



## WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

### Outreach Committee Meeting

**Date:** Wednesday, August 22, 2018

**Time:** 3:30 PM – 4:30 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>

**Attendees:** Angela Hemingway, Dave Hannah, Donna Butler, Georgia Smith, Jason Hudson, John Young, Kate Lenz, Marie Hattaway, Mark Holubar, Shelli Bardsley, Todd Monroe

**Staff:** Wendi Secrist, Paige Nielebeck, Caty Solace

**Call to Order** at 3:30 pm

**Review Agenda** – no additions to the agenda

**Roll call** - Quorum Met

**\*Approve June 15, 2018 Meeting Minutes**

Motion by Ms. Bardsley to approve the minutes as written. Second by Mr. Hannah. Motion carried.

**Responsibility Statement**

In the breakout session at the July full Council meeting, Ms. Solace was tasked with creating a draft of a responsibility statement. The responsibility statement will be revisited after the initial year.

Draft Responsibility Statement: To review outreach proposals based on their ability to fulfill the committee's mission and reach the designated audiences. Proposals will be submitted in the approved format by the Workforce Development Council's Executive Director or Outreach and Communications Manager.

This is very straightforward and covers everything the Committee has expressed needs to be addressed.

In the second sentence the "by" is a little unclear.

- The sentence would like to be changed to say "Proposals will be submitted in the approved format to the Outreach Committee by the..."



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### **Report out on action item to find out from experts at organizations, companies, or agencies on most effective ways to reach audiences**

Mr. Young:

Mr. Young engaged with Idaho AGC and others on their efforts in the construction industry. He is going to reach out to the economic development entity there and discuss with them about efforts to reach out to workforce development.

Ms. Hemingway:

A remind to the other committee members that there is a mentorship portal available to use as a resource when speaking with other businesses/agencies. The Idaho STEM Action Center recently received a grant from LIFT (Lightweight Innovations For Tomorrow - a Manufacturing USA institute) to offer the MakerMinded (MakerMinded.com) advanced manufacturing learning platform for free to middle and high schools throughout the state. The goal is to give students foundational skills in advanced manufacturing and to inspire the next generation of innovators and makers. Idaho is joining a multi-state initiative to give students in grades 5-12 access to a wide variety of national, state and local advanced manufacturing and STEM activities. These activities can include facility tours, mentorships, guest speakers, internships and job shadows, in addition to a wide range of classroom activities. Students and teachers earn points for successfully completing these activities and compete against other schools for total points. At the end of the school year, the top performing schools will be awarded for their efforts.

Mr. Hannah:

He is part of the Idaho Aerospace Alliance and they are very interested in the WDC's outreach efforts. There is a very high need for personnel in the manufacturing/aerospace industry. The Inland Northwest Aerospace Consortium is another place that should be reached out to.

Ms. Butler:

She currently has nothing to report but has many resources she can reach out to.

Mr. Hudson:

One area specifically thinking about designing all the outreach efforts geared towards women and recruiting them into construction trades, manufacturing, and other non-traditional occupations. The research and best practices indicate that it is important to be aware of the images being used and the language that is being used to ensure it is gender inclusive. In speaking with young people Mr. Hudson discovered that they are more interested in the subjective things (sense of meaning, accomplishment, etc.). Just two things to keep in mind as the Committee develops the message for the WDC.

Ms. Lenz:

They are participating in Boise Startup week. One aspect of Boise Startup Week that is exciting for Kount is that part of the fee is going to be used for lodging and travel for tech students who are attending at Idaho



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Colleges/Institutions. This allows them to be able to meet with many different tech companies. One of Kount's employees was able to present at Develop Idaho. Ms. Lenz was able to present to Kuna High School about the Workforce Development Council and the efforts of building Idaho's workforce. The students were very interested in learning more about how they can get involved in programs and becoming part of Idaho's workforce.

Ms. Hattaway:

Remind to think beyond the school day and how to reach students outside of the school day. They spend about 80% of their day outside of the classroom.

Ms. Bardsley:

Ms. Bardsley was able to chat with her marketing director to discuss how the Outreach Committee should market. They thought that digital marketing would be a great idea (websites, social media, etc.). Another great option would be creating ads for outreach. They can reach quite a few people.

Mr. Young

There are many different effective ways to reach out to our audiences and so many great opportunities that everyone is taking advantage of to present to our audiences. A big thank you to the Committee Members for taking the time to come up with these ideas and reporting back.

Ms. Solace would like to reach out to the Council and compile a list of all the associations that the council members are associated with. That would be a great next step for the Outreach Committee. The Committee will send Ms. Solace any associations that they feel would be a good contact to reach out to.

### **Outreach Project Approval Process**

For this process to become policy, someone will have to present this at the next Council meeting. There is a lot of work that still needs to be done before it is ready to present. The Committee still has 2 more meetings before the next Council Meeting. Ms. Solace has a list of a few items that need to be completed before the next Council meeting.

- A summary of the request and process
- How much could Outreach approve annually
  - It is unsure what the cost of outreach is going to be. It is almost a case by case basis that these grants are funded. It will be easier to develop a budget after the first year because then the year can be looked back on to find out what was spent.
  - A proposed number can be put out to the Council, but not all the Committee is comfortable with coming up with a number yet.
  - It is important to understand that if this money is not spent within the year we do not lose it. Also, if we can come up with a budget it will make the outreach process more expedient in the realm of State Government.
  - How often will grant be reviewed (rolling grant, annual, quarterly, etc.)?



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- The thought was to give the Outreach Committee as much flexibility as possible. The Executive Committee wants the Outreach Committee to be able to act quickly.
  - Ms. Solace has been asked to put together a guess proposal of what the spending might look like for the Committee.
- A template of the outreach proposals that Ms. Solace will bring to you
- Possibly a couple of examples of how the proposals will look using already existing projects such as the Adult Opp. Scholarship As requested at the last meeting I have put together
- Review Process and what this looks like
- What metrics are we using (how do we know these programs are successful)

The items that Ms. Solace suggests for the proposals are:

- Title and Description
- Collaborators
- Budget
- Matching Funds
- Project Manager
- How does the project serve the committee mission?
- Which audiences will the project reach?
- How many individuals of each audience are projected to be reached?
- What are the concrete outcomes associated with the project?

As these grants come in more items may be added to the above list. It is important to consider the funds available to all different types of people/organizations. Not everyone can make the same cash or in-kind donations. It is important to not penalize these people because they are not able to do as much as others are.

### Update on Current Projects

Adult Opportunity Scholarship:

We received the first results.

Concerns:

- Low click through at .73
- Age groups going through 65
- Frequency was running pretty high – the ads were too concentrated

Strong reach:

- 66,000 within focused audience
- 4,000 actual engagements
- Click rates on search engines are performing really well

Adaptations:

- Slow down the spend
  - Spread out so that the same person is not being inundated with ads



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- Hone in age
  - Take out the 45 and above and take out the 20 and under age groups
- Do focused testing to see where performance is happening
- Explore LinkedIn and YouTube markets

This approach will allow dollars to last until around the 12<sup>th</sup> of September. At that point the executive committee can look at whether to extend the additional \$40,000.

“The Hub”:

Unfortunately, The Office of the State Board of Education was unable to work through an exemption to allow for the research portion of this project. They are currently going out to bid do the same work. They are working with Purchasing currently on the proposal. It is still unknown how long it will take to work through this process. If they are unable to get their RFQ through the Committee can explore other options.

What can be done in the mean time?

- One of the needs that could be started on is the relationship part of this process. It would be better to start having some of those important conversations now.
- Maybe even trying to collect the content of what is going to be put on the site.
  - This is already available.

**Adjourned at 4:30 pm**