

Workforce Development Council Outreach Committee Guiding Document

Committee Mission: The Outreach Committee is responsible for increasing public awareness of, and access to, career education, work-based learning, training opportunities, and support knowledge of workforce development training fund programs. The committee will support the coordination across state agencies, education and the private sector to meet these objectives.

Responsibility Statement: To review outreach proposals based on their ability to fulfill the committee's mission and reach the designated audiences. To coordinate outreach efforts that support the committee's mission.

Audiences and definitions:

Employers: All Idaho employers.

Pipeline: Anyone engaged in a career pathway (exploration, planning, & training) that will lead to a job and advancement.

Work-Challenged: Those with obstacles, (such as being under-employed, regionally, culturally, or personally challenged) between them and gainful employment.

Partners: Those with programs and resources that complement the council's workforce development strategies.

WDC Strategic Planning Objectives:

1. Build, plan, and prepare for the launch of the *Future* Next Steps.
 - a. Integrate an outreach process that assists WDC, partners, and all Idahoans to talk about connecting with careers in everyday life
 - b. Research and identify strategic local and regional partners to carry messages
 - c. Finish and launch asset map
2. Develop and deepen relationships with our partners including: HR associations, industry association, community leaders, education, and agencies.
 - a. Review data and information collected through established channels and reports
 - b. Connect associations and employers to community workforce data.
 - c. Build and distribute local job pathways
3. Explore and create a meeting, planning, and execution process that allows our committee to focus on more strategic topics.
 - a. Revisit Outreach Project award strategy, process, metrics, and outcomes
 - b. Create a forum to share Outreach Projects