



2025-2029
Strategic Plan



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OMA Advanced Manufacturing Center

The Oklahoma Manufacturing Alliance recently launched an Advanced Manufacturing Center at the Tulsa Port of Catoosa to help small and medium-sized companies learn about and adopt new technologies.

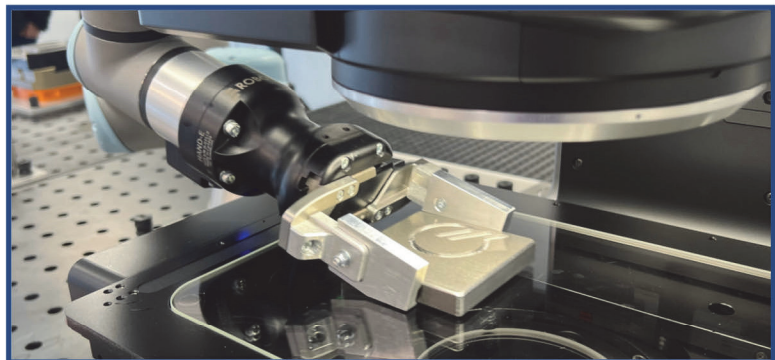
The 1,375-square-foot demonstration lab is designed to showcase cutting-edge technologies and process improvements while helping manufacturers engage a more capable workforce. Demonstrations center around applications involving collaborative robots, welding and industrial robots, 3D printing, dimensional measurement, and other automated systems.



**Watch
Our Video**



**Request
A Visit**



The Oklahoma Manufacturing Alliance

The Oklahoma Manufacturing Alliance is a network of trusted experts working with manufacturers to help them grow and evolve. When manufacturers are strong, communities prosper, and our state's economy thrives.



Midwest Cooling Towers in Chickasha

Chartered by the Legislature in 1992, our team includes field agents, applications engineers, and manufacturing specialists located in communities across the state. Services are extensive with an emphasis on workforce development, cost reduction, strategic planning, supply chain efficiencies, and the adoption of new technologies.

In Oklahoma, we are close partners with OCAST and the Oklahoma Department of Commerce. Nationally, we are an affiliate of the Manufacturing Extension Partnership, a program of the US Department of Commerce with similar centers in all the states. MEP regularly surveys clients to ensure progress, making us one of the few organizations that is consistently audited like that. It's all about credibility and trustworthiness. Your mission is our vision.

Enduring Values

Our mission and values serve as the foundation for the work to come. These essential aspects are constants that will not change as the organization faces a shifting environment and implements new strategies to grow, adapt, and thrive.

→ **Mission:**

To help Oklahoma manufacturers achieve their potential by delivering comprehensive, proven solutions.

→ **Vision:**

We are Oklahoma’s recognized resource for building a sustainable, innovative manufacturing sector.

→ **Driving Force:**

We are driven to attain and uphold U.S. manufacturing preeminence, which is essential to our nation’s long-term economic strength and to protecting our national security.

→ **Role:**

The Oklahoma Manufacturing Alliance focuses its expertise and knowledge—as well as that of its partners—on providing state manufacturers with information and tools they need to improve productivity, assure consistent quality, accelerate the transfer of emerging technologies, and infuse innovation into production processes and products.

Core Principles

- We value diversity, equity, and inclusion, with an understanding that our differences make us stronger.
- We are credible, trustworthy, and ethical, serving with integrity.
- We are passionate about manufacturing and are committed to exceeding our clients’ expectations.
- We leverage collective genius through collaboration and teamwork.
- We bring vision, innovation, and technological advances to create results.
- We are a learning organization, insatiably curious, and committed to “getting better every day.”

Central Tenets

→ Empower Oklahoma Manufacturers:

Assist Oklahoma manufacturers in driving growth and global competitiveness by embracing productivity improvements, navigating advanced technology solutions, building resilient supply chains, and attracting/retaining a skilled, diverse workforce.

→ Leverage Partnerships:

We leverage national, regional, state, and local partnerships to gain a substantial increase in market penetration, identify mission-complementary advocates to help the organization become a more recognizable resource brand, and build an expanded service delivery model to support manufacturing technology advances.

→ Champion Manufacturing:

Actively advocate the importance of a strong manufacturing base as a key to a robust state, regional, and U.S. economy and to the protection of national security interests. We do this by creating awareness of innovations in manufacturing, enabling workforce development partnerships to build a stronger and diverse workforce pipeline, and maximize awareness of the Oklahoma Manufacturing Alliance.

→ Ensure Organizational Health:

Fund financial growth through sustainable revenue and advance internal cultural development.



Strengths

- **Learning and Innovation:**
We maintain cutting-edge knowledge and expertise in manufacturing.
- **Personal Service:**
We work together with individual manufacturers, providing the right solutions at the right time.
- **Seamless Collaborations:**
We work together sharing knowledge, connections, and resources to benefit manufacturers and meet the state's manufacturing needs.
- **Strategic Partnerships:**
We partner with local, state, and federal agencies, associations, academia, and other entities working in manufacturing to make local and regional impacts.
- **High-Impact Results:**
We drive results and ensure success.
- **Continuous Improvement:**
We measure performance, refine and redesign with an eye to the future, never settling for status quo.
- **Developing People:**
We strengthen the workforce and develop leaders.

Cherokee Nation Industries in Stilwell

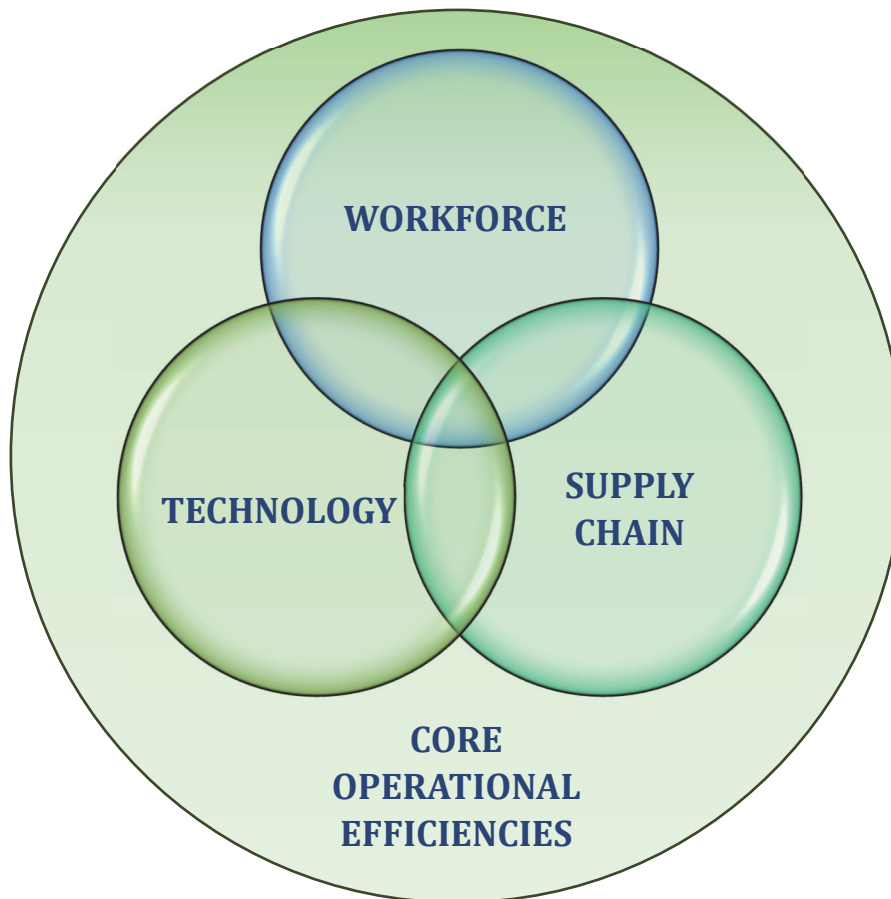


Goals: 2025-2029

Over recent years, four significant challenges for Oklahoma manufacturing have emerged:

- A national manufacturing workforce crisis that is and will deter economic prosperity.
- Supply chain issues that leave the country, its economy, its security, and its citizens vulnerable.
- Technology-related deficiencies and constraints which threaten national security, and impact and escalate the other two challenges.
- Global competition demands cost leadership and differentiation.

Each of these challenges is complex, and they become more so as they impact and interact with one another. They are, in fact, overlapping and connected.



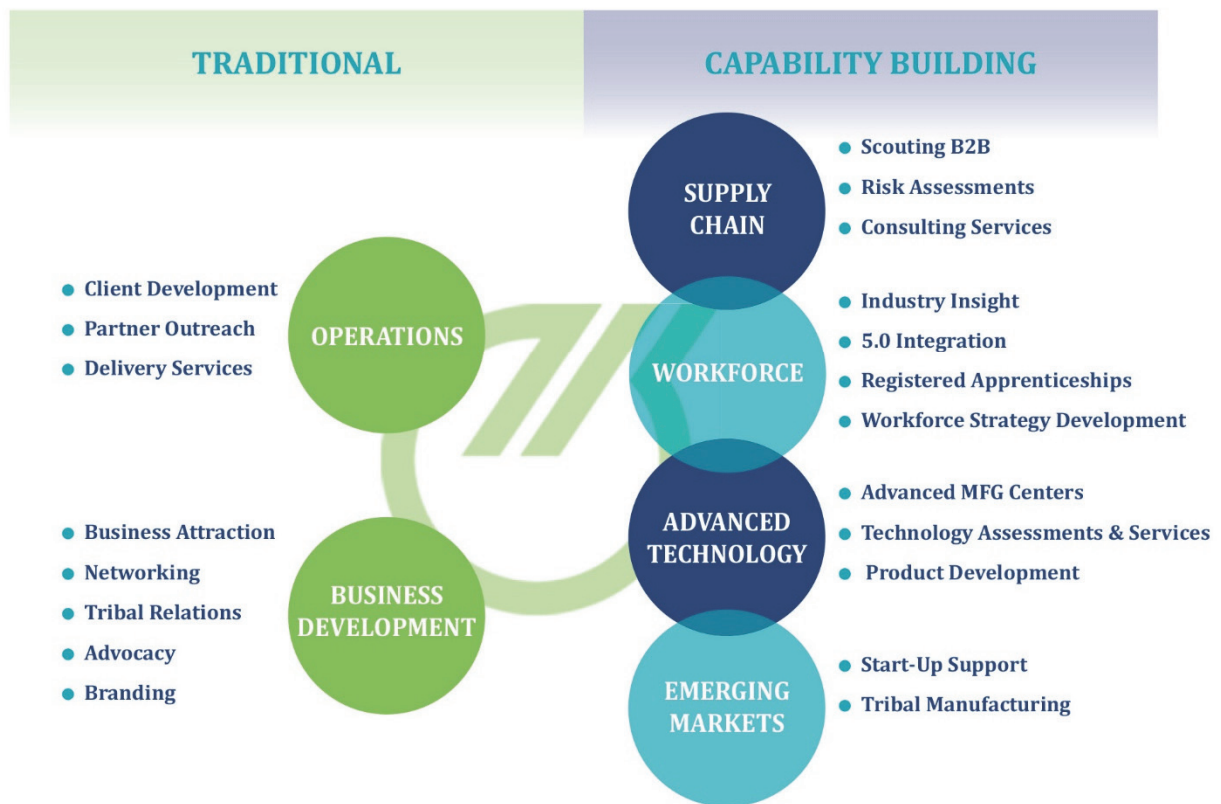
While no single solution exists for these challenges, the Oklahoma Manufacturing Alliance will leverage its core capabilities of providing productivity enhancing services and specifically address these four critical challenges over the next five years. The following four primary goals are key to the success of our mission.

Goal 1:

Deliver Comprehensive, Proven Solutions

- ➔ Expand breadth and depth of core OMA services by continuously listening to client needs and offering customized solutions while emphasizing MEP priorities.
- ➔ Identify mission-aligned advocates to help OMA become the leading manufacturing resource brand; expand technology partnerships to develop a unique collaborative model for technology transfer and service delivery; and catalyze viable workforce solutions for Oklahoma manufacturers.
- ➔ Leverage operational and business development capabilities of the organization to drive results and ensure success.
- ➔ Increase awareness of OMA services among rural, tribal, and entrepreneurial communities to help them leverage our organization’s capabilities for operational excellence.

OMA Capability Mapping



Goal 2:

Narrow the Workforce Gap

- ➔ Educate employers and state agencies about OMA's introductory manufacturing courses and services.
- ➔ Enable manufacturers to navigate the current workforce shortage while improving productivity and profitability through:
 - Use of technology and productivity enhancements
 - Leverage the many resources available through OMA Partners
 - Improving work conditions, job quality, career paths, etc.
 - Assessing underserved populations and integrating them into the manufacturing industry
- ➔ Improve Oklahoma's manufacturing workforce skills by engaging OMA Statewide Manufacturing Workforce Committee in four key strategic areas:
 - Talent pipeline and increased diversity
 - Skill development and alignment with emerging occupations
 - Upskilling and reskilling with integration of advanced technologies, automation, and supply chain demands
 - Employee retention
- ➔ Educate and provide service to manufacturers on workforce needs and solutions, including:
 - Researched and designed "Career Pathways" tool
 - Registered Apprenticeship programs
 - Optimized Leader Performance program
 - Internship partnership program
 - Facilitating events, webinars, and roadshows focused on automation integration and supply chain management strategies
 - Consultation on theory training and skill development with access to OMA learning management system.

Goal 3:

Increase Supply Chain Resiliency

- Increase supply chain visibility by creating end-to-end awareness (supplier's supplier and customer's customer), mapping industry supply chains, and working with OEMs to map strategic needs.
- Provide professional and educational certifications to enhance manufacturers' security, as well as their supply chain resiliency management knowledge and capabilities.
- Assess Oklahoma manufacturers' supply chain risks and develop actionable roadmaps to enhance their supply base resiliency.
- Develop Oklahoma-focused supply chain career pathways.

United Axle in Claremore



Goal 4: Leverage Technology

→ Increase technology adoption through:

- Identifying early adopters and leverage their success to motivate the next wave of manufacturers
- Define tech capabilities and business cases of adoption for customers to increase impact (IT and operational technology (OT))
- Educating staff on the different kinds of technology to increase impact with customers
- Leverage the OMA Advanced Manufacturing Center, mobile lab, as well as partnerships with USA Manufacturing Centers and NIST MATTR program to accelerate technology and innovation adoption

→ Ensuring holistic, comprehensive application and use of technology:

- Addressing production, business operations, and the complete fulfillment stream
- Creating road maps for customers and aligning them to customer's strategic goals

→ Strengthening cybersecurity capabilities by:

- Communicating the importance of mitigating cybersecurity risks
- Ensuring that manufacturers are adhering to the cybersecurity guidance provided by NIST MEP



Aspirational Goals:

- The Oklahoma Manufacturing Alliance is known and recognized by Oklahoma manufacturers and stakeholders as an indispensable resource whose trusted experts help them grow and embrace manufacturing technology advances.
- Federal and state funding for the Oklahoma Manufacturing Alliance has doubled, enabling the organization to annually increase market penetration and annual impacts.
- Relationships with Native American nations of Oklahoma have been established by targeting economic development through broad, coordinated efforts that build long-term, sustainable manufacturing expansion within sovereign borders.
- Sustainable funding is secured:
 - Cash reserves are sufficient to protect the short-term needs of the Oklahoma Manufacturing Alliance in the event traditional sources of funding become disrupted
 - Matching funds obtained to maximize the benefits of federal allocations

Muncie Power Products in Tulsa



Measures of Success

- **Client Engagement:** Grow the number of manufacturers provided with value-added services on a year-over-year basis from 1,000 to 2,000.
- **Economic Growth:** Increase reported aggregate economic impact* 5% annually.
- **Financial Health:** Maintain robust financial performance for stability and diversified growth.
- **Organizational Health:** Cultivate employee involvement and enthusiasm in both their work and workplace.

****Aggregate Economic Impact***

The sum[†] of:

INCREASED SALES + RETAINED SALES + COST SAVINGS + CAPITAL INVESTMENTS + VALUE OF JOBS CREATED^{††}

†Economic impact data is reported by manufacturers and independently audited by a third party

††The annual value of a manufacturing job is set by the Bureau of Economic Analysis: \$75,963.35 in 2023

A Success Story: **Stroud Safety boosts workforce through OMA apprenticeship program**

For more than 35 years, Stroud Safety has designed and manufactured high-quality, innovative equipment for professional racing and the industrial workplace. Products include drag racing parachutes, fire extinguishing systems, safety restraints, and driver apparel. The company operates out of its main factory in Oklahoma City with a mostly female staff of about 25.

The Situation

Like most manufacturers, manager Daniel Meek fought a constant battle to maintain enough skilled workers to operate his production efficiently. It was an even greater challenge for sewing machine operators, who require specialized training and often benefit from hands-on experience. For advice, Meek turned to Sharon Harrison, director of workforce development for the Oklahoma Manufacturing Alliance, part of the NIST-MEP national network. The Manufacturing Alliance has worked with Stroud Safety on numerous projects and is considered a trusted advisor.

The Solution

Harrison worked with Meek to develop a registered apprenticeship program specifically designed to target relevant skills and meet Stroud Safety's unique situation. Harrison has expertise in guiding companies through the design and implementation of customized training programs.

The initiative launched with four apprentices in the company's sewing department, drawn from a pool of young people as well as seasoned workers. Harrison was able to secure federal grants to offset a portion of the cost in developing the plan. The apprenticeship program offers participants a solid career path to grow with the company. For Stroud Safety, it not only improves the skills of its employees, but provides a boost to new employee recruitment. The endeavor is paying off by helping maintain consistent production quality. It also contributed and helped secure a recent business expansion.



Bullet Point Results

- \$200,000 in New Annual Sales
- \$150,000 in Annual Retained Sales
- 4 New High-Wage Jobs
- \$50,000 in Annual Cost Savings
- 90% Employee Retention Rate



Quotable

“At Stroud Safety, our family of employees is our most valuable resource. Thanks to the Oklahoma Manufacturing Alliance, we created long-term, sustained benefits to not only our workers but to the growth of our company.”

Daniel Meek, Manager





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