



## WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

### EXECUTIVE COMMITTEE MEETING MINUTES

**Date:** Thursday, August 9, 2018  
**Time:** 10:00 a.m. – 11:00 a.m.  
**Location:** Teleconference  
Call In: 1-720-279-0026  
Guest Passcode: 470642

**Meeting Conducted By:** Trent Clark, Chairman

**Council Committee Members:** Trent Clark, John Young, Deni Hoehne, Jeff McCray, BJ Swanson

**Committee Members:**

**Guests:** Joe Maloney

**Staff:** Wendi Secrist, Caty Solace, William Burt, Matthew Thomsen, Paige Nielebeck

**Call to Order** at 10:00 a.m.

**Review Agenda** – On the FY20 Budget Request Item the FY19 year-to-date expenditures will also be shared.

**Roll call** - Quorum Met

#### **Approve Minutes – July 12, 2018**

Motion by Mr. Young to approve the minutes as written. Second by Ms. Hoehne. Motion carried.

#### **Governor's Office/Council Member Updates**

Mark Warbis has taken a position with the Tax Commission and Marilyn Whitney is now the contact person for the Council at the Governor's Office. Marilyn also works with the State Board of Education and all other education departments, so this is a great opportunity for collaboration.

Matt Van Vleet has moved to Schweitzer Engineering Laboratories, but he will be staying with the council. Schweitzer Engineering has become increasingly involved with growing the Idaho workforce. This will be a great opportunity.

Ms. Secrist was able to meet with the new Veterans representative, Matthew Wrobel. He is very passionate about veterans and will be a great addition to the council.



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Ms. Secrist and Ms. Whitney will be working on making a proposal on how to stagger the council member terms.

The certificates of appointment may not have been sent out to the new council members appointed in November of 2017. Ms. Secrist will reach out to Ms. Whitney to ensure that the certificates are sent out.

### **Outreach Funding Request Process**

At the July Council meeting the Outreach group asked Ms. Solace to create a template of how outreach requests could be made. The committee plans to present a budget request to the full council at the October Council to support outreach. The committee envisions a process by which Ms. Solace takes outreach projects to the Outreach Committee and they can approve or disapprove the projects. This allows Ms. Solace's work to be driven by the Council and the Outreach Committee. It also helps her with the future curation of projects. Timeliness is key when it comes to outreach activities. There is a need for expedience in this process which will be included in the presentation.

The Executive Committee is not being asked to act on this. It will be asked of the Full Council to act on this in October.

Will there be other ways to get the message out? It is critical to have multiple ways of outreach.

- The Policy Committee is going to be spending all day on the 20<sup>th</sup> looking at the existing policies/programs. A survey was sent out to the Policy Committee, Grant Review Committee, and the Investment group on topics that might be discussed at the meeting. One of the questions in the survey was about micro grants and how currently funds can only be used for training. The committee will discuss changes to the requirements to allow some of the funds to be used for outreach.

### **Opportunity Scholarship Campaign Results**

The Committee received a set of results back on the first attempt on expending the first \$40,000. Because of the shortened timeline not all the money has been expended.

The scholarship reached 66,606 people in about 10 days.

One of the immediate concerns for this campaign was the click through rates are under 1%. This is not good for a online campaign - 1%-2% is considered acceptable. One reason may be that there was too much saturation at the start of the campaign.

The ads themselves seemed to be performing very well. One ad did very well. It shows a young man with a Boise city scape behind him. It is believed that the language is what is drawing people in to click on the ad. This ad was also created for the Treasure Valley area which is the densest in population.



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The age groups were also slightly concerning. They were still including 65+ year-olds in advertising. Ms. Solace has requested to take out the 55-64, 65+, and the 18-24 age groups out of the mix. Most 18-24-year-olds do not have enough college to qualify for this scholarship.

The idea would be to let the last of the \$40,000 be used, which would end around the next Committee meeting in September. In September the Committee can then discuss the use of the next \$40,000. It is recommended to do some more testing on what is working and what is not. The male population in Idaho is underperforming versus the female population. It is desired to also narrow down the age groups that are being focused on.

The Committee will be asked to wait to act on the next \$40,000 until the September Committee meeting.

### **Workforce Development Council Communication Strategies**

Does the Workforce Development Council need to have a presence in social media? Ms. Solace believes that it should. Here is why.

1. What has been learned through the Idaho Opportunity Scholarship Campaign. For the Council to launch a campaign like this it is important to get started now.
2. Gives the Council the opportunity to collaborate in a public area, so people can see what they council is doing.
3. Able to highlight council member perspective.
4. Gives the ability to be picked up on other channels and building new channels.

Ms. Solace recommends a phased in approach starting with the basic channels (Twitter, Facebook, etc.). The first phase would be following people who we want to follow and those who want us to follow them. The second phase would be to push content and focus on tools and resources.

The relationships that are forming between us and the other agencies in the communications departments are great. The Age of Agility event is a great event that is creating so much collaboration. This piece of the communication strategy is working well and growing exponentially.

How do we make sure that our social media presence helps and doesn't dilute?

- It is that the council is capitalizing on relationships on social media rather than saying they are the source of information. It is about connecting people to resources. This allows us to expand rather than dilute.

Is there a chance that the State Board, Department of Education, and Labor will feed people to the Council's social media and not see it as a competition?

- It is the goal to ensure that these departments are our friends. That the council is sharing posts that they are putting out there. It will be a very collaborative process for Ms. Solace. This is a strategy of how the message is put out together.

There will be sometimes that things put out will be debatable – what will we do to minimize conflict?



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- Ms. Solace will put out a government social media policy that will dictate how people can act on the Council's social media. These policies would allow Ms. Solace to essentially block people who do not comply from the Council's social media.

### **FY19 Budget Report and FY20 Budget Request**

In the FY19 budget, the beginning budget column shows the information that was shared with the full council in July. \$57,000 of the \$62,000 spent on General and Professional Services was the initial funds for Strategies 365 for the Opportunity Scholarship Campaign. The WDC staff is happy to provide more information to the Committee.

What is the \$50,000 in the WIOA Miscellaneous Expenditures?

- This is money that is designated for running the council (travel for council members, council meetings, etc.).

Because there is only one month of data available the FY20 budget has some estimates. Many of the numbers are very similar to the FY19 budget. There was guidance from the state on what some of the expenditures will be. This budget shows us spending a little bit less than the FY19 budget. The FY19 budget total was \$8,553,100 and this FY20 Budget request total is \$8,539,222.59. This budget will be submitted on September 1.

The Committee likes this budget and is comfortable with the direction the council is going.

### **Age of Agility/Governor's Summit – Employer Pledges**

Industry needs to be at the table and involved with training Idaho's Workforce. In association with the Age of Agility Conference, industry will be invited to look at the Work-Based Learning Continuum and commit to one of these initiatives. This gives the opportunity to say at the Age of Agility event to say that these employers have already pledged their support for this initiative.

It is desired that the Executive Committee work with the 17 industry council members and have them join in making a commitment. It would be a powerful statement to have 17 council members join. Ms. Secrist will send the Committee members information for them to share with the other Industry Council members and their networks.

By September 11 we will have a web-based portal that IDLA is creating for the Council. Not all resources will be there.

The September 11 event is sold out!

**Adjourned at 11:03**

Motion by Ms. Swanson to adjourn. Second by Mr. Young. Motion carried.