

# Tulsa Workforce Investment Board, Inc. (Workforce Tulsa) Chairman's Briefing

## Introduction

There is overwhelming evidence that the quality of the workforce is critical to a ***positive regional business climate***.

Economic development, as well as education and training professionals and their respective agencies, continue to be challenged by prospective business expansions and relocations to ensure an adequate ***supply of highly skilled talent***.

There is a wide range of public policy, as well as strategic business considerations, influencing a company's ***ability to recruit and retain a qualified workforce***. The region that successfully engages the business community to creatively address these challenges will create its ***future competitive advantage***.

Workforce development is, indeed, the ***defining economic issue*** for the Tulsa region and the Nation.

## Purpose

The purpose of the Tulsa Workforce Investment Board, Inc. (Workforce Tulsa) is:

*To be the catalyst for an innovative workforce development system that creates and maintains a globally competitive workforce that supports economic development and self-sufficiency for the citizens of the Tulsa region.*

70.4 % of board members believe Workforce Tulsa should be seen in the community as a ***leading authority on workforce development*** needs and as an important source of information about the labor market.

## Core Values

We believe that the workforce system must provide value that exceeds cost.

Our core values are to:

- Ensure Accountability
- Be Employer Led
- Be Workforce Focused
- Be Forward Thinking
- Support Economic Development
- Champion Public/Private Partnerships

## Mission

The clear and compelling focal point of our efforts - *our Mission* - is:

*To create and sustain a formal workforce development system that facilitates assessing goals and abilities of the workforce, identifying the needs of employers, and identifying and coordinating resources, in order to enhance the alignment of workforce development services in the Tulsa region.*

## Vision

*Our Vision is a comprehensive, integrated service delivery system that prepares individuals for economic prosperity and positions Tulsa for economic progress.*

63% of Board Members believe Workforce Tulsa should be positioned to ***identify and address the key workforce issues in our region***.

Visit Tulsa's  
Regional Workforce Portal  
**[www.workforcetulsa.com](http://www.workforcetulsa.com)**

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## Strategic Goals

Workforce Tulsa's three strategic goals are the basis for our day-to-day operations:

### Goal 1

***Strengthen Community Awareness and Increase Business Engagement.***

### Goal 2

***Maximize Stakeholder Collaboration for Workforce Delivery System Alignment & Integration.***

### Goal 3

***Increase Workforce Delivery System Accountability.***

## Business-Led Results

Since inception, Workforce Tulsa's business-led Board of Directors has achieved the following results for the publicly funded workforce system, consistent with the original intent of Congress under the Workforce Investment Act (WIA):

- Completed one-stop career center ***process mapping***, led by Williams Companies.
- Identified five ***core business processes targeted for improvement***.
- Finalized ***workforce strategic plan and Board's critical few priorities***.
- Completed workforce ***community audit***, including 10-county regional labor market study, education and training assets inventory, and deployed regional workforce portal at [www.workforcetulsa.com](http://www.workforcetulsa.com). Successfully secured ***numerous competitive grant awards***, including

- Homeless Veterans, Youth Offender, and National Emergency.
- Completed one-stop career center ***resource room model evaluation*** and implementation recommendations.
- Finalized strategic ***marketing plan*** and ***formed business services team***.
- Launched and completed ***industry sector roundtables*** in manufacturing and healthcare. Aerospace and technology are in planning stage.
- Completed ***Malcolm Baldrige organizational profile*** for the one-stop operating consortium.
- Completed one-stop consortium ***Malcolm Baldrige self-assessment***, led by Nordam Corporation.
- Evaluated and approved lease agreement and space design for ***new, 20,000 sq. ft. career center***.
- Implementing National ***one-stop benchmarking tool*** used to set baseline performance and accountability.
- Revised membership of one-stop operating consortium and requested ***agency strategic planning process***.
- Developed one-stop chartering process using ***private sector balanced scorecard*** methodology.
- Finalized 3-tiered one-stop charter for comprehensive and satellite centers, as well as supplier requirements.
- Launched Youth Council strategic planning process.
- Purchasing one-stop KIOSK system to track customer usage, satisfaction and to allocate costs.
- Pursuing priority opportunities for improvement (OFIs) from Baldrige self-assessment.
- Cultivating one-stop supplier network.

Strategic  
Business  
Leadership  
Leads to  
Measurable  
Results

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### Tulsa's Workforce Grant Portfolio (Sept. 2003)

<b>Workforce Investment Act (WIA)</b>	
Adult	\$ 2,001,537
Dislocated Worker (incl. NEG)	2,610,529
Youth	2,529,762
2003-04 WIA Grant Funds	<u>2,872,893</u>
Sub-total	\$ 10,014,721
<b>Competitive &amp; Other Grants</b>	
Welfare-to-Work	\$ 1,640,690
TANF	125,000
Sr. Citizens (SCSEP)	54,984
Trade Adjustment	1,175,000
Homeless Veterans (3 yrs.)	<u>750,000</u>
Sub-total	\$ 3,745,674
<b>Workforce Investment Board, Inc.</b>	
Community Audit	\$ 50,000
Youth Offender Demonstration Grant	1,500,000
Governor's Discretionary	106,251
Unannounced National Grant	<u>130,000</u>
Sub-total	\$ 1,786,251
<b>Total Grant Portfolio</b>	<b>\$ 15,546,646</b>
<b>In-Kind Contributions</b>	
City of Tulsa Mayor's Job Program for Youth	\$ 68,000
Tulsa Tech./Tulsa Comm. College (3 yrs. Carl Perkins)	106,830
Corporate Contributions - Regional Labor Market Study	90,000
Crown Bristow (Loaned Auto)	<u>10,000</u>
Sub-total	\$ 274,830

Roughly 85% of all jobs are filled by individuals currently residing within the labor market area. Therefore, employers are totally dependent on the effectiveness and efficiency of the workforce development resources within their labor market to provide a quality workforce that meets their needs.