



**Governor's Workforce Development Board (GWDB) Industry Sector Councils
Tourism, Gaming, and Entertainment**

Office of Workforce Innovation (OWINN)

*****MEETING MINUTES*****

Name of Organization: Governor's Workforce Development Board (GWDB) Industry Sector Council (NRS 232.935 requires the GWDB to establish industry sector councils)

Date and Time of Meeting: July 24, 2017 - 1:00 – 2:30 P.M.

Place of Meeting: DETR, Conference Rooms A-C
2800 E. St. Louis, Las Vegas, Nevada

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

DETR, SAO Auditorium
500 E Third, Carson City, Nevada

Nevada JobConnect
172 Sixth St., Elko, Nevada

ATT Teleconference Line: 888-363-4735
Access Code: 9319340

Council Members Present: Fe Allen, Bobbie Barnes, Daniel Espino, Valerie Murzl, Michele Stevenson, Christy Wheeler

Council Members Absent: John Smirk, (excuse)

Others Present: Manny Lamarre (OWINN), Joan Finlay (OWINN), Zachary Heit (OWINN),

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

I. CALL TO ORDER, WELCOME, AND INTRODUCTION

Bobbie Barnes, Chair

Bobbie Barnes, called the meeting to order at **1:00 p.m.**, welcoming sector council members and members of the public. After welcoming everyone and thanking them for attending the meeting, Chair then asked for Mr. Lamarre to start the introduction.

Manny Lamarre “Thank you to everyone again for their valuable time. The first round of meetings last year were around identifying the in-demand occupations. The outcome was very concrete in that we were able to identify the in-demand occupations for each industry sector, which then helps drive alignment, particularly with K-12 career technical education and a publicly funded workforce system. Those in-demand occupations have now been inserted in various policies around alignment. The concept of this meeting and several meeting moving forward will be around identifying industry recognized credentials and certifications.”

Madam Chair Barnes then ask Ms. Finlay to call roll and verify that a quorum was present.

II. ROLL CALL – CONFIRMATION OF A QUORUM

Joan Finlay, Executive Assistant, OWINN

Joan Finlay called roll and informed the Chair that a quorum was present.

III. VERIFICATION OF POSTING

Joan Finlay, Executive Assistant, OWINN

Ms. Finlay affirmed that the notice and agenda for this August 7, 2017, GWDB Health Care and Medical Sector Council Meeting was posted according to Nevada’s Open Meeting Law pursuant to NRS. 241.020.

IV. PUBLIC COMMENT(S)

(Public Comment will be taken during this agenda item regarding any item appearing on the agenda. No action may be taken on a matter discussed under this item until the matter is included on an agenda as an item on which action may be taken. The Chair will impose a time limit of three minutes. Public Comment #2 will provide an opportunity for public comment on any matter within the Chair’s jurisdiction, control or advisory power.)

The First Public Comment Session was announced by the Chair, and after reading the statement above into the record, the public was invited to speak. Manny Lamarre, Executive Director of OWINN – Introduce and Welcome Christy Wheeler, is currently the Vice President of Human Resources for the Grand Sierra Resort (GSR) prior to joining the GSR she served as the Senior Director of People Services & Labor Relations for The Cosmopolitan of Las Vegas. Prior to The Cosmopolitan, Christy has been involved in directing many aspects of Human Resources Leadership including employee relations, labor relations, compensation, benefits compliance, HRIS, FMLA, ADA and employee services. Christy is an Instructor for the University of Nevada, Reno in the area of Human Resources Management. Christy received her B.S. degree in Business Administration from the University of Nevada, Reno. OWINN like to welcome Christy as a new member of Tourism, Gaming, and

Entertainment Industry Sector Council Meeting. Hearing no other comments, the Chair closed the session and proceeded to the next agenda item.

V. APPROVAL OF PRIOR MINUTES AND AGENDA (*Information/Discussion/For Possible Action*)
Bobbie Barnes, Chair

Bobbie Barnes asked the Council members if they had an opportunity to review December 8, 2016, GWDB Tourism, Gaming and Entertainment Sector Council Meeting Minutes. A motion was made to approve the minutes and the agenda by Valerie Murzl. It was seconded by Daniel Espino. All were in favor; none were opposed. The motion was carried unanimously.

VI. NV INDUSTRY RECOGNIZED CREDENTIALS BLUEPRINT & LIST (*Information/Discussion/For Possible Action*)
Manny Lamarre, Executive Director, OWINN

Manny Lamarre presented an overview of the PowerPoint in more detail about how industry recognized credentials are defined and identified. Manny talked about how AB 482, a workforce bill concerning career technical education (CTE), is in statute and was signed by the Governor in May 2017. Grants will be awarded according to criteria adopted by the Board of Education upon the recommendations from the state's Industry Sector Councils.

We are taking the work from the Sector Councils and aligning their programs based on the information. Manny talked about three main tasks for the Sector Councils:

- Identify in Demand Occupation
- Identify Credentials
- Identify Skill sets

There are a variety of strategies when it comes to workforce development. In order to upgrade or provide a skilled workforce, identifying certifications or credentials is an important part. So I'll speak on this a little bit within the context OWINN's key strategies. Our new infographic outlines our key strategies and policies:

- One is affecting workforce policies. That means just whether they're supporting the Governor's office and the publicly-funded workforce system around designing policies.
- Two is designing career pathways. That work is primarily led by the Governor's Office of Economic Development, GOED, around these targeted industry sectors where we're developing pathways.
- Three is around scaling apprenticeships. An apprenticeship is a core aspect regarding workforce development, and we want to work to scale apprenticeship programs throughout the state.
- Four is leveraging labor market data and insight, and that last one's really cored to the work that you all do as Sector Council Members. Again, when we identify these in-demand occupations, there is a concrete output regarding aligning and working with the publicly funded workforce systems to nudge the system to move in that direction.
- Five is validating industry recognized credentials, which is the context of our conversation now.

Mr. Lamarre continues to ask "What is a Credential? Whenever you hear the term credential, sometimes it gets quite confusing, and people use other terms synonymously, but essentially in layman's terms, there are four buckets of categories that fall under the umbrella of credentials.

1. Educational diploma or degree, associates or bachelors and so forth.
2. Occupational state license, so a state license falls under the term credentials.
3. Industry certification

4. Certificate or an examination.

So those are the four things that fall under the umbrella of industry-recognized credentials.

For the context of today's conversation, we're focusing on the third and fourth bucket, which is around certification, certificate or an examination. So, we're not specifically focusing on the license, or a diploma, or education in the traditional sense.

Now, when we think about what are the characteristics of a quality credential, you all probably know this in the industry intuitively, but being a bit more specific:

- One is that the industry recognizes them. So to some extent, individuals in the industry said it is important and it is valid.
- Two, it has a labor market value by employers or industry; credential addressed economic needs and linked to demand-driven occupation in the state.
- Three, they're stackable, so obtaining one certification doesn't mean you're set for life. As you all know, it's a constant ongoing process of upgrading your skill set, and sometimes that can mean attaining a new certification that stacks up against each other.
- Four, that they're portable, meaning that, quite frankly, if someone gets a certification it doesn't mean that if you move to a different region or a different state, and many times even a different country, they're nationally or internationally recognized.
- Five is that there's a quality/accredited aspect to it. There's a lot of the work we're doing on the back end to ensure that when an issuing agency says "This is a certification of value" there is some quality assessment to it.
- Six is that the credential is linked to a career technical education program of study, that there's an alignment.

Mr. Lamarre asks "Why should we focus on credentials? We've had this conversation in our last round of meetings, at least anecdotally, but we've also been, or at least OWINN's been on a soap box talking about this. When we think about K-12 post-secondary alignment, when we speak to young adults 16-29, there's a misconception about what it takes to be successful. Most young adults will say, actually when we did a statewide survey, you need to go directly from a high school to a four-year degree to be successful, and we know that's not the case. A statewide survey of young adults our office conducted confirmed this notion. So, 51% of all jobs in Nevada are middle-skill jobs. And middle-skills means you need more than a high school but less than a four-year. And this is a perfect place where certifications come in.

We want individuals in the workforce system, young adults and adults as well to know there are other avenues to a strong career outside of obtaining a four-year degree. That there are equally relevant and respected options. So, we're trying to push that narrative. And you'll see some of the other data points essentially that affirm this. Whether you look at targeted in-demand occupations or overall occupations statewide, most of them are middle-skill and require more than high school diploma but less than a four-year degree, and certifications fit in that box as well."

Quite a few of the states have been working to validate industry recognized credentials such as Florida, Kansas, Louisiana, and Virginia. Essentially, how their work is different from what we're doing is that in their context, the work of certifications only sits within the Department of Education and its Career Technical Education Department. One of the things that we're doing differently is by engaging the Sector Council, engaging folks in industries, because if we're saying something is an industry-recognized certification, we should be engaging focus groups, stakeholders, staff in the industry that say "Yes, these are certifications we've heard of and we think are valuable."

A few states, such as Virginia, talked about how they're paying two-thirds of the cost for all high school students to obtain certifications. In Nevada, one of the unique things is that after this last legislative session, the

Department of Education will pay for 100% of the cost. If a high school student pursues a certification while in high school, they'll pay for that.

Mr. Lamarre continued to talk about leveraging the work of other states and working with industry and the public workforce system to identify some key certifications and credentials that we can really get folks on board to begin a career path. He continued, "Because you all are industry leaders, we kind of know the different pathways, but the average person in the community might not know where to start and this will at least begin that conversation.

SB 516, which I'll explain in much further detail in another agenda item, was passed in the last legislative session. In Section 20, it requires OWINN, in consultation with the industry, to identify recognized credentials.

AB 7 allows the State Board of Education to prescribe the form of pathways for a high school student. It allows the Department of Education to endorse college and career pathways within your diploma. So, students can pursue a certification and it will count toward their high school diploma. If a student wants to go through a registered apprenticeship program, or if they want to pursue A++, or whatever certification is identified in healthcare, that will count towards their high school diploma. So, we do think that's a way to be very concrete and push that narrative, so students know there are a variety of pathways to be successful.

There are a few other really important concepts that we quote whenever we talk about quality criteria.

- They meet national quality standards,
- They are recognized by a third party,
- Support improved employment prospects and
- Add some value to the labor market.

Another reason for having industry validate certifications or credentials is that we may have community members who get a credential around something that they think is valuable but it actually has no value. As a result, they essentially wasted their money and resources. So, all of the certifications would meet those quality criteria to ensure they are valuable and recognized by industry.

The first step in the process to validating industry recognized credentials is for OWINN to identify an initial list of credentials, and by credential, in this context, we're talking about certification, so not a diploma, not licenses, just certifications or certificates. In some instances, we may want to convene working groups informally, just to have a conversation around the certification. One example is IT. IT is huge and vast, similar to healthcare, so we just have been meeting with folks informally to say "Hey, what are some certifications?" And then doing some analysis with that.

Once that initial list is compiled, we take it to the Industry Sector Councils, and they provide us some examples and confirm or reject the credentials on the initial list. We're just trying to find some initial certifications that we can nudge the public workforce system and individuals toward in pursuing a career pathway. After the Sector Councils approve a list of credentials valued and recognized in their industry, that approved list of credentials is taken to the Workforce Board for a final vote.

What we are asking our current Sector Council members to do, again, is provide us with some insight from your industry. This list here that I have, these are samples. When we look at other states, for example, Virginia or Florida, these are credentials that they have listed on their website and that their students also can pursue. And all of those certifications meet the national standards.

However, what's unique and what's different and what's more rigorous about our process is that we're not just stamping a list of certifications online and telling the students to pursue them. We want to make sure that within your field of work, that you've even heard of some of these certifications. Or maybe you want us to get rid of all

of these certifications and recommend others. So, we'll just open it up to the discussion around any of these certifications that you believe have merit. Maybe also in some other context, in other councils, they say let me take a week or two to get back to you and think of some lists, then we have individual conversations and then we convene the group again to vote on it. Again, these are samples and we would love everyone's feedback and pushback around these samples, and whether to add to or subtract from this list.

Bobbi Barnes Chair asked the council members in reviewing the credential list are they expecting (AH&LA) any of these credentials now? And are you requiring any of these today at an entry level? Chair Barnes also mentioned that she did not recognize most of the credentials on the list with the exception of maybe some of the culinary certifications.

Michele Stevenson "For us, at entry level, we are actually in the process of getting all our food & beverage employees to have certification. We also have Dinnerware, which is about Allegiant. It would be a great certification to have. All the ones on the list with American Hotel and Lodging, if I would see any of those on an individual resume and they were applying for a front desk or concierge position, that would be a great certification." Michele also spoke about if a person had a SHEM Certification vs. degree, and that UNLV has an excellent continuing certification program. "I think the student in high schools can take some certification and continue class without getting a degree, whereas it's not the commitment of a four-year degree."

Chair Barnes asked the council members to reach out their organizations and see if there are any credentials not on the list that needs to be added. Also, if the credentials currently on the list would affect their hiring decisions. "I think we need more than just the name of what this entails, you tell me what you need and talk with the expert at your organization and see what they say. At this time, sector council members are not comfortable recommending the list because they are not familiar with the items on the list."

Fe Allen spoke about a certification on skill sets, able to write and communicate professionally.

Manny Lamarre responded by talking about the National Career Readiness Certificate Assessment (ACT WorkKeys) which is an assessment that measures soft skills including the basic problem-solving, reading, math, critical thinking, communication, and soft skills.

Daniel Espino first thanked Manny for the great job he and his office are doing. He continued to talk about the work how it is filling a void in the industry. He explained how middle management is one area the entire industry is struggling to find qualified, skilled candidates.

Valerie Murzl mentioned that she has a concern about certification vs. experience. "What is the certification you should be looking for? I am not familiar with all the certifications. For example, engineering is different in the gaming industry than the engineer in construction. I know there are all types of certification like biohazard certification, security has certification, there are all types of certification out there. The only thing that is strange to me is that we are talking about 18-year old people out of high school with a certification. From a hiring perspective, a candidate can have 20 certifications and zero experience, and another candidate could have no certification and some experience and that person would get the job, not the one with the certification. In addition, eighteen is young in the gaming industry."

Manny Lamarre "Yes, this is a starting list. The target audience is entry-level certifications for secondary education and the public workforce system for adults that are transitioning into the workforce system, i.e. dislocated workers, veterans, etc. One suggestion, which is something we did with some of the other Sector Councils is I sent them a blank template and they said I'll connect with folks in the industry I'll get you an initial list in a week or two weeks. They then plan to send that to me, where I will synthesize it and then I send it back out to everyone. Then we can reconvene, either on a call or in person, and the council can actually vote on it.

Sector Council members agreed to two weeks, to re-convene by teleconference and or in person for 30-minutes, and to accept and approve the credential list.

VII. 79th LEGISLATURE POLICY SUMMARY *(Information/Discussion)*

..... Manny Lamarre, Executive Director, OWINN

- VI. **Manny Lamarre** “We have provided you all with a summary document that says, “Outline of Key Legislative Bills for Workforce 79th Legislative Session”. This list of workforce bills was passed during the 79th legislature session that I think are relevant. Here is some context around some of the work we're doing around workforce development.
- VII. **Senate Bill - SB19** is a bill on dual credit. This bill was brought about by the Governor's office. The bill expands dual credit to allow high school students to get access to college courses. It's a workforce measure because, for example, there are workforce training programs for which a student can start taking a full secondary course and then get credit for it.
- VIII.
- IX. **Senate Bill - SB 66** is a bill that expands work-based learning opportunities for students by removing the limitation on the amount of credit a pupil may earn for successful completion of certain work programs. School districts, charter schools, and nonprofit organization may also apply for grants from NDE to develop and implement work-based learning programs. This is important because we know students need opportunities to be in the field or to have internships to obtain essential work experience.
- X. **Assembly Bill - AB 7** is a bill from the Department of Education and allows the department to describe the pathways for high school graduation. Essentially, it's an endorsement to allow the Department of Education to allow students, for example, to pursue certification while in high school. It also provides for the creation of a college and career ready high school diploma.
- XI. **Senate Bill - SB 516** is the bill that made our office, OWINN, a permanent office within the Governor's office. I mentioned this bill earlier as it describes the work that we're doing today regarding the validation of industry recognized credentials. We are a coordinating body with K-12 education, higher education, the employers, and the publicly funded workforce system as well as the Governor's Office of Economic Development, around identifying in-demand occupations and industry recognized credentials.
- XII. In addition to the work with the Industry Sector Councils is expanding and scaling registered apprenticeship programs. The process is similar in that our office is working with stakeholders in supporting the expansion of apprenticeship. Our office is the State Apprenticeship Agencies (SAA) which went into effective July 1, 2017. All state apprenticeship programs get approved through the State Apprenticeship Council. OWINN will now oversee all aspect of the State Apprenticeship Council. The State Apprenticeship Council used to be administered by the Nevada Labor Commissioner’s Office, but that responsibility now lies with OWINN. The Governor will appoint new members for the State Apprenticeship Council which will meet quarterly to approve programs. We are looking for diverse representatives from different industries to sit on the council. The State Labor Commissioner Office has been doing an excellent job of scaling apprenticeship. Through research and observation of other states or countries, apprenticeship can be used in all industries. Essentially when you're trying to create a registered apprenticeship program, you take the program's standards to the council and the council reviews and approves the apprenticeship program. The program is then registered with the Department of Labor.

XIII. PUBLIC COMMENT

(Public Comment will be taken during this agenda item regarding any item appearing on the agenda. No action may be taken on a matter discussed under this item until the matter is included on an agenda as an item on which action may be taken. The Chair will impose a time limit of three minutes. Public Comment #2 will provide an opportunity for public comment on any matter within the Chair’s jurisdiction, control or advisory power.)

The Chair announced the Second Public Comment Session and invited members of the public to speak. None Comments was made:

IX. ADJOURNMENT (*Information/Discussion*)

Bobbie Barnes, Chair

The Chair adjourned the meeting at 2:30 p.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.

NOTE (1): Persons with disabilities who require special accommodations or assistance at the meeting should notify Joan Finlay, OWINN, between the hours of 8:00 a.m. through 5:00 p.m., in writing at 555 East Washington Ave, Ste. 4900; or call (702) 486-8080 on or before the close of business, Friday, August 4, 2017.

NOTE (2) 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.

NOTE (3) All comments will be limited to 3 minutes per speaker. Comment based on viewpoint may not be restricted. No action may be taken upon a matter raised under the public comment period unless the matter itself has been specifically included on an agenda as an action item. Prior to the commencement and conclusion of a contested case or quasi-judicial proceeding that may affect the due process of individuals, the Board may refuse to consider public comment. See NRS 233b.126

NOTE (4): Please provide the secretary with electronic or written copies of testimony and visual presentations if you wish to have complete versions included as exhibits with the minutes.

NOTE (5) Supporting public material provided to members for this meeting is posted on OWINN's website at gov.nv.gov/OWINN/ and may be requested from the Governor's Office of Workforce Innovation (OWINN) at 555 E. Washington Avenue, Ste. 4900, Las Vegas, Nevada 89104 or by calling Joan Finlay at 702-486-8080.

NOTE (6) THIS AGENDA HAS BEEN POSTED NO LATER THAN THREE WORKING DAYS PRIOR TO THE MEETING AT THE FOLLOWING LOCATIONS:

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, 4500 E. Sunset Road, 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, 2281 Pyramid Way, 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, 6330 W. Charleston 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.