

**DRAFT STRATEGIES FOR WDC GOALS**  
(developed April 11, 2019)

- In yellow are suggestions that appear to be outreach related – ideas on what we could do to share information about the WDTF and the Council
- In green are suggestions that appear to be related to directing where we invest our training funds
- In blue are suggestions that appear to be related to data – having data for decision making and having data to help direct investments
- Purple – policy – some are internal to the Council and WDTF, some are external to support WDC priority issues

**Goal - Increase public awareness of and access to career education and training opportunities.**

- Utilize personal contact, digital, and traditional media to communicate with our target audiences and those who influence and support them.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Utilize current Apprentices and/or Journeymen to share the way(s) participating in their program has benefited them.	One-time for each representative but on-going approach.		Potential candidates will be influenced but the message and compelled to consider apprenticeship as a viable option. Conduct student surveys on their views of Apprenticeship before and after campaign.	Apprenticeship Committee
Determine which digital media is our best tool for outreach	Ongoing process, trends change. Staying ahead of the trends is our best bet to success		Being able to reach both candidates and influencers in their perspective digital media spheres. When applicants enter an apprenticeship program, have the question "how did you find out about us" on all applications if possible.	Apprenticeship Committee
Produce effective communications system using marketing professionals and fund it to a level that ensures impact or don't do this at all	There is an initial project currently underway, but it will be an Ongoing activity	What is the schedule for the current Outreach project?	Need marketing professionals to tell us what's feasibly, but generally we would set a percentage goal, like 75% of students/parents/educators/business recognize and understand the message,	Apprenticeship Committee

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
			and the same percent have taken action because of it.	
Develop meaningful and relatable messaging to reach students and parents.	On-going		Parents and students will see apprenticeship as a viable option. Conduct student and parent surveys before and after campaign.	Apprenticeship Committee
Make Apprenticeships as respected as college on social media.	One Time Project? This one could be Ongoing.	Although Apprenticeships are gaining steam in Idaho. There is still a lot of work to be done. I think it would be miscalculation to give a specific date of completion.	Apprenticeship respect on digital media being on par with college.	Apprenticeship Committee
Directly target influencers within the education system (teachers, coaches, counselors, administrators) to share the benefits of apprenticeship. Offer opportunities for these influencers to job shadow.	On-going		Influencers have the tools and desire to promote apprenticeship as an option. Ask for commitment to do so.	Apprenticeship Committee
Create specific Demographics to be targeted. <ul style="list-style-type: none"> <li>This feels more in the strategy bucket than outreach. This should be a separate activity from outreach.</li> </ul>	One-Time Project	Before the implementation of these strategies, narrowing down our demographic specifically by digital platform and region.	Each influencer being targeted specifically along with potential candidates.	Apprenticeship Committee

- Collaborate with partners to maximize reach and effectiveness of all outreach efforts; enhance and expand Idahoan's perceptions of, (easy) access to and persistence in pathways to careers.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Include Apprenticeship representation in all major career day events in Idaho. Will require a list of engaged participants to pull from. <ul style="list-style-type: none"> <li>Ethan Secrist has started something like this. He has a tracking sheet to track individuals as he works with them.</li> <li>This does fit under outreach in a way.</li> </ul>	on-going		Track the number and % of events attended.	Apprenticeship Committee
Lock down partners	Ongoing process		Specific partners in both industry, education, union and government are defined.	Apprenticeship Committee
Include Apprenticeship presentation during state Counselor meetings. Ensure Counselors are well educated on apprenticeship tracks. <ul style="list-style-type: none"> <li>Related to Outreach</li> </ul>	annual		Survey Counselors following meetings.	Apprenticeship Committee
Development consistent messaging with partners	Ongoing Process		Consistent messaging across all platforms, partners, etc.	Apprenticeship Committee
Add Apprenticeship page to all State websites which promote careers	One-time	10/01/2019	Page added and maintained.	Apprenticeship Committee

- Identify, develop, connect, and activate a diverse network of influencers throughout the state that can distribute information and resources in a way appropriate to their locale.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Hold State Apprenticeship meeting for all sponsors of Apprenticeship programs. Share best practice and engage audience in helping promote Apprenticeship.	One time	By end of 2019.	Survey participants at end of meeting. Ask for willingness to be a resource for career events.	Apprenticeship Committee

**Goal - Improve the effectiveness, quality and coordination of programs and services designed to maintain a highly skilled workforce.**

- Create, align, and sustain partnerships with stakeholders to implement workforce development programs.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Receive approval from State Board of Education to create an associate degree in Apprenticeship at all State community and technical colleges. <ul style="list-style-type: none"> <li>• This is a high priority topic between the Executive Committee and the State Board Officers.</li> <li>• This objective should stay on our list.</li> </ul>	one-time	12/31/19	Degree in place by year end.	Apprenticeship Committee
Reach out to key industry association to discuss registered apprenticeship programs.	Ongoing		Associations are educated on benefits of apprenticeships and work with membership to create standards for in-demand occupations.	Apprenticeship Committee
Evaluate options to provide sustainable support to current and proposed apprenticeship programs. <ul style="list-style-type: none"> <li>• State apprenticeship Agency</li> <li>• Growth</li> </ul>	one-time	12/31/2019	Recommendation completed.	Apprenticeship Committee
Develop monthly newsletter on Idaho Apprenticeships	Ongoing		Idaho employers receive regular information about available registered apprenticeship programs.	Apprenticeship Committee
Educate associations on how to become programs sponsors for registered apprenticeship programs.	Ongoing		partners are aware of the benefits and process for become a program sponsor.	Apprenticeship Committee

- Support development in work-based learning and innovative programs to drive Idaho’s present and future workforce solutions.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Look at statewide framework for Apprenticeship support. Consider options available if federal funding is no longer available. <ul style="list-style-type: none"> <li>We are already working on this effort.</li> </ul>	One-time	12/31/2019	Recommendation to full council	Apprenticeship Committee
Connect associations and employers to community workforce data. <ul style="list-style-type: none"> <li>Outreach</li> <li>This is broader than just Apprenticeship.</li> <li>Working with IDOL we are getting access to tools that are going to help us with the data. We see a lot of other Committees working on this same objective.</li> <li>Each goal set needs to have metrics.</li> </ul>	One-time	end of 2020	Communities understand the workforce gaps in their community and data is used to develop work-based learning programs that will address those gaps.	Apprenticeship Committee
Create interest in the construction trades by supporting projects like the AGC's "Construction Career Launcher" and ISU's "Construction Combine"	Ongoing		Number of: participants signing up and/or receiving jobs, local contractors participating, sponsors attained	Apprenticeship Committee

- Leverage existing local employer-focused initiatives to build and support effective pathways to connect Idahoans to careers.

Objective	One-Time or Ongoing	Due Date	How to Measure	Committee
Conduct statewide survey that identifies existing initiatives	One-Time	2020	Have a list of local initiatives.	Apprenticeship Committee
Identify local initiatives that fit into the registered apprenticeship model and work with local partners to develop a pathway that leverages education and employers by using STRAP and registered apprenticeships.	Ongoing		STRAP is used as tool in schools to create local pipelines for talent development.	Apprenticeship Committee

- Cultivate a high-quality One-Stop Career System that connects employers and workers and facilitates access to workforce services, education services and information.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Ensure one-stop centers have the information and tools available to provide information on apprenticeship paths. <ul style="list-style-type: none"> <li>• Outreach</li> </ul>				Apprenticeship Committee

- Champion public policy initiatives that enable a dynamic response to evolving industry needs.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Receive approval from the State Board of Education to create an Associates Degree in Apprenticeship. <ul style="list-style-type: none"> <li>• Same goal as above.</li> </ul>			All State technical and community colleges offering program.	Apprenticeship Committee

**Goal - Provide for the most efficient (effective?) use of federal, state, and local workforce development resources.**

- Be objective, data driven, and accountable.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Partner with other state agencies to evaluate who is gathering what data and what resources are used to gather data.	Ongoing		Workforce Development data shared and the processes for gathering and sharing is efficient and not duplicative.	Apprenticeship Committee

- Identify gaps and opportunities in the workforce system and initiate or support policy and/or allocate resources to meet them.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
See recommendation related to sustainability.				Apprenticeship Committee

- Identify (quality) best practices – seek to replicate and scale.

Objective	One Time or Ongoing	Due Date	How to Measure	Committee
Evaluate program in other states which have led to an increase in the number of registered apprenticeship programs.				Apprenticeship Committee
Research, categorize, and document all grants and funding available to increase apprenticeship. Make information available statewide to employers and sponsors. <ul style="list-style-type: none"> <li>• Could help us identify gaps in apprenticeships and then lead to funding requests.</li> </ul>				Apprenticeship Committee