



2022-2025 Strategic Plan Commission on Construction Education

July 2022





acknowledgements

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letter from the chair

Challenges and opportunities throughout the pandemic have reinforced to all of us the importance of preparing our best for change and volatility. Even with continued uncertainty, the construction industry in Nevada continues to adapt, reset, and remains vibrant. Recent experiences have propelled organizations in the industry to examine their flexibility and adaptability, but made many stronger in the end. As a result, amazing new projects continue to be completed, reflecting this vision and resilience.

The Commission on Construction Education works to strengthen the industry by fostering a new generation into the industry through our grant process. With more than \$4 million provided to grant awardees over the past 20 years, the Commission's impact has been significant and enduring. Current Commission Members are passionate about continuing this important legacy.

Our strategic planning process gives us the opportunity to adjust and refocus our efforts to reflect the current state of the industry and related education programs. Labor issues have plagued construction, like many other industries. The Commission understands this reality punctuates the urgency and necessity of our efforts to cultivate a future qualified workforce.

Points of emphasis in our strategic plan include supporting education and training programs that will help attract the best and the brightest to our industry. Construction offers many opportunities beyond what are traditionally thought of just labor jobs in the field. We will work to promote the diversity of opportunities for youth from all walks of life in construction and contracting.

Additionally, we will focus specific communication efforts on ensuring the opportunities of the Commission are properly promoted to the construction education programs in Nevada high schools and other related organizations. The Commission also continues to advance the grant application process to ensure it is fair to all, understandable, and offers an ease of use to applicants.

Our efforts laid out in the next three year's strategic plan reflect our commitment to ensure young minds bring the future innovation and creativity to keep our industry thriving.

Brian Plaster, Chair

Commission on Construction Education



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I. introduction

The Commission on Construction Education was created by the Nevada Legislature in 2001 to “...review programs of education which relate to building construction and distribute grants from the Construction Education Account... for programs that the Commission determines qualify for such a grant” (*State Contractors Board Handbook 2022*, NRS 624.570).

The Commission administers grants to qualified applicants from the Construction Education Account, established by the Board through NRS 624.580, which provides clear parameters for proper administration and disbursement of Account funds.

The Commission comprises seven members: one current representative from the State Contractors Board, and six members appointed by the Governor—four construction industry representatives and two individuals with knowledge of construction education programs. All Commission members serve three-year terms.

The Commission is empowered to review and rate applications for grant funding by school districts and other entities seeking to provide programs of education that build awareness of the advantages of employment and increase enrollment in the construction industry.

II. overview

The Commission on Construction Education has been dedicated to advancing construction education and building a robust, well-trained workforce in Nevada.

Since it administered its first grant in 2002, the Commission has awarded over \$4.24 million to qualified programs throughout the State—through high schools, community colleges, universities, contractor associations, builders alliances and other programs offering training and certification programs for current professionals and potential workers in the industry.

The purpose of this plan is to establish a framework of goals, objectives and performance measures for the Commission in order to ensure ongoing success and provide clear direction for future priorities.



III. current trends and priorities

The Commission has identified the following issues and priorities that influence its ongoing work.

Labor Shortage

Nevada's construction industry requires a qualified, skilled labor force. The current supply of workers does not meet the increased demand for both short and long-term project work. A recent survey indicates that over 75% of Nevada contracting companies find it difficult to fill positions.

Aging Workforce

Compounding the labor shortage, a significant number of workers in the construction industry are approaching retirement age. Therefore, it is essential that a newly trained workforce is available to replace older workers as they leave the field.

Competing Careers

The construction industry must compete with other fields, many of which may be considered to be more lucrative. There is a need to counter these misconceptions and build positive images of construction jobs, including earning potential and job satisfaction.

Contractor Business and Customer Service Skills

As the State licensing agency, the Nevada State Contractors Board is tasked with the responsibility to reduce and prevent unlicensed activity and unprofessional conduct. The Commission can support the Board's enforcement goals by encouraging programs that help contractors improve their business and customer service skills, thereby helping to improve the quality of contractor performance.

Consistent Grant Application Process

The Commission has developed and implemented a grant application and awards process in accordance with the Commission's enabling legislation. The Commission continues to implement an awards process that is consistent and transparent, ensuring that the Commission is viewed as a fair evaluator and administrator of public funds.

Alignment with the Governor's Office of Workforce Innovation

The Commission's goals are aligned with those of the Governor's Office of Workforce Innovation. The Commission acknowledges the relevancy of the Office's key outcomes in relation to the construction industry, which are to:

- Prepare K-12 students for college and career success;
- Increase the number of Nevadans with postsecondary degrees and credentials; and
- Increase employment outcomes in training and credentialing programs.



IV. mission, vision and values

Mission

The mission of the State of Nevada Commission on Construction Education is to improve the quality and integrity of the construction industry by awarding grants to organizations with innovative, creative and cost-effective educational programs that will help attract and retain a highly qualified workforce.

Vision

The vision of the State of Nevada Commission on Construction Education is to develop a highly educated, well-trained, productive, safe and sustainable workforce for the construction industry in the State of Nevada.

Values

Education

We value education as a means of advancing the quality of construction industry professionals, thereby improving the quality of the general public's experience with contractors.

Innovation

We encourage innovation and creativity in educational curriculum development and program delivery.

Diversity

We support building a workforce that is representative of the State's diverse population.

Fairness

We strive to treat all of our constituents in a fair and impartial manner, evaluating programs on their merits.

Openness

We believe in establishing trust through open communications, clear processes and transparent systems.

V. customers and constituencies

1. Organizations

- Program Providers
 - » Current Grant Applicants
 - » Potential Grant Applicants
- Educational Institutions
- Industry Associations
- Community-Based Nonprofit Organizations

2. Individuals

- Current Industry Professionals
- Potential Members of the Workforce including especially:
 - » Youth
 - » Veterans (transitioning from active duty)
 - » Women
 - » Minorities
 - » Displaced Workers
 - » Prospective Workers



VI. goals



GOAL 1: QUALITY EDUCATIONAL PROGRAMS AND WORKFORCE DEVELOPMENT

Support education and training programs that attract and retain workers in the construction industry.



GOAL 2: YOUTH EDUCATION

Promote educational programs that teach youth and their guardians about the opportunities and advantages of a career in the construction industry, including earning potential and work fulfillment.



GOAL 3: COMMUNICATION AND OUTREACH

Ensure that all educational providers serving the construction industry are aware of the CCE grants program.



GOAL 4: GRANT ADMINISTRATION

Maintain a grant application process that is efficient, fair and transparent.

VII. action plan



GOAL 1: QUALITY EDUCATIONAL PROGRAMS AND WORKFORCE DEVELOPMENT

Support education and training programs that attract and retain workers in the construction industry.

on-going objectives
Promote programs that reach a diverse workforce, including women, minority populations, veterans, new immigrants and others.
Encourage creative and innovative approaches to the delivery of educational programs that make the industry attractive to a new generation of workers.
Consider programs that promote career opportunities and overall positive perceptions of the construction industry.
Promote programs that provide workforce training to existing professionals, and highlight the advantages of professional development for achieving greater success in the industry.

specific objectives	expected completion date
1.1 Update CCE grant program application material to: (i) improve the overall clarity of the instructions for completing the application forms; (ii) emphasize the Commission’s desire to target the high priority contracting industry needs such as technical training for high demand trades, business and entrepreneurial skills, project management, and customer service skills; and (iii) require applicants to provide a program evaluation component including a total cost per student calculation along with a written assessment of results achieved.	October 2023
1.2 Place model applications on the website to use as examples of what CCE defines as a quality grant application.	October 2023
1.3 Tailor grant program requirements to address the range of contractor specialties.	May 2024

performance measures
Increase in the number of grant applications from programs that serve diverse populations.
Increase in course completion rates and the number of certifications obtained by program participants.
Increase in the number of qualified workers in the construction industry.



GOAL 2: YOUTH EDUCATION

Promote educational programs that teach youth and their guardians about the opportunities and advantages of a career in the construction industry, including earning potential and work fulfillment.

on-going objectives

Inform K-12 institutions about the availability of grant funding for construction industry education programs.

Encourage grant applications that are focused on securing jobs in the construction industry.

Consider applications that demonstrate the use of new technologies and innovative tools in the construction industry as a means of attracting young people to the field.

specific objectives		expected completion date
2.1	Expand awareness of CCE grant program availability to a larger pool of potential grant applicants such as high schools, community colleges, and construction technology schools.	Ongoing
2.2	Include key messages about the opportunities for high paying construction industry jobs in the grant application materials.	November 2023

performance measures

Increase in the number of grant applications from educational institutions.

Increase in the awareness of construction industry career opportunities among high school counselors, young people and their guardians.

Increase enrollments in construction industry-oriented education and certificate training courses.



GOAL 3: COMMUNICATION AND OUTREACH

Ensure that all educational providers serving the construction industry are aware of the CCE grants program

on-going objectives
Continue to emphasize that the demand for qualified contractors remains very strong and that contracting offers good paying jobs and careers.

specific objectives		expected completion date
3.1	Work with NSCB staff to promote the availability of educational program grants using social media and other outreach methods.	Ongoing
3.2	Provide opportunities for CCE commission members to assist with getting the word out about the availability of grant funds to support contractor education.	Ongoing
3.3	Develop a short presentation on CCE’s grant program and engage CCE Commission members in supporting the outreach to potential applicants.	June 2023
3.4	Seek more representation on the State of Nevada’s Workforce Development Board.	March 2024

performance measures
Increase in media outreach collateral.
Number of presentations on CCE Grant Program.



GOAL 4: GRANT ADMINISTRATION

Maintain a grant application process that is efficient, fair and transparent.

on-going objectives
Provide specific directions on grant applications to clarify submission requirements and grant award selection criteria.
Publish a list of all grant awards and identify opportunities to promote program successes.

specific objectives		expected completion date
4.1	Extend the CCE strategic planning horizon to encompass three years.	July 2022
4.2	Publish success stories on the NSCB/CCE website.	November 2023
4.3	Prepare a grant program assessment report summarizing the number of students served, key outcomes, and recommendations for program improvements.	January 2024

performance measures
Increase in the number of qualified grant applications.
Greater awareness of grant application results.





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