

Attracting & Retaining Talent: Can Oklahoma Compete?

Southwest Oklahoma Impact Coalition

January 11, 2008

Tom Stellman



T · I · P S T R A T E G I E S





TIP Strategies, Inc.

TIP is an economic development consulting firm based in Austin, Texas. Our services include:

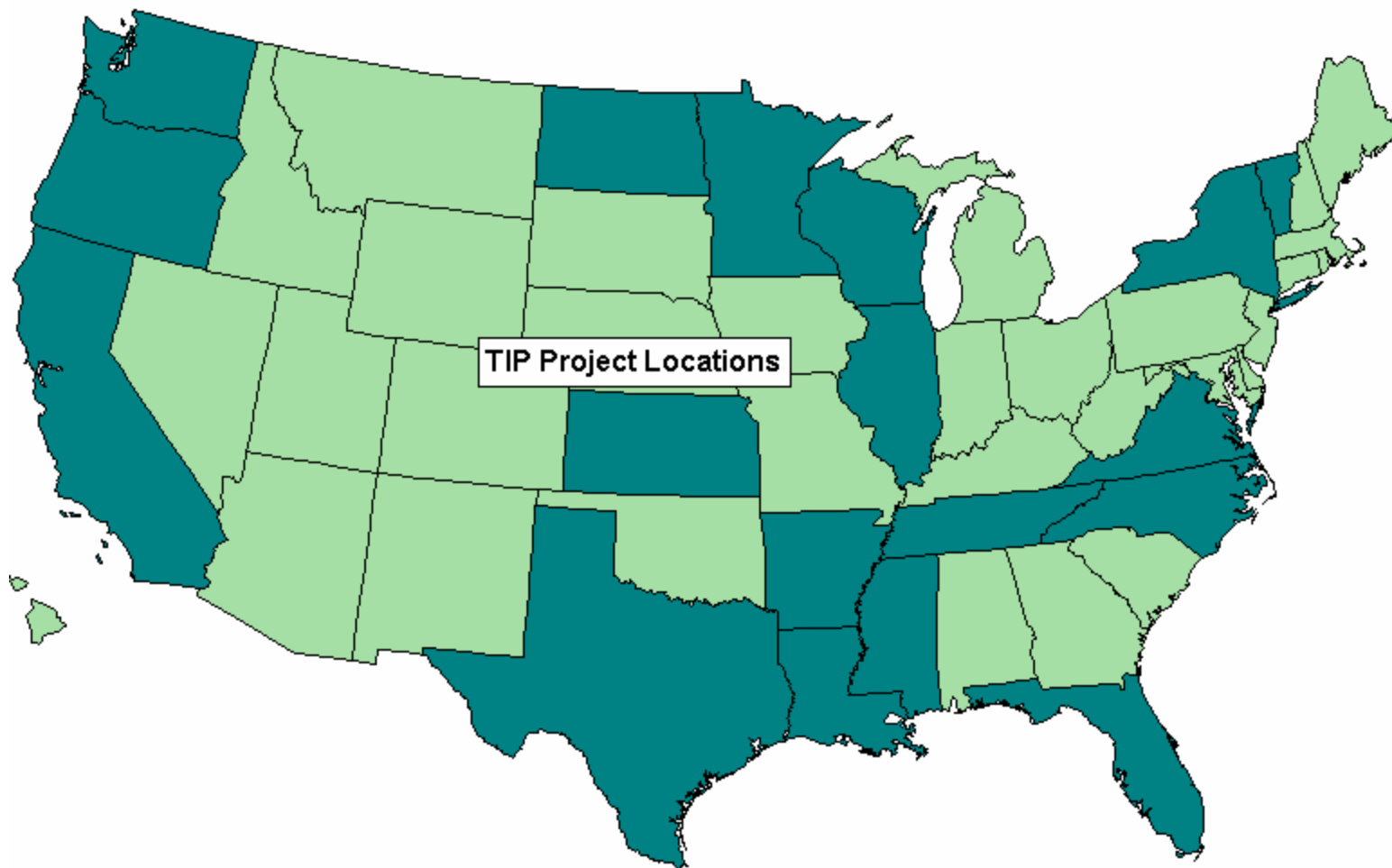
- Strategic planning
- Target sector analysis
- Workforce assessment
- Site selection
- Economic impact analysis
- Land use planning



T · I · P S T R A T E G I E S



TIP Projects



Theory Into Practice Model



T · I · P S T R A T E G I E S

Evolution of Economic Development Goals



T · I · P S T R A T E G I E S



Talent and Place

- **Talent** – the individuals that possess the skills and values to make organizations effective
- **Quality of Place** – viewing the assets of your community through the eyes of the talent you wish to attract and retain





[BP and responsibility](#)

[Our operations](#)

[Health, safety and security](#)

[Our people](#)

[Business ethics](#)

[Climate change](#)

[Carbon reduction](#)

[Our products](#)

[In society](#)

[Feedback](#)

Environment and society

What size is your footprint?

Find out how your household and lifestyle choices affect your CO2 emissions and what BP is doing about global warming

► Visit our new carbon reduction site and try our carbon footprint calculator



Highlights

► **What do you think of bp.com?**

Complete our online

In this section

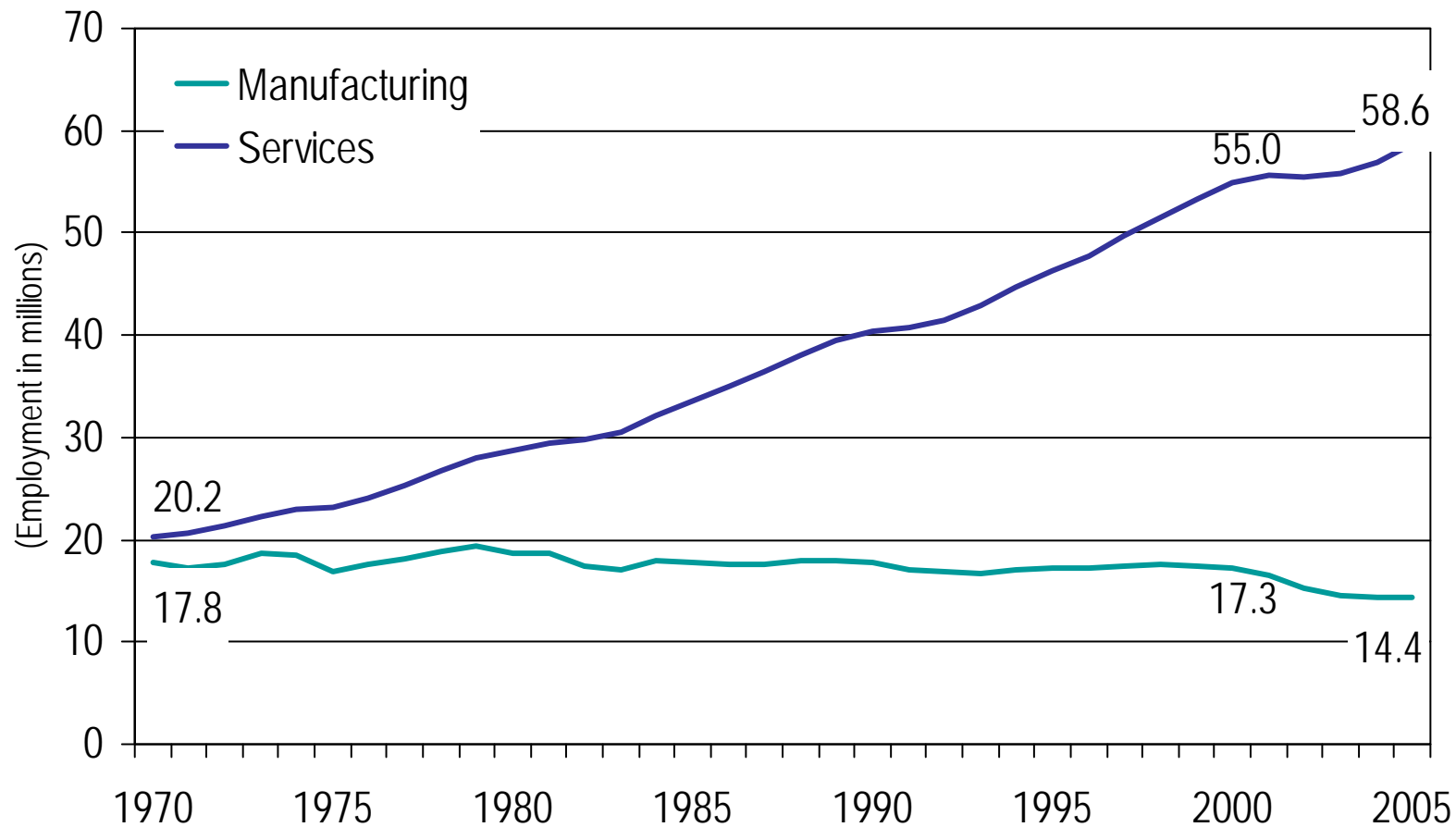
► **BP and responsibility**

What responsibility means to us; how we run our business; how we

► **Climate change**

Why climate change mat we can do to help addre

US manufacturing vs. services



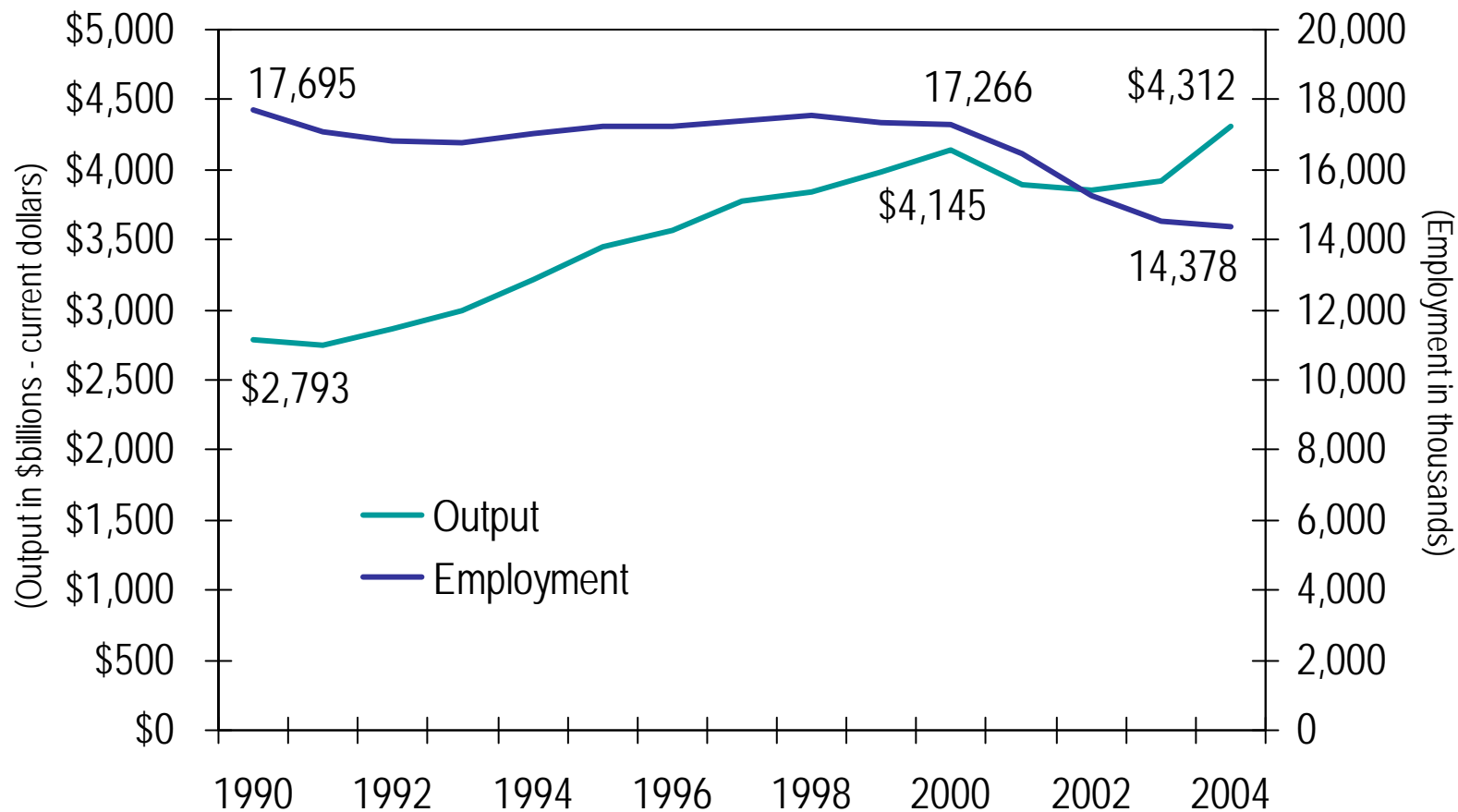
Source: US Bureau Labor Statistics; Economy.com



T · I · P S T R A T E G I E S



US mfg: output vs. employment

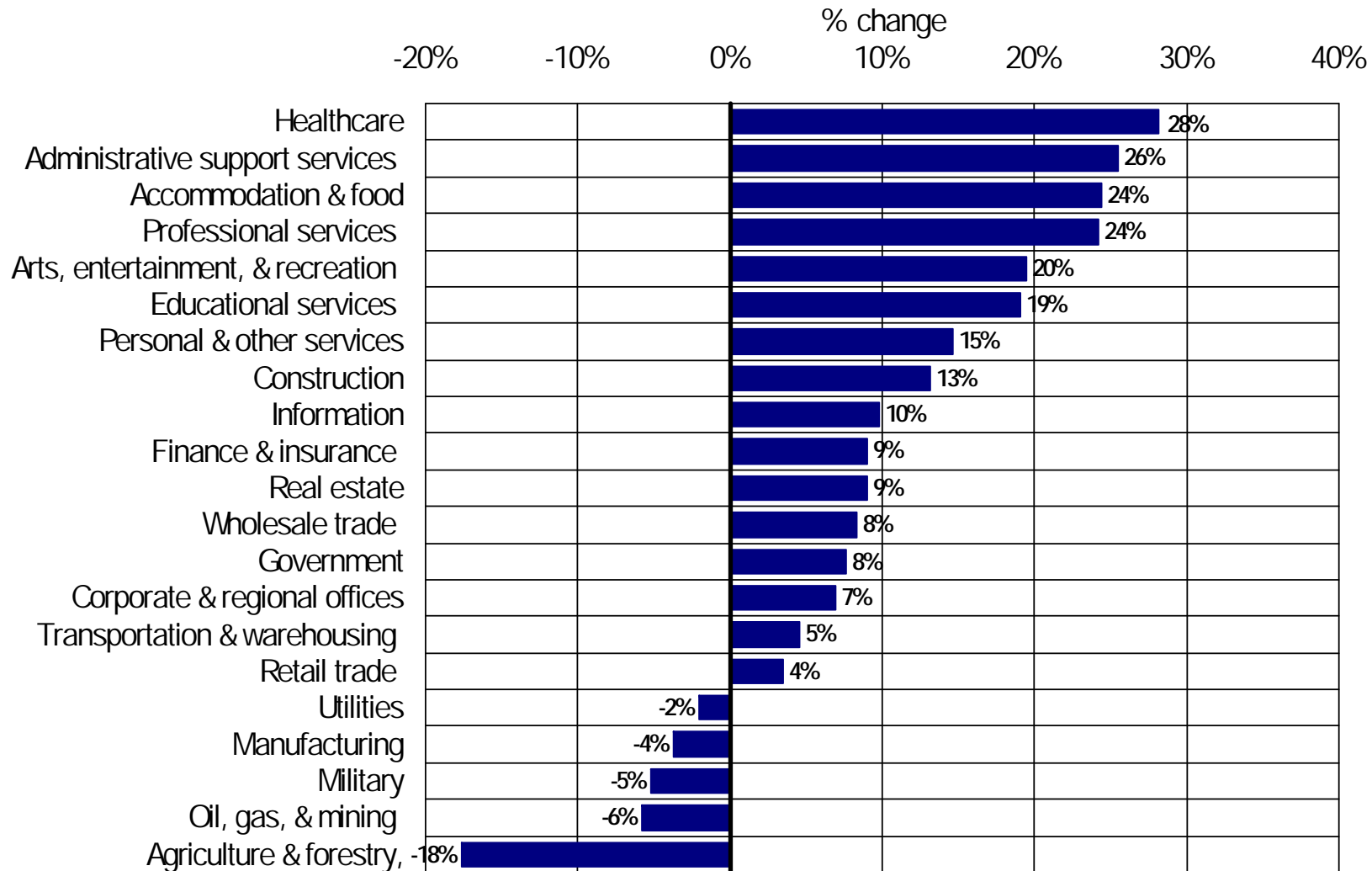


Source: US Bureau Labor Statistics; US Bureau of Economic Analysis; Economy.com



T · I · P S T R A T E G I E S

National Job Forecast, 2007-2017

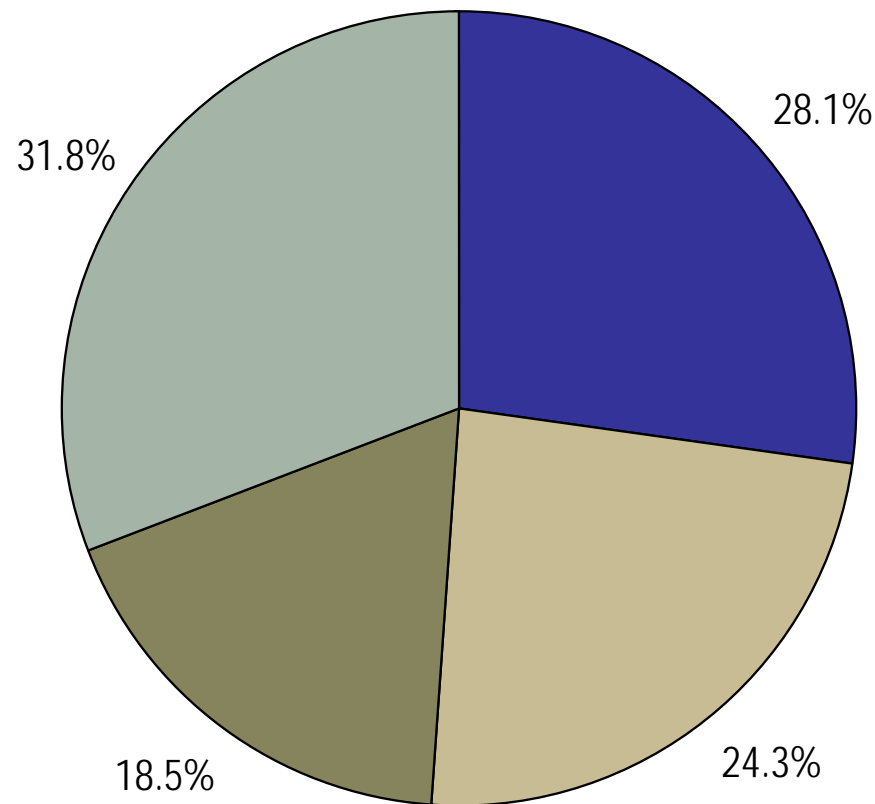


T · I · P S T R A T E G I E S

SOURCE: *Economy.com*



Share of All New Jobs in US, 2006-2016



Source: Economy.com

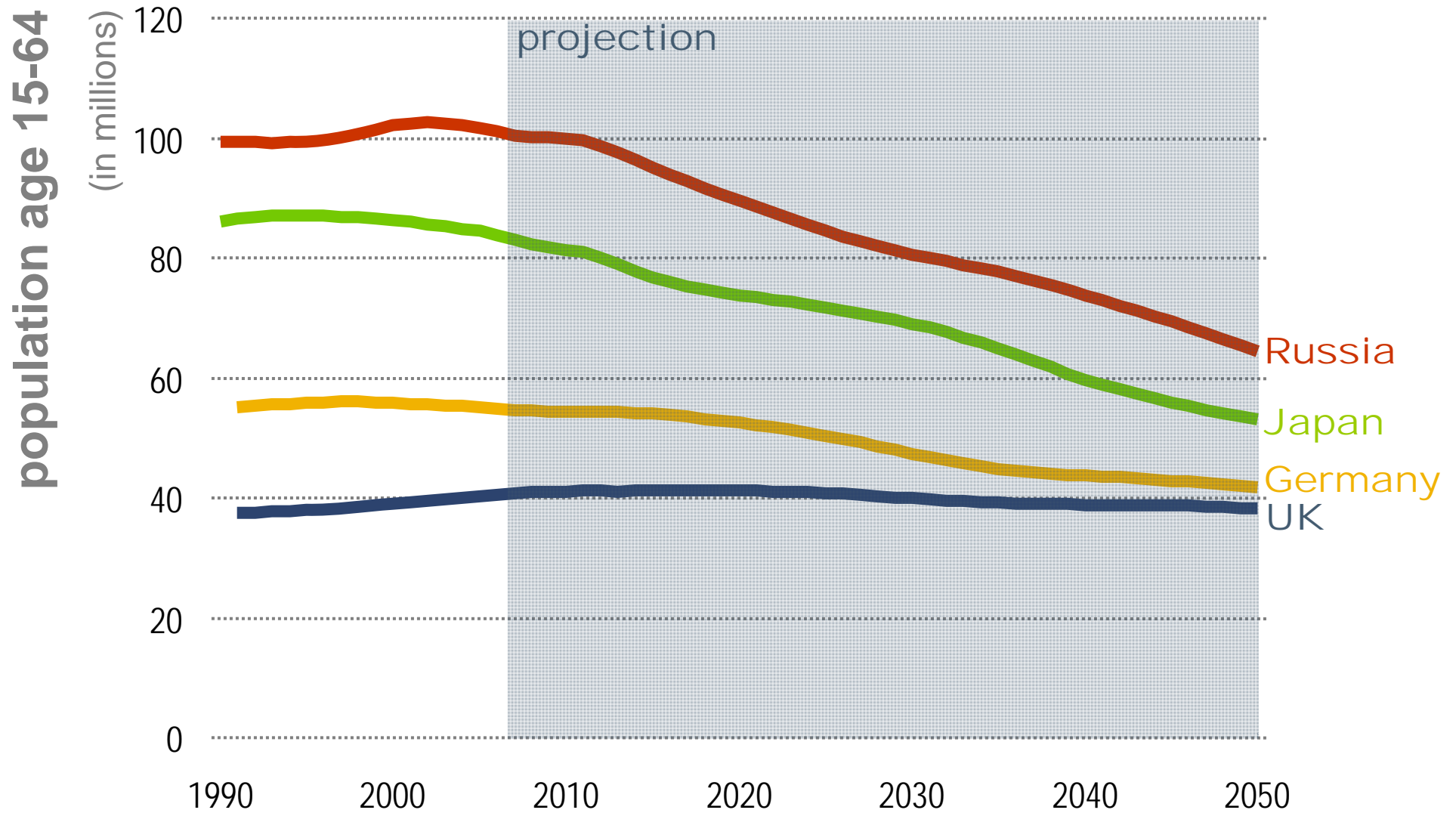
Two-thirds of all new jobs from just three major sectors.

- Health Services
- Prof. & Business Services
- Leisure & Hospitality
- All Other Sectors Combined



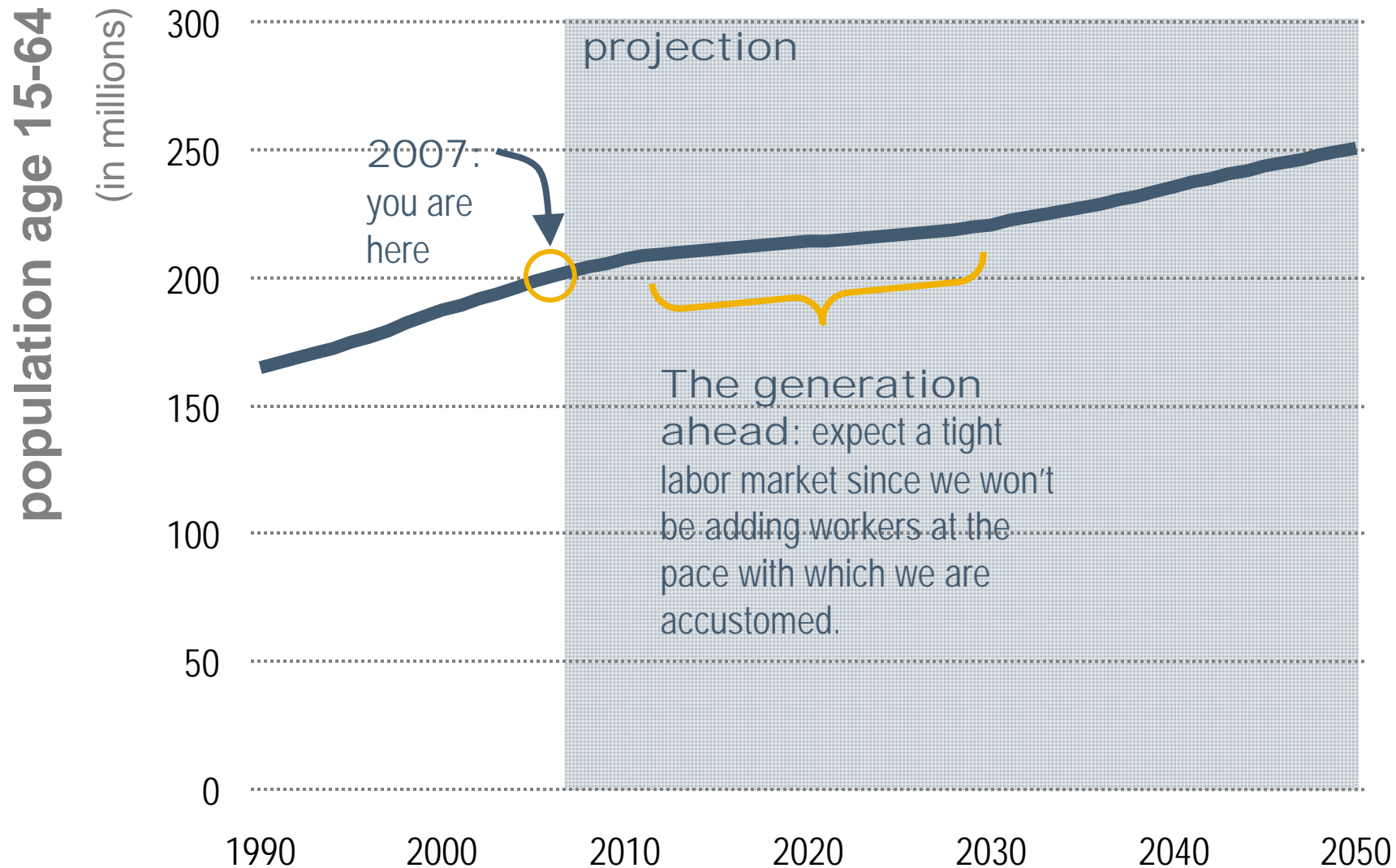
T · I · P S T R A T E G I E S

Global Working Age Population



SOURCE: U.S. Bureau of the Census, International Database

US Working Age Population

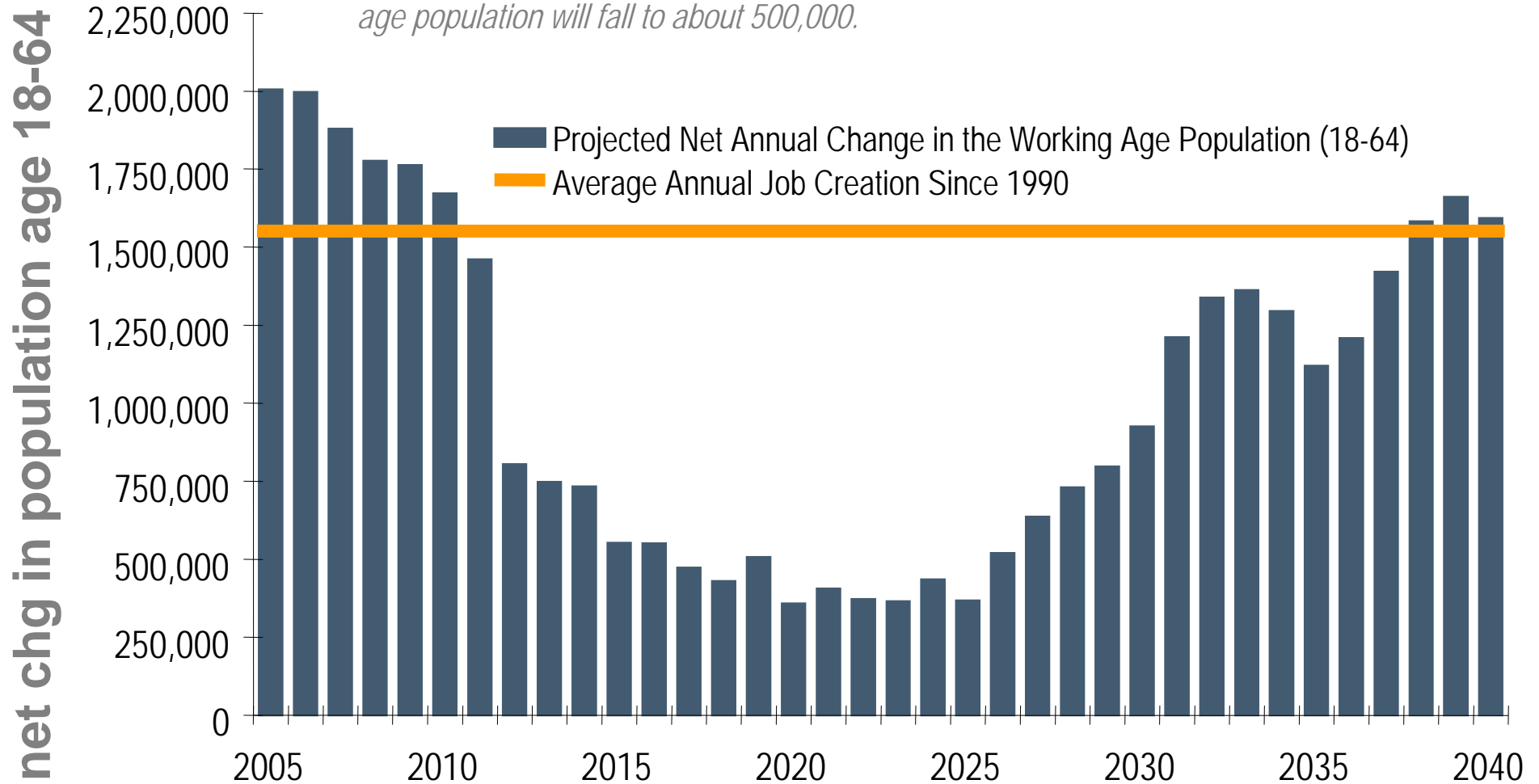


SOURCE: U.S. Bureau of the Census, International Database

US Labor Shortage?

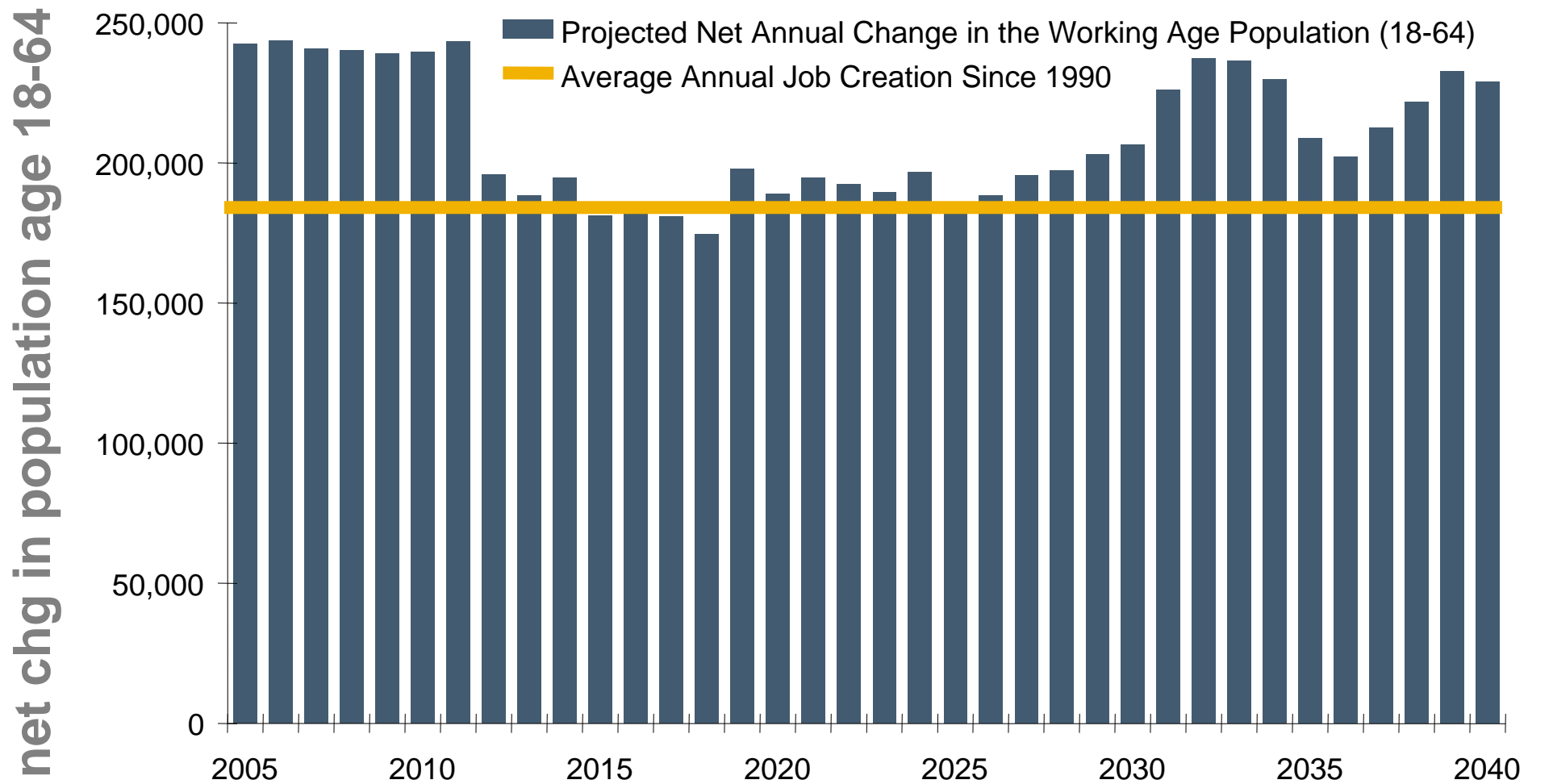
Since 1990, the US has added more than 1.5 million jobs annually.

However, we are nearing a point when the annual net increase in the working age population will fall to about 500,000.



Texas Labor Projections

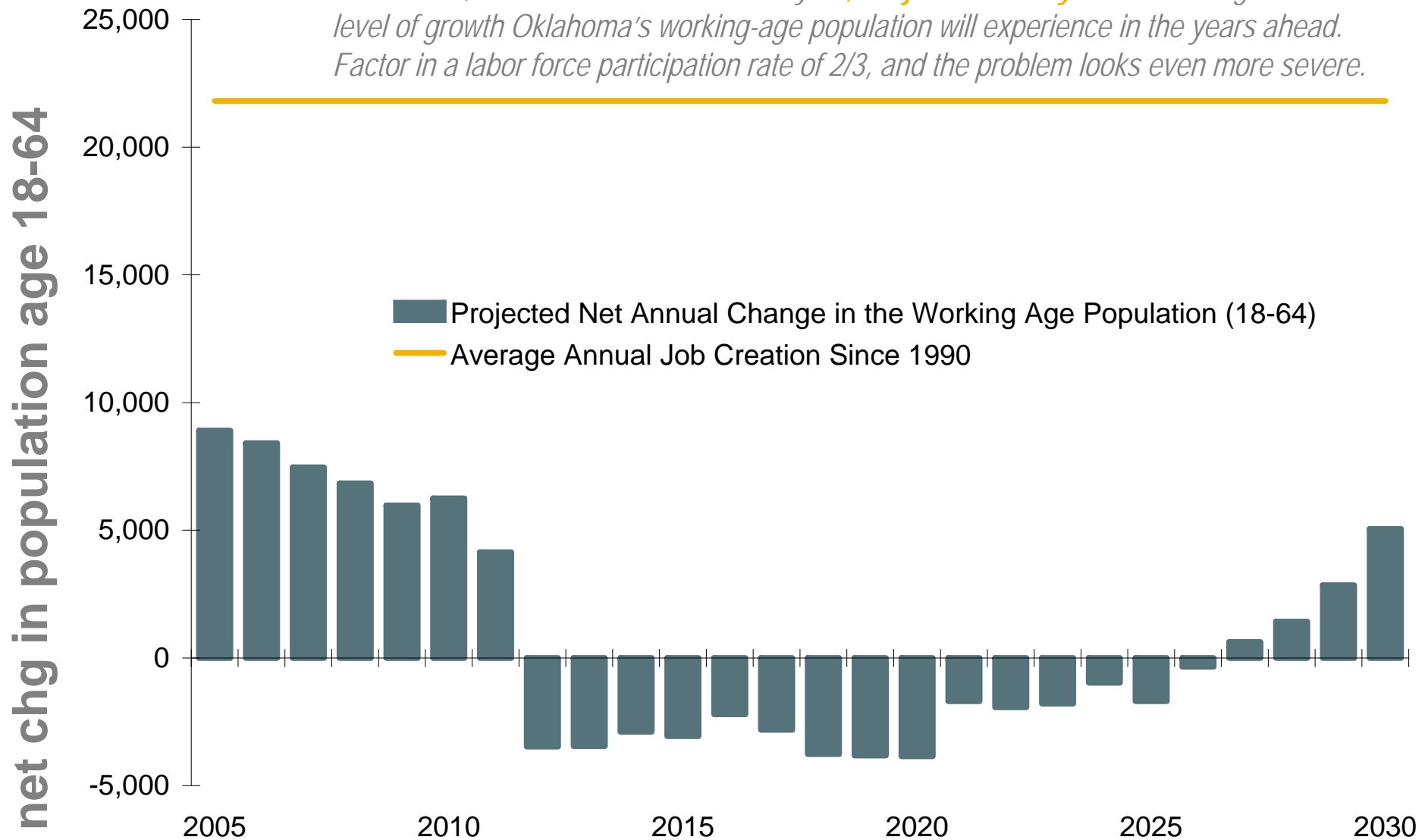
*Since 1990, Texas has added more than **184,000 jobs annually**. That's about the level of growth our working-age population will experience when the Baby Boomers start retiring. Factor in a labor force participation rate of 2/3, and yes, Houston, we may have a problem.*



SOURCES: TIP Strategies; U.S. Census Bureau; U.S. Bureau of Economic Analysis

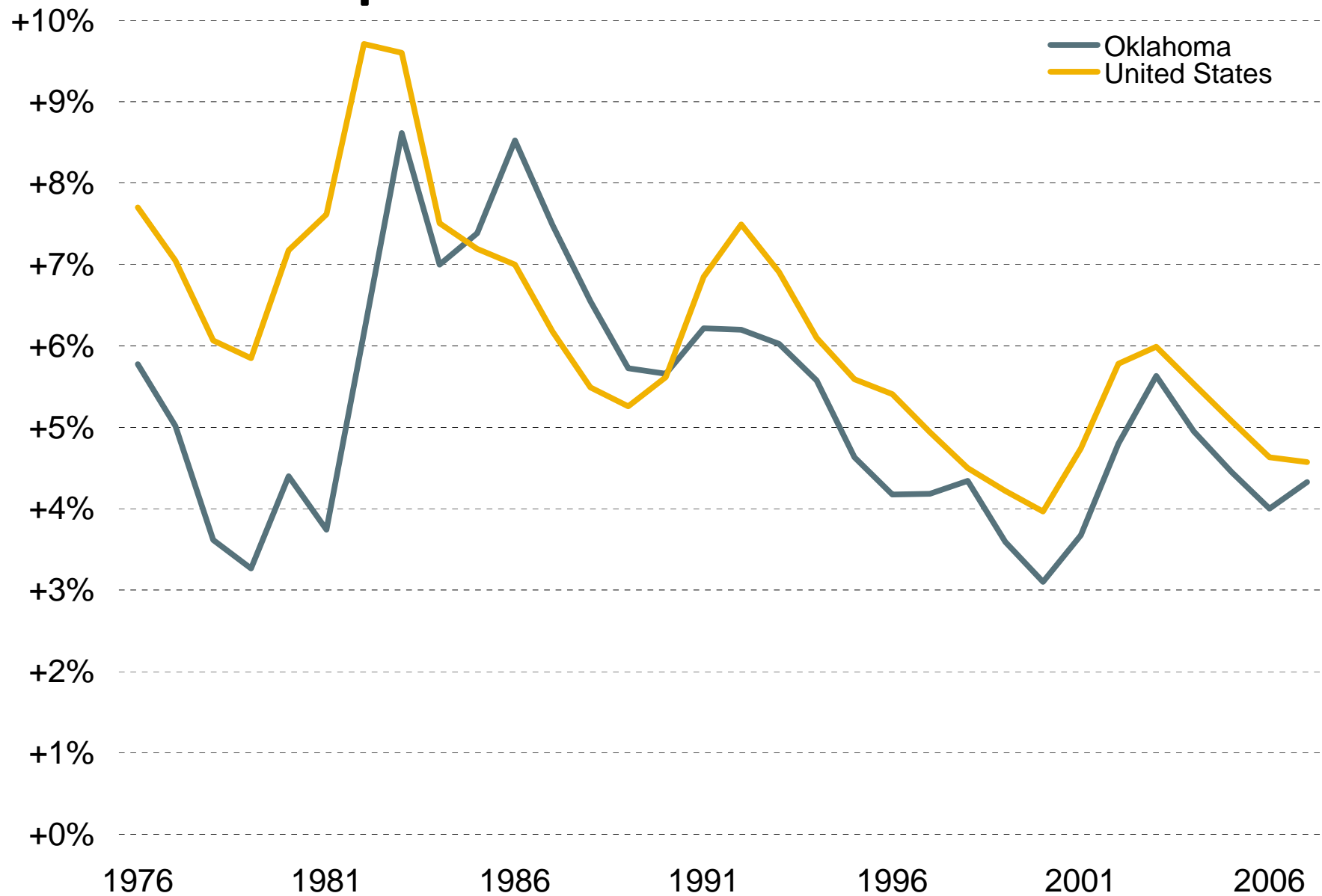
Oklahoma Labor Projections

*Since 1990, Oklahoma has added nearly **22,000 jobs annually**. That's far higher than the level of growth Oklahoma's working-age population will experience in the years ahead. Factor in a labor force participation rate of 2/3, and the problem looks even more severe.*



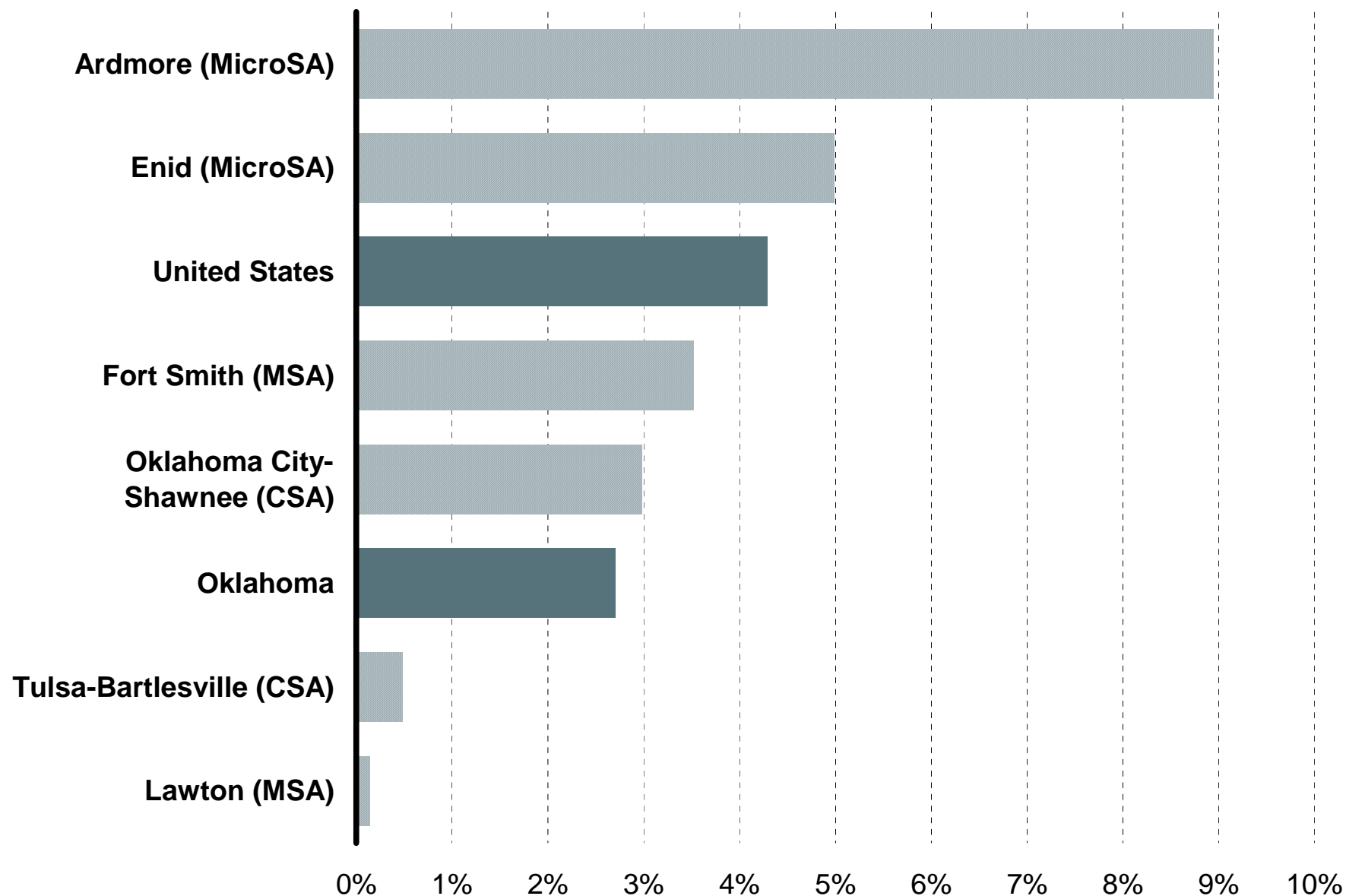
SOURCES: U.S. Bureau of Economic Analysis; U.S. Census Bureau; Moody's Economy.com

US vs OKLA | unemployment rate history



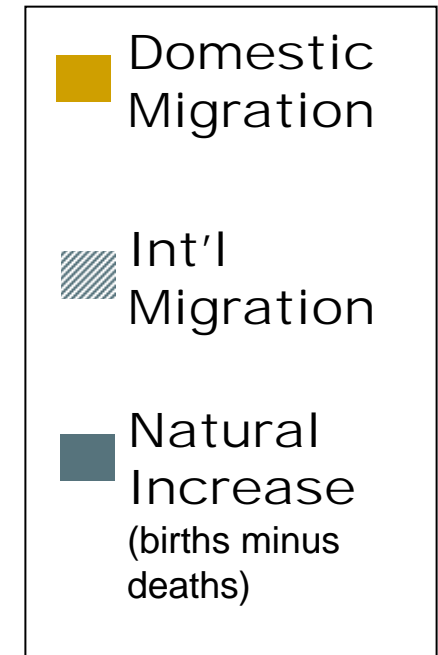
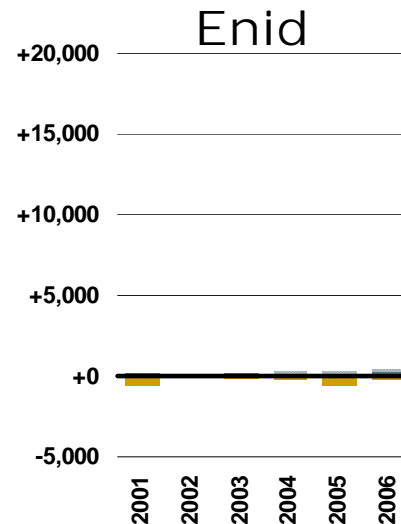
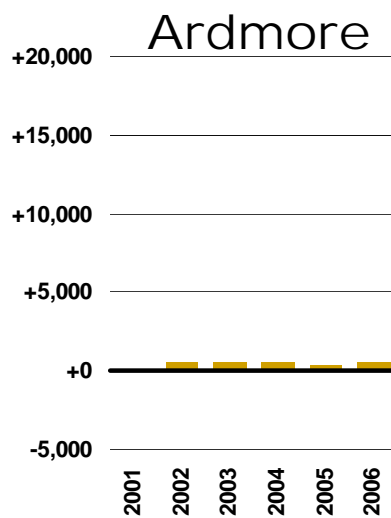
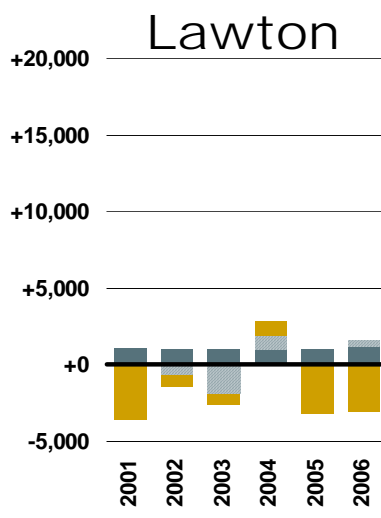
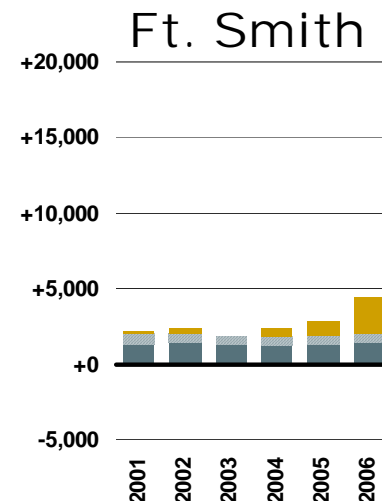
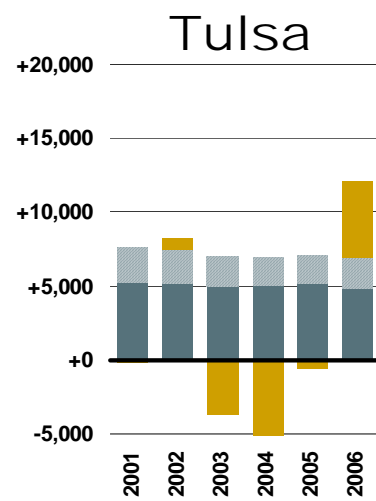
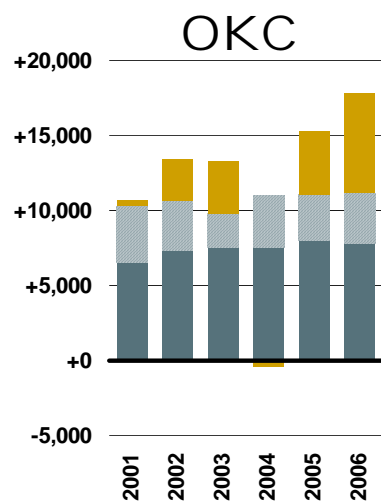
SOURCES: U.S. Bureau of Economic Analysis (accessed via Moody's Economy.com)

JOB GROWTH | pct chg, 2001-2005

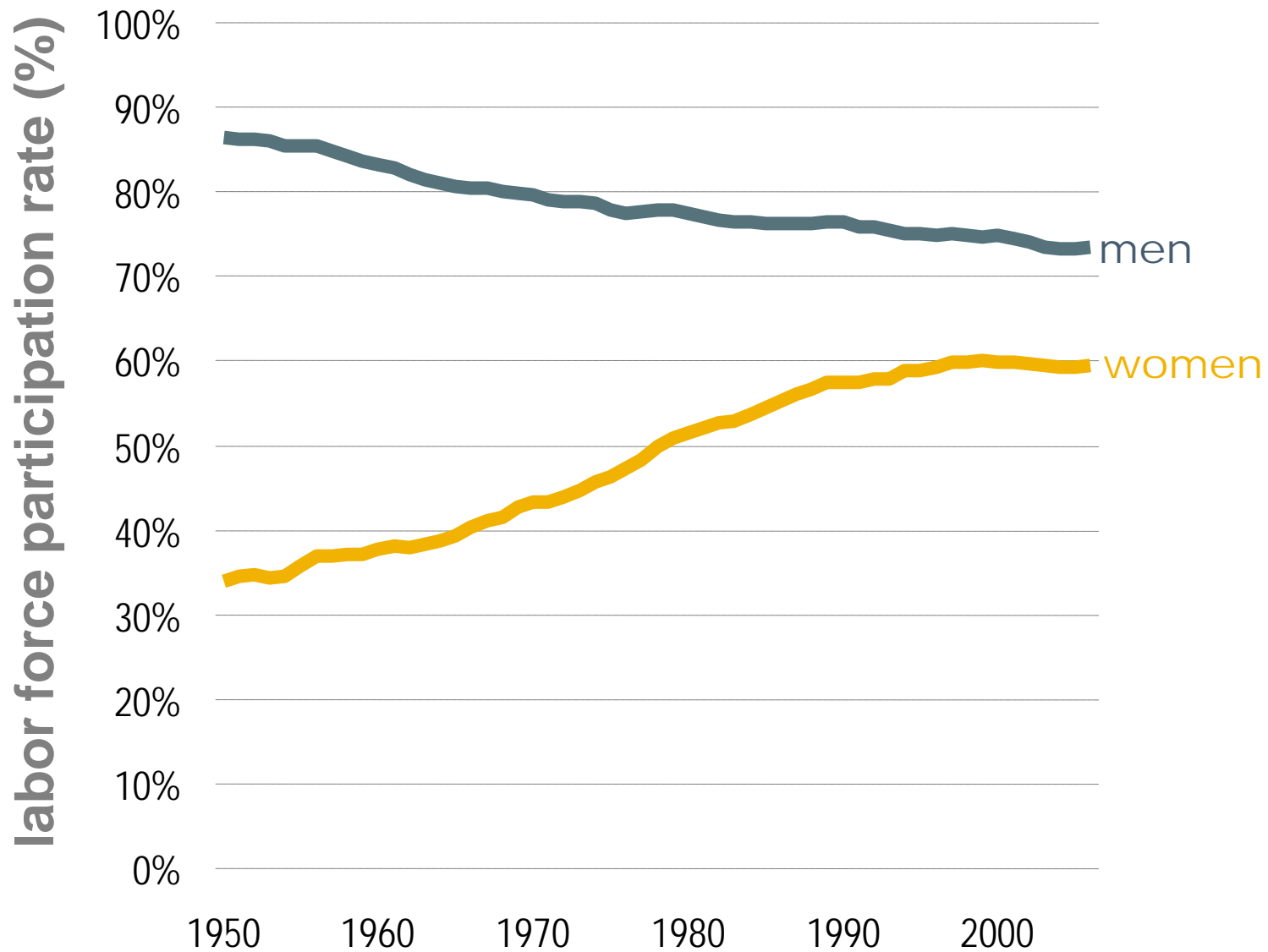


SOURCES: U.S. Bureau of Economic Analysis (accessed via Moody's Economy.com)

POPULATION | sources of metro growth

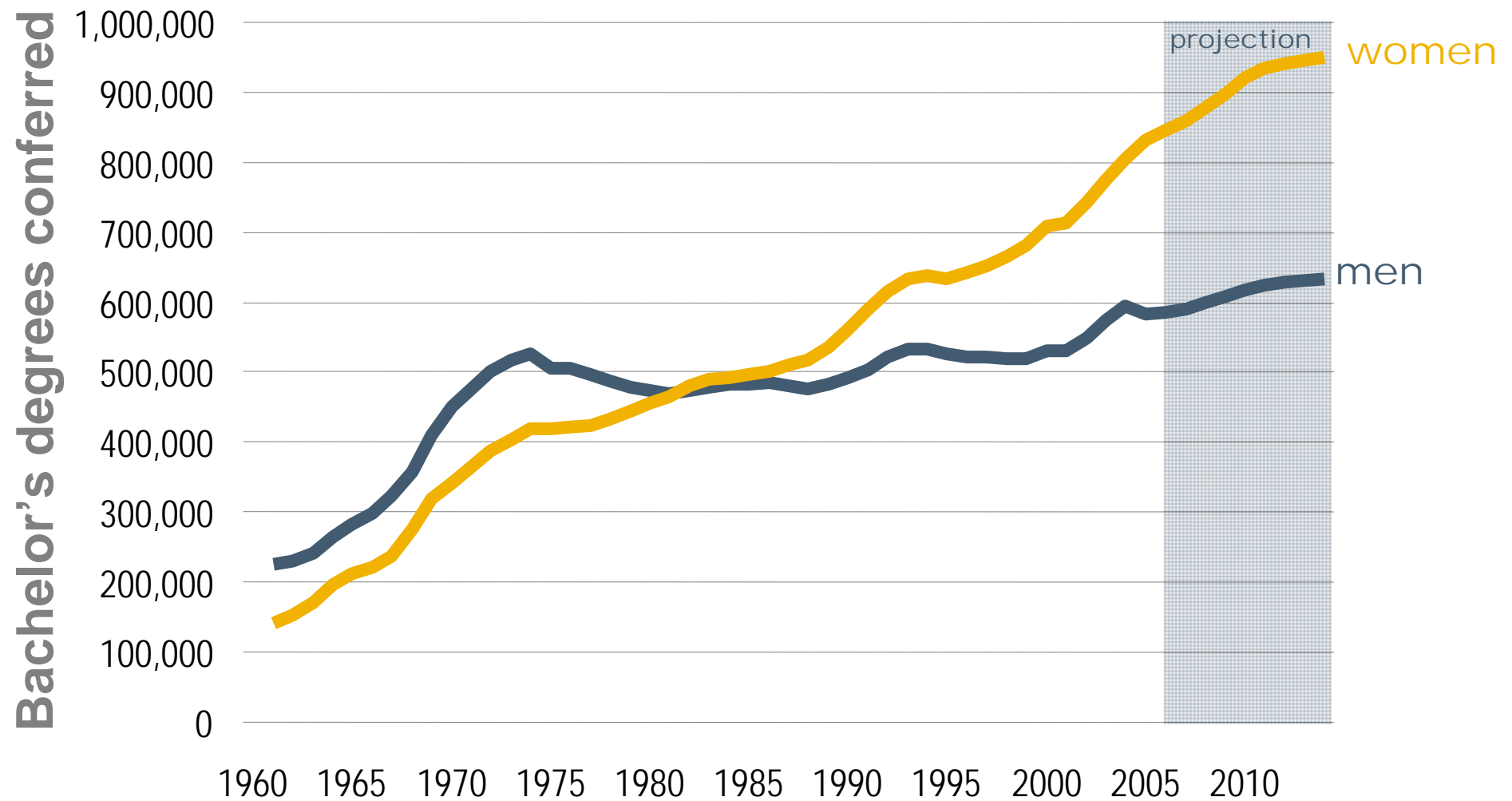


US Labor Force Participation by Gender



SOURCE: U.S. Bureau of Labor Statistics

US Bachelor's Degrees by Gender



SOURCE: *National Center for Education Statistics*

Growth in China

- Low cost competitor?
- Yes, but also competing for:
 - Investment
 - Resources
 - Talent



Free Samples

Grocery Coupons

Baby Coupons

Pet Coupons

Travel Coupons

Beauty Coupons

Free Stuff

View All

books

U.S. Withdraws Offer of 60,000 Job-Based Visas, Angering Immigration Lawyers

By [JULIA PRESTON](#)
Published: July 4, 2007

[Immigration](#) lawyers raised unusually irate protests yesterday after the State Department and the immigration service abruptly withdrew tens of thousands of job-based visas they had offered last month to foreign professionals hoping to become permanent residents in the United States.

The outcry was provoked by a terse announcement on Monday in which the State Department said it would not grant any more visas for the 2007 fiscal year to foreigners applying to become permanent residents based on their job skills. That notice reversed one the department had issued on June 13 announcing a two-month window starting July 2 for aspiring, high-skilled immigrants from around the world to present applications for visas known as green cards.

The State Department said the 60,000 visas it had expected to offer would no longer be available because of "sudden backlog reduction efforts" by Citizenship and Immigration Services, the federal agency that processes applications for the visas offered by the department.

SIGN IN TO E-MAIL
OR SAVE THIS

PRINT

REPRINTS

SHARE

ARTICLE TOOLS
SPONSORED BY

joshua
IN THEATRES JULY 6

[More Articles in National »](#)

Today's Headlines Daily E-Mail



Sign up for a roundup of the day's top stories, sent every morning.

[See Sample](#) | [Privacy Policy](#)

The New York Times

What to do in Barcelona?

"Don't skip the Picasso Museum—the building alone would make the visit worthwhile." — *John*

[Click to see what travelers like you recommend.](#)

NYTimes.com/Travel

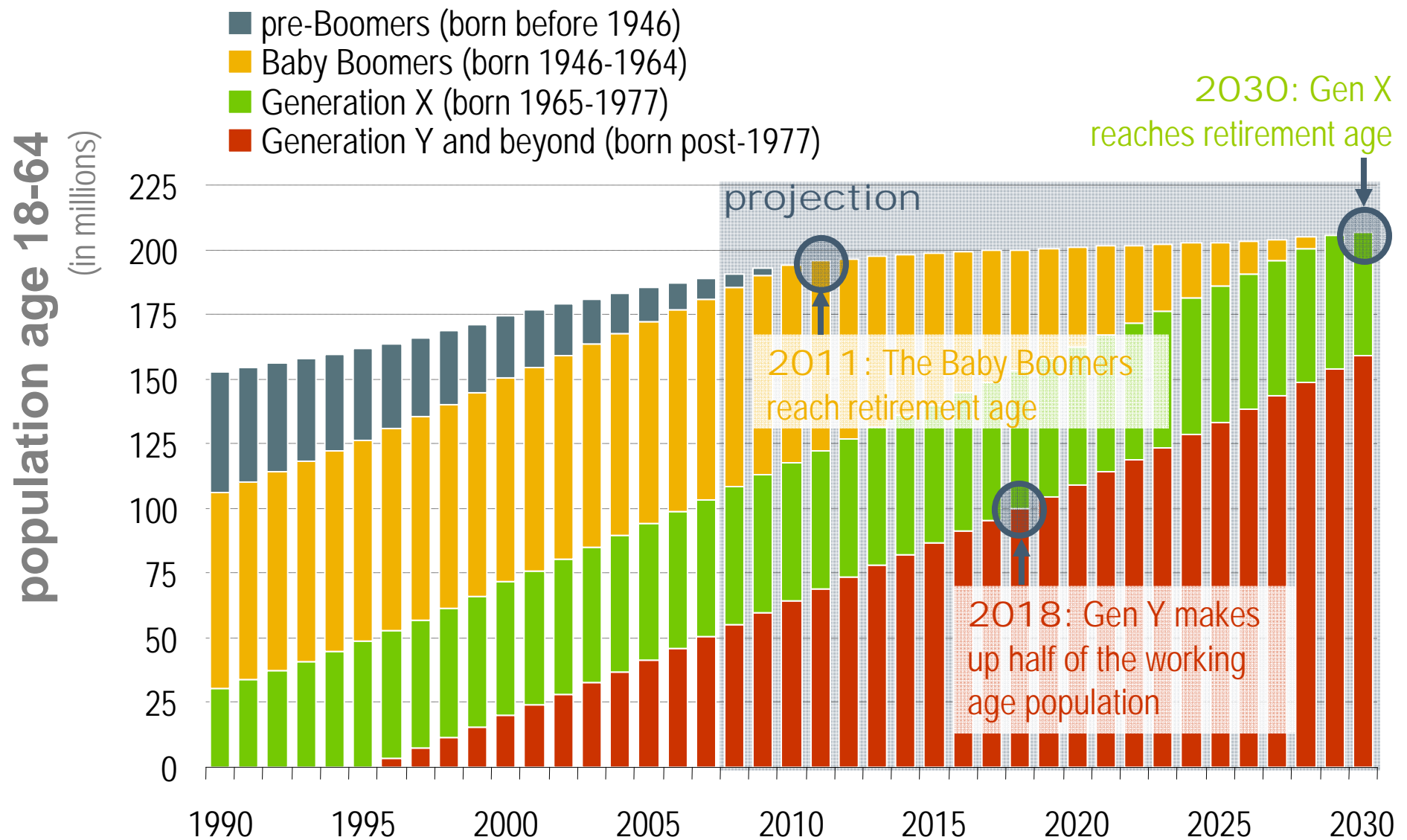
MOST POPULAR

1. [Keeping Patients' Details Private, Even From K](#)

Foreign National Engineering Degrees (% of graduates)

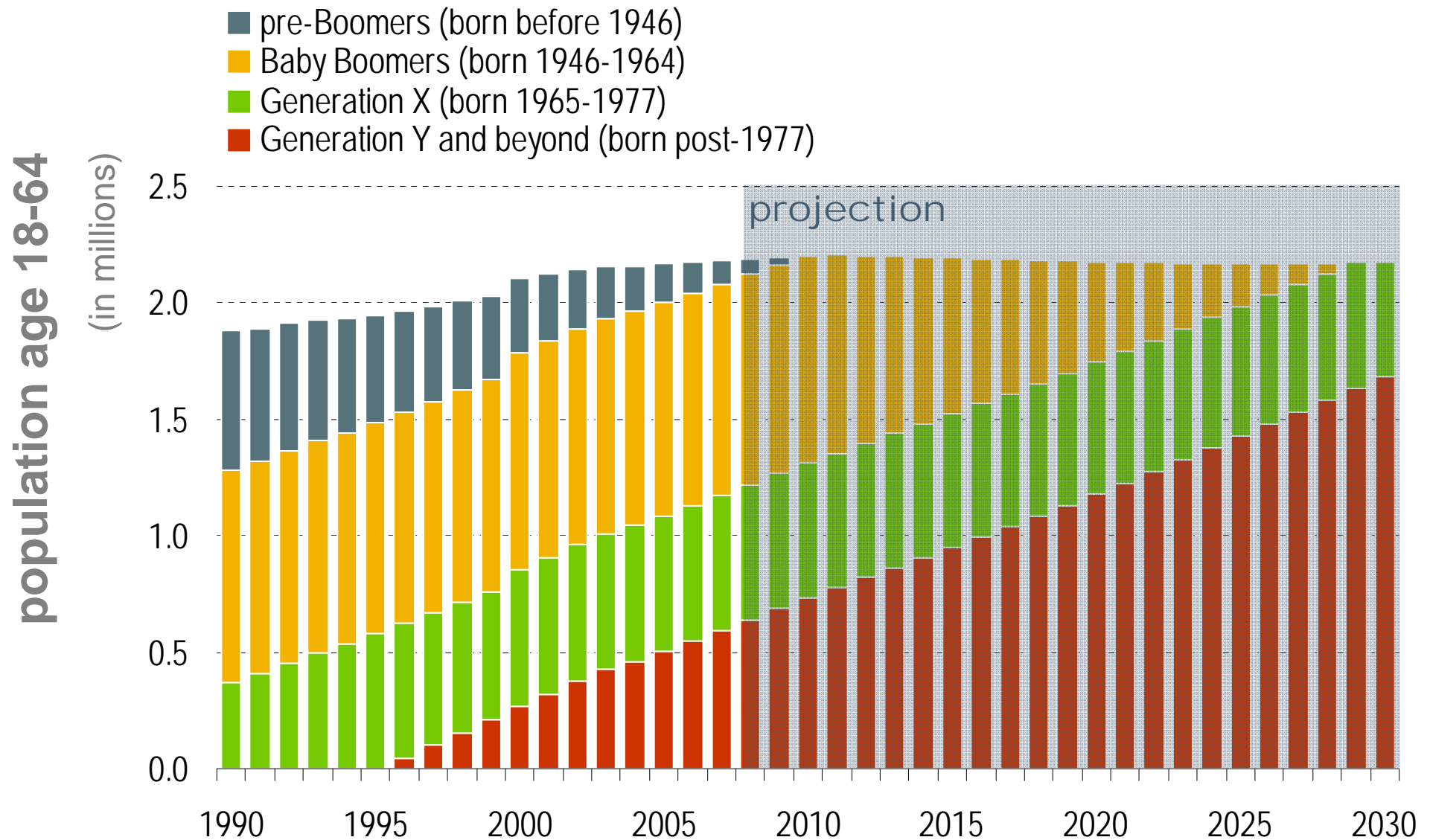


US Working Age Population by Generation



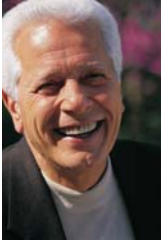
SOURCE: U.S. Bureau of the Census, projections based on 2000 Census

Oklahoma Working-Age by Generation



SOURCES: U.S. Census Bureau; U.S. Bureau of Economic Analysis; Moody's Economy.com

Generations



- **Veterans (aka Radioers)** - Born 1922 to 1945
- 75 million



- **Boomers** – Born 1946 to 1964 – 80 million



- **Generation X** – Born 1965 to 1980 – 46 million



- **Generation Y** – Born after 1980 – 76 million



T · I · P S T R A T E G I E S

Source: Mary Alice Burkhardt - Austin Peay State University



Millennials

- Born after 1991
- Not yet in the workforce, but we need to anticipate their relationship with work



T · I · P S T R A T E G I E S

Source: Mary Alice Burkhart - Austin Peay State University





The Veterans are . . .

- 75 million workers age 60+
- Defining events – Great Depression, WWII, Korea, Radio Age, rise of labor unions
- Frugal and resourceful
- Loyal to the company
- Respectful of order, rules and authority
- Value lessons from the past
- Believe in the virtue of hard work, patience and thrift
- Require tangible recognition of achievement





Baby Boomers are . . .

- 80 million workers ages 42 – 60
- Defining Events – Television, suburbia, Woodstock, Viet Nam, civil rights movement, the Cold War
- Optimistic and team oriented
- Socially and intellectually involved
- Take pride in working long hours to get ahead
- Carefully plan and monitor projects to completion
- Enjoy receiving public recognition and other rewards for their accomplishment



T · I · P S T R A T E G I E S

Source: Mary Alice Burkhart - Austin Peay State University





Generation Xers are . . .

- 46 million workers ages 26 to 41
- Defining Events – Computers, MTV, Watergate, energy crisis, fall of Berlin Wall, social change
- Trust authority only if accompanied by competence
- Focused on developing skills to enhance marketability
- Self-reliant and independent
- Confident in their technology based skills
- Work smarter, not harder
- Job motivation – challenging and fun



T · I · P S T R A T E G I E S

Source: Mary Alice Burkhart - Austin Peay State University





Generation Y is . . .

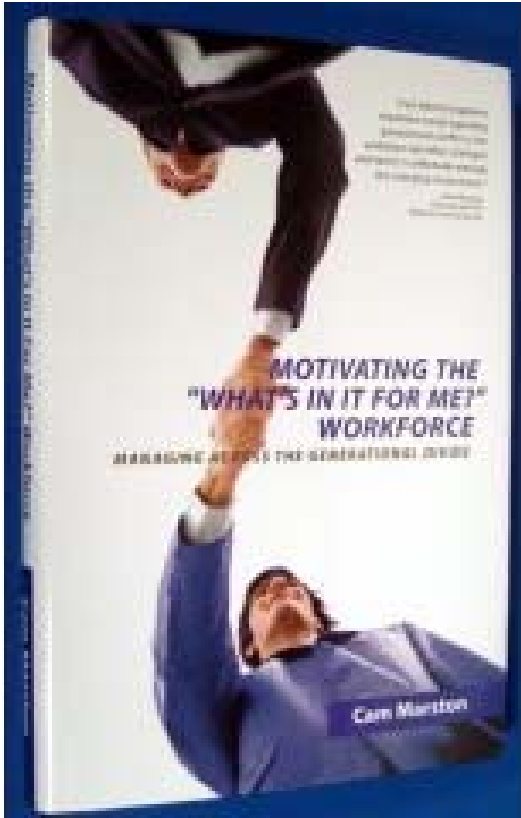
- 76 million workers under age 26
- Defining events – Advanced technology, Oklahoma City bombing, school violence, multiculturalism, 9/11
- Access and process information faster
- Extensive users of technology at home and at work
- Group oriented problem-solvers
- Seek opportunities to explore new paths
- Seek flexibility and freedom on the job
- Optimistic, sociable and achievement-oriented

"Generations at Work: Managing the Clash of Veterans, Boomers, Xers and Nexters in your Workplace" by R. Zemke, C. Raines and B. Filipczak



T · I · P S T R A T E G I E S





Motivating the “What’s in it for Me?” Workers: *Managing Across the Generational Divide*

- Author Cam Marston's new book details how Baby Boom managers are having to deal with so-called New Millenials — young workers accustomed to praise who need more motivation to perform even simple job tasks.



T · I · P S T R A T E G I E S



**Why Drive To Dallas?
Work In Terrell!**

BE SMART - SAVE GAS

1-877-TERRELL



“Hot Jobs – Cool Communities”

- Rebecca Ryan of Next Generation Consulting says:

“Communities work dog-hard to attract companies to their location, but that's only half the deal. Today, companies also rely on ... community leaders **to attract talent.**”



“Hot Jobs – Cool Communities”

- Air and Water Quality
- Recycling Rates
- Car Pools, Commute Times
- Traffic
- Public Parks, Trails, and Recreation Areas
- Sunny Days
- Farmers Markets
- Natural Foods Stores
- Fitness Centers
- Vegetarian Restaurants
- Rates of Crime
- Rates of Cancer
- Heart Disease
- Obesity
- Smoking
- Life Expectancy



“Hot Jobs – Cool Communities”

- Fruit and Vegetable Consumption
- Work Sick Days
- Rates of Depression
- High Blood Pressure
- Unemployment
- Charitable Donations
- Cost of living
- Poverty
- Concentration of Designers, Artists, Authors, Musicians, Actors and similar Professions
- Percentage of Community Under 40
- Population Diversity (ethnic, religious, sexual orientation)
- Number of Bars, Nightclubs and similar per capita
- Number of Art Galleries, Museums, and similar per capita



T · I · P S T R A T E G I E S





YPCommons.org

a service of Next Generation Consulting

This is the place where young professionals—and the young at heart—meet, greet and exchange big ideas for a brighter future.

home

blogs

articles

YPO directory

events

about

contact

panelist

WHAT & WHY

Let's face it: business as usual is not cutting it for the next generation. We're politically disengaged, underutilized at work, and discredited in the media.

It's time to change the dialogue, sharpen our ideas, and kick some butt. **It's time to create better places to live and work.** That's the goal of YPCommons.

The timing couldn't be better:

- In Europe, one in four people is over age 65. Canada and the U.S. have similar demographics, and employers are scrambling to lure new workers to replace retirees;
- Communities across the world form 'brain drain' taskforces to attract and keep younger citizens;
- Non-profit organizations are crying for new blood

EVENTS CALENDAR

11.16.07 [RFP Letter of Intent to host 2008 YP Summit Due](#)

[more](#)

ARTICLES

03.13.07 [3D Glasses at the Symphony? Mamma Mia in your Netflix Queue?](#)

02.05.07 [Anatomy of a Relocation](#)

10.12.05 [Seeing around the corner....](#)

[more](#)





LOST FROM MIDLAND

ROBERT MARTIN

36 Years Old, Brown Hair, Brown Eyes
6'1" Tall, 190 Pounds

LOST SINCE AUGUST 1988

Recently spotted eating a microwave sausage biscuit while stuck in traffic on a Dallas toll road. He was wearing a pinstriped business suit, corporate ID badge and a confining necktie. If you've seen Robert, please return him to smiling faces, Friday night football and a higher quality of life at WWW.COMEHOMETOMIDLAND.COM



LOST FROM MIDLAND

MARCELA KERR

33 Years Old, Brown Hair, Blue Eyes
5'7" Tall, 123 Pounds

LOST SINCE JUNE 1991

Last seen in downtown Austin, trying to parallel park her 15' sedan into a 12' space. She was wearing a suit with a coffee stain on the lapel. Witnesses said that the vein in her temple was "unusually large." If you've seen Marcela, please return her to smiling faces, wide-open spaces and a higher quality of life at WWW.COMEHOMETOMIDLAND.COM



T · I · P S T R A T E G I E S





- Return to Roots is a campaign aimed at the estimated 15,000 alumni who have graduated from Southwest Virginia's high schools in the last 20 years and may have moved away from the region.
- Return to Roots is an information portal highlighting the exciting job opportunities that exist today in Virginia's Great Southwest region.



T · I · P S T R A T E G I E S





*Get the job you deserve, and the lifestyle you desire
in Virginia's Great Southwest...*

Home About RTR RTR Region Career Opportunities Higher Education Opportunities Regional Attractions News & Press Releases High School Reunions Contact RTR

:: Career Seekers

Login
Join for free
Post Resume
Edit Resume
View Resume
Search Careers

:: Employers

Login
Register here
Post Career
Manage Career Post
Search Resumes

:: Resources

Home
About us
Contact us
Privacy
FAQ
Success story

Come Home to Virginia's Great Southwest

It's time to come home for good. Return to your roots where job opportunities are exploding and the quality of life is even better than you remember.

If you grew up here, you know about the pace of life, sense of family and community and the beauty of Virginia's Great Southwest.

Those things are still the same. Even better now that a new career option may be waiting on you to come and claim it.

Start planning your return today by [clicking here](#) to sign up so Return to Roots (RTR) can keep you informed of the companies with job openings in Southwestern Virginia.

Greater Killeen Area

OPERATION ECONOMIC TRANSFORMATION



**A BLUEPRINT FOR ADVANCING ECONOMIC
OPPORTUNITIES IN THE FORT HOOD REGION**

Veterans Inventory



T · I · P S T R A T E G I E S



SURVEY OF POST-MILITARY SERVICE INTENT

1. How many years of service do you possess?
 2 or less ☐ 11 to 15 ☐
 3 to 5 ☐ 16 to 19 ☐
 6 to 10 ☐ 20+ ☐
2. What is your reason for leaving the military?
 Retirement ☐ ETS/Chapter ☐
3. Are you planning to stay in the region (within 30 miles of Fort Hood) after your service ends?
 Yes ☐ No ☐ Don't know ☐
4. Would you be willing to remain in the region if adequate employment were available?
 Yes ☐ No ☐ Don't know ☐
5. What is your MOS Code? _____
6. What is your highest level of education completed?
 High School/GED ☐ Associates Degree ☐ Masters Degree ☐
 Some College ☐ Bachelors Degree ☐ Ph.D. ☐
7. Please indicate any technical/professional skills you possess?

General Computer <input type="checkbox"/>	Finance <input type="checkbox"/>	Medical <input type="checkbox"/>
Advanced Computer <input type="checkbox"/>	Administrative <input type="checkbox"/>	Communications <input type="checkbox"/>
Management <input type="checkbox"/>	Construction <input type="checkbox"/>	Electronics <input type="checkbox"/>
Mechanical <input type="checkbox"/>	Transportation/Logistics <input type="checkbox"/>	Law Enforcement <input type="checkbox"/>
8. What type of post-military employment do YOU desire?

Aviation <input type="checkbox"/>	Construction <input type="checkbox"/>	Maintenance/Repair <input type="checkbox"/>
Business/Finance <input type="checkbox"/>	Education <input type="checkbox"/>	Manufacturing <input type="checkbox"/>
Computer/Software <input type="checkbox"/>	Healthcare <input type="checkbox"/>	Office/Administrative <input type="checkbox"/>
Communications <input type="checkbox"/>	Law Enforcement <input type="checkbox"/>	Transportation/Logistics <input type="checkbox"/>
9. If married, what type of employment does your SPOUSE desire?

Aviation <input type="checkbox"/>	Construction <input type="checkbox"/>	Maintenance/Repair <input type="checkbox"/>
Business/Finance <input type="checkbox"/>	Education <input type="checkbox"/>	Manufacturing <input type="checkbox"/>
Computer/Software <input type="checkbox"/>	Healthcare <input type="checkbox"/>	Office/Administrative <input type="checkbox"/>
Communications <input type="checkbox"/>	Law Enforcement <input type="checkbox"/>	Transportation/Logistics <input type="checkbox"/>
10. Improvements in which other areas would positively affect your decision to remain in the region?

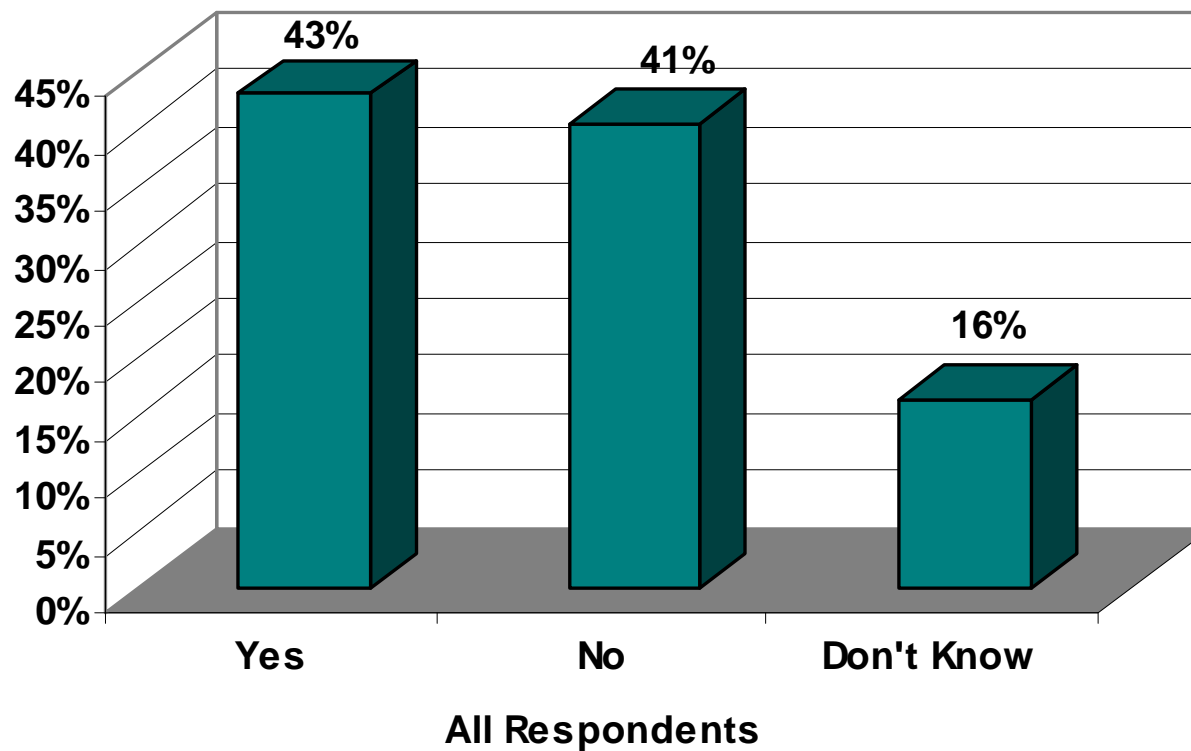
Higher Education Offerings <input type="checkbox"/>	Housing <input type="checkbox"/>
Child Care <input type="checkbox"/>	Healthcare <input type="checkbox"/>
Retail/Shopping <input type="checkbox"/>	Entertainment/Recreation <input type="checkbox"/>
Other <input type="checkbox"/> _____	



T · I · P S T R A T E G I E S



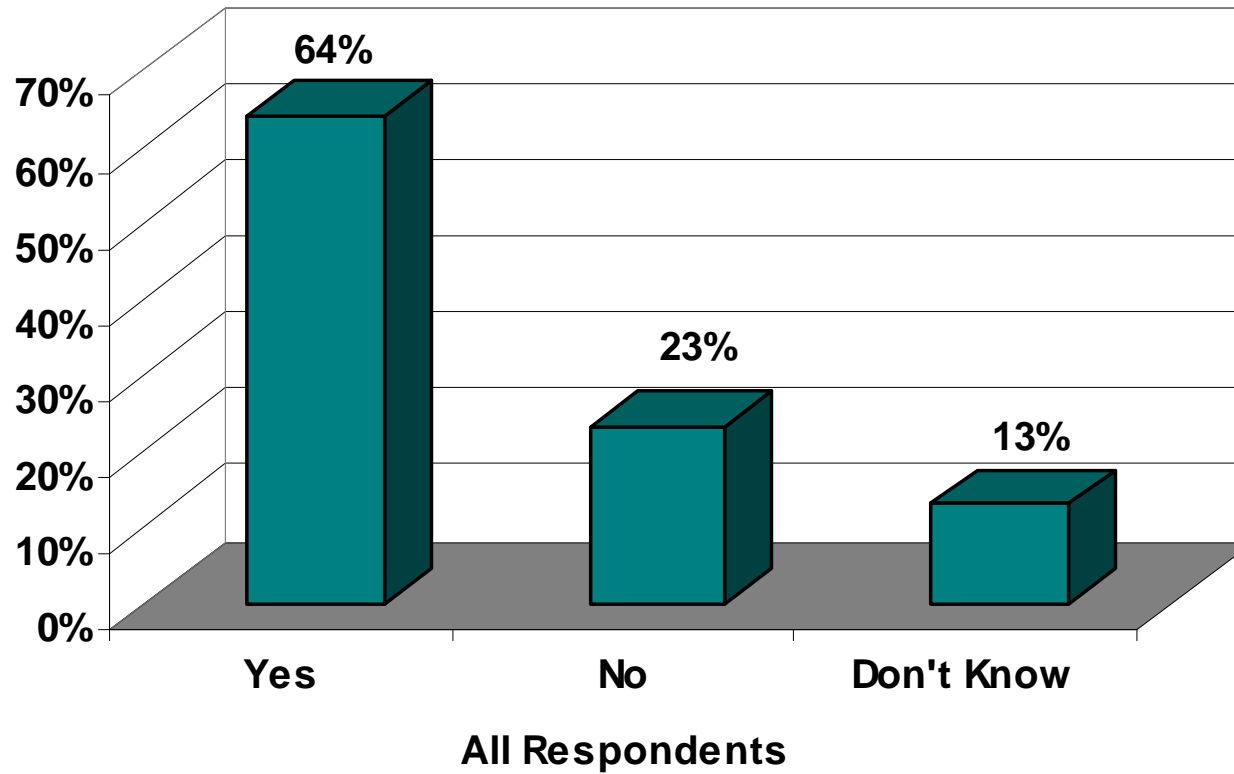
Are you planning to stay in the region (within 30 miles of Fort Hood) after your service ends?



T · I · P S T R A T E G I E S



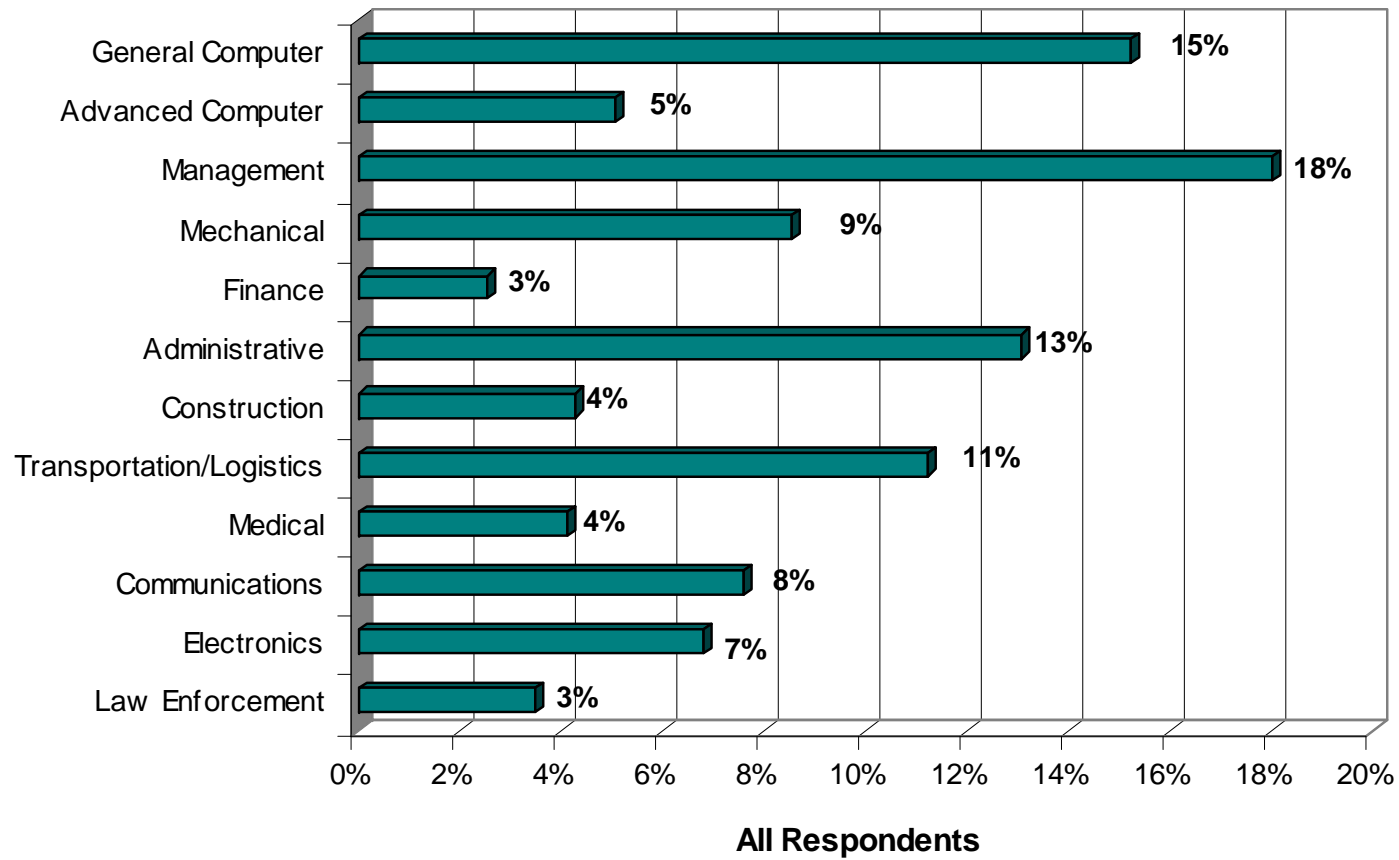
Would you be willing to remain in the region if adequate employment were available?



T · I · P S T R A T E G I E S



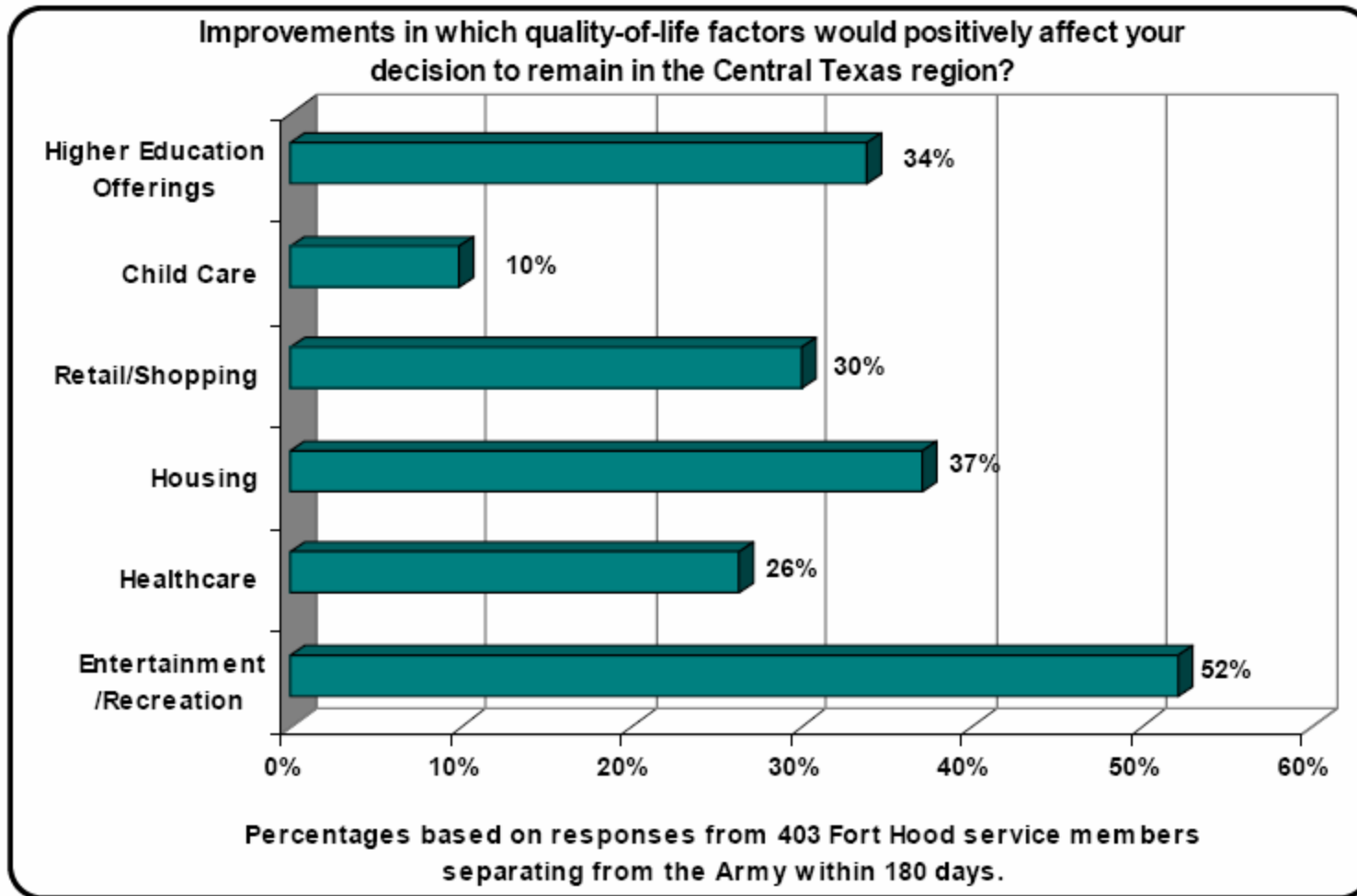
Please indicate any technical/professional skills you possess?



T · I · P S T R A T E G I E S



Quality of Place Factors



Rio Grande Valley: Generational Research Project

- *Goal: To better understand how different generations relate to work and place and to each other in order to make better decisions about human resource management, education and training, and other initiatives designed to prepare, retain and attract talent.*
- Three components:
 - National and regional data
 - Pilot survey and focus group meetings
 - Findings and recommendations

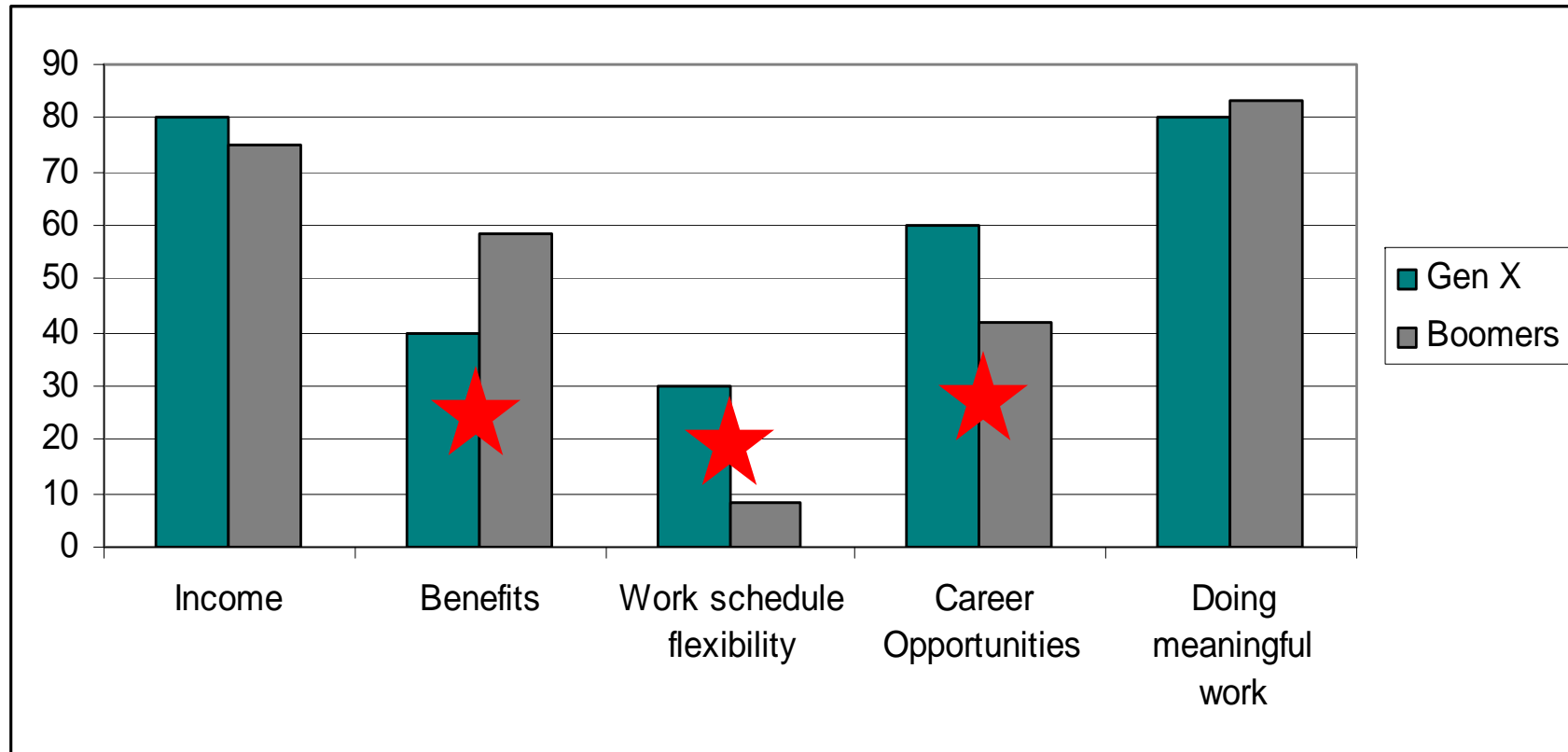


T · I · P S T R A T E G I E S



Relationship with Work

- Please mark the three items that are most important to you with regard to your relationship with work:



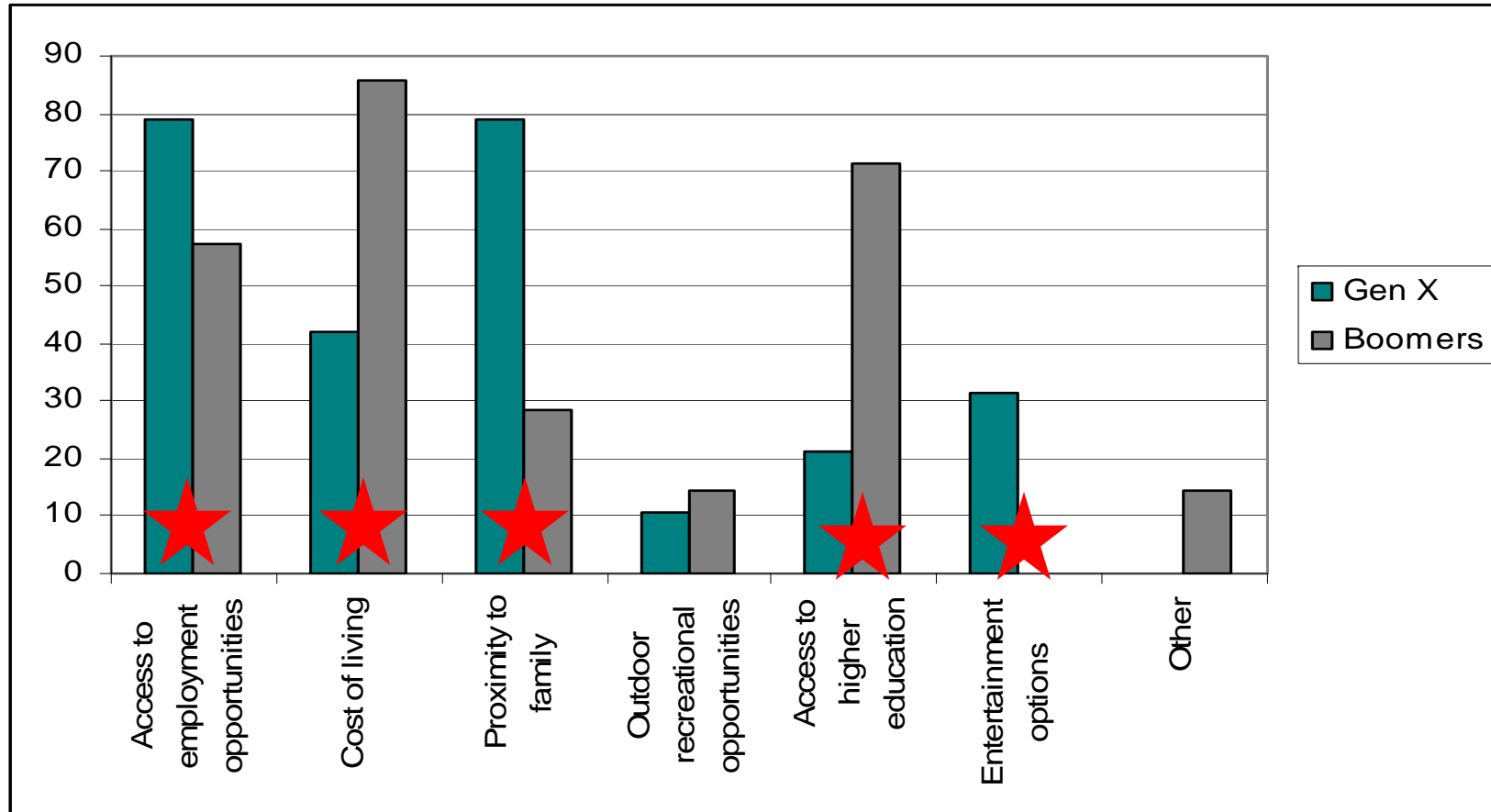
Pilot 1: WFS leadership team – based on 32 participants (20 Gen X and 12 Boomers)



T · I · P S T R A T E G I E S

Relationship with Place

- As a resident of the Valley, which three of the following issues are most important to you?



Pilot 2: UT Pan Am and SHRM board – based on 26 total participants (19 Gen X and 7 Boomers)



T · I · P STRATEGIES



Findings from Pilot Survey

- Relationship with work:
 - Baby boomers were more interested in **benefits**
 - Generation X was more interested in **career opportunities** and **work schedule flexibility**
- Relationship with place:
 - Baby boomers were more interested **cost of living** and **access to higher education**
 - Generation X was more interested in **access to employment opportunities** and **entertainment options**



T · I · P S T R A T E G I E S



Retiree Impact

- Center for Economic Development (CED) at Jacksonville State Univ. reports that retirees:
 - control 77% of the nation's assets
 - maintain 80% of savings account balances
 - own 68% of all money market accounts
 - buy 48% of new automobiles
- According to one estimate, the economic impact of one relocating retiree on a community is equal to 3.7 factory workers.



Retiree Trends & Attitudes

- Working retirement is more common.
 - Retirement is more of a transition than a sudden event.
- Active in community
 - Life experience and connections make them important resource.
- Aging in place
 - Only one in five will relocate. Most prefer to stay near family, friends, & familiar places.
- Technology use
 - AOL-sponsored study found that almost half of people age 55+ have been on-line for 4 years



Reading

- [Bridging the Generation Gap](#) - Linda Gravett and Robin Throckmorton
- [Rise of the Creative Class](#) – Richard Florida
- [Flight Capital](#) – David Heenan
- [The War for Talent](#) – Ed Michaels, et al
- [Workforce Crisis](#) – Ken Dychtwald, et al
- [Ten Faces of Innovation](#) – Tom Kelley
- [The World is Flat](#) – Thomas Friedman



What are Employers Saying?

"Keep your tax incentives and highway intersections. We will go where the highly skilled people are."

— Carly Fiorina, former CEO of
Hewlett Packard



T · I · P S T R A T E G I E S



Thank you



TIP Strategies, Inc. <<Theory Into Practice>>

7000 N. MoPac, Ste. 305
Austin, TX 78731

512.343.9113 tel
512.343.9190 fax

www.TIPstrategies.com

