

Outreach Committee Project Proposal

Applicant	Ethan Secrist
Applicant ID	APP-000275
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Funding Requested	\$0.00
Status	Submitted
Funded	<input type="checkbox"/>

Contact

Question: Entity name

Idaho AFL-CIO

Question: "Doing business as" (If applicable)

Idaho Workers Opportunity Network

Question: Federal Tax ID Number

82-0131464

Question: Street address

225 N 16th St, STE 218

Question: PO Box (If applicable)

Not Answered

Question: City

Boise

Question: State

ID

Question: Zip Code

83702

Question: Entity website

idahoaf1-cio.org

Question: Last name

Secrist

Question: First name

Ethan

Question: Email address

ethan@idahoaf1-cio.org

Question: Contact phone

208-559-4549

Project Information

Question: Project title

Idaho Workers Opportunity Network

Question: Project manager first name

Ethan

Question: Project manager last name

Secrist

Project Description

Question: Project description

The Idaho Workers Opportunity Network (IWON) was originally developed to assist in rapid-response activities and help displaced workers find new careers. Over the years, IWON began to focus on Registered Apprenticeship programs and the need Idaho has for high-skilled workers. The current program is uniquely positioned to serve as the bridge between the job-seeker, with an emphasis on youth and under-served populations, and Registered Apprenticeship programs around the state.

Currently the IWON Program has focused its attention on increasing participation in Registered Apprenticeships and work-based learning activities. In order to achieve this goal, the program director has become a "boots-on-the-ground" representative for the Registered Apprenticeship programs throughout the state. In the past year alone the IWON program has been able to reach out to every career counselor at every high school in Idaho. Although connections have not always been made, the IWON program has either attended a career fair or spoke to interested students at 38 different high schools in the last eight months. These connections have been invaluable to not only the IWON program but also the schools themselves. Many educators and career counselors have lacked the institutional knowledge and connections to point interested students in the right direction with regards to entering into a Registered Apprenticeship. As these connections have been made, the IWON programs has seen the fruits of its labor, over 20 of these counselors have reached out for more information on specific programs or whom to contact when they have an interested student.

Along with direct outreach to high school students and educators, The IWON program has focused on educating organizations who work with underserved populations. For example, the re-entry program at the Idaho Department of Corrections (IDOC) has great work-based learning opportunities that help inmates learn trade skills which prepares them for life outside of prison. The IWON program has worked directly with IDOC to assist in building meaningful relationships with Registered Apprenticeship programs such as the Southwest Idaho Electrical JATC and the Pacific Northwest Carpenters Training Institute. These relationships will allow for inmates to have an inside track into high-skilled, well paying careers with the hope of them being able to assimilate back into society.

In the past, the IWON program has taken more of a traditional route with regards to outreach. Although face-to-face meetings will serve as the best way to educate schools, youth, and job seekers the digital age is upon us and should be used to its full advantage. Earlier in the year, the IWON program ran a digital campaign on Facebook to highlight specific apprenticeship programs around the state through targeted outreach. There was a total of eight different apprenticeship programs highlighted in four different regions of the state. Over 20,000 people were reached and/or interacted with the ads. Now with the combination of IWON's extensive counselor network and knowledge of digital campaigns, the IWON program can use both together to maximize resources and time. When traveling to different communities around the state, the IWON program will visit schools and speak to youth about the programs while running digital campaigns to reach the most important category of "influencers". The hopes of promoting Registered Apprenticeship programs through targeted digital outreach prior to the visit to the school will allow parents, teachers, and other influencers to be more aware of the opportunities that Registered Apprenticeship programs can offer students.

Along with using social media as a tool to reach job-seekers and educators, the IWON program has created a website, Idahoapprenticeships.org, which gives detailed information on different Registered Apprenticeship programs around the state. Job seekers or anyone interested in expanding their knowledge of apprenticeships can find regionally breakdown of programs, requirements, wage scales, and other information on the website. If that individual is interested

in getting in touch with a training director they can request more information from the IWON Director. Since its launch in March of 2019, over 5,000 people have visited the website with nearly 200 requesting more information about a specific program. As the IWON program continues to grow and with a partnership with the Workforce Development Council, the website will continue to gain traffic and assist more job-seekers get the information they need.

Question: Campaign timeline

10/30/19-6/30/20.

Organizational Capacity Resume

Question: Please attach an organizational resume that demonstrates your organization's capacity to complete this project.

[Idaho AFL-CIO Resume \(1\).docx](#) (8/15/2019 1:40 PM)

Question: Please attach a resume or bio for the named project person.

[Resume WDC.docx](#) (8/15/2019 1:40 PM)

Budget

A project budget will need to be uploaded as part of the application process. Please click on the link to the Outreach Committee Project Proposal Budget. There will be an option to download the budget template. Please complete the template and upload to the appropriate question in this section.

[Budget Sheet](#)

Question: Budget

[WFDC Grant Budgets.xlsx](#) (8/9/2019 4:06 AM)

Question: Budget notes

The Idaho AFL-CIO is requesting funds to allow the Idaho Workers Opportunity Network to complete the work that it started. Prior to this grant application, the IWON program was funded by WIOA funds from the Idaho Department of Labor. In order to keep the IWON program alive, the Idaho AFL-CIO is requesting funding from 10/30/19-6/30/20 to continue the outreach efforts while seeking additional funding from other sources.

Outcomes

Question: Entity responsible for tracking and reporting

Idaho AFL-CIO

Question: What is the potential for increasing the awareness of careers for Idahoans?

The potential is truly limitless. Currently, the IWON program has been able to expand awareness of Registered Apprenticeships to 38 different schools, the Idaho Youth Challenge Academy, the Idaho Department of Corrections, and other organizations around the state. With funding from the Workforce Development Council, the IWON program will be able to turn its sole attention to more outreach around the state along with more digital outreach being conducted to reach influencers. While working with the Workforce Development Council, the IWON program will be able to make greater connections with businesses, communities, and schools to reach even larger populations.

Question: What is the anticipated reach of the project?

The focus of the program will continue to be on Idaho's students and school systems while ensuring influencers are provided adequate information to help their student make the best decision with regards to Registered Apprenticeships. The program will conduct outreach to all interested in Registered Apprenticeship programs with an emphasis on under-served populations (minorities, older youth, women, ex-inmates).

Question: What are the anticipated project outcomes?

- 1.) Establish career counselor connections in at least all 90 school districts with the hope of speaking with every career counselor in the state (332 high schools).
- 2.) Coordinate school career fairs/visits with targeted digital outreach for influencers in all six regions of Idaho.
- 3.) Assist a minimum of 150 individuals in entering into a Registered Apprenticeship program.
- 4.) Push Idahoapprenticeships.org to over 15,000 visits annually while continuing to develop the website into a tool for job-seekers, educators, businesses, and the workforce system itself.

Question: What metrics and or reports will be delivered to the committee, and when?

The IWON Director will submit monthly metric reports to the outreach committee. Within these reports, the committee will find contacts made by the IWON program, the number of individuals reached through digital campaigns, and the number of website visits along with information requests.

Within 30 days of the end of the funding period, the IWON Director will submit a full metric report along with a summary of what the IWON program completed. This summary will include observations seen around the state, which outreach techniques worked and which ones didn't, messaging strategy and recommendations for the outreach committee to consider while continuing to promote Registered Apprenticeships.

Idaho Workers Opportunity Network Budget 10/30/2019-6/30/2020

Category	Monthly	Annually	Source	Requested
Wages & Taxes	\$3,900.00	\$46,800.00	\$3,900.00 (WDC) 0.00 (AFL)	\$35,100.00
Benefits	\$1,700.00	\$20,400.00	\$1,700.00 (WDC) 0.00 (AFL)	\$15,300.00
Space	\$1,004.40	\$12,052.80	\$200.00 (WDC) \$804.40 (AFL)	\$1,800.00
Phone	\$327.00	\$3,924.00	\$80.00 (WDC) \$247.00 (AFL)	\$720.00
Printer	\$340.00	\$4,080.00	\$170.00 (WDC) \$170.00 (AFL)	\$1,530.00
Supplies	\$170.00	\$2,040.00	\$70.00 (WDC) \$100.00 (AFL)	\$630.00
Website	\$50.00	\$600.00	\$600.00 (WDC) 0.00 (AFL)	\$450.00
Travel	\$650.00	\$7,800.00	\$565.00 (WDC) \$85.00 (AFL)	\$5,085.00
Social Media	\$300.00	\$3,600.00	\$300.00 (WDC) \$0.00 (AFL)	\$2,700.00
	\$8,441.40	\$101,296.80		\$63,315.00

Destination:	Reason:	Projected Mileage:
Pierce, ID	Idaho Youth Challenge Academy Career Day Winter	594.8/\$344.98
Pierce, ID	Idaho Youth Challenge Academy Career Day Summer	594.8/\$344.98
Pocatello, ID	ISU Tech Expo and JATC visits	489.6/\$283.96
Pocatello to Rexburg, ID	School Visits in Pocatello, Idaho Falls, and Rexburg	671/\$389.18
Lewiston to Moscow, ID	School Visits from Lewiston to Moscow and everything in between	677/\$392.66
Coeur D'Alene to Bonners Ferry ID	School Visits in Northern Idaho and JATC visits in Spokane	1130.8/\$655.86
Twin Falls to Sun Valley, ID	School Visits in the Twin Falls area and Central Idaho	412.9/\$239.48
Pocatello to Rexburg, ID	School Visits in Pocatello, Idaho Falls, and Rexburg	671/\$389.18
Coeur D'Alene to Bonners Ferry ID	School Visits in Northern Idaho and JATC visits in Spokane	1130.8/\$655.86

Per Diem:	Hotel Cost:	Total Cost:	
2 Travel/\$82.50	1 Night/\$90	\$517.48	
2 Travel/\$82.50	1 Night/\$90	\$517.48	
1 Day Full/ 2 Travel/\$137.50	2 Nights/\$200	\$621.46	
2 Days Full/2 Travel/\$192.50	3 Nights/\$300	\$881.68	
2 Days Full/2 Travel/\$192.50	3 Nights/\$300	\$885.16	
3 Days Full/2 Travel/\$274.50	4 Nights/\$400	\$1,330.36	
2 Travel/\$99	1 Night/\$100	\$438.48	
		\$5,192.10	\$432.68
2 Days Full/2 Travel/\$192.50	3 Nights/\$300	\$881.68	
3 Days Full/2 Travel/\$274.50	4 Nights/\$400	\$1,330.36	
		\$7,404.14	\$617.01

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Ethan Secrist

PROFESSIONAL EXPERIENCE

Idaho AFL - CIO (Boise, ID) — *Workforce Development Director*

11/26/18 - PRESENT

- Focused on economic development within Registered Apprenticeship programs.
- Extensive knowledge of apprenticeship/trade economic development. Since starting at this job I have developed new apprenticeship programs for our unions.
- Helped in developing strategic plans to move the organization forward.

Idaho Democratic Party (Pocatello, ID) — *Intern/Field Organizer*

11/01/17 - 11/21/18

- Worked in a rural battleground district in Idaho during the 2018 election.
- Responsible for recruiting, training, and instituting a field team to protect our two Democratic incumbents and win back a seat.
- In seven months, the team of volunteers, interns, and I were able to identify over 3,000 new Democrats, knocked over 20,000 doors, and made over 60,000 phone calls. We also protected two seats, one in the Senate and House and won back a House seat.

Billabong Inc (Honolulu, HI) — *Asst. Brand Manager*

08/10 /15 - 09/29/17

- Responsible with the day-to-day management of marketing and the sales team. Ensured specific sales quotas were met.
- Managed books and made sure that sales drawers were accurate at the end of the day.
- Assisted in mark-downs/mark-ups of specific products along with the purchasing of new items for the store from the corporate store.

EDUCATION

University of Hawaii — *B.S. Political Science*

09/01/13 - 05/15/18, Honolulu, Hawaii

Major in Political Science with an emphasis in Pre-Law.

Idaho Workers Opportunity Network

225 N 16th St
Boise, Idaho, 83702
(208)-321-1825

Sustainability Plan

Overview

The Idaho Workers Opportunity Network (IWON) has been a program run by the Idaho AF-CIO for over 20 years. IWON focuses on promoting, and assisting in the creation of Registered Apprenticeship programs within the state of Idaho. The program prioritizes boots-on-the-ground approach to ensuring people have access to Registered Apprenticeships while incorporating digital tools to educate students, displaced workers, influencers, and more on opportunities.

Sustaining IWON:

IWON has had a budget of \$84,085 last year. These funds pay for wages and benefits for the IWON Director, office expenses, program development, and travel expenses for career fairs and other events related to Registered Apprenticeship education. Currently, there is enough funding to cover wages and benefits until the end of September 2019, after that funding will be extinguished. The IWON will seek funding from multiple sources in order to thrive for years to come.

1. **JATC/Registered Apprenticeship Program Buy -In:** The Joint Apprenticeship and Training Committees (JATC) are comprised of Business and Local Unions that enter into an agreement to train Apprentices. IWON has promoted Registered Apprenticeship programs around the state which will only benefit programs as more Idahoans are

reached. IWON is currently reaching out to the JATCs about assisting in funding the program and will also be reaching out to other Registered Apprenticeship programs around the state.

2. **Oregon Tradeswomen Inc:** Oregon Tradeswomen Inc (OTI) has partnered with IWON in the past to provide funding to promote Idaho Women in Registered Apprenticeships. IWON has focused on providing access to Registered Apprenticeships for women around Idaho. In 2016, IWON hosted a “Women in the Trades” career fair to expose more women to the benefits of Registered Apprenticeships.
3. **US DOL Grants:** IWON has been funded through WIOA funds granted by the Idaho Department of Labor. WANTO funding, via OTI, has been given to IWON in the past. IWON will be applying for individual grants from the US DOL to reach its funding threshold. These grants include: “Apprenticeships: Closing the Skill Gap”, WANTO, and others as they become available.

It is crucial to the Idaho Workforce System that the promotion, access, and creation of Registered Apprenticeships is continued throughout the foreseeable future. The IWON program has prioritized these objectives but the current funding source has dried up. Currently, IWON has funding until the end of September 2019, IWON has applied for funding from the WDC for the remaining FY 2019.

Throughout the rest of the FY 19, IWON will continue the bootson-the-ground approach as it seeks alternative funding. JATC programs and IWON are discussing the role in which the JATCs can help fund a greater portion of the IWON programs as they are a direct beneficiary of the work IWON completes. This will take funding pressure off of the Workforce Development Council and will allow the JATCs and other program partners a hand-on approach.

3

IWON has developed partnerships with other non-profits focused on the development of Registered Apprenticeships. IWON has been a partner with OTI in its application for WANTO funding from the US DOL, IWON will begin to lean more on partners such as OTI to provide funding with regards to the promotion and access of Registered Apprenticeship programs for Idaho Women.

Finally, IWON has been funded by WIOA directed by the ID DOL, now that funding source is no longer an option IWON will seek grant funding from the US DOL. IWON services many different needs within Idaho that could be filled by multiple different organizations, this allows for IWON to apply for different US DOL grants which seek to achieve a certain goal. As specific grants become available, IWON will apply. Currently, grant applications for “Apprenticeships” Closing the Skill Gap” and WANTO funding in partnership with OTI is being pursued.



Idaho Apprenticeships



What is a Registered Apprenticeship?

It's a job AND it's an education

- **Training Method for Employers**
- **Combines On-the-Job training and classroom instruction**
- **Trains to industry**
- **Utilized around the world for centuries**



United Association of Plumbers and Pipefitters Apprenticeship



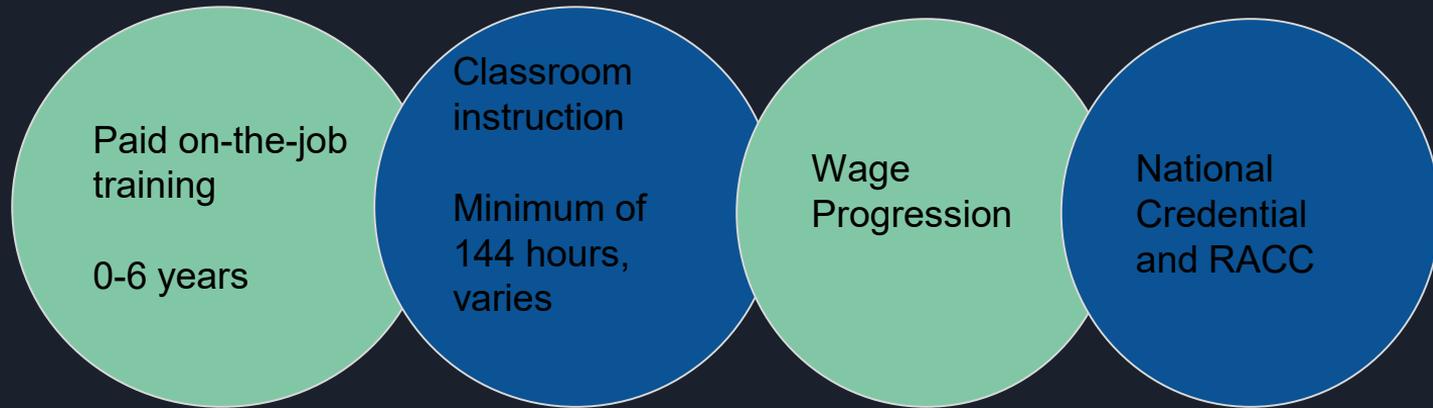
UA Local 296

United Association of Plumbers and Pipe-Fitters

Southern Idaho and Eastern Oregon



Core Components of Apprenticeship





What Kind of Employers offer apprenticeships?

- **Union Apprenticeships**
 - **Electricians, Plumbers & Pipefitters, Sheet Metal Workers (HVAC), Ironworkers, Boilermakers, Elevator Constructions, and many more!**
- **College Apprenticeships**
 - **CSI, CWI, CEI, LCSC, NIC, ISU**
- **Employer Apprenticeships**
 - **Idaho Power, Idaho Rural Water Association, Clearwater Paper Corp, Idaho Forest Group**



How do YOU become an apprentice?

- **Each program entry is different**
- **Find a career path that fits you**
- **Graduate High School or have a GED**
- **Apply to the apprenticeship**
- **Some require aptitude tests or math test**
- **Go through interview process**
- **Ranked based on GPA, aptitude test scores, and interview**
- **Accepted into program and start your new career!**



Roles and Responsibilities of Apprentice/Employer

Apprentice

- **Learn from a mentor/journeyman**
- **Attend classes**
- **Maintain Employment**
- **“Earn while you learn”**

Employer

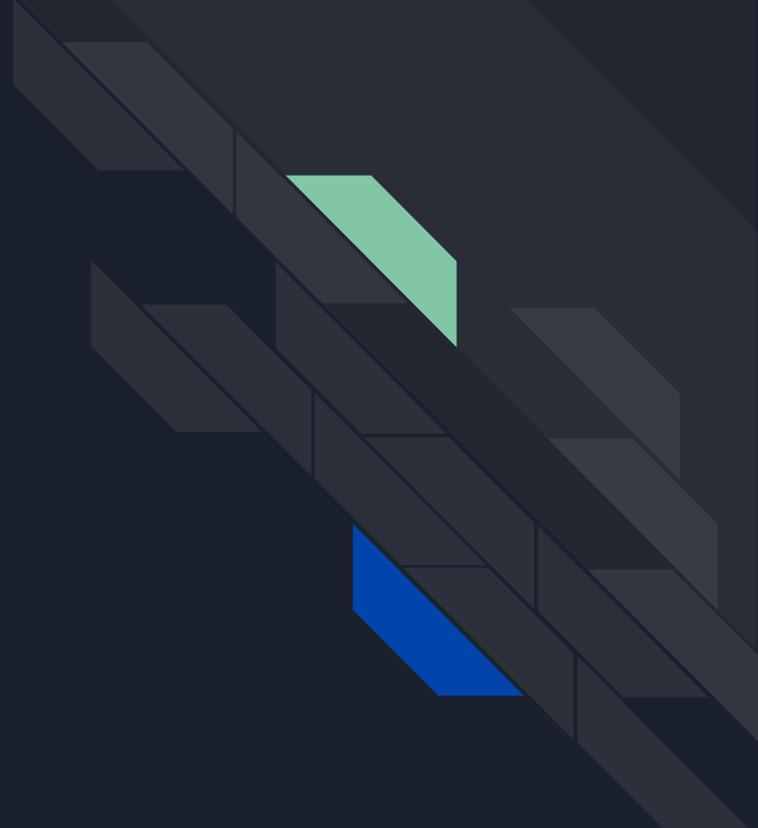
- **Employer pays wages**
- **Provide mentor/journeyman**
- **Evaluate progress**
- **Provide work**



Additional Resources

- <http://www.idahoapprenticeships.org/>
- <https://www.idahopower.com/about-us/careers/apprenticeships/>
- <https://www.labor.idaho.gov/dnn/Education-Training/Apprentice-Programs>
- Idaho Workers Opportunity Network Facebook Page
- Idaho Career and Technical Education Youtube Channel
- <https://cwi.edu/programs-degrees/trades-manufacturing-and-construction>
- <https://workforce.csi.edu/apprenticeships/default.aspx>
- <http://www.cei.edu/wtce/overview/apprenticeship>
- <http://www.lcsc.edu/workforce-training/apprentice-programs/electrical-apprentice/>
- <https://www.nic.edu/websites/default.aspx?dpt=218&pageId=>
- <https://cetrain.isu.edu/enrollment/app/>

Questions?





Since 1914 when the first railroads went through Pocatello there has been an American Federation of Labor presence here in Idaho. In 1958, the Idaho American Federation of Labor and Congress of Industrial Organizations was chartered and founded. The Idaho AFL-CIO has been the voice of Idaho workers for over 100 years. With over 50,000 members statewide and 25 international unions affiliated, the Idaho AFL-CIO has led the charge in Idaho to ensure all Idahoans have safe working conditions, good pay and benefits, and fair labor practices.

The Idaho AFL-CIO is comprised of 25 international unions such as the International Brotherhood of Electrical Workers (IBEW), the International Union of Operating Engineers, the Ironworkers, the Plumbers and Pipefitters, and many others. Across the state there are six Central Labor Councils (CLC): Boise, Lewiston, North Idaho, Twin Falls, Pocatello, and East Idaho. These CLCs are made up of the local unions within their region, each local union will elect a delegate or delegates to the CLC who will assist in conducting business within their respective region. In turn, the CLCs affiliate with the Idaho AFL-CIO and elect a representative to sit on the executive board of the Idaho AFL-CIO.

In order to provide the Idaho Workforce System with skilled labor, many of our affiliated Unions in Idaho have Joint-Apprenticeship Training Committees (JATCs). These JATCs are Registered Apprenticeship programs which offer individuals the ability to earn high wages and benefits while developing their skills within their respective trade. There are 31 different Union JATCs that provide training for Idahoans, many of these JATCs offer multiple different career paths for individuals to enter into. The Idaho AFL-CIO has been instrumental in providing support to these JATCs and assisting local unions in creating new programs around the state. Each of these programs are self-sufficient, relying upon funding from their members and contractors who enter into agreements with the Union.

In order to properly support these JATC programs, the Idaho AFL-CIO created the Idaho Workers Opportunity Network in partnership with the Idaho Department of Labor back in the late 1990s. The IWON program was originally created to assist in rapid response and worker assistance. As time went on, the IWON program began to focus on Registered Apprenticeship development around the state. IWON assisted in the development of new programs, direct



outreach to businesses, schools, and communities, and a representative of the JATCs on the Idaho Workforce Development Council.

Our President, Joe Maloney, has held office since January 1st, 2017. Joe entered into an electrical apprenticeship program in the early 2000s, journeying out in 2007. In 2010, Joe joined IBEW 449 and became a Union Electrician. In 2013 Joe became a Union organizer for IBEW 449 and served in that role until elected President of the Idaho AFL-CIO in 2017.

Our team includes the following individuals:

1. Jason Hudson, COPE Director- Jason served as the Idaho Workers Opportunity Network Director for three years until November 2018 when he was moved into the new position of COPE Director to lead the organizations political endeavours. Jason holds a Juris Doctorate from the University of Colorado.
2. Teresa Thomason, Event Coordinator- Teresa has been apart of the Idaho AFL-CIO for five and a half years. Teresa holds Communications BS from UNLV.
3. Tracie Roberts, Bookkeeper/Datamanger- Tracie grew up in the Idaho labor movement, she has worked for the Idaho AFL-CIO for 7 years. Tracie holds two AAs in Accounting and Economics from CSI.
4. Ethan Secrist, IWON Director- Ethan has been with the Idaho AFL-CIO since November of 2018. Ethan holds a BS in Political Science from the University of Hawaii.