

**BRAD LITTLE**  
GOVERNOR

**Wendi Secrist**  
Executive Director

**Deni Hoehne**  
Chair

**B. J. Swanson**  
Vice Chair

## **WORKFORCE DEVELOPMENT COUNCIL**

317 West Main Street, Boise, Idaho 83735-0510

### **Outreach Committee Meeting**

**Date:** Wednesday, April 7, 2021

**Time:** 1:30 PM – 3:00 PM

**Committee Members:** John Young, Shelli Bardsley, Donna Butler, Dave Hannah, Kaitlin Maguire, Kate Lenz, Georgia Smith, Sarah Buenrostro, Janelle Culley, Jeff Tucker, Linda Clark, Matt Van Vleet, Marilyn Whitney, Megan O'Rourke, Janet Pretti

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

**Guests:**

**Call to Order at 1:31 p.m.**

**Roll call** - Quorum met.

**Review Agenda** – No changes to the agenda

**\*Approve March 3, 2021 Meeting Minutes**

**Motion by Mr. Van Vleet to approve the March 3, 2021 Meeting Minutes as written. Second by Mr. Hannah. Motion carried.**

#### **Guiding Document**

The Committee updated the Outreach Committee guiding document with goals for 2020. It is time for the committee to look at the document and update it with goals for 2021.

Ms. Solace reviewed the current guiding document and feedback provided by the Committee on the current document. Please see attached documents.

#### **Discussion**

The Committee requested the mission statement be reworded to better fit the needs and objectives of the council. The statement should say "The Committee will support..."

The Committee would like to have a standing agenda item to discuss the outreach needs of each region. This will provide an opportunity for open discussion on the projects the Committee members are seeing in their communities. The WDC staff would then be able to reach out to the entity to discuss an outreach project proposal submission. The WDC Staff members and Committee members hear about opportunities while going about their daily lives. This would be a great place to discuss what needs fit the goals of the Outreach Committee.

Lewis-Clark Chamber of Commerce is kicking off a certificate program for high school students to gain soft skills. At this point, the Chamber does not need funding but it could be a project that could come up in the future.

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Ms. Solace will put a spot on the agenda to discuss proposal opportunities or presentations.

Ms. Solace will update the guiding document.

### ***Policy Discussion***

Over the last few months, the Committee has reviewed a number of outreach project applications. Some of the projects were great projects but did not fit the outreach policies/guidelines. Some of those projects were sent to Mr. Thomsen so he could help the entity apply for a better fitting WDTF grant.

Mr. Thomsen presented on the different types of WDTF grant opportunities. Please see attached presentation.

### Discussion

One of the proposals the Outreach Committee declined was for CWI. Would CWI's project have qualified for an innovation grant?

- Mr. Thomsen met with Ms. Gilchrist on this subject. CWI decided to wait until they were able to apply for an industry sector grant. One of the challenges with CWI leveraging an innovation grant is the \$25,000 cap. The WDC staff is going to address the innovation grant cap with the Policy Committee.

At the last meeting, Ms. Solace shared a spreadsheet that took the goals and guiding document of the Outreach Committee and mapped it out. Everything that the Committee has done falls under the coverage of the WDC policies, outreach guiding document, etc.

The WDC Committee structure was set up 3 years ago. It is refreshing to see that the grants have aligned with the Committee's goals. All the grants created a line of sight between an employer and an employee.

Maybe the outreach project application can be adjusted to address questions the Committee consistently has when reviewing projects. This could help align the kind of projects the Committee is looking for. A lot of the feedback on the guiding document survey is about wanting more information and data and less about policy.

It is important that the Committee is able to make a connection between their decisions and WDTF policy. The applicant needs to be able to see the reasoning of the Committee for approving or declining an application. So far, the Committee has been consistent on funding decisions.

It would be helpful to know the number of people impacted or communicated to in a project. This could help drive decisions.

Since Ms. Solace is going to be doing research on Committee decisions, she can rework the rubric based on the current needs of the Committee. She will present them at the May Committee meeting.

**Motion by Ms. Maguire to adjourn. Second by Mr. Hannah. Motion carried.**  
**Adjourned at 2:36 p.m.**