

STATE OF NEVADA
GOVERNOR'S WORKFORCE DEVELOPMENT BOARD
BARRIERS AND UNDERSERVED POPULATIONS
SUBCOMMITTEE

Wednesday, July 26, 2023 - 2:00 p.m.

GOWINN Conference Room
555 E. Washington Ave. Suite 4900
Las Vegas, NV 89101

Teleconference Line
1-669-900-6833
Meeting ID: 861 6390 0631
Passcode: 791433

MINUTES OF MEETING

Present: Ken Evans (Chair), Dr. Tiffany Tyler-Garner (Vice Chair), Jennifer Keiser, Crystal Slaughter, George Gault, David Dreibelbis, Evelyn Thompson-Hilbert, Derrick Gyamfi, Michael Yoder

Absent: Lisa Levine, Susan Brager, Brittany Brown, Lori Calderon, Jerrie Merritt

Also present: Katie Gilbertson, David Schmidt, Sebern Coleman, Sean Tory, Nick Matthews, Alex Goff

1. CALL TO ORDER - OPENING REMARKS

Chair Evans, called the meeting to order and welcomed participants.

2. ROLL CALL - CONFIRMATION OF A QUORUM

Katie Gilbertson, GOWINN, took roll and confirmed the presence of a quorum.

3. VERIFICATION OF PUBLIC NOTICE POSTING

Katie Gilbertson verified that the meeting had been publicly posted pursuant to Nevada Open Meeting Law, NRS 241.020.

4. FIRST PUBLIC COMMENT(S) NOTICE

Chair Evans opened the first period of public comments.

Alex Goff with Senator Jackie Rosen's office introduced himself to the Subcommittee and mentioned that he manages the Northern Nevada workforce development portfolio.

5. *FOR POSSIBLE ACTION - Approval of the April 26, 2023 meeting minutes

Chair Evans called for comments/changes to January 25, 2023 draft minutes.

Vice Chair Tyler-Garner noted that she had some comments and potential revisions to the minutes.

It was moved by Evelyn Thompson-Hilbert and seconded by Vice Chair Tyler-Garner to approve the April 26, 2023 minutes pending editing amendments.

6. **DISCUSSION/INFORMATIONAL ONLY –Data Update on Underserved Populations**

Chair Evans reminded the Subcommittee that the three target populations are young men between ages of 16 to 24, single parent households typically headed by a single mothers with school-aged children, and individuals with challenged abilities.

David Schmidt, DETR, informed the Subcommittee of the recent economic landscape and high-level economic data before delving into the underserved populations data. June data showed that Nevada’s employment growth rate was four percent, which was tied with Texas for overall fastest growth in the country. Both Reno and Las Vegas experienced growth. Mr. Schmidt pointed out the state has surpassed pre-pandemic employment levels by over 100,000 jobs for the first time. Sectors like transportation, warehousing, and utilities and professional and business services grew the most, while the accommodation industry, notably affected by the casino and hotel sector, has struggled to recover. Mr. Schmidt said despite a consistent unemployment rate of 5.4 percent, the composition of the unemployed has evolved. Notably, there has been an increase in people who have been unemployed for a shorter duration and those who are new entrants or re-entering the workforce. Nevada’s labor force participation rate has remained steady, with a slight decrease in the number of unemployed individuals. The median duration of unemployment has returned to pre-pandemic levels, while the mean duration remains higher due to some individuals experiencing prolonged unemployment. Mr. Schmidt shared that since the Great Recession, there has been a larger gap between the most common unemployment experience, the median, and the people on the edges of normal unemployment duration, the mean. He continued his presentation with a chart looking at individuals outside the labor force, highlighting that Nevada has a higher proportion of marginally attached individuals who want a job but face various barriers to employment, such as childcare or scheduling constraints. Mr. Schmidt explained that around 30 percent of jobs in Nevada have no formal education requirement, however, there is a paradox where unemployment rates have improved for individuals with lower education levels but increased for those with more education. This shift in unemployment rates suggests a possible disconnect between job openings and the skills of job seekers. The types of jobs with the most openings tend to require lower educational qualifications, which may not align with the qualifications of those seeking employment, potentially affecting overall unemployment rates.

Chair Evans thanked Mr. Schmidt for his presentation and invited questions from Subcommittee members.

Derrick Gyamfi asked if the job availability data were coming solely from EmplvNV.

David Schmidt responded that job listing websites were also included in the data. He also noted that different sources of job data can yield different results, which can cause some inconsistencies.

Derrick Gyamfi asked Mr. Schmidt if he had any insight specifically on the underserved populations data.

David Schmidt responded that the economic trends discussed previously are still largely in place. He noted that while there is more localized data available for the average unemployment rate over the past five years, recent trends require a broader perspective. Despite improvements in job opportunities, individuals with lower education levels still experience higher unemployment rates. A notable challenge is the persistence of long-term unemployment, which remains higher than pre-Great Recession levels. Mr. Schmidt emphasized the importance of targeting strategies to help individuals who have been out of work for an extended period, especially those who have been unemployed for 52 weeks or more. Understanding the characteristics and reasons behind this group’s prolonged job search is crucial for addressing their specific needs.

Derrick Gyamfi specified his question to ask what the current unemployment rate is for African American young men, women with children, and people with disabilities.

David Schmidt replied that he will check for data on people with disabilities as that is a larger group, but data for the other two populations are only released annually, so there are no changes from last time.

Evelyn Thompson-Hilbert asked if the data that were presented today capture 18-year-olds or 16 year olds as the youngest reference point in the data.

David Schmidt answered that the Current Population Survey and American Community Survey both use a 16-year-old age cutoff.

Vice Chair Tyler-Garner questioned what types of occupations make up the category of professional and business services, along with what does Mr. Schmidt attribute to the increase of jobs in that industry.

David Schmidt responded that professional and business services broadly include any company that provides services to another company, such as cleaning services, whereas professional and technical services tends to be an occupation that requires a bit more education, such as accounting services. Mr. Schmidt mentioned that typically this industry is driven by temporary services, which can be an indicated of labor demand, yet that trend is offset right now since employees have more opportunities to work directly with companies now rather than serve as a temporary employee. The overall growth in various industries is seen as a positive sign, as it indicates a broader network of companies supporting economic activity. Additionally, there is a trend towards more specialized services offered by individual companies that can benefit multiple industries in the area. This specialization complements the broader economic diversification, supporting and sustaining growth across different sectors of the economy.

Vice Chair Tyler-Garner was interested in a deep dive into specific areas, particularly with a focus on understanding workforce requirements, education levels, and wage information within different sectors. She also wanted to explore demographic data related to unemployment dynamics, such as gender, age, ethnicity, and race. This comprehensive approach can help in tailoring strategies and policies to address specific challenges and opportunities in the job market.

David Schmidt replied that the individual wage data might have more detail, however the monthly data do not get much deeper than the data that were shared today. Individual wage record data could offer some aggregate trends, but not provide all the indicators requested by Vice Chair Tyler-Garner. In terms of demographic data related to shifts in re-entrance and new entrance to the workforce, the current dataset may not have a sufficiently large sample size to conduct in-depth analyses. The limitations stem from the sample size in Nevada, which is the smallest in the Western region due to funding constraints on the Current Population Survey. The survey's sample size limits how deep researchers can delve into demographic data with a high level of statistical confidence.

Chair Evans summarized his three takeaways from the presentation: 1) There's a need to focus on individuals who traditionally experience longer periods of unemployment and understand the underlying barriers they face. 2) While it's encouraging to see declining unemployment trends among individuals with lower levels of education, there is concern about the quality of jobs they are finding, as they could potentially be low-wage positions. 3) Among individuals with more education, the increasing unemployment rates raise questions about whether they are receiving education in fields that align with job growth trends. Ensuring alignment between education and the job market is crucial as we move forward.

7. DISCUSSION/INFORMATIONAL ONLY – Presentation on UNLV workforce development and outreach

Chair Evans indicated that this would not be the last presentation from Dr. Coleman and encouraged engagement through prompting Subcommittee members to recommend future presenters that might fit well with the Subcommittee's initiatives for the north, south, and rural areas.

Dr. Sebern Coleman, UNLV, introduced himself as the Director of Educator Preparation for the UNLV College of Education. He began with an overview of UNLV's investment in workforce development and education, along with the commitment to prepare students academically and for future careers. Dr. Coleman shared that this represents a significant shift from the past when there was a clear separation between academic and workforce-related education. In the past, there was resistance to emphasizing workforce education, and it did not receive the same level of attention as research-related activities. He provided UNLV has now recognized the importance of aligning education with industry needs. They have collaborated with faculty members to create industry-relevant curricula and offer badges to students upon completion of courses, signifying workforce competency. The university also provides internship opportunities for students to gain practical experience while still in school, such as co-ops, internships, and externships. UNLV has expanded its usage of career services and conducts strategic planning sessions with industry professionals to bridge the gap between academia and industry needs. Dr. Coleman shared there is a push to change the expectations of academic advisors and professors as to what graduates should be prepared for in the workforce to ensure that education aligns more closely with industry demands to reduce the gap between desired outcomes and actual results. Dr. Coleman continued his presentation with some background on the history of the UNLV College of Education's interest in workforce development and updates on initiatives within the UNLV College of Education to serve underrepresented populations. First, he emphasized the need to expose students to diverse career opportunities and opportunities for high-school students in dual enrollment programs that broaden their career horizons. Dr. Coleman continued that the College held the Rebel Start Summer Camp this past summer in collaboration with Nevada Partners which included over 120 students and focused on mental health careers. He mentioned that teaching career pathways are prioritized during the school year through the Rebel Teach Program. Next, Dr. Coleman touched on the Paraprofessional Pathways Program which aims to address barriers, particularly for individuals like single mothers, who find it challenging to take time off work to pursue traditional teaching credentials by providing classes outside of regular school hours in flexible delivery formats. The program is supported by a state grant and covers tuition for accepted students. Next, he talked about apprenticeship programs to address teacher workforce shortages by providing an alternative pathway to licensure for pre-licensed teachers in partnership with Clark County School District. The apprenticeship programs are designed to make careers in education more accessible and attractive to individuals who may have hesitated due to financial constraints and other commitments. Dr. Coleman concluded with the College's focus on collaborating with industry professionals such as Workforce Connections and EmployNV Youth Hubs. The focus is on creating internship opportunities, job placements, and databases for graduates seeking employment. Additionally, they are working on practical training courses that provide internships to bridge the gap between education and employment.

Chair Evans thanked Dr. Coleman for his presentation, assured him this would be an ongoing engagement, and asked for questions.

Katie Gilbertson informed Chair Evans that there was more time for questions since the speakers for agenda item eight were not present.

Parvaneh Carter, Nevadaworks, informed that the Good Jobs Northern Nevada Grant is working within sector partnerships with a focus on underserved populations like African Americans, Hispanic women, women with children, and especially tribal populations. She inquired if the Board has examined why those underserved populations are not going into growing sectors, such as lack of information about training, lack of access to childcare, or lack of access to transportation.

Dr. Sebern Coleman highlighted the primary reasons for underserved populations not pursuing certain programs or facing academic challenges include a lack of knowledge about available opportunities and academic struggles, particularly in courses like math and science. The UNLV College of Education has addressed these issues by changing probation criteria, modifying the curriculum to offer more accessible options, and expanding outreach efforts to both Northern and Southern Nevada regions. The goal is to proactively address barriers rather than reacting to them.

Parvaneh Carter questioned whether the educational institution has had a positive response to adjusting classes to meet real-world demands of employers and if they plan to expand these efforts to provide well-trained employees aligned with employer needs as different sectors grow in the state. She mentioned that through the Good Jobs Northern Nevada grant, Nevadaworks has organized four roundtables for healthcare, I.T., manufacturing, and logistics to understand the real-world experience needed by potential employees. Ms. Carter wants to evaluate if educational programs align with industry demands.

Dr. Sebern Coleman acknowledged that he cannot speak for all departments at the university, but that there has been success with hospitality and business in aligning educational programs with industry demands. In the field of education, they have seen success by not only inviting industry professionals to speak but also hiring them as part-time instructors. They are also exploring the development of stackable credentials for one or two credit courses, relying on industry professionals to teach them. Dr. Coleman also mentioned a collaboration with the College of Engineering for I.T.-driven careers and the importance of involving community partners in the conversation.

Dr. Tiffany Tyler-Garner proposed a deeper discussion on the cost per approach that the College is undertaking and if participants noticed any wage changes.

Chair Evans thanked Dr. Coleman for the presentation and asked if there was a forum where all the academic institutions get together statewide and discuss best practices.

Dr. Sebern Coleman replied that there hasn't been a formal, comprehensive initiative involving all eight institutions to address the alignment of education with industry demands. He noted that there are various efforts and task forces within the Nevada System of Higher Education but suggests that a more formalized and collaborative approach involving government initiatives and industry players might be beneficial and something worth considering.

Chair Evans emphasized the importance of ensuring that best practices are implemented across Nevada, including both urban and rural areas, and for all population sectors. He expressed concern about leaving traditionally underserved populations behind during the state's economic recovery efforts and highlighted the need for inclusive strategies in the development of sectors like healthcare, advanced manufacturing, logistics, and technology.

Dr. Sebern Coleman concurred with the importance of addressing specific challenges faced by underserved populations and mentioned his department's recent discussions about single mothers. Dr. Coleman emphasized the need to be intentional in addressing these challenges and highlight the dynamic nature of funding and priorities within educational institutions. He also expressed a commitment to providing education and training that is universal and equips individuals for success in various fields, not limited to education.

Evelyn Thompson-Hilbert added that it is important to partner with community colleges, particularly in highlighting underutilized workforce development programs and making them known to populations facing barriers.

8. DISCUSSION/INFORMATION ONLY – Update on State Plan and feedback from Subcommittee

Chair Evans noted that the speakers on the agenda were not available for the presentation but provided his own update to the group. He provided a summary of the discussion regarding the strategic planning subcommittee's efforts. Chair Evans mentioned that there is a compliance-oriented state plan that must be completed but emphasized the importance of developing a real-time data-driven strategic plan. This plan aims to address issues related to employment, access, and awareness, and it involves collaboration with various stakeholders, such as people at the Subcommittee meeting, to create a more effective workforce development system.

Derrick Gyamfi shared that he met with Jaime at Workforce Connections and provided that he has doubts about obtaining the data needed from training providers. He argued that these entities lack the necessary technology resources, both in terms of personnel and systems, to provide the requested data. Mr. Gyamfi believes it would be irresponsible for the board to request data that these organizations cannot provide without adequate resources. They suggest that addressing this issue may require investing in new information systems and should be considered by the larger Board.

Chair Evans said that is a good topic for the next Governor's Workforce Development Board meeting and that this topic has been discussed in the Strategic Planning Subcommittee meetings.

Derrick Gyamfi agreed and said it's a larger problem because employment disparities stem from lack of understanding and resources for training providers. This lack of understanding hinders the ability to address the problem effectively, leading to discussions that revolve around the issue rather than directly addressing it.

Chair Evans recognized the need for better technology resources and data collection systems within training providers to address unemployment disparities. Chair Evans suggested exploring grant opportunities that could support the implementation and maintenance of such systems. Additionally, he has a commitment to not just talk about the issue but to take concrete actions to address it and ensure that all stakeholders are well-informed about available technology solutions.

9. DISCUSSION/INFORMATION ONLY -- Presentation from King of Jewels

Chair Evans provided the reason for inviting the gentlemen to the meeting is to address the issue of disproportionately unemployed or underemployed black males, particularly in the 16 to 24 age group, who are often underserved by the workforce development system. The goal is to have candid conversations with this group to understand their awareness or lack of confidence in the system and to gather insights into their employment and wage expectations. This initiative is driven by the need to engage directly with the people who need these services and will be replicated in other regions, including the North and rural areas, where similar disparities exist.

Nicholaus Matthews, King of Jewels, introduced himself as a Southern Nevada native and shared his personal experiences and challenges facing young African American males with his example of students at Mojave High School. Mr. Matthews shared that it was considered cool to spend time in the juvenile justice system, meanwhile only 42 percent of students graduates. He went on to describes his journey from growing up in this environment to becoming a college access professional and co-founding the King of Jewels program in 2016. King of Jewels is a nonprofit organization aimed at equipping young people of color with skills and networks to achieve success and personal growth. The name "King of Jewels" represents individuals who not only acquire knowledge but also use it to empower themselves and their communities.

Sean Tory, King of Jewels, introduced himself also as a Southern Nevada native and shared his experiences at Canyon Springs High School and collegiate background. He discussed his upbringing in a single-parent household, his family's experience with homelessness, and the challenges they faced in their early life. Mr. Tory started working at a young age, highlighting the resilience and determination of many young individuals who face barriers in their pursuit of employment. He currently works for the City of Las Vegas with the Strong Future Youth Employment Program, an internship program for youth aged 16 to 24. These experiences have inspired him to work towards empowering young people through initiatives like King of Jewels, which starts when participants are as young as 14 years old.

Nicholaus Matthews presented an overview of the King of Jewels, with an aim to help young people of color discover the best version of themselves and combat the school-to-prison pipeline. It was initiated in response to violence and challenges faced by young people in local high schools, including incidents of shootings and deaths. Next, Mr. Matthews shared that the primary mission is to provide resources and support to empower young individuals and prevent them from feeling stuck or hopeless due to their challenging environments. The program offers soft skills training, including mentoring,

communication skills, and time management. However, its main goal is to create a network of support with peers and positive role models within the community. These role models represent various occupations and roles that young people might not be familiar with, aiming to inspire them and help them see new possibilities beyond what they may have encountered on TV screens. The program introduces young individuals to professionals such as doctors, lawyers, entrepreneurs, teachers, and educators who look like them and are working in diverse sectors, making these career paths tangible and achievable.

Sean Tory shared the program conducts a three-day conference at the beginning of each year to empower young people of color. Unlike typical workshops, the program begins by focusing on self-identity and understanding the challenges participants face. It aims to break stereotypes and build self-confidence. The conference includes activities such as visiting black-owned businesses or connecting participants with professionals from diverse industries who look like them. Mr. Tory added that the program emphasizes exposure to various opportunities, covering topics like entrepreneurship, workforce development, and education. It provides exposure to different career paths and networks. The conference also includes a panel discussion featuring successful black and brown men from the community to inspire and guide participants. Additionally, there's a session on "Parent Awareness," which focuses on character and success, followed by a presentation banquet that often elicits emotional reactions from parents. After the conference, the program continues with monthly workshops for these young men.

Nicholaus Matthews added that each participant receives a suit and tie. They teach students how to tie their ties and how to dress and act professionally. The group displayed a video about King of Jewels.

Sean Tory reviewed the national outreach that their program has had, including nature visits to Mt. Charleston and tours at the University of Kansas. Mr. Tory then shared some success stories of their former participants.

Nicholaus Matthews presented King of Jewel's strategy. The program currently focuses on youth aged 14 to 18, providing them with employability skills such as resume building, interview skills, and self-advocacy. They aim to extend their reach to ages 19 to 25 and eventually ages 26 to 30 to continue supporting these young individuals beyond high school graduation. This expansion would allow for program evaluation, ensuring that participants not only secure jobs but also retain them. Mr. Matthews added that financial literacy is also a key aspect, with a focus on teaching young people how to manage their money and potentially invest it. He seeks support and collaboration to pilot this expansion, including resources and mentorship. With this support, they hope to achieve the goal of having 70% of their participants gainfully employed, with a minimum wage goal of \$18 per hour. They are open to working with others to make a larger impact and achieve these objectives.

Sean Tory continued with the need for ongoing mentorship and support for young people of color, especially after they transition into adulthood. Many initiatives provide mentorship during high school, but there's often a gap in mentorship and support as they become adults. This gap is particularly pronounced for black and brown individuals. The program aims to address this issue by extending its reach to provide mentorship and guidance for young adults aged 19 to 25 and eventually ages 26 to 30, creating a continuous support system beyond high school.

Nicholaus Matthews concluded their presentation with a picture of a young man receiving a suit tie. He was so excited to receive the tie that he wore a full suit to the awards banquet. The picture is a representation of the confidence that wearing a suit brings to a young man.

Karlene Johnson, DETR, asked how a young gentleman could be referred to the program.

Nicholaus Matthews responded that they can be reached on their website kingofjewels.org. He shared that their current entry point is the conference where 30 young men will be meeting monthly.

Mike Yoder wanted to ask about outreach efforts on where and how that outreach is accomplished. Mr. Yoder shared that he is working on Senator Neal's ongoing Project 354 that addresses disproportionately unemployment higher unemployment rates among African Americans 16 to 24 in underserved zip codes. He shared that they have hired four individuals as a result of the project from going into the communities where these individuals are at. Mr. Yoder asked if King of Jewels has connected with Senator Neal yet, and if not, invited a potential partnership opportunity.

Sean Tory replied that word of mouth and social media are their primary marketing tools, along with their partnership with UNLV Upper Bound that has 400-500 students. Mr. Tory added that critical mentorship is a youth-centric approach where students are asked what they want to learn. He attributed their outreach success to listening to the students about what they are interested in learning.

Nicholaus Matthews also mentioned that working with existing youth organizations within the city helps establish those connections.

Chair Evans thanked the presenters and asked to move to the next agenda item.

Parvaneh Carter asked if King of Jewels has a counterpart in the North that does similar work so they could work with them through the Good Jobs grant.

Sean Tory referenced Dr. Jody Likes with the University of Nevada, Reno. He mentioned that he could share that information with Katie who could exchange that information with Parvaneh.

10. DISCUSSION/INFORMATIONAL ONLY— Identifying a path forward through policy, partnership, and programming

Chair Evans emphasized the importance of building on the dialogue and information presented during the meeting to create statewide initiatives and best practices that have a positive impact. They called for a call to action in two ways: 1) sharing best practices: if individuals or organizations in the North, South, or rural areas of the state have best practice programs that can benefit the entire state, they are encouraged to reach out to the relevant board members or contacts to share this information. The goal is to implement successful programs statewide to address challenges faced by various populations. 2) Engaging more participants: Subcommittee members are encouraged to suggest individuals or organizations that should be involved in these efforts, whether it's through making presentations or implementing statewide programs. The aim is to expand participation and collaboration to address the challenges faced by different populations throughout the state.

Parvaneh Carter questioned how this information should be shared with the Subcommittee.

Chair Evans invited Ms. Carter to present at a future meeting.

11. DISCUSSION/INFORMATIONAL ONLY— Next steps and new business

Chair Evans invited next steps and new business, however there were none.

12. PUBLIC COMMENTS NOTICE (SECOND)

Chair Evans, opened the second period of public comment.

Sean Tory thanked the Subcommittee on behalf of King of Jewels.

13. ADJOURNMENT

The July 26th, 2023 meeting was adjourned.

Notice of this meeting was posted on or before 9 a.m. on the third day prior to the meeting on the Internet at:

<https://gowinn.nv.gov/meetings/> and

[Nevada's Public Notice website at https://notice.nv.gov/](https://notice.nv.gov/), as required by NRS 232.2175.

Supporting public material provided to Committee members for this meeting is posted on GOWINN's Website at <https://gowinn.nv.gov/meetings/> may be requested from the Executive Director's Office at 555 E. Washington Ave. Ste. 4900, Las Vegas, Nevada 89101; or call (702) 486-8080.