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Executive Director



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Chair

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Vice Chair

## WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

### Outreach Committee Meeting

**Date:** Wednesday, March 6, 2019

**Time:** 1:30 PM – 3:00 PM

**Location:** Idaho Department of Labor or Teleconference

2 West Conference Room

317 W. Main Street

Boise, ID 83735

Call In: 1-720-279-0026

Guest Passcode: 470642

Web Sharing Link:

<https://stateofidahowpm.centurylinkccc.com/CenturylinkWeb/WendiSecrist>

**Committee Members:** John Young, Shelli Bardsley, Donna Butler, Dave Hannah, Marie Hattaway, Angela Hemingway, Eli Brown, Kate Lenz, Georgia Smith, Sarah Buenrostro, Janelle Culley, Jeff Tucker, Doug Park, Ethan Secrist

**Staff:** Matthew Thomsen, Paige Nielebeck, Wendi Secrist, Caty Solace

**Call to Order at 1:33 pm**

**Roll call** - quorum met

#### Review Agenda

**Review of a future action item: Silver Valley Economic Entities Outreach Proposal.**

**Motion by Mr. Secrist to amend the agenda. Second by Mr. Park. Motion carried.**

The above agenda item was moved to a separate meeting, due to time constraints, which will be set-up by Ms. Nielebeck for a later time.

#### \*Approve February 6, 2019 Meeting Minutes

**Motion by Mr. Secrist to approve the February 6 Meeting Minutes as written. Second by Mr. Tucker. Motion carried.**

#### WDC Economic Development Professional Outreach

The intent of the proposed outreach project is to educate the 18 EDPROS, the 5 Economic Development District partners and other economic development partners in Idaho on the resources, policies, practices and priorities

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surrounding workforce development that are supported by the Idaho Workforce Development Council and its partners. The project will include three summits on workforce development, development and disbursement of outreach materials for each summit, follow up on action items from each summit, and the development of a SharePoint based site to use as a communication and informational outlet between state agencies, the EDPROS, and other partners who see value in the resource. The site will include resources and opportunities for two-way communication of information between partners.

The summits will be hosted by the Idaho Workforce Development Council staff. Partner will include the Department of Commerce, the Idaho Department of Labor, and Career and Technical Education. There will be a total of three events. The first and third event will be timed to take place in September, so it aligns with the 2019 and 2020 Governor's Summit in Boise. The daylong event will provide instruction on the resources, policies, practices and priorities surrounding workforce development. Attendees will also be invited to attend the Governor's Summit which will take place the following day. The second event will be planned around the Idaho Economic Development Associations Spring Conference in 2020.

The full request is \$30,300.

What do they do with this information when they get back and how is this information then disseminated?

- The idea is that they will reach out to us. They may not know about all the workforce development opportunities that are out there. It is an educational platform to teach them about these opportunities. They can also learn best practices. There are a lot of places out there that are already doing great things in work-based learning. The Economic Development Professionals are the ones who are out in the community talking with the businesses.

There has been a desire to find a way to market the grants programs. This is a great opportunity to share about them in a strategic way.

Using the Economic Development Professionals is the best way to reach out to employers, so we can get them involved. This is a key part of a strategy that could be very successful.

Is this the first time we have done this?

- This is part of the partnership. We have worked with them before. Wendi has given them short updates at their conferences and Matt is a member of their association.
- So why was this not built into their budget if this is ongoing work?
  - This is brand new work. We are not replacing someone else's budget that they chose not to include. It is not a repeat. It is taking things to the next level. A year ago we would not have been able to use these funds on outreach. The relationships are not new, but this is a new way to engage with them.
- We have talked about coming to the table on an annual basis and look at the projects that had been funded and decide what we wanted to keep funding.

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Will we be tracking the outcomes?

- Yes, we will be able to see any new grants that are applied for by these communities.

**Motion by Ms. Hemingway to approve the WDC Economic Development Professional Outreach Project in the amount of \$30,300. Second by Mr. Secrist. Motion carried.**

### ICTE REACH Guidance Track

On behalf of the Career Guidance Track Planning Committee, ICTE is requesting a grant for forty \$625.00 scholarships, a total of \$25,000.00, to support attendance by college and career advisors, high school counselors, and middle school counselors. Each award would be used to cover the cost of conference registration (\$225.00) and lodging (four nights at roughly \$100.00 per night). The scholarships would be awarded to 20 middle school counselors, 10 high school counselors, and 10 college and career professionals. Middle school counselors are being invited and encouraged to attend for the first time because of ICTE's work to expand CTE to 7th and 8th grade.

Ms. Solace is serving on a committee helping to build the content for the guidance track for the REACH Conference. This is a big opportunity to for any counselor who can attend. This would allow for 40 additional counselors to attend. They are competing against another conference right as school lets out.

The total requested amount is \$25,000.

They would not be coming to other entities asking for funds since they are requesting these funds?

- This would have to be verified with CTE. These funds are specific to offering scholarships to the counselors.
- It is just important to be aware of where funds are going and ensuring that we are not double funding projects.
- This is a question for CTE to find out what they are using the funds for that they are requesting from other entities.

Have these people attended the conference before?

- We are not sure. It just says in the application that they are just wanting to increase the number of attendees. They may be counselors who have never attended before.

If someone is in Boise they would not need a \$650 scholarship. If the Committee is willing to qualify that the scholarships be used for those who have travel restrictions. STEM Action Center does not fund grants for travelers until they have gone 50 miles and need a hotel stay.

**Motion by Mr. Park to approve the CTE Outreach Proposal in the amount of \$25,000, with the qualification that this is to increase attendance of counselors on a local level for registration and on a state level to help reimburse some of the travel costs if necessary. Second by Ms. Price. Motion carried.**

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### **Idaho Youth Ranch Youthworks**

This project reaches a young population just beginning to think about job/career prospects or just entering the workforce. They lack knowledge and experience of both soft and hard skills and are ill equipped to successfully identify prospective careers suited to their skills and interests. Many have not thought beyond the first step of “just get a job, any job.” Youthworks reaches youth where they’re at in the information gathering process. In the Summer Job Training Program, the trainees complete a career assessment (NextStepsIdaho.com) and learn about careers in Idaho that are a good match for their interests and skills. The trainees will then do more research on three careers to learn about the educational requirements, job outlook, wage and skills required. They discuss their current skills, transferable skills and what skills they need to develop to help them attain their career goals. They partner with the Department of Labor by inviting their staff to talk to the trainees about opportunities in Idaho including apprenticeship programs. They also coordinate tours of Idaho colleges and universities for current and former Youthworks participants. The Summer Job Training program focuses on soft and hard skills, giving youth the opportunity to gain experience to open doors to the next step in their career. The Job Readiness Workshops focus on soft skills to get and keep a job. Youthworks is a relatively new program and they are discovering many potential partners (schools, community organizations, etc.) working with youth interested in the different components. They anticipate steadily growing this program as new partners are identified. In FY17, Youthworks reached 303 youth. This increased to 403 in FY18 and in FY19, they’re on track to reach 1000 youth.

The total request is \$26,292.

They are currently in the discussion mode of whether this expansion can occur. If this does not happen they will have to find a different funding source for the expansion to happen. In the application they did note that they would be seeking reoccurring funding for this project. In the contract it does not imply that there is any funding beyond what is approved in the application.

Programs expand and contract. Until we know the outcomes we cannot guarantee them a second year of funding. This was a very solid application and we are the ones who can help them. We should do our best to help them grow and expand this program. It is really great!

This is at that one audience that we identified as the work challenged audience. This is exactly what we need to do to help these kids find their career pathway and ultimately help Idaho’s workforce.

What is the typical employer that they are being prepared for?

- They are getting career readiness skills. They are learning about retail, stocking, etc., but the goal is for them to take those skills anywhere.
- What is the feedback on the success of these kids going through the program?
  - The Youth Ranch will report back to use on the program, but in Industry Sector and Employer Grants we do not require them to provide us with social security numbers.

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Is there any concern with these funds being used for operational expenses? Are the budget items the correct items for the funds?

- If we do not help fund the people, the programs do not happen. They honestly do not have the funds for that. We can help them with a sustainability plan so that we are not consistently funding their wages. It helps in the startup year. We are making decisions based on what the outcomes are and how effective they are going to be. If they need staff funding to be effective, then we should help fund that.

**Motion by Mr. Park to approve the Youth Ranch Youthworks Outreach Project in the amount of \$26,292. Second by Mr. Tucker. Motion carried.**

### **University of Idaho Go-On Program**

The University of Idaho hired recent college graduates (near-peers), provided in-depth training, and placed them into three participating high schools with low college going rates. The primary objective of those Go-On Advisors is to:

- Promote continuing forward to obtain some form of post-secondary education or training, this includes:
  - Apprenticeships, trade schools, technical certifications, 2-year degrees, 4-year degrees
- Provide high school students with career advising and guidance to help each student find the best possible post-high school path
- Assist students with the application/admission process
- Promote higher education financial aid literacy
- Assist in application for scholarships
- Help in navigating the Free Application for Federal Student Aid (FAFSA)
- Encourage students to go on college visits
- Assist parents and other community groups to better understand the process for transitioning to post-secondary education, as well as how to address the financial aspects of attending college

The first year of this program was funded by a grant from the President's Office at the University of Idaho, and the second year of funding was picked up the Division of Strategic Enrollment Management at the University of Idaho. As they seek sustainable long-term funding for the program going forward, they are in need of interim funding for the third year of the program. Continuing this program for a third year will allow them to see the college go-on data over two years to determine how impactful the program has been at each school, create a longitudinal approach to working with high school students, and provide time to seek additional long-term funding. They firmly believe that a full cohort of students over 4-years is needed to see the full impact of this program. This way the graduating class will have had an I-GO advisor in their school from their freshman year all the way through graduation.

The total request is \$112,798.60.

This does not appear to be a recruiting project for University of Idaho. One of the people they have hired is a Boise State Alumni and they take tours of the other colleges in Idaho. This is for gap funding. The University of

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Idaho has funded the program in its first years, but it was cut from this year's budget. It was clear that they will be seeking funding for this year and then looking for other funding sources for the following years. The model itself has been proven through their research to be one of the most effective in reaching students.

The WDC receives about \$4 million annually from unemployment taxes. This funds our training grants, outreach projects, etc. Higher education receives a large amount of funding every year. It is hard to want to use a large amount of our funds to help them with this program when they receive \$300 million in funding.

It is University of Idaho Career Services that is seeking the funding.

It does not appear that they requested any funding for their indirect. For our other grant programs, we will only support a maximum of 10% for admin. This is something we can keep an eye on.

The numbers for the go-on rate did go down in two of their schools since they began the program. They did go up in Caldwell (they went down in Nampa and Kuna). To find out if there was a direct correlation they did some research. They looked at similar schools and found that there was a 10% drop in go-on rates in those schools around the same time. The question is, did they mitigate this.

Counselors are being trained to be more sensitive to all education pathways and options. They are not the near peers, but they are connecting with the students. They are doing some of the work that is included in this project.

These larger districts they are receiving the college and career advising funding as well. This would be on top of what the school district is being provided. Some of the schools also receive TRIO funds.

There is concern that U of I will not be able to fund this in the future. Would this just mean that our funds would go to waste.

**Motion by Mr. Secrist to decline the University of Idaho Go-On Program Outreach Proposal. Second by Ms. Hattaway. Motion carried.**

### **Silver Valley Economic Development Corporation**

The Outreach committee would like to meet next week to review this application since they were a little late in submitting their application to the committee. This will only be a 15-minute conversation.

When the STEM Action Center faced some challenging conversations around busing funds with legislators since they restored some funding for these localized trips. We will have to justify why they are getting funding for these field trips when they receive funds for localized trips.

The total budget is \$884. They are asking for \$442. It looks like in the application they are matching the \$442 so they may already be paying for the way back.

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This is the 11<sup>th</sup> year of hard hats, hammers, and hotdogs, but these three districts have never been to the event. They would like to take their students to participate for the first time.

Ms. Nielebeck will send out a doodle poll to find a time to review this application.

### **WDC Interim Statewide Outreach**

Ms. Solace is not requesting action to be taken on this item. She is asking for advice from the Committee.

Ms. Solace would like to come to the Committee next meeting with a proposal that would outline a strategy for a larger statewide outreach project that dovetails into the next NextSteps project. Ms. Solace came up with a \$100,000 budget, but this is just a number that she threw out there to see what the committee is comfortable with. This is a high impact \$100,000 rather than a quick spend.

We did not want to just bring a proposal in. We wanted to get a sense from the Committee if they are comfortable with the WDC staff creating a proposal like this.

\$100,000 can go a long way. This will not be low impact. This is a great idea.

Is this separate from the work that we are already doing with S360?

- This would nest within that contract with them. We did not give them a guarantee of how much we would spend. It was based on projects.

What is the timeline?

- Ms. Solace would like to ramp this up quickly and would like to see it roll out this summer.

It gives the Workforce Development Council the opportunity to be nimble and start now. There is incredible potential here to get ahead of the curve instead of just waiting for NextSteps.

We want this project to eventually lead into NextSteps once it exists. We have already been using their branding.

This is a great opportunity to test the market to get information on how we can market NextSteps when it is ready.

The Committee would like Ms. Solace to move forward with the proposal and present it at the next Committee meeting.

### **WDC Outreach Update**

We are now meeting on a regular basis with OSBE. We have put together another side work group that is bringing in people from a lot of different agencies to give their input. This is to ensure that this is not happening

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in a silo. Ms. Solace is trying to take as much time as possibly to ensure that the audience of those who are planning to go-on are defined correctly and are not being overlooked. This is an expansive time.

Ms. Solace has joined a group for the CTE REACH Conference. She is helping develop the guidance track for the conference. They meet every other week. The Committee has been asked if they have ideas of sessions for the counselor tracks to please send those to Ms. Solace. There is room for more speakers. They are looking for people with powerful messages that will resonate with the counselors.

Is there any benefit or opportunity for academic teachers to attend?

- They would be more than welcome to join the guidance track.

We have now launched a targeted social media marketing project for the 17 districts Ms. Solace has been visiting with. We will be starting to gather a lot of data. If we see good results that will be included in the outreach proposal.

**Adjourned 2:58 pm**