



## WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

### Outreach Committee Meeting

**Date:** Wednesday, September 5, 2018  
**Time:** 1:30 PM – 2:30 PM  
**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>

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

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

**Guests:** Darleen Carnopis

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

**Call to Order 1:31 pm**

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

**Roll call** - quorum met

**\*Approve August 22, 2018 Meeting Minutes**

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

**Outreach Budget Estimation**

In the last meeting the committee had talked about creating a threshold on an annual basis for outreach spending. The committee was not comfortable coming up with a number until an estimation was given of what outreach spending may look like. Ms. Secrist and Ms. Solace worked together to create a guesstimate. They came up with the following numbers.

- Up to 3 collaborative outreach campaigns (similar to the Opportunity Scholarship) averaging between \$70,000 and \$120,000: \$275,000
- Creation and launch of first iteration of "The Hub:" \$200,000
- Pool of money to support smaller \$1,000-\$15,000 outreach projects: \$25,000



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- Total: \$500,000 (limit)

Since this is a guesstimate at this point in time, it seems logical to keep it simple. However, we have already engaged in a couple of projects like the Opportunity Scholarship that give us a gauge. The smaller project pool is based off Ms. Solace's experience with CTE and she feels that quite a bit of work could take place in that range.

There would be no repercussions if the full amount was not spent in a year and there is no requirement to spend the above amount of money.

With respect to the Hub, this is a taskforce recommendation. Getting a common landing site for all of the college and career tools is a high priority. We will not be able to fulfill our mission if we are not able to direct people to the correct tools/resources. The WDC is in the process of getting a contract in place with a communications and marketing firm. The \$200,000 number is very comfortable and safe for this project. This is a great place to start and the committee is very excited about the hub.

Before this is brought the full Council, Ms. Solace is happy to put together any resources that the Committee members need.

Ms. Solace will be putting together a more comprehensive budget to present to the Committee at the next meeting.

Motion by Mr. Hannah to approve the budget as above and send it to the Executive Committee for their approval. Second by Mr. Hudson. Motion carried.

### **Outreach Template for Proposals**

Ms. Solace sent out a draft of the Outreach Committee Project Proposal form. Ms. Solace briefly went over the form. Please see attached document.

The one piece that Ms. Smith requested be added under the project manager would be the time frame for the project. The other thing Ms. Solace would like the Committee to consider is that this is a starting point for these projects and as projects are submitted and changes are needed this document can change to make this process efficient and smooth.

On the other grants that the WDC is involved in, they have a rubric to weight the grants. Is that important to include her?

- This depends on how many applicants you get. If you feel that there is going to be twice as many applications as there is funding available, it would be a good idea to have a rubric. If you think you will not surpass the amount of funding just fund all projects. It is important to think about these and figure out if a rubric is needed or not.
- How do you create a rubric before you have received a completed proposal? It might be helpful to see some completed proposals to help create the rubric.



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- Not going in with a way to grade these runs a risk of being perceived as being biased. It is highly recommended to create a rubric going into this project before proposals are submitted.
- Ms. Solace will put together a draft rubric to be proposed at the next meeting.

Have we delineated who is eligible to apply for these projects?

- There are no policy limitations of who can receive these funds. Keeping it broad is fine, but it might be beneficial to ask a question of the organization of what capacity they have to carry on the project ("resume" of experience of applying for similar grants). This would help establish that the entity is well established and has the capacity to complete the project. It would also be a good idea to get information on if they are licensed, how long they have been in business, etc.

### Full Council Outreach Presentation

At the October Council Meeting the Committee will be presenting the budget, the Project Proposal, and the rubric for approval.

Is there any labor market information that might be needed for the presentation?

- The Boise State Public Policy Survey shows the disconnect between Idahoans and knowing how to access training. That could be a great resource to use.
- The Executive Order and the Taskforce Recommendations are a great place to start. It shows the mission and goals of the Council and how this Committee can help achieve those.

Is there any sort of reporting that the Committee wants to show to the Council?

- It was discussed at each quarterly meeting there would be a brief recap of what the committees have been doing. This would be a great piece of information for them and where the Committee can reflect on what they have accomplished. It can be an informational handout rather than a presentation. If the council wants more detailed information about the initiatives that we partner on the Committee can develop a more formal way of doing that.

The notion of agility is something should really emphasize on in the presentation to the full council. It is important to be able to act quickly on projects and move at the speed of business.

Ms. Solace will put together a draft presentation and present it to the Committee at the next meeting.

**Adjourned at 2:11 pm**