

# Oklahoma strengthens its workforce with accessible upskilling for all

By offering Google Career Certificates and wraparound support services to all state employees and residents, Oklahoma is tackling one of its most pressing challenges

## The Challenge: A booming job market without enough skilled workers

Oklahoma, like many states, has more available jobs than workers to fill them. This is especially true for high-growth fields that require specialized skills.<sup>1</sup> Within the past year, more than 19,000<sup>2</sup> such jobs were posted in Oklahoma in Google Career Certificate fields. Without rapid reskilling and upskilling, these jobs will continue to go unfilled.

## The Approach: Scholarships to rapidly upskill residents & state employees

In 2022, Google [partnered](#) with the State of Oklahoma to offer [Google Career Certificate](#) scholarships to state employees and residents. The certificates were embedded into the state's existing workforce development efforts, which includes partnerships with nonprofits to offer comprehensive wraparound support to learners. With the infrastructure in place, the program is growing quickly.

## How it's working: The initiative is generating strong results and ramping up fast

**90%**

of certificate graduates in Oklahoma report that they have secured gainful employment through the initiative.<sup>3</sup>

**40+**  
partnerships

The state reported it has driven **40+ partnerships** with nonprofits, community organizations, and state agencies to offer the Google Career Certificates program, ramping up the learner pipeline and building out a robust support network.

<sup>1</sup>Bureau of Labor Statistics [Job Openings and Labor Turnover Survey](#) (JOLTS).

<sup>2</sup>Lightcast™ US Job Postings (2022: Jan. 1, 2022 - Dec. 31, 2022).

<sup>3</sup>Based on program graduate survey by the Oklahoma Department of Human Services, 2023.

## The foundation: A strong focus on accessible upskilling for all



**Wraparound support for in-need workers:** Nonprofit partners like [ReMerge](#), [Pivot](#), and [Work Ready Oklahoma](#) provide supports like childcare, transportation, and, in some cases, “learn-and-earn” salaries.



**Cohorts to support learners:** Oklahoma and nonprofit partners provide cohorts for learners, which help build community and encourage completion.



**Scholarships to all who need them:** Through this initiative, the State of Oklahoma is able to offer Google Career Certificate scholarships to any adult resident in need of assistance.

**Collaboratively sourced funding:** Funding for this initiative was provided by OK SNAP Works (facilitated by the Oklahoma Department of Human Services), The Alliance for Economic Development of Oklahoma City, and participating nonprofits.



*“With the help of the Google Career Certificates program, we are building a brighter future for individuals seeking employment pathways by equipping them with the necessary tools, skills, and knowledge to succeed in the ever-evolving digital age. Oklahoma’s strategic partnership with Google is playing a pivotal role in meeting the state’s urgent workforce needs, empowering individuals with in-demand skills and successfully filling critical job vacancies across various industries.”*

Emily Gise  
Program Manager,  
The State of Oklahoma

## Google Career Certificates

[Google Career Certificates](#) provide job seekers with access to more than 2.4 million<sup>4</sup> in-demand jobs without the need for a college degree or prior experience in the fields of cybersecurity, data analytics, digital marketing & e-commerce, IT support, project management, and user experience (UX) design. Developed by Google employees working in these fields, these certificates can be completed in three to six months of part-time study. 75% of certificate graduates report a positive career outcome (e.g., new job, promotion, or raise) within six months of completion.<sup>5</sup>

Email [workforcedevelopment@google.com](mailto:workforcedevelopment@google.com) to learn how to bring the Google Career Certificates program to your state

<sup>4</sup>Lightcast™ US Job Postings (2022: Jan. 1, 2022 - Dec. 31, 2022).

<sup>5</sup>Based on program graduate survey, United States 2022.