

BRAD LITTLE
GOVERNOR

Wendi Secrist
Executive Director

Deni Hoehne
Chair

John Young
Vice Chair

WORKFORCE DEVELOPMENT COUNCIL

514 W Jefferson St, Ste 136, Boise, Idaho 83702

Outreach Committee Meeting

Date: Wednesday, October 5, 2022

Time: 1:30 PM – 3:00 PM

Committee Members: ~~John Young~~, Donna Butler, ~~Dave Hannah~~, Georgia Smith, Janelle Culley, Jeff Tucker, Linda Clark, Matt Van Vleet, ~~Marilyn Whitney~~, Megan O'Rourke, Janet Pretti, Anna Almerico, ~~Liza Leonard~~ (7)

Staff: Paige Nielebeck, Caty Solace, Rebecca Watson, Sam Emery, Cassie Mansour

Guests:

Call to Order at 1:30 p.m.

Roll call - Quorum Met

Review Agenda – No changes to the agenda

***Approve September 7, 2022 Meeting Minutes**

Motion by Janet Pretti to approve the September 7, 2022 Meeting Minutes as written. Second by Megan O'Rourke. Motion carried.

***Outreach Project: Teaching Program Outreach Campaign**

Boise State University College of Education

(DBA Idaho Association of Colleges for Teacher Education)

The purpose of this project is to increase awareness for Idahoans about the variety of options available to enter the education profession through Idaho's clinical-based teacher preparation programs. Whether it's a high school student interested in teaching, a career changer, or someone re-entering the workforce, Idaho's higher education institutions offer a variety of options. Additionally, Idaho's higher ed educator preparation programs continue to adapt, innovate, and evolve to meet the needs of local and rural communities.

WDTF Request: \$372,300

Discussion:

Is the problem attracting new students to teaching programs lack of visibility/lack of outreach for programs? It seems like teaching is a well-known profession.

The committee would like to see some research included in the proposal, that shines light on what could help to bring more interested students into teaching programs.

If the research has not been done, it might not fit under the scope of an Outreach project.

BRAD LITTLE
GOVERNOR

Wendi Secrist
Executive Director

Deni Hoehne
Chair

John Young
Vice Chair

WORKFORCE DEVELOPMENT COUNCIL

514 W Jefferson St, Ste 136, Boise, Idaho 83702

The committee would like to see the application show how the campaign would integrate with each of the colleges' existing marketing and recruiting efforts. This could show evidence of a bigger grant match which would create more value for the proposal in the rubric.

The committee would like to see more clarity in exactly who the target audience is.

This is the first time the Committee has been asked for more money than has been allocated by the Council. It is possible for the Committee to ask for additional funding from the Council. If it was the right project that could be worthwhile.

The Committee would like to table this proposal and send notes back to the applicant.

Updates and Potential Projects

Ms. Solace presented the new Workforce Development Council website which is scheduled to go live in the coming weeks.

Ms. Solace also presented a quick financial report on the lifetime of Idaho Launch and year-to-date obligation of funds in 2022.

Motion by Ms. O'Rourke to adjourn. Mr. Tucker seconded. Motion carried.

Adjourned at 2:30 p.m.