ERDA WORKFORCE STRATEGIES
STRENGTHENING ENID'S TALENT PIPELINE

By Marcie Mack, Ed.D., Executive Director, Enid Regional Development Alliance

In today's economy, communities compete not only for new industry and investment — but also for people. Workforce availability has become one of the most important factors for business growth, and Enid is taking a proactive approach.

The Enid Regional Development Alliance (ERDA) has made talent attraction a strategic priority, launching innovative programs designed to connect employers with talent, attract young professionals, and create long-term career pathways in Northwest Oklahoma.

Through initiatives like the regional job board, the Work In Enid Award scholarship, intern housing support, and an emerging apprenticeship pilot program, ERDA is helping ensure Enid businesses have the talent they need today — and tomorrow.





Regional Job Board: Connecting Talent to Local Opportunity

One of ERDA's most visible tools is the regional job board (www.workinenid.com), a centralized platform that connects job seekers directly with career opportunities across the Enid region.

Regional Job Board serves as a hub for:

- Local employers posting open positions
- Job seekers searching opportunities in one trusted place
- Building awareness of Enid as a destination for career growth

The board features hundreds of listings from entry-level positions to management roles and supports a talent network so candidates can share their interests and get on the radar for the right opportunities. More than a listing site, the platform supports Enid's broader talent attraction strategy by showcasing the diversity of industries and opportunities available locally.

Work In Enid Award: A Scholarship Investing in Workforce Attraction

To attract and retain skilled professionals, ERDA partners with the Cherokee Strip Community Foundation in the Work In Enid Award, an incentive-based scholarship designed to help individuals build their future in Enid.

This program provides financial support toward student loan repayment for professionals who relocate to Enid and commit to working in the community.

By easing the burden of educational debt, this award is helping Enid compete for young talent while encouraging long-term roots and community investment.

Intern Housing: Supporting the Next Generation of Professionals

Internships are one of the strongest predictors of future workforce success — but housing can often be a barrier for students considering opportunities away from home.

ERDA's workforce strategy includes support for intern housing, helping remove obstacles for students participating in Enid-based internships.

Through partnerships with local employers and educational institutions, interns can gain valuable experience while also becoming familiar with Enid's professional network, community culture, and quality of life.



This initiative strengthens the pipeline of future employees and increases the likelihood that interns will return to Enid after graduation.

Apprenticeship Pilot Program: Building Career Pathways

ERDA is also advancing workforce solutions through an apprenticeship pilot program, creating structured pathways for individuals to earn while they learn.

Apprenticeships provide:

- Hands-on training aligned with employer needs
- Industry-recognized skill development
- Stronger retention for local companies
- Opportunities for residents to enter high-demand careers

This pilot program supports employers wanting to engage in an apprenticeship program to build their talent pool. This pilot program is a commitment to innovative workforce models that support both businesses and workers.

A Competitive Advantage for Enid Businesses

Together, these workforce strategies form a comprehensive approach to talent development:

- Connecting job seekers through workinenid.com
- Attracting professionals through scholarship incentives
- Supporting internships with housing resources
- Expanding career pathways through apprenticeships

For Enid's business community, these initiatives are more than programs — they are tools for long-term competitiveness, growth, and sustainability.

ERDA's focus on talent recruitment ensures that as Enid continues to expand, the community is prepared with the people, skills, and opportunity needed to support a thriving regional economy.

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