

President's High Growth Job Training Initiative



Identifying and Addressing Workforce Challenges

U.S. Department of Labor
Employment and Training Administration
Business Relations Group

EXECUTIVE SUMMARY

The Employment and Training Administration (ETA) division of the Department of Labor designated part of their 15 billion dollar employment and training budget to implement the President's High Growth Initiative.

The primary focus of The President's High Growth Job Training Initiative was and continues to be designed to cultivate partnerships among the publicly funded workforce investment systems, business/industry representatives, and education and training providers. The Hospitality Industry became after major research by industry leaders, one of the major targets for this High Growth project. The selection of this industry was due in a large part because the Department of Labor expects that the hospitality industry will need to add more than 1.6 million jobs throughout the country by 2012. ¹ "The fast-growing hospitality industry is very much in need of skilled workers," said Secretary of Labor Elaine L. Chao. "Thousands of workers will benefit from these grants"

To address Southern Nevada's anticipated hospitality industry workforce shortages, the Department of Labor awarded on August 25, 2005, \$1,121, 166 dollars to the Southern Nevada Workforce Investment Board (SNWIB) for an innovative partnership between the Southern Nevada Workforce Investment Board (SNWIB), College of Southern Nevada (CSN), Nevada Hotel & Lodging Association (NHLA) and Station Casinos, Inc. to provide hospitality training to over 12,000 front line workers.

This ground-breaking partnership brought together local entities that shared a common goal of training and recruiting qualified workers into the hospitality industry. The first phase of the training partnership utilized a two-week certified curriculum from the American Hotel & Lodging Association which was administered by CSN staff. The classes focused on guest services training for nineteen (19) guest-service jobs including, but not limited to, porter, PBX operator, concierge, bell person, front desk clerk, guest room attendant, valet, cashier, central reservation agent, food server, bartender, beverage server, bus person, kitchen steward, room service steward and banquet server. Technical skills training in English workplace literacy was also provided. Approximately 260 individuals received this training and a small number eventually received certifications.

The second phase of the grant encompassed a series of "Guest Services" training courses to better prepare and provide necessary "soft skills" to those interested in retaining their hospitality jobs. The this training focused primarily on "customer service" training that assisted employees currently working for Station Casinos to retain their positions and possibility seek career advancement. At no cost to the employee, over **16,000** incumbent workers at **all** of the Stations Casino properties received "customer service" training which is still on going.

The CSN staff and Stations staff developed under this grant a "Guest Services" training manual, *Beyond the Best Guest Services Training*, in both English and Spanish that can be utilize by the hospitality and gaming industry throughout the world.

¹ Bureau of Labor Statistics (BLS) U.S. Department of Labor, Bureau of Labor Statistics, *Career Guide to Industries*

CSN contributed approximately \$1,000,000 in matching cost sharing funds to this initiative. Stations contributed approximately \$2,000,000 in matching cost sharing funds to this initiative. The project will be completed August 30, 2008, as a major success to be perpetuated and utilized by the Southern Nevada Hospitality and Gaming industry.

“We saw tremendous value in bringing together the SNWIB, CSN, NHLA and Station Casinos to apply for and administer the hospitality training curriculum,” said Van Heffner, president of the NHLA.