Project Overview
In June 2019, the Oklahoma Department of Career and Technology Education and MBA Research and Curriculum Center collaborated to convene three futuring panels (also known as focus groups) with Oklahoma business executives.

The Oklahoma business executives provided their perspectives on:

- The trends shaping the workforce development needs in the Oklahoma business environment and some of the skill sets needed to address those trends
- The general business skills needed by all business professionals
- Skills needed specifically in the Business Management, Finance, and Marketing clusters
- Evaluation of ethical leadership traits and ethics scenarios in the workplace and in their industries
- Evaluation of core skills needed in Business Management, Finance, and Marketing clusters
- Credentials and certifications needed in business

Futuring Panel Participants
Participating panelists worked for, or owned, the following companies; however, all views expressed were their own, and not meant to represent their businesses or employers. We are grateful to each participant for their generosity in sharing their time and expertise.

McCord Testing Equipment
Citizens Bank of Edmond
Scientific Games International
BOK Financial
Francis Tuttle Technology Center, Oklahoma City, Oklahoma

Futuring Panelists consider and talk about trends shaping business today

Companies
Aimbridge Hospitality
Gore Travel
Randstad Technologies
Pioneer Telephone Cooperative, Inc.
The Ross Group
Oklahoma Futuring Panelists discuss skills needed for success in the workplace

Oklahoma futuring panelists providing feedback on trends, business ethics, and the need for innovation in the workplace

Click here for more photos

Thunderbird Resources
Division One Disposal
State of Oklahoma
Express Personnel
Valliance Bank
First Physician’s Capital Group
BancFirst
Futuring Panel Support

MBA Research thanks the following businesses and organizations for helping make the Oklahoma futuring panels a huge success:

- **Oklahoma Department of Career and Technology Education**
  - Dr. Marcie Mack, State Director
  - Cori Gray, Deputy State Director

- **Business, Marketing, and Information Technology Education Division**
  - Carrie DeMuth, State Program Administrator
  - Jaclyn Arnold, Program Specialist
  - Kristi Lofton, Program Specialist
  - Kathy McNabb, Program Specialist
Paxton Cavin, BPA/DECA State Advisor
Pamela Porter, Administrative Assistant

- Francis Tuttle Technology Center who provided the ideal meeting space for the groups
- The Gooden Group for providing catered meals for the groups
- Latta DECA Chapter for organizing and serving one of the meals
- The Business, Marketing, and Information Technology teacher organization, division of the Oklahoma Association for Career and Technology Education, for providing snacks for the groups

Feedback

Carrie DeMuth, MBA Research Board of Trustees member and State Program Administrator with the Oklahoma Department of Career and Technology Education, had this to say about the futuring panels and the follow-up report:

As a result of the futuring panels and follow-up report, we are looking at customer experience management and data analytics and how we can implement those areas into our framework.

We are also planning professional development for our teachers to focus on how to gather and use relevant data to develop quality programs. It is important that they dig deeper into the data for business administration to understand that the focus should not just be on the fastest growing occupations, as you illustrated in the report. This is key for Carl Perkins reporting and having these resources that you put together will be so valuable.

We really want to remain in touch with the panel members along the way and continue to gather their feedback.

Full Report

Want to learn more? Click to Access the Full Report

Got advice?

A finance panel member, Keith Steincamp CPA CMA CSCA, a profitability specialist, had some advice for students studying finance. Click here to learn more—and thanks Keith for helping shape the future workforce pipeline!