Outreach Project FY21 Budget Request

- $350,000—General Outreach Projects Application Pool

FY20 Outreach Award Summary - **$279,538.06 (total awarded)**

- $14,733.70 - Boise School District – Building Tomorrow's Healthcare Workforce
- $76,750 - STEM Action Center – Externship Program 2020
- $4,750 – WDC – Apprenticeship Committee's Outreach Plan
- $7,500 – SWIMA – Manufacturing Day
- $10,000 - Veteran's Services – Outreach to Recent Veterans to Fill Critical Employment Vacancies
- $12,456.52 - AFL-CIO – Idaho Workers Opportunity Network (Revised)
- $53,155 - Clearwater Economic Development Association – Stimulating the Dreams of North Central Idaho Students for Future Idaho Careers
- $33,000 – WDC – LEADER Initiative Portal Update
- $45,068 – Idaho Public Television – VR Tours and Campaign
- $22,124.84—University of Idaho—Integrating Education and Careers

2019-20 ACTIVE Outreach Pool Award Summaries and Updates:

- $14,733.70 - Boise School District – Building Tomorrow's Healthcare Workforce

The Workforce Development Council Outreach Grant funding supported a year-long environment of student and community engagement for Boise School District health profession students. Hundreds of students and countless community members participated in activities and events that promoted career insight/readiness, leadership, and "eye-opening" experiences, all leading to a better informed, better prepared future workforce. Thanks to this funding, students, staff, community leaders, and health professionals have altered and enhanced their perspectives on each other, current and future professionals, and current and future career pathways. Due to COVID-19 the project will resume in the 20-21 school year. Reach: 770 (to date).

- $76,750 - STEM Action Center – Externship Program 2020

This summer 28 externs will have opportunities to spend 6 weeks working and learning with Idaho employers. Host sites include: Idaho Public Television, Boise Watershed Environment Education Center, Idaho Drone League (UofI), Sparklight, Workforce Development Council, St. Luke's (2), STEM Action Center, Allata, Idaho Technology Council, INL (3), The Sandbox Group (IBE), Voc Rehab, HDR Engineering, Idaho Business for the Outdoors, Children's Museum of Idaho, SWIMA, HomeCU, Franklin Building Supply, ACHD Commuteride, House of Design, Clif Bar, Gravis Technology, Idaho Central Credit Union, Idaho Forest Group and Schweitzer Engineering.

- $10,000 - Veteran's Services – Outreach to Recent Veterans to Fill Critical Employment Vacancies

Utilize a web campaign to target veterans and recently separating military service members to relocate to Idaho to fill critical employment vacancies. The initial project will focus on filling truck

driving vacancies by highlighting the benefits of utilizing their GI Bill education benefits to attend one of the five VA approved truck driving schools in Idaho (located in Post Falls/ Coeur d'Alene, Lewiston, Blackfoot, Twin Falls, & Caldwell). Following completion of their schooling, these veterans will also be able to access GI Bill education benefits during their On-the-Job training at whichever truck driving company they gain employment with.

- $53,155 - Clearwater Economic Development Association – Stimulating the Dreams of North Central Idaho Students for Future Idaho Careers

CEDA and *Dream It. Do It. partners* are working on career awareness workshops for 8th grade students in 19 schools in Region II, North Central Idaho. CEDA worked with a planning team to develop the workshop content, marketed, and registered nine middle or junior high schools for the workshops, and began working to set up industry presentations before the events had to be canceled mid-March because of the COVID-19 pandemic. CEDA will be working to reschedule for the fall and is prepared to change the delivery mechanism if COVID-19 restrictions remain in place. The DIDI 500 race car local and regional competitions will follow. LCSC is a primary contributor.

- $33,000 – WDC – LEADER Initiative Portal Update

In order to engage hundreds or thousands of employers we needed to update this site. The site needs to be engaging, full of how-to content, and provide clear actions for employers. The opt-in item needs to be straight forward, quick, and item specific. We will separately pair the new site with a Customer Relationship System (since implemented) that will allow us to manage customer journeys even with our limited staff. The site will launch in July.

- $45,068 – Idaho Public Television – VR Tours and Campaign

Idaho Public Television is completing a series of 360-degree videos highlighting a selection of industries/professions and educational outlets from across the state. The highlighted industries/professions will be based on a list of priority industries/professions compiled by the Idaho Workforce Development Council, Idaho State Board of Education, Idaho Department of Labor and Idaho CTE. An example of these videos can be seen here: https://youtu.be/UgO5cuVh0g4

2018-19 ACTIVE Outreach Pool Award Summaries and Updates:

- $125,000—WDC Statewide Interim Outreach Application, $125,000
  This campaign will serve as an interim campaign before the launch of the Future Next Steps. It is a data driven approach aimed at connecting specific communities with training to in-demand jobs they have access to. This campaign is being used as a data mining opportunity for the Future Next Steps launch that will happen the following year. The promotion of this campaign began in May 2020. The site can be seen here: https://idaholaunch.com/ The campaign was altered to be sensitive and assist in the COVID-19 crisis to cater both to those who may have lost their jobs and need immediate work, and who may also have an interest in receiving further training. The site will fold into Next Steps as a tool to serve adult audiences, we are working on continuing support outside of the WDTF for an ad campaign through the fall.

- $27,500—RISE Collaboration for Careers - Data Outreach Project

This project will assist in spreading the current senior exit survey done in the Treasure Valley statewide, as well as providing opportunities to integrate the data into strategies at the local level. RISE is in the midst of planning their big training event for September. They are also establishing teams to work on the different aspects of the project including facilitation, guidebook creation, and workshop curriculum. Due to the COIVD-19 crisis local superintendents opted not to engage in a Senior Exit survey for 2020. Instead the project will take place next year. All other elements of the project have been completed as planned.

- $11,000—Boise State University, Workforce Development for Active Duty National Guard, and Reserves This project is to connect veterans and service members with programs at BSU that lead to in-demand careers. WDC is working with Boise State to ensure they are connected with other state and community resources. Since launching this campaign Boise State had a YOY growth of 36% in total military tuition assistance credit hour usage. In addition, they specifically targeted using military benefits in Boise State online degree programs. This resulted in a 95% growth YOY in those programs. In total, over $350,000 of Boise State education was delivered to military servicemembers at no cost to those students. This is a~53% growth in funding usage by military servicemembers at Boise State. We have entered into an extension with Boise State they will move the majority of their events online due to the COVID-19 crisis. They have seen success using incentives in combination with an online format.

- $30,300—WDC, Economic Development Professionals Summit
  To connect and empower economic development professionals to support local workforce development initiatives. It will be held on October 7, adjacent to the Age of Agility: The Governor's Summit on the Future of Work. Two follow-up workshops will be held in Spring and Summer 2020. As discussed in the April Outreach meeting the remainder of these funds will be used to support event/travel costs for Talent Pipeline Management.

2019-20 COMPLETE Award Summaries and Updates:

- $12,456.52 - AFL-CIO – Idaho Workers Opportunity Network (Revised)

Support of the IWON program to serve as a bridge between the job-seeker, with an emphasis on youth and under-served populations, and Registered Apprenticeship programs around the state. This project was discontinued, and no further dollars will be reimbursed. We are awaiting a final report.

- $7,500 – SWIMA – Manufacturing Day

Support of Southwest Idaho Manufacturers' Alliance 2019 Made Here Expo & Job Fair. There were 70 exhibitors (34 participated in the job fair), 1568 attendees (1043 in student groups). They held 5 demonstrations at the demonstration stage as well. They were able to offer $2,557 in bus scholarships for area schools to attend, a total of 1043 students were able to attend.

- $4,750 – WDC – Apprenticeship Committee's Outreach Plan

We created sets of presentation materials to help advocates give presentations to Connectors, Employers, and Educators to understand apprenticeship and its benefits. These were shared with the apprenticeship committee and Idaho Department of Labor. The materials can be viewed here,

and are free for use for anyone wanting to advocate for apprenticeship: https://wdc.idaho.gov/apprenticeship-outreach-tools/

2018-19 Annual Report Results

FY 2018-19 Outreach Grants

Increasing public information and outreach on career education and workforce training opportunities.

	COMPLETED	ACTIVE
Total Contracts	6	17
Total Awarded	$217,234	$852,754
Total Expended	$207,140	$52,136
*Total Reach	16,805	13,696

*Information for total reach includes reported data on completed activities. Reach includes contact at an event, clicks through to a website as a result of outreach efforts, direct mail, and participation in an outreach activity as relevant to each project.

Success Stories:

Lewis Clark State College, Adult Learner Program – Outreach Grant

Period of Grant: through February 7, 2019 through August 6, 2020

Total Dollars Awarded: $35,000

Lewis-Clark State College launched its Adult Learner program in July with the help of a $35,000 outreach grant from the Idaho Workforce Development Council.

LCSC's Adult Learner program targets non-traditional students who need a flexible, affordable and focused solution to pursue postsecondary education, especially individuals who have previously taken college courses, but did not finish their degree or certificate. Besides night and weekend classes, the program has expanded to include more than 30 degree and certification opportunities students can complete fully online.

The grant funding provided the foundation of an outreach effort to communicate the many resources available to non-traditional students, starting with LCSC's new Adult Learner website at www.lcsc.edu/finish. Social media advertising on Facebook, Instagram and YouTube was essential in driving traffic to the website, which drew nearly 3,000 prospective participants in its first three months. People throughout Idaho and Washington have visited the site, with the highest number from Boise, Lewiston and Coeur d'Alene.

Grant funding has supported outreach events in Coeur d'Alene, Orofino, Grangeville and Lewiston over the first quarter of the grant period. Other outreach efforts include newspaper ads, distributing flyers, post cards and postage to reach targeted audiences.

At the grant's conclusion, LCSC will provide assets or lessons learned with other institutions and incorporate findings into their own marketing plans for the future.

Idaho Youth Ranch, Youthworks! Program – Outreach Grant

Period of Performance: Jan. 1, 2018 to Dec. 31, 2020

Total Dollars Awarded: $26,292

The Idaho Youth Ranch (IYR) Youthworks! job readiness programs saw a substantial increase in participation in 2019 with the help of a $26,292 outreach grant from the Idaho Workforce Development Council.

Initial outreach activities were targeted towards community job readiness workshops, which are free to individuals 16-24 years of age who are struggling to find employment. IYR created partnerships with four new groups, which boosted participation. Each workshop focuses on a critical part of the job search process – creating resumes, applying for a job and successful interviewing. In the 24 workshops offered from early March through June 2019, attendance topped 400 with a 100 percent completion rate.

The outreach campaign also targeted individuals to apply for Youthworks! Summer Experience, which is a job readiness program designed to give young people skills – especially soft skills - and experience proven to be effective in preparing them to get a job that will open doors to new opportunities. The eight-week, paid internship starts in June and includes orientation, workshops and six work experience sessions at one of the Idaho Youth Ranch thrift stores. In-store training includes working with donations, sorting, merchandising and stocking product.

More than 60 individuals applied to the program in 2019 and 22 were accepted – 12 for the Ada County program and 10 for the Canyon County program.

Another outreach project drew IYR residents and alums to Next Steps workshops and one-on-one sessions that focus on helping youth research careers that match for their interests and skills. They learn about the educational requirements, job outlook, wage potential and skills required. Fifty individuals participated in 16 sessions between March 4 and May 16, 2019.

IYR's outreach campaign covered a gamut of methods - social media posts on Facebook, Twitter and Instagram, posters in IYR thrift stores, radio ads, support from the Idaho Department of Labor, meetings with college and career counselors from the Treasure Valley area, attending community resource fairs and distributing flyers at several community meetings. The Youthworks! website also provided a vehicle for outreach.

In nearly every measure, actual participation exceeded IYR's projections, including:

- Number of youth attending job readiness workshops: Projected: 100; Actual: 415 (234 unduplicated)
- Percent of youth completing job readiness workshops: Projected: 88 percent; Actual: 100 percent
- Of the youth who participated in Next Steps Workshops, 97 percent reported improved knowledge of career opportunities.
- Of the youth who participated in one-on-one sessions, 36 percent obtained employment within 30 days.