

**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, May 5, 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:** Wendi Secrist, Caty Solace, Paige Nielebeck, Matthew Thomsen, Jeffrey Bacon

**Guests:** Leslie Losh

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

**Roll call** - Quorum Met

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

**\*Approve April 7, 2021 Meeting Minutes**

**Motion by Ms. Bardsley to approve the April 7, 2021 meeting minutes as written. Second by Mr. Van Vleet. Motion carried.**

**New Rubric Draft**

Ms. Solace reviewed a draft of the new outreach project rubric. Please see attached document.

Discussion:

**Qualifying Questions:**

- The second question: *Is WDTF Outreach Projects is clearly a good source of funding, and the application does not include training costs?* should be split into two different items.
- A link to the outreach committee guiding document should be added to this section.

**Project Reach and Metrics:**

- The outcome per reach and estimated cost per outcome will be filled out on the application. Ms. Solace will fill this information in for the Committee. This will help with ease of access.
- The spreadsheet that maps the application to the Outreach Committee goals would be helpful to have when using the rubric.
  - Ms. Solace will include the spreadsheet with the meeting preparation materials each month.

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### **Project Workforce Needs Relevance:**

- It needs to be clear that this item is speaking to the relevance of the project to the Workforce Development Council needs.

### **Funding and Sustainability:**

- How are operating costs and salaries being equated on scoring scale?
  - This is an item that has come up in almost every conversation the Committee has had regarding grants. Ms. Solace is happy to further define either end of the spectrum to clarify that it is organizational operating costs and outreach.
    - Add the word direct to the request for outreach expenses and add in connecting our target audiences.
    - Change the term from Operating Costs to Base Operating Costs.

The Committee requested Ms. Solace add a replicability of project section to the rubric.

Ms. Solace ensured that the concepts of the old rubric were carried over to the new rubric.

The rubric is a tool for the Committee members to conduct their own assessment of the application. This is not something the applicant will use.

Ms. Solace will adapt the application to reflect the concepts in the rubric.

**Motion by Mr. Van Vleet to approve the Outreach Proposal Rubric with the changes noted above. Second by Mr. Hannah. Motion carried.**

### ***Budget Request***

Mr. Young reviewed the FY22 outreach budget request. Please see attached document.

Discussion:

The money for the Outreach Committee is in the training fund. If some of the \$350,000 goes unspent, it stays in the training fund and roll over to the next year. The only disadvantage is the funding is pre-obligated so the funds cannot be used for anything else. The WDC anticipates there will be pent up demand for WDTF funding once the pandemic winds down.

Idaho STEM Action Center is seeing an increase in their grant applications.

Over the past month, Ms. Solace has been meeting with a lot of people interested in pursuing outreach projects.

**Motion by Ms. Bardsley to recommend approval of the FY22 Outreach Committee Budget Request as presented. Second by Ms. Culley. Motion carried.**

Mr. Young will present this to the Executive Committee this month and then to the full council at the July meeting.

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### ***Potential Projects Roundtable***

At the last meeting, the Committee members were asked to reach out to their networks and bring back potential outreach project opportunities or gather information on support they need from the WDC.

#### Discussion:

Mr. Van Vleet reached out to LCSC to find out what challenges they are facing and what outreach they are conducting. LCSC said they have good social media outreach vehicles, printed ads, and videos. These outreach efforts are focused on programs that will fill a need in Idaho. The challenge they are facing is their outreach budget. LCSC's outreach budget is too small to market their in-demand programs. LCSC is open to ideas or partnerships to address this issue.

Ms. Solace will reach out to her communications contact at LCSC and the other colleges to let them know this discussion is happening. Mr. Van Vleet will also provide Ms. Solace with the contacts of the individuals he spoke with.

Mr. Hannah belongs to SWIMA. The biggest thing SWIMA is struggling with is employers not being able to find personnel. Hopefully in the next year, getting out face-to-face will help spread the word about the WDC and gain more traction in this area. There are a lot of people who do not know about the opportunities available and Idaho companies are suffering because of it. The manufacturing industry is really struggling to find machinists.

- It is important to help SWIMA get connected to WDC programs.
- The WDC has awarded two outreach grants with SWIMA

One area the WDC does not have a strong relationship with is the banking/financial industry. Ms. Bardsley will put Mr. Thomsen in contact with the Credit Union Association.

The Lewiston Chamber would like the WDC to speak with them this summer.

There are Educate Idaho Network Meetings monthly and other groups that are focused on social services but are interest in workforce issues. Ms. Culley is happy to advocate for the Committee in these groups.

Having information in the Idaho STEM Ecosystem newsletter would be beneficial. Ms. Solace is presenting at the next Ecosystem meeting. The next newsletter comes out in 2 weeks.

It would be helpful for Ms. Secrist and Ms. Solace to create a newsletter highlighting the work of the council and projects the council is involved with. The Council and Committee members could then forward this to their network.

**Motion by Mr. Hannah to adjourn. Second by Ms. Culley. Motion carried.**

**Adjourned at 2:48 p.m.**