

CONNECTING SOFT SKILL DEVELOPMENT
IN CTE PROGRAMS TO MEANINGFUL
EMPLOYMENT IN NEVADA

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EMPLOYER
NEEDS

BLA
CK
BOX

Hard Skills



Professional degrees & certificates
Industry-specific knowledge
Software proficiency
Speaking a foreign language
Project Management

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VS

Soft Skills



Communication
Work ethics
Leadership
Motivation
Critical thinking

CONTENT ANALYSIS

Applied Knowledge

- Academic skills and critical thinking

Effective relationships

- Interpersonal skills, teamwork, leadership, conflict, resolution, and professionalism

Workplace skills

- Resource management, information use, communication, and technology

CTE PROGRAM	NUMBER OF STUDENTS IN PROGRAM	PERCENTAGE OF CTE STUDENTS IN PROGRAM
CULINARY ARTS	4284	8.0
GRAPHIC DESIGN	3052	5.7
VIDEO PRODUCTION	2967	5.6
PHOTOGRAPHY	2865	5.4
SPORTS MEDICINE	2661	5.0

Percentage of Nevada Employment in Highest Employed Industries

NAICS Code	Industry	Year				
		2017	2018	2019	2020	2022
921190	Other General Government Support	2				2.7
722513	Limited-Service Restaurants	18.7	15.8	14.2	13.3	6.9
722511	Full-Service Restaurants	7.1	7	6.7	5.9	5.9
721120	Casino Hotels	4.5	4.6	5	4.4	5.2
445110	Supermarkets and Other Grocery Stores	2.8	2.6	2.3	2.8	
448140	Family Clothing Stores		3.4	3.1	2.8	
452910	Warehouse Clubs and Supercenters			2.1	3.6	3.2
621999	All Other Miscellaneous Ambulatory Health Care Services					2

KEY FINDINGS

- Alignment between the highest enrolled CTE program and highest employed industry: Culinary Arts and Restaurants
- Importance of interpersonal skills: people-centric nature of highest employed industries
- Why limit this pronounced skill development to only the students that participate in CTE programs?

RECOMMENDATIONS

- Add Employability Skill Standards that directly address emotional intelligence to better align with workforce needs
- Create paralleled ‘Employability Standards’ and incorporate them into the Nevada Academic Content Standards for all students
- Continue researching the observable measures of soft skills to ensure the standardized tests given through CTE programs are sufficiently measuring soft skill development

THANK YOU & QUESTIONS