

**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, July 7, 2021

**Time:** 1:30 PM – 3:00 PM

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

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

**Guests:**

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

**Roll call** - Quorum Met

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

**\*Approve May 5, 2021 Meeting Minutes**

**Motion by Mr. Van Vleet to approve the May 5, 2021 Meeting Minutes as written. Second by Ms. Lenz. Motion carried.**

#### **State Department of Education – Idaho's PLC for Career Readiness**

The Idaho State Department of Education (SDE) Advanced Opportunities and GEAR UP programs are proud to offer a professional learning community (PLC) focused on career readiness. This year-long opportunity is available to professionals in secondary schools and colleges with jobs related to college and career readiness. Participants who apply and are accepted into the program will participate in monthly webinars, in-person visits and will connect with content experts to increase participant's knowledge and mastery of workforce readiness topics. Participants accepted into the program have already received support and commitment from their supervisors to participate in all aspects of the program including: a two-day summit, monthly meetings, reading and research outside of the meetings, and a two-day industry/college tour. Benefits for participation in the program includes registration fees for the Idaho College and Career Readiness Summit, resources and books necessary for PLC participation, and expenses directly related to the industry tour. Participant employers have agreed to pay for travel to and from start the industry tour start point, as well as salaries associated with the time of participation. In addition, those who complete the requirements have the option to receive two professional development credits.

**WDTF Request: \$9,849.50**

Next Steps will be a key component of the training and SDE has offered themselves up as a feedback loop for the function of Next Steps. This will help the WDC gather feedback from users.

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This is a new program. SDE tried to run a PLC last year, but the pandemic made it very difficult.

SDE is working closely with IDOL, Office of the State Board of Education, Idaho STEM Action Center, and some non-profits/community groups.

This proposal is pending approval of the WDTF Outreach budget at the July Council Meeting.

Discussion:

The industry tours are going to be critical in providing context to the information participants receive at the summit. The most valuable part of the program is the industry tours. It is important that SDE can guarantee they are going to happen.

It is nice to see that the participants are coming from all over the state.

Who is doing the outreach for this program and who is being reached?

- Educators are wanting to find relevant ways to connect their students with career opportunities. On the WDC Outreach guiding document, connectors to educators are one of the key audiences. If educators can get the word out to the individual, then that is something the WDC does not have to do.
- By getting several educators trained on Next Steps, etc. they can then take the knowledge back to their networks and share what they learned.

Would the WDTF funding be used to cover the summit event?

- Some of the funds would be used to cover lodging, meals, etc. for the summit.

It is important to ensure that the industry tours take place. A line of accountability would need to be created in SDE's project. If the Committee wants to ensure SDE is connecting with the Workforce Development Training Centers on the tours, that is something the Committee can request.

The WDC has a lot of business connections that SDE can be connected with. The WDTF funds should be used for outreach to businesses. The trouble with the request is not the total request, but what the funding is being used for.

The cool part of the project is getting the educators back into their regions to spread the word about what they learned. It makes more sense to provide funding to ensure work is being done after the summit. There needs to be follow through.

The Committee could require SDE to setup a minimum number of industry tours in each region. The WDC could also offer to help look for businesses who want to be involved.

**Motion by Mr. Van Vleet to approve the outreach project in the full amount with the stipulation that SDE commit to at least 1 industry tour per region with assistance from the WDC where needed. Second by Mr. Tucker. Motion carried.**

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### ***Potential Projects***

Mr. Van Vleet provided Ms. Solace a connection point at LCSC with the idea of helping them market their most in-demand programs. Significant headway has been made on the project. LCSC is going to submit an industry sector grant proposal to the WDC. LCSC will be able to build outreach funds into the sector grant proposal. It is very exciting to see the opportunity come out of a discussion that started in the Outreach Committee.

In Region 4, the workforce training center is going to write up a proposal for the Outreach Committee. This project will have 3 stages.

1. Traditional Hiring Fair

Every month employers looking to hire will come to a hiring fair where their needs will be matched up with skills provided in classes that prepare individuals for the first day of work. 100% of the training will be covered for individuals whose jobs were impacted by COVID. At the last fair, there was great employer turnout. Out of the 31 employers focused on manufacturing, 18 individuals were hired. The employers want to continue this project.

2. Eliminate Barriers

They are working with homeless shelter, youth aging out of foster care, etc. to get the individuals to hiring fairs. IDOL is also looking to work with individuals who are incarcerated for non-violent crimes. Apprenticeship programs will be a great asset.

3. Build a Pipeline of Youth

The group has started conducting career camps for youth. The camps have been related to manufacturing, Ag, and the next one will be on STEM. The goal is to connect young individuals with an understanding and excitement of the careers they can have and the things they might not have considered.

There is not budget or plan yet, but this is the conceptual plan. This proposal will come before the Committee in a few months.

### ***Next Steps Advisory Committee***

The Committee has let go of Next Steps and it has come under the purview of the whole council. Mr. Van Vleet and Ms. Lenz are serving on the Next Steps Advisory Committee representing the Outreach Committee. The group's job is to act as an employer minded advisory group.

The meeting was very productive. A lot of new functionality has been built into the site. It is obvious a large amount of work has gone into Next Steps. The group is ensuring logical links are being created from one project to another and that data is being captured.

The group will meet quarterly.

Next Steps is being launching at a critical time for businesses and Idahoans. These resources are needed now.

**Motion by Mr. Hannah to adjourn. Motion carried.**

**Adjourned at 2:32 p.m.**