



GOVERNOR'S WORKFORCE INVESTMENT BOARD

500 E. Third Street, Room 200
Carson City, Nevada 89713
Telephone (775) 684-3911 * Fax (775) 684-3908

MEETING MINUTES

**Governor's Workforce Investment Board (GWIB)
Tourism, Gaming and Entertainment Sector Council
Tuesday, March 25, 2014
10:00 a.m.**

Some members of the Council may have attended the meeting through a simultaneous videoconference and teleconference, and other persons may have observed the meeting, conducted at the following locations:

Place of Meeting: **Department of Employment, Training & Rehabilitation**
2800 East St. Louis Avenue, Conference Room C
Las Vegas, NV

Department of Employment, Training & Rehabilitation
500 East Third St, 1st Floor Auditorium
Carson City, NV

Nevada Job Connect
Reno Town Mall
4001 South Virginia St
Reno, NV

Council Members Present: Katherine Jacobi, Colleen Henry, Joe Murphy, Henry Terry, Larry Friedman, Maricela Aguilar-Ochoa, Shaundell Newsome, Bobbi Barnes, Dr. Jean Hertzman, Joan Rutledge, Monica Ford, Dr. Bret Simmons, Karen Chessell, Greg Treadway, James Campos

Council Members Absent: Gary Perea (excused), Jennifer Cunningham, Councilman Steve Ross (excused), Commissioner Bonnie Webber, David Philippi (excused), Somer Hollingsworth, Margaret Pipp (excused)

Ex-officio Members Present: Marianne Segurson, Melinda Lyons, Heather Nazareno, Pablo Delaney

Ex-officio Members Absent: Ricardo Villalobos, Shelley Hendren, Ellen Russell

DETR WSU Staff Present: Earl McDowell, Ansara Martino, De Salazar, Odalys Carmona, Coralie Peterson

Others Present: Shawanda Mass

**Please note that all attendees may not be listed above.*

- I. Welcome, Introductions and New Members..... Katherine Jacobi, Chair
GWIB Tourism, Gaming and Entertainment Sector Council

The Chair of this Council, Katherine Jacobi, called the meeting to order at 10:02 a.m., welcomed everyone and thanked them for attending this meeting. She then asked Coralie Peterson, Administrative Assistant for DETR’s Workforce Solutions Unit, to call roll.

- II. Roll call and Establishment of a Quorum Coralie Peterson, Administrative Assistant
Workforce Solutions Unit, Department of Employment, Training and Rehabilitation (DETR)

Ms. Peterson called roll and informed the Chair that a quorum was present.

- III. Verification of PostingCoralie Peterson

Katharine Jacobi asked for Coralie Peterson to verify that the agenda for this meeting was posted according to Nevada statute. Ms. Peterson verified that the agenda was posted according to NRS 241.020.

- IV. **First Public Comment Session** Katherine Jacobi

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.

Ms. Jacobi announced the First Public Comment Session and invited members of the public to speak. Earl McDowell, Deputy Administrator for DETR’s Workforce Solutions Unit, commented that local school district students were present to observe this meeting and he commended their interest in the activities of the sector council. Mr. McDowell then introduced Craig Statucki, Community Partnership Coordinator for Southwest Career and Technical Academy, who, in turn, introduced two students in attendance with him, Candace Cossell and Heather Molten. Ms. Jacobi thanked them for their attendance and hearing no further comments, she then proceeded to agenda item V.

- V. **For Possible Action** – Approval of the November 21, 2013 Meeting Minutes..... Katherine Jacobi

Ms. Jacobi asked for approval of the November 21, 2013 Meeting Minutes. A motion was made by Colleen Henry. It was seconded by Shaundell Newsome. All were in favor. None were opposed. The motion was carried unanimously.

- VI. **For Possible Action** – Approval of the December 20, 2013 Meeting Minutes Katherine Jacobi

Ms. Jacobi asked for approval of the December 20, 2013 Meeting Minutes. A motion was made by Henry Terry and it was seconded by Monica Ford. All were in favor. None were opposed. The motion was carried unanimously.

- VII. **For Possible Action** – Approval of the January 8, 2014 Meeting Minutes Katherine Jacobi

Ms. Jacobi asked for approval of the January 8, 2014 Meeting Minutes. A motion was made by Joan Rutledge and the motion was seconded by Joe Murphy. All were in favor. None were opposed. The motion was carried unanimously.

- VIII. **For Possible Action** – Approval of the January 30, 2014 Meeting Minutes Katherine Jacobi

Ms. Jacobi asked for approval of the January 30, 2014 Meeting Minutes. A motion was made by Henry Terry. It was seconded by Shaundell Newsome. All were in favor. None were opposed. The motion was carried unanimously. Council member Henry Terry commented that there were missing in-demand

occupations in the list contained in the minutes. Ms. Jacobi reminded Mr. Terry that as discussed at the meeting, he was to forward a list of the missing occupations to DETR WSU staff to be added to the list. Mr. Terry said that he would.

IX. For Possible Action – DETR Director Update Frank Woodbeck, Director
DETR

Ms. Jacobi then welcomed Frank Woodbeck, Director of the Nevada Department of Employment, Training and Rehabilitation (DETR). Mr. Woodbeck greeted the council members and stated that he had the opportunity to attend a house hearing on workforce development at the Southwest Career and Technical Academy, he commended the academy, whose principal is Felicia Nemcek, and commented on the dedication of the students and the work that they are doing. Mr. Woodbeck encouraged all to visit the Academy, if possible, so they can learn about the education and training the Academy provides to its students.

Mr. Woodbeck then went on to remind council members of their work in the previous year where they determined the in-demand occupations within the Tourism, Gaming and Entertainment industry sector, and how they are considering the occupations for possible pilot programs. He went on to state the Council also needs to look at where the future jobs going to be, which he pointed out can be jobs that do not exist at this current time but will have a future demand, in order to guide the direction of the workforce development for the sector. He cited the example of World Water Week, being held in Singapore in June, in which the Las Vegas Convention and Visitors Authority is participating. He mentioned that there will be displays of water purification and conservation techniques, and this may indicate an area in which future investment could be made by the State of Nevada to facilitate future jobs in this new area. Mr. Woodbeck challenged council members to “think outside of the box” with ideas for new job opportunities within their sector. Mr. Woodbeck also commented on the State of Nevada being designed as one of the 6 testing sites for drones and UAV technology in the Aerospace and Defense industry, which will bring about changes in the structure of Nevada’s economy within Aerospace technology and new jobs associated with that industry. Director Woodbeck went on to stress the importance of diversification of the state economically and stated that one of the sub-industries affecting the Tourism, Gaming and Entertainment Sector will be international conventions and international financing, which will have a need in the hospitality field for individuals trained in those fields. He asked that council members keep in mind that the number of jobs lost in Nevada during the height of the recent recession was 150,000 and this occurred mainly in construction. Mr. Woodbeck concluded by pointing out that during the height of Nevada’s building boom, construction made up 12% of our economy (5% is a normal percentage) and the state has now returned to that percentage, but this indicates that 7% are still unemployed and those individuals need to be trained in new areas. Shaundell Newsome commented on the importance of training being made available to transition into new areas, such as vertical construction, geological engineering, as well as the new aviation technologies. Council members agreed and thanked Mr. Woodbeck for his insight.

Ms. Jacobi also thanked Mr. Woodbeck for his comments and proceeded to agenda item X.

X. For Possible Action – Nevada Workforce Development Center – WorkKeys Presentation
.....Judith Turgiss and Jenn McMahon, Business Service Coordinators
Nevada Workforce Development Center (DETR/CSN)

Ms. Jacobi introduced and welcomed Judy Turgiss and Jennifer McMahon, and then invited them to provide an overview of the WorkKeys Program offered at the Nevada Workforce Development Center (DETR/CSN). Utilizing a PowerPoint presentation, they explained:

- The goal of the Center is to support current business to ensure their future health and to assist businesses that are considering relocating to Nevada.
- The Center staff can assist businesses with unique skill sets to develop training programs designed to help prepare a needed workforce.

- The Center is part of Governor Sandoval’s vision to bring education and workforce development together to help advance economic development for the state.
- Business owners have a one-stop shop with the Center, on a college campus, to get customized training for current employees, regional economic data, or to get help identifying potential new hires with specific skillsets.

Ms. Turgiss and Ms. McMahon also reviewed the Governor Sandoval’s vision, explained the unique qualifications of the Center’s staff, additional services offered by the Center, and that the same type of development centers will be implemented at Nevada’s other community college campuses. They then turned to the ACT Work Readiness testing services provided to assess, certify and develop workforce. Ms. McMahon explained in detail the WorkKeys testing to assess workforce readiness, the National Career Readiness Certificate the examinees could earn, and the KeyTraining & Career Ready 101 to develop the individual’s skills.

The WorkKeys assessments measure “real world” skills that employers believe are critical to job success. These skills are valuable in any occupation whether it’s skilled or professional, and at any level of education. Next, Ms. McMahon explained that there are three (3) WorkKeys assessment that an individual must complete in order to earn the ACT’s National Career Readiness Certificate (NCRC): applied mathematics, reading for information, and location information. The NCRC is an industry-recognized, portable, evidence-based credential that certifies essential workplace skills and is a reliable predictor of workplace success. The credential is used across all sectors of the economy and verifies the foundational skills in math, reading and location information directly related to work. The certificate scoring method was reviewed, as well as what the NCRC empowers the examinee to do, such as matching their skills to the skills employers need, show concrete evidence of skills to prospective employers, stand out from other applicants, demonstrate commitment to succeed, and identify skills that the examinees could improve upon.

KeyTrain is the complete interactive learning tool for career readiness skills. At its foundation is a curriculum designed to help people master the applied workplace skills measured by the WorkKeys assessments. Individuals are assigned an account when they do not score high enough for a certificate, or not to the standards set by the employer or institution and/or would like to improve their skills to obtain a higher certificate. Career Ready 101 is a compressive career training course that can be customized to fit any workforce needs. It is an integrated approach to exploring careers and their skill requirements, creating life-literacy covering the following topics, plus more: financial awareness, career preparation, real work experience, work habits, communication skills, business etiquette, and the job search.

Ms. McMahon concluded by inviting members to contact herself or Ms. Turgiss to take the test themselves, or to ask any additional questions they may have on the program. Ms. Jacobi commended the presentation and the NCRC program as being focused on career building and then she moved on to agenda item XI.

**XI. For Possible Action – Results of the GWIB Tourism, Gaming and Entertainment Sector Survey.....Marianne Segurson, Economist
Bureau of Research and Analysis, DETR**

Marianne Segurson stated that the GWIB Tourism, Gaming and Entertainment Sector Survey was sent to approximately 1,100 individuals on February 3, 2014 and is still open for survey responses. Thus far, she said that she has received 37 responses. Using a PowerPoint presentation she drew attention to the results of this survey, making special note that most employers felt that core competencies (reading, writing, math) were very important. Council members discussed Question 6 in survey that deals with possibility of creating apprenticeship programs (81.1% of participants that responded stated that they had no apprenticeship program). Ms. Segurson said some of the general responses were that some individuals were using their jobs as a stepping stone to more profitable careers, or have lack of motivation or background issues, low pay, or being unable to obtain a gaming card. Discussion ensued amongst Council members about the low number of responses to the survey, which they stated results in no

specific direction for guiding the workforce development efforts of the Council. Katherine Jacobi mentioned that Question #3 was left a little vague (lack of qualified candidate) and suggested it may need to be clarified or allow for elaboration. Ms. Jacobi suggested that the survey be left open for additional responses. Council members agreed. Ms. Jacobi then closed this agenda item and turned to item XII.

XII. For Possible Action – Recommendations for Possible Pilot Program Katherine Jacobi

Katherine Jacobi asked council members, in the interest of time, if agenda item XII be tabled until the next meeting. Colleen Henry raised the motion to table the item. The motion was seconded by Henry Terry. All were in favor. None were opposed. The motion was carried unanimously.

XIII. For Possible Action – 2014 Strategic Plan and Subcommittee Update..... Katherine Jacobi

Katherine Jacobi noted that objectives 1 and 2 of the Council’s Strategic Plan have been satisfied, and objective 3, which she reminded council members was to map the talent pipeline and analyze workforce intelligence, is being worked on. She said that for objective 3, demand data from the survey is still needed and this can be considered at the Council’s next meeting.

XIV. For Possible Action – New Business and Future Agenda Items Katherine Jacobi

- Recommendations for the Possible Pilot Program
- Possible Revisions in the Tourism, Gaming and Entertainment Survey
- Review of What Registered Apprenticeship is About – Colleen Henry
- Review Data from the GWIB Tourism, Gaming and Entertainment Sector Survey

XV. For Possible Action – Next scheduled will be held May 29, 2014 at 10:00 a.m. . Katherine Jacobi

Ms. Jacobi announced that the next sector council meeting is scheduled for Thursday, May 29, 2014 at 10:00 a.m.

XVI. Second Public Comment Session Katherine Jacobi

Members of the public may now comment on any matter or topic, which is relevant to or within the authority or jurisdiction of the Board. You may comment now even if you commented earlier; however, please do not simply repeat the same comment you previously made. Please clearly state and spell your name. Public comment may be limited to three minutes per person at the discretion of the chairperson.

Ms. Jacobi announced the Second Public Comment Session and invited members of the public to speak. Henry Terry announced that there will be a 3-day U.S.A. Championship Event at Cashman Field in Las Vegas and asked that anyone interested direct their questions to him. Ms. Jacobi commended the event that Mr. Terry mentioned and said she attended the previous year. Hearing no further comments, Ms. Jacobi closed the public comment session and proceeded to agenda item XVII.

XVII. Adjournment Katherine Jacobi

Katherine Jacobi adjourned the meeting at 11:37 a.m.

Agenda items may be taken out of order, combined for consideration by the public body, and/or pulled or removed from the agenda at any time. The Chair may continue this meeting from day-to-day. Pursuant to NRS 241.020, no action may be taken upon a matter raised during a period devoted to comments by the general public until the matter itself has been specifically included on an agenda as an item upon which action may be taken.

GOVERNOR’S WORKFORCE INVESTMENT BOARD
TOURISM, GAMING AND ENTERTAINMENT SECTOR COUNCIL

Katherine Jacobi (Chair), Gary Perea (Vice-Chair), Colleen Henry, Joe Murphy, Aubrey Branch, Henry Terry, Larry Friedman, Maricela Aguilar-Ochoa, Lonnie Wright, Jennifer Cunningham, Shaundell Newsome, Bobbie Barnes, Dr. Jean Hertzman, Joan Rutledge, Councilman Steve Ross, Commissioner Bonnie Weber, Monica Ford, David Philippi, Dr. Bret Simmons, Jonas Peterson, James Campos, Margaret Pipp

Notice: Persons with disabilities who require special accommodations or assistance at the meeting should notify Coralie Peterson, DETR, Workforce Solutions Unit, between the hours of 8:00 a.m. through 5:00 p.m., in writing at 2800 E. St. Louis.,

Las Vegas, Nevada 89104; or call (702) 486-0523; or fax (702) 486-6426 on or before the close of business Monday, March 24, 2014.

Notice of this meeting was posted at the following locations on or before 9:00 a.m. on the third working day before the meeting: DETR, 2800 E. St. Louis, Las Vegas, NV; DETR, 500 East Third St., Carson City, NV; DETR, 1325 Corporate Blvd., Reno NV; NEVADA JOBCONNECT, 3405 S. Maryland Parkway, Las Vegas, NV; NEVADA JOBCONNECT, 119 Water St., Henderson, NV; NEVADA JOBCONNECT, 2827 N. Las Vegas Blvd., North Las Vegas, NV; NEVADA JOBCONNECT, 1929 N. Carson St., Carson City, NV; NEVADA JOBCONNECT, 172 Sixth St., Elko, NV; NEVADA JOBCONNECT, 480 Campton St., Ely, NV; NEVADA JOBCONNECT, 121 Industrial Way, Fallon, NV; NEVADA JOBCONNECT, 475 W. Haskell, #1, Winnemucca, NV; NEVADA JOBCONNECT, 4001 S. Virginia St., Suite G, Reno, NV; NEVADA JOBCONNECT, 1675 E. Prater Way, Suite 103, Sparks, NV; GRANT SAWYER OFFICE BUILDING, 555 E. Washington Ave., Las Vegas, NV; LEGISLATIVE BUILDING, 401 S. Carson St., Carson City, NV; NEVADAWORKS 6490 S. McCarran Blvd., Building A, Unit 1., Reno, NV; WORKFORCE CONNECTIONS, 7251 W. Lake Mead Blvd., Las Vegas, NV. This agenda was also posted on DETR's Web site at www.nvdetr.org. In addition, the agenda was mailed or e-mailed to groups and individuals as requested.