



## WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

### Outreach Committee Meeting

**Date:** Friday, June 15, 2018

**Time:** 10:00 AM – 11:00 AM

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

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

**Call to Order** 10:00

**Review Agenda** – No Additional Items

**Roll call** -

#### **Define Mission and Goals**

Ms. Solace went over a document that she sent out to the Committee that explains the purpose of the Outreach Committee. "The Governor has added the responsibility of 'increasing public awareness of and access to career education and training opportunities' to the Council. The Outreach Committee will drive the coordination across state agencies, education, and the private sector to meet these objectives. The committee will also prepare a plan and funding request for the Council to invest Workforce Development Training Funds in support of these activities." This statement does define what our mission is. It comes directly from the Executive Order.

The Committee unanimously agrees to these changes and making it the Outreach Committee mission statement.

Ms. Solace will remove the actionable part of this statement and then send it out to the Committee for review.



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### Goals:

| Action Item  | Council Resources                        | Non-Council Resources                                    | Metric  | Notes  |
|--|--|--|---|--|
| Hire an outreach coordinator                             | WDC staff and executive committee        | DHR  | Define and prioritize audience by next council meeting; evaluate personas we have within 30 days of when we define audiences. |  |
| Develop and prioritize audiences. Then develop personas. | Outreach coordinator                     | State resources – industry, agencies,                    | Hire as quickly as state hiring process allows  | Top priority; other action items contingent on filling this position |
| Create asset map   | Outreach coordinator, outreach committee | State resources – industry, agencies,                    | Completion of map   |  |
| Develop targeted message for each audience               | Outreach committee                       | Public relations firm, PIOs at agencies, Idaho Public TV | Message completed; ready for final production   |  |

The first goal is complete. Caty Solace has been hired as the Outreach and Communications Manager for the Idaho Workforce Development Council. Ms. Solace will be housed at the Idaho State Board of Education to help facilitate discussions with them and to maintain a strong working relationship between the Workforce Development Council and the State Board of Education.

In the Outreach group at the April 5 meeting there was a lot of discussion about who our audiences are. It has been suggested that we do not spend too much time determining who our audiences are because then we neglect sending out a message. There are three major audiences that we have:

- Employers
- People (students, trainees, going through the pipeline)
- Underemployed/People facing challenges

The Committee can decide if certain campaigns fall under these audiences and then we can get more specific. Ms. Solace will describe more in depth who are audiences are and send that out to the Committee.



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There is a spreadsheet asset map that was created by a group of collaborating agencies. It outlines all the available government resources. Ms. Solace has been working on creating a new asset map through a program called Kumu. This will help simplify the data and show it in an organized and simplistic way. This tool has the potential to be shared to the public and be used by counselors, transition coordinators, etc. This tool can help communicate statewide ongoing efforts. Ms. Solace would like to show this to the agencies that we are collaborating with to let them know that this tool is being built and to get their help/feedback to ensure that the data is accurate and complete. It would also be a good idea to reach out to the community colleges, CTE centers, and chamber/industry based organizations. This tool is not just intended for government. It is intended to be a comprehensive tool including many different resources. Ms. Solace will send out an e-mail to the Committee to get their thoughts on non-governmental facilities/organizations that should be part of the map.

The Committee can put an overall targeted message for each audience, but as we develop each of our campaigns those messages are going to shift. It might be worthwhile for the Committee to put together a couple of goals for reaching each of these audiences rather than a message. That way when we are putting together these campaigns we can make sure they match up with our goals. The Committee will have the outreach group get back together at the July 18 meeting, and that would be a good use of the time to discuss these goals. Ms. Solace will come to the July 18 meeting with a selection of ideas to help get this process started.

### **Define Roles and Types of Responsibilities to Support and Maximize Council Led Outcomes**

- **Committee Members**
- **Council at Large**
- **Agencies**
- **Partners**

The Committee has agreed to have this discussion at the July 18 meeting. Once the audiences and campaigns have been defined the Committee can more easily define what the roles are of each of the included parties. Once the goals have been set we can get a better idea of what the responsibilities will be.

### **Reoccurring Monthly Meetings**

Ms. Nielebeck will send out a doodle poll to help set a standard meeting time for these Committee meetings. These meeting will begin in August. The July 18 meeting will be used as the next Outreach Committee meeting.

**Adjourned at 10:40**