/Associate's Degree</td>
<td>5.0</td>
</tr>
<tr>
<td>Post Bachelor's Degree</td>
<td>31.3</td>
</tr>
</tbody>
</table>

Goals

- Prioritize Resources
- Align Policies
- Maximize Outcomes
- Require Accountability

Methodology

- Sales Revenue
- Export Share
- Wages
- Wealth Generation
- Location Quotient
- Physical Assets
- Competitive Advantage
- Growth Potential
- New Markets
- Industry Trends
- Number of Establishments
Process

Step 5. Tested conclusions against macro economic data
Step 4. Aggregated findings to ecosystems that share economic characteristics
Step 3. Analyzed qualitative data including OK's physical assets, R&D expertise and workforce strengths
Step 2. Identified those industries that ranked highest in each and all of the 3 categories
Step 1. Analyzed quantitative variables for wealth generation, growth potential and competitive advantage for 669 industries

Outcome

- 669 Industries
- 72 variables
- 48,168 data points

Ecosystems
Policies

Business Retention, Expansion & Recruitment

Workforce (STEM)

Incentives

Regulations

Infrastructure

Critical Occupations

OK's Current Capacity

• Occupational mix effect
• Location quotient

Expected Growth

• Net new jobs
• Turnover

National Demand

• Job growth
• National wage rates

Industry Demand

• Net-employed change
• % of staffing

Wealth Generation

• Lost wages
• National differences

Educational Requirements

Breakdown of Occupations by Education

• Associate's Degree
• Bachelor's Degree
• Advanced Degree
• Vocational Award
• Short-term OJT
• Moderate-term OJT
• Long-term OJT
Happening Now & Next Steps

✓ Commerce Business Development Activities
✓ Workforce Efforts
  – Complete College, Senate Ed Committee, STEM report
☐ Industry Leader/Expert Policy Groups
☐ Branding Concepts and Messaging
☐ Governor’s Launch

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