



WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

Outreach Committee Meeting

Date: Wednesday, October 3, 2018
Time: 1:30 PM – 2:30 PM
Location: 2 West Conference Room, IDOL
317 W. Main Street
Teleconference
Call In: 1-720-279-0026
Guest Passcode: 470642
Screen Presentation:
<https://stateofidahowpm.centurylinkccc.com/CenturylinkWeb/WendiSecrist>

Council Member Attendees: Angela Hemingway, Dave Hannah, Donna Butler, John Young, Kate Lenz, Marie Hattaway, Mark Holubar, Shelli Bardsley, Todd Monroe

Committee Member Attendees: Georgia Smith, Jason Hudson

Guests: Darlene Carnopis

Staff: Paige Nielebeck, Caty Solace

Call to Order at 1:33 pm

Review Agenda

Roll call - Quorum not met

***Approve September 5, 2018 Meeting Minutes** – this agenda item has been moved to the next Outreach Committee Meeting.

Marketing RFP Update

The marketing RFP was sent out and there is an apparent winner. That means of all the people who have submitted their proposals one was selected who looked like the best fit for the project. We will be finding out if the firm is the actual winner within the next 10 days. They must have enough time for anyone to file an appeal before letters go out about who was awarded the contract. The award should be in place before the full council meeting.

Full Council Outreach Presentation Review

Questions for the group to keep in mind.



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1. Do we feel we need a separate final reporting form? Shall we require them to put this together as a showcase pdf project overview that we can share out?
 - a. As the final report maybe, a project showcase overview that we can share out as work that the Council has supported.
2. I think we should also add to the process a contract between the recipient and WDC when we are not spending the funds. These will be different from case to case but will be within the state's legal framework.
3. For when we/WDC want to do outreach projects would it be appropriate for me to use the same proposal sheet and review process?
 - a. This does seem like a lot of work for one person to do
 - b. The Committee does not have to make this a requirement, but just something for the Committee to consider.

Pre-Qualification Form

- It is important to ensure that there are no duplications of funds. Are they receiving dollars from the Outreach Committee and the WDTF Grant Review Committee? It would be a good idea to ask them if they are receiving funding from other people and if so who they are receiving those funds from and how much is it for?
 - On the STEM website the committee can find examples of a list of pre-qualifications
- It would be a good idea to go back and look at the RFP to see if there any other pre-qualifications that need to be added.
- It is also important to ensure that there are not things that are constitutionally prohibited that need to be on this list.
- Ms. Solace will look at the STEM website and will make adjustments to the pre-qualifications list. Once the adjustments have been made she will send them out to the Committee.

Outreach Committee Project Proposal Form

- At the request of the committee a timeline section has been added and some minor updates to the language (What metrics and or reports will be delivered to the committee, and when).
- It is important to ensure that the proposal aligns with the rubric.
- Ms. Solace will send out an update draft of the proposal to the Committee

Rubric

- The Committee requested that a rubric be created to score the applications.
- The Committee has been asked to review the rubric and send any feedback to Ms. Solace.

Outreach Committee Project Quarterly Review

- This is where it is important to start thinking about what is wanted in a final report. Will this be able to serve as a final report?



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- It is going to take someone to go through and analyze all the data and see if they are meeting the requirements. This does take some time. What happens when someone does not submit their quarterly reports or has quit and no longer is part of the company? There are a few bumps to be aware of.
 - Who is going to look at these reports and who is going to ensure they are in compliance? Some things to consider.
 - The STEM action center only asks for annual reports.
- From a capacity standpoint Ms. Solace feels she can manage this process in the first year.
- Will awards only be granted at one time during the year, so all the quarterly reports are coming in all at once, or will this be a rolling process?
 - This will be a rolling process. Grants will be awarded on an ongoing basis.
- It is nice to have reports submitted throughout the process, so companies can see how they have progressed. A final report would be great. SurveyMonkey is a great resource to use to gather this data.
- Ms. Solace would like to create a form for a final report submission, so we can collect data, they can give us feedback, data, pictures, etc.

Budget

- Ms. Solace created a sample budget of what a year of outreach funding might look like. This was requested by the Committee to be able to visualize what the funds may look like and how they might be spent.
- The Committee has been requested to provide Ms. Solace any feedback on the budget.

Mr. Young has been selected to present the Outreach Committee Proposal to the full council on October 24.

Presentation Outline

Workforce Development Task Force Recommendation:

Public Engagement – Develop and implement a comprehensive statewide public engagement initiative utilizing technology and other engagement strategies to increase awareness of career opportunities for all Idahoans.

Legislation:

Code. 33 72-1203. WORKFORCE DEVELOPMENT TRAINING FUND. (1) There is established in the state treasury a special trust fund, separate and apart from all other public funds of this state, to be known as the workforce development training fund, hereinafter "training fund." Except as provided herein, all proceeds from the training tax defined in subsection (7) of this section shall be paid into the training fund. The state treasurer shall be the custodian of the training fund and shall invest said moneys in accordance with law. Any interest earned on the moneys in the training fund shall be deposited in the training fund. Moneys in the training fund shall be disbursed in accordance with the directions of the council. (2) All moneys in the training fund are appropriated to the council for expenditure in accordance with the provisions of this section. The purpose of the training fund is to provide or expand training and retraining opportunities in an expeditious manner that would not otherwise exist for Idaho's workforce. The training fund is intended to supplement but not to supplant or compete with moneys available through existing training programs. The moneys in the training fund shall be used for the



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following purposes: (c) To provide public information and outreach on career education and workforce training opportunities, including existing education and training programs and services not funded by the training fund

Budget

Process: Including: Screening, Community Grants, Proposal, Rubric, Contracting?, Quarterly Review, final report?

Questions?

Discussion

Any sort of project history might be useful to provide in the applications (this is the 10th year this event has been put on, etc.).

It is important to take away the specifics from the draft budget, so people do not think that this is the final, actual budget. It might be seen as the Committee has already selected what projects are going to be worked on and there is no reason for this process.

It might be a good idea to add something to the presentation of the possibilities of what these outreach campaigns could achieve/what the goal of all this work. What will this Committee be bringing back to the Full Council?

Are the award winners being asked to use the WDC logo or anything in promotional materials?

- This could be added to the contract that is created between the Council and the awardee.

Ms. Solace will send out documents as they are updated and will send out a packet the week before the Full Council meeting to ensure that everyone is prepared for the presentation and is able to answer any questions that other people may have.

Adjourned at 2:20