magellan

career & workforce development marketplace





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01. the challenge

Persistent disparities in apprenticeship access and outcomes for members of underserved communities in the United States.



02. national background

Only 41 percent of Black Americans completed RAPs, compared to 48 percent of white Americans for members of underserved communities in the United States.

Five Charts To Understand Black Registered Apprentices in the United States,

Joint Center for Political and Economic Studies



02. oklahoma background

The state records 2,103 active apprenticeships, however, only 5% of registered apprentices are Black; 7 % Native or Alaskan American, although they make up 7.3% and 8.4% of the population respectively.

Oklahoma Department of Commerce (2024)



02. oklahoma background

Active Apprenticeship Landscape

Of the 2,103 active apprenticeships in Oklahoma, 1,777 are hosted by 27 employers:

Line Maintainer (Electrician) - 45% General/Interior Electrician - 19% Plumbing - 6%

Oklahoma Department of Commerce (2024)



03. pain points

Limited state resources...
to effectively engage students, young adults, and employers to best promote apprenticeship opportunities and benefits;



03. pain points

Workforce education proficiency...
amongst eligible young adults and secondary education students is lagging, currently **only 26%** tested proficient or higher in math and English language arts.

Oklahoma Academic Achievement Indicators, Oklahoma School Report Cards



03. pain points

Support services...

specifically transportation, childcare, and mentorship programs, are a leading factor in reported disparate outcomes.



04. our partners

THRIVE, Oklahoma

Tulsa Dream Center / Tulsa Ports



05. our solution

Challenge-focused
Robust Engagement
Workforce Development
Support



05. our solution magellan **ENGAGEMENT WORKFORCE SUPPORT** Reaching prospective apprentices where they live, and learn is key. We design and employ campaigns As workforce partners, we offer transporation that build personal and career-focused relationships and family support (childcare) services for select that encourage target audiences to learn more about employers throughout the Greater Tulsa what is possible. Metropolitan Area. **WORKFORCE ENABLEMENT EMPLOYER ENGAGEMENT** We host a workforce development marketplace Apprenticeship program promotion; that offers local and national mentorship, career registration technical assistance; coaching and guidance programs to help recruitment and growth are the key roles apprentices and employees build better of our partner team, and we look forward employer relationships. to each employer engagement. WORKFORCE DEVELOPMENT

We host a robust workforce development marketplace where young adults, apprentices, and partner employees may discovery affordable and convenient resources to enhance their career skillsets.



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05. platform demo



06. our approach

Core Phase

Student/Young Adult Engagement Models ~ Oklahoma Public Schools and vocational center persona and campaigns

Employer Engagement Model ~ Customize recruitment & technical assistance model: Employer inquiries, program development and reporting

Employer Profiles ~ Create 360° profiles for leading Oklahoma employers.

Platform Buildout ~ *Implement fully scoped digital platform, to include employer profiles, workforce development marketplace, support services marketplace and tools* .



07. next steps

Core Phase Grant Funding, FY23/24

\$3M USD ~ Funding will support fully customized core solution for the state of Oklahoma and regional rollout.



