



CREATE BRIDGES Forum

Thank you to our meal sponsor



Agenda



Welcome & Introductions

Background

- Regional
- Retail
- Process

Asset Mapping Presentation

Activity

- Round 1: Strengths
- Round 2: Challenges
- Round 3: Opportunities

Next Steps & Concluding Remarks



Ingredients for a Successful Forum



1. Share your honest views.
2. Listen carefully and respectfully to the views of others.
3. Only one person speaks at a time.
4. Speak from your own personal perspectives or experiences rather than on behalf of others.
5. Be sure everyone at the table shares talking time equally.
6. Turn off or silence your cell phones.



What is CREATE BRIDGES?

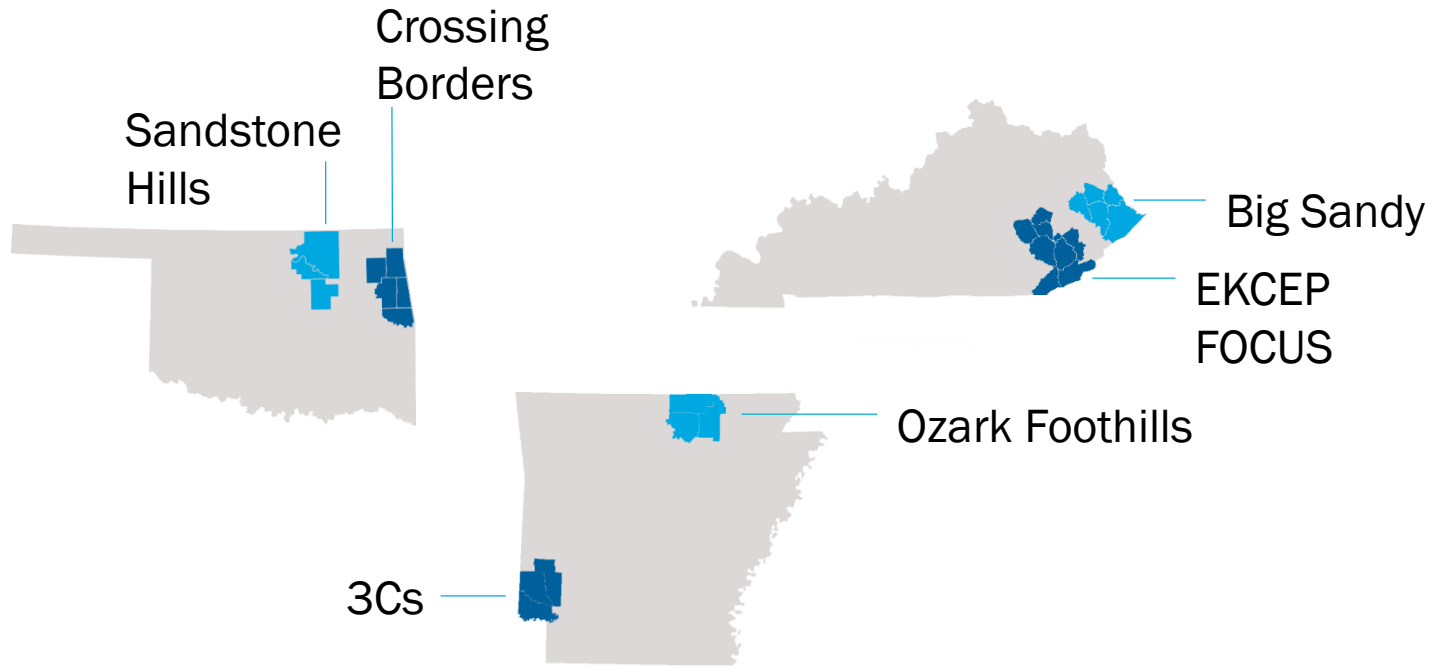


Stands for:

Celebrating **R**etail, **A**ccommodations,
Tourism, and **E**ntertainment by
Building **R**ural **I**nnovations and **D**eveloping
Growth **E**conomies



CREATE BRIDGES PARTNERSHIP



Crossing Borders Region



Regional Approach



Ideal number of participants

Shared resources and partnerships

Increased likelihood of economic development progress



Why do CREATE sector businesses matter?

Top 5 Industries by Employment in Rural America



73% of Rural Employment

Educational Services, Healthcare and Social Assistance

Manufacturing

Retail Trade

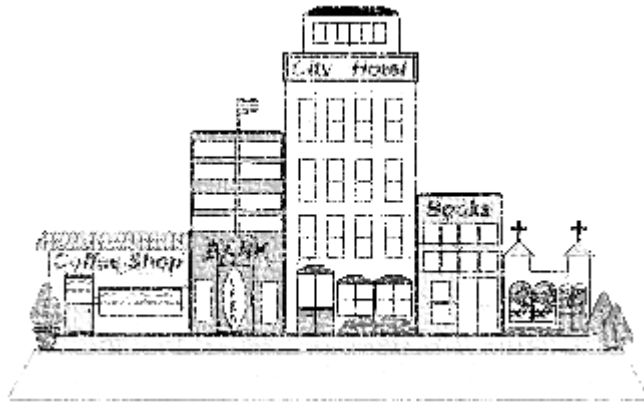
Agriculture, Forestry, Fishing, Hunting, and Mining

Construction

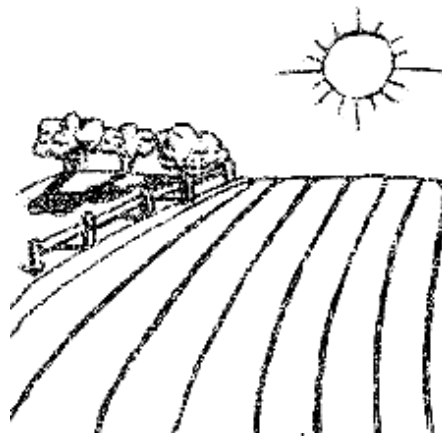
US Census Bureau ACS 2011-2015



Source of Farm Family Income



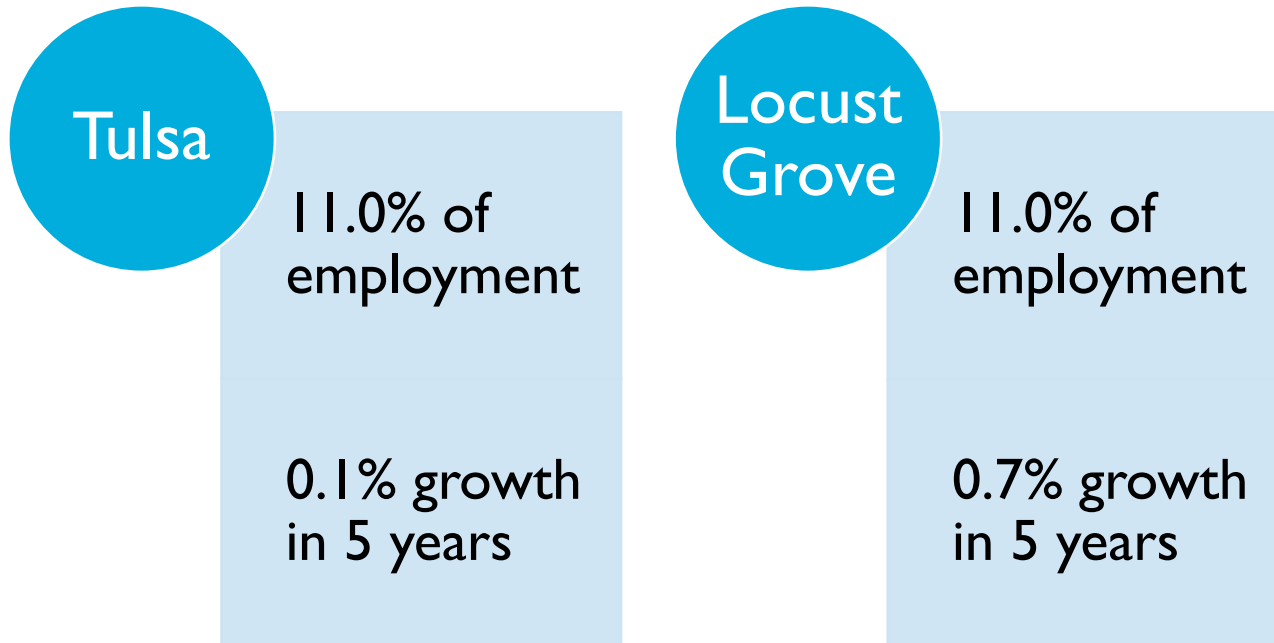
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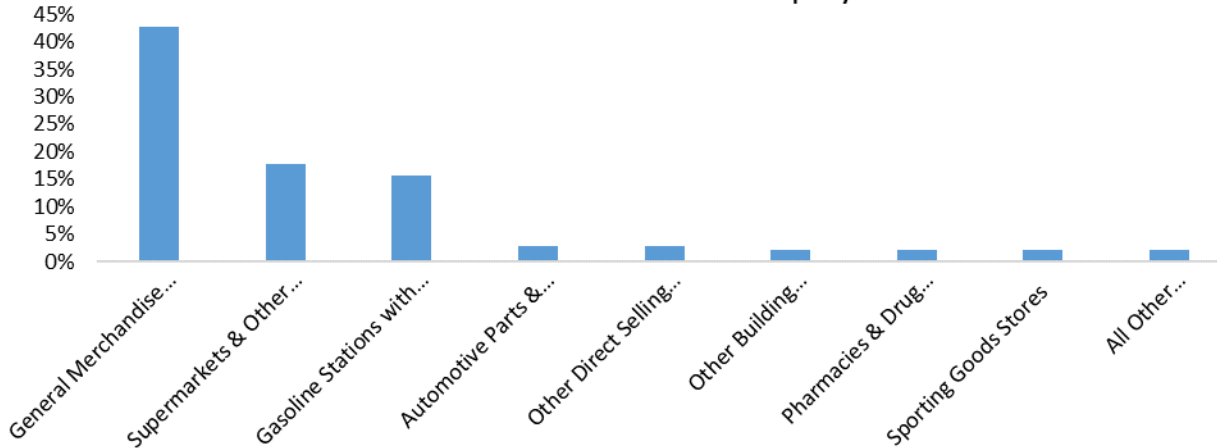
Retail in Urban & Rural Places



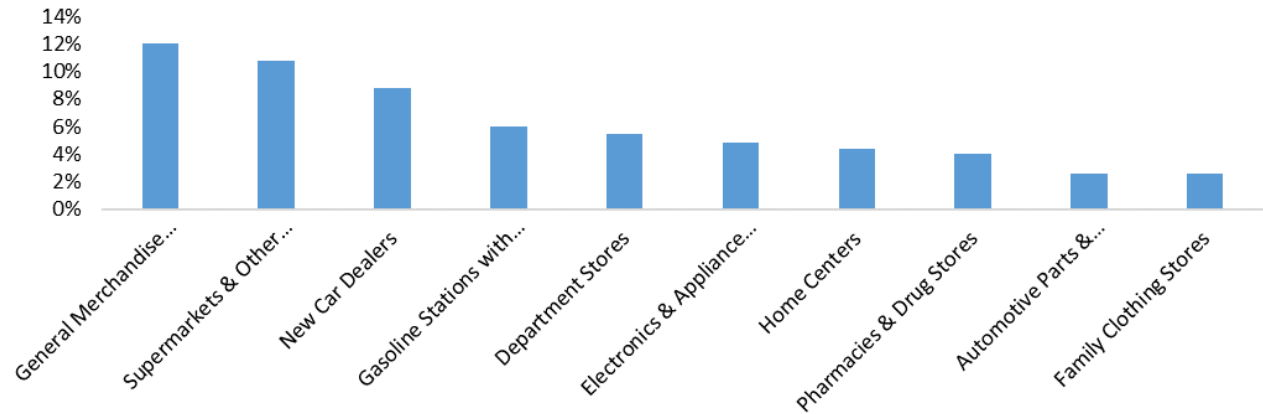
Comparing Two Places



Top Retail Employment in Locust Grove, OK
Accounts for 89.9% of all retail employment



Top Retail Employment in Tulsa, OK
Accounts for 61.5% of all retail employment



Source: JobsEQ
2017



Potential Opportunities for Career Pathway



Locust Grove, OK

Occupation Description	Current Employment	Average Annual Wages
Cashiers	38	\$20,800
Retail Salespersons	22	\$27,900
Stock Clerks & Order Fillers	15	\$23,600
First-Line Supervisors of Retail Sales Workers	11	\$40,300
First-Line Supervisors of Office & Admin. Support	4	\$48,200
Customer Service Representatives	3	\$28,700
Laborers & Freight, Stock & Material Movers, Hand	3	\$26,000
Food Preparation Workers	3	\$20,500

Source: JobsEQ 2017



Two-pronged Approach



Businesses



Conduct the Business Retention & Expansion program

Meet with business owners/managers

Understand business roles, needs, and changes

Assess challenges, barriers, and opportunities

Develop new strategies and actions to support local businesses



Workforce



Streamline existing training opportunities

Identify and fill gaps in existing training programs

Initiate conversations with workforce personnel

Assess feedback from workforce personnel

Develop new strategies and actions to support the local workforce




Activity Overview





Round 1: Strengths



- What do you think are the greatest strengths supporting CREATE businesses and their employees in the region?
- Put a  by the **THREE** things that your group sees as the most positive features (strengths) of your community.



Groups Report Out



Table facilitator: please share one challenge per table being careful not to duplicate items.



Round 2: Challenges

A silhouette of a person pushing a large ball up a steep hill, set against a blue background. This image is part of a larger graphic that also contains text.

- What do you think are the greatest challenges facing CREATE businesses and their workforce in the region?
- Put a ★ by the **THREE** things that your group sees as the biggest challenges.



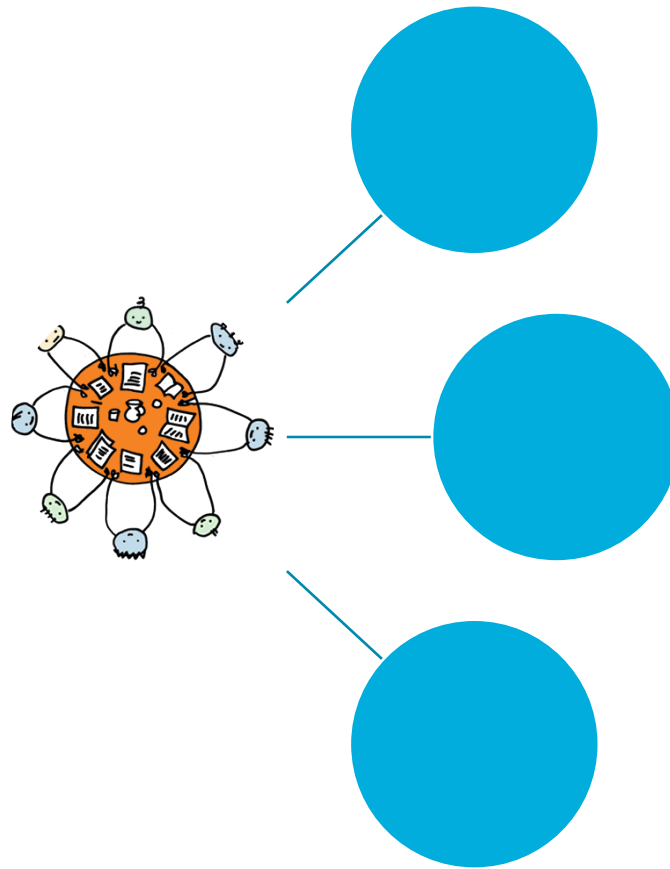
Groups Report Out



Table facilitator: please share one challenge per table being careful not to duplicate items.



Table Rotation



Walking Break



What **opportunities** might exist in the region for enhancing our strengths or addressing our challenges?



Round 3: Opportunities



What ***opportunities*** might exist for enhancing our strengths or addressing our challenges?



Round 3: Opportunities (cont.)

Given the opportunities,

- What **could** we do?
- Place a  beside these.

Given the opportunities we *could* do,

- What **should** we do?
- Place a  beside these.



Groups Report Out



Table facilitator: please share one opportunity per table that **should** be done being careful not to duplicate items.



Next Steps & Concluding Remarks







For questions or comments, contact us:

Sara Siems

sara.siems@okstate.edu

405-744-9826

Dave Shideler

dave.shideler@okstate.edu

405-744-6170

