

BRAD LITTLE
GOVERNOR

Wendi Secrist
Executive Director



Deni Hoehne
Chair

John Young
Vice Chair

WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

EXECUTIVE COMMITTEE MEETING MINUTES

Date: Thursday, April 14, 2022

Time: 11:30 a.m. – 3:30 p.m.

Council Committee Members: Deni Hoehne, John Young, Joe Maloney, Kelly Kolb, Sarah Griffin, Liza Leonard

Staff: Paige Nielebeck, Wendi Secrist, Amanda Ames, Matthew Thomsen, Courtney Grubbs, Stacy James, Jeffrey Bacon

Guests: Matthew Reiber, Tracie Bent, Matt Freeman, Dave Hill, Linda Clark, Duffer Vick

Call to Order at 11:32 a.m.

Roll Call – Quorum Met

Review Agenda – No changes to the agenda

Joint State Board of Education & WDC Executive Committee Meeting

Legislative Action

State Board of Education (SBOE)

A legislative update from the State Board of Education:

- An Engineering Plan and Needs Assessment was included in the budget. SBOE will work with industry advisory boards and the deans of the colleges of engineering for the RFP.
- Through the new Rural and Underserved Educator Incentive Program qualifying educators are now eligible for a set schedule of loan repayment assistance or eligible educational expenses for up to four years, provided that the educator remains employed at the same school or by the same school district. There are limited funds available.
- \$170 million was dedicated to deferred maintenance in the permanent building fund. A number of education facilities received funding. There were significant investments on the capital side.
- Idaho Career Technical Education received some funding to expand their programs.
- University of Idaho and ISU received \$1 million jointly for nuclear engineering programs.

Idaho Workforce Development Council (WDC)

Ms. Secrist reviewed the Leading Idaho Workforce Investments and Child Care Grant Program documents. Please see attached documents.

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Discussion:

The WDC is exploring integrating for-credit programs into Idaho Launch. A meeting is planned with the financial aid directors at each institution to talk about processes.

It would be helpful to have a list of occupations where there is a significant need for certificate programs vs. degrees. This would help our partners know how to support Launch and help get the right policies put in place.

- A program is being created for a workforce related associates degree. It is important to line up policies and determine what is considered academic, what is not, and how the degree would be credentialed.
- It is clear the WDC and SBOE need to continue working closely.

If the WDC is able to get a list of certificates that industry is seeking, it would be very beneficial to the educational institutions, SBOE, etc. The WDC has an opportunity to integrate a question into the Launch survey before it goes out to help gather this information.

There might be an opportunity to highlight the true intention of the 60% goal and that Idaho values all degrees and certificate types.

Cybersecurity and nursing are going to be hot topics coming up. The SBOE and WDC need to work together on these issues. Nursing will be discussed later in the agenda.

Are the technical colleges aware of the large need for heavy equipment operators?

- Yes. The biggest barrier is the cost of equipment and facilities.

The WDC had one small piece of legislation go through the Legislature. It eliminates a clause that prohibited youth served under the Council's employment and training programs from being employees of the state of Idaho.

Nursing Challenges

Nursing Stakeholder Group

There has been interest in the community colleges offering an RN to BSN completion program. There is statutory authority for them to offer certain BS degrees but there is no framework to evaluate the need. SBOE hosted a statewide nursing stakeholder meeting to discuss the nursing shortage and what could be done short-term and long-term to address the issues. Following the meeting, a group put together some recommendations on next steps.

Discussion:

It is important to think about how certain aspects can be run through different entities (e.g., TPM, SBOE, etc.). The WDC and SBOE need to brainstorm how to coordinate efforts, so they are not being duplicated or using the same people to do similar activities.

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CNA Advisory Committee

Ms. Secrist reviewed the CNA Advisory Committee Recommendation. Please see attached document.

Discussion:

The recommended committee members are from education providers. Would CTE be one of those members?

- Yes. The Committee will be co-chaired by a CTE employee.

Career Exploration in Middle School & High School Graduation Requirements

A bill addressing the requirements for career exploration did not pass the Legislature. However, through the negotiated rule making process, a career exploration requirement was added for middle and high school students. Changes were made to the 8th grade plans to be called career pathway plans. There is now more focus on the purpose of the plans.

As part of the rule making process last year, changes were made to the high school graduation requirements. Some of these changes related to CTE graduation pathways. SBOE is working with the school districts to understand how CTE classes meet academic requirements.

Discussion:

Why is there distinction between academic and CTE pathways?

- Another approach might be designations on diplomas.
 - There is a CTE designation.
 - Maybe there is just an emphasis on additions to the diploma.
 - There does not need to be separate pathway. Students change their minds on what they want to do frequently.
- If there is not going to be a CTE pathway, then there needs to be clear expectations around CTE classes covering academic course requirements.
- It would be better if standard course codes were used around the state.
- There is a disconnect between CTE, who runs the programs, and the school district, who report to teachers on what courses count towards academic requirements. The communication between CTE and SBOE needs to be strengthened to ensure the same message is going out to all schools.

SBOE has college career competencies in their content standards. SBOE is looking at using CTE's workplace readiness assessments as a starting point.

- The WDC Executive Committee would like to see a sample of the workplace readiness assessment questions.

Next Steps Connections

Next Steps Idaho Connections is a powerful tool that can connect students at contracted schools with:

- Recorded video presentations from industry leaders around the country to learn about careers in thousands of industries
- Live video chats hosted by employers

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- Through their teachers, connections to a professional in any industry they can dream up. The Next Steps Idaho Connections platform virtually connects students with professionals to introduce them to careers, role models, and workplaces.
- Partnership –
 - OSBE – Next Steps Idaho Brand, connection to schools and educators
 - WDC – Funding through WDTF Outreach Project, connection to employers
 - ITC – Project owner for NSIC, connection to employers
 - IBE – Able to facilitate grants to schools for employers who want to provide sponsorships
- OSBE offered several sessions to counselors and educators throughout the state in December and January to promote a grant opportunity offered by IBE.
- Nearly 30 schools from all over the state applied, and together we fundraised to get enough money to offer them all contracts.
- In order to maintain the White Label, we need to have 200 schools contracted by November of 2023.
 - Next Steps Idaho is joining the State Department of Education legislative tours to talk about the opportunity
 - Nepris is providing presentations at the local level, and encouraging schools to reach out to their Chamber of Commerce for support and sponsorship
 - Next Steps Idaho and Nepris will be sponsors at this summer's Idaho School Administrator's Conference – and there is a follow up Outreach plan for all next year.

Discussion:

It is important to think about helping employers to utilize the system and how to get videos created. General guidance would be helpful.

- Nepris has created resources for both education and employers.

Next Steps Outreach

Next Steps Idaho launched as a resource for all Idahoans in Summer of 2020. The Council has provided \$200,000 in Outreach dollars to support the promotion of the site each year since.

Key metrics since outreach began for the new NSI:

- Between 2020 and 2021, the number of site visitors grew by 15% (the latest iteration of the website, to serve both adults and students launched in summer 2020).
- In that same time, page views grew by 43% and the average time on page increased at nearly the same rate.
- Next Steps Idaho's users are spending more than 6 minutes on the website, nearly 6 times the benchmark average for this measure.
- Since the current iteration of the site launched, Next Steps Idaho has had 360,000 users with more than 1.2 million page views.

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We have developed several strategies to be efficient within a \$200,000 a year budget.

- We focus advertising specifically on individuals actively questioning what their career future holds and seeking information on how they can achieve their goals and those assisting those individuals.
- We target our unique audience on digital through zip code, behavior, interest, and channel usage statistics. We are able target using the information search engines and social media platforms collect about users, primarily their interests and behaviors.
- We are as strategic as possible with all aspects of the Next Steps Idaho Outreach campaigns. In addition to the placement strategies, we are also efficient with the creation of new materials. We produce sets of new content each spring that we will use for the entire year. We develop concepts that be tailored for each of our audiences, and can be adapted with ease, and applied throughout the channels we've selected.
- Our campaigns rotate throughout the year to extend our budget and give Next Steps Idaho both some big splashes while maintaining a consistent presence for those who need it.

We are seeing very positive signs in our site metrics that match the intent and exceed expectations for the extent of our outreach efforts.

Discussion:

The SBOE set aside fund to purchase ads for high school state tournaments this spring. This is a great way to reach students and parents.

Expanding Apply Idaho

Apply Idaho is a tool that provides a common application to apply for any of Idaho's public colleges and universities. The site is currently only open to high school seniors. The high school graduating classes of 2020 and 2023 had a total of 23,000 graduates per year. Less than half of those went on to college. The pandemic has had a big impact on this number. SBOE is exploring opening Apply Idaho to any student who graduated from an Idaho high school. This would eliminate a barrier for individuals wanting to go back to school. There is no application fee for Apply Idaho.

SBOE has discussed these changes with the presidents of the institutions, enrollment managers, the Apply Idaho Team, etc. and they are all open to making the scope of Apply Idaho broader. SBOE will ensure that there will not be an application fee. The project is still about a year out before the new site would go live. A lot has to happen between now and then.

Discussion:

Is there anything the WDC can do to help?

- Not now. The SBOE will let the WDC know if there is a need for support.

It is important to ensure there is a thoughtful way of integrating all of the new sites (Online Idaho, Next Steps, etc.) so Idahoans do not get overwhelmed by all of the resources.

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The WDC Outreach Committee reviewed an Outreach Project application for Online Idaho and provided funding to update the site and then to promote the site. The Committee had a lot of questions about Online Idaho, so they chose to allocate the funds in parts. They would like to see the development of the site prior to paying for an outreach campaign.

Nuclear Consortium

A group of individuals traveled to Georgia to visit Plant Vogtle. There were 8,000 construction workers on site that day. The group went to see impact the construction is having on the communities as smaller, but similar expansions are planned at INL.

Since that trip, a nuclear consortium meets quarterly. The WDC and IDOL conducted a survey to find out the future needs of the construction workforce. The results of this survey will help guide the direction of the training. The Nuclear Consortium Workforce Development subcommittee is working on finding out where the education and training will happen. No one currently has the facility to offer the education and training.

Discussion

Mr. Hill recommended looking at TerraPower for best practices.

Adjourned joint meeting with State Board of Education.

WDC Executive Committee Meeting
Budget Review

WORKFORCE DEVELOPMENT COUNCIL FY22 Operating Budget - March 31, 2022													
STATE EXPENDITURE CATEGORY	WDTF Budget	Total WDTF YTD Spent	Total Ending WDTF	WIOA Budget	Total WIOA YTD Spent	Total Ending WIOA	YARG Budget	Total YARG YTD Spent	Total Ending YARG	TOTAL BEGINNING BUDGET	TOTAL YTD Spent	TOTAL YTD Spent %	TOTAL ENDING BALANCE
Salary & Benefits	\$ 403,100	\$ 286,049	\$ 117,051	\$ 98,800	\$ 74,348	\$ 24,452	\$ 82,500	\$ 59,818	\$ 22,682	\$ 584,400	\$ 420,215	72%	\$ 164,185
PERSONNEL	\$ 403,100	\$ 286,049	\$ 117,051	\$ 98,800	\$ 74,348	\$ 24,452	\$ 82,500	\$ 59,818	\$ 22,682	\$ 584,400	\$ 420,215	72%	\$ 164,185
Administrative Services & Supplies	\$ 6,000	\$ 1,979	\$ 4,021	\$ 1,000	\$ 170	\$ 830	\$ 440	\$ 16	\$ 424	\$ 7,440	\$ 2,164	29%	\$ 5,276
Communication Costs	7,500	8,085	(585)	-	-	-	360	270	90	7,860	8,355	106%	(495)
Computer Services & Supplies	26,500	16,973	9,527	-	-	-	300	613	(313)	26,800	17,586	66%	9,214
* Employee Development, Memberships & Subscriptions	7,500	74,477	(66,977)	17,575	13,391	4,184	1,000	-	1,000	26,075	87,868	337%	(61,793)
Employee Travel Costs	14,900	6,847	8,053	-	1,078	(1,078)	1,500	-	1,500	16,400	7,925	48%	8,475
Contracts, Events, & Other Council Activities	528,500	212,178	316,322	31,425	15,340	16,085	26,400	-	26,400	586,325	227,518	39%	358,807
Rentals & Operating Leases	8,500	6,761	1,739	-	-	-	-	-	-	8,500	6,761	80%	1,739
Government Overhead & Insurance	3,000	2,732	268	-	-	-	-	-	-	3,000	2,732	91%	268
OPERATING	\$ 602,400	\$ 330,031	\$ 272,369	\$ 50,000	\$ 29,979	\$ 20,021	\$ 30,000	\$ 898	\$ 29,102	\$ 682,400	\$ 360,909	53%	\$ 321,491
Grand Total	\$ 1,005,500	\$ 616,080	\$ 389,420	\$ 148,800	\$ 104,327	\$ 44,473	\$ 112,500	\$ 60,716	\$ 51,784	\$ 1,266,800	\$ 781,124	62%	\$ 485,676
STATE EXPENDITURE CATEGORY	TOTAL BEGINNING BUDGET	TOTAL YTD Spent	TOTAL ENDING BALANCE				TOTAL BEGINNING BUDGET	TOTAL YTD Spent	TOTAL ENDING BALANCE				
TRUSTEE AND BENEFITS (Spending Authority for Grant Reimbursements)	\$ 11,750,000	\$ 2,996,632	\$ 8,753,368				\$ 636,500	\$ 369,046	\$ 267,454				

* WDTF paid the Workforce Training Center Help Wanted ads; WDTF has submitted invoice for reimbursement.

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WDTF Financial Summary - March 2022	
WDTF Cash Balance 3/1/2022	\$ 15,366,182
Revenue	12,533
Interest	3,798
Payments	1,057,526
WDTF Cash Balance 3/31/2022	\$ 14,324,988
Obligated Employer Grants	\$ 2,187,242
Obligated Industry Sector Grants	5,598,754
Obligated Innovation Grants	551,982
*Obligated Outreach Projects & Allocated Budget	656,578
**Short Term Financial Assistance Program	3,248,684
FY22 WDTF Admin Costs	272,369
Obligated Balance	\$ 12,515,609
Unobligated Balance	\$ 1,809,379
Proposals Under Review	560,000
Unobligated Balance if all funded	\$ 1,249,379

*Includes all Outreach funding made available for the Committee to allocate for FY22.

**Includes all Launch funding made available for FY22.

WDTF Revenue	Transfer In	Interest	Collection Cost
July	\$ 232,883	\$ 3,453	\$ -
August	779,173	3,331	-
September	5,115	3,430	-
October	-	4,040	-
November	865,303	4,170	57,072
December	15,741	3,660	-
January	187,079	3,632	-
February	532,462	3,582	13,178
March	12,533	3,798	-
April			
May			
June			
FY22 Totals	\$ 2,630,289	\$ 33,096	\$ 70,249

Discussion:

The line item for memberships is at 337%. Why is that?

- For the HelpWanted Online subscription, the WDC was able to extend the licenses to other entities. The WDC pays for the licenses up-front and then the entities reimburse for the license. That number will decrease once the payments have been received.

What happens when there is money left over in a category?

- It stays in the WDTF.

The WDC has done a great job of getting the funds working in Idaho. The budget shows that the WDC needs to start being more strategic moving forward. The balance of the WDTF is diminishing and so going forward it is important to think strategically.

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- Ms. Secrist, Mr. Thomsen, and Mr. Kolb had a meeting to discuss the Grant Review Committee and the funds that are going to be coming up. There will be many projects coming up soon for the Committee to go through. The WDC is possibly going to be able to use some of the ARPA funding on newly approved WDTF projects.
- The WDC is putting processes in place to help ensure that the WDTF funds are thoughtfully invested but also being used efficiently.
- The WDC staff anticipates putting very few dollars into Launch over the next two years with the ARPA funds being available.

***Office Relocation Budget Implications**

The WDC has received funding for an additional 4 limited-service positions and one long-term Administrative Assistant position. We are also looking to hire a Vista Volunteer through AmeriCorps. IDOL is out of space for the WDC at their building. A space opened at the Capitol Annex in the old Ada County Courthouse. The WDC staff toured the space on Monday and determined it would be a good fit for the WDC office to move to. The space will require a little construction to create offices for staff.

Ms. Secrist reviewed the blueprints of the office space and the expansion plan budget. Please see attached documents.

Discussion:

What is the length of the lease, and will there be annual rent increases?

- The WDC will see annual rent increases, but they are based on a share of the building operating costs.
- There is no lease length.

Motion by Mr. Young to approve the WDC staff moving to the Capitol Annex. Second by Mr. Maloney.

Does the WDC need money for moving?

- As of right now, no. University of Idaho is providing the WDC with surplus furniture.

Motion carried.

***North Idaho College – Innovation Grant**

North Idaho College (NIC), in partnership with community-based employers, will address the current workforce demands by developing new registered apprenticeship programs designed to expand the ability of industry to increase the employment and wages of Idaho workers in mostly rural areas by addressing skills gaps for high demand occupations in the construction trades.

Following the Talent Pipeline Management framework, NIC is working closely with industry partners who will engage in program design, provide subject matter expertise, provide space and equipment, train and employ participants, and evaluate the impact the program has on the industry. The registered apprenticeship programs

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to be developed are construction pre-apprenticeship, construction apprenticeship, and heavy equipment operator apprenticeship.

WDTF Request: \$ 524,170.21

Motion by Ms. Griffin to approve the North Idaho College Innovation Grant in the full amount of \$524,170.21. Second by Ms. Leonard.

Mr. Young recuses himself from the vote.

Will the apprenticeships count towards Idaho's apprenticeship grant quotas?

- They will for at least one of the three grants. It depends on if the apprentice is a youth or adult that is being provided support services.

Motion carried.

****WIOA Youth Funding Transfer Request***

At the last Committee meeting, the Committee approved a fund transfer across service delivery areas for the WIOA Youth programs. The transfer was made because the service delivery area was not spending at the rate needed to utilize all of their funds. After that change was approved, an error was identified that was made back in July during the creation of the budget. The administrative costs were accidentally doubled. If we moved funding from area 1 to areas 2 and 5 it could get them through the rest of the year. If the areas need another transfer in June, then the Committee can make another minor transfer into the budgets.

The outreach in area 1 has been a challenge. The WDC is working to provide them with technical assistance to identify and serve the youth in their area.

Motion by Ms. Leonard to approve the WIOA Youth Funding Transfer as presented. Second by Mr. Kolb.
Motion carried.

Launch Policy Discussion

With the large infusion of funds into Launch through ARPA, the Policy Committee and partners have been discussing allowing Launch to provide support to for-credit programs. The WDC staff is seeking some feedback from the Executive Committee to take to the Policy Committee.

Ms. Secrist provided a spreadsheet of occupations in Idaho with more than 250 job openings a year. Please see attached document.

Discussion:

Does the Executive Committee want the Policy Committee to explore using Launch funds to support for-credit programs?

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- It is important to ensure that Idaho is getting a net gain in the career fields. People need to be added to the pool of individuals going into a career and not just providing additional training to people who are already established in the career.
- The WDC should look at dropout rates. The funding should not be going to programs no one is going to take or where there is a high dropout rate.
 - Anyone who accepts a Launch voucher is committing that they will work in Idaho for at least 1 year or the WDC has the right to request repayment of funds.
- When the Launch program started, the funds were covering 100% of the training. Once WDTF funds were being utilize, anyone who used the state funds was asked to contribute 10-25% of the training costs.
 - There is an advantage to asking the student to put money towards their training. Maybe a flat percentage across the board would work well.
- Maybe the funding could be opened to the occupations on the spreadsheet and those are the ones that can receive funding.
- The reason Launch did not initially cover for-credit programs is because the WDC was trying to fill a gap where federal financial aid did not cover certain training programs.
- With the additional ARPA funding, it opens more funding to start looking at for-credit training.
- Providing funding to for-credit students may require in-depth analysis similar to scholarships.
 - This could require a heavy administrative lift. The WDC does not have the staff to support a large program.
- All the programs that would be funded would be administered by one of the universities in Idaho.
- The WDC staff is in the process of meeting with all the Financial Aid Directors to discuss how the funding could impact financial aid.

The WDC staff will take this feedback to the Policy Committee and let them know the Executive Committee is in support of exploring this as an option.

ARPA Funds for Workforce Training

TPM Regional Positions

Mr. Thomsen is working on the TPM Regional Project Mangers host application. The reality of what the WDC wants to accomplish with TPM may exceed 6 TPM Regional Project Manager positions. The construction and manufacturing industries are very interested in utilizing TPM and are wanting to each host their own TPM position. If one person is being place in each region, there might be some opportunities to put funds/positions into these specific sectors.

Regions 5 and 6 are not applying separately. They are interested in receiving two positions for one organization and having more of a rural vs urban approach.

The WDC will assemble a committee to review the TPM Project Manager host applications.

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WDC Staff Expansion Plans

Ms. Secrist reviewed the new WDC org chart. Please see attached document.

****HR Performance Discussion – Executive Session***

Executive Session pursuant to Section 74-206(1)(b), Idaho Code, to consider the evaluation, dismissal or disciplining of, or to hear complaints or charges brought against, a public officer, employee, staff member or individual agent, or public-school student.

Motion by Mr. Kolb to go into executive session. Second by Mr. Maloney.

Vote to go into Executive Session

Kelly Kolb: Aye
Joe Maloney: Aye
Deni Hoehne: Aye
Sarah Griffin: Aye
Liza Leonard: Aye
John Young: Aye

Motion carried.

Adjourned at 3:30 p.m.