

ROADS

REALIZING OPPORTUNITIES FOR THE AMERICAN DREAM TO SUCCEED

Innovation in Action!

The ROADS Partnership is designed to foster collective action among critical partners in the region – the social service sector, workforce and economic development, private industry, government and our educational institutions - with the goal of enhancing the skills of Nevada workers who are under-employed by potential. The partners in this program have banded together to recruit and assess the specific needs of this underserved population and provide them with the skills and financial support needed to transition them into a select number of targeted programs that best reflect the needs of local industry.

The ROADS program capitalizes on the existing strengths and resources of its partners and is focused on industry-determined priorities in order to align preparatory training with industry demand. The launching of ROADS represents a break in tradition. It challenges the status quo, requires a much deeper level of employer engagement, and demands a much greater level of commitment to collaboration.

The Need:

1. Employers need a larger and more consistent supply of skilled workers with proper life, soft and technical skills and who have earned industry based, nationally portable and recognized certification.
2. Families need supportive careers that provide livable wages and allow upward mobility to achieve independence and success.
3. Community Colleges are the workforce development engines for their region. They have developed a wide array of career and technical programs and certification programs which need a broader and more consistent pipeline of students.

The Market: ROADS has identified an underserved segment of people within the State and potentially across the nation who completed high school, but did not pursue any post-secondary education. This segment within Nevada is estimated to be approximately 650,000 people. From within this broad group, ROADS will target those who:

1. Are between the ages of 25 and 34.
2. Are now employed, showing they can hold down a job, but due to a lack of higher education and/or certifications are working in low paying positions and may be on some form of public assistance.
3. Have unexplored potential, have the capability of succeeding in the classroom and the drive to pursue a life-changing career.

ROADS Vision: To have a robust and growing segment of the Sierra Region’s residents who possess skills and qualifications that meet the rapidly changing needs of our growing employer base and who are ensuring their family’s’ current and future financial security.

ROADS Mission: To develop and launch a “Pilot Program” within the Sierra Region of Nevada to support the ROADS Vision in a documented, metrics driven fashion to allow expansion throughout the State of Nevada and eventually to create a model for duplication throughout the U.S.

ROADS Pilot Goal: To double the students within WNC’s targeted programs within a two-year period capacity permitting.

WNC Targeted Industry Programs:

1. Manufacturing
2. Health Care
3. Technology
4. Building Trades

Strategies:

1. Utilize a volunteer “work group” of industry professionals, elected and appointed officials, educational and social service sector representatives, and economic development professionals to develop the detailed plans and budgets necessary to guide the pilot program and to secure adequate funding.
2. Seek and acquire funding to implement the aforementioned plan through a combination of federal and state grants, private foundation grants and major corporate donations.
3. Develop a network of organizations to identify, solicit and refer potential candidates to the program.
4. Develop and produce a marketing and promotion program, entitled the “ROADS Show” to be managed by NNDA to actively recruit students to the program.
5. Construct a screening and evaluation tool for all interested participants to determine level of current abilities in life skills, soft skills and college readiness and direct interested prospects to proper starting points or “on ramps”.
6. Leverage and support existing organizations within the region for students needing sequential instruction and support in life and soft skills such as the Capital City C.I.R.C.L.E.S. Initiative, FISH, and Carson City Health & Human Services.
7. Train support staff (Navigators) to mentor, lead and facilitate participants through all levels of program including post-employment.
8. Design and employ a “ROADS Fund” that provides participants with micro-loans for tuition and economic support that will, through design, be “self-replenishing” through a student and post-graduation employer matching program.
9. Guide employed graduates of the ROADS program to the Nevada Rural Housing Authority and the Nevada State Department of Business and Industry’s assistance programs to achieve home ownership.