



Date: February 2, 2023
To: Governor's Workforce Development Board (GWDB)
From: Kara Abe, ESD Chief of Field Services and Management
Re: WIOA Title III – Wagner-Peyser Quarterly Report – Second Quarter 2022

WIOA Title III Wagner-Peyser

Amendment to the Wagner-Peyser Act of 1933 (W-P)
Employment Services (ES)/ Labor Exchange

Performance indicators Second Quarter 2022 (10/1/2022 – 12/31/2022) Highlights:

1. Number of Job Seekers Registered Monthly Goal: 4,800

- **October 2022:** 2,733
- **November 2022:** 2,842
- **December 2022:** 3,492

3,492 job seekers registered in December is 27% lower than the planned goal of 4,800. The improving economy with less people looking for work is reflected in a significant decline in the unemployment insurance rate (4.9% in November 2022).

2. Number of Business Job Listings Monthly Goal: 1,565

- **October 2022:** 3,044
- **November 2022:** 2,608
- **December 2022:** 2,719

2,719 job orders in December is 74% above the planned goal of 1,565. The significant decrease in the unemployment rate results with fewer job seekers to fill openings and drives the higher number of listings.

3. Number of Business Job Openings Monthly Goal: 3,950

- **October 2022:** 8,275
- **November 2022:** 8,396
- **December 2022:** 5,394

5,394 job openings in December is 37% higher than the planned goal of 3,950. The high number of openings corresponds to the high number of job listings. Many businesses are short staffed and have multiple job openings due to the low unemployment rate. In addition, many job seekers left the workforce either due to childcare and/or health concerns, early retirement, or finding alternative methods of income.

4. Number of Job Referrals Monthly Goal: 3,232

- **October 2022:** 2,858
- **November 2022:** 3,101
- **December 2022:** 3,496

3,496 job referrals in December are 8% over the planned goal of 3,232.

5. Number of Job Placements Monthly Goal: 965

- **October 2022:** 497
- **November 2022:** 451
- **December 2022:** 1,007

1,007 placements in December are 4% over the planned goal of 965.

General quarterly updates since the last full board meeting related to Title III.

BSO-North Hiring Event Highlights:

On October 12th, the EmployNV Business Hub partnered with UNR's Small Business Development Center to host the EmployNV for Small Businesses. 30 businesses attended. They learned about the advantages of using EmployNV and all the features it offers. The feedback was overwhelmingly positive, and we plan on conducting a similar event in the future.

On October 18th, the Northern Nevada EmployNV Business Hub assisted with the Small Business Resource Fair in Carson City. It was sponsored by the Lieutenant Governor's Office of Small Business Advocacy.

Events:

4th Qtr. /2022 we held a total of 19 hiring events and 2 job fairs for 38 businesses that participated in the events. We had a total of 135 attendees.

On October 26th, a job fair was held at the Sparks EmployNV Career Hub. There were 8 businesses there in the in-demand sectors, healthcare, manufacturing, transportation and logistics and leisure/tourism. 35 job seekers attended the event, and the employers were happy with the candidates they met with.

On November 30th, a manufacturing and logistics job fair was hosted by Account Managers Paulina Adrian, Robert Erb and Mike Hardesty in the Carson City EmployNV Career Hub. 9 businesses and 1 service provider participated in the event. Employers were impressed with the quality of the candidates and planned on following-up with many for second interviews.

BSO-South Hiring Event Highlights:

Pinnacle Award

On November 15, 2022, the EmployNV Business Hub won the prestigious Pinnacle Award during the Public Relations Society of America (PRSA) Pinnacle Awards, held annually for the Las Vegas Valley Chapter. This award was for the Business Hub's Spring Job Fair 2022. The Pinnacle Award is the highest honor an entry can receive. The Spring Job Fair won for "Events and Observances"

- a category that recognizes programs or events, such as commemorations, observances, openings, anniversaries, celebrations, or other special activities. The award lists all partners involved which includes Clark County, Nevada DETR, Workforce Connections, Red 7 Communications and Las Vegas Convention and Visitors Authority.

CCSD Manufacturing Day Event

The Clark County School District (CCSD) Manufacturing Day events were a huge success. This was a great opportunity for employers to visit CCSD, Career & Technical Education (CTE) program schools and talk with instructors and students. The employers were excited to visit the schools to see the equipment being utilized and watch students demonstrating proficiency on the equipment. The goal is to educate employers on this untapped labor pool and form a pipeline for these qualified students, connecting graduates to quality jobs upon graduation. The attendance was as follows:

- Sunrise Mountain High School - 2 employers - Sunshine Minting, Inc. and Wells Enterprises Inc.
- Legacy High School - 3 employers - Western Group Packaging, LLC, Clearwater Paper Corp. and Cubicall, LLC
- Cimarron Memorial High School - 5 employers - Western Group Packaging, LLC, Spacecraft Components Corp., Premium Waters, Inc., Wells Enterprises, Inc., NAS Electronics
- Northwest CTA High School - 3 employers - PLI Card Marketing Solutions, Premium Waters, Inc. and Erickson International, LLC
- Southeast CTA (SECTA) High School - 7 employers attended - Sunshine Minting, Inc., PLI Card Marketing Solutions, Herrick & O'Herron, Inc., Ocean Spray Cranberries, Inc., Wells Enterprises, Inc., YESCO LLC, and Poly-West, Inc.

General and Advanced Manufacturing Job Fair

As part of the EmployNV Business Hub's ongoing Industry Sector Partnership (ISP) efforts with Workforce Connections we hosted the first ISP job fair. The event was for General and Advanced Manufacturing and was held at the Green Valley Library EmployNV Business Hub and featured 6 manufacturing employers. These employers also participated in the CCSD Manufacturing Day events at CCSD.

Fall Job Fair

On November 17, 2022, we hosted Fall Job Fair 2022 at the Sahara West Library. The event was a huge success and was held in partnership with the Las Vegas - Clark County Library District and Commissioner Jones. We had a total of 54 employers (across all industries) and over 4,600 job openings. Over 768 jobseekers were in attendance. Survey results from employers indicate hundreds of jobseekers left with multiple job offers.

Healthcare Career Fair

As part of our ongoing Industry Sector Partnership (ISP) efforts with Workforce Connections we hosted our second ISP job fair the healthcare sector. The Healthcare Career Fair was held on December 13, 2022, from 2 PM - 5 PM at College of Southern Nevada. There were 38 employers present and over 100 jobseekers attended the event. This event is part of a series of events planned for employers who are a part of the Southern Industry Sector Partnership.

During 4th Qtr. we held a total of 28 hiring events and 3 job fairs for 124 employers. There was a total of 1,367 attendees and over 539 were interviewed and hired on the spot.

Special Projects- new/updates related to Title III.

GROW WITH GOOGLE

NASWA has partnered with Google to provide no cost access to 30,000 scholarships through the Google Career Certificate program to state workforce agencies. Google Career Certificates provide professional, self-paced online training in under six months for a career in the following high-growth fields: Data Analytics, IT Support, IT Automation with Python, Project Management, User Experience (UX) design, and Digital Marketing and E-commerce. In November 2021, Nevada was invited as one of four states to join a soft launch of the Grow with Google (GWG) Career Certificate Scholarship Program. Scholarships are made available by DETR through the Nevada JobConnect offices. Individuals interested in participating may visit their local JobConnect office in person or e-mail at GrowWithGoogle@detr.nv.gov, include their city of residence, and an EmployNV Career Hub (*formerly Nevada JobConnect*) representative will contact them.

There are currently 54 Nevadans enrolled in at least one course. 16 learners have earned their certification and two individuals have earned two certifications. Upon completing the certificate, graduates get no-cost access to career resources like coaching sessions, mock interviews and resume building tools including access to Big Interview. They also have the opportunity to connect with over 150 employers in the Google Career Certificates employer consortium.

On January 24, 2023, we received exciting news that Google expanded their partnership with CareerCircle to provide better wraparound support and job outcomes for our GWG graduates as well as the first ever CareerCircle virtual Job Fair for Google Career Certificates graduates on February 16th!

Google is providing our GWG graduates with no cost access to CareerCircle's recruiting services, job platform, and unique job search resources for graduates. Google is working with members of the employer consortium to post their roles there and expand the opportunities already on the platform. This offering is optional to graduates but recommended to ensure connection to additional graduate resources. CareerCircle is the first step of the transition as we work closer to connect graduates with businesses.

Google will share more about this expanding partnership with CareerCircle in the coming weeks. Here are the benefits graduates can start taking advantage of now:

- **Personal Career Advocates:** one-on-one sessions with CareerCircle's team of highly specialized recruiters who will advocate for graduates in the market as an extension of their voice. They will also gain access to all jobs generated by the 508 Allegis offices nationally and members of the Google Employer Consortium looking to hire Google Career Certificate graduates.

- **Candidate 360° Profiles:** A tool designed to show aspects about certificate graduates that are hard to show on paper. Graduates can also record a member introduction video to amplify their experience beyond their resume. Additionally, skills and courses from the Google Career Certificate are auto populated for a seamless profile creation.
- **Wraparound Support and Resources:** Full access to the CareerCircle platform includes career pathing, resume builder, interview prep, career and personality assessments, a job platform and custom advocacy in the market.

Graduates this quarter:

CERTIFICATION	GRADUATION DATE	TARGET POPULATION
Data Analytics	10/26/2022	n/a
Data Analytics	10/31/2022	Minority
Project Management	12/22/2022	Minority

ROADS PROGRAM

The Realizing Opportunities for the American Dream to Succeed (ROADS) project was developed to provide opportunities for Nevada’s unemployed or underemployed population by enhance their employability skills to obtain a livable wage. To ensure the project success, partnerships were established amongst community stakeholders, economic development organizations, private industry, DETR and Western Nevada College (WNC) with the goal of providing a direct pipeline of skilled workers to businesses. DETR and WNC entered into an Interlocal contract for \$460,000.00 for a two-year term effective from November 9, 2021, to October 31, 2023, to train 75 participants.

Businesses

The ROADS program was designed to build bridges for training programs at WNC for a reliable resource for skilled workers, and to provide Nevada’s workers with the opportunity for upward mobility to achieve a livable wage. DETR and WNC targeted four industries for the Northern Nevada area to provide local businesses a consistent supply of skilled workers: Manufacturing, Health Care, Technology, and Building Trades. WNC also has existing short-term curriculums which participants can quickly earn nationally recognized certifications in welding, automotive services, computer information systems, cybersecurity, machine tooling, paramedicine, truck driving, and certified nursing assistant (CNA).

Outreach

The ROADS program continues to sponsor Lunch & Learn sessions for career development. This quarter the December session also held a customized Test Taking Strategies Workshop which was strategically right before finals week.

Michael Boreham the Liaison for the ROADS program and John Jacobson, WNC’s Veteran’s Resource Coordinator also attended the Veteran’s job fair hosted by the Reno’s EmployNV Career Hub on November 9th at the Reno Town Mall to recruit veterans into the ROADS program.

The ROADS program continues to distribute outreach materials to further attract local employer and student participants. These efforts include:

- 1) Targeted ROADS Program postcards were distributed through the mail. These postcards received noticeable responses from the surrounding community. Another postcard will be released in Q1 of 2023.
- 2) Outreach materials were created through local partner, Custom Ink, including branded portfolios for students to use in job interviews.
- 3) T-shirts with the ROADS logo were passed out at several events. Both of which have received positive responses from students and the community.

Deliverables & Participants

	Enrollments	Training Completion	Job Retention after 2nd Quarter
Year 1	25 Participants	55% (13 of 25 participants)	65% (8 of 25 participants retain job for 6 months)
Year 2	50 Participants	65% (32 of 50 participants)	70% (22 of 50 participants retain job for 6 months)
Total	75 Participants Enrolled	60% (45 participants complete training)	40% (30 of 75 participants retain job for 6 months or longer)

We are happy to report that at 86 participants, WNC has surpassed their enrollment goal for the entire contract. In addition, 27 students have completed their training, with another 32 set to graduate in May. As such, the training completion performance indicator has been met for Year 1. It is also highly likely that WNC will meet the Year 2 training completion indicator at the conclusion of the Spring Semester in May. To date 28 participants have been placed in employment, and 22 have seen wage increases. Finally, the ROADS program has met the Performance Indicator for Job Retention with 12 participants retaining their position with their employer for two consecutive quarters.

National Attention

The ROADS program was nominated for National Association of State Workforce Agencies’ (NASWA’s) 2023 Pinnacle Award. This award recognizes a state workforce agency and/or their partnership for innovative workforce projects, strategies, or initiatives that involves assisting customers with career services and/or the attainment of in-demand skills and credentials, and which results in significant contributions towards the achievement of opportunity.

NASWA WORKFORCE INNOVATION AWARDS

In November/December of 2022, DETR was nominated for two National Association of State Workforce Agencies (NASWA) Workforce Innovation Awards. Winners will be announced at the NASWA Winter Policy Forum held in Washington D.C. in February.

Pinnacle Award for Workforce Development

The Pinnacle Award for Workforce Development recognizes a state workforce agency (or their partnership) for an innovative workforce project, strategy, or initiative that involves assisting certain or all customers with career services and/or the attainment of in-demand skills and credentials, and which results in significant contributions towards the achievement of opportunity for customers.

Realizing Opportunities for the American Dream to Succeed (ROADS) initiative was submitted to represent Nevada as the 2023 nomination. The ROADS initiative was developed by a workgroup of economic development organizations, private industry, DETR's Employment Security Division (ESD), and Western Nevada College (WNC) with the goal of providing a pipeline of skilled workers for targeted industries that provide a livable wage. The program is designed to provide Nevada's workers the opportunity for upward mobility in four in-demand industries: manufacturing, health care, technology, and construction. Trade industries were selected due to the consistent high demand and WNC's existing curriculum where participants could quickly earn a nationally recognized certification. Businesses can participate in the ROADS program at no cost and without contractual obligations.

WNC has developed an online portal where businesses can inquire about the program's eligibility and prospective/existing students may submit applications for consideration.

<https://wnc.edu/roads.php>

Pinnacle Award for Business Development

The Pinnacle Award for Business Development honors a state workforce agency (or their partnership) for an innovative business services initiative, framework, or effort of national impact, which addresses the employment/workforce needs of businesses at one or several stages (growth, maintenance, downsizing) and results in significant positive impacts for businesses.

The Department of Employment, Training and Rehabilitation (DETR), Workforce Connections, and the Vegas Chamber opened the American Job Center during the height of the COVID-19 Pandemic, designed to serve employers inside Nevada's largest chamber of commerce. The EmployNV Business Hub at the Vegas Chamber was the first office specifically designed to meet the needs of businesses within an American Job Center. It is a first to have these resources embedded within a chamber of commerce offering workforce resources where employers already visit. In addition, the EmployNV Business Hubs have business services staff from multiple organizations co-located, offer additional ways to meet the needs of businesses at any stage.

Since the inaugural success of the EmployNV Business Hub at the Vegas Chamber, five additional Hubs have opened across Southern Nevada. These Hubs are strategically located within libraries and city halls close to service for economic development, business licensing, and permits. Business Hubs feature WIOA Title I, III, and IV, Small Business Administration staff and local financial institutions streamlining services in one location, under one unified brand, EmployNV.