

**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:** Monday, October 21, 2019

**Time:** 1:00 PM – 2:00 PM

**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:** Caty Solace, Matthew Thomsen, Paige Nielebeck, Wendi Secrist, Amanda Ames

**Guests:**

**Call to Order at 1:00 pm**

**Roll call** - quorum met

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

**\*Approve September 4 and October 2, 2019 Meeting Minutes**

**Motion by Mr. Park to approve the minutes as written. Second by Ms. Hattaway. Motion carried.**

#### **Veteran's Services – Outreach to Recent Veterans to Fill Critical Employment Vacancies**

The initial project will focus on filling truck driving vacancies through a marketing campaign and website that will highlight the benefits of utilizing their GI Bill® education benefits to attend one of the five VA approved truck driving schools in Idaho (located in Post Falls/ Coeur d'Alene, Lewiston, Blackfoot, Twin Falls, & Caldwell). Following completion of their schooling, these veterans will also be able to access GI Bill® education benefits during their On-the-Job training at whichever truck driving company they gain employment with.

#### **WDTF Request: \$10,000**

The partnership with the Division of Veterans service is a great bonus because they have so many other services that can help those same individuals.

**Motion by Dr. Clark to approve. Second by Mr. Park. Motion carried.**

**AFL-CIO – Idaho Workers Opportunity Network**

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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 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 through 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.

### **WDTF Request: \$63,315**

How is this application different from the other application previously reviewed?

- They added a section in the second paragraph that addresses that Ethan's position would be responsible for promoting all apprenticeship programs (both union and non-union). "IWON will advocate for and promote all Registered Apprenticeship programs in Idaho equally, both Union and non-Union. To ensure that all Registered Apprenticeship programs are promoted fairly IWON will take the following steps..."
  - There is talk of updating the IdahoApprenticeships.org website. They have started to showcase some non-union opportunities and have committed in the application to extend those showcases.
  - The commitment has been made to reach out to existing non-union registered apprenticeships and collect their materials and share those around the state. That could include IDOL materials and materials that we are creating that would be relevant.
- AFL-CIO put together a one-sheet that bullets out what the difference would be between how this position acted under IDOL and how it would act under the WDTF Grant.
- The data that they are willing to provide back to use is more robust. Any data that we can bring in to better inform our decisions is very valuable.

AFL-CIO recognizes that they are being charged with recognizing all Idaho Apprenticeships equally. They are already talking to industry partners to get them to help fund this position moving forward. This would only be funding for the interim. This is a great outreach effort.

It looks like their matches are minimal. Have we set criteria of what we expect them to match?

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- The Committee as of date has not set any parameters around matching. It has been encouraged that applicants bring matches to the table. At the November meeting we will be discussing the grant application process from start to finish. This would be a good time to look at setting parameters for the matching.

Are the outreach efforts of other apprenticeship programs going to continue once this position is funded by an industry?

- Mr. Young has had many conversations with AFL-CIO about the importance of promoting all types of apprenticeship programs. Once this position is funded by industry, we have no control if they continue to promote all types of programs, but for the time that is laid out in the application they are going to be doing what we request of them. This grant is awarded on refund basis. They have to prove to us the work that they have done in the reports.

**Motion by Ms. Hattaway to approve. Second by Ms. Lenz. Motion carried.**

Outreach is not just about connecting career finders to career pathways, but also letting Idaho know what the Workforce Development Council is doing. This will be included in the November meeting. We want to make our work visible across the state.

**Motion by Ms. Smith to adjourn.**

**Adjourned at 1:29 pm**