

NAWB 2017 TAKEAWAYS

JAIME CRUZ

Top 3 Takeaways

1. Exceptional reception to our Strategic Libraries Initiative
2. Work Ready Communities and the National Career Readiness Credential (NCRC)
3. Careers in Energy

Follow-up

1. One-Stop Career Centers in the Public Libraries

NAWB members, U.S. Senate and Congress members were impressed and extremely pleased with our libraries initiative and extended congratulations to Workforce Connections' Local Elected Officials and Board members. U.S. Senate and Congress members requested to please be updated on the progress of the initiative and to be invited to any grand openings and ribbon-cutting ceremonies for libraries in the communities they represent. The initial Pilot Phase of the initiative concludes on June 30. Phase 1 will go from July 1, 2017 through June 30, 2018. Phase 2 is scheduled to commence July 1, 2018.

2. Work Ready Communities and the NCRC

In over half of the states Work Ready Communities (WRC) have already been implemented. The framework allows those regions to effectively measure and close existing skill gaps in the workforce. These regions enjoy robust alignment of their workforce development and economic development efforts. We are already working with our Workforce Innovation and Opportunity Act (WIOA) system partners (Title I, II, III, IV, TANF, etc.), education and economic development to better align all of our individual WorkKeys/NCRC efforts and in the near future establish our area as a certified WRC. Title I and Title II representatives will be attending the WRC Academy next week in Nashville. Representatives from the other WIOA partners and stakeholders will attend the next academy to take place in Las Vegas in July.

To learn more about this visit:

<https://workreadycommunities.org/>

3. Careers in Energy

Thirty-eight states already have formed or are currently forming state energy consortiums that bring together the utilities and their supporting contractors (employers), K-12 and higher education (education system) and the One-Stop Career Centers/American Job Centers (workforce development system). The purpose is to work together to meet the enormous challenge over the next few years of a massive retiring workforce and an existing pipeline nowhere near the capacity to fill the gap. This week we are participating in the initial meetings between NV Energy, Southwest Gas, College of Southern Nevada and the Center for Energy Workforce Development

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(CEWD) that hopefully lead to the formalization of a Nevada State Energy Consortium. This partnership would focus on unique career pathways for a diverse workforce including: Veterans, Women, Minorities, Youth, Transitioning Workers, People with Disabilities, etc.

To learn more visit:

<http://www.cewd.org>

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KENADIE COBBIN RICHARDSON

Top 5 Sessions:

- **What's Trending in Workforce & Labor Market Information?**
- **Health Career Pathways: Regional Collaborations to Systematically Improve the Healthcare Workforce**
- **WIOA Performance Accountability: Effectiveness in Serving Employers**
- **Public Housing Authorities: A Critical Partner**
- **21st Century Registered Apprenticeship and the Workforce System**

Top 3 Takeaways

- **#1 – Registered Apprenticeship**

Double and diversify Registered Apprenticeship, focusing on sector strategies and career pathways in IT, healthcare, advanced manufacturing, energy, financial services, hospitality, transportation/logistics, and construction.

Action Plan: For PY17-18, we will establish an apprenticeship program with the only teaching hospital in Southern Nevada – University Medical Center. This is a key partnership because healthcare occupations create direct career pathways that lead out-of-school youth and adults on a path toward mid-skill employment and a family wage.

- **#2 – Healthcare Career Pathways**

Join Health Careers Pathways, a nationwide initiative to support entry and career advancement in healthcare through increased demand-driven, competency-based career pathways.

Action Plan: Join the Health Careers Pathway initiative to take advantage of best practices to enhance this essential sector strategy. This initiative is in seven (7) regions across the U.S. including Michigan and California – two workforce partnerships that enjoy sharing information with our board.

Scrubs Camps for Youth

Action Plan: Initiate the first Southern Nevada Workforce Development Board's Scrub Camp to introduce and educate youth participants to various healthcare careers via an intensive camp experience. This idea is a key exposure opportunity that has been replicated in several states across the U.S.

- **#3 – DOL Performance Measures for Effectiveness in Serving Employers**

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Penetration: record the number of establishments that received a service.

Repeat business: record the number of establishments that received a service **AND** who utilized a service anytime within the previous three years.

Quantity vs. Quality Proposal

Action Plan: We are on track to provide this data for the upcoming reporting period in October. However, I currently use quantitative and qualitative measures for the Business Engagement Specialist Team (BEST). In the session, I shared the qualitative measures that I use and was asked to share it with the DOL team.

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JILL HERSHA

Pre-Conference - Building a Board with Vision – Identifying strategies for WFB's to become actively involved in driving and changing the economic outlook for the communities in which they serve. San Bernardino County WFB created a pathway from high school to community college to workforce to provide employers with skilled workforce. How do we replicate this in Clark County?

Exploring Issues: Systems Leadership in Complex Times: What Does It Really Take To Build Tomorrow's Workforce?

Job demands should drive education decisions. Identify the positives of earning a living at a high demand job versus their dream job.

Identify why student are there and what are their goals? How do we use resources available? (CTA's after hours, ATTC).

Program image how to make careers/facilities appear "sexier"? Middle skills- not an appealing description of these jobs and there is a critical need for them and high level of skills required to obtain them.

Efforts need to start earlier than high school to develop the interest in these skill sets. Imperative instructors are highly skilled and knowledgeable, to be able to generate excitement/interest in students. Create blended and applied learning opportunities that demonstrate working with your hands in just as valuable and rewarding as sitting at a desk.

Technology and the Future of Workforce Development Service Delivery –

Workforce system needs to anticipate and be responsive to two major shifts:

1. A labor market where the jobs of tomorrow look very different from the jobs of today.
2. A public desire to interact with public services digitally – a user-centered and digital service delivery is improving employment outcomes, and data is easier to access and navigate.

Provider in San Diego has hired their own IT person with the ability to design data collection system that is user friendly and is adaptable to the ever-changing reporting system targets and requirements.

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ERIC JAMES

I would like to take a few moments to give my input on the recent 2017 NAWB conference... Being a new board member my expectations for outcomes from the conference were minimal... After navigating the multitude of various talks and sessions I was able to come away with a much better understanding of the challenges the Workforce boards and staff face on a national as well as a state by state basis... The conference allowed me to connect to national board member, KRA's president and CEO Knowlton R. Atterbeary as well as many other influential board members and staff... I personally took the time to speak with them on a one on one basis that would not have been afforded to me without attending the conference and I felt those conversations and connections would benefit me during my time on the board...

In the future I would encourage Workforce Connections to adopt a strategy-planning meeting with attending board and staff members prior to the conference... My belief is that a coordinated information strategy for staff and board members will allow for a focused team approach to information gathering and disbursement of the acquired information upon return to Nevada....

The time on Capitol Hill was informative and I greatly appreciate the efforts of Councilwoman Gerri Schroder taking her time to guide us to the various state Senators & Representatives... Her guidance made what could have been a confusing and unproductive day on the hill worthwhile and entertaining... Again I believe a cohesive ask or approach to the representatives based on their committee and chair positions would be helpful to position us and increase effectiveness given the limited time we were able to reserve with them... Dinner with freshman Representative Ruben Kihuen was unique in the fact that he was willing to share an inside expression of the atmosphere that currently exist in the capital and what the experience of a freshman politician is like in reality as opposed to outside perceptions or interpretations...

Finally, I also enjoyed and appreciated the various staff members that took the time to inform me and speak with me over the course of the conference and I came away with a much better understanding of them as individuals as wells as their dedication to their careers...

If my schedule is available, I will look forward to traveling back to Washington DC in 2018 with a more knowledgeable and comprehensive mindset of what I can add to Workforce Connections as a board member and how I can assist our staff to accomplish the numerous daunting goals to serve our community...

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LYNN HOFFMAN

- One of my biggest takeaways was the **visit with Congressman Ruben Kihuen**. It was encouraging to hear the learning process of being a freshman representative and how he comes to Nevada each weekend to meet with his constituents then returns to DC to act on our behalf.
- **Learned the term "Opportunity Youth"**. Capturing the hearts, minds and imaginations of America's Next Generation. We should not only provide training for jobs but the opportunity for life long learning.
- **Integrating sector strategies and career pathways**. Stress that it is not just a job but also a pathway to a family-supporting career. Requires data informed decision-making through industry engagement. Sector update: Manufacturing, Construction and Energy: These are not "minimal skill" jobs. Think about the buildings you work in, the bridges you cross. Do you want someone with "minimal skills" building those? No! These are highly skilled workers. Need to market jobs to "influencers", parents, counselors, grandparents who influence young people to pursue careers in M, C and E. Need to feature young people who are working in these occupations in national campaign advertisements and bridge the gap between education and industry.