

C.L. "BUTCH" OTTER
GOVERNOR



Trent Clark
Chair

B. J. Swanson
Vice Chair

WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

EXECUTIVE COMMITTEE MEETING MINUTES

Date: Thursday, September 13, 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

Council Committee Members: Trent Clark, John Young, Deni Hoehne, ~~Jeff McCray~~, BJ Swanson

Guests: Georgia Smith, Roy Valdez

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

Call to Order – 10:02 am

Roll Call – Quorum Met

Review Agenda

The Procurement Policy discussion will be moved to the next executive committee meeting.

Approve Minutes – August 9, 2018

Motion by Mr. Young to approve the minutes as written. Second by Ms. Swanson. Motion carried.



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Budget Update

WDTF Financial Summary	
WDTF Cash Balance 08/24/2018	\$18,173,669.90
Obligated Balance Employer Grants	\$7,407,878.54
Obligated Balance Industry Sector Grants	\$1,245,777.19
Obligated Balance Micro Grants	\$51,815.43
FY 19 WDTF Admin Costs	\$693,595.00
WDTF Obligated Balance	\$9,399,066.16
Unobligated Balance \$8,774,603.74	
Proposals before Grant Review Committee	\$1,566,607.10
Proposals in pipeline	\$1,608,015.00
Unobligated Balance if all funded	\$5,599,981.64

FY 19 WORKFORCE DEVELOPMENT COUNCIL BUDGET

Category	WDTF	WIOA	BEGINNING BUDGET	August Total	YTD Spent	Percent Spent	ENDING BALANCE
Salary	\$ 273,568.56	\$ 76,751.18	\$ 350,319.75	\$ 24,626.81	\$ 49,569.85	7.1%	\$ 300,749.90
Benefits	\$ 105,731.44	\$ 15,648.82	\$ 121,380.25	\$ 10,437.27	\$ 22,562.30	10.0%	\$ 98,817.95
Personnel Expenditures	\$ 379,300.00	\$ 92,400.00	\$ 471,700.00	\$ 35,064.08	\$ 72,132.15	7.9%	\$ 399,567.85
Administrative Services & Supplies	\$ 5,171.00		\$ 5,171.00	\$ -	\$ 487.40	9.4%	\$ 4,683.60
Communication Costs	\$ 7,500.00		\$ 7,500.00	\$ -	\$ -	0.0%	\$ 7,500.00
Computer Services & Supplies	\$ 16,900.00		\$ 16,900.00	\$ -	\$ 550.00	3.3%	\$ 16,350.00
Employee Development Costs	\$ 8,500.00		\$ 8,500.00	\$ 246.79	\$ 358.09	1.3%	\$ 8,141.91
Employee Travel Costs	\$ 36,000.00	\$ 10,000.00	\$ 46,000.00	\$ 2,038.21	\$ 4,610.68	5.6%	\$ 41,389.32
General & Professional Services	\$ 337,200.00		\$ 337,200.00	\$ 384.00	\$ 62,384.00	18.4%	\$ 274,816.00
Miscellaneous Expenditures	\$ 7,629.00	\$ 40,000.00	\$ 47,629.00	\$ 459.23	\$ 3,502.79	6.4%	\$ 44,126.21
Rentals & Operating Leases	\$ 4,200.00		\$ 4,200.00	\$ -	\$ -	0.0%	\$ 4,200.00
Repair & Maintenance Services & Supplies	\$ 6,800.00		\$ 6,800.00	\$ -	\$ -	0.0%	\$ 6,800.00
Operating Expenditures	\$ 429,900.00	\$ 50,000.00	\$ 479,900.00	\$ 3,128.23	\$ 71,892.96	14.3%	\$ 408,007.04
Non Fed Pmts Subgrantees	\$ 7,601,500.00		\$ 7,601,500.00	\$ 97,755.37	\$ 620,909.93	6.9%	\$ 6,980,590.07
Trustee and Benefits Expenditures	\$ 7,601,500.00	\$ -	\$ 7,601,500.00	\$ 97,755.37	\$ 620,909.93	6.9%	\$ 6,980,590.07
Grand Total	\$ 8,410,700.00	\$ 142,400.00	\$ 8,553,100.00	\$ 135,947.68	\$ 764,935.04	7.4%	\$ 7,788,164.96
						Percent of Year Elapsed	8.3%

Employer Grant – Plant Therapy

The company currently has 58 employees and will be hiring 102 new positions. 160 employees will receive training under this plan.

The training plan includes many nationally recognized certifications which will provide upward mobility and transferability for employees such as:

- Forklift Operator Training "Train the Trainer"



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- Six Sigma Belt Training (Green, White and Yellow)
- 5S System Training
- Aromatherapy Certification Program (ACP)
- Transforming Customer Complaints into Opportunities - Training workshop (Dale Carnegie Training)
- Continuous Improvement Training
- Leadership Training, Team Building and CPR/First Aid/AED (College of Southern Idaho),
- Project Management Professional (PMP)

WDTF Request: \$174,600

Grant Review Committee Recap

Ms. Smyser toured the Plant Therapy facility to gain insight on this industry.

It is a very robust business and growing very quickly. They are in the process of moving to a new building. All the training is very highly skilled, professional, and scientific. It is a fast-growing industry that needs workers to keep up with the demand. It was a great visit and Plant Therapy is a very nice facility. They will also be using their own money to fund some of the training.

How are they going to be able train that many workers and will they need to hire outside of the area?

- *They will be doing training over the next 2 years and their hope is to recruit from the Magic Valley area. Of the total employees they are going to train, some of them are current employees.*

Motion by Ms. Smyser to recommend the Plant Therapy Employer Grant in the full amount of \$169,480. Second by Senator Stennett. Motion carried.*

**The amount requested differs from the amount award recommended due to an error that took place during the committee meeting. The error occurred due to a formula error on the training plan that failed to calculate a forklift training in the amount of \$5,120.00. We will need to discuss the inclusion of the training during the Executive Committee meeting.*

The Grant Review Committee also heavily weighed what would be considered a cost of doing business and what would be an appropriate thing for the funds to pay for.

There is some concern with how little the wages were increasing. There is also concern with them having enough cash to expand their facility and hire that many new employees in the Twin Falls area. Forklift operators have transferrable skills, so that training should be included in the total.

Motion by Ms. Swanson to approve the Plant Therapy Employer Grant plus the Forklift Operators cost at a total amount of \$174,600. Second by Mr. Young. Motion carried.



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Industry Sector Grant – Idaho AGC

Idaho AGC is requesting \$250,000 to build and deliver a 4-week construction basics course. They are acquiring the curriculum from a community college in Colorado and plan to deliver the program in partnership with the Workforce Training Centers. Nine sessions will be offered over the 2-year grant period, serving 180 individuals. Sector grant funds are matched with \$249,000 in private and foundation match and will support recruiting for the courses, instruction and supplies, and a hiring fair at the end of each session.

Grant Review Committee Recap

Clarification Requested by Committee Chair: Question emailed and answered prior to committee meeting. The information was also discussed during the committee meeting.

In the AGC proposal, are they asking us to pay the wages of existing community college instructors?

- For the AGC ISG Grant only a portion of \$35k in the personnel/salary section is going towards the salary of a Workforce Training Center Instructor. Covers instructor, use of facility, & some materials - \$195 per student x 20 students x 9 courses over 2-year period.

Has there been any outreach going to the Career & Technical Schools who have Residential Construction courses?

- AGC has established relationships with CTE programs individually, but this is an opportunity that they will be working with Caty Solace (WDC Communications Manager) to ensure they are reaching all of their targeted audiences.

What personnel are the funds going to?

- Workforce Development Center Instruction, Workforce Development Center Career College Counseling, Public Education, AGC Operations

In the future it would be helpful to have a breakdown of where the funds are going.

- The WDC is working on a resource for all of the committee members where they have access to all of the grant application information.

How will this program's success be measured?

- The social security numbers of everyone who participates in the program is collected. It also shows in the application how many they intend to go through the program.

It was nice to see that they are using a model that has been successful in Colorado. The recruiting needs that they need for this event is a legitimate expense. There is a large need for people to join the construction industry.

At what point will the committee see a follow-up report?



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- *On sector grants they provide a quarterly narrative report that can be shared with the Committee.*

Motion by Ms. Smyser to recommend the approval of the Idaho AGC Industry Sector Grant in the full amount of \$250,000. Second by Mayor Widmyer. Motion carried.

Mr. Young has expressed that his company is part of the AGC but does not believe this to be a conflict of interest because they will not be participating in the training. Ms. Hoehne has expressed that they are also a member of the AGC. Neither of the companies will stand to benefit from this grant and will neither will participate in the training.

Motion by Ms. Swanson to approve the Idaho AGC Industry Sector Grant in the full amount of \$250,000. Second by Mr. Clark. Motion carried.

Micro Grant – Franklin County

Currently, residents of Franklin County go 60 miles north to Idaho State University (ISU) to continue their nursing education. Franklin County Medical Center has partnered with ISU to provide a satellite campus for LPN training that will take 30 weeks to complete. The impact of this program will provide Franklin County residents an opportunity for continued education in the nursing occupation close to home. It will help educate and sustain Franklin County Medical Center's workforce, which in turn will help improve the economic growth within the County. Having this education opportunity in their facility will give them the opportunity for growth in services offered and professional care.

This program will give current employees (i.e. CNA's employed by Franklin County Medical Center) the opportunity to continue their healthcare nursing education. Future programs will be available to graduating students from our two local high schools, Preston High School and West Side High School. Community members will also have an opportunity to participate as well as anyone who has a desire to further their nursing education.

Franklin County is requesting a total award of \$25,000 effective August 20, 2018.

Grant Review Committee Recap

There was a similar project conducted in Salmon. Healthcare is such a huge need in rural Idaho. There needs to be a bigger statewide solution for the Healthcare industry that is sustainable.

It seems like a low number of trainees for a large sum of money. They have only identified 4 trainees, but they may have an open enrollment opportunity.

Why would this need to be tested? ISU should know what training is required for an LPN. It is not a new program.

- *This is more to try the satellite aspect of the program so people do not have to travel to ISU to receive the training.*



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The WDC Staff will ask Franklin County to provide data on if they backfilled those 4 positions (wages before and after training, etc.).

Motion by Senator Stennett to recommend the approval of the Franklin County Micro Grant in the full amount of \$25,000. Second by Ms. Smyser. Motion carried.

This grant will train 4 LPN's. The goal is by starting this program they will be able to train more LPN's every year, correct?

- It is not guaranteed that a permanent program will come out of this grant, but Franklin County is looking into being able to offer an open enrollment opportunity for additional citizens.

Motion by Mr. Young to approve the Franklin County Micro Grant at the full amount of \$25,000. Second by Ms. Swanson. Motion carried.

Micro Grant – Clearwater County

The LCSC Workforce Training CNA course can be accessible outside of Lewiston as a hybrid program, where the ten-week trainings are offered once per week in a local facility for practical/hands on skills training. Students also participate in online instruction. Participants in the program are required to spend 40 hours job shadowing with employers. Upon completion of the job shadowing, students will travel to the Lewiston LCSC workforce training facility for knowledge and skills testing.

The hybrid program makes it easier for rural lower skilled/underserved people to participate. The distance from Orofino to Lewiston (42 miles) is a barrier to incumbent workers who are currently making \$12 or less an hour in non-certified nursing assistant role. Walla Walla Community College in Clarkston, WA also offers a CNA certification program. The WWCC does not offer a hybrid and the increased cost for out-of-state tuition makes it even less of an opportunity for low skilled workers as a suitable training site.

They have requested an award \$10,481.10 effective August 20, 2018 utilizing Workforce Development Training Funds.

Grant Review Committee Recap

Because they can deliver the classroom portion of the CNA classes online, it does make it a little cheaper than what ISU is doing. An LPN program is also much longer than a CNA program.

Many of these workers will be incumbent workers. They may work in the Healthcare Industry already, but this training will bump them up to become a CNA.

Motion by Mr. Touchstone to recommend approval of the Clearwater County Micro Grant in the full amount of \$10,481.10. Second by Mayor Widmyer. Motion carried.



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Motion by Mr. Young to approve the Clearwater County Micro Grant in the full amount of \$10,481.10. Second by Ms. Hoehne. Motion carried.

Employer Grant – Woodgrain Millwork

Woodgrain Millwork has bought the Emmet sawmill and invested heavily in equipment. Because of these updates, the new state-of-the-art sawmill has several challenges. There is virtually no established program for the modernized skills required nor is there a local higher-education facility to provide the needed training. Woodgrain Millwork is compiling various curriculums and resources to implement a training program that will encompass all of the skills necessary at the Emmett sawmill site. Covering the basics as well as industry specific skill-sets, Woodgrain will produce a well-trained workforce that will be both safer and more productive.

The Emmett Management team is designing the training program to give our employees the knowledge and skills required in a high-tech, low-touch sawmill. All aspects from basic safety including lock out/tag out to the technical specifics of how scanning and optimization works to the advanced maintenance required of high-tech sawmilling to continuous improvement and how to work in teams is included in the plan. A "train-the-trainer" approach utilizing Training Within Industry methods is selected as the primary approach to the internal, site specific topics. Other training resources will be used for the more technical topics such as Programmable Logic Controls and Hydraulic training. Industry specific items such as saw filing, kiln drying, and lumber quality are addressed, and appropriate resources identified.

WDTF Request: \$111,647.00

Grant Review Committee Recap

Clarification Requested by Committee Chair: Questions were emailed and answered prior to committee meeting. The information was also discussed during the committee meeting.

Q: Are the funds being spent on salaries for the instructors? Or developing the materials? Or paying the wages of employees getting the training?

A: Woodgrains has requested just over \$92k for vendor provided training and around \$19k for internal training. Vendors include BSU, TechHelp, CWI, HewSaw US, and a few other vendors. \$88,500 will go to vendor costs and \$3,500 will pay for materials and travel costs. The internal training is comprised of structured on-the-job training with \$13k going to trainer wages and 6k going to training material.

The Committee agreed that they would not fund the safety training.

Motion by Mr. Touchstone to recommend the approval of the Woodgrain Employer Grant for the amount less the safety training. Second by Mayor Widmyer. Motion carried.

Original WDTF amount requested by Woodgrain: \$111,647.00



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*WDTF amount recommended by the Grant Review Committee: **\$107,203.00** (Requested amount less \$4,444 in safety training).*

Safety training is very important training, but it is the kind of training that is so essential that it is expected that there would be a cost to do safety training whether they brought in the new employees or not. There is some risk at funding safety training because then other businesses will wonder why the WDTF is funding their safety training. The Policy Committee has discussed this issue at the August 20 meeting. They are meeting again next week and some language will be presented to them on this issue that does not explicitly exclude safety training, but narrows it enough to exclude the cost of doing business.

Motion by Ms. Hoehne to approve the Woodgrain Millwork Employer Grant at the amount recommended by the Grant Review Committee of \$107,203.00 (less the safety training). Second by Ms. Swanson. Motion carried.

Opportunity Scholarship Update and Request to Allocate Additional Funds

Ms. Solace shared that the strategy of slowing down the spend did work on all fronts. She will put forth recommendations to the Executive Committee on what the last of the funds could be used for.

There were 113 total applications that came in. There have been 9,000-page views since this campaign was launched a month and a half ago.

The Facebook campaign is still underperforming. There is still a lack in participation of the male population. There was only one female pictured in advertisements and the rest were males.

The search ad (on google) performed exceptionally. The numbers are at over a 4% click through rate for searchable ads. At times it rose above 5%. This gives us valuable information on how direct language is working better than marketing type or less direct language.

The worst performance is seen in the display ads. The clickthrough rate was around .1%. Because of the amount of spend there was still 1,500 clicks for those ads. It is important not to lose the value in this even though the numbers are so low.

Ms. Solace recommends that we experiment with using a video approach to get the male engagement up. As a state it is a struggle to get more males engaged. We would also benefit from continuing the search advertisements, but at a slower rate. There is more time between application deadlines this next cycle. There is also some discussion and interest on a local level about doing some outreach that is more on an event basis or a paper basis (not in the digital world). LCSC has expressed interest in piloting some event work through their chamber and other entities to get this word out to their community. Ms. Solace recommends that the committee approve the additional \$40,000, but to only put \$20,000 towards digital advertising and take the other \$20,000 to do local outreach around the community colleges.

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It is a great idea to ensure that those who are not able to access the digital ads have access to the information on this opportunity.

Motion by Mr. Young to accept Ms. Solace's recommendation to grant the final \$40,000 with the change that \$20,000 will be used for digital outreach and \$20,000 be used for local outreach. Second by Ms. Swanson. Motion carried.

Outreach Committee Report

Caty will send out an e-mail with an update from the Outreach Committee.

Procurement Policy – Committee Assignment

This item will be moved to the next Executive Committee Meeting.

College/Career Advising Evaluation

An update will be provided to the Council via e-mail.

October Council Meeting Format/Ideas

The next council meeting will be on October 24 at the Dennis Technical Center. We will be taking 90 minutes during the council meeting to go on student led tours of the new facility.

There will be an hour of a very detailed report from the Policy Committee of recommended Policy changes.

There will also be a detailed report from the Outreach Committee with an outreach proposal for the Council to consider.

A common issue we keep see arising is businesses do not think they can allow students under 18 into their facilities. We want the Council to help figure out how we can provide employers with the information they need to see how they can have students under 18 involved in their business. It is important for the to engage youth. It has been recommended that OSHA be invited to the meeting. Bill Kober would also be a great resource to have at this discussion.

There will also be an update provided to the Council on the Water/Wastewater Apprenticeship program that is being created.

The Executive Committee agrees with the items on the agenda. The WDC staff will finalize the agenda and send it out to the rest of the Council.

2019 Council Meetings

These dates will be sent out by e-mail for confirmation from the Executive Committee.

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The Executive Committee is looking at moving their October Committee meeting to the end of September to allow for time to review a few additional grants. Ms. Nielebeck will send out a doodle poll to find a date for the next meeting.

Adjourned at 11:13 am

Motion by Ms. Swanson to Adjourn. Second by Ms. Hoehne. Motion carried.