

## **Workforce Development Council: Outreach Committee**

**Committee Mission:** The Outreach Committee is responsible for increasing public awareness of, and access to, career education and training opportunities. The committee will drive the coordination across state agencies, education and the private sector to meet these objectives.

**Responsibility Statement:** Responsibility Statement: To review outreach proposals based on their ability to fulfill the committee's mission and reach the designated audiences. Proposals will be submitted to the Outreach Committee by the Workforce Development Council's Executive Director or Outreach and Communications Manager.

### **Audiences and definitions:**

**Employers:** All Idaho employers.

**Pipeline:** Anyone engaged in a career pathway (exploration, planning, & training) that will lead to a job and advancement.

**Work-Challenged:** Those with obstacles, (such as being under-employed, regionally, culturally, or personally challenged) between them and gainful employment.

### **Strategic Plan Goals:**

- Implement a "hub" for college and career planning tools, resources and employer engagement.
- Collect and analyze baseline data from partnering agencies: State Board of Education, Idaho Digital Learning, Idaho Commission for the Libraries, Idaho Department of Labor, Idaho Vocational Rehab, Idaho Health & Welfare about their online user demographics.
- Develop outreach partnerships with education and employers in rural communities to enable implementation of outreach strategies.
- Host a Governor's Work-Based Learning Summit to increase awareness of initiatives included in the NGA Policy Academy on Work-Based Learning Action Plan.
- Establish formal career pathways aligned with in-demand occupations in Idaho to use as a communication tool.
- Launch a teacher externship program in collaboration with the STEM Action Center.