

APPENDIX G

Frank R. Woodbeck was appointed Director of the Nevada Department of Employment, Training and Rehabilitation (DETR) by Governor Brian Sandoval in 2011. In this capacity, he serves as a member of the Governor's cabinet overseeing the daily operations of DETR which includes more than 1,000 staff members in several offices throughout the state.

DETR's divisions include: Employment Security Division, Nevada Equal Rights Commission, the Rehabilitation Division, Research and Analysis Bureau, and Information Development and Processing. The mission of the agency is to provide job training and placement, workforce services for people with disabilities, investigate claims of workplace discrimination, and collect and analyze workforce related data.

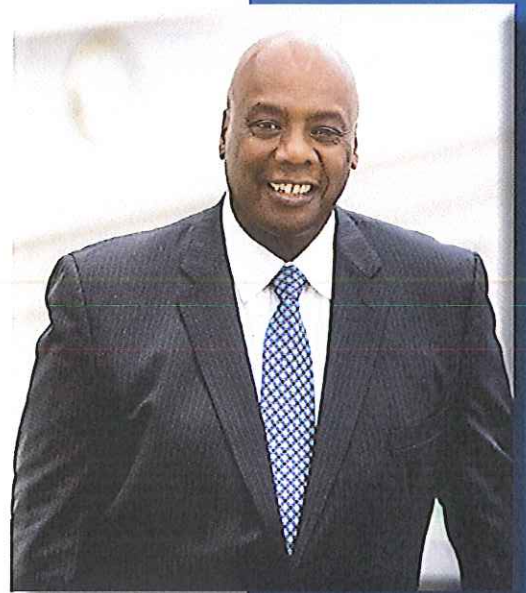
Prior to becoming director of DETR, Mr. Woodbeck served as the Director of Las Vegas Operations and Workforce Initiatives with the Nevada Commission on Economic Development (NCED). In this role, he was responsible for economic development activity in coordination with the local development authorities in southern Nevada; and for providing advice and guidance to create employment and training opportunities for new and emerging companies throughout the state. Additionally, he served in a unique cross-agency role as a strategist in workforce development with the DETR, specializing in green and renewable energy initiatives.

Prior to his position with NCED, he was appointed by former governor Jim Gibbons to the Nevada Commission on Economic Development, a seat he held for two years.

Mr. Woodbeck is a decorated veteran of the United States Air force. As Airman First Class, Mr. Woodbeck received a medal of commendation for his meritorious service in Vietnam.

Mr. Woodbeck's career experience also includes 36 years in the communications industry, beginning as a sales executive for a legendary AM Top 40 radio station in Buffalo, owned by Capital Cities Communications. He progressed through ranks, working as Sales Manager for the station, and later became President and General Manager. His successful communications career led him to Las Vegas in 2000, where he launched two major radio stations, V-108 and The Oasis.

Mr. Woodbeck is a native of Buffalo, New York. A veteran of the U.S. Air Force, he earned a Bachelor of Science Degree in Business Management from the University at Buffalo. He has also studied graduate courses at Harvard University, under the auspices of the National Association of Broadcasters. Mr. Woodbeck and his wife Suzan reside in Las Vegas.



FRANK R. WOODBECK



Director, Department of Employment Training and Rehabilitation
500 E. Third Street Suite 200 Carson City, NV 89713
E-mail: frwoodbeck@nvdetr.org www.nvdetr.org
(775) 684-3911 – Carson City
(702) 486-7923 – Las Vegas

Nevada Health Care Workforce Summit

April 8, 2014

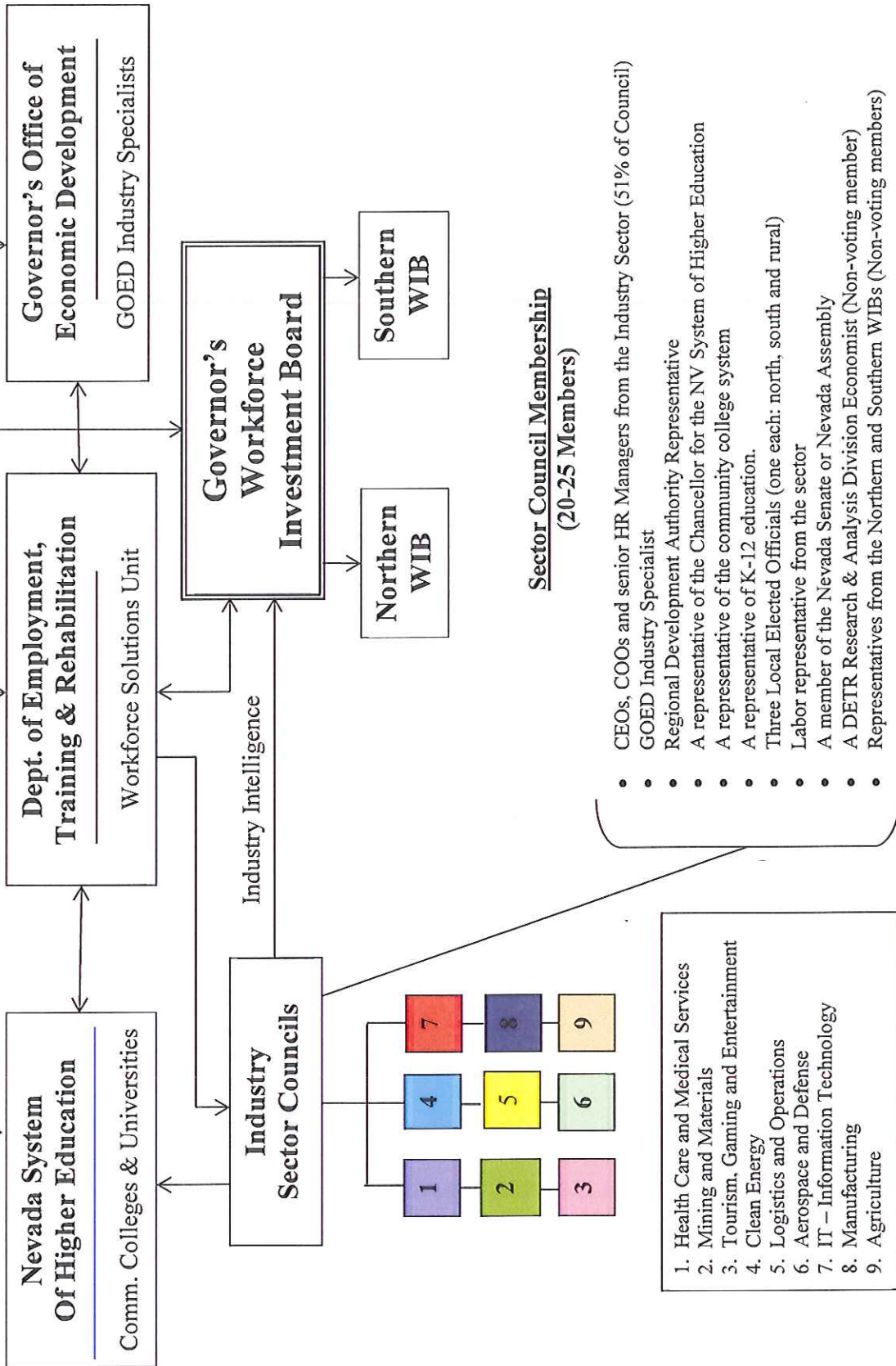
10:30 a.m. State Workforce Development Funding Opportunities – Frank Woodbeck

Mr. Woodbeck explained that funding comes from the Federal U.S. Department of Labor then goes to the Governor's Office and onto the Department of Employment, Training and Rehabilitation (DETR). The Governor's Workforce Investment Board (GWIB) determines the funding formula for the local, regional workforce investment boards; in the South the local workforce investment board is Workforce Connections and in the North, it is Nevadaworks. The funding formula given to the boards is determined by population size in the local workforce investment areas. There are nine targeted industry sectors in Nevada that were chosen by the Governor's Office to drive and diversify Nevada's economy and the health care and medical services industry is one of those industry sectors. Mr. Woodbeck said that along with the Governor's Office, DETR and the Governor's Office of Economic Development focus on building Nevada's substantial industry strengths as it moves forward. He then emphasized that it is the mission of the GWIB to bring industry stakeholders together from the private and public sectors to identify job training and educational programs that would best meet the economic development goals of the State, through the Industry Sector Councils.

Mr. Woodbeck then told the attendees each of the nine targeted industry sectors are represented by the sector councils. He explained that one of the initiatives that his office, DETR, has embarked on is implementing pilot projects from each sector council. Mr. Woodbeck also explained that each of the nine Governor's Workforce Investment Board Industry Sector Councils was asked to identify the in-demand occupations within their sector to focus on with a pilot project. Those identified in-demand occupations were then passed on to the Director's Office at DETR for funding approval. He continued by saying that because of this the Health Care and Medical Services Sector Council's pilot project request to train forty Community Health Workers has been approved and the training will be provided by Nevada's community colleges.

Mr. Woodbeck pointed out there is another form of funding that DETR needs to pursue and that is grant funding. Mr. Woodbeck said that grant funding has certain strict guidelines that have to be met. He also pointed out that our Governor, Brian Sandoval is the Vice Chairman of the Education Committee for the National Governor's Association (NGA). In that position Governor Sandoval was asked by the Vice President of the United States, Joe Biden, to meet with him and his staff to discuss workforce development. Mr. Woodbeck went on to say that Vice President Biden is intrigued with what the GWIB is accomplishing in Nevada and with the Industry Sector Councils and their promise for improvement in the Nevada economy.

OFFICE OF GOVERNOR SANDOVAL



Sector Council Membership (20-25 Members)

- CEOs, COOs and senior HR Managers from the Industry Sector (51% of Council)
- GOED Industry Specialist
- Regional Development Authority Representative
- A representative of the Chancellor for the NV System of Higher Education
- A representative of the community college system
- A representative of K-12 education.
- Three Local Elected Officials (one each: north, south and rural)
- Labor representative from the sector
- A member of the Nevada Senate or Nevada Assembly
- A DETR Research & Analysis Division Economist (Non-voting member)
- Representatives from the Northern and Southern WIBs (Non-voting members)

1. Health Care and Medical Services
2. Mining and Materials
3. Tourism, Gaming and Entertainment
4. Clean Energy
5. Logistics and Operations
6. Aerospace and Defense
7. IT - Information Technology
8. Manufacturing
9. Agriculture

Note: This Organization Chart for Illustration Only

How are Services Funded?

