**OKHR State Council 2019 Workforce Tour Agenda and Call to Action**

**Objective**: SHRM CEO Johnny C. Taylor Jr., says hiring people commonly excluded from the workplace is critical to create the diverse, inclusive, better workplaces that drive and differentiate successful businesses now.

“Today, when there are more open jobs than people to fill them, employers are too focused on keeping the “wrong” people out instead of bringing the “right” ones in. Often, “wrong” just means different. Companies that lead with inclusion and discard hiring biases are creating winning cultures that drive productivity, innovation and loyalty.”

### Takeaways

1. Inclusion is more than ‘accepting differences’: Truly inclusive cultures leverage these differences strategically for growth, innovation & engagement
2. Hiring people with criminal pasts, older workers, vets & those with disabilities is a bold move but can be done strategically, ethically & effectively
3. To win the future of work, look past traditional talent pools, think differently about their role in the world, and cultivate the best workplaces

Johnny C. Taylor, Jr., President & CEO, [Society for Human Resource Management](https://www.shrm.org/)

The quotes above are from Johnny's proposed 2020 presentation at SXSW and is titled [Hire the "Wrong" People for the Right Results](http://cqrcengage.com/shrm/app/thru?ep=AAAAC2Flc0NpcGhlcjAxyJMh1-4q4sj1BzYT4E-zgwQN5wUlSW0899zkkLL0wRa285PmIURO7B3TZOxOIGEzl3vW59AKbk5W8bCLaFkV2YH456IxmfcwD08yx7oxgV2v_UMOLhq4A6ho0AerjQI3BUq_jGyl5zH74LVidPcQJ9DOPalnza4ATO-GR8D6Q4A&lp=0), and will explore the skills gap, the critical impact of culture, second chances and inclusive hiring. These are the issues that impact our workplaces every day. The South by Southwest Festival (SXSW) has emerged as the premier global event for music, film, design, technology and business innovation, attracting more than 160,000 people to Austin for thousands of events.

<https://youtu.be/OQ6VD8cU3fc>

7:30 a.m. to 8:00 a.m. Registration & Breakfast by Cowboy Catering

8:00 a.m. to 8:10 a.m. Welcome by Mike Shaw, OKHR Director

8:10 a.m. to 9:10 a.m. ***“State Initiatives for a Skilled Workforce”***

* HR professionals will learn how their local (WIOA) workforce board is positioned to be a strategic business partner and can provide training resources and financial assistance to develop a skilled workforce
* HR professionals will learn the general apprenticeship requirements and have access to resources to develop their company specific apprenticeship program with help from their local workforce board
* HR professionals will be introduced to and provided a skills based job description tool called Skillful Generator that will enable hiring managers to expand their available talent pool to include qualified employees with the competencies to perform the job but would otherwise be excluded from screening because they have been deemed the ‘wrong type’ of person

1. HR professionals will learn how to participate on their local workforce board’s Business & Industry Advisory Board with workforce system partners; i.e., education and economic development partners, to create a skilled talent pipeline by connecting the training offered by career tech and community college to the employer’s business skill requirements

* HR professionals are asked to partner with OOWD and the OK Governor’s Council for Workforce and Economic Development to provide input to Oklahoma’s Talent Pipeline Report and will receive the report quarterly
* This presentation includes an introduction to the following reports and provides the information for our HR professionals to participate

1. **WIOA State Plan**

Oklahoma’s modified Workforce Innovation and Opportunity Act Unified Strategic Four-year State Workforce Development Plan (April 1, 2016-June 30, 2020). Last updated: April 2, 2018.

1. **Driver and Complementary Ecosystems**

Oklahoma has identified five driver economic systems and four complementary ecosystem. Together, these ecosystems drive wealth generation and continued economic growth.

1. **2018 – 2020 Critical Occupations**

Critical occupations for Oklahoma's continued growth and economic prosperity.

1. **Education and Training Attainment**

Oklahoma is focused on increasing education and training attainment to close the skills gap.

1. **Workforce Dashboard Oklahoma**

An interactive tool designed to visualize data and patterns related to workforce, education, and training opportunities in Oklahoma. This report also explores what is needed to secure industries continued future in Oklahoma.

Speaker: Sarah Ashmore, Oklahoma Office of Workforce Development

9:10 a.m. to 10:10 a.m. ***“Inclusive Culture is a Business Culture”***

* Panel members will explore HR business strategies for fostering a disability-inclusive culture across an organization.
* Panelists will provide business advice and expertise on steps organizations of any size can take to ensure they are inclusive and welcoming of job seekers and employees with disabilities.
* Introduction to Job Accommodations Network and the strategic consultations and disability company policies, ADA job descriptions and business practices and other legal resources they provide at no cost to employers.
* Exhibition of the business technologies and AI we all use that was created originally for people with disabilities.
* Discussion of Employer’s business options around having employee service animals in the workplace and the business plan and policy needed to be in place even before the situation presents itself.

Speakers: Doug MacMillan, Executive Director, Office of Disability Concerns; Toby Patrick, OKC Veterans Hospital Administration; Tabitha Pope, Southern Nazarene University Disability Coordinator; Kyle Hing, Federal Aviation Administration HR Department; Diaa Sharas, Retail Management and Adjunct Professor at Copella University and University of Central Oklahoma; Mac the Service Dog

10:10 a.m. to 10:20 a.m. Break

10:20 a.m. to 11:20 a.m. ***“Oklahoma’s Strategic Business Plan for Workforce Development”***

* Effective collection and analysis of education, workforce and economic date is essential to OK’s ability to decrease the skills gap, improve service delivery, track progress toward achieving strategic goals, and generate wealth for all Oklahomans.  HR professionals are invited to partner with the OK Governor’s Council for Workforce and Economic Development and OOWD to build the state’s occupational ecosystems career ladders and create data reports which describe state and local populations skills gaps.
* Discuss current higher education and workforce policy landscape and capacity to respond to impending massive shifts in the workforce and workplace
* Identify business solutions necessary to empower business investment and ensure worker success in postsecondary education response to the future of work
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* Identify policy solutions necessary to empower business investment and ensure worker success in postsecondary education response to the future of work
* Presentation includes introduction of the following and call to action for our HR professionals to participate with the Oklahoma Department of Commerce’s business initiatives and advisory committees:
  1. **Labor Market Briefings**

Data reports describing state and local populations, skills gaps, employment, industry sectors, earnings and occupational needs of state and local workforce development areas.

* 1. **Statewide Economic System Gap Analysis Report**

Explore occupations in Oklahoma's ecosystems in which data project skills gaps.

* 1. **Launch Oklahoma Strategic Plan**

Learn about strategies needing to be implemented to increase degrees, certificates and credentials among Oklahoma's workforce.

* 1. **Equal Opportunity Data Presentation Oklahoma’s Talent Pipeline Report 2019**

Explore the projected growth in the supply of, and the demand for, talent in Oklahoma over the next ten years. The report focuses on high-demand, high-growth jobs and the career pathways that offer family sustaining wages and wealth generation for Oklahomans.

Speaker: David Stewart, Chief Administrative Office of Mid-America Industrial Park & Workforce Development Chair for OK Department of Commerce Advisory Council

11:20 a.m. to 12:20 p.m. ***“The Role of Artificial Intelligence in Identifying Skill Competencies & Essential Work Ethics for HR Strategies and Results for Business Metrics ”***

* How AI focuses on the needs, priorities, and challenges of a specific position and essential behavior (soft skills) traits
* Better understand the value and role of soft skills in the screening and selection process by starting with the ‘work’ not the ‘job’
* Why using Core Behaviors will lead to success rather than focusing on qualifications, years of experience, education attained
* See the role of soft skills in expanding your candidate pool
  + Equipping you to evaluate candidates based on who they are, what their competencies are and what their potential might be, and not just where they have been and what they have done
* See the role of soft skills in leveling the playing field for
  + People returning to the workforce
  + Veterans
  + People with disabilities
  + Apprenticeships
* Learn how AI supports your C-Suite business plan for growth and performance

Speakers: Jan van der Hoop, President of Fit First Technology; Mike Hopkins, Founder of Mike Hopkins & Associates

12:20 p.m. to 12:50 p.m. Lunch by Cowboy Catering

12:30 p.m. to 12:50 p.m. ***“Employment & Training Alliance of Central Oklahoma Initiative”***

Ed Long, Founder & Principal, Cross Sector Innovations

12:50 p.m. to 1:50 p.m. ***“Business and HR Strategy for Activating Skilled Veterans Employment”***

* Understand the value of military experience & translating military experience into the Company’s business plan
* How HR can work with C-Suite leaders to create a veterans’ commitment strategy with Employer incentives, tools, & resources
* How HR can work with business partners in developing a “Veteran-ready” company branding
* Implement a business plan to target veteran recruitment efforts
* Develop effective veteran onboarding and retention practices
* SHRM Veterans at Work Certificate Program

Speaker: Jeff Fryer, Distinguished Veterans Employment Representative with Oklahoma Employment Security Commission

1:50 p.m. to 2:00 p.m. Break

2:00 p.m. to 3:00 p.m.  ***“Build a Business Plan for How to Hire People with Criminal Pasts Strategically & Ethically & Effectively”***

* An increased awareness and understanding of the ex-offender population and of criminal justice in Oklahoma and the benefit of diversion programs
* Increasing knowledge around the benefits of fair chance employment for both individuals and businesses
* Learning practical ways HR professionals can strategically implement fair chance practices into the Employer’s business plan
* How to take the pledge to become a fair chance employer

Brad Mohler, Founder & Principal, The Association of ReEntry Professionals; Hillary Burkholder, Director of Community Engagement for ReMerge

3:00 p.m. to 4:00 p.m. ***Keynote: “Putting It All Together + One (Youth)”***

* Mid-America Industrial Park’s renowned Business Model for successfully incorporating Workforce, Education, Economic Development and Government partnerships to meet the Park’s 80+ Business member companies workforce acquisition requirements in a very tight labor market
* Assess your business knowledge of your company; assess your relationship-building skills, assess your strategic thinking skills; assess your analytical skills by assessing your ability to objectively analyze the project as a business partner would

• Creating a Strategic Business Roadmap

* + - 1. Communicate the business plan with the appropriate business unit(s) partners for input and buy-in
      2. Conduct company-wide audits to identify areas of skill gaps and to determine what business strategy would best fit each need; i.e., on-the-job training, internship, company specific apprenticeship, combination of OJT and education classes; and with which workforce system partners to collaborate
      3. Propose initiatives & solutions to ensure people alignment with business requirements
      4. Provide the business case for your proposals
      5. Know your HR team’s capabilities before creating your business action plan
      6. Create report that measures your results
      7. Monitor progress

Scott Fry, Director of Workforce Development at Mid-America Industrial Park

4:00 p.m. to 4:10 p.m. Thank You & Adjourn

Mike Shaw

“Who employers hire is who they are. And who they are is the sum of their workplace culture. So what does that say about those who eagerly hire ex-cons, people with disabilities, returning vets & seniors? It says they’ll win the future of talent.”

Johnny C. Taylor, Jr., President & CEO, [Society for Human Resource Management](https://www.shrm.org/)