

**GOVERNOR'S WORKFORCE INVESTMENT BOARD MEETING**  
**AKA State Workforce Investment Board (SWIB)**  
**Thursday, January 10, 2013 – 2:00 p.m.**  
**State Capital Building**  
**Kenny C. Guinn Media Room**  
**101 N. Carson Street**  
**Carson City, Nevada**

Alternate Location: Some members of the Board may be attending the meeting and other persons may observe the meeting and provide testimony through a simultaneous videoconference conducted at the following location:

**Grant Sawyer Building**  
**555 E. Washington Avenue, Suite 5100**  
**Las Vegas, Nevada**

**MINUTES OF MEETING**

**Present:** Luther W. Mack (Chair), Jon Richard Abajjan, Debbie Banko, Dr. Nagy Aurangzeb, Cary Brunson, Jo Cato, Jim Crowley, Jim Flemming, Gerard Gardner, J.J. Goicochea, Mary Beth Hartleb, Steve Hill, Collie Hutter, Horacio Lopez, Senator Mark Manendo, Michael McMahon, Assemblyman James Ohrenschall, Cass Palmer, Michael Raponi, Maite Salazar (by phone), Patrick Sheets, Sarah Sommers, Kris Wells, Frank Woodbeck and Bradley Woodring.

**Absent:** Senator Ruben Kihuen, Windom Kimsey, Assemblywoman Marilyn Kirkpatrick, Dr. Maria Sheehan

**Also present:** William Anderson (DETR, Chief Economist), Holly Balmer (NSHE), Mark Bayer (Arsenal Advertising), Derrick Berry (Internal Audit, DETR), Moshe Bialac (Nevada State AFL-CIO), Odalys Carmona (DETR), Debra Collins (Workforce Connections), Mark Costa (DETR, CFO), Ryan Costella (Manufacturing Sector Council, Chair), Heather DeSart (Workforce Connections, Deputy Director), Eric Dominguez, (Clean Energy Sector Council, Chair), Ardell Galbreth (Workforce Connections, Executive Director), Karleen Johnson (DETR), Richard Jost (Foundation for an Independent Tomorrow, First Vice President), Earl McDowell, (DETR, Deputy Administrator, Workforce Solutions Unit), Kevin Melchur (Board of Regents, NSHE), Linda Montgomery (Information Technology Sector Council, Chair), Tamara Nash (State Board Liaison, DETR), Grant Nielson (ESD/DETR, Chief, Workforce Investment Support Services Unit), Renee Olson (DETR, Administrative Assistant), Dennis Perea (DETR, Deputy Director), Cloyd Phillips (Community Services Agency, Executive Director), John Thurman (Nevadaworks), Dr. Marcia Turner (Health and Medical Services Sector Council, Chair), Beth Wicks (Nevadaworks), Ken Witcher, (Aerospace and Defense Sector Council, Chair).

- I. WELCOME** – Chair Luther W. Mack called the meeting to order at 2:00 p.m.
- II. ROLL CALL AND CONFIRMATION OF QUORUM** – Tamara Nash took a Roll Call and confirmed that there was a quorum.
- III. VERIFICATION OF POSTING** – Tamara Nash verified the agenda for the meeting was posted in accordance with Nevada's Open Meeting Law.
- IV. INTRODUCTION OF NEW MEMBERS** – Chair Mack introduced himself and welcomed the new members of the Board as well as returning members.
  
- V. PUBLIC COMMENTS NOTICE** – Read into the record by Chair Mack:

Members of the public will be invited to speak before; however, no action may be taken on a matter during public comment until the matter itself has been included on an agenda as an item for possible action. Public comment may be limited to three minutes per person at the discretion of the chairperson.

Chair Mack asked if there were any public comments from the north or south. There were none.

**VI. DISCUSSION/POSSIBLE ACTION - APPROVAL OF THE SEPTEMBER 13, 2012 MEETING MINUTES –  
It was moved and seconded to approve the September 13, 2012 Minutes. Motion Carried**

**VII. DISCUSSION/POSSIBLE ACTION – IMPLEMENTATION OF GOVERNOR SANDOVAL’S EXECUTIVE ORDER**

**Gerald Gardner**, Chief of Staff, Office of the Governor- He noted that the Governor had issued Executive Order 2012.18 on November 8, 2012. He added that Director Frank Woodbeck knew the history and the existing members on the Board were familiar with the policies, principles and the motivation behind the issue of the executive order. He stated that Director Woodbeck would be providing some background to the new Board members to explain the initiative. He stressed that the Governor believed it to be a positive measure to make the GWIB (Governor’s Workforce Investment Board) more effective, efficient and functional and would affect an improvement in the interaction between the GWIB and the local workforce boards.

**Director Frank Woodbeck**, Director, Department of Employment, Training and Rehabilitation (DETR) – He stated that the Governor had issued an executive order which would align the work of the GWIB under the guidelines of the Act of 1998, the Workforce Investment Act. He added that the Board has broad duties and privileges regarding the oversight of the investment of workforce development dollars in the State of Nevada. He noted that the duties of the Board were to oversee the work of the local workforce investment boards and their work in terms of placement of screening and service. He commented on the Brookings study from 2011 that showed 8 industry sectors that were important to Nevada and to its economy. He said to align the workforce training under those sectors they had formed industry sector councils to provide industry intelligence regarding what would be necessary to provide a trained workforce and what that workforce would look like.

He stated that those industry sectors were part of the Board and reported to it and with that information the Board would then be able to make decisions regarding the investment of dollars in those industry sectors. He indicated that they would receive reports on an ongoing basis from the industry sector councils so informed decisions could be made by the Board and they could also advise and guide the local boards with regard to their work. He said the local boards were guided by Director John Thurman in the north and Director Ardell Galbreth in the south. He commented that both directors had done a masterful job particularly in the past year in working with DETR regarding their staffing, policies and aligning their organizations with the future work of the GWIB. He stated that DETR looked forward to working with them and providing the Board with the support to make decisions that would form the workforce of the future.

He said that when they had originally discussed the realignment or reconstitution of the Board and the possibility of the Governor issuing an executive order he had stated that the GWIB would be the most important Board in the state. He noted that the GWIB was a prestigious and powerful Board with regard to its influence on the state. He added that the Governor had confidence that the Board would do its work expeditiously to better serve the citizens of Nevada.

**VIII. DISCUSSION/POSSIBLE ACTION – APPROVAL OF REVISIONS TO NEVADA’S WORKFORCE INVESTMENT ACT – STATE COMPLIANCE POLICIES**

**Grant Nielson** - Chief, Workforce Investment Support Services Unit ESD/DETR and **Dennis Perea**, Deputy Director, DETR.

**Grant Nielson**, Chief, Workforce Investment Support Services Unit, ESD/DETR – He referred to the executive order in the package and the provisions to the existing state compliance policies for the Workforce Investment Act (WIA) in Nevada and noted that changes were made to accommodate the executive order. He added that there were several specific policies that required minor changes and Board approval. He reviewed the changes:

**a. State Compliance Policy 1.8 – Core, Intensive and Training Services**

Changes made noting that occupational skill training for non-traditional employment within sectors approved by the Board will be the ones that are approved for training to people within the state, using Workforce Investment Act funds. At the end of the same section, it states: “high potential for sustained demand or growth in the local area”. The following words were added: “if approved by the Board.”

**b. State Compliance Policy 1.9 – Individual Training Accounts**

Changes made stating: “And in an approved sector as outlined by this body” and again at the end of the section state compliance policy “if approved by the Board”. He clarified that essentially this states that training will only occur in the State of Nevada using the funds in sectors and areas that the Board would approve for training. He added the intent was to focus the dollars in areas that would benefit the state as a whole and individuals into high-demand and growing parts of the economy.

**c. State Compliance Policy 1.11 – Demand Occupations**

Changes made to the last sentence: “All training must occur within industry sectors approved by the Governor’s Workforce Investment Board in accordance with the executive order”.

**d. State Compliance Policy 1.12 – Selection of Training Service Providers**

Noted that this section discusses the eligible providers of services in the state and he added that all training through WIA funds has to be done through a list of eligible training providers. He added that the providers are nominated and monitored by the local boards. He referred to section b (1) and noted the changes: It stated “Accredited by the Northwest Accreditation Commission to provide training in the careers or certification programs identified as being viable within one of the designated industry sectors” and section (3) noted the changes: “they have to reside on the eligible training provider list or certified by the Department of Employment, Training and Rehabilitation”. He indicated minor amendments under section (3) on the following page in references and citations due to changes in the previous section.

**e. State Compliance Policy 5.5 – Reports and Sanctions**

Section 3b(1) – He referred to the last sentence: “In addition to local area quarterly expenditure report form S1 as required by Executive Order 2012.18 must be provided to DETR”.

**It was moved and seconded to approve the changes made to the WIA as per Executive Order 2012.18 and detailed in State Compliance Policies 1.8, 1.9, 1.11, 1.12 and 5.5. Motion Carried.**

**IX. DISCUSSION/POSSIBLE ACTION – GWIB PROVIDING GUIDANCE TO THE LOCAL WORKFORCE INVESTMENT BOARDS REGARDING TRAINING REQUEST FOR PROPOSALS (RFP) AND THE PROCEDURE FOR RELEASING THOSE RFPs – Frank Woodbeck**

No discussion

**X. PRESENTATION – NEVADA’S ECONOMIC OUTLOOK**

**William Anderson**, Chief Economist, Research and Analysis Bureau, DETR – He noted that since it was the first meeting of a reconstituted Board that he would take several minutes to discuss the Research and Analysis Bureau and explain how it functioned and how the Bureau would work with the Board going forward. He stated that the Research and Analysis Bureau in DETR represented Nevada in the national network of labor market information. He explained that they worked with the U.S. Department of Labor and would oversee labor market information programs in Nevada. He stated that they were most visible in the middle of each month when they released the state’s unemployment rates and job growth numbers. He added that their next release of figures was going to be January 18, 2013 in which they would report on December 2012 data.

He said that going forward with the GWIB he would like to get feedback from members about specific topics that they would like to see addressed. He noted that he has an excellent staff and they would be able to provide insight into what was taking place within Nevada’s economy, across industries, sectors and occupations.

He stated that Nevada was operating in a national environment which he noted was showing moderate growth. He said that job growth nationwide was averaging approximately 150,000 a month. He added that he had the December numbers for the nation which was showing about \$155,000 new jobs. He explained that the 150,000 new jobs a month figure was viewed as a benchmark for the kind of growth that would be needed to gradually push the unemployment rate down. He referred to Nevada, looking at areas beyond the labor markets and noted that most measures of the economy's health were looking positive. He noted that taxable sales had arisen for a period in excess of 25 months. He said gaming was volatile but looking at it on average it was slightly positive. He said visitor volume would meet record highs when 2012 data was closed. He noted that export activity was up. He stated that the number of employers in the state was rising. He commented that all of their indicators were pointing toward a slightly positive improvement.

He referred to the number of employers participating in the unemployment insurance system. He noted that the number went down in 2009/2010 and the numbers increased in 2011. He said that now, through the first 3 quarters of the year the number of employers in Nevada was up by about 2% from a year ago.

He said that housing start activity and real estate markets were starting to show signs of improvement off of historical lows. He indicated that the news was good but that it should be viewed within that perspective.

He referred to the unemployment rate and said it was important to keep in mind that at the height of the recession they peaked at about 14% in terms of the unemployment rate. He noted that it had been trending downward since late 2010 and right now they were at 10.8%. He said that remained the highest rate in the nation but he thought it important to keep in mind that their year over year declines in jobless rates were the highest in the nation. He referred to the jobs front and said he felt what was important was that they had grown in total for 17 consecutive months for job growth. He said since the beginning of 2011 there was only 1 month where they had lost jobs measured on a year over year basis. He stated that the news was slightly better with regard to the private sector. He said that they were at 23 consecutive months of year over year gains. He thought that once they closed the books on 2012 they would have created between 25,000 – 30,000 new private sector jobs relative to 2010. He acknowledged that it was not the type of growth seen prior to the recession but was an improvement over figures from 2010 when job losses were in excess of 100,000 over the period of 1 year, so a great improvement.

He referred members to his slide concerning job gains for establishments opening in Nevada and job losses for establishments closing. He noted that in his opinion job losses in Nevada had run their course. He referred first to job losses related to businesses closing and he noted the spike during the recession and indicated that they were now back at historical norms. He referred to job gains in opening businesses and he noted that showed a decline during the recession and they were moving sideways now and they had not seen a bump in outright hiring activity.

He commented on the private sector economy in Nevada and noted that the largest employers (with over 1,000 workers) had about 178,000 jobs in their establishments. He noted that work sites with fewer than 100 workers accounted for more than half of all private sector jobs. He said they had approximately 42,000 work sites in Nevada with fewer than 5 workers and this made up the largest cohort. He added that work sites with fewer than 100 workers accounted for 98% of all work sites. He indicated that the industries that were leading job gains were leisure and hospitality, retail trade and professional business services. He noted that construction was the one industry not showing growth.

He indicated that initial claims for unemployment insurance had been trending down recently. He stated that the number of people receiving unemployment insurance benefits was also on the decline. He referred to the 25,000 recipients on the graph and stated that these persons were receiving federally-funded unemployment insurance extensions. He explained that those were the programs that were extended through the balance of 2013 following the recent fiscal cliff-related legislation.

He commented that looking forward they expected Nevada's economy to continue to show gains and improvement similar to what they had been seeing for the last 12-18 months. He thought that the unemployment rate would continue to trend downward. He referred to their employment forecast and stated that they expected a continuation of recent trends. He indicated that looking at the year term up to 2015 Nevada's job gains would be likely to approach approximately 2% on the year over year basis which would translate into 15,000 – 20,000 new jobs, again on a year over year basis. He commented that in summary the figures were good news but he asked members to keep the outlook in perspective considering his comments.

He offered to have his staff prepare for the Board a sector overview of Nevada's economy as their economic development efforts were sector-driven. He offered to give them a feel for the size of the sectors, the industries and some of the key occupations. He stated if they wanted to give his Bureau that directive they would be happy to assist.

## **XI. PRESENTATION – CAREER AND TECHNICAL EDUCATION: STATE SYSTEM FOR STANDARDS, ASSESSMENTS AND CREDENTIALING**

**Michael Raponi**, Director, Nevada Department of Education, Office of Career, Technical and Adult Education – He noted that he had met with Director Woodbeck, William Anderson and Odalys Carmona in August 2012 and they had invited him to provide a brief overview of career and technical education and what his department was doing to set up career paths for high school students. He added that at the same time he was also invited to present at the GWIB and was also very pleased to be a new member of the Board.

He referred to the files provided to Board members and noted that they should have: list of potential industry certifications that high school students could realistically earn while in school (the list is incomplete and they were compiling additional certifications and hoped to have it finalized within several months); schematic of the CTE program organization; program of study (under development for each program and they could be modified based on local academic requirements); course catalogue and 21 employability skills standards.

He reviewed a PowerPoint presentation. He noted that approximately 47% of all high school students would take a CTE course. He defined a successful CTE student as: graduate from high school with academic proficiency; complete a course sequence as part of a comprehensive program of study; successfully pass an end-of-program technical assessment; earn a credential validating workplace readiness for the employability skills; qualify for industry credentials while in high school where available and possible; and earn college credit while in high school. He defined student definitions according to the CTE. He detailed the infrastructure changes for the CTE in Nevada and noted the following: revised program completion requirements; developed the CTE course catalogue; programs of study being developed for programs; developing CTE skill standards for program sequences and curriculum frameworks; end of program assessments undertaken; employability skill requirements; and student certificates/credentials.

He reviewed in detail the new program completion requirements. He noted that for the course catalogue all courses were identified by common names and descriptions with identified course sequences. He added it had completion levels for all sequences. He stated that all the programs and course sequences are organized under 6 areas and they were: agricultural and natural resources; business and marketing; hospitality, human services and education; health sciences and public safety; information and media technologies; and skilled and technical sciences. He added that programs within those areas were further organized by national career clusters and he gave an example. He reviewed a slide that showed a CTE program and course sequence: Program Area - Skilled and Technical Sciences then, Career Cluster – Manufacturing and then CTE Program – Mechanical Drafting and Design followed by a group of courses.

He discussed the programs of study and noted important points: identifies career cluster and pathway; identifies the students' four-year plan; identifies post-secondary options; identifies industry certifications; identifies appropriate CTSOs; and identifies high wage, high demand and high skill careers. He discussed the state CTE skill standards and provided a sample and reviewed different aspects of technical assessments. He noted that with regard to employability skills they had adopted those developed by the Commonwealth of Virginia. He explained that they adopted those standards as they were exclusively employer-based. He confirmed that students in Nevada were taking the same employability skills tests that students in Virginia were taking.

He commented that the 3 domains were: personal qualities and people skills; technology and knowledge skills; and professional knowledge and skills. He discussed student credentials and certifications and stated that they wanted to organize and solidify their student credential needs system or take the existing system and improve it. He noted that they had networked with the schools and had proposed having a statewide credential to replace the locally-developed competency certificate. He said they had received complete support for this. He explained the new process for the issuance of different types of certificates for 32 programs. He reiterated that CTE wanted to have their programs based on what the industry sector councils recommended.

A participant asked where the burden was for administering the courses; Mr. Raponi confirmed that this would be at the high school level. A participant stated the information given was fairly light in certain areas within manufacturing for some groups' certifications, which were well documented elsewhere. She asked whether they could assist in providing this information and bring this to him. Mr. Raponi responded yes. They were delaying program expansion until they had the system more organized but from this point forward they wanted to network with the industry sector councils. He said for example that manufacturing or the IT could see what programs

they had and then could suggest some areas of growth so that when they would actually have startup programs they would be based on what the industry sector councils recommended. This was the important next step.

Mr. Raponi was asked if he would be meeting with the industry sector councils, and indicated this was a significant endeavor. He responded that he had considered that but wanted to discuss it with Director Woodbeck. He said he would like the industry sector councils to look at their programs and do a gap analysis and then advise him accordingly.

## **XII. REPORT/DISCUSSION – GWIB INDUSTRY SECTOR COUNCIL REPORTS**

**Earl McDowell** – Deputy Administrator, Workforce Solutions Unit, DETR – He noted that they would be providing updates for each of the 8 sector councils and he confirmed that each council received the support of a member of his staff including the services of a grant analyst and a management analyst to ensure the needs of each council were met. He said that he would have each Chair come up and give a quick overview. He noted that several councils including Tourism, Gaming and Entertainment were in the early stages and they were looking for a Chair for that council. He added that they had a tentative Chair for Mining and Materials Sector Council with a first meeting on February 8, 2013. He said that for the Logistics and Operations Sector Council they also had a tentative Chair and this council was also in the early development stage. He confirmed that all the councils had had meetings during 2012 and would have them in 2013 with the exception of Mining and Materials. He stated that each Board member would receive a report from each council based on specific questions used as a framework for each of the councils. He introduced Dr. Marcia Turner as the first to present.

### **a. Healthcare and Medical Services Sector Council – Dr. Marcia Turner, Vice Chancellor of Health Sciences, NSHE and Chair**

She indicated she was happy to share with the Board of some of the work being done in the Healthcare and Medical Services Council. She gave some background on the council as it had been in existence longer than some of the other councils. She commented that during the 2009 session there was Senate Bill 239 which was the Bill that had established the sector councils in different industries. She noted that healthcare was identified in that Bill as one of the sectors to focus on from an economic development standpoint. She noted that there was no funding allocated and so the councils did not get off the ground. She stated that there was a federal HRSA (Health Resources and Services Administration) grant, a planning grant that enabled people to come together, plan and then submit an application. She said that the group came together and organized under SB 239. She added it was statewide and made groups more competitive for the funding and they were able to get funding for the planning grant. She acknowledged that by the time the full grant was organized the federal money was no longer available. She felt it was a good opportunity and the funding had allowed them to have a statistics report prepared. She noted that they had received great support from DETR through that early stage. She noted it was a grant to get funding for workforce development in healthcare. She stated that that process brought a group of people together from all different parts of the healthcare industry and they collected important information and had productive meetings that gave them an opportunity to form a cohesive group.

She detailed activities on their council and noted that they had worked with DETR to identify a common set of bylaws for the councils. That in turn enabled them to set up subcommittees for example. She recommended that the Board look at the bylaws which she considered a good document that defined the charge. She said that it was important that their particular council, as well as the others, ensured that the charge they were doing was in effect the charge they had been given. She thought the bylaws gave a good overview but indicated they would always welcome any comments from the Board. She said that their council, through their discussions, had identified the key areas they needed to focus on based on their charge and the bylaws. She noted that they had developed 6 subcommittees which were: Education and Training; Economic Development Committee; Legislative, Regulation and Policy Committee; Grants and Resources Committee; Data Committee; and Special Projects Committee. She stated that the Chairs of each committee had come together to work on a collaborative approach to the development of a strategic plan. She said that each committee would validate the charge identified and then identify over the next year what the core deliverables would be that they could achieve.

She took the opportunity to thank Earl McDowell, Frank Woodbeck and their staff for all their support.

### **b. Aerospace and Defense Sector Council – Ken Witcher, Chair**

He stated that their council was in its early stages and they had had 3 meetings. He indicated that they were working to have the right members on their council which they felt would be critical to their success in providing the right feedback. He said they had started to look at some areas which they might want to focus on. He said they had not established any subcommittees at this point as they were in the process of establishing resources to do that. He said a couple of the areas they were choosing to focus on were similar areas discussed previously by the CTE director. They believed that in order

to have a qualified workforce in Nevada it was necessary to start at the high school level so that was a focus. He said a second area was an interest to go into and align with the universities and connect in the areas with a technical or aviation bias. He said another area they were giving attention to was unmentored craft systems. He said that they were ensuring that they were thinking now about what the future workforce would look like and wanted to ensure that they were assembling the pieces now to have that workforce in place. He said that the council was composed of a six industries, two universities, K through 12 and a CEO of a local airline company. He noted that they were receiving some great input. He discussed some of the job situations.

Senator Mark Manendo referred to Mr. Witcher's comment about students coming out of high school and finding employment and asked for an example of that kind of job. Mr. Witcher referred to one of the opportunities they were vetting on the council now that was in aviation maintenance where employees would have to have an A&P (Aircraft and Power Plant) license to be able to enter the industry. He explained further saying that in some cases they could get the academic piece in high school and then they could enter the industry and gain the experience faster taking the burden off the employer. He said those were the types of opportunities that they were exploring.

Horacio Lopez asked if there were any opportunities with private contractors in the Departments of Defense and Energy in Nevada. Mr. Witcher responded that yes and they would explore those. He said that they had completed surveys and thought there might be opportunities with the federal government. He noted that requests had come back and gave one example, such as certified munitions truck drivers and he found that interesting and something that they would look at. He added that that would probably be a fairly easy certification to obtain. He invited members of the GWIB to join any meetings of their sector council any time they wished.

c. **Information Technology Sector Council**, Linda Montgomery, Chair and President of The Learning Center

She stated that their council had been operational for 6 months with their initial meeting taking place in August 2012 and they had met about 5 times since that time. She stated that their mission was to obtain high-skilled, high-wage and guaranteed permanent employment for individuals within the Information Technology field. She said the IT field was one of, if not the fastest growing field in workforce development. She noted that there was some overlap with all the other sector councils and the Information Technology Council as it provided support to them in economic support for their industries.

She stated they had formulated 2 subcommittees, an Education Committee and Marketing Committee. She indicated that they had collaborated and believed that it should be an ongoing collaboration between business and IT industry leaders and academic partners of all levels. She stated that they had partnered with TBN (Technology Business Alliance of Nevada) and SIM (Society for Information Management) a new organization. She added that she would be speaking to that group on January 24, 2013 to determine their needs as information technology managers as she hoped to place people into their jobs. She noted that they had developed an IT roadmap to success which she said broke down the industry certifications by beginner, intermediate and advanced levels and she gave some examples of the first 2 levels. She indicated that the high end would involve cyber security which she considered a very real issue and referenced a recent speech by Leon Panetta. She said the roadmap broke down the certifications by vendor certification which drilled down further into a job.

She explained that they would take a job, map it to the standard occupational code and then map that with a link to the current job openings on [wwwIndeed.com](http://wwwIndeed.com) which was an engine for all search engines that hosted jobs. On the pages they would also put the training providers. She said it would facilitate people in being able to track where they could go to get training for a job that would be in very high demand. She stated that they were gearing their report and efforts to only occupational codes that would be high. She stated that they had a link to the Nevada Career Information System (NCIS) which she considered a phenomenal tool and described its areas. She stated that she had been working in workforce development and training for 28 years and she noted that what they were governed by for workforce development was the TEGGL 1510 (Training Employment Guidance Letter) from the Department of Labor. She added that it stated that credentials should be fast (6 months or less) and lead to a job. She said that that would be the focus of the IT Sector Council and IT roadmap that it would meet those guidelines under the TEGGL regulations.

She noted that she determined areas of high demand by doing research, with information presented by her Congressman Bernard Anderson and it had cross-checked out with feedback she received via a survey she did through TBN and SIM and compared the data. She noted that the areas within IT listed as very high in NCIS compared directly to the feedback on the survey from TBN and SIM. The categories were cloud computing, virtualization and server, desktop support administration and cyber security. She stated that they were concerned about losing IT talent from the state. She said that the Affordable Healthcare Act was driving a huge number of jobs within healthcare and noted that state's health IT plan required approximately 5,000 workers in the next 3 to 5 years.

She said the council was developing an internship program so that they could encourage youth to become interested in the field of IT. She discussed a pilot incumbent training program where they would train an incumbent worker who would move up the ladder and would also give consideration to the hiring of veterans.

A Board member noted that the jobs mostly mentioned in her presentation concerned the entry-level worker. He said that some of the IT positions, for example the security positions were not entry-level. He asked what the Board's focus should be, entry-level versus advanced. A member responded that the whole objective was to find jobs so people would have a certain amount of skills and they would do an assessment. He continued one person might need 4 or 5 and some people 1 class so he continued they would be looking at how they could assess that person to put them where they needed to be to produce a result.

d. **Manufacturing Sector Council**, Ryan Costella, Chair and Director of Strategic Initiatives, Click Bond Inc.

He stated that his company manufactured fasteners bonded into place as opposed to riveted for the aerospace industry. He added that they employed about 350 people in Carson City. He noted that he was honored to serve as the Chair of the Manufacturing Sector Council. He indicated that their council had a broad representation from the Nevada System of Higher Education (NSHE), the workforce system, economic development system and a group of employers which they were continuing to expand on the council. He said they just got started in September of 2012 and they had met 3 times and they had decided to meet on a monthly basis. He said when the council had received a request from Director Woodbeck to communicate to the GWIB what their sector was facing with regard to skills deficiencies and needs as well as ways they could train and validate people's skill sets they took the charge seriously. He noted that the Board would be receiving their report very soon.

He noted that they saw the council as a wonderful opportunity for industry leaders in Nevada, especially manufacturers to communicate their needs in the short, medium and long-term to the GWIB. He stated they hoped to be able to communicate specifically the types of credentials they would use in their hiring processes to give preferential treatment to people out in the field and also to participate in the conversation about how workforce development dollars could be directed to programs in the state. He stated that one of the realities facing manufacturers today was the lack of skilled workers. He stated that in reviewing national data it showed that today in manufacturing there were about 600,000 open jobs. He noted that when they researched this through a survey of their council members and looked at national data they found that it was an entry-level problem.

He referred to a recent question posed by a Board member about what the focus needed to be and noted that a lot of manufacturers were having problems finding employees who could read, do basic math, problem-solve and who could also be on time for work, work in teams, communicate and be drug-free. He considered that the main problem and stressed that many manufacturers were more than willing to pay for training and to invest in the training and development of their employees. He stated manufacturers preferred that method and to run people through apprenticeship programs and develop their skill sets. Manufacturers considered that a great return on their investment. He said that council members had discussed this and they noted that many people were not using a school diploma, not a proficiency exam but third-party, validated, longitudinal data-driven tools that validated career-readiness. He mentioned as an example ACT's national career readiness certificate. He explained that when credentials are third-party validated and driven by longitudinal data employers had a much higher degree of confidence that the person had a reliable demonstrated ability. He said that could be said for the most basic academic skills as well as welding, machining and any kind of specific skill set.

He stated that their council had discussed their industry's image problem. He said that many people considered manufacturing as low-level, dirty, low-paying which was not accurate. He continued that manufacturing on average paid about 18% higher in wage and benefits than any other sector and the environments were clean, safe and high tech. He said that they considered it an exciting sector and noted that their group, as manufacturers, needed to take ownership of that image problem. He said their council had recognized one program, Dream It Do It Nevada which was trying to address that perception gap.

He noted that manufacturers are often heard commenting that they cannot find suitable employees. He explained that part of the problem was that manufacturers had not historically been good at communicating their needs to education, to a workforce or to political circles. He noted that credentialing becomes an effective common language for the sector to communicate to the GWIB, to the workforce system and to education about the industry's needs. He said that it would also become something that the community colleges and the higher education system could have confidence in because they would have been third-party validated. He noted that they had seen a lot of synergy between their industry's articulation of needs through credentialing and the acceptance of those credentials in the education system. He said he



thought it would drive pathway development in high school which would affect the dropout rate positively. He added that looking forward into 2013 their council would be diving into what credentials mapped to careers.

He noted the importance of credentials being portable to both the student and employer. He stated the council had decided that rather than just focus on the problems that they would identify the islands of excellence that existed in the state that were producing people that they would be interested in hiring. He gave an example, the Southwest Career and Technical Academy in Clark County that might be deemed vocational as opposed to a college-driven school but he added that these types of schools were extremely impressive with an 85% graduate rate and 95% pass rate for the proficiency exams and were academically sound. He recommended that members of the Board might want to visit some of those schools to develop them further and use them as models for other districts and expand the reach of that caliber of education.

e. **Clean Energy Sector Council**, Eric Dominguez, Chair and Director, Energy & Environmental Services Program at Caesars Entertainment

He stated that he had been involved in the sector council for about 6 months as the Chair but the council itself had been in existence for about 1 year. He stated that they had taken a broad approach to clean energy not just talking about power plant operators of clean energy. He said for power plants they were looking at the whole sustainability sector and looking at efficiencies and issues beyond power production. He stated that one of their key opportunities was becoming a resource for the GWIB. He said if he could have one accomplishment as the Chair it would be trying to identify the gap between what industry was demanding within their sector and what training and skills were lacking within the state. He acknowledged the state had a lot of training programs. He said their sector was still familiarizing itself with the existing training and programs at the higher education level to see what was there and determine what industry might be demanding and what gaps needed to be filled so they could provide meaningful recommendations to the Board to try to fill those gaps through available funding.

He stated that they had 3 subcommittees that had been formed and they were an: Education and Training Committee, an Economic Development Committee; and a Legislative and Policy Committee. He said as far as the council was concerned they felt like they had a diverse representation but lacked industry representation. He stated that they were going to be looking at preparing an inventory of existing training programs and curricula across the state. He said they would be working to define where the opportunities within the clean energy sector existed from a workforce perspective. He said they were also going to be working on their sector procedure grand plan which was a requirement of their bylaws. He added that they had their meetings already scheduled for the balance of 2013 and if anyone from the Board would like to participate they could contact Earl McDowell.

Earl McDowell added that one of things that they were looking for were people in industry. He asked the Board members that if they knew individuals who were in specific industries and were interested in participating in the sector councils to please let him know because 51% of the membership on the councils had to be people within the industry.

### **XIII. REPORT/DISCUSSION – GWIB INDUSTRY SECTOR COUNCIL TRAINING PROGRAM RECOMMENDATIONS**

**Frank Woodbeck**, Director, Department of Employment, Training and Rehabilitation – He noted that there were reports that they had asked each sector council to provide for the Board with a series of approximately 6 questions which he considered to be baseline information regarding their individual industry sectors and the status of those sectors. He stated that in the interest of time they would be mailing those reports to Board members so they would have the time to read and study them. He said that they would look at those and then update that information for future board meetings. He thought that it would at least provide a baseline of information for board members in that the councils had identified in each industry sector the skill sets and available jobs. He said, as mentioned earlier, both executive directors had done a terrific job in a time of transition over the past year and had cooperated with the Board during that transition as they tried to determine the structure as they moved forward.

### **XIV. LOCAL WORKFORCE INVESTMENT BOARD REPORTS**

- a. **Nevadaworks** – John Thurman, Chief Executive Officer
- b. **Workforce Connections** – Ardell Galbreth, Executive Director

Director Woodbeck introduced John Thurman, the Chief Executive Officer of Nevadaworks, a local workforce investment board for northern Nevada to give a brief report on the board's current activities. He stated that the service area for Nevadaworks included Carson City, Churchill, Douglas, Elko, Eureka, Humboldt, Lander, Lyon, Mineral, Pershing, Storey, Washoe and White Pine counties.

**Nevadaworks** – John Thurman, Chief Executive Officer

He noted that the report was emailed to Board members and made available at their locations but wanted to review briefly the content of the report. He said one of the things concerned the one-stop system. He explained for members that were new to the Board and said that it was how the services for workforce development under the Workforce Investment Act were delivered through the state. It was not a facility but a system and there were facilities within it. Secondly, he noted the eligible training provider list that was mentioned earlier. Those were the people and the organizations that could give training as defined by the Workforce Investment Act and the Department of Labor and they had to be on that list. He indicated that they were working on some refinements to that and also were making sure that those providers that were providing training aligned with the identified sectors.

He noted that Nevadaworks received some good news in that they received some additional dislocated worker monies from the state that was part of their rapid response monies and he said they were able to go out and provide an additional contract providing services for the dislocated workers and that had gone to the Nevada Hospital Association. They were addressing needs that were very apparent in the healthcare industry in getting people additional certifications and new skills. He referred to the State Energy Partnership Grant, referred to as the SESP Grant that was coming to a close for Nevadaworks and he noted they were in the final months of that. He said that that grant was specifically for clean energy and renewable energy jobs. He said that at Nevadaworks all that training was done for incumbent workers through local employers to improve skills. He said that some of the employees retained employment, others were able to take advancements and promotions and some had wage increases.

He made a reference to the executive order but indicated that he wanted to ask the Board questions. He said in the past the reports from the local boards were of free form and contained what the boards considered of interest to the Board but he wanted the Board to advise what they wanted to hear from them. He asked if they wanted to hear specifics on programs, contractors or from clients who were impacted. He indicated that they had access to information, in support of William Anderson's data which could also be very helpful as well in comparing Nevada to other states or a performance overview from the Department of Labor standpoint. He said all of this could be provided but he was interested to know what additional information the GWIB would like to hear from the local boards.

Director Woodbeck introduced Ardell Galbreth, the Executive Director of Workforce Connections. He noted that he was a long-time advocate of workforce development. He said that Workforce Connections served the cities of North Las Vegas, Henderson and Boulder City as well as the counties of Clark, Lincoln, Nye and Esmeralda.

**Workforce Connections** – Ardell Galbreth, Executive Director – He indicated that the Board members had a detailed report in their packet. He indicated that he would not review the report in detail but would discuss some highlights. He stated that they had been active in activities such as a public forum and town hall meetings. He said that he would like to focus on sector initiatives. His Deputy Director, Heather DeSart would also present and discuss details regarding the charts and graphs.

He referred to the forums and noted that they had exceeded all their required performance measures. He said that in southern Nevada he received consistent reports that individuals that were in need of services were having difficulty accessing their system. He thought that they were doing well in performance measures but he indicated that they could do better. He said there were many individuals in need of employment training services and they were trying to ensure that they received those services. He said that Board members would hear about future initiatives of Workforce Connections through Director Woodbeck. He referred to those initiatives and stated that they had just published an RFP for youth with disabilities and foster care youth that were aging out in the foster care system. He said that they hoped to be able to connect with those individuals to ensure they received the skill sets they would need to become gainfully employed.

He discussed another initiative and that concerned the setting up of a comprehensive one-stop center in southern Nevada. He thanked Director Woodbeck and Deputy Director Dennis Perea as they had been moving forward and assisting with the opening of the center and he noted that they hoped to have the project completed with a grand opening in April 2013.

**Workforce Connections**, Heather DeSart, Deputy Director

She referred Board members to their packet, section 14 and the last few pages for her comments. She indicated that the best way that their organization as a local workforce investment area could support the Governor's Economic Development Plan would be to utilize the resources they had from the Department of Labor. She referred to the graphs and noted that it showed where they were training individuals in the southern Nevada region in each of the industry sectors. She also referred to several pie charts indicating the numbers trained and the funds invested in the training process by sector. She noted that the graphs just presented a visual picture of where the

funds were being directed. It also provided information on the average amount invested per participant by industry sector. She commented on the difference in funds allocated to individuals and explained why in different sectors the training amounts could vary, for example, training based on certifications would be higher. She discussed next the employment figures and noted that they were responsible to the Department of Labor for their placement into employment and average earnings and retention. She referred members to graphs which illustrated where participants were being employed and the amount of wages.

A Board member referred to the performance indicators and dollars spent per employed individual. He said it seemed to be about \$4,000 and he indicated that he would like to see that trend over time. He said that that would be an ideal performance indicator going forward as to how the collective effort would be moving. The board member reviewed his calculations. Heather DeSart responded that there might be some skewed information there with employees crossing borders and the recording of that data. She indicated that their organization was working on improving their reporting criteria. Ardell Galbreth indicated that they would also like to present details on return on investment at a later date.

## **XV. GOVERNOR'S WORKFORCE INVESTMENT BOARD COMMITTEE REPORTS**

### **Director Frank Woodbeck – On behalf of Maite Salazar, Chair – Youth Council**

He indicated that he would present on behalf of Maite Salazar as they were having difficulties with the phones during the course of the meeting. He said that over the last 2 months she had worked on a strategic plan for youth and youth activities regarding the Board. He said that a specific amount of funding comes from the Department of Labor targeted to youth training. He said that they wanted a more robust report for the Board from the Youth Council regarding the direction of the funding. He added that the local boards would also like to have guidance and help as to how funding should be directed. He indicated that they would work collaboratively with the local boards regarding that issue. He noted that the strategic plan was provided to the Board members in their packet. He questioned members as to whether they wanted to vote on it at the meeting or if they preferred to study it and vote on it at the next meeting in March.

**It was moved and seconded to approve the deferral of a vote on the Youth Council Strategic Plan until the March 2013 meeting of the Board. Motion Carried.**

## **XVI. STAFF REPORTS**

Director Woodbeck, DETR – He noted that DETR was designed by the Governor to staff the GWIB. He noted that they would be hearing first from Mark Costa, CFO, DETR.

### **a. Workforce Investment Act (WIA) Analysis of Expenditures – Mark Costa, CFO, DETR**

He indicated that he would be presenting a workforce analysis report that was noted in Section 5.5 of the State compliance policies that Grant Nielson reviewed earlier. He referred to the distributed packet and the Excel spreadsheet dated November 30, 2012. He referred members to the list of boards and entities awarded funding and the funding streams for the different programs. He explained the spreadsheet and different program years. He noted the section that showed available funds for individual program years. He referred to program year 2012 and noted that it appeared that there was significantly less money, only \$16 million totaled as opposed to earlier years with a total of \$29 million. He explained that this was because the grant was received in 2 increments and this was showing the first increment. He noted they had received the second increment with a total of \$32, 488,051 so more than the previous 2 years.

### **b. WIA Performance Measures/Levels – Grant Nielson, Chief, Workforce Investment Support Services Unit, ESD/DETR**

He referred to a table following the spreadsheet just discussed by Mark Costa and noted that it showed that the current performance for the WIA programs. He said that the 9 measures were the Department of Labor measures and were the common measures used by all states. He noted that they had exceeded or met the measures in all areas. He said the graph was self-explanatory but he would be happy to take any questions.

Director Woodbeck indicated by way of a comment that the performance measures were negotiated with the Department of Labor annually. Mr. Nielson said they were having discussions with the Department of Labor regarding the current performance measures and particularly with youth as they had increased them and they had raised the bar each year. Director Woodbeck noted that they were trying to exceed the amount of youth activities done previously so he said that as they looked at the numbers they might not reach that number but they would have gone beyond what they had done before.

**XVII. DISCUSSION/POSSIBLE ACTION – APPROVAL OF GOVERNOR’S WORKFORCE INVESTMENT BOARD  
2013 MEETING CALENDAR**

Chair Mack referred Board members to their packet and the 2013 Calendar of Meetings for the Governor’s Workforce Investment Board. He asked if there was any discussion regarding the times and dates selected for the meetings.

**It was moved and seconded to approve the 2013 Calendar of Meetings for the Governor’s Workforce Investment Board. Motion Carried.**

**XVIII. PUBLIC COMMENTS NOTICE – Read into the record by Chair Mack:**

Members of the public will be invited to speak before; however, no action may be taken on a matter during public comment until the matter itself has been included on an agenda as an item for possible action. Public comment may be limited to three minutes per person at the discretion of the chairperson.

Chair Mack asked if there were any public comments from the North or South.

**Moshe Bialac** – Nevada AFL-CIO

He said that he wanted to discuss 2 areas that he believed would help to create jobs and noted that his comments were submitted to the Chair and various committees of the Board. He asked them to consider if the Nevada test site area could be utilized with its existing infrastructure as a new international space port. He said it would also attract tourism. He referred to the southern areas of Nevada and specifically the ranching areas and suggested that they look into preserving them considering their historical contributions to the development and evolution of Nevada. He also suggested using these areas for the entertainment industry particularly films. He thought developing these areas would bring in many jobs.

**XIX. ADJOURNMENT – Chair Mack confirmed the next meeting was scheduled for March 21, 2013 at 1:00 p.m.**

**There being no further business the meeting was adjourned. It was moved, seconded to adjourn the meeting. Motion Carried**