

*Nevada Governor's Office of*  
**ECONOMIC DEVELOPMENT**

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*Empowering Success*

## **Workforce Innovations for a New Nevada - NSHE Capacity Program Application**

The Workforce Innovations for a New Nevada (WINN) Fund was established to provide programs of workforce recruitment, assessment or training to the benefit of new or expanding companies in Nevada.

This application is to be completed by a representative of an Authorized Provider per NRS 231.1415 who wishes to provide a workforce training program with WINN funding. A separate application is necessary for each training program. Applications requesting funding in excess of \$100,000 must be reviewed and approved by the Board.

On December 2, 2021, GOED's Board approved minimum wage thresholds for WINN Fund investments. Jobs supported by the training program in this proposal must pay at least \$17 per hour; additional requirements apply and supplemental information may be requested to complete the application process.

### **Authorized Provider Information**

#### **Institution Name**

Truckee Meadows Community College (TMCC)

#### **Address**

7000 Dandini Blvd, Reno, Nevada 89512

#### **Workforce Development Program Experience**

TMCC has a demonstrated history of executing successful workforce development programs. We offer over 160 degrees & certificates in over 50 areas of study including the five areas that we are requesting funding for: advanced manufacturing, data science, diesel, logistics, & welding. TMCC is Northern Nevada's jobs college, preparing qualified students for jobs in industries here in Nevada. 95% of our students stay in Nevada after completion of their programs and build and support our local community. TMCC students, graduates and employees put more than \$678 million dollars into our region's economy.

TMCC is a leader in Career & Technical Education (CTE) and provides many opportunities for students to receive short-term training that will prepare them for high-wage jobs in our area. We offer stackable credentials including skills certificates, certificates of achievement, associates degrees and bachelor degrees. TMCC's workforce programs heavily rely on employer input to develop training that leads directly to jobs and we maintain active employer involvement through our program advisory boards.

We have successfully managed many workforce initiatives & grants including WINN awards, TAACCCT grants, the American Apprenticeship Initiative, the Sandi grant, Perkins, and several private donor workforce grants as well. Through these programs we have partnered with local businesses including

Tesla, Panasonic, and Renown and we have worked closely with our local workforce development agencies including NevadaWorks, EDAWN, Manufacture Nevada, DETR, and EmployNV.

Primary applicants must be able to effectively track and document expenses related to this grant, procure equipment in a timely fashion, maintain procedures and internal controls for accounting, and have infrastructure for maintaining data and completing reports.

**Organizational Capacity**

TMCC’s FY 22-23 budget is over 50 million dollars. TMCC currently manages more than 15.5 million dollars in federal, private, and state pass-through grant funding. Over the past 50 years, TMCC has successfully managed grants from the US Department of Education, Labor, Health and Human Services, State of Nevada Department of Education and Health & Human Services, and nationally and locally based corporate and non-profit donor funding. TMCC adheres to all federal grants management policies in 2 CFR Part 200, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards.

Additionally, TMCC is governed by the Nevada System of Higher Education (NSHE) and its Board of Regents. TMCC adheres to all NSHE student information and human resources policies and procedures related to accounting and procurement. NSHE utilizes Workday for budgeting and financial accounting, facilitating easier financial data collection allowing for effective project management across institutions.

Post Award grant management (a division of TMCC’s foundation and grants) is responsible for grant compliance and works closely with TMCC Controllers Office, which is responsible for establishing sponsored accounts, financial reporting and fiscal compliance.

**Project Information**

**Project Name**

TMCC’s Data Science Expansion & Promotion

**Primary Economic Sector**

Information Technology

**Project Point of Contact**

Amber Burroughs

**Title**

Associate Director of Workforce Development

**Phone**

(775) 674-7596

**Email**

aburroughs@tmcc.edu

**Employer Partner(s)**

**Company 1**

**Company Name**

TESLA

**Company Point of Contact**

Chris Reilly, Policy & Development

**E-mail**

creilly@tesla.com

**Job Titles to Be Filled**

Data Analysts

**Number of Job Openings to be Assisted**

25

**Average Hourly Wage for Job Hires**  
\$25/hr

**Employer Commitment & Support Letter**  
Tesla Letter of Support (1).pdf

**Workforce Disruption - Prior 12 Months**  
No

## Company 2

**Company Name**  
Panasonic Energy of North America (PENA)

**Company Point of Contact**  
Randy Fricot, Technical/Mobile Equipment Training Supervisor

**E-mail**  
randy.fricot@us.panasonic.com

**Job Titles to Be Filled**  
Data Analysts

**Number of Job Openings to be Assisted**  
25

**Average Hourly Wage for Job Hires**  
\$22-\$24/hr

**Employer Commitment & Support Letter**  
Panasonic Letter of Support (1).docx

**Workforce Disruption - Prior 12 Months**  
No

## Statement of Need

### Needs Assessment

Technology is the underlying sector of all emerging and future industries in Northern Nevada. In a 2022 report on Tech and Logistics Projections, the Nevada Department of Employment, Training and Rehabilitation (DETR) indicated that, "...most Nevada industries within tech and logistics have an outlook of decent to strong growth projected in the next decade." Another DETR study on manufacturing showed that Computer Systems Analysts specifically are projected to have a 61.3% growth from 2020 to 2030.

The Economic Development Association of Western Nevada (EDAWN) has named technology & back office support as one of their key industries. With companies like Tesla building new facilities that will require 3,000 more employees, it is imperative that we as the community college be ready to provide the training necessary to have a skilled workforce. We often think of manufacturing jobs when thinking about companies like Tesla or Panasonic, but they have a plethora of career opportunities outside of that field. Data Science is a relatively new field of study at TMCC, but it has immense potential to grow.

TMCC has a transfer agreement with Nevada State College (NSC) for our Data Science program. TMCC was previously awarded WINN funding for a Data Analytics program and this Associate of Science is a critical outgrowth of the latter program. The funding for this program is vital in order to enable students to transfer to NSC for a BA/BS in Data Science. This funding will assist with hiring an instructor and paying them appropriately, so that we can meet the workforce need.

## Program Objectives and Outcomes

### Program Overview

As part of our Math & Physical Sciences Division at TMCC, the Data Science program provides students the opportunity to earn a transferable Associates of Science degree. This degree can transfer into a number of information technology degrees at a 4-year institution or serve as a stopout point for anyone

wanting to gain employment in the field straightaway. We are requesting funding for a full-time data science faculty member who will both develop the curriculum and serve as a lead content expert in this field of study. Additionally, while data science is a lucrative industry and provides graduates with high-paying in-demand jobs, it has become evident that there is a lack of understanding of what data science is and what careers are available when working with prospective students. TMCC is in need of funding for program promotion and targeted marketing to promote this emerging field of study and its wide array of lucrative career opportunities. This will help us cultivate student awareness, interest and enrollment.

### **Employer Engagement**

Working closely with regional businesses, our degrees respond to employers' need for highly-qualified data scientists within our workforce, and we plan to leverage our existing employer connections with a variety of companies in the area to offer employment opportunities for graduates in this program. With companies like Tesla, Google, Apple, Switch, etc. growing and expanding yearly, it is imperative that we as the community college be ready to provide the training necessary to have a skilled workforce. Over the past few years we have grown our overall employer connections in the area. Data Science will benefit from our already established advisory boards in advanced manufacturing, information technology, logistics, etc. that also hire data scientists/analysts within their companies. We plan on using this project as a jumping point to creating our advisory board for this area of study and having the new full-time faculty member assist in its development.

### **Capacity-Building Program Design**

The program enhancement will go toward both instructional faculty and program promotion. We plan on hiring one new full-time instructor in Data Science at a competitive salary. This new instructor will be tasked with growing our new & current Data Science program enrollment & connecting with more employers in the area. Presently, we have no full-time faculty members dedicated to this area, so we urgently need to recruit qualified faculty at salaries that are competitive in the current market. This faculty member will both develop curriculum and serve as the lead content expert in this field of study. Additionally, TMCC is in need of funding for program promotion and targeted marketing to promote this emerging field and its wide array of lucrative career opportunities. This will help us cultivate student awareness, interest and enrollment. We plan on utilizing these funds for both print & digital marketing.

**Will this program include funding for staff?**

Yes

**Will this program include funding for existing staff?**

No

### **Recruitment**

This investment in increased capacity will enable TMCC to recruit faculty with experience in computer programming languages such as SQL and Python, which are essential to getting this new program started. The aim is to establish an initial enrollment of 10 FTE per semester, aiming to produce 10 associate degree graduates annually. We plan to recruit additional training candidates through the utilization of funding for program promotion through print and digital media. We plan on distributing this material through our Recruitment & Access Center team & our Assistant Director of Career & Technical Education who connect with the Washoe County School District & community organizations on a regular basis.

### **Outcomes**

Training Outcomes:

- In FY24, TMCC will enroll 10 students
- In FY25, TMCC will enroll 20 students
- Due to the program being new, it will take 2 years for there to be any award completers. By the end of FY25, TMCC will demonstrate that there are at least 10 students in the pipeline toward completion and by the end of FY26, TMCC will realize 10 award completers
- By the end of FY25, 10 students who received training that will allow them to gain employment upon completion in FY26

- Students entering the field following their training will obtain an average wage of \$22 per hour

#### Hiring Outcomes:

- By July 31, 2023, TMCC will create a job posting for a new faculty position and create a hiring committee
- The new recruitment will commence by the end of August 2023
- With a successful recruitment, TMCC will have new faculty in place by January 2024
- The new full-time faculty member will be tasked with growing program enrollment and helping to connect the graduates of the program to employment opportunities.

#### Other Benchmarks:

- Faculty and program leadership will collaborate with TMCC's Marketing and Communications Team and develop marketing plans and materials by December 2023
- TMCC will distribute market materials and execute the marketing plan beginning January 2024

#### **Sustainability Plan**

The program promotional materials will continue to be utilized digitally for years to come and can be updated by our Assistant Director of CTE programs. This program promotion can also be incorporated into our current Perkins grant to continue highlighting information technology pathways. TMCC anticipates that positions will be sustained on state funding through base and formula funding from increased enrollment.

#### **Is the program offered consistent with the Unified State Plan (WIOA)?**

Yes

#### **Supporting Documents**

DETR Tech-and-Logistics-Projections.pdf

Key Industries - EDAWN.pdf

Manufacture-Nevada\_Smart-Manufacturing-Survey.pdf

DETR Long-Term-Industry-Projections-Manufacturing-Industry-1.pdf

## **Workforce Diversity Action Plan**

WINN requires that projects consider how to ensure equitable access to high-skill and high-wage opportunities for all Nevadans.

This application must include an explanation of the actions that will be taken and strategies that will be implemented to promote workforce diversity and the goals and performance measures which will be used to measure the success of the plan in achieving those goals.

A strong plan will show an understanding of the interventions and supports diverse participants will need to prepare them for success and include methods for monitoring at the training and employment levels of the project.

GOED seeks to read plans including efforts to address the needs of Veterans, Gender inclusion and penetration in non-traditional employment, recipients of public assistance, justice-involved citizens, racial and ethnically diverse students, and persons with disabilities.

#### **Diversity Action Plan**

Data Science is an area in which TMCC would not only like to see a strong enrollment increase, but strives to have more female participation as we do so. Students of color and females, particularly students in poverty, are underrepresented in STEM majors and graduate at lower rates. Many low-income and underrepresented students face multiple academic and non-academic barriers to graduation in STEM. We

plan on specifically promoting this program at the Washoe County School District level in their various STEM programs at the elementary, middle and high school levels. We also plan on encouraging their participation in our retention programs at TMCC such as the Summer Bridge program, TRIO Scholars, and student groups like Women in Engineering.

In keeping with TMCC's commitments to ensure an inclusionary environment that honors diversity and integration, specific outreach activities and marketing efforts are developed to address target populations. We offer programs & resources that support this commitment to a variety of diverse groups including but not limited to veterans, CTE gender equity needs, recipients of public assistance, justice-involved citizens, racial & ethnically diverse students, and students with disabilities. We plan on working with our special populations groups at TMCC to increase representation, inclusion, utilization and completion rates of the program.

We plan on promoting our program through established pipelines such as TMCC's Veterans Resource Center (VRC) and Veterans Upward Bound (VUB) programs which assist with the development of efforts to promote access and workforce diversity to Veteran populations. We also plan on utilizing our Perkins-funded CTE Assistant Director to support CTE gender equity needs by promoting traditionally male careers to female students and vice versa within the school district and in the community as a whole. We also want to make sure that our students that are recipients of public assistance are being encouraged to participate as well, so we plan on utilizing our Counseling Center and food bank (Wizards Warehouse) to promote the program and offer a space for our food insecure students to get the resources they need in order to be successful. A component of the project is the development of outreach activities and marketing efforts that will reach disabled, underrepresented, and racially/ethnically diverse student populations, from middle school, high school, traditional age, and non-traditional college age population groups. TMCC will actively recruit in Spanish-language media and our diverse recruitment team will promote this program opportunity to diverse audiences at schools, career fairs, open houses, and during campus tours.

Through the orientation process, we will make sure that the additional students we are recruiting are made aware of our variety of resources that can assist them in meeting their educational & workforce goals including the Career Hub, Counseling Center, Financial Aid Office, Academic Advising, Educational Partnership Program (formally Re-entry), TRIO program, Success First Summer Bridge program, and the Diversity Center. Lastly, TMCC will continue to work to address the challenges of traditional and non-traditional age students in terms of offering flexible schedules, hybrid course offerings, and student support services to address financial and life challenges. TMCC's demographics show that 50% of TMCC's student population are minorities (with 34% being Hispanic). 50% percent of the student population are first-generation and 54% percent of the student population were made up of women, and 46% were men.

### **Workforce Diversity Commitment Statement**

The Nevada System of Higher Education (NSHE) is committed to providing equal opportunity and access to programs and employment, and places of work and learning free of discrimination. Likewise, TMCC's policies regarding equal employment opportunity and affirmative action represents our commitment to supporting practices that seek to achieve equal opportunity in employment and advancement without regard for sex, age, race, color, religion, physical and mental disability, creed, national origin, veteran status, sexual orientation, genetic information, gender identity, or gender expression.

TMCC's Equity, Inclusion and Sustainability Office pledges to address, work with, and uphold a series of goals and commitments to ensure an inclusionary environment that honors diversity and integration. These goals and commitments include:

- \*Building and maintaining a non-discriminatory environment in all facets of TMCC's programs as they relate to all members of TMCC including faculty, staff and students

- \*To assist in developing diverse workforce, through outreach and affirmative action efforts, that reflect a demographic distribution in the service area, with regard to race, color, religion, gender, sexual orientation, disability, veteran status and age

- \*To work with TMCC’s faculty and staff to facilitate the integration of diversity content into curricula
- \*To provide support to TMCC’s enrollment management, recruitment and retention support efforts
- \*To provide direction in establishing and maintaining clearinghouse of information and resources on issues of access, equity and inclusion and services to faculty, staff and students
- \*To represent TMCC in the community at large in promoting and disseminating TMCC’s commitment to equal opportunity, equity and inclusion at all levels of operations

**Statement to Comply with Federal & State Law**

TMCC is an EEO/AA (equal employment opportunity/affirmative action) institution. TMCC does not discriminate on the basis of race, color, national origin, sex, disability, age, gender, including pregnancy-related condition, gender identity or expression, sexual-orientation, protected veterans status, genetics, or religion in their programs and activities and provides equal access to facilities to all. Similarly, there shall be no difference in the treatment of persons who file charges of discrimination, participate in a discrimination proceeding, or otherwise oppose discrimination. It is our policy to comply fully with non-discrimination provision of all state and federal regulations in all programs and activities, including, but not limited to recruitment, admission, financial aid, activities, hiring, promotions, training, terminations, benefits and compensation.

**Request for Funding**

**Has any part of this program received prior capacity funding?**

No

**Total Project Cost**

\$199,076.00

**WINN Funding Request**

\$199,076.00

**WINN is primarily a reimbursement-based grant. Can your institution cover the costs included in your budget without advanced funding?**

Yes

**Reimbursement invoices must be submitted quarterly, but may submitted as often as monthly.**

**What are your invoicing plans?**

Quarterly

**Cost Estimates**

Data Science WINN Application Budget.xlsx

**Budget Narrative**

Data Science Budget Narrative.docx

**APPLICATION FOR WINN FUNDS - BUDGET BREAKDOWN**

**APPLICANT NAME: Truckee Meadows Community College**

**PROJECT NAME: TMCC's Data Science Expansion & Promotion**

**PROJECT PERIOD: FY24-FY25**

**PRIORITY PROGRAM COSTS**

Enter the total cost for each line in the far right column

Total WINN Request

Candidate Assessment Fees

Instructional and/or Curriculum Development Services

\$179,076.00

Direct Program Personnel (e.g. Navigator, Liaison, Coordinator)

Equipment or Technology for Training

**Priority Costs Subtotal: \$179,076.00**

**ALLOWABLE PROGRAM COSTS**

Enter the total cost for each line in the far right column

Total WINN Request

Training Fees

Analysis of On-Site Training

Administrative or General Support Personnel (May not exceed 10% of total funding)

Instructional Facility Rental Costs

Program Promotion Costs

\$20,000.00

Other Necessary Costs

**Non-Priority Costs Subtotal: \$20,000.00**

**TOTAL WINN REQUEST: \$199,076.00**

Please contact Stacey Bostwick at 702-486-0609 with any questions regarding the budget breakdown template.



## Data Science Budget Narrative

Total WINN Request: **\$199,076**

### Priority Program Cost: **\$179,076**

1) *Instructional and/or Curriculum Development Services: \$179,076*

### Allowable Program Cost: **\$20,000**

2) *Program Promotion Cost: \$20,000*

#### 1) Instructional and/or Curriculum Development Services: **\$179,076**

We plan on hiring one new full-time instructor in Data Science at a competitive salary. This new instructor will be tasked with growing our new & current Data Science program enrollment & connecting with more employers in the area. Presently, we have no full-time faculty members dedicated to this area, so we urgently need to recruit qualified faculty at salaries that are competitive in the current market. This faculty member will both develop curriculum and serve as the lead content expert in this field of study.

FY24 Total Instructional Cost: **\$75,194**

**\$75,194:** The new full-time instructor would be hired at a salary rate of \$75,000 and \$23,925 for fringe benefits at 31.9%. Given the hiring timelines however, we would expect to need .75 FTE, which would be a salary of \$56,250 and fringe of \$17,944. Based on AB268, we would also need to budget for two \$500 retention payments (\$500 X 2).

FY25 Total Instructional Cost: **\$103,882**

**\$103,882:** The new full-time instructor would continue at a salary rate of \$75,000 and \$23,925 for fringe benefits at 31.9%. Based on A.B. 268, we would also need to budget for two \$500 retention payments (\$500 X 2). Per A.B. 522, we would also need to budget for a 4% COLA resulting in a \$3,000 increase to the base salary and corresponding increase in fringe benefits by \$957 at 31.9% (to \$24,882).

#### 2) Program Promotion Cost: **\$20,000**

TMCC is in need of funding for program promotion and targeted marketing to promote this emerging field of study and its wide array of lucrative career opportunities. This will help us cultivate student awareness, interest and enrollment. We plan on utilizing these funds for both print & digital marketing.

FY24 Total Program Promotion Cost: **\$10,000**

**\$10,000:** We plan on utilizing these funds for both print & digital marketing via items such as fliers, rack cards, and social media ads.

FY25 Total Program Promotion Cost: **\$10,000**

**\$10,000:** We plan on utilizing these funds for both print & digital marketing via items such as fliers, rack cards, and social media ads.



1 Electric Avenue Sparks, NV 89434

May 1, 2023

Stacey Bostwick, Director of Workforce Development  
Governor's Office of Economic Development  
555 E. Washington Ave, Suite 5400  
Las Vegas, NV 89101

Subject: Workforce Innovations for a New Nevada (WINN) Application

Dear Ms. Bostwick:

This letter of support is for Truckee Meadows Community College and their WINN Grant Application as TMCC continues to strengthen their Advanced Manufacturing and Data Science programs.

Tesla currently has over 7,000 employees and is continuing to grow here in Nevada. We recently announced plans to invest \$3.6B into the state to build 4 million additional square feet of manufacturing space for 2 new factories. This investment is projected to add 3,000 more jobs over the next several years with an average wage of over \$30 per hour. Some of the roles include approximately 2,000 Production Associates at \$20+/hour, 300 Equipment Maintenance Technicians at \$24+/hour, and 25 Data Analysts at \$25+/hour. Tesla is committed to providing growth opportunities, career pathways, and support for education programs in our community. As we continue our growth, hiring these roles locally is crucial to meeting our goals.

Tesla is excited to continue our collaboration efforts with TMCC. We are confident that expanding the Manufacturing and Data Science programs will support this mission and help our employees increase their skillsets. We understand the need to report outcomes for this publicly funded effort and are willing to provide appropriate support and feedback. Please let us know if you have any questions or if you would like additional information.

Sincerely,

Chris Reilly  
Policy and Business Development, Tesla

5/15/23

Stacey Bostwick, Director of Workforce Development  
Governor's Office of Economic Development  
555 E. Washington Ave, Suite 5400  
Las Vegas, NV 89101

Subject: Workforce Innovations for a New Nevada (WINN) Application

Dear Ms. Bostwick:

*Panasonic Energy of North America (PENA) is a large manufacturer of Lithium Ion Batteries, employing over 4500 personnel in the Reno/Tahoe area. Lithium Ion batteries created at the Reno site are sold to Tesla to be placed in battery packs at the Gigafactory.*

By this letter, we wish to express our need for and support for the expansion of the Advanced Manufacturing and Data Science/Analytics programs to provide our organization with the skilled and knowledgeable workforce we need. PENA has and continues to face staffing challenges due to low manufacturing knowledge and experience in the local area. The ability to develop and upskill local talent is key to the success and growth of PENA and the surrounding communities.

Based on historical hiring and attrition data, PENA anticipates hiring another 825 operations and 25 maintenance personnel in 2023, and an additional 1700 operations and maintenance personnel in 2024. Hiring numbers are subject to change.

The increased capacity of this program will ensure there are sufficient numbers of qualified applicants for us to employ in high-wage opportunities that we have not been able to fill by other means. PENA is confident that this program will provide the highly skilled workforce we need to successfully operate in the Reno/Tahoe area.

We understand the need to report outcomes for this publicly funded effort and will work with TMCC to communicate the PENA hiring of future graduates of the program. We look forward to continuing to work in partnership with TMCC and other stakeholders in this important effort.

Sincerely yours,

Randy Fricot  
Technical Training Supervisor – Panasonic Energy of North America (PENA)

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**PANASONIC ENERGY OF NORTH AMERICA**

1 ELECTRIC AVE. STE 110, SPARKS, NV 89437