

**Goal - Increase public awareness of and access to career education and training opportunities.**

Starting Points

- Utilize personal contact, digital, and traditional media to communicate with our target audiences and those who influence and support them.
- Collaborate with partners to maximize reach and effectiveness of all outreach efforts; enhance and expand Idahoan's perceptions of, (easy) access to and persistence in pathways to careers.
- Identify, develop, connect, and activate a diverse network of influencers throughout the state that can distribute information and resources in a way appropriate to their locale.
  - Promote resources available through the Workforce Development Training Fund and other funding streams. (Policy Comm)

**Goal - Improve the effectiveness, quality and coordination of programs and services designed to maintain a highly skilled workforce.**

Starting Points

- Create, align, and sustain partnerships with stakeholders to implement workforce development programs.
- Support development in work-based learning and innovative programs to drive Idaho's present and future workforce solutions.
  - Ensure that funding decisions/processes reflect the priorities of the Council's mission and vision. (Policy Comm)
- Leverage existing local employer-focused initiatives to build and support effective pathways to connect Idahoans to careers.
  - Identify local employer-led initiative and open lines of communication – leverage economic development, small business development centers, industry associations, etc. (Policy Comm)
- Cultivate a high-quality One-Stop Career System that connects employers and workers and facilitates access to workforce services, education services and information.
- Champion public policy initiatives that enable a dynamic response to evolving industry needs.
  - Request feedback from other committees on where policy guidance would be helpful. (Policy Comm)

**Goal - Provide for the most efficient (effective?) use of federal, state, and local workforce development resources.**

Starting Points

- Be objective, data driven, and accountable.

- Drive the evaluation of the return on investment for workforce development initiatives under the Council's purview. (Policy Comm)
- Build trust in decision making based on an understanding of the resources available and projected outcomes.
- Advocate for policies that advance the goals of the Council
  - Identify gaps and opportunities in the workforce system and initiate or support with policy and/or allocate resources to meet them. (Policy Comm)
- Identify (quality) best practices – seek to replicate and scale.