



## WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

### EXECUTIVE COMMITTEE MEETING MINUTES

**Date:** Thursday, April 12, 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

**Attendees:** Trent Clark, BJ Swanson, Deni Hoehne, Jeff McCray, John Young

**Staff:** Wendi Secrist, Paige Nielebeck, Matthew Thomsen

**Call to Order** at 10:01

#### **Review Agenda**

Added agenda item to discuss staggering terms for committee members.

**Roll call** - Quorum Met

#### **Approve Minutes – March 8, 2018 and March 21, 2018**

Motion by Mr. Young to approve minutes. Ms. Swanson seconds. Motion carried.

#### **April 5 Full Council Meeting Debrief**

Partnership team discussion

- How do we define partnerships?
- What type of partnership model do we want to create?
- There will be different partnership models for different partnerships
- AGC has been working to build a model that Colorado has developed to attract individuals into the construction trade. There is a good opportunity to work with them to develop these models. By the July meeting we should be able to present to the Council how that level of partnership with an association can be.
- Construction trades are at the top of the list of where the shortfalls are in Idaho.
- The responsibility to make these partnerships does not fall with Wendi and Matt alone.



## WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

- The Council members have requested a short presentation to ensure we are giving out a consistent message. The Executive Committee would approve this presentation and then it would be given to the full Council at the July meeting.
- The Council also wants to engage already existing associations or forums to deliver this presentation
- Who are the stakeholders? What programs and efforts are being worked on already?
  - This information would be beneficial to have in a database or library
- It was requested to get an inventory of untapped labor pools.

Action Item	Council Resources	Non-Council Resources	Metric	Notes
Design a partnership model that aligns state stakeholders in the workforce development field for effective execution of the workforce development strategic plan.	Council staff and others identify best practices	Everyone else: non-profit, community organizations, Trade unions Collective impact	Definition of partnerships created Council identify priority partners – two or three to work within the next 90 days	Partnership model completed by staff and shared with committee.
Sustain effective partnerships by continued focus on the big picture which includes critical statewide and community specifics outcome metrics.	Council may be setting some of the metrics Taskforce metrics Council monies WIOA		Council members agree to 2 outreach efforts in the first 90 days – prepared presentations	Short presentation for the Council exists: structure and what has changed, goals and feedback.  Background on the workforce in Idaho and where we are
Improve alignment between industry, stakeholders (E.G associations, trade assoc., chambers) and workforce development training centers		Directors of Workforce Training Centers Directors for JATC	WDC will organize business roundtable in selected communities Engage the grant recipient to reach out to others in their industry as part of the grant award.	



## WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

List statewide workforce development stakeholders and inventory programs and efforts regarding workforce development.	Council staff	US DOL Economic Development CTE Commerce Libraries	Selected committee will develop a method	Talked to Wendi
Inventory of the High demand and hard to fill job data (real time)	Department of Labor	Associations Idaho Leaders in Nursing	Given to responsible party	

### Investments team discussion

- The group decided not to make any recommendations to the Council until there is more information on the WDTF.
- There were too many unanswered questions about previous data, how the WDTF functions, etc. to make definitive decisions on how the WDTF should be used.
- There is high interest in supporting Apprenticeship programs.
- The evaluation report should be available in the next week. Once that is available the WDC Staff will send it to the investment team. This will give them chance to read it and ask questions. Once questions have been received they will be passed on to Salvador and we will schedule a web meeting with the investment group.
- The investment group wants to make informed, data based decisions

Action Item	Council Resources	Non-Council Resources	Metric	Notes
Collect more data and do an analysis on the WDTF <ul style="list-style-type: none"> <li>• Return on investment – how many people do we train, how many do we retain, average wage at placement, wages out, etc.</li> <li>• What industries did the funds go to – occupations, programs</li> <li>• What is happening with our labor force? Where are the gaps we are not filling (who has not received funding that needs it)?</li> </ul>	WDTF Evaluation Report			Send out WDTF Evaluation Report to team members. Team members to provide specific questions for follow-up. Schedule call with IDOL staff who prepared evaluation.



## WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

<ul style="list-style-type: none"> <li>• Where is the workforce undertrained?</li> <li>• Crosswalk of Taskforce Recommendations to find out which already have funding under the current structure</li> <li>• What are the top 10 industries to target for WTF according to need?</li> <li>• Where in Idaho are the funds going?</li> <li>• What are the state's ideas about where we are going to grow our economy, where we should be growing our economy?</li> <li>• Information about the block chains</li> <li>• Regional data on each individual region's workforce need</li> <li>• Are we creating new jobs or raising up people in lower skills jobs into higher skills jobs?</li> <li>• How many people are coming into the workforce?</li> <li>• What industries are those projected shortages in?</li> </ul>				
<p>Survey all council members for their opinion on the WDTF</p>	<p>WDC Staff</p>			
<p>Have a discussion with the Department of Education about what options there are for supporting mastery based education and workforce readiness</p>	<p>WDC Executive Committee?</p>			<p>Tied to Task Force Recommendation on Workforce Readiness</p>



## WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

Develop a list of what adult short term training programs are available and the demand for those programs. How many people are already in these programs. How do the programs align with in-demand occupations?				Tied to Task Force Recommendation on Adult Short-Term Training Scholarship Program
Research the effectiveness of the apprenticeship programs that have already been funded by ApprenticeshipIdaho grant and how other states are working with apprenticeships.	Apprenticeship Committee			Tied to Task Force Recommendation on Apprenticeship

### Outreach team discussion

- The Outreach team requested the Council staff members create an asset map.
- In the next 90 days:
  - Prioritize audience
  - Create an asset map
  - Hire and Outreach Coordinator
- The Council has two main audiences:
  - Job Seekers
  - Job Providers
- The message needs to be focused on the two groups above.
- Once this message has been developed, the Council can work with partner agencies to get the message out.
- How do we get the message in front of the Job Seeker and the Job Providers?
  - The message needs to go where they above groups are looking.
  - Was there discussion of where these people are focusing their attention?
    - There was no talk during the team discussion where these messages should go. A few agencies shared what they are currently doing to get their messages out. Most of the discussion was centered around the outreach process.



## WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

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	

### \*Cassia Joint District #151 Industry Sector Grant Application

Deni Hoehne introduced and explained the grant request.

Since 2015, Employers in the Mini-Cassia area have identified critical need for trained and skilled machine equipment operators throughout South Central Idaho. A team of 3 employers, educational partners, and Department of Labor collective researched training opportunities including industry searches, inquiries to machine equipment manufacturers, and extensive internet searches, and found no Machine Operator Training availability in the Mini-Cassia area, or the entire United States, or Canada. Additionally, a Department of Labor Regional Labor Economist identified seven occupations aligned with multiple Standard Occupation Classification (SOC) Codes that employ Machine Operators. Job postings for these positions since 2014 to present are showing a job growth for South Central Idaho, with 32 unfilled job vacancies in mid-March 2018, of which seventeen (8) of these job listings are 30 - 59 days old, indicating "Hard to Fill" status, and eleven (11) are 60 – 89 days old. The



## WORKFORCE DEVELOPMENT COUNCIL

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long-term projections between 2014 – 2024 indicate a continued job growth for these occupations at a 1.6 percent compared an all industry category, earning an average wage of \$15.88.

US Dept. of Labor approved a Machine Operator STRAP Apprenticeship, which will provide students with a nationally recognized Apprenticeship Certification and the opportunity to interview for permanent full-time employment (including benefit package) with one of the three employers in the consortium. The STRAP Machine Operator Training has been approved by the USDOL Apprenticeship Program for High School students with a detailed curriculum guide for classroom training and hands on training at three different job sites.

It is requested that the Council award \$248,745.00 utilizing Workforce Development Training Funds (WDTF).

- This application shows the benefit of great collaboration between different industries.
- The grant will be going to the Cassia Technical school. Anyone from Cassia County and Minidoka County will be able to benefit from this grant.
- This is a USDOL Registered Apprenticeship program. This allows students to enter manufacturing jobs before they are 18.

Jeff McCray recused himself from the vote.

Motion by Ms. Swanson to recommend the grant. Second by Mr. Young. Motion carried.

**\*Conflict of Interest Policy Review** -moved to May Meeting

**\*Letter of Commitment Policy Review** – moved to May Meeting

### **Staggering Terms for Committee Members**

It has been recommended to look at all the members by category and make sure that 1/3 of each of the categories expires at the same time. It is the job of the Chairman to decide when each member's term expires. It is important to be sensitive to regionality and specialization in this matter.

The WDC Staff will find a model to follow for this process.

Motion by Mr. Young to have the WDC Staff create a proposal to take to the Governor's Office. Second by Mr. McCray.

### **May Executive Committee Meeting**

The State Board of Education is meeting on May 16-17. It would be a great opportunity to have everyone meet with the Board for an hour one of those days.

The WDC Staff will work to get on the May Board meeting agenda and report back to the Executive Committee.

C.L. "BUTCH" OTTER  
GOVERNOR



Trent Clark  
*Chair*

B. J. Swanson  
*Vice Chair*

## WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

Motion by Ms. Swanson to adjourn. Motion carried

**Adjourned at 11:06**