
MEETING MINUTES – SEPTEMBER 28, 2023

Roll Call – Meeting Called to Order at 9:02 a.m.

IAC Members: Nancy McCormick, Robert Chisel, Edward Estipona, Marissa Brown, Joseph Greco, Craig Madole, Mindy Lokshin, Seng-Dao Yang Keo

IAC College Representatives: Dr. Natalie Brown, Rick Bullis, Hallie Madole, Lisha Allison

Public Members: Melissa Olsen, Kiah Beverly, Gretchen Sawyer, Tim III, Estela Gutierrez, Elena Bubnova, Karen McKenna, Mike Peyerl, Elizabeth Christiansen, Jeana Miller, Kate Kirkpatrick

Quorum was established.

Public Comment

None

Approval of Minutes and Non-Participatory Members

Approval of IAC Minutes November 2022, February 2023, and May 2023. A motion was made by Nancy McCormick and seconded by Craig Madole. All present IAC members were in favor and the motion passed.

Approval to remove Kris McLean and Jennifer Kenny from the IAC. They have not attended any meetings in over a year and attempts to contact them were unresponsive. A motion was made by Robert Chisel and seconded Nancy McCormick. All present IAC members were in favor and the motion passed.

President's Updates

The President is working with Chair, BJ North, to establish replacements for the recently removed and resigned IAC members.

The theme this year at TMCC is Mental Health and Wellness.

We received an EPA award last week in Washington DC for our efforts around sustainability. We are very proud of our efforts and want to be a leader in the Northern Nevada community. We encourage organizations, of any type, to partner with us in this important cause. We recently hosted The Planetwalker, Dr. John Francis at the TMCC campus during our Fall Kickoff. For seventeen years he did not speak or use motorized transportation, while earning multiple degrees. He has a few published books and we encourage the IAC members to check them out.

At the time of this meeting, fall enrollment is up 6% and we are back over 10,000 students, pre-pandemic levels. We anticipate that this number will continue to raise a bit over the next few weeks with late start classes.

The Board of Regents meeting was held at the TMCC campus in September. We received really positive feedback from the Regents regarding the swag bags (which included sustainable items), and the campus overall. It was a very successful event.

TMCC has created an AI task force to address this ever changing and present technology. We are looking to put resources into the ethical development of AI use on campus and look for suggestions and ideas from the IAC as we begin to build the foundation here at the college.

Constituent Updates

Assistant Vice Chancellor for Workforce Development and Community Colleges (NSHE) - Dr. Natalie Brown

Appointment of Patty Charleton as the Interim Chancellor and recruitments underway to fill CFO and Vice Chancellor of Academic and Student Affairs.

Future of Higher Education in Nevada Committee, 13-member committee, will soon start working on:

- Models for higher education funding used in other states to support institutions similar to NSHE institutions and compare those models to the current funding model used in Nevada.
- Cost analysis of the delivery of higher education services that adequately support the differing type and missions of NSHE institutions, including the delivery of education services and the support services needed to ensure the success of students from diverse backgrounds.
- Mechanisms for the appropriation of state funding to implement the recommended funding formula.
- Current system of governance, oversight, and accountability of NSHE institutions.
- Recommendations concerning public reporting and collection and use of funding for self-supporting programs, student fees, and tuition.

SB 375 AN ACT making an appropriation to the Nevada System of Higher Education for a grant program to expand undergraduate and graduate nursing programs at institutions within the System. \$10 million each year of the biennium awarded to NSHE with allocations agreed upon by the institutional business officers. \$524,525.91 to TMCC; proposals have been reviewed and in final steps to disburse Year 1 funding.

WINN Funds for TMCC Approved at GOED June meeting included:

- Advanced Manufacturing Mobilization Program
- Data Science Expansion
- Diesel Tech and Mining Program
- Logistics Expansion
- Welding Expansion

Workforce Committee meeting at the next quarterly Board of Regents meeting (November 30, 2023) will focus on overview of legislative investments and institutional updates.

Faculty Senate – Rick Bullis

Faculty Senate has:

- Approved standards for Critical Thinking in TMCC's general education curricula
- Advocated for Administrative Faculty to become represented at the Faculty Senate Executive Board
- The Senate recently approved new courses in Economics, Radiological Technician Advanced Patient Care, Logistics, Media Production, Healthcare, Veterinary Nursing, and a whole series of internships in Computer Technologies, Marketing, Political Science, etc. In addition, dozens of additional classes have been edited and/or improved through the Curriculum Review Committee and the Faculty Senate.

Classified Council – Hallie Madole

The Classified Council has been working on:

- Updating their Constitution and Bylaws

- Creating the criteria and form for Exceptional Employee Awards
- Halloween Decorating Contest
- The quarterly meeting for all NSHE Classified Councils
- Changes to the Annual Classified Symposium: spread out over June and July to allow us to highlight all TMCC locations and support more engagement

Student Government Association – Lisha Allison (On behalf of Brayson Gomez)

The SGA has been hard at work planning events and helping to represent the student voice and initiatives.

The SGA passed a bill that created a mental health committee and is excited to get the committee up and running. The chair will be Olga Mesina, with the requirement that an SGA member and the SGA advisor will be in the meeting.

The SGA had a successful welcome week with over 1,000 students in attendance.

The first athletics tailgate will be taking place on Saturday, Sept. 23, 2023. The SGA voted to support this event and attend, as well as provide \$2,000 to this event, which will go towards scholarships for the student athletes.

An ad hoc committee was formed and convened this past Friday. The committee allotted \$500 towards scholarships, and \$1,350 towards helping fund travel for the soccer teams.

Finally, the SGA has many more events planned such as National Coming out day on October 11, where students will decorate socks respective to their identity, and get the Scoop with the Presidents on October 23, in which students can participate in an open forum with SGA President Brayson Gomez and President Karin Hilgersom.

Presentations and Discussions

TMCC Workforce Marketing – Gretchen Sawyer & Elena Bubnova

Gretchen and Elena presented on the ways in which we market workforce development education at TMCC and some of the funding we use for this marketing. Please see the PowerPoint presentations attached for more information.

Important points from Elena's presentation on "How we Tell the TMCC Story":

- The IAC is not the intended audience so it is possible you may never see TMCC ads, and that is okay. The primary targets are: high school students, community members who want to take personal interest classes, working adults in the community who are looking for a career change, and Spanish speakers as we are an HSI.
- We typically do not advertise for specific programs, instead we show all the amazing things we are doing and attempt to show the target audience that we are can meet their specific needs.
- We use online tracking, redirecting, repeat ads, etc. to catch people who may be searching for something that we teach here at TMCC.
- We try and meet our audience where they are. As 80% of our students are online, we use TikTok, Instagram, Hulu, Snapchat, YouTube Channels, and Spotify to reach this audience.
- We also purchase contact lists, for example, from the Washoe County School District and we send emails as well.
- We also advertise at sports complexes at the University and the High Schools, as well as at the DMV.
- We have a presence on the City of Sparks website and we are working on a partnership with PBS Reno as well.

Important points from Gretchen's presentation on funding for marketing:

- The team manages 44 grants totaling over \$21 million.

- We just received an NSF grant for \$1.6 million to remove barriers for students who are receiving their associates and the transferring to a university.
- We just received a \$2 million Department of Labor grant to assist with our advanced manufacturing apprenticeships.
- This year we were able to write marketing into three of our GOED grants. And through GOED we have received \$60,000 to help promote training opportunities for the new advanced manufacturing training center with Panasonic on Plumb Lane.
- We also recently received \$20,000 for marketing from the state of Nevada for the nursing program.
- We have been working with the Abbi Agency and working with the slogan “Careers in Months, not Years”.
- Our marketing dollars have allowed us the ability to purchase view books, rack cards and a career tool on our website that provides real-time salary data.

Perkins Requirement - Comprehensive Local Needs Assessment (CLNA)

TPI (Turning Point Incorporated), Elizabeth Christiansen and Jeana Miller, presented on the CLNA (Comprehensive Local Needs Assessment). This assessment ensures that future funding is directed towards increasing opportunities for students. In their presentation they discussed Career Clusters and the highest demand jobs with the highest earning potential in the area. See attached presentation for further information.

The TPI team asked the following questions and received the following answers from the IAC:

1. What has been the most important or valuable part to you about your participation on the Institutional Advisory Committee?
 - a. As a private citizen, having a more global sense of what is needed in the community, how TMCC is tailoring their curriculum to that need, and having a voice for what I think is needed.
 - b. Allowing all of us on the IAC to contribute to the conversation about what will be implemented at TMCC to meet the needs of the workforce in Nevada.
 - c. Allowing us the chance to be ambassadors for TMCC and all the amazing work they are doing within the community.
 - d. Having the opportunity to take the knowledge learned here back to each industry and communicate what TMCC is doing to meet the needs of Northern Nevada.
 - e. Having the chance to engage with other industry leaders and hear what they are doing in their sectors and working together to accomplish goals for the greater good of Nevada.
2. What do you see as gaps or opportunities in the alignment between what CTE current offerings are, and what the local labor market trends indicate as in demand for future career opportunities?
 - a. Data centers – there is a lot of growth in this area to manage centers, large server farms, etc.
 - b. Teachers – we are seeing a lack of teachers to be able to teach on these topics due to low wages.
 - c. Construction – there is a growing gap as both residential and commercial development continues in the region.
 - d. Data Analysts – this field is starting to intersect with almost every field and thus qualified candidates need not only understand data analysis but also the field they are applying the analysis in.
3. What do you see as some of the local education and economic needs not identified by state or local workforce development boards, if there are any?
 - a. Hospitals – the laws are changing so often it is important to offer continuing education and ensure that current curriculum is as updated as possible.
 - b. K-12 – There is a lack of longstanding substantial commitment from the state of Nevada regarding education, thus making it hard to prepare students for college.
 - c. Military Bridge Programs – programs designed to help military vets transition into civilian life.

4. What one or two improvements to the TMCC Career Technical Education program are most important at this particular time?
 - a. Students are being plucked from the program before they can finish due to high demand. This creates issues later on as they don't have the complete training for the role. We should look to create more certificate programs so students can move into the industry quicker.
 - b. We simply need more capacity for these high demand industries, like nursing. We do not have enough teachers and seats and thus not everyone is able to access the programs.
 - c. We need to look into increasing paid internships that allow the student to get hands on experience while completing their education.

Concerns were raised in the discussion and TPI will attempt to address these as they move forward with the assessment. The concerns are as follows:

- Lagging and inconsistent data regarding the career clusters;
- Lumping too many things into one title, for example, marketing – there are many nuances in this field and the possible careers should be expanded beyond just “marketing”;
- How the student is tracked, are we tracking their success at the 2 or 4 year level, if they are transferring, as this can cause issues in data collection.

Listening Session

The IAC is very happy to hear that this year will be the Year of Mental Health at TMCC. Marissa Brown has many connections that can assist and will be in touch with SGA to provide assistance and resources throughout the year. Edward Estipona will also send information regarding “Hope Means Nevada”.

The group really enjoyed the overall style of today's meeting with being asked questions and being able to engage with the content more deeply. They suggested we do this more often and that we provide a board packet to new oncoming board members.

New Business

The IAC would like to look into further ways to provide job shadowing/more internships for students.

Adjourn

Meeting was adjourned at 11:12 a.m.

TMCC IAC Constituent Updates – September 28, 2023

Dr. Natalie Brown, Assistant Vice Chancellor for Workforce Development and Community Colleges

Please see additional attachment

Rick Bullis, Faculty Senate Chair

1. The Faculty Senate serves as a recommending body. Through shared governance, Academic and Administrative Faculty address our Academic Standards, Academic Assessment, Administrative Faculty, Curriculum Review, Learning Commons (Advising, Web College, and the Library), Part-Time Faculty, Professional Standards, Faculty/Staff Awards, Faculty Salary, the Classified Staff, and Student Government.

Lately, the Faculty Senate has:

1. Approved standards for Critical Thinking in TMCC's general education curricula
2. Advocated for Administrative Faculty to become represented in the Executive Board
3. The Senate recently approved new courses in Economics, Radiological Technician Advanced Patient Care, Logistics, Media Production, Healthcare, Veterinary Nursing, and a whole series of internships in Computer Technologies, Marketing, Political Science, etc. In addition, dozens of additional classes have been edited and/or improved through the Curriculum Review Committee and the Faculty Senate.

Hallie Madole, Classified Council, President

The Classified Council have been working on:

1. Updating their Constitution and Bylaws
2. Creating the criteria and form for Exceptional Employee Awards
3. Halloween Decorating Contest
4. The quarterly meeting of all NSHE Classified Councils - 9/27
5. Changes to the Annual Classified Symposium: spread out over June and July to allow us to highlight all TMCC locations and support more engagement

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Nevada System of Higher Education

System Administration
4300 South Maryland Parkway
Las Vegas, NV 89119-7530
Phone: 702-889-8426
Fax: 702-889-8492



System Administration
2601 Enterprise Road
Reno, NV 89512-1666
Phone: 775-784-4901
Fax: 775-784-1127

TO: TMCC Institutional Advisory Council

FROM: Dr. Natalie Brown, Assistant Vice Chancellor for Workforce Development & Community Colleges

DATE: September 18, 2023

SUBJECT: NSHE Report for TMCC IAC Meeting on September 28, 2023

Appointment of Patty Charleton as the Interim Chancellor and recruitments underway to fill CFO and Vice Chancellor of Academic and Student Affairs.

Future of Higher Education in Nevada Committee, 13-member committee, will soon start working on:

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TMCC Foundation & Grants

Gretchen Sawyer, Executive Director

September 28, 2023



State/Federal Grant Funding Under Management

**44 Grants Totaling
\$21,102,941**

Marketing

Fiscal Year 2024:

\$237,000 in marketing included in six grants

- NV DOE Perkins Competitive comprises \$117,000 of the total. Focus is CTE promotion – building on FY 23 grant

\$120,000 Additional Marketing

- GOED Grants– Panasonic training and Logistics, Data Science promotion and State of NV Nursing

FY 23 & 24 Marketing for CTE

- FY 23 Perkins Competitive:
 - Hired Asst. Dir. of Workforce – Kyle Cassinelli
 - Abbi Agency created taglines and messaging that are now used in digital and print campaigns:
 - “Careers in Months Not Years”
 - “Education That Moves as Fast as You,”
 - “CTE Gets You There”
- New Webpage, Social Media, and much more!

FY 24 Marketing for CTE

- FY 24 marketing in Perkins Grant is building on FY 23
 - Ad Placements for targeted audiences
 - New Career Tools – Online Career Coach, Widgets to be placed soon with salary data
 - Viewbooks, rack cards, Career map posters

<https://www.tmcc.edu/career-technical-education>

GOED Marketing

Panasonic Grant:

- Advanced Manufacturing FastTrack Ad Campaign
- Thank you Estipona Group – creative marketing
- Placement – Interact Communications



Thank you for your support
of TMCC and our students

A large, light green magnifying glass graphic is positioned in the background, centered behind the main title. The handle of the magnifying glass extends towards the bottom right corner of the slide.

Reaching our Audiences

Introduction to TMCC's 2023-2024 Marketing Campaigns

For the TMCC IAC

By Elena Bubnova, Associate Vice President

Sept. 28, 2023

**You are *not*
our target
audience.**

(And that's a *good* thing!)



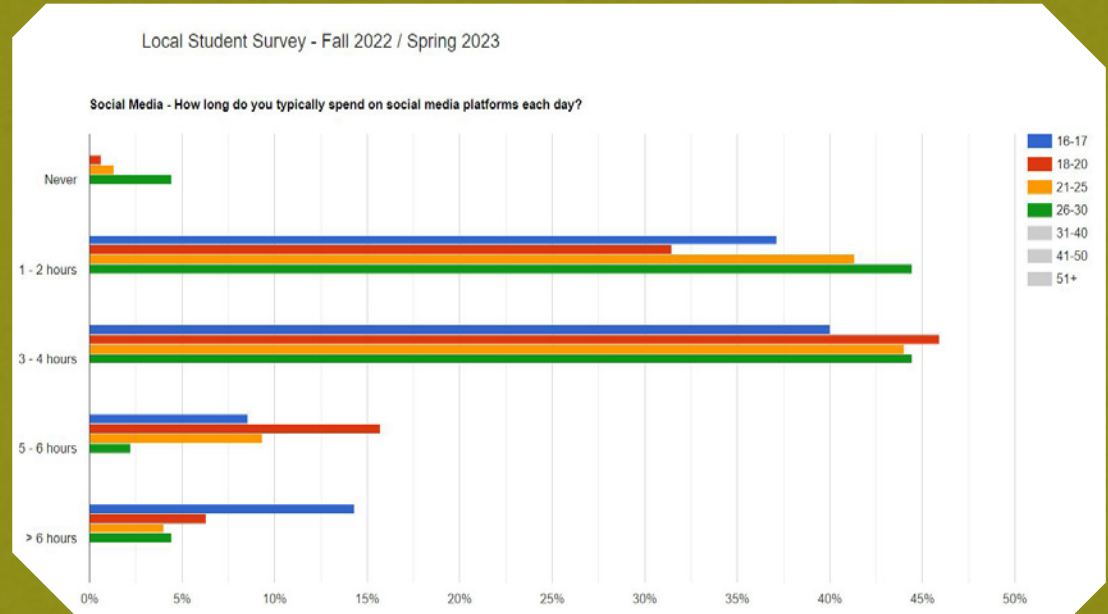
General Campaign: It's All About the Audience

- General Community & Working Adults
- Traditional Students (high school)
 - Spanish speaking audiences
 - Influencers

Media Preferences Survey

Survey of TMCC students
Local responses combined
with national results

Participating again in
Fall 2023



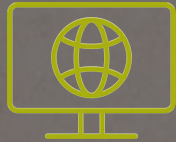
Finding Our Audiences



Proprietary information
(email address)



Geofencing
(in a geographic location)



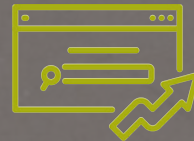
Online tracking
(cookies)



Retargeting
(sending repeat ads)



Voluntary information
(social media)



**Purchased/
acquired lists**
(opt-in lists)

Where the Budget Goes



13.9%



6.9%



9.3%



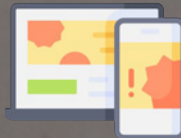
5.6%

hulu

12.5%



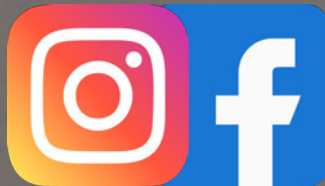
7.4%
(English)



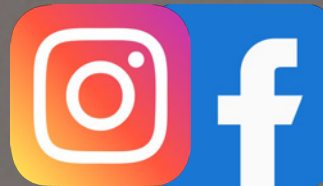
12.9%
(Display/OTT/Geofence)



5.6%
(Spanish)



13%



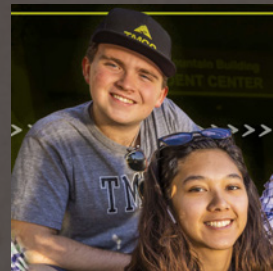
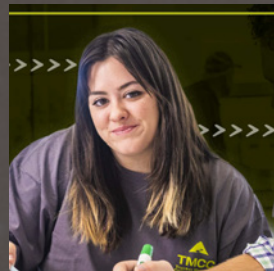
13%
(Lead Campaign)

Out-of-Home Advertising

- Local high school sports sponsorships
- Reno DMV
- Swift Sportsdome (formerly Reno Sportsdome)
- City of Sparks relocation website
- *Coming soon: PBS StemWorks*



TMCC works for...



TMCC works for...

Video ads: English and Spanish



English: 105K views so far

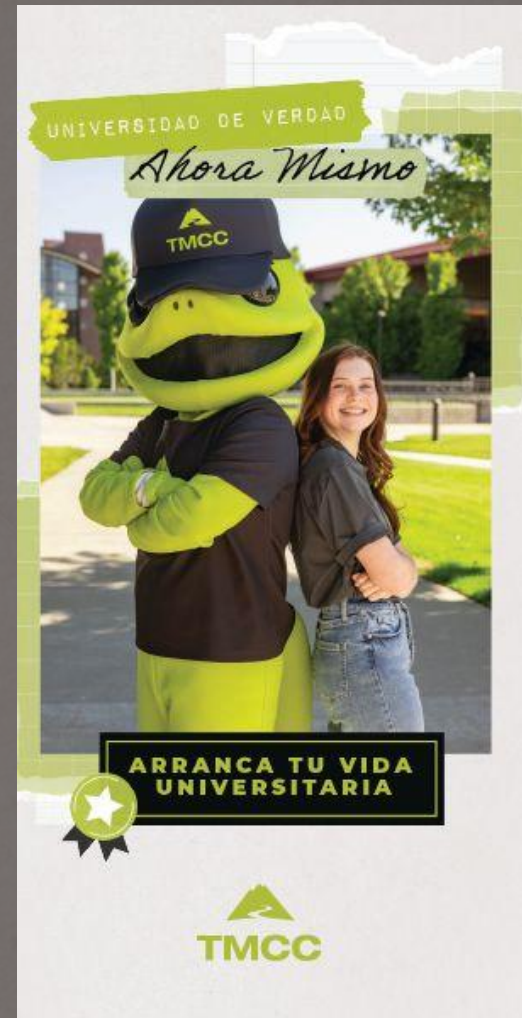


Spanish: 45K views so far

Jump Start Dual Credit campaign

Target audiences:

High school juniors/seniors and their parents



Jump Start Dual Credit campaign

Video ads: English and Spanish



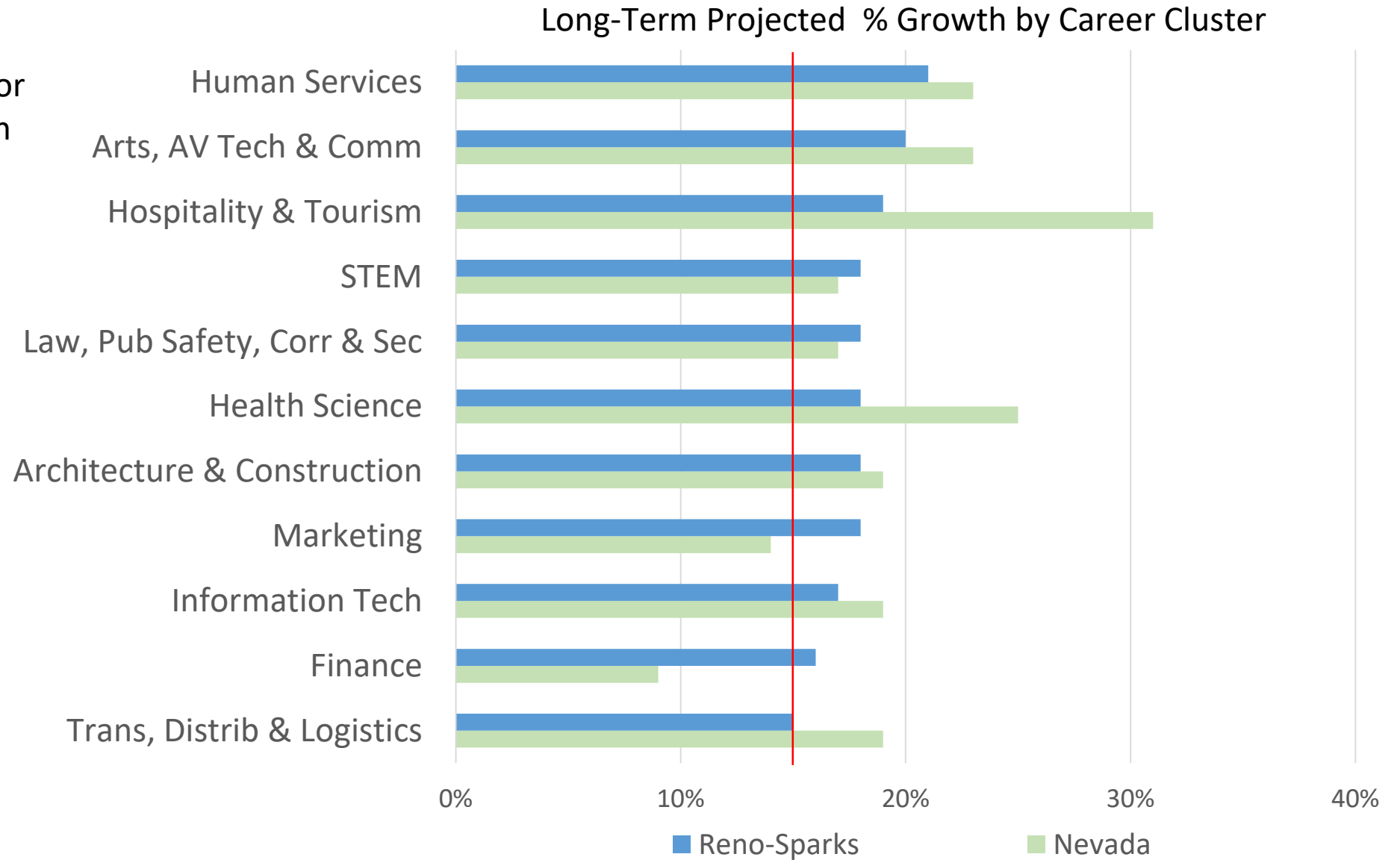
Thank you!

Labor Market and TMCC CTE Data

September 28, 2023

Top Career Clusters for Long-Term Projected Percent Growth

Career Clusters with 15% or higher projected growth in Reno-Sparks MSA



Top 15 High-Demand, High-Wage Occupations (requiring postsecondary education) for Reno-Sparks (based on long-term projected annual openings, projected growth, and median annual wages)

Cluster	Occupation & Job Zone	Annual Openings	Med Annual Wage	Proj Growth
Business Mgmt & Admin	General and Operations Managers (Zone 4)	446	\$102,940	25%
Health Science	Registered Nurses (Zone 4)	322	\$79,280	13%
Business Mgmt & Admin	First-Line Supervisors of Office and Admin Support Workers	209	\$57,870	10%
Finance	Accountants and Auditors (Zone 4)	196	\$62,060	23%
Marketing	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (Zone 4)	189	\$60,450	16%
Arch. & Construction	Electricians (Zone 3)	175	\$56,520	22%
Arch. & Construction	Plumbers, Pipefitters, and Steamfitters (Zone 3)	143	\$64,530	19%
Arch. & Construction	First-Line Sup. of Construction Trades & Extraction Workers (Zone 3)	141	\$68,300	19%
Finance	Financial Managers (Zone 4)	132	\$109,080	32%
Business Mgmt & Admin	Management Analysts (Zone 4)	116	\$80,700	19%
Arch. & Construction	Operating Engineers & Other Construction Equip. Operators (Zone 3)	115	\$60,360	18%
Business Mgmt & Admin	Human Resources Specialists (Zone 4)	112	\$59,350	26%
Arch. & Construction	Construction Managers (Zone 4)	105	\$91,550	25%
Manufacturing	First-Line Supervisors of Production and Operating Workers (Zone 3)	105	\$67,140	14%
Manufacturing	First-Line Supervisors of Mechanics, Installers, and Repairers (Zone 3)	68	\$73,420	13%

Top Job Zone 2-3 (Some to Medium Preparation), High-Demand, High-Wage Top Occupations for Reno-Sparks
 (based on long-term projected annual openings, projected growth, and median annual wages)

Cluster	Occupation	Annual Openings	Med Annual Wage	Proj Growth
Business Mgmt & Admin	First-Line Supervisors of Office & Admin Support Workers (Zone 3)	209	\$57,870	10%
Arch. & Construction	Electricians (Zone 3)	175	\$56,520	22%
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Arch. & Construction	First-Line Sup of Construction Trades & Extraction Workers (Zone 3)	141	\$68,300	19%
Arch. & Construction	Operating Engineer & Other Construction Equipment Operators (Zone 3)	115	\$60,360	18%
Manufacturing	First-Line Supervisors of Production and Operating Workers (Zone 3)	105	\$67,140	14%
Manufacturing	First-Line Supervisors of Mechanics, Installers, and Repairers (Zone 3)	68	\$73,420	13%
Law, Pub Safe, Corr & Sec	Paralegals and Legal Assistants (Zone 3)	63	\$60,720	35%
Hospitality & Tourism	Chefs and Head Cooks (Zone 3)	47	\$56,340	25%
Trans, Dist & Logistics	Mobile Heavy Equipment Mechanics, Except Engines (Zone 3)	46	\$60,290	23%
Arch. & Construction	First-Line Sup of Landscaping, Lawn, and Grounds Workers (Zone 3)	44	\$57,090	13%
Arch. & Construction	Heating, Air Con, and Refrigeration Mechanics and Installers (Zone 3)	44	\$61,090	17%
Gov't & Public Admin	Compliance Officers (Zone 3)	37	\$76,270	8%
Health Science	Licensed Practical and Licensed Vocational Nurses (Zone 3)	37	\$62,870	10%
Health Science	Dental Hygienists (Zone 3)	35	\$94,630	10%

Top Zone 2-3 (Some to Medium Preparation) and 4 (Considerable Preparation), High-Demand, High-Wage Occupations for Reno-Sparks by Career Cluster

Architecture & Construction

- Electricians (3)
- Plumbers, Pipefitters, and Steamfitters (3)
- First-Line Supervisors of Construction Trades and Extraction Workers (3)
- Operating Engineers and Other (3)
- Construction Equipment Operators (2)
- First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers (3)
- Heating, Air Conditioning, and Refrigeration Mechanics and Installers (3)
- Architectural and Civil Drafters (3)
- Civil Engineering Technologists and Technicians (3)
- Construction Managers (4)
- Civil Engineers (4)
- Cost Estimators (4)

Business Mgmt & Admin

- First-Line Supervisors of Office and Administrative Support Workers (3)
- General and Operations Managers (4)
- Management Analysts (4)
- Human Resources Specialists (4)
- Computer and Information Systems Managers (4)
- Industrial Production Managers (4)
- Labor Relations Specialists (4)
- Fundraisers (4)
- Human Resources Managers (4)

Finance

- Accountants and Auditors (4)
- Financial Managers (4)
- Personal Financial Advisors (4)

Hospitality & Tourism

- Chefs and Head Cooks (3)

Gov't & Public Admin

- Compliance Officers (3)
- Construction and Building Inspectors (3)

Health Science

- Licensed Practical and Licensed Vocational Nurses (3)
- Dental Hygienists (3)
- Radiologic Technologists and Technicians (3)
- Respiratory Therapists (3)
- Surgical Technologists (3)
- Diagnostic Medical Sonographers (3)
- Registered Nurses (4)
- Medical & Health Services Managers (4)

Human Services

- Child, Family, & School Social Workers (4)
- Social & Community Service Managers (4)

Top Zone 2-3 (Some to Medium Preparation) and 4-5 (Considerable-Extensive), High-Demand, High-Wage Occupations for Reno-Sparks by Career Cluster

Information Technology

- Computer Systems Analysts (4)
- Computer Network Support Specialists (4)
- Network and Computer Systems Administrators (4)

Law, Pub Safety, Correc & Security

- Paralegals and Legal Assistants (3)
- Firefighters (3)

Manufacturing

- First-Line Supervisors of Production and Operating Workers (3)
- First-Line Supervisors of Mechanics, Installers, and Repairers (3)
- Electrical and Electronic Engineering Technologists and Technicians (3)

Marketing

- Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (4)
- Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (4)
- Sales Managers (4)
- First-Line Supervisors of Non-Retail Sales Workers (4)
- Public Relations Specialists (4)
- Marketing Managers (4)

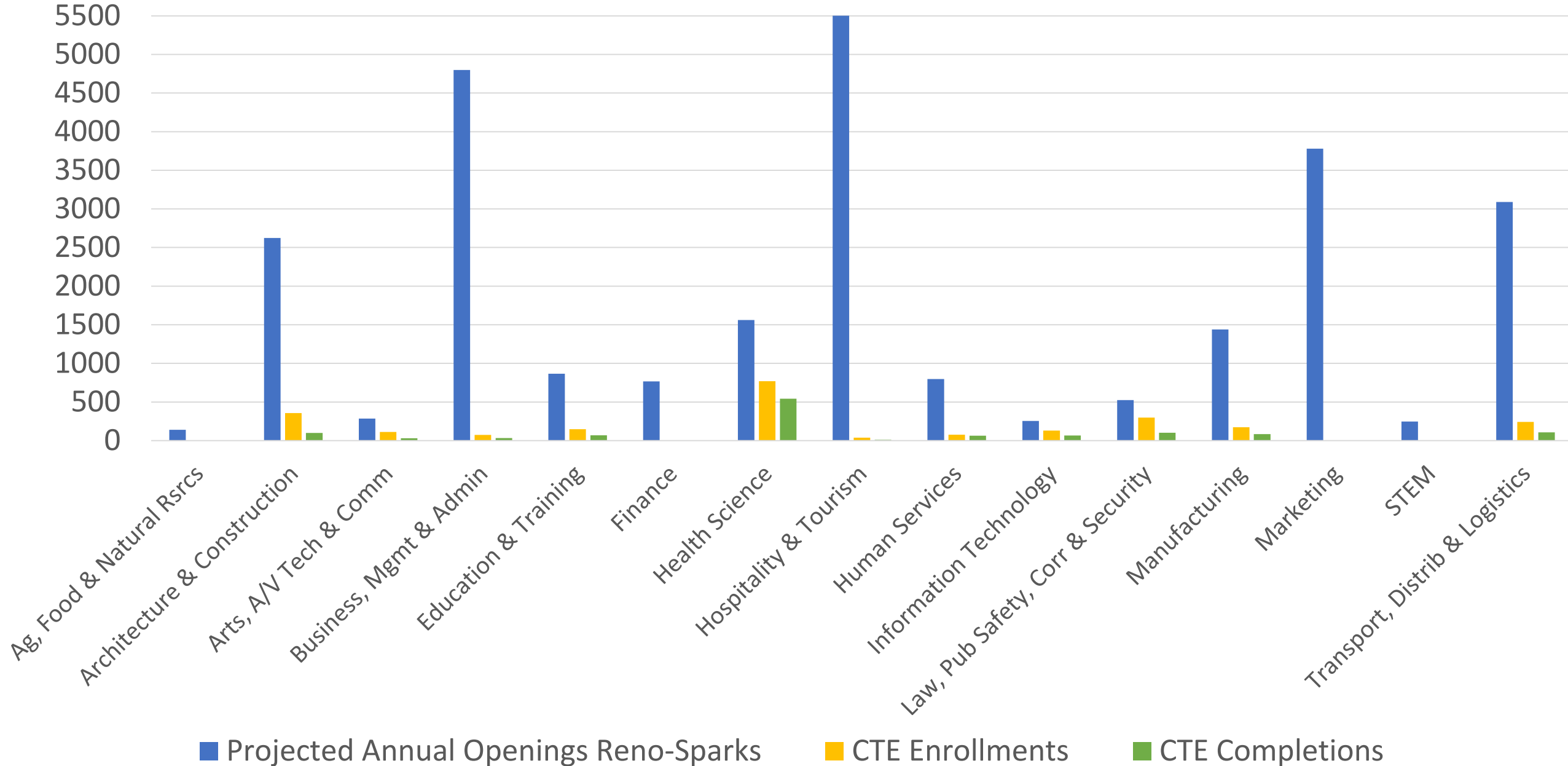
STEM

- Industrial Engineers (4)
- Mechanical Engineers (4)
- Environmental Scientists and Specialists, Including Health (4)

Transportation, Distribution & Logistics

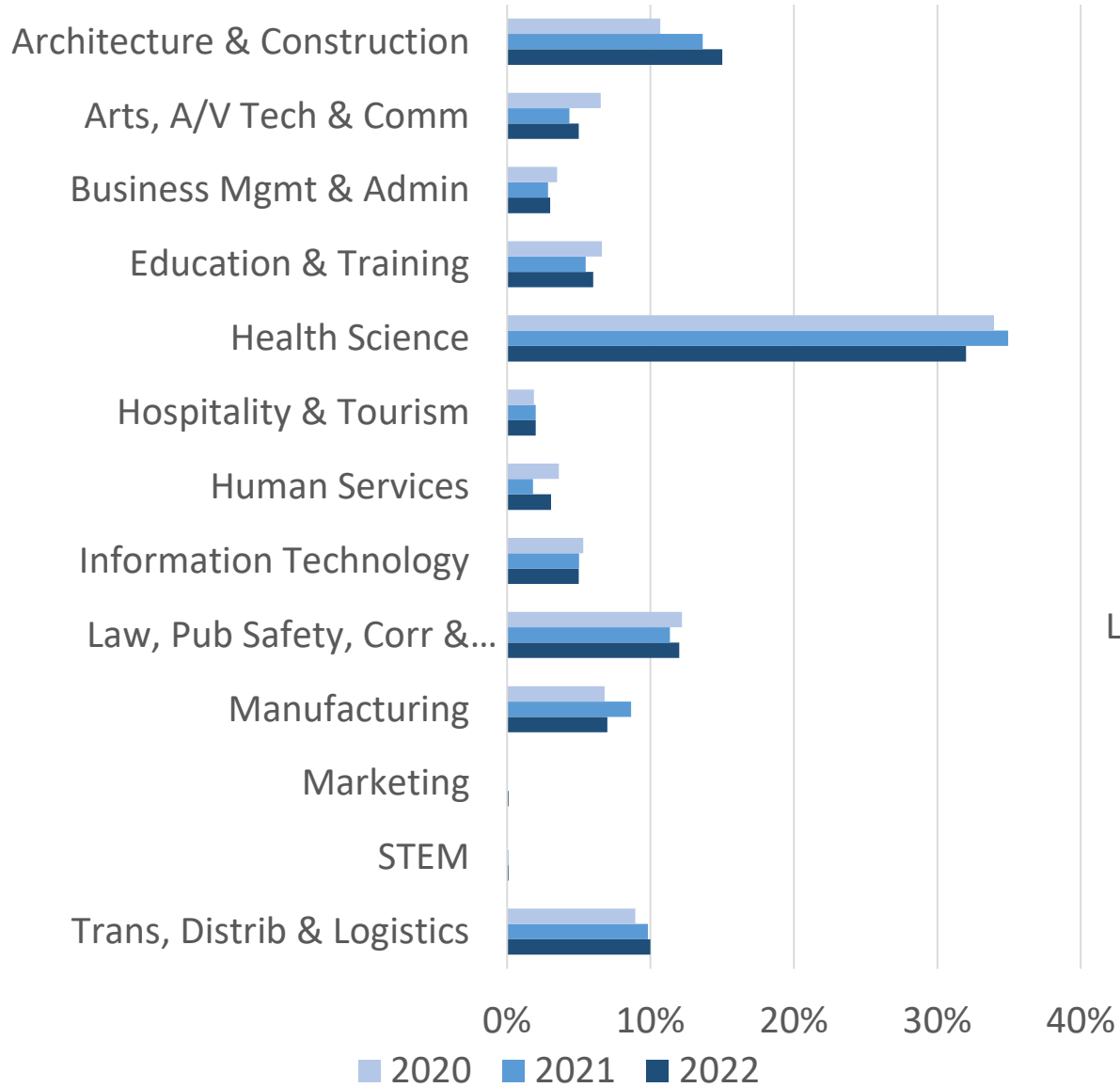
- Mobile Heavy Equipment Mechanics, Except Engines (3)
- Transportation, Storage, and Distribution Managers (4)
- Logisticians (4)

Reno-Sparks MSA Projected Annual Openings by Career Cluster Compared to TMCC CTE FY2022 Enrollments and Completions



TMCC CTE Enrollment and Completion Trends

% of Concentrators Enrolled by Career Cluster



% of Cluster Concentrators Who Completed

