

### **Project Description: Interim Statewide Outreach (Phase 1)**

During the research and development phases of [nextsteps.idaho.gov](http://nextsteps.idaho.gov) the Workforce Development Council and Outreach Committee still have an opportunity to begin a statewide approach to connecting Idahoans to training that will lead to in-demand careers. We would like begin these efforts through a campaign focused on advertising training opportunities that lead to locally in-demand careers to communities with relatively low go-on rates and high unemployment. The efforts would consist of a mix of digital and traditional media (radio, print, etc.) to ensure that those unable to access the internet are still provided exposure to the opportunities. For instance, in north Idaho there is a large need for respiratory therapists this campaign would highlight the opportunity to get this training at North Idaho College for local residents. This campaign would have a statewide reach, and be designed to dovetail directly into future campaigns that feature [nextsteps.idaho.gov](http://nextsteps.idaho.gov)

**Budget:** Up \$100,000 Workforce Development Outreach Funds

#### **Outcomes:**

**Entity responsible for tracking and reporting:** Workforce Development Council

**What is the potential for increasing the awareness of careers for Idahoans?** High.

**What is the Anticipated Reach of the Project?** Thousands. All digital will be measurable.

**What are the anticipated project outcomes?** To connect Idahoans to training opportunities that lead to in-demand careers, and increase their line-of sight that those opportunities exist when they are ready.

**What metrics and or reports will be delivered to the committee?** A financial report of costs expended, a presentation of results, all collected metrics