



workforce **CONNECTIONS**
PEOPLE. PARTNERSHIPS. POSSIBILITIES.

2021 HIGHLIGHTS

SOUTHERN NEVADA'S
ONE-STOP
DELIVERY SYSTEM

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Local Strategy

During 2021, Workforce Connections (WC) continued to gain momentum and trust with local partners and local elected officials resulting in increased cooperation, additional infrastructure, and new solutions to better serve businesses and jobseekers in Southern Nevada.

While the unemployment rate subsided significantly from a peak of 33.3% during the pandemic and 9.8% one year prior, unemployment remained somewhat elevated at 6.3%. Ironically, the unusual combination of high unemployment and a tight labor market continued to support the current strategic direction from the WC Board and LEO Consortium. The direction resulted from a series of strategic conversations, held in 2018, between Workforce Innovation and Opportunity Act (WIOA) system partners and other local stakeholders. The strategy emphasized:

- Continuing the transition of WIOA Title I services to American Job Centers with the other WIOA partner programs.
- Maximizing the leveraging of resources with effective referrals, co-enrollments, and partnerships.
- Focusing on alternate labor pools, in addition to the unemployed: re-entry, veterans, individuals with disabilities, disengaged youth, the underemployed, etc.
- Implementing scopes that are broad and flexible (that allow service delivery to multiple target populations) and are focused on Nevada's targeted industry sectors/occupations.
- Concentrating on programs that demonstrate a measurable high return on investment (ROI).
- Using performance data to determine ROI and make better strategic decisions.

Peter Guzman
Latin Chamber of Commerce

Dr. Jesus Jara
Clark County School District

Rebecca Henry
Allegiant Air, LLC

Guy Martin
Martin Harris Construction

Jack Martin
Clark County Department of
Juvenile Justice Services

Valerie Murzl
People Culture Consulting, LLC

Lynda Parven
Employment Security Division,
Department of Employment,
Training and Rehabilitation

Geremiah Robnett
Sheet Metal Air Rail Transportation
(SMART) Local 88

Eric Schmacker
Silver Summit Healthplan

Mary Beth Sewald
Vegas Chamber

Jared Smith
Las Vegas Global Economic Alliance (LVGEA)

Kelvin Watson
Las Vegas-Clark County Library District

Tommy White
Southern Nevada Laborers Employers
Cooperation Education Trust (LECET)

Federico Zaragoza
College of Southern Nevada

Adding more American Job Centers



A new Employ NV Career Hub opened inside the Historic Westside School in September 2021. The career hub helps unemployed and underemployed residents pursue new careers by providing easy access to free resources available through the public workforce development system.

The career hub is staffed by employment professionals who provide supportive services to help job seekers overcome barriers to full-time employment. Two additional Employ NV Career Hubs opened inside the Henderson and North Las Vegas campuses of College of Southern Nevada (CSN) to help increase access to training and up-skilling opportunities.

Two new Employ NV Business Hubs opened in Southern Nevada to help local businesses recover and grow post-pandemic. The new business hubs are conveniently located inside local city halls, steps away from city services and other resources geared at supporting businesses.



Employ NV Business Hubs help employers with talent recruitment, hiring assistance, employee training and financial incentives for hiring Nevadans. On October 12, 2021, a business hub opened as part of the new Small Business Connector inside North Las Vegas City Hall. Then, on October 19, 2021, another business hub opened inside Henderson City Hall.

“The Vegas Chamber is so proud of the Employ NV Business Hubs because they are helping businesses recover and grow. Employers are accessing the resources they need, to find, hire and retain qualified workers.”

Mary Beth Sewald
President & CEO
Vegas Chamber

Transition from virtual to in-person job fairs

The year began with several "virtual" job fairs and ended with job seekers and employers meeting face-to-face. Our staff worked closely with the Department of Employment, Training and Rehabilitation (DETR), Nevada JobConnect, and multiple elected officials throughout the year to ensure that job seekers and employers had multiple opportunities to connect. The Comprehensive One-Stop Career Center on Charleston Blvd. also hosted employers, such as MGM Resorts, to bring available jobs directly to the community.

Clark County Commissioners Gibson, Kirkpatrick and Segerblom's July 9th Job Fair attracted more than 5,000 job seekers and was the first in-person job fair since the start of the pandemic.

In November, the economic development departments of local jurisdictions sponsored a Small Business Job Fair hosting approximately 550 jobseekers, with over 2,000 positions available from 104 employers. The year ended with Governor Sisolak's JobFest which had more than 180 employers and resulted in more than 250 people being hired on the spot.

Infrastructure Costs

WC continued capitalizing on "no-cost" locations through our partnerships with local libraries, chambers of commerce, community colleges and municipalities. These additional locations helped to increase system integration and customer access to the One-Stop System. The additional locations added in 2021 brought the estimated total of avoided infrastructure cost to \$700k annually. In 2022, we are adding an additional 4,000 square feet at the Green Valley Library and 2,000 square feet at the West Charleston Library. The estimated total of avoided infrastructure cost will then reach \$1M. The avoided infrastructure costs in turn are used to serve more jobseekers and businesses.

“We host American Job Centers at the libraries because it improves public access to valuable services for jobseekers and employers. This enhances the reach and impact of the public libraries.”

Kelvin Watson
Executive Director
Las Vegas-Clark County Library District



WC Podcast



The WC Podcast was officially launched in 2021. The new podcast can be found on Spotify, Apple Podcasts, Google Podcasts, BuzzSprout, and other platforms, including YouTube. Hosted by WC Executive Director, Jaime Cruz, the first season featured members of the WC Board and LEO Consortium discussing how workforce development impacts economic development. The interviews also dove into how industry sector partnerships are being convened in Southern Nevada to develop strategies and partnerships to meet the talent needs of business and industry. Each episode is about fifteen minutes long. The video versions on the YouTube channel include a light-hearted “Against the Wall” bonus segment after the interview to help listeners get to know the guests better. At WC, we feel fortunate because it’s easier to build meaningful partnerships and accomplish great work when you do it with people who genuinely like each other and enjoy each other’s company.

#WeLikeEachOther

Industry Sector Partnerships

Southern Nevada’s first Regional Industry Sector Partnerships will be launching in early 2022. Much of the groundwork was done in late 2021. They have been designed to catalytically change the workforce development ecosystem in Southern Nevada. They will be employer-driven and will identify the short, mid, and long-term workforce development needs of small, medium, and large businesses.

After common challenges and opportunities for collective action are identified, the K-12 and post-secondary skill-acquisition partners will develop solutions to be approved by the employers. Once approved, those solutions will be embedded throughout the entire workforce development pipeline utilizing local, state and federal funds.

There will be an industry sector partnership for each of the seven industries identified in the Comprehensive Economic Development Strategy (CEDS) created by the Las Vegas Global Economic Alliance (LVGEA). The goal is to build efficient pathways to high-quality, good-paying jobs for Southern Nevadans and provide employers with a sustainable and reliable pipeline of qualified workers. We have already secured numerous commitments from employers to build these business-driven industry sector partnerships.

This initiative is a partnership between employers, WC, LVGEA, local chambers of commerce, CCSD, and multiple post-secondary skill-acquisition partners. Southern Nevada has never seen this level of regional collaboration in order to respond to employer needs.

Workforce Blueprint

With LVGEA’s release of its CEDS in 2021, the groundwork for the updated Workforce Blueprint was laid. The previous version was commissioned by LVGEA, in partnership with the Vegas Chamber and WC. The updated version includes additional partners: Nevada Governor’s Office of Economic Development (GOED), Henderson Chamber of Commerce, Latin Chamber of Commerce and the Urban Chamber of Commerce.

The release will be in early 2022. It re-assesses the current workforce landscape with a focus on how sustained economic growth may impact workforce demand and supply. It measures progress in addressing regional workforce gaps, highlights where workforce demands have shifted and identifies new growth targets for the region based on recent economic performance. It also includes workforce performance indicators for the region in the form of Southern Nevada’s Workforce Report Card, providing clear benchmarks against which progress can be measured and managed as part of a collaborative effort among regional partners.



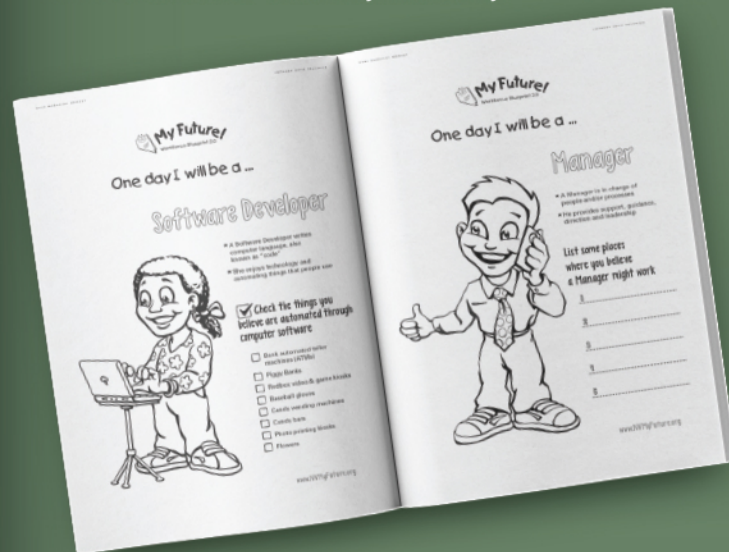
“The Workforce Blueprint aligns our regional workforce and economic development efforts. It is the roadmap we utilize to help our system produce the qualified workers our businesses need.”

Michelle Romero
Councilwoman, City of Henderson
Vice Chair Elect, LEO Consortium

Second CCSD “Workforce” Fellowship underway

The first cohort of Workforce Fellows graduated in the summer of 2021. This innovative partnership between WC and CCSD builds a bridge between the public workforce development system and the professionals who advise the future workforce, our high school counselors. We know more than half of young adults graduating high school will go directly into the workforce.

The first group of five CCSD high school counselors built critical relationships and developed a first-of-its-kind curriculum to better connect students and their families to career and training resources. A second cohort of six school counselors is already underway.



First DJJS “Promise” Fellowship started

Based on the success of the CCSD Workforce Fellowship, a new professional learning experience was developed to include Clark County’s Department of Juvenile Justice Services (DJJS). Nine DJJS professionals will spend the next year immersed in the public workforce and economic development ecosystems. Fellows will become practitioners and advocates for understanding and supporting WIOA programs for “at promise” (vs. at risk) youth and their families. The fellowship experience will increase the footprint and support access to resources while deploying multi-generational strategies for the youth population. Nationally, 95% of juveniles tried in adult courts are non-violent offenders.

Unprecedented Regional Collaboration

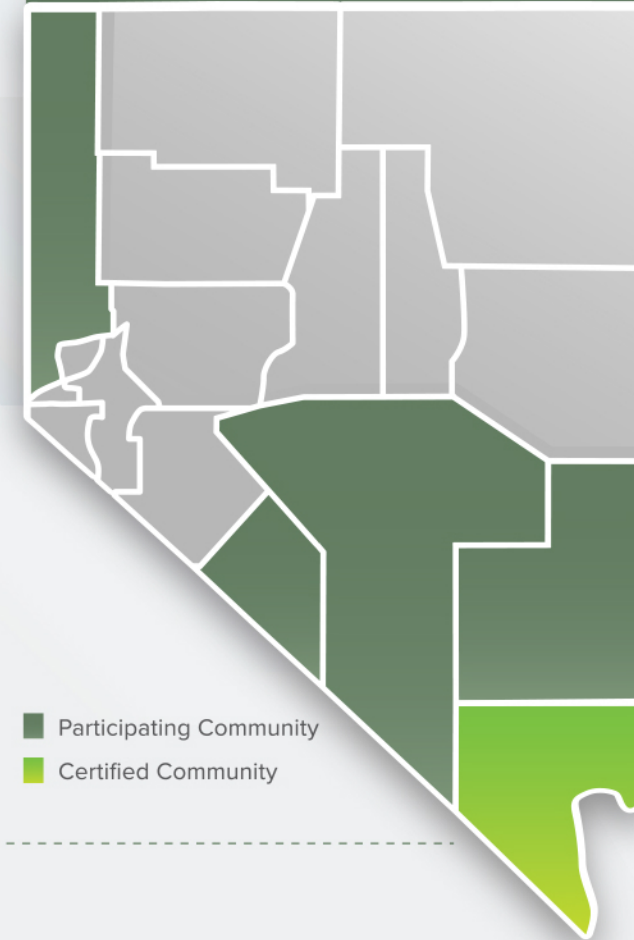
In our largest ever regional collaboration to apply for federal funding, Southern Nevada started preparations for multiple unique regional proposals in response to the U.S. Economic Development Administration’s (EDA) \$3 billion “Investing in America’s Communities” initiative funded by the American Rescue Plan (ARP).

The federal initiative aims to accelerate economic recovery from the coronavirus pandemic and help communities that were disproportionately impacted to “build back better”. “Investing in America’s Communities” offers six funding opportunities that focus on issues such as employment, economic revitalization, and assistance for hard-hit industries.

Southern Nevada organizations were invited to join this regional effort that builds upon the LVGEA’s recently approved 2021 CEDS. The collaboration currently includes local chambers of commerce, local municipalities, counties, institutions of higher education, DJJS, CCSD, LVGEA, DETR, GOED, Las Vegas Convention and Visitors Authority (LVCVA), Regional Transportation Commission (RTC), WC, and others.

Work on the proposals for multiple funding opportunities started in late 2021 and are expected to be completed in early 2022.

Work Ready Communities



Over four days in August 2021, representatives from Lincoln, Esmeralda, and Nye Counties, supported by WC staff, attended the ACT® Work Ready Communities Virtual Boot Camp. The Boot Camp helped prepare the local jurisdictions to join Clark County as Work Ready Communities. Washoe County in Northern Nevada also became a participating community. A Work Ready Community is a unified system of agencies, businesses and schools that empowers its region with the data, resources, and tools to drive economic growth. Clark County, Nevada is the largest certified ACT® Work Ready Community in the nation. With the addition of the three other Southern Nevada counties in 2022, the initiative will expand to a large regional collaboration, covering all the counties WC serves.



Grant Update

Continuing work from the prior year, WC successfully implemented two National Dislocated Worker Grants (NDWG): Disaster Recovery and Employment Recovery. The grants were written in partnership with DETR and Nevadaworks, the Northern Nevada Workforce Development Board. The grants bring over \$10 million of additional funding to Southern Nevada. WC continues to work with the service providers to establish outreach strategies to individuals and employers and provide ongoing technical assistance. The grants target 1,300 individuals and were used to fund services for 747 Southern Nevadans in 2021.

Human-Centered Design

In November 2021, staff from the One-Stop Delivery System began a Human Centered Design (HCD) project to provide a new way for collaboratively addressing customer-centered problem framing and resolution. System staff participating in the HCD project will have the confidence to use a variety of HCD tools to redesign services, spend more time framing problems in order to solve them earlier, develop an innovation mindset, and become more engaged, seeing customers as an integral part of service design and policy development. Furthermore, knowledge gained will facilitate an innovative and systemic approach to problem solving with a more collaborative mindset targeting client needs.

“The role of our Workforce Connections board, staff and partners will be paramount to our post-pandemic response to train the workforce we currently need in southern Nevada. We must continue to invest in high quality training and innovative workforce programs for our marginalized communities to equip them with the tools necessary to overcome obstacles and barriers with in-demand skills.”

Olivia Diaz

Councilwoman, City of Las Vegas
Vice Chair, LEO Consortium

For more information about our WIOA Title I programs,
visit: www.nvworkforceconnections.org



ONE-STOP DELIVERY SYSTEM

An equal opportunity employer/program. Auxiliary aids and services
are available upon request to individuals with disabilities.
TTY (800) 326-6868 or Nevada Relay 711