

# President's High Growth Job Training Initiative

## *Front-Line Skills Certification*

**Grant amount:** \$1,121,166

**Grantee:** Southern Nevada Workforce Investment Board

**Key partners:** Community College of Southern Nevada, Nevada Hospitality Foundation, Nevada Hotel & Lodging Association, and Station Resort and Casinos

**Leveraged amount:** \$1,416,539

**Location of grant activities:** Las Vegas, Nevada

**Challenge:** The hospitality industry is the largest customer-service industry in the nation and has maintained steady growth over the years. Due to high turnover and high employee demand in this industry, it is crucial for the industry to produce a trained workforce. The hospitality industry seeks consistency in its training models and skill certifications. The industry also looks to institute portable credentials for entry-level workers.

**Addressing the Challenge:** The Southern Nevada Workforce Investment Board, in close partnership with the Community College of Southern Nevada, the Nevada Hotel & Lodging Association, the Nevada Hospitality Foundation and Station Resort and Casinos, will provide front-line skills certification training for at least 1,800 new hires at Station Resort and Casinos' new Red Rock property and expand the training to more than 10,000 Station Casino employees at its 12 properties. The training will include an English Workplace Literacy program and a Train-the-Trainer component for employees to become certified to teach the curriculum. Job placement and on-the-job training will be provided as well as skills certification from the American Hotel & Lodging Association in one of 19 guest services positions. The training program will be marketed and disseminated to employers throughout Las Vegas, the largest tourism and hospitality market in the world. A model certification training program will be published and the curriculum and guidelines will be available for replication.

### **Projected Outcomes:**

- At least 1,800 front-line new hires initially trained and certified in one of 19 guest services areas;
- Curriculum implemented and expanded to Station Resort and Casinos' 12 other properties, with more than additional 10,000 employees being trained.
- A sustainable and replicable curriculum for employer-based skills certification that will set the standard for the skill sets and competencies of guest services positions in the hospitality industry.
- The program will track employee turnover, job satisfaction, employee career advancement and wage gains, and return on investment for the properties implementing the program.



EMPLOYMENT AND TRAINING ADMINISTRATION  
UNITED STATES DEPARTMENT OF LABOR

*Hospitality Industry Demonstration Grants  
Announced June 28, 2005*