

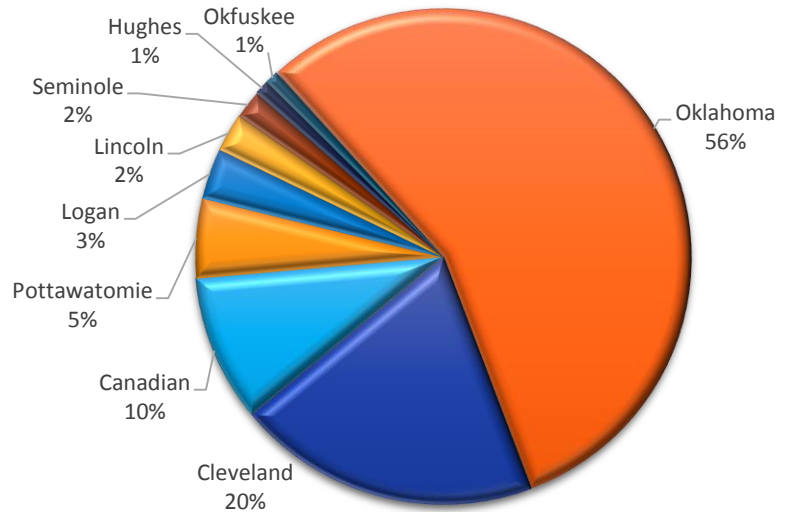
# COWIB Workforce Briefing

July 2016

The Central Oklahoma workforce area, also known as COWIB, consists of nine counties: Canadian, Cleveland, Hughes, Lincoln, Logan, Okfuskee, Oklahoma, Pottawatomie, and Seminole. These counties have a combined estimated Census population of 1,389,080. Thirty-six percent of the state’s population live in these nine counties. Oklahoma City, located in Oklahoma County, is the largest city in the region with an estimated population of 631,350.

- Oklahoma County is the most populous county in the region with an estimated Census population of 776,860.
- Cleveland County is the second largest county in the region with a population of 274,460.
- Okfuskee County is the smallest county in the region with an estimated population of 12,180.
- Three of the nine counties have population greater than 125,000. The remaining six counties have populations less than 75,000.
- The region has seen significant population increase since 2010. All but two counties (Okfuskee, Hughes) had positive population growth. Canadian County has experienced among the state’s largest percent population increase at 15.4%. Logan County has grown by 9.9%, Oklahoma County has grown by 8.1%. Cleveland County has grown by 7.3%. Okfuskee County has decreased by 0.1% and Hughes has decreased by 1.9%

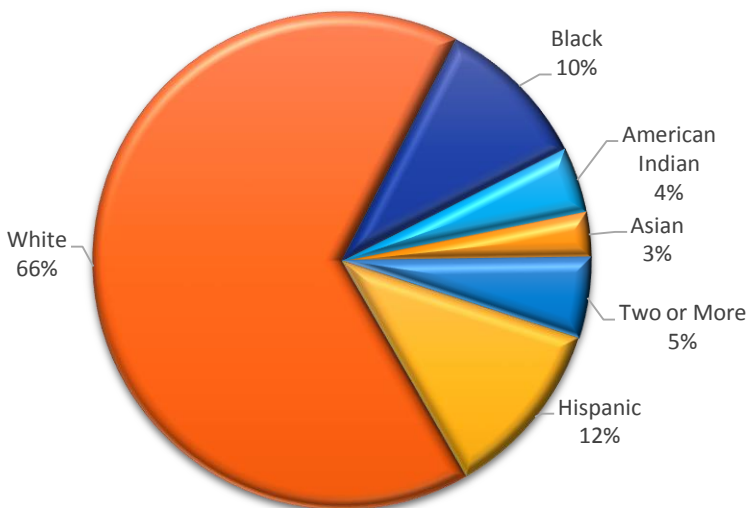
Central Oklahoma Percentage of Population by County



Source: US Census

## Population Breakdown by Race:

Central Oklahoma Percentage of Population by Race



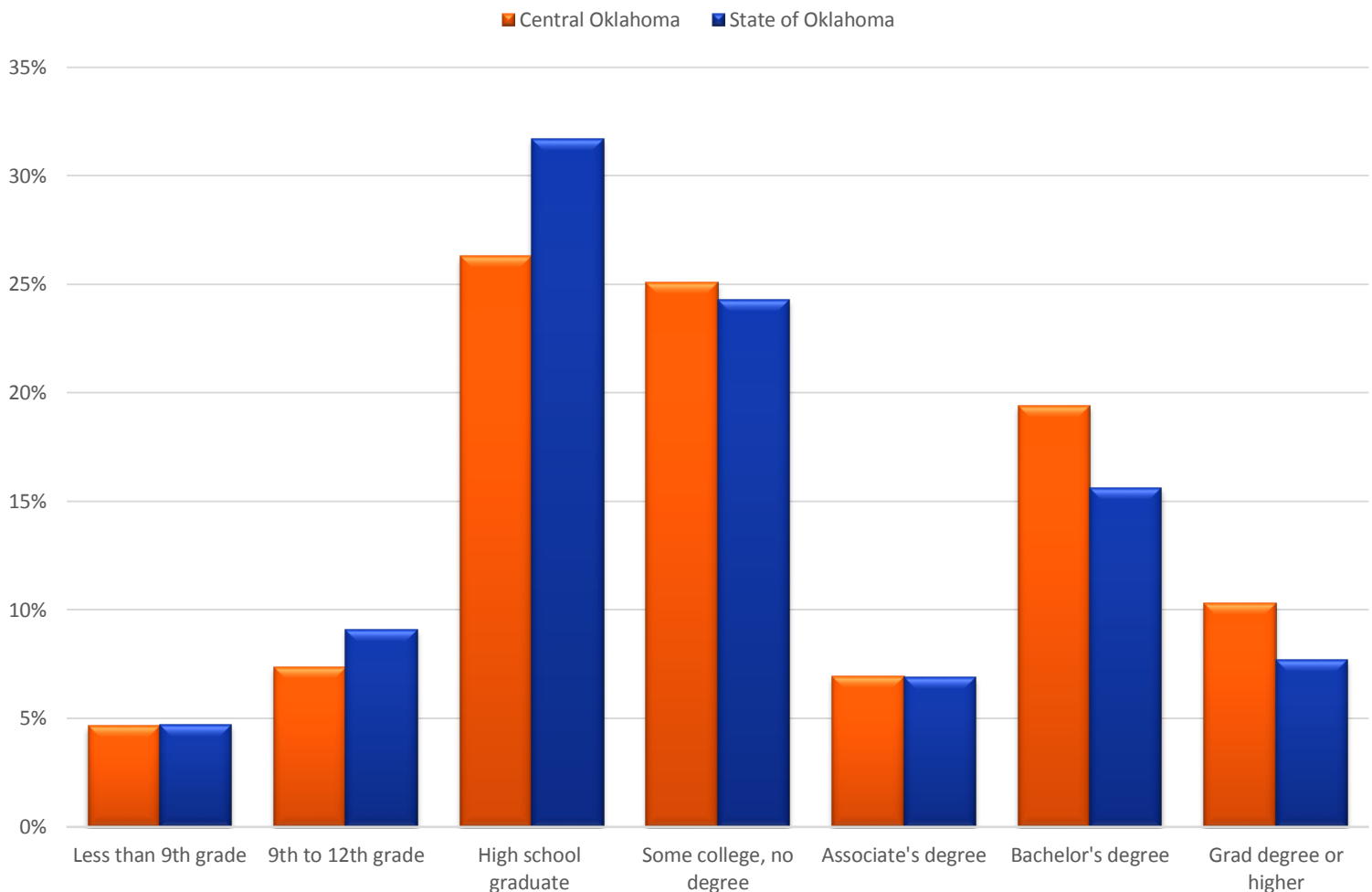
Source: ACS 2014 5-Year Estimate

- “White” is the most populous racial group in the Central Oklahoma workforce region, making up 65.8% of the population. This is lower than the statewide average of 67.8%. In real numbers, the White population of Central Oklahoma region is an estimated 876,560.
- “Black” is the second most populous group in the region, consisting of 10% of the population; this is above the state average of 7.1%.
- “Two or More Races” makes up 5.2% of the population.
- “American Indian” comprises 4.2%, while “Asian” makes up 2.9%. “Some Other Race” and “Native Hawaiian” makes up less than 1% of the Central Oklahoma population.
- “Hispanics”, which are categorized by the Census Bureau as an ethnicity – actually the 2<sup>nd</sup> largest group in the area - make up 11.6% of the population in Central Oklahoma.

## Educational Attainment in Central Oklahoma

- 88.5% of individuals living in the Central Oklahoma workforce region have attained at least a high school degree. This is above the statewide average of 86.2%.
- As a region, Central Oklahoma tends to have educational attainment close to, but slightly higher than the state averages, especially at higher education levels. Central Oklahoma has a higher percentage of individuals with bachelor's degree, grad degree or higher and some college, no degree compared to the state average.
- Central Oklahoma has a lower percentage of individuals whose highest educational attainment is high school graduate or 9<sup>th</sup> to 12<sup>th</sup> grade compared to the state average. Less than 9<sup>th</sup> grade is comparable for Central Oklahoma and the state average.

### Highest Level of Educational Attainment in Central Oklahoma and Statewide



Source: ACS 2014 5-Year Estimate

## Central Oklahoma Educational Assets

Colleges, Universities, and CareerTechs are instrumental in developing the workforce of Central Oklahoma. The region is home to several institutions which help supply local businesses and organizations with a workforce that has the necessary labor and skills to be competitive in today's economy.

### CareerTechs

There are eight CareerTechs with nineteen locations in the region:

- **Canadian Valley Technology Center** (El Reno; Yukon - Brooks; Yukon - Cowan)
- **Eastern Oklahoma Technology Center** (Choctaw)
- **Francis Tuttle Technology Center** (OKC – Business Center; OKC- Rockwell; OKC – Reno; OKC – Portland)
- **Gordon Cooper Technology Center** (Seminole; Shawnee)
- **Metro Technology Center** (OKC- Aviation; OKC Downtown; OKC- South Bryant; OKC- Springlake)
- **Mid-Del Technology Center** (Midwest City; Del City)
- **Moore Norman Technology Center** (Norman; South Penn)
- **Wes Watkins Technology Center** (Wetumka)

Source: Oklahoma Career Tech

### Colleges and Universities

There are twenty colleges and universities in the region:

- **Brown Mackie College** (Oklahoma City)
- **DeVry University** (Oklahoma City)
- **Langston University** (Langston, Oklahoma City)
- **Mid-America Christian University** (Oklahoma City)
- **Oklahoma Baptist University** (Shawnee)
- **Oklahoma Christian University** (Oklahoma City)
- **Oklahoma City Community College** (Oklahoma City)
- **Oklahoma City University** (Oklahoma City)
- **Oklahoma State University** (Oklahoma City)
- **Redlands Community College** (El Reno)
- **Rose State College** (Midwest City)
- **Seminole State College** (Seminole)
- **Southern Nazarene University** (Bethany)
- **Southwestern Christian University** (Bethany)
- **Southwestern College** (Midwest City)
- **St. Gregory's University** (Shawnee)
- **University of Central Oklahoma** (Edmond)
- **University of Oklahoma** (Norman)
- **University of Oklahoma Health and Sciences Center** (Oklahoma City)
- **University of Phoenix** (Oklahoma City)

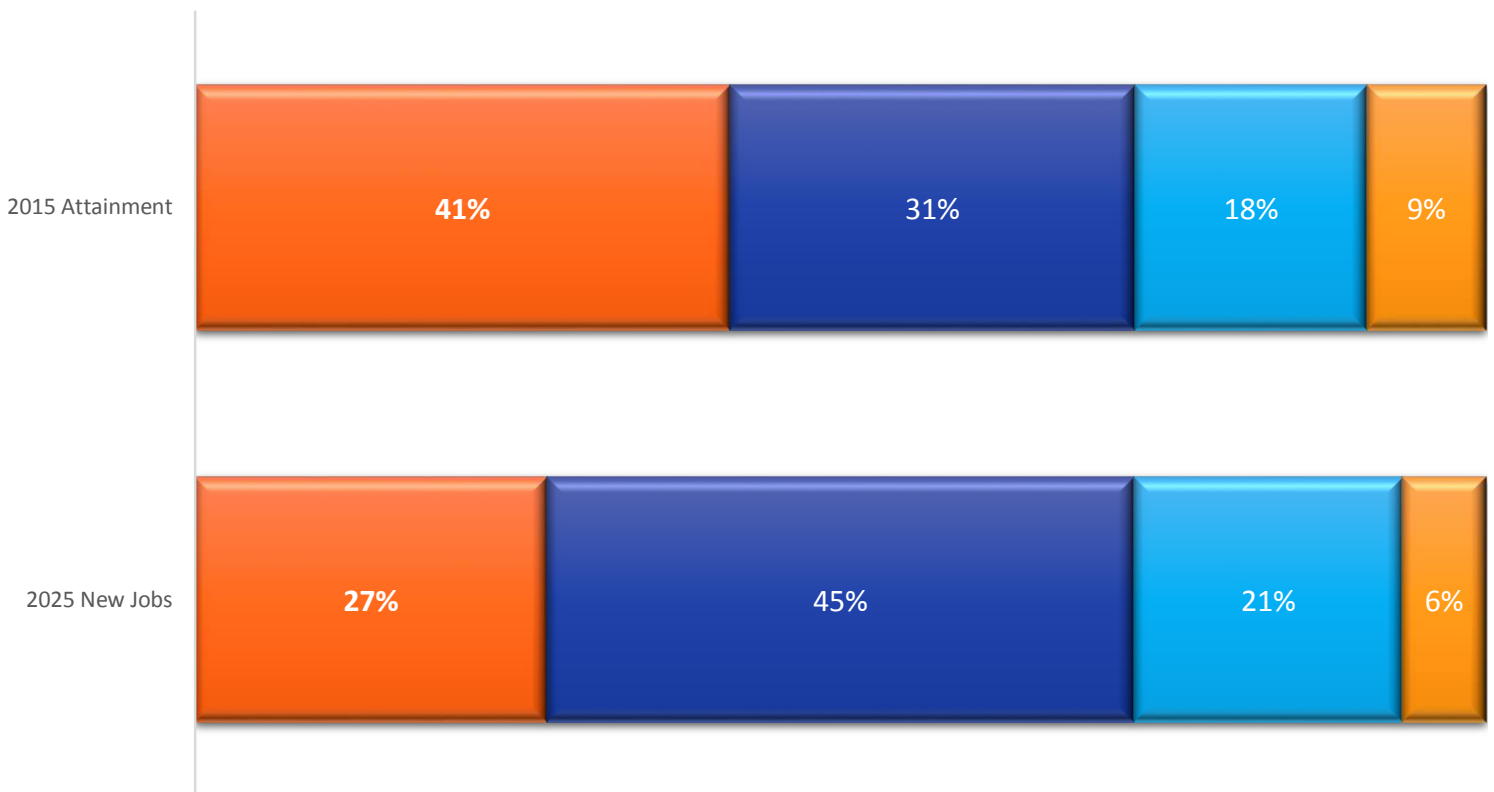
Source: Oklahoma State Regents of Higher Education

## Central Oklahoma Area Education Gap

- By 2025, 27% of all new jobs in the Central Oklahoma area will require a high school degree or less, but 45% will require post-secondary training. Currently 31% of individuals in the Central Oklahoma area have an associate degree, a post-secondary training certificate or some industry credential. By 2025, 21% of new jobs will require a bachelor’s degree, and 6% will require a graduate degree or higher.
- Based on the projected demand and current educational attainment levels, the Central Oklahoma area is well positioned to have a trained and ready workforce to meet the needs that may emerge in the area. There is, however, a 14% gap between current levels and projected new jobs created that will require an associate degree, a post-secondary training certificate or some industry credential by 2025.
- There is always opportunity to encourage further education, especially considering the gap in the post-secondary training and those with a high school diploma, or less. That segment of the population could be targeted to become candidates for further education or attaining certificates. Decreasing the number of individuals with high school or less, and increasing numbers of trained post-secondary individuals will lead to better jobs and potential to create wealth.
- There is a slight surplus of individuals in the grad degree or higher category compared with new job requirements for that sector in 2025.

### COWIB Educational Gap for Jobs by 2025

■ High School and Less   
 ■ Associates/Certificate/Credential   
 ■ Bachelors   
 ■ Graduate



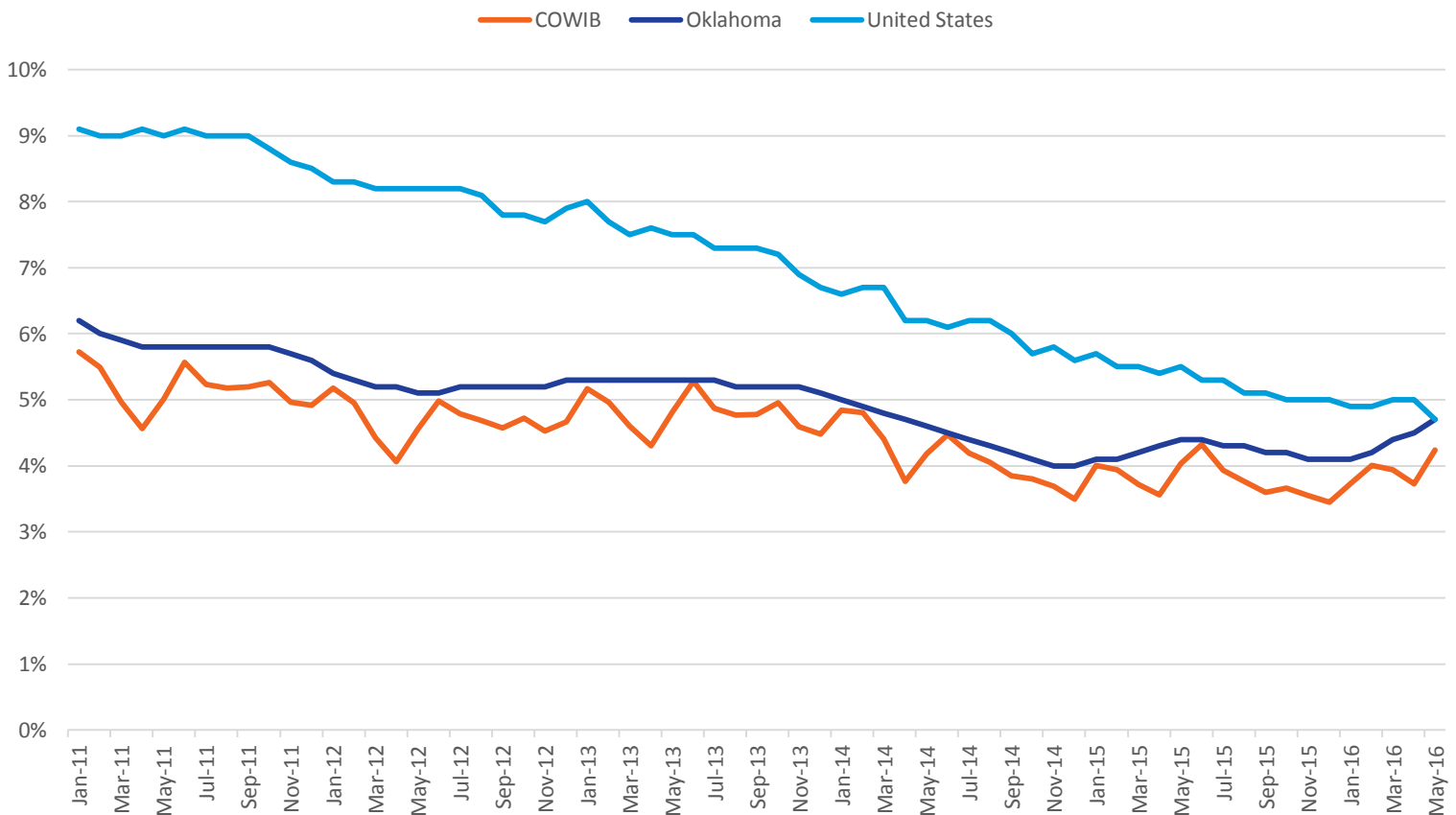
Source: OK Office of Workforce Development; EMSI 2016.2  
 2025 Estimates based on new jobs created and entry level job requirements

## Economic Data

### Unemployment Rate

- Since January 2011, the Central Oklahoma workforce area has stayed below the state unemployment rate, while also remaining well below the national unemployment rate. After reaching a peak of 5.7% in January 2011, the Central Oklahoma area unemployment rate has slowly, but gradually declined.
- As of April 2016, there are 675,900 people in the labor force with 28,650 unemployed.
- The Central Oklahoma area, national, and the state of Oklahoma have maintained a gradual declining trend in unemployment rates since peaking in January 2011. However, since reaching a low in December 2015, the Central area unemployment rate has slightly increased, likely due to the layoffs in the energy sector.
- Central Oklahoma has had one of the lowest unemployment rates in the state for the five year period. According to the Bureau of Labor Statistics, the estimated region-wide unemployment rate in Central Oklahoma for May 2016 is 4.2%, the state unemployment rate is 4.7%, and the national unemployment rate is 4.7%.

### 5 Year Unemployment Rate - Region, State, National



Source: Bureau of Labor Statistics, Local Area Unemployment Statistics

## Top Industries in Central Oklahoma by Jobs

- The industry most prominently represented in the Central workforce area based on job numbers in 2016 is Government (including Defense). Other highly represented industries include Health Care and Social Assistance and Construction.
- Although Retail and Accommodation offers high job potential, they do not offer high earnings potential.
- It's important to compare job numbers with earnings potential to determine the wealth generating capabilities and importance of an industry in an area.
- Health Care and Accommodation are two industries expected to have high growth over the next decade.

Industry	2016 Jobs	2025 Jobs	Change	2016 Regional Earnings
Government	141,181	146,093	4,912	\$64,000
Health Care and Social Assistance	79,750	93,417	13,667	\$57,279
Retail Trade	72,590	77,098	4,508	\$33,612
Accommodation and Food Services	64,009	72,118	8,109	\$19,046
Administrative Support and Waste Management	45,017	48,999	3,982	\$39,063
Construction	40,122	44,976	4,854	\$49,079
Manufacturing	38,782	39,964	1,182	\$66,185
Professional, Scientific, and Technical Services	35,502	40,942	5,440	\$67,598
Other Services (except Public Administration)	33,158	33,555	397	\$26,778
Finance and Insurance	25,908	27,053	1,145	\$71,324

Source: EMSI 2016.2 Class of Worker

## Top Paying Industries in Central Oklahoma

- The top paying industry in Central Oklahoma is Mining, Quarrying, and Oil and Gas Extraction with an average annual salary of \$152,528.
- Utilities jobs are the second highest earnings industry in the region.
- Mining earns significantly more in Central Oklahoma than the state average, however many other industries are close in earnings potential.
- Government and Professional Services are industries that offer high job numbers and high earnings potential.

Industry	2016 Jobs	2016 Regional Earnings	2016 State Earnings
Mining, Quarrying, and Oil and Gas Extraction	16,709	\$152,528	\$119,297
Utilities	3,410	\$126,147	\$129,816
Management of Companies and Enterprises	9,852	\$94,409	\$99,236
Finance and Insurance	25,908	\$71,324	\$67,731
Professional, Scientific, and Technical Services	35,502	\$67,598	\$67,543
Information	8,798	\$66,484	\$66,914
Manufacturing	38,782	\$66,185	\$66,154
Wholesale Trade	24,304	\$64,403	\$66,089
Government	141,181	\$64,000	\$56,163
Health Care and Social Assistance	79,750	\$57,279	\$52,140

Source: EMSI 2016.2 Class of Worker