



SWOSU Center for Economic & Business Development

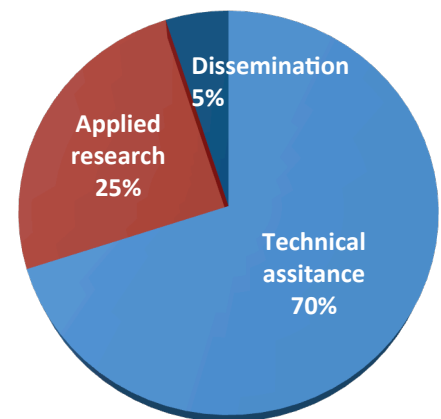
SWOSU Center for Economic & Business Development

The EDA University Center at Southwestern Oklahoma State University (SWOSU) is housed within the Center for Economic and Business Development (CEBD). The Center builds partnerships throughout the region to deliver its technical assistance and applied research services that both meet immediate business needs and expand businesses' capacity to grow and create jobs.

Activities

One major component of CEBD's outreach and assistance is support for the Southwest Oklahoma Impact Coalition (SOIC), a voluntary association of education, public, and private partners that fosters business and economic growth and addresses economic development challenges in southwest Oklahoma. The SOIC Front Line Team delivers technical assistance directly to existing businesses and entrepreneurs. CEBD actively uses students to deliver services while simultaneously providing learning opportunities for these students. For example, teams of

student interns provide technical assistance to small businesses, working on projects such as business planning, strategic market analysis, and loan package development. The Center also supports an active student intern program that initiates post-secondary internships that provide the students with real world experiences while simultaneously assisting businesses with their needs and promoting economic development. CEBD supports



workforce development through a variety of initiatives, including a career pathways pilot program, nursing/healthcare programs that bring medical simulators (and related community partnerships) to higher education institutions, and a conference for Veteran entrepreneurs. The Center also conducts a wide

University

Southwestern Oklahoma State University

Center Director

Marvin Hankins

Center Location

Outreach Unit

Center since 2004

Center Activities

- Technical assistance
- Applied research
- Small business support
- Workforce development
- Information dissemination

Clients

- Small businesses
- Entrepreneurs
- Students
- Industry and nonprofit organizations
- Economic development organizations
- Higher education institutions

Contact Information

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variety of applied research studies and disseminates data on topics of interest to local businesses and stakeholders, including economic impact studies for SWOSU and for the state's manufacturing industry, as well as regional economic indicators and business/industry data series.

Leveraging

CEBD partners with a wide range of organizations at the state, regional, and local levels – especially working through the Southwest Oklahoma

Impact Coalition, whose membership includes five regional universities and colleges, as well as six career technology centers, the regional Governments Association, and the regional Development Authority.

Other partners include the Oklahoma Manufacturing Alliance, the Engineering Extension Service of Oklahoma State University, the Great Plains Resources Conservation and Development Association, and the Oklahoma Southwest Association.

CEBD leverages university resources

including data resources (such as REMI), student labor (for delivering technical assistance and planning events), and its internship program.

"Professional and knowledgeable staff that are intricately involved in economic development efforts... always willing to "go the extra mile" to assist business and industry." --Center Client

Success

Career Pathways Program

Retention of young people and improvement in the preparation and training of the young workforce are two key issues in southwestern Oklahoma. SWOSU's Center for Economic and Business Development (CEBD) – through its partner the Southwest Oklahoma Impact Coalition (SOIC) – has launched an initiative called Career Pathways that is intended to provide a comprehensive approach to providing students and incumbent workers the knowledge they need to choose and train for a career. The Career Pathways program is modeled after a program developed in Virginia, but it has been customized for the Oklahoma environment. Beginning in August 2012, SOIC partnered with the

Duncan Public Schools to launch the state's first Career Pathways program, starting in the community's middle schools. Duncan was selected because it has a robust manufacturing sector as well as a strong healthcare community. Duncan also has a technology center, a branch campus for higher education, and a competent economic development organization. As part of the Duncan pilot program, eighth grade teachers toured local industrial plants so that they could help their students connect what is being learned in the classroom today with future local employment options. SOIC conducted a Career Pathways Education and Workforce Summit for community members and businesses, as well as an all day

training session for Duncan teachers, counselors, instructional coaches, and curriculum development staff. Based upon the results from the pilot program in Duncan, the Oklahoma Department of Commerce is interested in having CEBD/SOIC offer the program statewide and will provide financial support.

Through the Career Pathways program, CEBD is helping create a systemic and sustainable process to enhance Oklahoma's workforce/economic development, job creation, and quality of life.