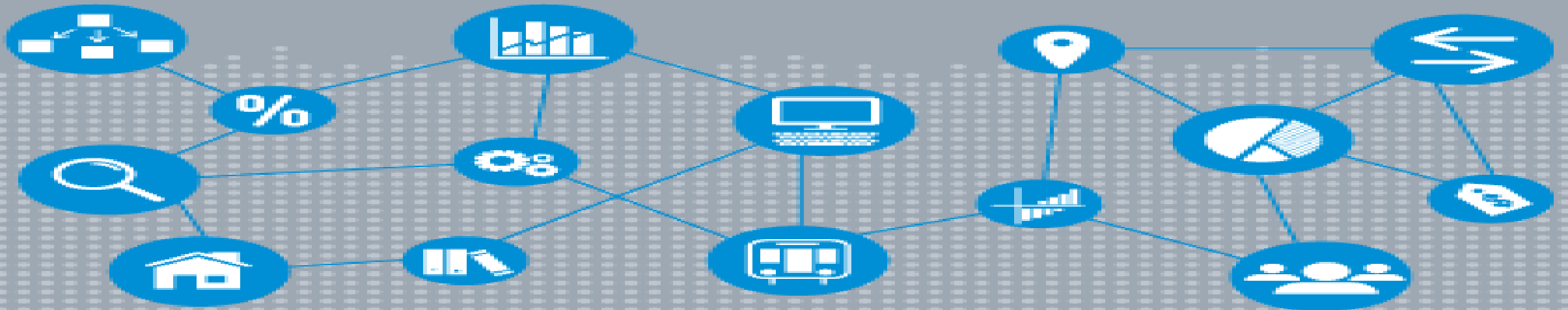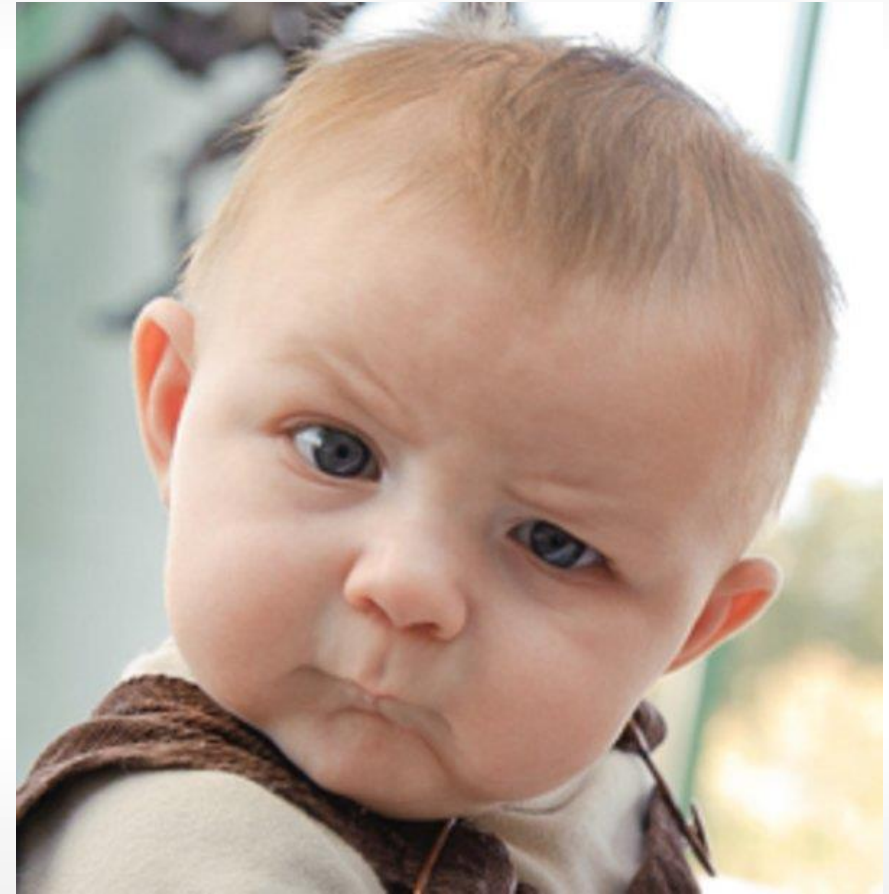# Using Data to Influence Policy Change

-Manny Lamarre, Executive Director
Governor's Office of Workforce Innovation (OWINN)
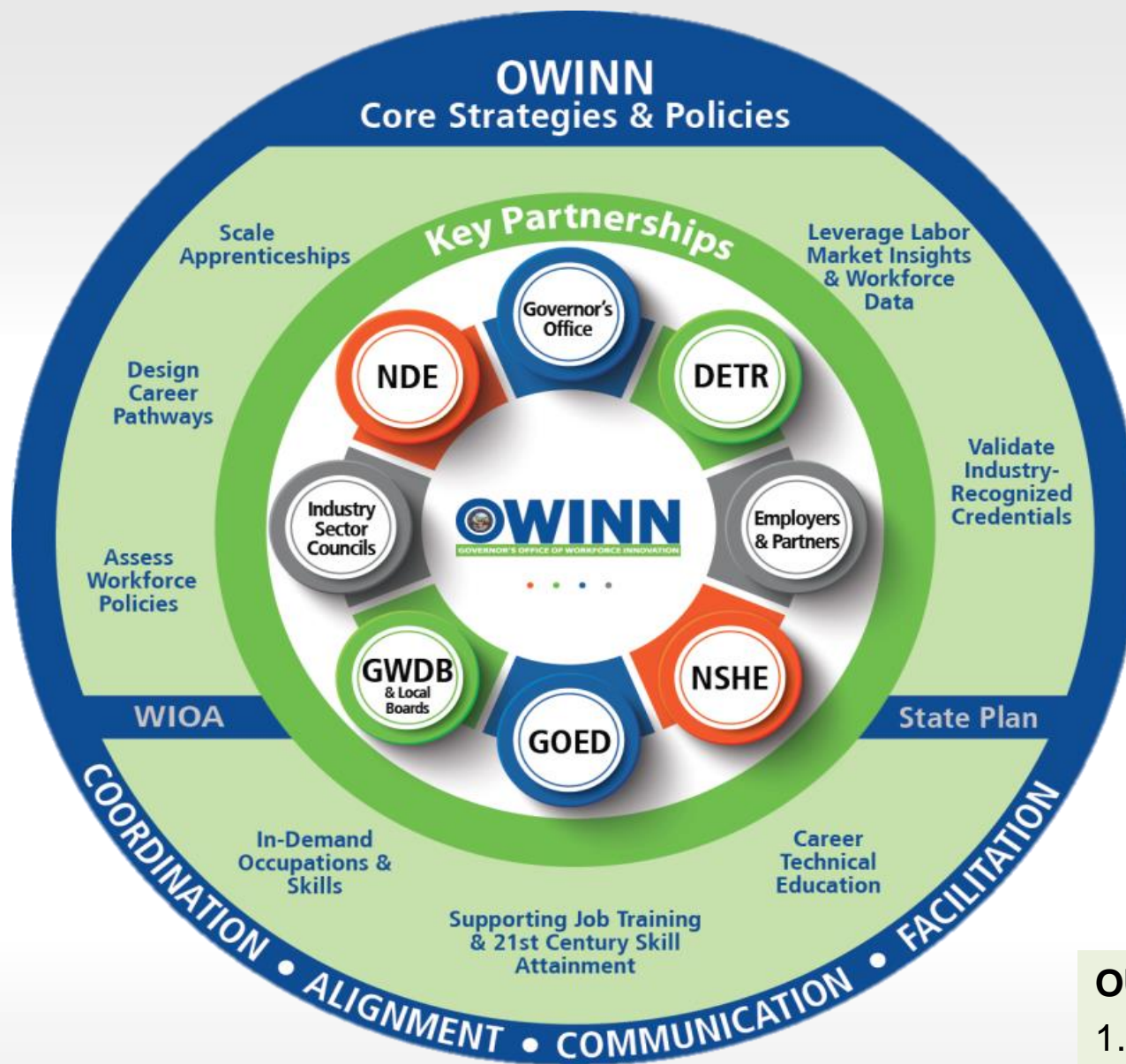
How do you feel about data?

"In God [I] <u>trust</u>, all others must bring data."
-unknown

OWINN helps drive a skilled, diverse, and aligned workforce in the state of Nevada by promoting cooperation and collaboration among key entities focused on workforce development.

OUTCOMES:
1. Prepare all K-12 Students for College & Career Success
2. Increase Nevadans with postsecondary degrees & credentials
3. Increase Employment Outcomes in Training and Credentialing programs

OWINN's Priorities 2018-2019

Aligning workforce training with labor market data through policies & practices

Scaling work-based learning and Registered Apprenticeships

Outreach and awareness – workforce opportunities & partnerships

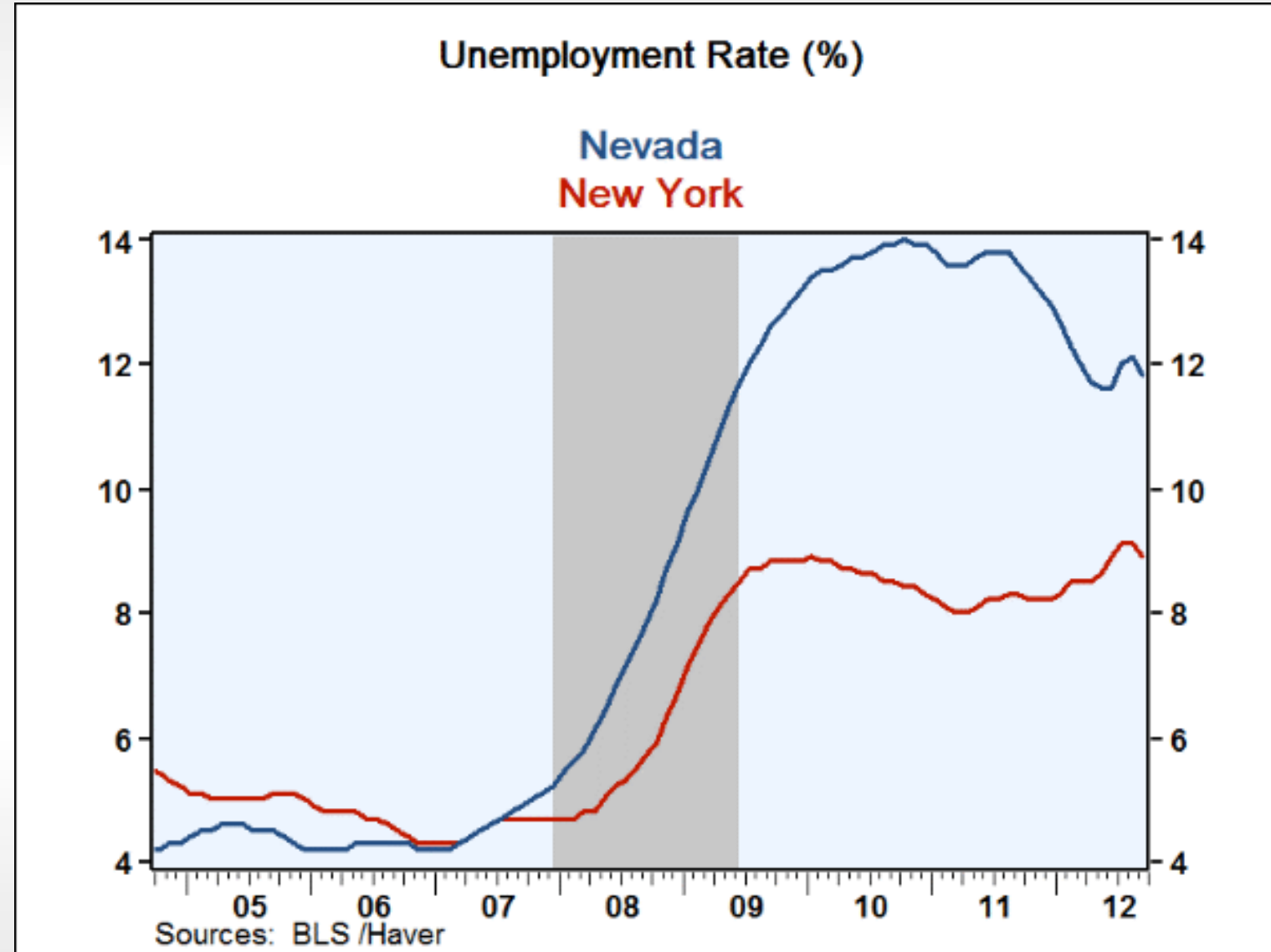# Once Upon A Time......

But then he hit rock bottom……
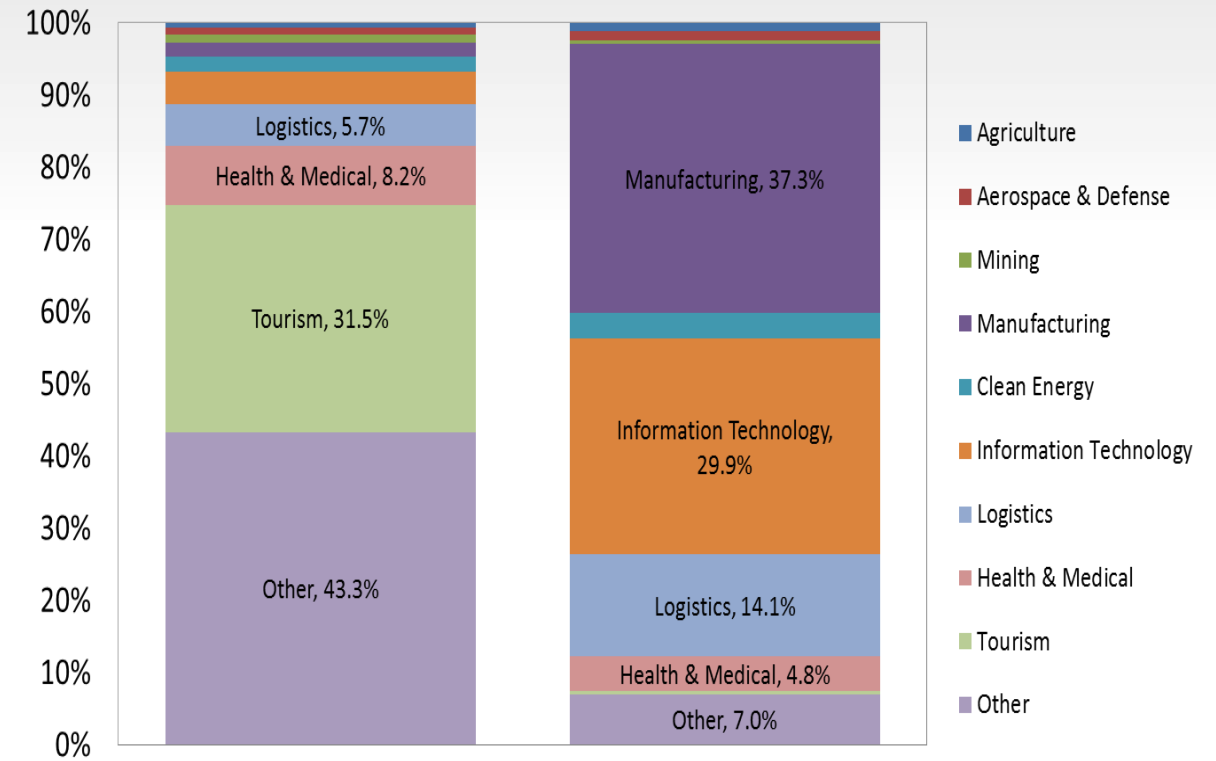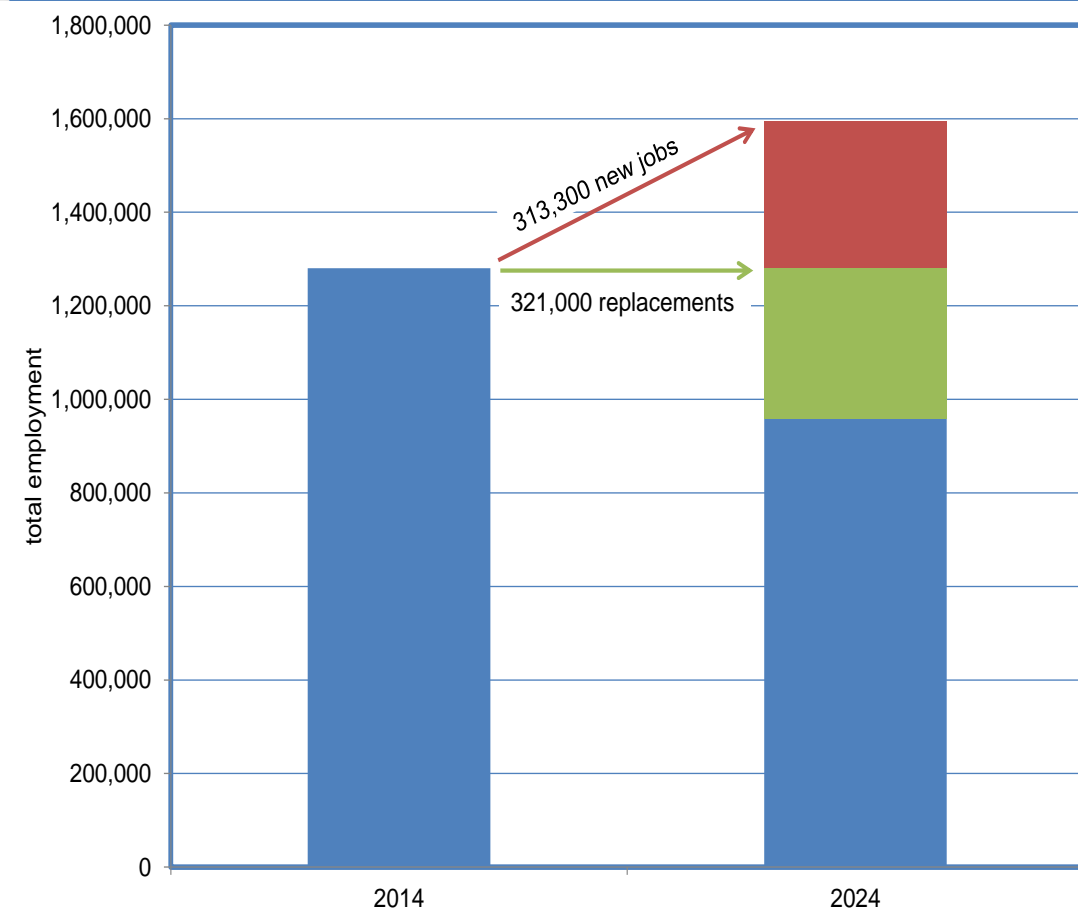
Nevada's record high unemployment rate......

Unemployment Rate (%)

Nevada
New York

Sources: BLS /Haver

But after finding a special person that helped him focus on his priorities.........
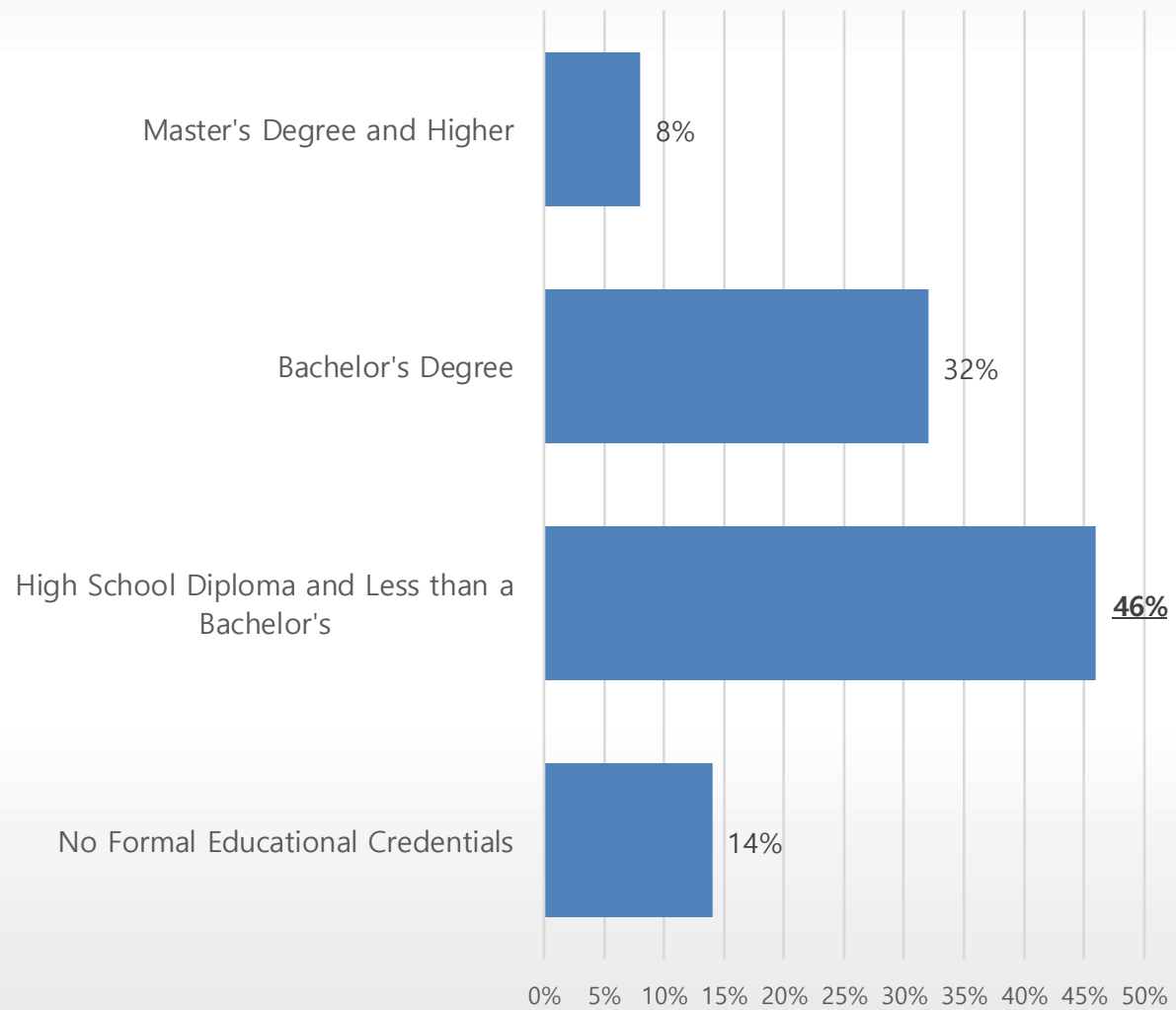
Jobs Growth & Diversification Efforts

Left chart: Bar chart of total employment, 2014 to 2024.
- 313,300 new jobs
- 321,000 replacements

Right chart: Stacked bar charts comparing "Job Distribution in Nevada" and "Assisted Jobs Since 2012"

Job Distribution in Nevada:
- Logistics, 5.7%
- Health & Medical, 8.2%
- Tourism, 31.5%
- Other, 43.3%

Assisted Jobs Since 2012:
- Manufacturing, 37.3%
- Information Technology, 29.9%
- Logistics, 14.1%
- Health & Medical, 4.8%
- Other, 7.0%

Legend: Agriculture, Aerospace & Defense, Mining, Manufacturing, Clean Energy, Information Technology, Logistics, Health & Medical, Tourism, Other

DETR — Nevada Department of Employment, Training and Rehabilitation

Nevada Governor's Office of ECONOMIC DEVELOPMENT

Typical Entry Level Education for Top 100 In-Demand Jobs

- Master's Degree and Higher: 8%
- Bachelor's Degree: 32%
- High School Diploma and Less than a Bachelor's: **46%**
- No Formal Educational Credentials: 14%

(Axis: 0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%)

Typical On-The-Job Training for In-Demand, Middle Skill Jobs

- Work Based Learning, 75%
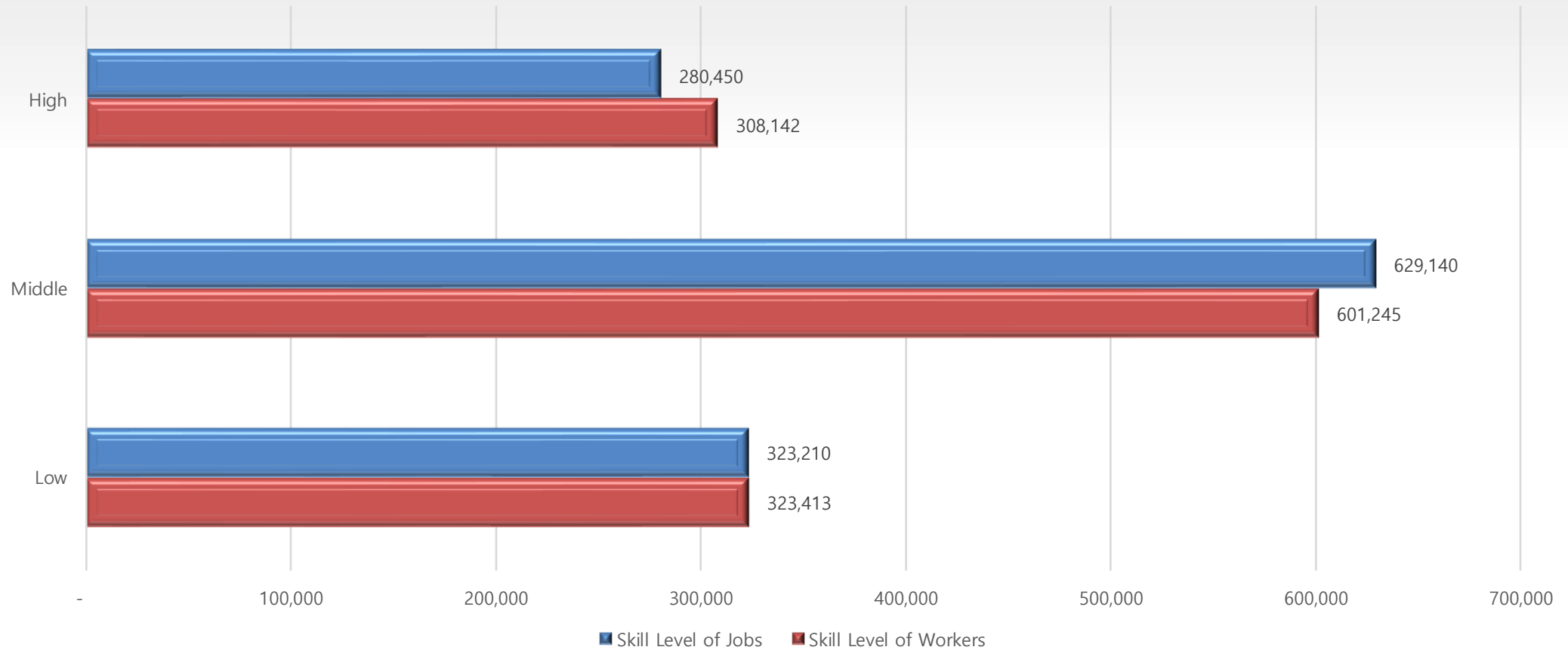- None, 25%

Legend: ■ None ■ Work Based Learning
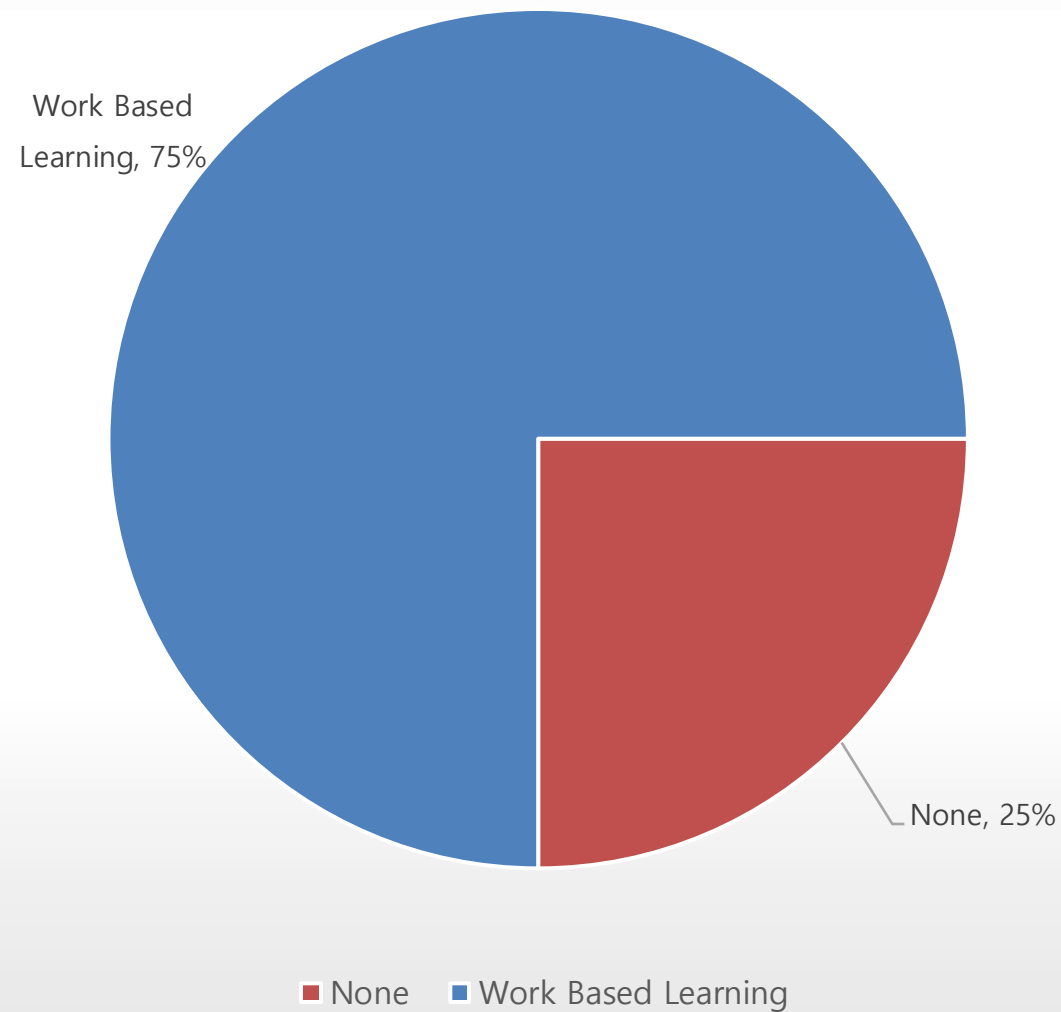
Even in a royal marriage, things are not perfect (In-laws)

Similar problems are Lurking in Nevada's Workforce Ecosystem
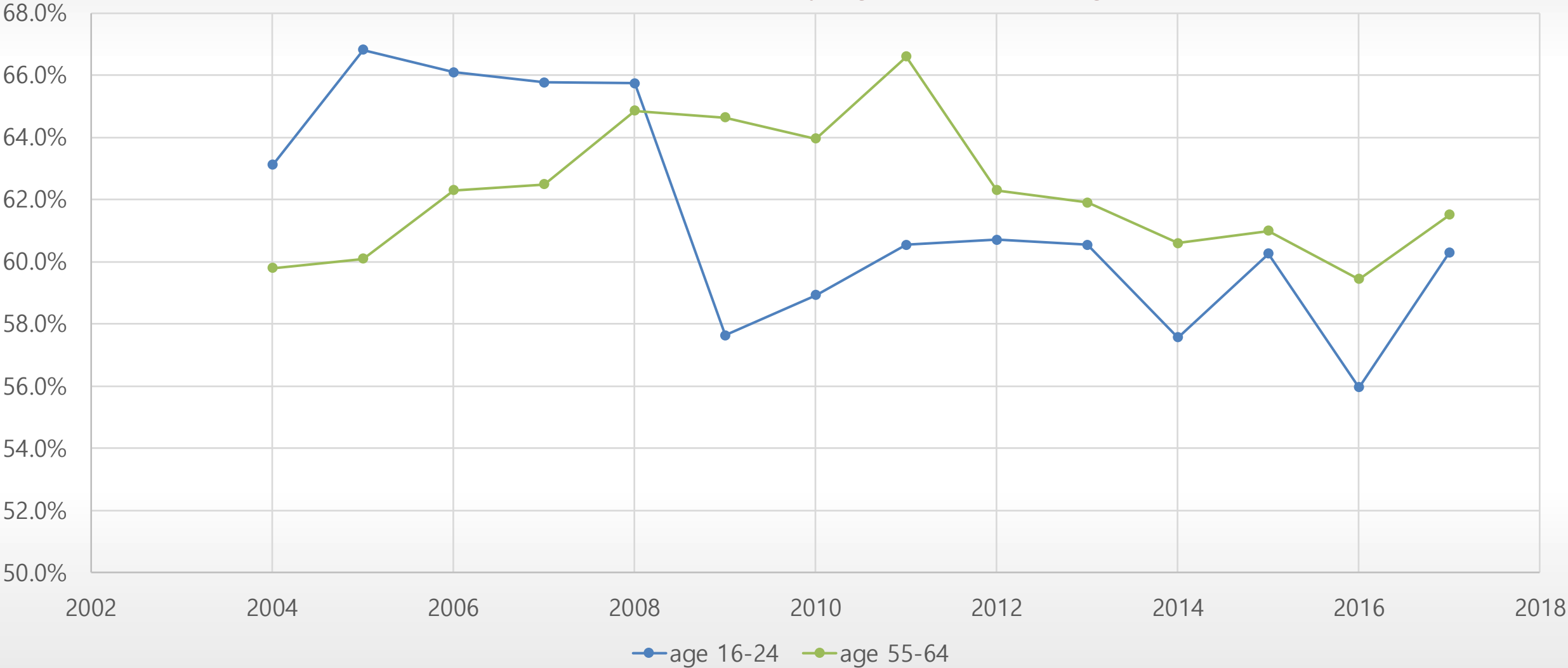
Middle Skills Jobs Gap

A gap of roughly ~28,000 workers exist in middle skills jobs in the state

Percent Alignment with Skill Level
High: 23/25
Middle: 49/51
Low: 26/26
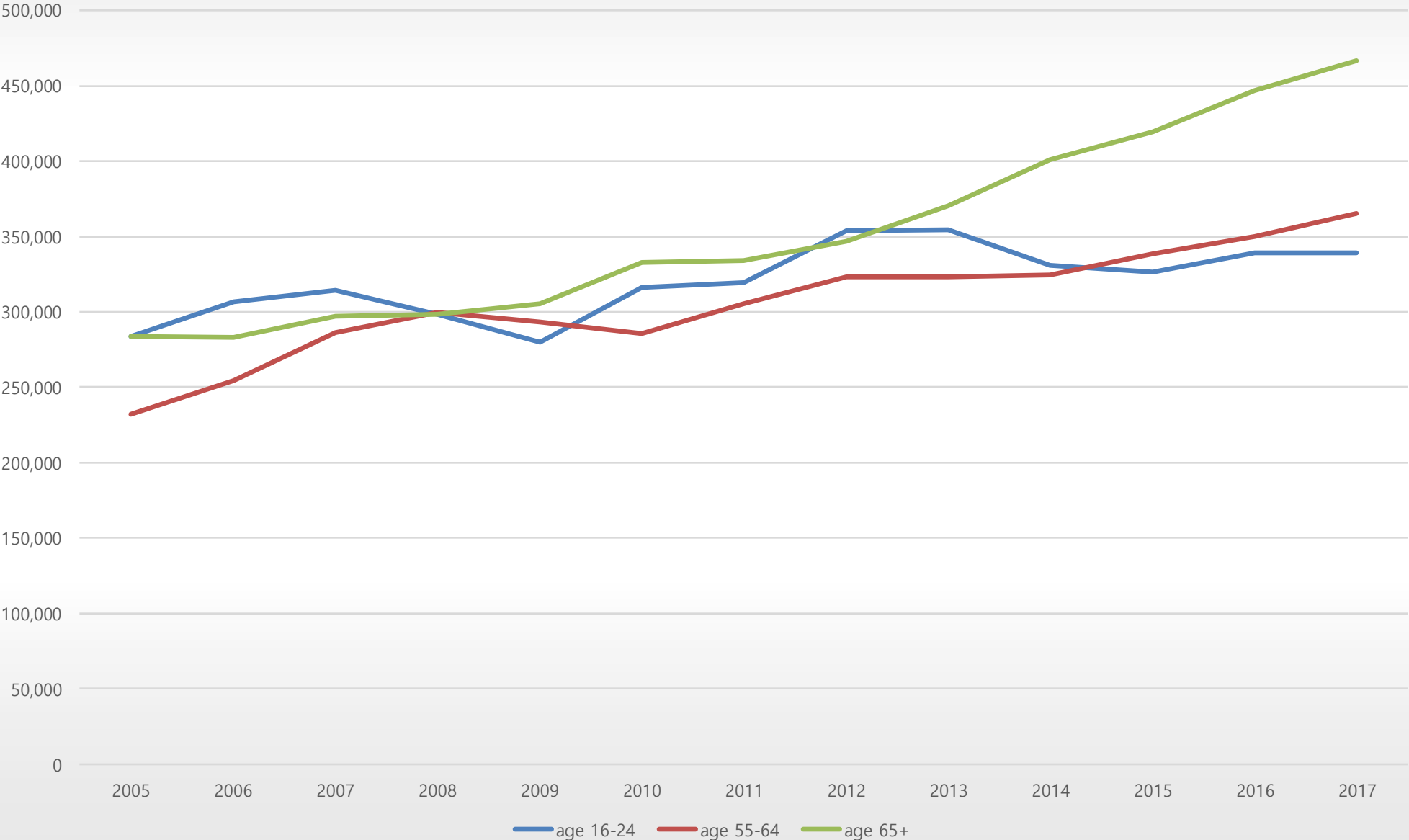
Labor Force Participation Rate

State of Nevada Labor Force Participation Rate by Age (Annual Average)

Non-institution Population

State of Nevada civilian non-institutional population 16+ (annual average)

Gaps in College & Career Readiness

~6,974
not enrolled in post-secondary

~10,260
not classified as high school graduates

% that completes the pipeline

33.67%

2014

	0	10,000	20,000	30,000	40,000
Students Start High School			34,201		
Students Reach Graduation		23,941		10,260	
Enroll in College	13,610	6,974			

■ Do ■ Do Not
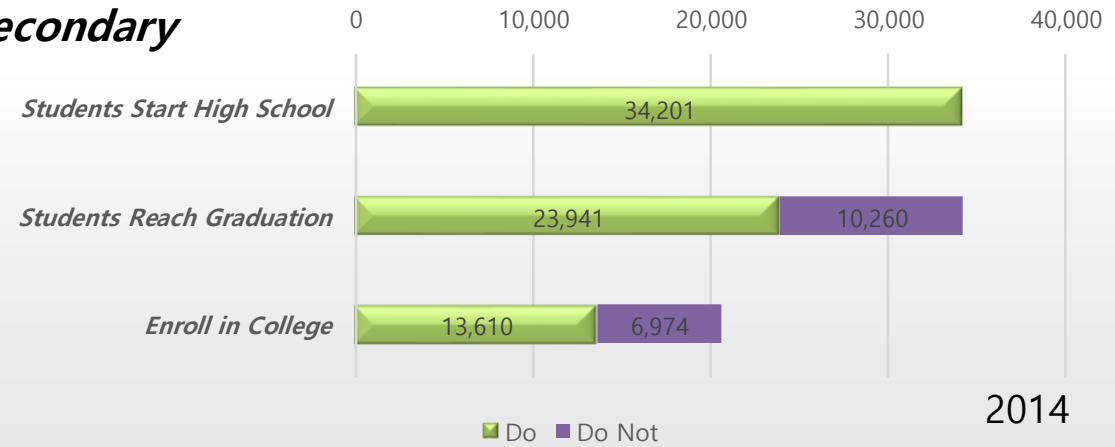
Going to the source...listening to student perspectives

Response Distribution & Age of Respondents

County	Responses	Distribution
Carson City	63	8.1%
Churchill	18	2.3%
Clark	411	52.6%
Douglas	24	3.1%
Elko	91	11.6%
Esmeralda	0	0.0%
Eureka	1	0.1%
Humboldt	10	1.3%
Lander	6	0.8%
Lincoln	3	0.4%
Lyon	33	4.2%
Mineral	2	0.3%
Nye	26	3.3%
Pershing	1	0.1%
Storey	0	0.0%
Washoe	88	11.3%
White Pine	5	0.6%

Seven participants did not correctly provide their zi

782 state wide

Age: Percentage of Respondents

- 16-18, 56%
- 19-22, 22%
- 23+, 22%

Legend: ■ 16-18 ■ 19-22 ■ 23+
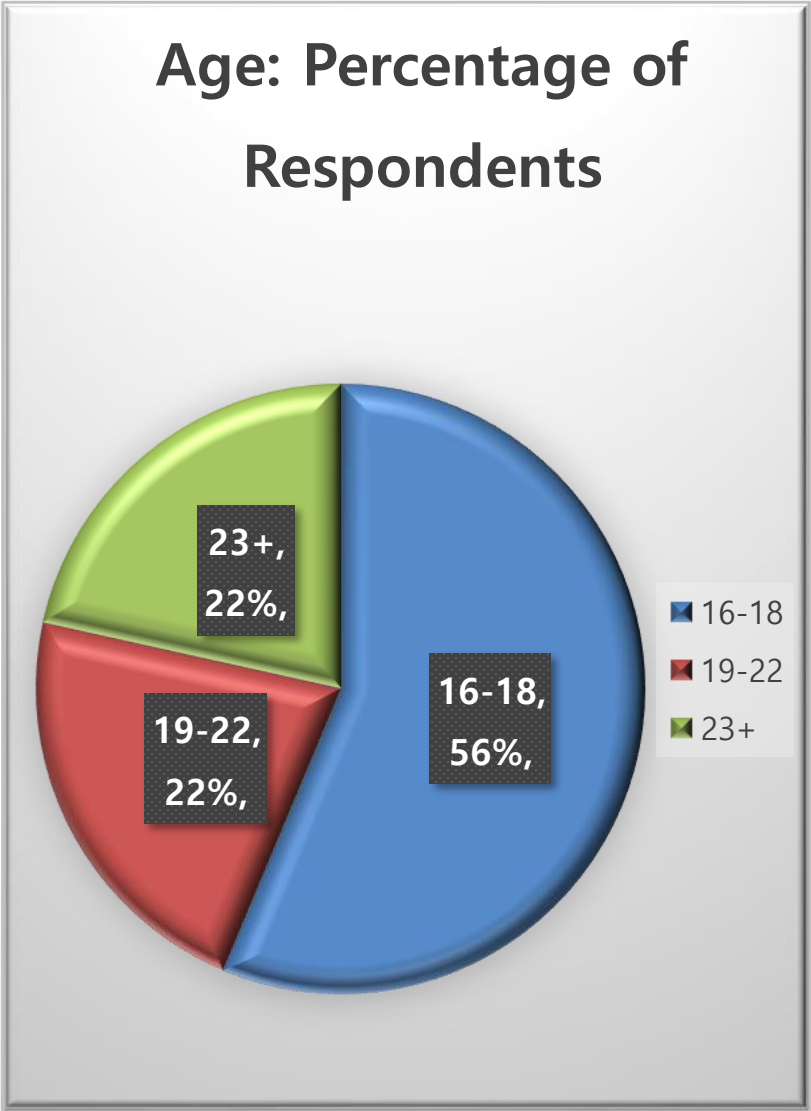
Perception About Employment Barriers

What do you believe is keeping you from gaining meaningful employment?

Category	Percentage
ACCESS TO JOB INFORMATION	9.1%
EDUCATION	28.3%
I'M MEANINFULLY EMPLOYED	7.9%
I'M NOT SURE	10.2%
JOB FUNCTION SKILLS	9.7%
SOFT SKILLS	8.6%
SOMETHING ELSE	5.9%
TRANSPORTATION	12.6%
OTHER	7.5%
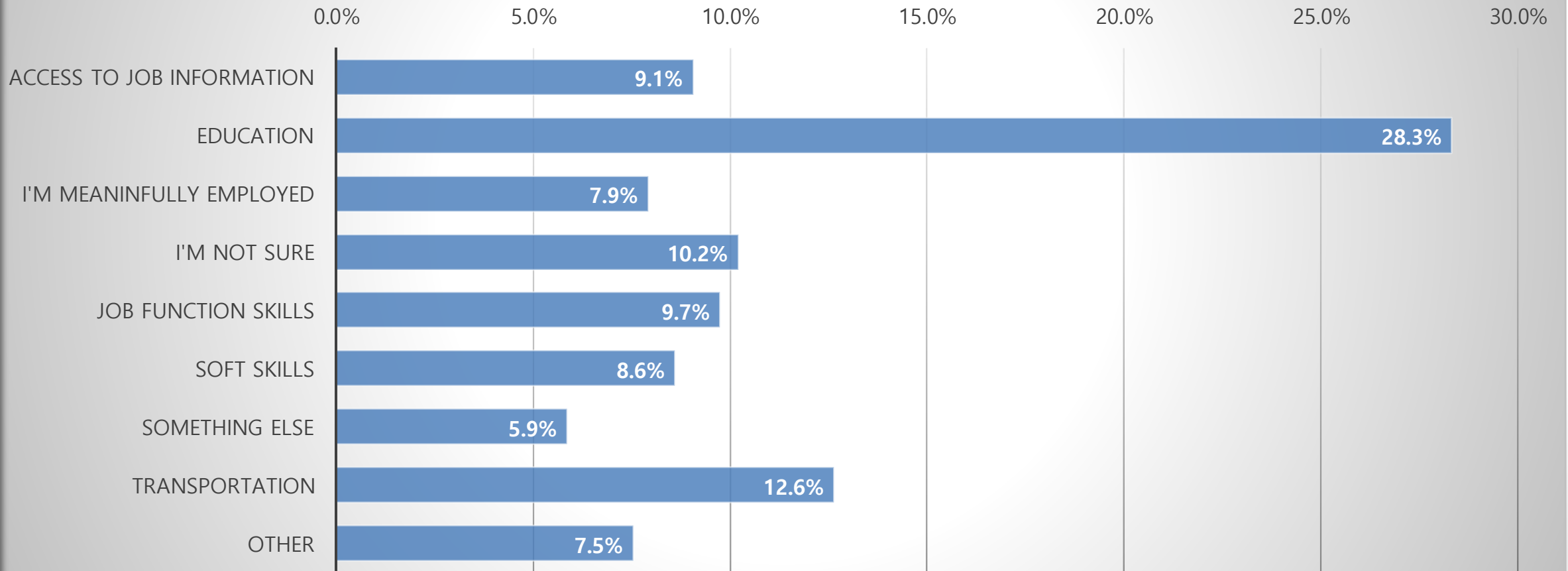
Perspectives of Young Adults

✓ Regardless of age, young adults believed that education (four-year college degree) is their greatest barrier to employment.

✓ Young adults were divided amongst transportation, soft skills, job functioning skills, and not being sure about the additional barriers they faced to employment (depending on the age group).

✓ Young adults expressed concerns that the lack of job function skills was strongly attributed to their inability to access training or gain relevant work experience.

✓ Young adults perceptions of industries were limited to occupations of parents or close adults or industries with strong regional presence.

✓ Young adults believe that schools (K-12 and postsecondary) are the place to support them in removing barriers to employment by equipping them with career skills.

"HOW CAN WE GET EXPERIENCE IF EVERY JOB WE APPLY TO REQUIRES EXPERIENCE?"
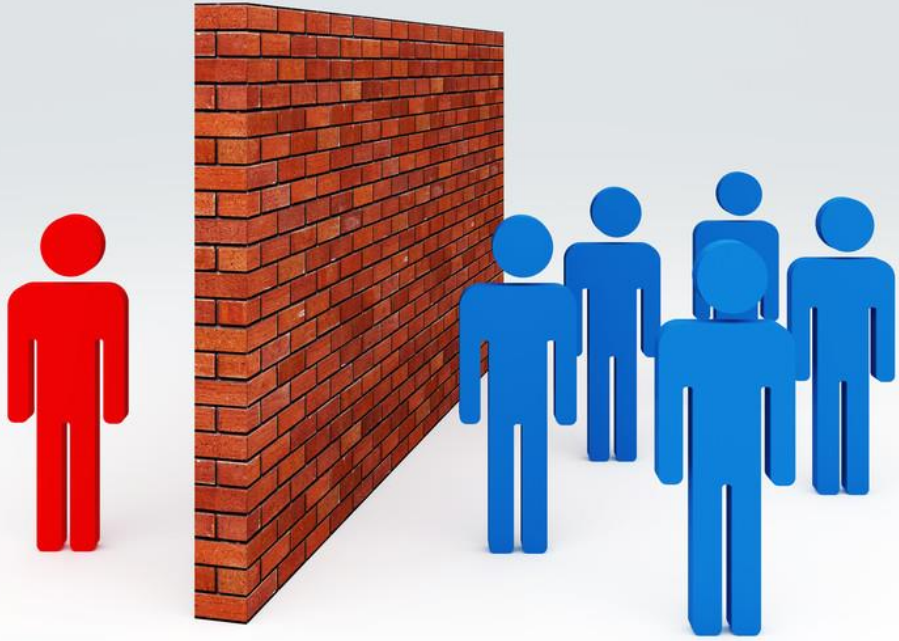
– Nevada Student

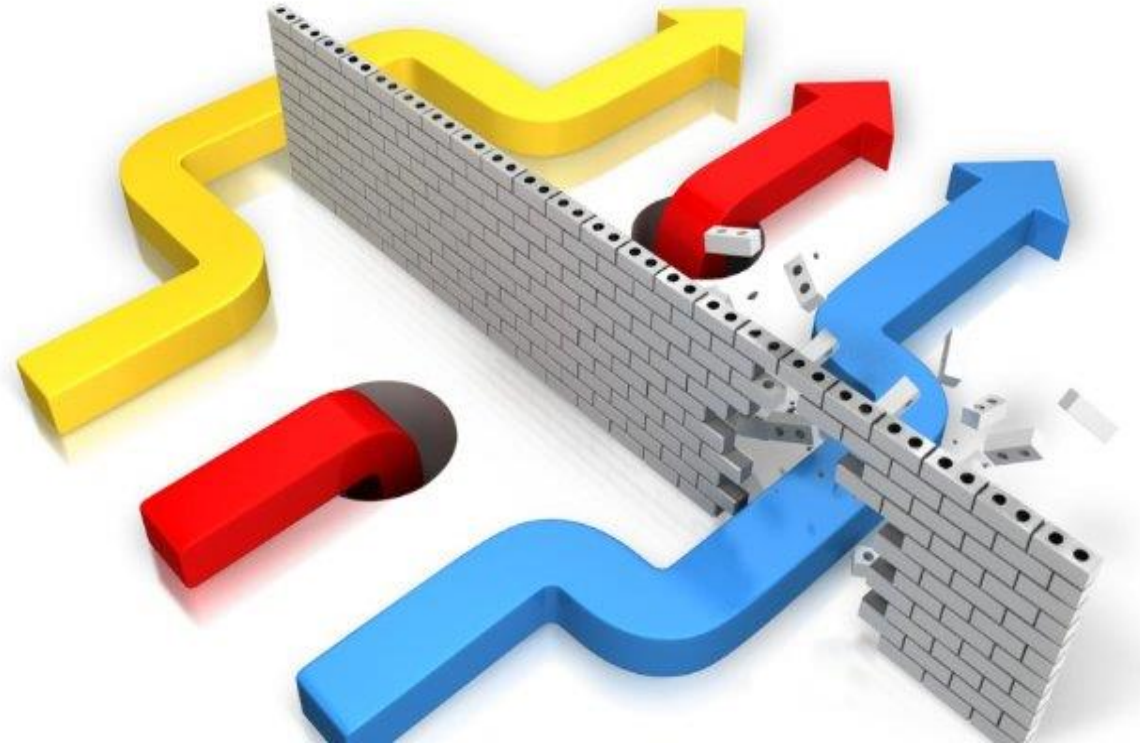# We are using these data points to influence policy and craft solutions

Work-Based Learning Helps Students Overcome Obstacles

VS.

NEVADA'S BIG GOAL

LIFE WORKS — **Building Skills for the New Nevada**

55,000!

Defining Work-Based Learning

On-the-job experience

Education

Work-Based Learning

+

=

Work-based learning provides students with authentic work experiences where they apply and develop employability and technical skills that support success in careers and post-secondary education." –National Governor's Association

High-quality work-based learning incorporate: Academic alignment, employer engagement, pursuit of industry-recognized credentials, & connection to employment

Initial successes & outcomes Nevada can cheer for...

Strategic Changes to Expand Apprenticeships & Work-Based Learning

State Policy Changes

- SB 516 – statewide coordination between agencies, aligning with economic development, changes to Registered Apprenticeships
- SB66 – K-12 WBL bill
- SB19 – Dual enrollment
- AB7 – college & career readiness diplomas

DOL, NGA & NSFY

- Expansion & Accelerator Grants
- NGA Work-Based Learning Policy Academy
- New Skills For Youth

GWDB Industry Sector Councils

- LEAP
- GWDB Industry Sector Councils, GOED, DETR, State Board, & OWINN
  - State & regional in-demand occupations for the
  - Skills and education requirements

Registered Apprenticeships & Work-Based Learning

# NGA Work-Based Learning Policy Academy

Commitment Letters

Governor Brian Sandoval

"This initiative will allow Nevada to further integrate work-based learning in education and workforce development. As my tenure as Governor, I worked to bring together stakeholders from across the state to work collaboratively to strengthen work-based learning opportunities for young adults. Nevada is committed to scaling work-based learning to help answer the call of opportunities to foster stronger connections between education, the workforce, and economic development."

- Don Soderberg, Director, DETR
- Steve Canavero, Superintendent of Public Instruction, NDE
- Frank Woodbeck, Vice Chancellor of Workforce Development
- Cory Hunt, Deputy Director, GOED
- Brian Mitchell, Director, OSIT

RA Apprenticeship Industry-Occupation Analysis

Legend: ■ Post-Transfer ■ Pre-Transfer
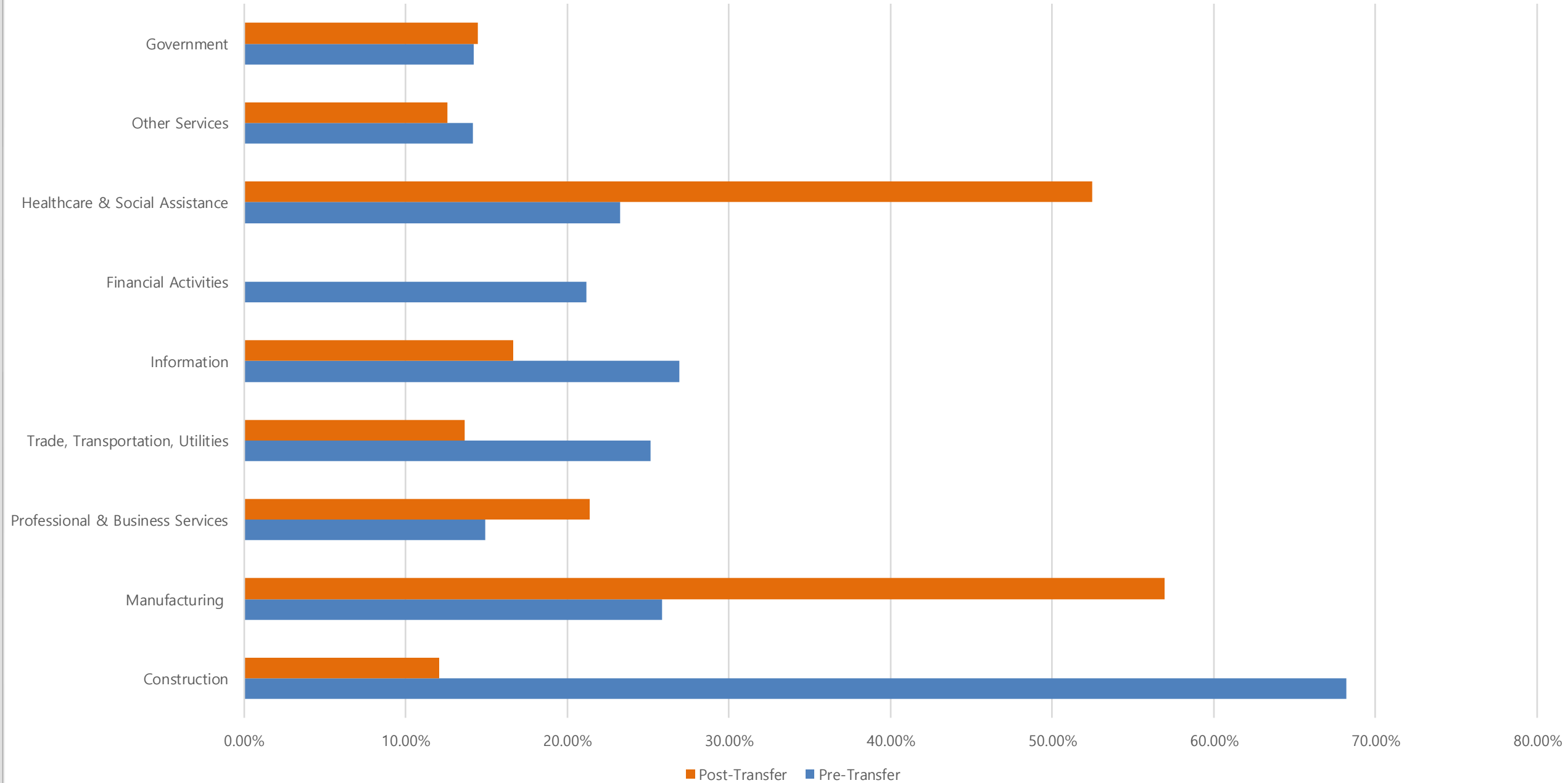
Nevada's Apprenticeship Outcomes Data
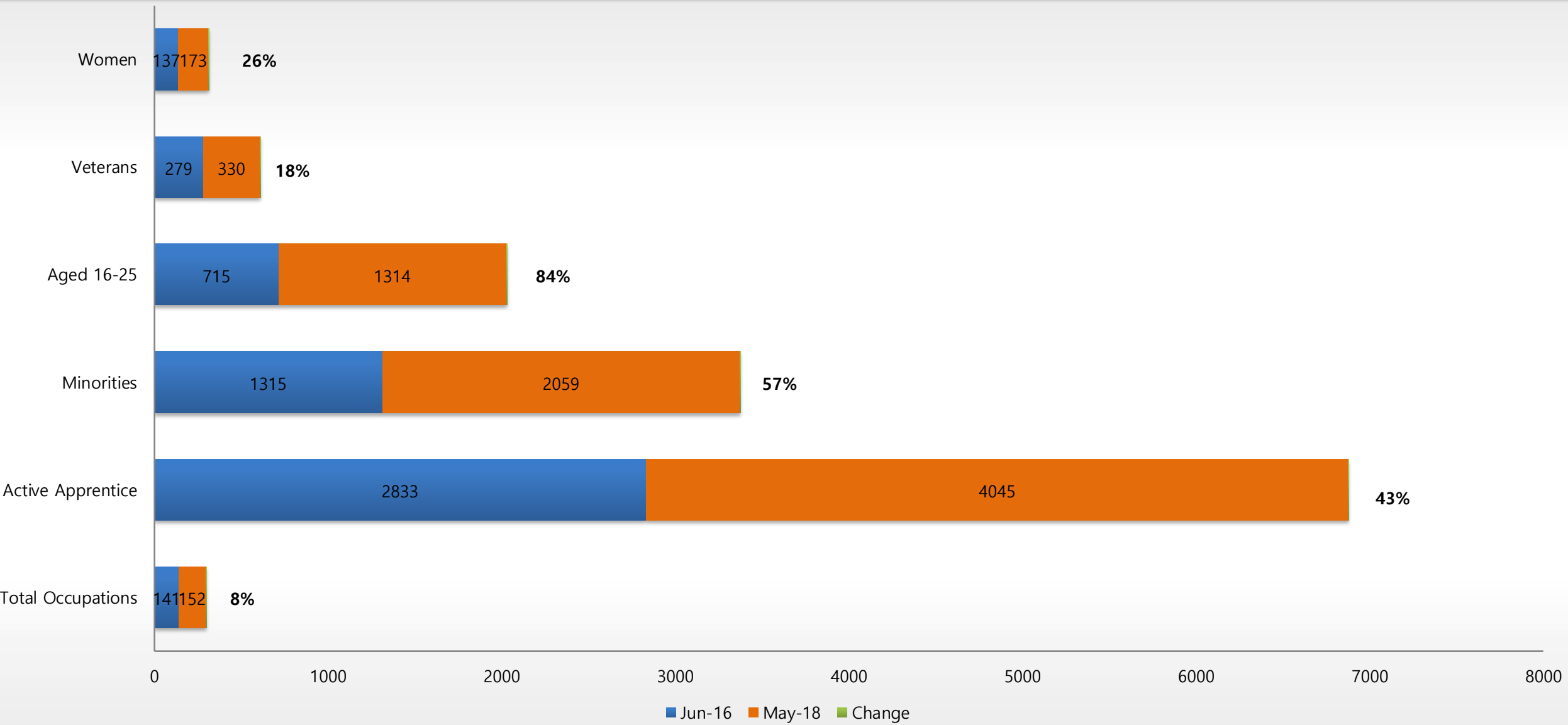
Lessons in Using Data to Influence Policy Change

1. Don't **assume people know** the data or **how to read** it
   - (data visualization matters: charts & graphs for non-nerds)

2. Use **stories** for people with big **hearts**

3. Use **numbers** for people with big **brains**
   - What are the questions you are trying to answer? (not data for data sake)

4. Create a sense of **urgency** – articulate the **loss and gains**

5. Have a **specific Ask** or Call to Action & **repeat** the same data over and over

THE END....

How do you feel about data?