

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, April 5, 2023

Time: 1:30 PM – 3:00 PM

Committee Members: John Young, ~~Anna Almerice~~, Donna Butler, Linda Clark, Janelle Culley, Allison Duman, ~~Dave Hannah~~, Liza Leonard, ~~Megan O'Rourke~~, Janet Pretti, ~~Georgia Smith~~, Caty Solace, Jeff Tucker, Matt Van Vleet

Staff: Wendi Secrist, Sherawn Reberry, Rebecca Watson, Matthew Thomsen, Cassie Mansour, Paige Bongiorno

Guests: TJ Bliss, McKenzie Johnson, Jenni Kimball, Sara Scudder

Call to Order at 1: p.m.

Roll call - Quorum Met

Review Agenda – No changes to the agenda

***Approve March 1, 2023 Meeting Minutes**

Motion by Dr Clark to approve the March 1, 2023 Meeting Minutes as written. Second by Ms. Leonard.

Motion carried.

CSD Outreach Project Follow-up

Dr. Reberry presented the follow-up to last month's update on Caldwell School District's CTE Outreach Grant. Mr. King reported that the middle school students were impacted by the high school student's presentation of the CTE program, and he reported the only downside was time limitations. In addition, he gave Dr. Reberry an update on the program. Specifically, the students had the opportunity to tour healthcare and manufacturing facilities, and their CTE Program continues to develop valuable partnerships.

Idaho Launch Update

Ms. Secrist presented the Committee with an update on Idaho Launch. See the OSBE Next Steps presentation.

Discussion:

- Is the \$72 million only available to high school students?
 - Graduating high school seniors are the first priority for those funds, but if we have less than 9,000 qualified applicants, then we can allocate up to \$10 million to adult Launch learners.
- Is there going to be an opportunity to collaborate with the WDC on what goes into these outreach boxes to the high school counselors/college and career advisor?
 - Yes!
- One concern is that most high school students don't meet with a career counselor at their high school more than once a year.
 - This is something we are aware of and will be discussing how to include ideas in our Welcome Kits.

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- The Committee reflected that not every high school has a full-time counselor, so the fact that we are attempting to making this as accessible as possible is a positive thing.
- When the WDC talks about funding for the various projects we undertake, those funds are separate from this funding, correct?
 - This funding is separate from the Workforce Development training fund.
- What is the plan for building out the policy for this undertaking?
 - Ms. Secrist pulled up slides entitled Project Plan. See Powerpoint presentation.
 - She pointed out that this Committee is going to be responsible for Career Pathway Requirements first, and then starting in July, the Outreach Plan.
- The Committee asked how they can help.
- Are the in-demand careers going to be prioritized early-on? Is there room for input?
 - If you are interested in lending a hand, please feel free to attend Policy Committee Meetings for the next two months.
- The Committee agrees that a smaller sub-committee is essential to adapt Launch career pathways.
 - The Committee members volunteered to participate in this sub-committee.
 - Dr. Clark volunteered to be sub-committee chair. Janelle Culley, Caty Solace, and John Young also volunteered. Ms. Secrist asked Liza Leonard if she would also give her time, representing the private sector. Finally, Mr. Young recommended that Matt Van Vleet be invited to join this committee.

Online Idaho Grant Update

Mr. TJ Bliss, Chief Academic Officer for the State Board of Education, presented an update on the Online Idaho Grant, specifically <https://online.idaho.edu/>, the website for Online Idaho.

Mr. Bliss then presented the Online Idaho Digital Advertising Campaign. Ms. Johnson also shared with the Committee how they track the efficacy of the advertising.

He showed the ads for Online Idaho which have been developed, described how they are being targeted, and explained the predictive analytics.

Discussion:

- The Committee was very impressed with the data, the metrics, and the predictive analytics. Several members commented on never having seen predictive analytics at work in higher education before.
- Ms. Secrist asked if there is any opportunity for the landing pages to link to Next Steps Idaho?
 - Ms. Johnson and Mr. Bliss reflected that this part of the web building is very adjustable. They are open to making those updates in the next two weeks.
- This grant was approved back in October for up to \$15,000. This was used to create the ads. If the Committee is comfortable with giving the go-ahead,
- The Committee reflected that this is a continuing action item from the original discussion.

Mr. Tucker moves that \$45,000 be allocated per the original grant commitment to fund the Online Idaho Grant.

Ms. Pretti seconded.

Additional Discussion:

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Mr. Young reflected that the less populous, rural portions of the state will richly benefit from this Online Idaho opportunity. This levels the playing field for all Idahoans to get the education that will lead to higher wages and opportunities in their field.

Motion passed.

Externship Update

Mr. Thomsen updated the Committee on externships. See his Powerpoint presentation and map of externship partner locations.

Discussion:

- Do we have any partner employers in the Lewiston area? It appears there is a gap in our outreach for this area of the state.
 - We didn't have as many educators from this area apply to participate.
- When you say educators, what are you talking about?
 - K-12 teacher participants.
- Mr. Young reflected on how much traction we have had in only four years.

Updates and Potential Projects

- Ms. Duman presented an update on Idaho Career Ready Students. She reported that they are working on getting funds into the schools that can't afford the overhead cost to get CTE training into the hands of their students.
- Ms. Duman also reported that the State Department is about to embark upon their annual Legislative Tour in each region. They would be willing to share the information regarding externships.
- Mr. Young asked Wendi for an update on TPM.
 - We will include this in the future as a standing agenda item.
- Ms. Solace reported on last week's STEM Ecosystem in Fort Hall. She noted that Idaho Public Television was represented as well as the WDC Staff. Idaho STEM Action Center has been the "backbone" of that organization since its inception, but they are now looking for a partner to help create the STEM Ecosystem as an independent organization.
 - She reported that they are working to build stronger partnerships with other state agencies.
 - They will be creating and distributing a survey to identify gaps or possible overlaps of services that are being provided.
- Mr. Tucker reported that Idaho Public Television has been working an ongoing project: "American Graduate."
 - Ten stations received grants, and Idaho Public Television will be focusing their coverage on construction jobs. They have already connected with the Micron Foundation.
 - They have put together an advisory group and have hired a social media influencer. Posts will begin in June or July.

Motion by Mr. Young to adjourn. Motion carried.

Adjourned at 3:04 PM