

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, May 8, 2019
Time: 1:30 PM – 2:30 PM
Location: Teleconference
Call In: 1-720-279-0026
Guest Passcode: 470642
Web Sharing Link:
<https://stateofidahowpm.centurylinkccc.com/CenturylinkWeb/WendiSecrist>

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

Staff: Paige Nielebeck, Caty Solace, Matthew Thomsen

Guests: Darlene Carnopis (on behalf of Georgia)

Call to Order at 1:30 pm

Roll call - quorum met

Review Agenda

Chairman Young asked that we move the Externship Project before the Boise State Project since it was an item following up from a previous meeting.

***Approve April 3, 2019 Meeting Minutes**

Motion by Mr. Van Vleet to approve the April 3 Minutes as written. Second by Mr. Hannah. Motion carried.

Budget Update

CTE Promotion Update:

We have been able to help out many of the districts with their printing needs, but we are going to be able to return about \$10,000 back to the outreach budget. Total expense is going to be around \$15,000.

WDC Regional WBL Summits Update:

We were able to fund the summits out of the original National Governor's Association Grant. We are going to be able to return the \$10,000 back to the outreach budget. Every single one of our regions ended up applying for a work-based learning project. Following the meeting Ms. Solace will send out a summary of what each of the regions applied for.

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Both of these changes bring the total amount approved to \$432,535.

WDC Statewide Interim Outreach Plan Update:

After the approval Ms. Solace has had some great conversations with Department of Labor. They are looking at starting a large-scale campaign at the beginning of summer close to when we wanted to start our efforts. We are wanting to explore the option of combining the two efforts. This would help us be able to reach all of the state with a unified message from Labor and the WDC.

- This is a great idea. We can be a lot more effective utilizing the Labor regional offices around the state.

We are now able to issue contracts and funding letters. They have been approved by the Deputy Attorney General's Office. We can start getting the money out to the funded projects. The first batches have gone out and we are seeing work beginning in the field.

We have received approval from the Deputy Attorney General's Office on our contracts and funding letters. The first batch has been sent to the Outreach Project Awardees.

WDC Externship Project

Externships are a transformative experience for educators and students that can change classroom dynamics and show students potential local career opportunities. Through externships, educators spend time in a workplace to learn through experience about trends, skill requirements and opportunities in industries. This pilot program will place fifteen K-12 additional public Idaho educators in externships with relevant local businesses, agencies and research laboratories, identified by Idaho STEM Action Center (STEM AC) and Workforce Development Council (WDC), for six weeks during the summer. Participants receive a stipend for their work and time. Educators will return to their classrooms in the fall with new ways to connect classroom content with students' future career interests and will be able to help students develop the needed skills to prepare for being part of Idaho's workforce.

The STEM Action Center is asking approval for an additional \$25,000 Workforce Development Outreach Funds making total investment in project \$50,000. This is an extension of the original request. This would allow for the stipends of 15 externs to be paid. All of the externs are placed at this point in time. We have gone through the work to find each of them an opportunity to perform their externship. Having a larger pool of externs in our pilot year will give us more data to base our decisions off for the following years.

Motion by Mr. Park to approve the request for an additional \$25,000 for the Externship Project bringing the total to \$50,000 for the whole project. Second by Ms. Clark. Motion carried.

Boise State University – Workforce Development for Active Duty, National Guard, and Reserves

The purpose of this project is to increase the number of Idaho military servicemembers (Active Duty, Guard, Reserves) who start or complete some form of postsecondary education or professional development by promoting usage of available military, state, and university financial benefits and support. This will result in

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servicemembers being more prepared for career opportunities after military service, as a positive correlation has been proven between higher education experience and success in the job market. Funding will be used to increase outreach to our target audience to promote usage of educational or professional development benefits by hosting several large community events, as well as targeted social media and ad campaigns. Upon completion of this project, Boise State will host a training event for other Idaho higher educational institutes on military workforce development as it relates to higher education and professional development.

Outreach Project Request Amount: \$11,000

This is a great opportunity for us to engage with military in the first year of Outreach funding and get a feel for how to engage with military personnel.

Because their audience is so target they are able reach a lot of people with so little funding.

Can you clarify the matching and additional funding?

- These are funds that will come from the University.

Who are they collaborating with around the state? There are a lot of resources out there and we want to ensure they are maximizing their effectiveness with the other resources around the state.

- The WDC Staff made it a point in their discussions that BSU needed to be collaborating not only with Veteran Services and On-base folks in order to make this project useful. Ms. Solace is happy to pass along any specific contacts Committee members may have. We are also working closely with the Office of the State Board of Education on their Lumina project that addresses similar military issues.
- The Committee would like to see a summary of which employers are engaged in the process with them.
- They Committee would also like to ask that BSU Coordinate wit Idaho Department of Labor.
- The Department of Health and Welfare has the opportunity to partner with them and match 50% of their funds. Ms. Solace will connect BSU and IDHW to start this discussion.

Motion by Mr. Park to approve the Boise State University - Workforce Development for Active Duty, National Guard, and Reserves Outreach Project in the full amount of \$11,000 with the stipulation that they provide a list of employers they are partnering with and work with partner State Agencies to leverage their resources. Second by Ms. Brown. Motion carried.

Develop Objects Under the Council's Strategies

Later this month Ms. Nielebeck will be following up with an electronic survey on this item to give committee members the opportunity to submit any other objective ideas that they may have come up with after this discussion.

After some brief discussion the Committee felt that it would be easier to start this process with the survey that Ms. Nielebeck is going to create. It is difficult to start this discussion off on a conference call.

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The next steps will be to have each committee member complete the survey and this item will be revisited at the June 5 meeting along with the creation of a budget proposal for the Executive Committee that meets the following day.

We are going to recap where we spent the money in this current fiscal year and then determine if we want to request more money from the Executive Committee. We will have a proposal from S360 as to the cost of the Future Next Steps Project and working with our partners to figure out where budget responsibilities are for this project.

Motion by Ms. Culley to adjourn.
Adjourned at 2:18 pm