

C.L. "BUTCH" OTTER  
GOVERNOR



Trent Clark  
Chair

B. J. Swanson  
Vice Chair

## WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

### Outreach Committee Meeting

**Date:** Wednesday, November 7, 2018

**Time:** 1:30 PM – 2:30 PM

**Location:** Teleconference

Call In: 1-720-279-0026

Guest Passcode: 470642

**Council Member Attendees:** Angela Hemingway, Dave Hannah, Donna Butler, John Young, Kate Lenz, Marie Hattaway, Mark Holubar, Shelli Bardsley

**Committee Member Attendees:** Georgia Smith, Jason Hudson

**Guests:** Casey Bender (Strategies 360)

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

**Call to Order at 1:32**

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

**Roll call** - quorum met

**\*Approve September 5 and October 3, 2018 Meeting Minutes**

**Motion by Ms. Butler to approve the minutes as written. Second by Ms. Hattaway. Motion carried.**

#### **Blanket Contract – Strategies 360**

A blanket contract was put in place with strategies to enable the Outreach Committee to spend up to \$750,000 per year on outreach and communications efforts. Through the purchasing process the contract was awarded to Strategies 360. The Office of the State Board of Education is also using Strategies 360 for many of their projects including NextSteps. Casey Bender from Strategies 360 has joined the meeting to talk a little bit about their services.

Strategies 360 has been able to be in on the conversations on developing Idaho's workforce for the past 5 years which makes them a great partner. They have all the services available like any advertising agency has (PR, etc.). They also do offer services in government affairs. Strategies 360 has 6 people in their Idaho office. The company is headquartered in Seattle. Total they have close to 125-150 employees working for the firm. There also other



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offices across the West. It is a rapidly expanding business. Strategies 360 is very excited to partner with us and work on upcoming projects.

### Full Council Outreach Presentation Review Results

At the full council meeting the Council took action on two items.

- Approve establishment of an Outreach Project program under the Workforce Development Training Fund based on policy recommendation and authorize the Outreach Committee to award funds.
- Allocate up to \$500,000 to the Outreach Project program for fiscal year 2019 (through June 30, 2019).

This Committee now has the ability to approve outreach projects. It is important to understand why these are referred to them as projects and not grants. It is clear that these are intended to be more of partnership. It is not the type of grant program where we are not engaged in the project other than reimbursing the funds. It is also a different review process. The Grant Review Committee is not going to be reviewing these projects. The Outreach Committee's role is to be engaged in these projects. It is important to emphasize the partnership aspect of this process.

- If by nature it is not a competitive process it might be an option to explore using the terminology sponsorship.
  - Many of the projects that the Committee will fund, the Committee will be seeking out strategically. This will not necessarily be a competitive process.
  - Under procurement they fall under the category of sponsorship since it is not a competitive process. This could be a term used internally.
- In the language that was approved by the Council in October it does refer to them as outreach projects and not grants.

Ms. Secrist will send out to the Committee the consolidated policy that was created after the October Council Meeting.

### Discuss Outreach Project Strategy

The audiences that the Committee defined were:

- Employers
- Students
- Work Challenged

Do these audiences need to be changed? What other methods should be focused on to reach out to the audiences?

- There is value in finding ways to get in front of groups of people who are interested in the opportunities that are available to them. It is hard to replicate the things you can achieve from having one-on-one conversations with people. This is important to keep in mind. Making personal contacts seem to be one of the most effective ways of reaching people.



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- Ms. Solace is willing to help coordinate/look for opportunities for Council members/Committee members to get in front of audiences.

The goals the Committee set were:

- Implement a "hub" for college and career planning tools, resources and employer engagement.
- Collect and analyze baseline data from partnering agencies: State Board of Education, Idaho Digital Learning, Idaho Commission for the Libraries, Idaho Department of Labor, Idaho Vocational Rehab, Idaho Health & Welfare about their online user demographics.
- Develop outreach partnerships with education and employers in rural communities to enable implementation of outreach strategies.
- Host a Governor's Work-Based Learning Summit to increase awareness of initiatives included in the NGA Policy Academy on Work-Based Learning Action Plan.
- Establish formal career pathways aligned with in-demand occupations in Idaho to use as a communication tool.
- Launch a teacher externship program in collaboration with the STEM Action Center.

What are the priorities of the Committee?

- Getting the NextSteps portal put together is very important
- Ensuring the Regional Summits are successful
  - Have an opportunity at the regional summits/regional summit planning to find out what opportunities are taking place regionally and find out if there are ways to collaborate and help with those efforts. This is part of the plan of these regional summits to encourage the partnerships and collaboration. This information needs to be collected and displayed to the public, so gaps can be identified, and people know what opportunities are out there.
- Keeping people aware of what the Council is doing and what the efforts are.
  - It would be a good idea to have the Workforce Development Council send out a monthly newsletter to update everyone statewide on the efforts of the council and what has been taking place at the meetings.
- Creating slides for people who are going out presenting about the Council/Committee. Ensuring there is a consistent message.

Ms. Solace will create a short action plan for the Committee with the above items.

Ms. Solace will send out the goals and audiences to the Committee members.

Regional Breakout Project Update:

After the Age of Agility Conference, we connected the leads of the breakout groups with a number of folks including the Educate Idaho Network leads, leads from Vocational Rehabilitation, etc. and laid out a simple framework of goals without being prescriptive. We want the regions to do what is best for them. Ms. Solace has started to collect the ideas from the regions of the projects they would like to work on. Region 2 is making a lot of progress and leading the way for these projects. Some of the other regions are moving a little bit slower. There is a great opportunity to ensure that our Council members are engaged and are able to help drive these

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conversations. Ms. Solace will be connecting the Council members to their appropriate regional contacts to help them be more involved. We also see value in doing an annual statewide event as well. It gives us the opportunity to partner with business groups. The WDC staff is exploring the option of doing a statewide annual event with many partners.

Ms. Smith will send a report to Ms. Solace from the Department of Labor contacts who have been participating in these conversations.

### NextSteps Update:

The Office of the State Board is still working on the process with Purchasing to get the research portion of NextSteps started. Ms. Solace has been meeting with Strategies 360 weekly to discuss how to begin development during the research portion of this project.

Ms. Smith will be sending out a news release to the Committee members on the activities taking place next week for Apprenticeship Week. If anyone knows of any other activities that are not on the list, please reach out to Ms. Smith.

**Motion by Mr. Hill to adjourn. Second by Ms. Hattaway. Motion carried.**

**Adjourned at 2:30**