



# **CENTRAL OKLAHOMA WORKFORCE INNOVATION BOARD**

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## **In-Demand Industry Sectors**

*Existing & Emerging in Central Oklahoma*

**Approved and Published: August 2024**

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**PURPOSE: The purpose of this item is to make a determination of the industry sectors that have a substantial current or potential impact on the economy of Central Oklahoma.**

*The Central Oklahoma Workforce Innovation Board (COWIB) is the policy and guidance board for the Workforce Oklahoma system in Central Oklahoma. We are business leaders with a goal to establish a highly skilled, productive workforce in our 9-county area.*

*The Central Oklahoma Workforce Innovation Board (COWIB) complies with WIOA's Equal Opportunity and Nondiscrimination provisions which prohibit discrimination on the basis of race, color, religion, sex (including pregnancy, childbirth, and related medical conditions, transgender status, and gender identity), national origin (including limited English proficiency), age, disability, political affiliation or belief, or, the basis of citizenship status or participation in a WIOA Title-1 financially assisted program or activity.*

<http://www.cowib.org/>



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## In-Demand Industry Sectors

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### *Existing & Emerging in Central Oklahoma*

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# COWIB Policy on In-Demand Industry Sectors

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## Purpose

The purpose of this item is to make a determination of the industry sectors that have a substantial current or potential impact on the economy of Central Oklahoma.

## Authority

The authority for this policy is derived from the following:

- WIOA §3(28)(B)
- WIOA §129(c)(1)(C)(v)
- WIOA §134(c)

## Background

As found in WIOA §3(23)(B):

(B) DETERMINATION. – The determination of whether an industry sector or occupation is in-demand under this paragraph shall be made by the State board or local board, as appropriate, using State and regional business and labor market projections, including the use of labor market information.

The definition of “in-demand industry sector” is given in §3(23):

(23) IN-DEMAND INDUSTRY SECTOR OR OCCUPATION. -

(A) IN GENERAL. – The term “In-demand industry sector or occupation” means –

- (i) an industry sector that has a substantial current or potential impact (including through jobs that lead to economic self-sufficiency and opportunities for advancement) on the State, regional, or local economy, as appropriate, and that contributes to the growth or stability of other supporting businesses, or the growth of other industry sectors.

The Central Oklahoma Workforce Innovation Board has developed this demand industry guidance for several reasons:

- **Local Workforce Development Board Composition**
  - Section 107(b)(2) of WIOA requires that the business members of the local workforce development board must represent businesses that “*provide employment opportunities...in in-demand industry sectors or occupations in the local area.*” Therefore, it is important to determine the in-demand industry sectors in the local area in order to assure compliance with the board composition requirements of WIOA.
- **Youth Workforce Investment Activities**
  - Section 129(c)(1)(C)(v) requires that the local workforce development board support activities that provide “*effective connections to employers...in in-demand industry sectors and occupations of the local and regional labor markets.*”
- **Adult and Dislocated Worker Selection of Occupational Skills Training**
  - WIOA §134(c)(3)(F)(v) requires that, “*Priority consideration shall, consistent with clause (i),*

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*be given to programs that lead to recognized postsecondary credentials that are aligned with in-demand industry sectors or occupations in the local area involved.”*

- **Contracts Awarded for Occupational Skills Training**
  - Pursuant to WIOA §134(c)(3)(ii)(V)(aa), some special types of occupational skills training may be provided *“if...the local board determines that...it would be most appropriate to award a contract...in order to facilitate the training of multiple individuals in in-demand industry sectors or occupations.”*
- **Individual Training Accounts (ITA) Used to Support Occupational Skills Training**
  - WIOA §134(c)(3)(G)(iii) requires that the training services *“be directly linked to an in-demand industry sector or occupation in the local area or planning region, or in another area to which an adult or dislocated worker receiving such services is willing to relocate, except that a local board may approve training services for occupations determined by the local board to be in sectors of the economy that have a high potential for sustained demand or growth in the local area.”*

The 2024 WIOA State Plan provides a description of the industries and occupations for which there is existing demand in the Central planning region. Here is an excerpt:

*To achieve the ambitious goals that have been set by the Governor’s Cabinet, workforce partners must align their efforts and take active roles in ensuring resources are used in ways that maximize, strengthen, and support the education-to-workforce pipeline for all Oklahomans. Underpinning all Oklahoma Works efforts are the five Industry Clusters (Aerospace and Defense, Agriculture and Biosciences, Energy, Information and Financial Services, and Transportation and Distribution), and 100 Critical Occupations within these ecosystems (growth and demand occupations). These foundational pieces are utilized by state and local economic development and tie partner initiatives together in an aligned, cohesive direction.*

The State Plan goes on to describe additional industries and occupations for which demand is emerging. For Central Oklahoma, the emerging demand industries are identified as:

*Health Care and Social Assistance; Accommodation and Food Services; Arts, Entertainment, and Recreation; Professional, Scientific, and Technical Services; Construction; Transportation and Warehousing; Mining; Management of Companies and Enterprises; Agriculture; Real Estate and Rental and Leasing; Administrative and Support and Waste Management and Remediation Services; Utilities; Educational Services; Finance and Insurance; Other Services (Except Government); Government.*

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### Determination

Relying on the [2024 WIOA State Plan](#) as well as our own independent review of regional business and labor market projections (<https://lightcast.io/>), the Central Oklahoma Workforce Innovation Board determines that the following industry sectors are “in-demand industry sectors” in Central Oklahoma.

NAICS	Description	2024 Jobs	2034 Jobs	2023- 2024 Change	2024- 2034 % Change	Avg Earnings Per Job
72	Accommodation and Food Services	72,841	77,606	4,765	7%	\$25,960
56	Administrative and Support and Waste Management and Remediation Services	51,435	56,449	5,014	10%	\$55,158
11	Agriculture, Forestry, Fishing and Hunting	4,438	5,266	828	19%	\$41,194
71	Arts, Entertainment, and Recreation	11,684	12,617	934	8%	\$48,198
23	Construction	42,365	44,267	1,902	4%	\$68,945
61	Education Services	14,043	15,040	997	7%	\$48,198
52	Finance and Insurance	29,617	31,375	1,759	6%	\$97,481
90	Government	140,666	144,278	3,613	3%	\$78,405
62	Health Care and Social Assistance	98,622	115,234	16,612	17%	\$74,023
51	Information	7,365	7,047	(318)	(4%)	\$91,493
55	Management of Companies and Enterprises	9,817	10,410	593	6%	\$137,907
31	Manufacturing	40,175	43,573	3,398	8%	\$82,974
54	Professional, Scientific, and Technical Services	46,687	52,090	5,403	12%	\$89,339
53	Real Estate and Rental and Leasing	13,944	15,130	1,186	9%	\$64,176
44	Retail Trade	75,461	79,153	3,692	5%	\$44,535
48	Transportation and Warehousing	35,660	40,427	4,767	13%	\$62,679
22	Utilities	3,093	2,994	(99)	(3%)	\$152,745
42	Wholesale Trade	25,536	26,778	1,242	5%	\$90,295

### Equal Opportunity and Nondiscrimination Statement

All Recipients, and Sub-recipients / Sub-grantees must comply with WIOA’s Equal Opportunity and Nondiscrimination provisions which prohibit discrimination on the basis of race, color, religion, sex (including pregnancy, childbirth, and related medical conditions, transgender status, and gender identity), national origin (including limited English proficiency), age, disability, political affiliation or belief, or, for beneficiaries, applicants, and participants only, on the basis of citizenship status or participation in a WIOA Title-I financially assisted program or activity.

### Addenda / Revisions

The COWIB Chief Executive Officer is authorized to issue additional instructions, guidance, approvals,

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and/or forms to further implement the requirements of policy, without making substantive change to the policy, except in situations when a new or updated state and federal guidance is issued.