

BRAD LITTLE
GOVERNOR

Wendi Secrist
Executive Director



Trent Clark
Chair

B. J. Swanson
Vice Chair

WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

Outreach Committee Meeting

Date: Wednesday, September 4, 2019

Time: 1:30 PM – 3:00 PM

Committee Members: John Young, Shelli Bardsley, Donna Butler, Dave Hannah, Marie Hattaway, Angela Hemingway, Eli Brown, Kate Lenz, Georgia Smith, Sarah Buenrostro, Janelle Culley, Jeff Tucker, Doug Park, Ethan Secrist, Linda Clark, Matt Van Vleet

Staff: Wendi Secrist, Paige Nielebeck, Caty Solace

Guests: Kaycee Cron

Call to Order at 1:30

Roll call - quorum met

Review Agenda – no additions to the agenda

***Approve August 7, 2019 Meeting Minutes**

Motion by Mr. Tucker to approve the August 7, 2019 Meeting Minutes as written. Second by Ms. Culley. Motion carried.

WDC – Apprenticeship Committee Outreach Plan Request

The main purpose of this project is to increase awareness of and participation in existing apprenticeship programs offered in the state of Idaho, and the adoption of new apprenticeship programs by employers statewide.

This outreach campaign is designed to empower advocates for the program by providing materials and messaging they can distribute in their local and regional areas. The three main target demographics are employers, educators and influencers to perspective apprentices.

The initial phase of the outreach strategy will be directed at Idaho's employers, youth, influential adults, and those who work in the sphere of education. It will be designed to both amplify the council's ability to voice the value of apprenticeship, while supporting the labor unions and agencies already engaged in outreach efforts.

Ms. Solace has been working on this project directly with the Apprenticeship Committee. Ms. Solace briefly went over the scope of work. Please see attached document.

BRAD LITTLE
GOVERNOR

Wendi Secrist
Executive Director



Trent Clark
Chair

B. J. Swanson
Vice Chair

WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

WDTF Request: \$4,750

Having Strategies 360 work on these projects is nice so they are ensuring that there is consistency across all the projects we have been working on them with.

Motion by Mr. Park to approve the WDC Apprenticeship Committee Outreach Plan Outreach Project in the full amount of \$4,750. Second by Mr. Secrist. Motion carried.

AFL-CIO – Idaho Workers Opportunity Network

The Idaho AFL-CIO is requesting funds to support the Idaho Workers Opportunity Network position, and its work. The IWON program was previously funded by WIOA funds from the Idaho Department of Labor. In order to keep the IWON program alive, the Idaho AFL-CIO is requesting funding from 10/30/19-6/30/20 to continue the outreach efforts while seeking additional funding from other sources.

The Idaho Workers Opportunity Network is a program administered by the Idaho AFL-CIO but for the last 20 years the funding has come from the Idaho Department of Labor. Originally created to assist with mass layoffs and rapid response, it did not differentiate between Union and non-Union workers and does not differentiate now. Over time, the program has evolved into a more of an outreach orientated program designed to connect individuals, influencers, and communities to Registered Apprenticeship programs and workforce training opportunities. The program has operated through a contract between the Idaho DOL and the Idaho AFL-CIO which states IWON "Increase participation in Registered Apprenticeships and work-based learning". Mr. Secrist's position since then developed more into an Outreach position. He is out meeting with counselors, schools, and students to talk with them about Apprenticeships. He helps build that bridge between communities and apprenticeship programs. Mr. Secrist does promote all aspects of apprenticeships and not just Registered Programs.

This project is intended to be a bridge of funding until AFL-CIO can find a new funding source. The amount below would allow Mr. Secrist to work through the end of the fiscal year.

If the Committee accepts the project, the WDC would like to use Mr. Secrist to do some targeted social media campaigning for apprenticeships.

Mr. Secrist excused himself from the room while the Committee discussed this project.

WDTF Request: \$63,315

What is IWON?

- It is the Idaho Workers Opportunity Network. It is a partnership between the Idaho AFL-CIO and the Idaho Department of Labor. Their objective is to expand the working knowledge of Registered

BRAD LITTLE
GOVERNOR

Wendi Secrist
Executive Director



Trent Clark
Chair

B. J. Swanson
Vice Chair

WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

Apprenticeships in the state of Idaho. They are also a bridge between the labor industry and the apprentice, paving the way for high paying careers in the skilled trades.

Ms. Solace shared a statement from Idaho Department of Labor on the reason behind the funding for Mr. Secrist's position being eliminated.

- Given the decline of WIOA funds, a prioritization of projects was necessary. Since the contract was for assistance disseminating information about apprenticeship opportunities and IDOL now has funding from USDOL to provide outreach with our staff, it made sense to shift the activities to grant-funded staff. The new grant will not accommodate funding that position, and even if we could, purchasing rules would require us to bid and not award it directly.

Would this be a one-time ask?

- This is all that has been asked for. It would cover the cost of salary until June 30. There is a sustainability plan attached to the proposal. AFL-CIO is going to be looking for additional funding sources.

The DOL contract was specific to the AFL-CIO programs not all the other programs. Is that correct?

- It is not. You do see a focus on the union sponsored programs, but the contract itself was for all programs. It also covered rapid response programs.

Looking at the objectives that the Outreach Committee created, this type of project is lower on the list of priorities for the Committee.

We are working to rebrand apprenticeships to be recognized beyond the union programs.

This project request is quite a large sum of the Outreach Committee's total budget.

Why is AFL-CIO not funding more of this position?

- This change was unexpected and so AFL-CIO had not taken funding this position into account.

Does the Apprenticeship Committee have the funding?

- That committee does not distribute any funding.

The Outreach Committee funds should be used as seed money. Businesses cannot always rely on Government to help keep these programs afloat. They need to invest in their future and provide the funding to support these programs.

IDOL will continue Apprenticeship efforts regardless of the decision of the committee. Efforts to promote apprenticeships will not go away entirely. There will be some new Regional Apprenticeship Managers being hired by IDOL to have a presence across the state.

BRAD LITTLE
GOVERNOR

Wendi Secrist
Executive Director



Trent Clark
Chair

B. J. Swanson
Vice Chair

WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

Is there an option to fund a shorter timeframe of the position to then encourage them to find funding faster?

- That is an option. If the Committee declines their project it would be a good idea to go back to AFL-CIO and encourage them to come back to the Committee with either a shorter timeframe, a higher match in funds, or even come back with a project specific application.

Motion by Mr. Park to decline the AFL-CIO Outreach Project. Second by Mr. Hannah.

The Committee would like to continue to work with AFL-CIO on this position because it is a very important project.

Motion carried.

SWIMA – Manufacturing Day

The Made Here! Expo and Job Fair is an event in conjunction with National Manufacturing Day (MFG Day). MFG Day is a celebration of modern manufacturing meant to inspire the next generation of manufacturers. The 2019 expo will be SWIMA's fifth year of hosting this event. The expo has nearly doubled in size each year. The event is free and open to the public. Last year, they had 74 exhibitors, including manufacturers and the products they make, educational institutions, and various industry supporters. The event's focus is to expose students, and the general public, to the career opportunities in the manufacturing industry. Last year they had 1,500 attendees; 950 of which were in student groups from schools throughout the region.

An additional part of this event is the VIP Reception the evening before the expo. This time serves as an opportunity for manufacturers, legislators, workforce development representatives, and government and education partners to come together to celebrate manufacturing and to strengthen the collaborative efforts between all the players.

The funds are not being used to support their VIP reception. They have sponsors to help fund the VIP reception.

WDTF Request: \$7,500

STEM Action Center did do a \$2,500 sponsorship with them. Their funds are going towards the VIP reception. They will have a table at the event with staff. STEM is happy to have information at their table about the work of the Workforce Development Council.

It would be nice to have deeper metrics from them on this project.

Mr. Park expressed concern about supporting the AV and rental space needs for this request. The Committee has not traditionally granted monies for a sponsorship. The bussing portion of the request is something the committee has done before and is a very important part of this project.

- The way they worded it in the application, it is not called a sponsorship.

BRAD LITTLE
GOVERNOR

Wendi Secrist
Executive Director



Trent Clark
Chair

B. J. Swanson
Vice Chair

WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

- They have a specific list of what the funds would be used for. The types of things they are asking for are similar to things that we funded for the regional breakouts.

There is great turnout for these events and helps get high school kids interested in the manufacturing industry.

Motion by Ms. Hemingway to approve the SWIMA – Manufacturing Day Outreach Project in the full amount of \$7,500. Second by Ms. Smith. Mr. Park opposes the motion. Motion carried.

Next Steps Update

The Next Steps project is well underway. Currently we are looking at content strategy and gathering information about what tools already exist and how to bring those all together into one place. We want to ensure that the resources that are already available can be brought together in a way that makes sense. Some of the tools that are within Next Steps are being worked on as well. This portion of the project will take us through October 7.

Ms. Solace has asked that Strategies 360 provide her with a bulleted weekly report of what they have accomplished, and Ms. Solace will share that out with the committee.

Our partners will also have an opportunity to look at this project in its infancy stage and provide their input and feedback.

It was nice to see that they are integrating all aspects of education and training into NextSteps (apprenticeships, military, college, etc.).

Reports Request

In the Committee's objectives they noted that they wanted to collect and analyze baseline data from partnering agencies.

What kind of data sets and reports does the Committee want to see?

- Detailed reports on outreach efforts from partner agencies
 - This expands outside of just state agencies

Ms. Secrist asked that if any Committee member has additional thoughts to please send them to her.

Adjourned at 2:50 pm