

Good Morning, for the record my name is Cheri Hill. When I stepped into my role as Chair of Nevadaworks several years ago, I realized I needed to get a grasp on our extensive workforce development system. I discovered two things:

First, is that there are so many layers of bureaucracy and cost in the workforce development system from initial funding to the final deliverable – a newly trained and/or upskilled employee that it took many conversations and many hours of research and meetings before I was actually able to follow the line as it moves from the US Department of Labor: to OWINN (the Governor’s Office of Workforce Innovation) and DETR – the Nevada Department of Employment Training and Rehabilitation; The Sector Councils along with the Governor’s Workforce Development Board; Nevadaworks in the North and Workforce Connections in the south. Now let’s pile on the American Job Center and the One-stop System and of course all the related costs of running it which is funded by the seated partners. Then we need to add in the larger network within the One-Stop System. And finally, we need to throw in everyone else, agency or organization, who has jumped on the bandwagon of workforce development.

Second, that the front line service providers are passionate, dedicated and will do whatever it takes to ensure that the individuals they serve know they have options, support and every opportunity to make a positive change in their life for both themselves and their families.

My company, Sage International, Inc. formed 27 years ago in the state of Nevada, has established at least 30,000 companies across our nation, which supports the backbone of our economy, small business. This is also the reason I have a vested interest in the workforce development pipeline because I employ people. I have paid hundreds of thousands of dollars into this system, and feel I have every right to question if those funds, along with many other Nevada business owners, is being utilized effectively.

Knowing now how broken the unemployment system is, I have to question why DETR is the one driving the workforce development bus?

DETR has major staffing issues which has resulted in how the American Job Center serves the public.

I know that you can have telephone or virtual appointments which is great if I have access to technology.

I have questioned over and over again why we make it so hard for people to tap into our workforce development system when that is in fact our edict?

How are we reaching out and educating them about the resources we have available in the state? We don't. There is no marketing budget for the American Job Center which means that I have to work through a maze of agencies to figure out that there is an American Job Center.

Another example is the recently launched Skill Up Northern Nevada offered by Nevadaworks. This is a free online program that provides educational and training services to all individuals in Northern Nevada so they can complete on-line classes, explore career pathways, and/or prepare for industry-recognized certifications. How many of you know this program exists?

The world of work is changing at an accelerated rate. As advanced technologies emerge, their capabilities to conduct new and more complex tasks continue to grow exponentially, presenting new challenges for workers to remain competitive.

An array of occupations is at risk of disruption, affecting workers across most industries at every skill level. Technology's impact on the future of work should be a critical area of focus for state policymakers as we face these three major economic paradigms: 1. Jobs will be both created and eliminated at an accelerated rate; 2 existing roles will continue to be redefined, requiring a dramatic shift in skills training to develop the skills needed to interact with technology and skills that are uniquely human; and 3: rates of participation in the on-demand workforce will evolve, especially as people increasingly rely on entrepreneurial or self-employed work.

For seven years, I taught NxLevel for Entrepreneurs through the Nevada Small Business Development Center. A very successful 13-week business planning class that launched or assisted thousands of entrepreneurs and small business owners throughout the state. I was told in year 8 that there was no more funding available, so the program went away.

Entrepreneurs have the ability to change the way we live and work. If successful, their innovations may improve standards of living, and in addition to creating wealth with entrepreneurial ventures, they also create jobs and contribute to a growing economy.

Firms that lay off workers during crisis generally don't hire them back when business improves. Hard-hit companies often retool operations when demand is down, updating machinery, investing in automation and rethinking how they make products or provide services. They experiment with ways to get by, and when conditions get better, they won't need those same people back if they don't have the new skill set.

This state is changing, and its economy must change with it. As someone serving in workforce development, I have asked for years and have yet to hear anything about a unified state vision, innovative state initiatives or any kind of a viable state roadmap for preparing the future workforce now.

From technological solutions like integrating data platforms across agencies to program solutions, such as developing career pathways for sectors; identifying the hard to serve populations within the community; and how best to streamline operations and service delivery.

One example: In California, Kansas, Indiana, Michigan and Oklahoma they have a program called the Last Mile which trains incarcerated youth and adults in coding and entrepreneurial skills. The recidivism rate for graduates thus far is zero.

To prepare the workforce and support current workers amid increasing disruptions, state leaders must evaluate and restructure statewide education and training systems, resources, and infrastructure to better serve workers today and in the future. This restructuring includes focusing state agencies on shared goals; investing in data governance; and developing portable, stackable credentials to ease individual's transition from education to industry. The result is a statewide ecosystem of programs that promote lifelong learning and a truly future-ready workforce.

I recently heard Bob Potts, Deputy Director of GOED on a Reno-Sparks Chamber Zoom call share that they were going to be working on a new 12-

24-month strategic plan. I made the comment that strategy is of no value if you cannot execute.

That is always my question, is the state going to put any money behind this or any plan to advance the four sectors he identified (Advanced Manufacturing; Logistics, Technology and Health Care)? He answered, there is no money.

For those in the manufacturing and industrial sector, what's commonly known as the skills gap is a well-documented issue. As a growing number of Americans retire, they take their decades of experience with them, resulting in a noticeable skills shortage. The problem is poised to hit businesses hardest in the next few years, with over a quarter of the domestic manufacturing workforce being over the age of 55. This trend is showing no signs of slowing down. As each individual retires, they take their tribal knowledge with them, making it even harder to maintain production levels as new employees are trained up. When paired with an industry struggling to even attract job applicants from younger generations, it becomes an unavoidable issue.

The workforce is different now. Employees only stay with a company for 2-3 years, not 20-30. The average American worker stays at their job for 4.6 years; for millennials, that number is just 3.2 years. Where previous generations had entire careers to develop skills, the current workforce has just 10% of that.

I tried calling the Association for Supply Chain Management office in Northern Nevada and the phone number was disconnected. Where in this state can I go to get any one of the top 8 Supply Chain Management Certifications or a degree? How is the state going to facilitate a prepared workforce for this designated sector if there is no money?

Technology. There is a company in Reno called Nevada Technology Academy who offers 2-year certificate programs in cybersecurity, IoT, blockchain and a host of other relevant educational paths based in real time, taught by teachers who currently work in those specific industries. They struggle to get support and funding because they are not a part of the Nevada system of higher education. They have the capability to bring their programs statewide and yet they were told by GOED earlier this year that

they would only consider funding a grant if they could train someone in cybersecurity, IoT or even Blockchain in 13 weeks. That's ridiculous.

I was in Ely last year and spoke to the Director of Great Basin College. I had just learned that the largest Hemp producer in the nation just landed in Ely. I asked what classes they were teaching in Ag Tech and she looked at me and said they don't have any. I was dumbfounded.

Healthcare: According to the Nevada Health Workforce Research Center an estimated 2,026,181 Nevadans or 67.3% of the state's population reside in a federally designated primary care health professional shortage area. Esmeralda, Eureka and Storey County have no licensed physicians.

The Rhode Island Nurses Institute Middle College Charter School opened in Providence in 2011. The charter school helps students complete college-level courses while working toward a high school diploma. This is an outstanding education-workforce development strategy. It helps in building a new workforce, making it a more diverse workforce in the future and preparing young people for the new health care model. Nursing will lead the transformation of health care. While I know nursing leadership in Nevada is responding to the nursing shortage crisis, it still remains a crisis because there's a tremendous demand from students who want to enter nursing programs, but schools are tapped out.

State education and workforce systems lack critical alignment with the evolving needs of industry and the result is poorly targeted and outdated investments that do not keep up with the rapidly changing needs of industry.

A high impact board designs strategy, exercises influence, mobilizes collective action, cultivates knowledge, communicates data and enables investment and in this case, I would add operates with a sense of urgency.

This board should be spearheading the implementation of innovative solutions by exercising strong leadership and building a solid working relationship with local workforce development boards to unify the state, shed duplication of services, harness our resources and focus our attention on those residents that need to know, that would want to know, they have

options, available resources and the support to tap into jobs that elevate instead of stagnate. Thank you for allowing me to share my point of view.