STATE OF NEVADA
GOVERNOR'S WORKFORCE DEVELOPMENT BOARD

MINUTES OF BARRIERS & UNDERSERVED POPULATIONS SUBCOMMITTEE

Wednesday, October 28, 2025 – 2:00 p.m.

The GWDB Barriers Subcommittee held a public meeting on Microsoft TEAMS

Audio Conference Number: +1 775-321-6111
Phone conference ID: 415 747 736#

Members Present
Kevin Landry, Chair
Jerrie Merritt, Vice Chair
Aubree Barnum
Haith Johnson
Ken Lawson
Richard Neal
Suzanne Oetjen
Michael Yoder
Kam Green
Bharman Gulati
Dr. Tiffany Tyler-Garner

Absent
George Gault

Others Present
Tiffany Vazquez

1. Call to Order – Opening Remarks

Chair Landry called the meeting to order at 2:01 pm.

2. Roll Call

Tiffany Vazquez took roll call and confirmed the presence of a quorum.

3. First Public Comment

Members of the public are invited to provide comments at this time. No action may be taken on any matters during public comments until after the matter itself has been included on an agenda as an item for possible action. Public comments will be limited to 3 minutes per person. Please

clearly state and spell your full name. For anybody who would like to make a public comment, you can dial 775-321-6111. When prompted, enter the phone conference ID 415 747 736 # There were none.

4. Approval of July 23, 2025, minutes - (For possible action)

Chair Landry called for a motion to approve the meeting minutes. It was moved by **Vice Chair Merritt** and seconded by **Richard Neal.** The motion carried.

5. Takeaways from previous presentations - (Discussion/Informational only)

Chair Landry mentioned that over the past year and a half, nearly two years, the subcommittee has engaged in a wide range of presentations from various community partners and stakeholders across Northern, Southern, and rural Nevada. These sessions have provided valuable insights into the diverse needs, challenges, and innovations present throughout the state's workforce landscape. The end of report is due at the next full board meeting. He invited Dr. Tyler-Garner to share her reflections on the subcommittee's work and offering guidance on how to direct the conversation moving forward.

Dr. Tiffany Tyler-Garner recommended to, "include leveraging existing programming to expand it and or adopting one national program of practice that had some potential impact." She highlighted a low-cost strategy observed in a Midwest example, where larger organizations partnered with smaller ones to build capacity and enhance outreach. Additionally, she noted that as the national workforce development landscape evolves, the board should remain flexible and open to reassessing recommendations based on emerging trends and system changes.

Chair Landry asked other members to contribute.

Kamalisha Green discussed the importance of capturing data and metrics from organizations that have been involved in or aligned with the subcommittee's mission. She noted that while significant work is being done by various groups, much of it remains unrecognized. Including a summary of organizational efforts from those who have presented would add value to the final report by demonstrating progress and ongoing activity. Coordination remains a challenge, but documenting what has occurred over the past year would help illustrate the impact of the work to date.

Chair Landry asked if DETR's reports will be available for the report as they can serve as a source of quantifiable data.

Tiffany Vazquez confirmed the data will be added.

Chair Landry asked, "Were there other types of data you're looking for specifically beyond what DETRs presented to us?"

Kamalisha Green mentioned it would be sufficient. She highlighted that data is not being reported or being captured for the underserved population. Kamalisha asked, "How can we pull them into the wider net?"

Chair Landry agreed. He noted that it is difficult to quantify unseen data. A presentation by Thurman Roberts from Nevadaworks shared significant insights into how Native American

communities in rural Nevada are often undercounted and underserved. These gaps highlight the need to supplement data reports with such contextual information where similar issues arise.

Richard Neal asked, "Do we really have a picture of what our total infrastructure is across the state who's there are the folks that are participating right now and there are other folks that are participating in and doing their own thing?" Clarification is needed in the report regarding the current understanding of workforce infrastructure across Nevada. It should explicitly state whether a comprehensive picture exists or not, covering nonprofit, governmental, semi-governmental, and private sectors.

Chair Landry mentioned the presentations in the last 18-24 months have covered most workforce organizations statewide, including urban and rural areas. He asked Mrs. Vazquez to send DETR's presentations over to Mr. Neal.

6. Top three committee recommendations - (Discussion/Informational only)

Chair Landry highlighted that Dr. Tiffany Tyler-Garner illuminated on the items earlier and asked to review one at a time to see if there is consensus.

Dr. Tiffany Tyler-Garner suggested considering scalability and acuity, with a focus on expanding existing regional programs rather than creating entirely new initiatives. This approach would allow for capacity-building without requiring significant additional funding. She highlighted the Wisconsin Midwestern model-which successfully leveraged existing funding to enhance community programming. She suggested exploring similar opportunities where current resources could be realigned or better coordinated across departments, particularly through an asset-mapping process that identifies available workforce development funds.

Her last recommendation was to acknowledge the evolving nature of the system and advocate for future policy considerations to include the population and service models central to the committee's work. The goal is to present feasible, low-cost recommendations that align with the current fiscal climate while still advancing meaningful progress.

Chair Landry requested a summary of all presentations that can be shared.

Tiffany Vazquez will start working on it.

Kamalisha Green mentioned the "Did You Know" campaign from the strategic plan to improve communication. Significant work is being done in Nevada, with many organizations providing valuable resources. However, gaps remain, including insufficient funding, staffing, and critically, public awareness. Many individuals remain unaware of available services due to information overload or overwhelming circumstances. She emphasized the need for a low-cost, accessible communication plan to repeatedly share information with underserved populations. Improving how information is disseminated, ensuring clarity, accessibility, and repetition should be prioritized, as lack of awareness may be a larger barrier than anticipated.

Chair Landry mentioned collaboration across agencies to share resources and communications, leveraging social media and other platforms consistently. A unified, multi-channel approach would improve outreach and reach a broader population. Progress is being made, but more collective effort is needed. He added, "We have to be somewhat cognizant of the nature of our world these days and put some things out there that are achievable."

Ken Lawson highlighted two key barriers to employment: transportation and required workplace attire/PPE. “If there's an opportunity to enhance those programs, whether it be employer subsidized or through any of the workforce agencies, I think that would be something that would be helpful to get people in into the workforce.”

Chair Landry suggested changing the verbiage to “analyze where we are deficient in providing transportation. Perhaps we look at areas that we know there's demand but the transportation isn't meeting it.”

Ken Lawson gave an example of what is happening on Boulder Highway in Henderson-a transit lane to create more routes and bus stops.

Richard Neal added over 80% of transportation issues (excluding vouchers) stem from a lack of information, such as employers unaware of nearby bus stops. For example, some employees used Uber when a bus stop was just a block away. Improving communication across nonprofits, government, and semi-government entities is critical. An assessment of existing infrastructure and outreach is needed—many employers may be unaware of available transit options if not properly informed. The issue likely centers on communication gaps rather than insufficient stops. Investigating the issue is the best approach.

7. Goals of subcommittee for upcoming year - (Discussion/Informational only)

Chair Landry focused on identifying and addressing gaps in communication.

- What would that look like?
- What could be done?
- How could it be done understanding where there are deficiencies?
- How can we eliminate those deficiencies whether it be in transportation and basic communication, getting word out about the programs that exist?

Haith Johnson asked, “When these candidates sign up, are they given proper information of all the benefits once they come through the program?”

Chair Landry said they do not, but they are getting better at it.

Kamalisha Green highlighted concerns about information overload and its impact on individuals’ ability to process critical details. She shared a personal example of going to the wrong eye doctor due to not fully reviewing insurance paperwork, emphasizing that even organized people can miss key information. Lengthy documents and one-time orientations are ineffective, especially for those facing crises (e.g., eviction). She advocated for simplified, repeated outreach, such as cheat sheets, one-pagers, and reminders from higher levels (e.g., state agencies or boards) to ensure accessibility. While organizations provide necessary information, the real barrier is delivery. Participants need clear, concise, and repeated communication, not just exhaustive legal disclosures to truly absorb and act on resources.

Haith Johnson agreed and added, “in order for me to obtain a customer I have to touch that one customer almost 7 to 10 times. So in order for them to possibly digest the information or walk forward in the benefits that are given to them, they just have to be informed various ways.”

Chair Landry had a loss of connection.

Dr. Tiffany Tyler-Garner went over areas members have discussed.

- Education and Outreach: There is a need for clear guidance, such as a cheat sheet or one-pager, to help system participants and the community navigate the system and its resources effectively.
- System Issue: Transportation or communication of
- Data Reporting and Evaluation
    - Data reporting other than system data
    - Reviewing outcomes of past projects (previous presentations)

Chair Landry joined via telephone.

Dr. Tiffany Tyler-Garner recapped what was shared, adding there are root cause issues that have surfaced over the year that impact the work. Kamalisha Green mentioned data from identified promising practices to evaluate their effectiveness and determine potential for formal recommendation, expansion, or strategic use would be helpful.

Aubree Barnum shared her top projects/initiatives to recommend.

- highlighted the importance of the initiative focused on Northern and rural Nevada, citing its relevance due to high demand for workforce training and job placement for underserved populations, including tribal partnerships.
- Additionally, she noted interest in initiatives targeting African-American males in Southern Nevada, particularly those offering mentorship and skill development
- Programs supporting individuals with disabilities.

Dr. Tiffany Tyler-Garner recommended using the child care report as a template for continuity.

Chair Landry asked if the last item on agenda has been addressed.

Dr. Tiffany Tyler-Garner noted a couple key themes from the discussion that could be leveraged for system improvements and invited further input from the group including:

- Transportation as a recurring barrier to access and participation
- The need for education and outreach to improve system navigation and awareness.
- Interest in reporting mechanisms that go beyond state-mandated metrics, especially for evaluating promising practices.
- Ensure special population programming is included annually, either through targeted initiatives or broader program adoption based on emerging needs.

Chair Landry asked if any subcommittee member arrived after roll call.

Tiffany Vazquez confirmed Aubree Barnum marked present.

Chair Landry asked if there was any further discussion and to see what Tiffany Vazquez comes up with after this meeting.

Vice Chair Merritt agreed with the information and to move forward.

8. Second Public Comment

There were none.

9. Adjournment

Chair Landry requested to reconvene before Thanksgiving to see where we are at with outline of report.

Tiffany Vazquez agreed.

Chair Landry called for a motion to adjourn. It was moved by **Richard Neal** and seconded by **Suzanne Oetjen.** The motion carried. The meeting was adjourned at 2:44 pm.