



## WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

### EXECUTIVE COMMITTEE MEETING MINUTES

**Date:** Jan 11, 2018  
**Time:** 7:30 a.m. - 8:30 a.m. (Mountain Time)  
**Location:** Oxford Suites  
Maverick Room  
1426 S Entertainment Ave. Boise, Idaho 83709  
**Meeting Conducted By:** Trent Clark, Chairman

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

**Staff:** Wendi Secrist, Paige Nielebeck

**Call to Order** at 7:38 am  
**Roll call**

Additions to Agenda: None

#### **Approve Minutes from Dec 14, 2017 Executive Committee Meeting**

Motion by John Young to approve minutes as written. Second by BJ Swanson. Motion carried.

#### **Jan. 11, 2018 WDC Meeting Highlights**

- Chairman Clark and Ms. Secrist reviewed the full council agenda and pointed out that minutes and The Workforce Development Training Fund Recommendation are the only two action items.

Discussion: Employers are asking why we are trying to train Idaho workers when the projections indicate we will need to bring in workers from outside of Idaho.

- A lot of these businesses will not be advertising nationally and will not pay for moving expenses

What can we do about this?

- We have a population of people who work in low paying jobs. We need to take these people and give them the skills to get a higher paying job.
- CWI is recruiting underemployed people to gain skills to get in a better job. These people tend to be more emotionally mature and are ready to take this challenge head on.
- Target people who may be farther along in their career exploration



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- The best grade to start implementing career exploration is in 6<sup>th</sup> grade

### WDC Grant Review Committee Appointments

Chairman Clark shared a memo asking to confirm his appointments to the Grant Review Committee.

#### Discussion:

- Ms. Hoehne shared that the initial meeting provided a great overview of the grant development and scoring process and that no questions were left unanswered
- New members may be added as the new Council members' interests are identified

Motion by Jeff McCray to approve Committee Appointments as noted in memo. Second by BJ Swanson. Motion carried.

### WDTF Grant Applications

The Grant Review Committee forwarded recommendations to award the following two employer grants:

#### House of Design Overview

- Custom manufacturer of robotic equipment
- Will use the money to train current employees and keep them up-to-date on machining technology and CAD
- The training will be provided by the vendor of the machining technology
- Some trainees will be traveling to attend this training (Michigan)

Motion by BJ Swanson to approve the recommendation for the House of Design Grant. Second by John Young. Motion carried.

#### Pipl Overview

- They are a software technology company. It starts with some sort of digital identification and drives it down to the consumer so their clients can use that data to customize consumer experiences
- They use software and applications that are developed in Israel
- All of the training will need to be done in Israel
- Care was taken to ensure that people are getting additional training in the software and will be gaining more technical skills
- The scoring matrix recommended a lower cost per trainee than House of Design, but the overall request is higher due to providing training for more employees
- This is a forward-looking project and could bring opportunities for expansion of the tech industry in North Idaho



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- The committee is recommending \$625,000, but stipulates that none of the funding be used for travel costs and that the company needs to provide a more detailed curriculum prior to signing a contract

Discussion: Why are we making these stipulations with these funds?

- Are we making exceptions for one company and not the other?
- The goal is to bring their training center to the United States
- They are bringing knowledge and skills back from this training to Idaho
- The goal was for them to realize the benefits of moving the training center to the United States. When they have to pay for the travel themselves, they may realize the benefits.

Mr. Young is recusing himself from the vote as his company provided tenant improvements to the space Pipl is leasing.

Motion by BJ Swanson to approve the recommendation for the Pipl Grant. Second by Jeff McCray. Motion carried.

### **Operational Guidance for Executive Director**

Ms. Secrist shared a draft Operational Guidance document that has been reviewed by the Governor's Office

Discussion:

- Taking action on this item today is not needed
- We need to make the members aware that this document exists first
- These policies and procedures provide guidance on the working relationship between the Workforce Development Council and its Executive Director; however, over the coming months there may be additional items to add.
- They also help to set a "schedule" for the Council. For example, state government timelines require that agency budgets be submitted in September so the August meeting is when we would look at the budget for the administration of the council.
- Create budget dashboard for the executive committee to review

### **Review Branding Options**

Chairman Clark provided samples of branding options for the council

Discussion:

- Chairman Clark will send out digital copies of the branding for everyone to look at and make comments
- The agency suggested that we consider a shorter name than the Idaho Workforce Development Council (keep it statutorily, but do business as another name).
- Then we could explore the option of a tagline
- Committee members brainstorm ideas for branding (names, taglines, etc.)

C.L. "BUTCH" OTTER  
GOVERNOR



Trent Clark  
*Chair*

B. J. Swanson  
*Vice Chair*

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### Strategic Planning Discussion

Discussion:

We need to start fleshing out our strategy development process. We may want to triage the areas of strategy that are in the most need of guidance and bring those to the council in April

- Department of Labor has statistics that look to the future and tells us what the hot jobs are going to be
- We need to do more outreach: people do not know what we offer
- Student to Registered Apprenticeship program would not have ever happened without support from the state
- Boise State Public Policy Survey has provided interesting insight
- Increasing awareness and access are a top priority
- 75% of respondents don't know how to go about adding skills to get a better job
- Outreach is not one of the areas we have current spending authority with the WDC fund. This will change with the new Legislation.
- Between Feb and March meeting we need to develop the structure for the April council meeting to be about strategy
- With the new Legislation we will be able to do some of our own outreach
- Gallup just finished a nationwide workforce poll – Trent will ask for access and distribute it to the members

### Adjourn

Motion by John Young to adjourn the meeting. Second by Deni Hoehne. Motion carried. Meeting adjourned at 8:44 a.m.