



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, August 26, 2014  
10:00 a.m.**

*Some members of the Council may be attending the meeting through a simultaneous videoconference and teleconference, and other persons may observe the meeting, conducted at the following locations:*

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

**Department of Employment, Training & Rehabilitation**  
500 East Third St, 1<sup>st</sup> Floor Auditorium  
Carson City, NV

**Nevada JobConnect**  
Reno Town Mall  
4001 South Virginia St  
Reno, NV

**Council Members Present:** Katherine Jacobi, Gary Perea, Colleen Henry, Joe Murphy, Aubrey Branch, Henry Terry, Shaundell Newsome, Bobbie Barnes, Dr. Jean Hertzman, Joan Rutledge, Monica Ford, David Philippi, Dr. Brett Simmons, Karen Chessell, James Campos, Marc Risman

**Council Members Absent:** Maricela Aguilar-Ochoa, Councilman Steve Ross (excused), Somer Hollingsworth (excused), Margaret Pipp

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

**Ex-officio Members Absent:** Ricardo Villalobos

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

**Others Present:** None noted

*\*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

Earl McDowell, Deputy Administrator for DETR’s Workforce Solutions Unit called the meeting to order at 10:01 a.m. in behalf of the Chair, Katherine Jacobi, and welcomed everyone and thanked them for attending this meeting. He 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)

Coralie Peterson called roll and informed Mr. McDowell that a quorum was present.

III. Verification of Posting.....Coralie Peterson

Mr. McDowell 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.

Mr. McDowell announced the First Public Comment Session and invited members of the public to comment. No comments were made. Hearing none, he moved to Agenda Item V.

V. **Discussion/Possible Action** - Approval of the May 29, 2014 Meeting Minutes..... Katherine Jacobi

Mr. McDowell asked for approval of the May 29, 2014 Meeting Minutes. A motion to approve the minutes was made by Henry Terry and was seconded by Colleen Henry. All were in favor, none were opposed. The motion was carried unanimously.

VI. **Presentation** - Overview on the GWIB Tourism, Gaming and Entertainment In-Demand Occupations and the Results from the Survey Monkey.....Marianne Segurson, Economist  
Research & Analysis Bureau, Department of Employment, Training & Rehabilitation

Earl McDowell then invited Marianne Segurson to provide an overview of the sector’s In-Demand Occupations and the results of the Survey Monkey. Ms. Segurson explained that the staffing patterns presented in her spreadsheet handout show the percentage of jobs in a given industry within that certain occupation. She further explained that these staffing patterns are used to identify current/future workforce needs of a sector and also serves as an important connection between occupation and education data.

The source used for the spreadsheet, Ms. Segurson continued, is primarily the National OES (Occupational Employment Statistics) Staffing Pattern, which is combined with projections from the National Industry Occupation Employment Matrix and the EMSI's (Economic Modeling Specialists International) Proprietary Employment Data.

She further explained that the occupational employment estimates are based on a survey, covering approximately 700 occupations, in which employers reported how many individuals they employed in each occupation. She stated that Darragh Huggins distributed this large survey to employers and can provide more detail to the sector council, if this is needed.

Ms. Segurson stated that in terms of In-Demand Occupations, the data is intended to capture the occupational demand associated with supporting businesses for the purposes of the Tourism, Gaming and Entertainment sector, with Nevada demand occupations organized under the SOC (Standard Occupational Classification) system, with information projected for job growth. To determine the fastest growing occupations, she explained they analyzed how many new jobs/occupations are projected, using various projection models (the shift/share, single equation, and multiple regression analysis techniques were cited as examples), which are relatively accurate.

Ms. Segurson then moved to describe the results of the Survey Monkey. She stated that 61 responses have been received, and she reminded sector council members that this is 24 additional responses received since her last review of the survey results, and were in the same areas as previously presented, such as bartenders, cooks, front desk, IT, personnel, management and sales.

She then drew attention to Question #2, "Do you require formal education for this position?" She stated that 41% of the jobs did not require any formal education, although most employers preferred educated employees, and Question #3, "Why is the position difficult to fill?" Ms. Segurson stated the top reason given was the lack of qualified candidates.

Ms. Segurson was asked and answered several questions on the survey by sector council members. When she concluded her comments, Katherine Jacobi asked if she could "drill down" providing more detail in particular about the certificate programs addressed in Question #4, and she agreed to do this. Discussion ensued amongst council members about internship opportunities in the Tourism, Gaming and Entertainment Sector, which would allow more student participation in the industry. Ms. Jacobi said that there are age-related challenges, and also much opportunity. She drew attention to the need for STEM education in this sector, and gave the example of how math skills are used in converting recipes.

Monica Ford said that Nevada Partners starts their training at 14 years of age; however, they are focusing on high school seniors, and are providing work experience in partnership with several hotels. Mr. Terry suggested that they could provide a benchmark/template to make a recommendation to enhance existing certification programs, and Aubrey Branch commended Nevada Partners, as they were given national recognition in their work with at-risk schools in developing CTA classes, and she agreed to forward information to the sector council members on these programs.

Earl McDowell stated that the recommendation to enhance the CTE courses would be beyond the scope of this sector council, but members do have option for their Chair to draw attention to this "obstacle" during the GWIB Board Meeting, where further action to address the obstacle *can* be taken. Karen Chessell commented that she works for the Nevada Department of Education in Office of Career and Technical Education as the educational program professional responsible for culinary/hospitality high school programs but is unclear on what the sector council members feel is needed. She offered to convey a request to the Department of Education on the council's behalf, and also volunteered to work with the sector council if an Education/Training Subcommittee is established. Ms. Jacobi thanked her for her comments and then moved to address Item VII.

VII. **Presentation** - Discussion on the Pilot Program..... Katherine Jacobi

Ms. Jacobi mentioned that two potential pilot projects have been identified, and stated that while Mr. McDowell advised her that there is time to vet the projects, she suggested that the sector council move on these projects as quickly as possible. She stated the two pilot proposals are 1) Social Media Analyst Training Program and 2) Foods Management and Supervisor Training Program:

*1. Social Media Analyst Training Program – Joe Murphy*

Joe Murphy explained that the Social Media Analyst Training Program has a goal to train 50 employees to fill positions as marketing analysts and related staff for Social Media Positions (marketing coordinators, social media specialists, and internet marketing managers). Mr. Murphy stated that as there is such wide use of social media, there are increasing opportunities for social media marketing.

The pilot proposes training of approximately 80 hours provided in a classroom setting (evenings/weekends) using materials developed from industry sites as examples of social marketing. Upon completion of the training, the trainee will be given an exam using standard testing conditions, with a certificate awarded to successful candidates. He concluded his comments by describing job potential in the area of marketing, estimating salaries between \$35,000.00 and \$75,000.00, and mentioned concerns about the possibility of duplicating existing courses in current curriculums.

Discussion ensued amongst sector council members about social media opportunities, as well as ethical challenges related to social media. Ms. Jacobi thanked Mr. Murphy for his comments, and further stated this pilot is a certificate program, which is one of the components required in the program criteria.

Odalys Carmona, Youth Liaison, DETR’s Workforce Solutions Unit commented on two topics mentioned previously: 1) Curriculum/ workforce readiness – she encouraged the sector council members to look at the current CTE/CTA programs in the State of Nevada which already have work readiness imbedded in their curriculum, and 2) Social Media training programs (for ages 16-18) – she said students know a great deal about social media, but don’t know the particulars. She stated that UNLV and CSN have great programs for social media in graphics, but not necessarily in communications, which may help in deciding a “right start” for their efforts (she mentioned patent laws as an example).

Mr. McDowell suggested that the sector council define the details of the program, including its cost, and also using a work group rather than subcommittees, as they are limited by open meeting law. He also mentioned that key considerations are the cost of the program and the results, and he also stressed the importance of having a successful program. Discussion ensued amongst sector council members about the merits/limitations of the social media pilot. Mr. McDowell said that the council should consider if the pilot *addresses an immediate need*: 1) Training for in-demand occupations? 2) Will jobs be available for those who received the pilot training?

*2. Foods Management & Supervisor Training Program –*

Ms. Jacobi then described the Foods Management and Supervisor Training Program. She reiterated that the pilot programs must be certificate programs in high-demand areas, and this program has a certificate in customer service, particular for this industry. She asked Gary Perea to provide his comments on the training needs in northern Nevada. Mr. Perea stated that White Pine County, Wendover and Elko there is a need for trained chefs and cooks. Ms. Chessell mentioned that there is a culinary arts program at White Pine County High School. Mr. Perea stated that these recent classes are very much appreciated. Ms. Jacobi commented that this pilot provides quick training (4-16 hours training for certification) and could benefit the northern and rural parts of Nevada.

She also mentioned that it has 10 different credentials, are flexible, provide a national credential, is broad-based, and relatively inexpensive, and which would allow for job advancement. The examination needs to be proctored in standardized fashion. Ms. Jacobi mentioned that there is also a partner program related to hotel administration that could be pursued (front desk, management and sales).

Mr. McDowell stated that the sector council members should lay out the plan and determine how they would like to apportion the training (10 persons in the northern part of the state/10 persons in the southern part of the state, or by county). He advised them to put together their program, including information (their objective, how many people are going to be trained, what is the cost of the training, and what are the end results) to DETR to move the pilot program forward. He also added that DETR will take care of the testing proctor fee. He also mentioned that a marketing plan will be devised to advertise the pilot and make it available to all. He suggested that they submit both pilot programs.

He said that DETR will take care of auditing the progress of the pilot programs. If the program needs to be marketing, funding will be requested in future by DETR. The program will include payment for training, testing, and marketing. Mr. McDowell suggested that the sector council members vote to accept the (2) pilot programs. Dr. Jean Hertzman raised a motion to approve the pilot programs, and Shaundell Newsome seconded her motion. All members were in favor. None were opposed. The motion passed unanimously.

Mr. McDowell said that DETR will review the pilot proposals and will contact Ms. Jacobi for any additional information that may be needed.

VIII. **Discussion/Possible Action** - Review of the 2014 Strategic Plan.....Katherine Jacobi

Ms. Jacobi postponed Item VIII to be discussed in the next sector council meeting.

IX. **Discussion/Possible Action** - Discussion on the Work Group.....Katherine Jacobi

Ms. Jacobi stated that an email will be sent to the sector council members for discussion of the work group.

X. **For Possible Action** - New Business and Future Agenda Items.....Katherine Jacobi

Suggestions for new business and future agenda items that were mentioned in this meeting included:

- Provide Additional Information on Questions 2, 4 and 8 on the Survey Monkey – Marianne Segurson
- IT Sector Council Presentation for possible “cross-walking”
- Sub-Group for Education/Training to review partnerships in current training programs at CSN, High Schools to increase funding/internships
- Social Media: New Apprenticiable Occupation – Colleen Henry
- Review of the 2014 Strategic Plan

XI. **Discussion** – Next scheduled meeting will be held on Monday, September 22, 2014 at 10:00 a.m..... Katherine Jacobi

Ms. Jacobi announced that the next Council meeting is scheduled for Monday, September 22, 2014 at 10:00 a.m.

XII. **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.

Katherine Jacobi announced the Second Public Comment Session and invited members of the public to speak. No comments were made. Hearing none, she turned to Item XIII.

XIII. **Adjournment**..... Katherine Jacobi

After concluding the Second Public Comment Session, Ms. Jacobi adjourned the meeting at 11:46 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, Maricela Aguilar-Ochoa, Shaundell Newsome, Bobbie Barnes, Dr. Jean Hertzman, Joan Rutledge, Councilman Steve Ross, Monica Ford, David Philippi, Dr. Bret Simmons, Somer Hollingsworth, Karen Chessell, Gregg Treadway, James Campos, Margaret Pipp, and Marc Risman

**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, August 25, 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](http://www.nvdetr.org). In addition, the agenda was mailed or e-mailed to groups and individuals as requested.