

FRANK R. WOODBECK

EXPERIENCE

NEVADA SYSTEM OF HIGHER EDUCATION

March 2017 to Present

Vice Chancellor for Workforce Development

- Member, Cabinet of Chancellor John V. White
- Responsible for launching workforce development initiatives with all NSHE institutions, including two universities, a state college and four community colleges; and establishing inter-agency linkages that will aid in the growth of career pathways that incorporate the curricula offered by NSHE institutions.
- Work with system and institution leadership to launch and maintain curricula that will serve the workforce development demands of industry and services in Nevada.
- Advocate for issues and advancements within the state and nationally that support workforce growth and stability in Nevada.
- Seek grants and other funding that will aide in the growth of workforce development initiatives.

NEVADA SYSTEM OF HIGHER EDUCATION – NEVADA COLLEGE COLLABORATIVE

April 2014 to Present

Executive Director

- Member, Cabinet of Chancellor Daniel Klaich
- Responsible for launching and leading the effort to improve efficiency and effectiveness among Nevada's community colleges and centralize certain business functions utilizing shared talent, shared services and combined purchasing power under the newly formed Nevada College Collaborative.
- Coordinate the work of the Board of Regents Standing Committee on Community Colleges with regards to the policy initiatives important to the growth and development of the four community colleges serving Nevada.
- Work with system and campus leadership to launch and maintain curricula that will serve the workforce development demands of key Nevada industries.
- Elevate recognition of Nevada community colleges and their numerous assets with public and private sector entities throughout Nevada and the nation.
- Collaborate with other state agencies in support of community colleges and the opportunities we provide.

NEVADA DEPARTMENT OF EMPLOYMENT, TRAINING & REHABILITATION (DETR)

October 2011 to April 2014

Director

- Member, Cabinet of Governor Brian Sandoval
- Responsible for operations of a state department which includes: the Employment Security Division; the Bureau of Vocational Rehabilitation; the Nevada Equal Rights Commission; the Research and Analysis Bureau; and Information Development and Processing.
- The department employs over 1,000, and is responsible for the management of the Unemployment Insurance Trust Fund and the payment of benefits; providing services to persons with disabilities including assessment, training, treatment and job placement; overseeing the state's equal employment opportunity program; and serves as the state's primary provider of workforce and economic data.
- As Director of DETR, served on other boards, commissions and select committees, as outlined in a section below.

NEVADA COMMISSION ON ECONOMIC DEVELOPMENT

October 2009 to October 2011

Director, Las Vegas Operations & Workforce Initiatives

- Responsible for economic development activity in coordination with the local development authorities in southern Nevada; and for providing advice and guidance to create employment and training opportunities for new and emerging companies throughout the state.
- Day-to-day oversight and support of the Las Vegas office, which includes the Nevada Film Office, Office of Protocol, Nevada Procurement Outreach Program and Economic Development.

NEVADA DEPARTMENT OF EMPLOYMENT, TRAINING & REHABILITATION

February 2009 to February 2011

Strategic Consultant – Workforce Initiatives

- Consultant to the Director and executive team for implementation of workforce training initiatives, and inter agency collaboration regarding the expenditure of stimulus funding and solicitation of grant funding with an emphasis on green and renewable energy opportunities.

NEVADA COMMISSION ON ECONOMIC DEVELOPMENT

July 2007 to October 2009

Commissioner

- Appointed by Governor Gibbons to a 3 year term, as one of six commissioners serving Nevada. The Commission, chaired by the Lt. Governor, was responsible for reviewing and approving tax incentives to new and expanding businesses, as well as training support funds provided through DETR.

LAKESHORE MEDIA LLC

July 2001 to April 2008

Regional General Manager & Consultant (February 2006 to April 2008)

- Provide oversight and consulting services for various divisions of this radio company, including advice and guidance for general managers, evaluation of station performance, compliance with FCC of station public files, and various other duties.

Vice President & General Manager, Las Vegas (July 2001 to February 2006)

- Responsible for the successful launch and operations of two FM radio stations serving Las Vegas, NV: KVG5-FM / V-108 and KOAS-FM / The Oasis. The stations were programmed Urban Adult Contemporary and Smooth Jazz, respectively. Responsible for total station operation. Stations sold to new owners in January 2006.

ONE MEDIA PLACE, INC. (Formerly AdAuction.com), New York, NY

February 2000 to March 2001

Senior Vice President – Radio

- Devise and implement all aspects of the business plan establishing a radio division for OneMediaPlace, a web-based media exchange for the buying and selling of advertising in all media, worldwide. The company was merged in March 2001.

ABC RADIO NETWORKS (ABC / Disney), Dallas, TX

December 1991 to February 2000

Vice President – Affiliate Relations

- Supervision of day-to-day operations of the Affiliate Relations Department of ABC Radio Networks. This department is accountable for existing ABC affiliations, as well as solicitation of new affiliates to the ABC News Networks, morning shows and 24-hour music formats.
- Created and maintained the expense budget in both affiliate relations offices (Dallas and New York), as well as the affiliate fee revenue budget.

POST-NEWSWEEK CABLE, INC. (The Washington Post Company), Phoenix, AZ January 1986 to December 1991

Vice President – Advertising Sales

- Position established in August 1984 under Capital Cities Cable (below). I joined The Washington Post Company in January 1986 as a result of the Capital Cities acquisition of American Broadcasting Companies (ABC Networks), and sale of Capital Cities Cable to The Washington Post Company. My duties are outlined below, under Capital Cities Communications. Took the division from infancy to 25+ cable advertising sales operations and a 50% net cash flow generator in 4 years.

CAPITAL CITIES COMMUNICATIONS, INC.

March 1972 to January 1986

Vice President, Advertising Sales – Capital Cities Cable, Inc., Bloomfield Hills, MI
(August 1984 to January 1986)

- Established the Advertising Sales Division for the sale of advertising on satellite delivered cable networks in selected local communities where Capital Cities cable television systems were located. Responsible for hiring of all sales, sales support and production personnel; capital expenditures for equipment; revenue and expense budgets; and sales strategy and training.

President and General Manager – WKBW Radio, Buffalo, New York (September 1980 to August 1984)

- Accountable for total station operations, including: programming, advertising sales, news and engineering.

General Sales Manager – WKBW Radio, Buffalo, New York (January 1979 to September 1980)

Local Sales Manager – WKBW Radio, Buffalo, New York (July 1977 to December 1978)

Advertising Account Executive – WKBW Radio, Buffalo, New York (March 1972 to July 1977)

BOARDS AND COMMISSIONS (Current)

Chair, Board of Directors, Jobs for Nevada’s Graduates, Inc. (affiliated with Jobs for America’s Graduates)

Member, Board of Directors and Executive Committee, Three Square Food Bank, Las Vegas

Member, Board of Directors, Goodwill of Southern Nevada

Member, Board of Directors, Las Vegas Global Economic Alliance (LVGEA)

Member, LVGEA Education Council for the Clark County School District

Member, NV Legislature SB391 Subcommittee on Community College Academics and Workforce Alignment

Member, Nevada STEM Advisory Council (Established by the Nevada Legislature)

Member, Governor’s Interagency Council on Veteran’s Affairs

EDUCATION

Bachelor of Science Degree, Business Management - UNIVERSITY OF BUFFALO, Buffalo, New York

Graduate Management Courses at the University of Buffalo, Graduate School of Management

Graduate Management Courses at Harvard University, Graduate School of Business

OTHER ACTIVITIES

Member – Chancellor’s Advisory Council, Dallas County Community College District – Sept. 1995 to Feb. 2000

Member – NV Governor’s Workforce Investment Board – October 2010 – July 2016

Director – New Nevada Task Force with Lt. Governor Krolicki, Chair – July 2010 to February 2011

Director – Nevada Energy Assistance Corporation Board of Directors, Secretary/Treasurer – Oct 2009 to Oct 2011

Member – Nevada Broadband Task Force – September 2009 to February 2014

Member - National Governors Association, Sector Strategies Policy Academy

Member - National Association of Broadcasters National Diversity Committee – 2005 to 2008

Member - Nevada Broadcasters Association Board of Directors (Treasurer 2005-2006) – 2003 to 2006

Member - Dean’s Advisory Council, University at Buffalo, School of Management

Member - Sigma Pi Phi Fraternity (Alpha Epsilon Boule) – September 1981 to Present

Founder & Chairman, Alpha Epsilon Boule' Education Foundation – Dallas, TX

Active in community based organizations in Buffalo, NY; Dallas, TX and Phoenix, AZ

MILITARY SERVICE

U.S. AIR FORCE

- Vietnam Service Medal
- Air Force Commendation Medal