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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: Thursday, December 12, 2019

Time: 10:00 AM – 11:30 AM

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, Marilyn Whitney, Gloria Galvin (filling in for Sarah Buenrostro)

Staff: Paige Nielebeck, Caty Solace, Wendi Secrist

Guests:

Call to Order at 10:01 am

Roll call - Quorum Met

Review Agenda

The first two items on the agenda are fluid. The LEADER Initiative project is part of the outreach efforts update. Which one would the Committee like to tackle first?

- The outreach efforts update is a high-level view. It makes sense to look at that first and then delve into the details with the LEADER Initiative.

***Approve November 6, 2019 Meeting Minutes**

Motion by Ms. Brown to approve the minutes the November 6, 2019 Meeting Minutes. Second by Ms. Smith. Motion carried.

***WDC/WDTF Outreach Efforts Update**

Ms. Solace presented an adaptation of the goals and strategies document. The document was initially put together in August of 2018 and then was adapted again in the summer of 2019. This is the third adaptation. Ms. Solace walked the Outreach Committee through a track changes version of the document. Please see attached goals and strategies document. The committee requested these edits:

- The reference to LEADER near the top be removed. These two items do not belong in the mission Next Steps and LEADER are just tools being used to help achieve the mission.
- Add an item in the action item list that covers the discussion and optimization of data use and sharing.

It is nice that this plan is broader and able to be integrated with more WDC Committees.

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How do these goals and strategies impact the Outreach Committee's budget? Does the committee come back to the Council next year and ask for more money next year or would this be a separate budget? How can the Committee manage all of these goals and strategies while still offering access and funds to applicants?

- Eventually the committee will need to get to a point where the committee is deciding what to fund in terms of internal outreach. It will take a few years to figure out where the sweet spot will be for funding both internal outreach and the Outreach Projects.

There has been talk in other committees about the definition of industry or business and recognize that a big part of outreach is going to be with all employers. Employers include all Idaho employers.

Motion by Ms. Smith to adopt the proposed changes to the Outreach Committee Guiding Document. Second by Mr. Secrist. Motion carried.

***Workforce Development Council – LEADER Initiative Portal Update**

The LEADER Initiative was launched at the 2018 Age of Agility: The Governor's Conference on the Future of Work. Idaho Health & Welfare, Idaho CTE, Idaho Commerce, Idaho Department of Labor, Idaho Vocational Rehabilitation, State Department of Education, Idaho Corrections, Idaho STEM Action Center, Idaho Public Television, and Idaho State Board of Education all serve as partners in this initiative. The vision of the LEADER Initiative is to assist Idaho's employers in creating and engaging in work-based learning opportunities.

With a small budget, limited resources, and a short timeline workforce development was able to create the existing site with the help of Idaho Digital Learning's portals. Most of the tiles currently lead to a point of contact at WDC or the associated partner agency, but lack meaningful content, or a pleasing user experience. There is a long survey associated with the project that has led to 53 employer responders, however many of them have been confused about their commitments.

In order to engage hundreds or thousands of employers we need to update this site. The site needs to be engaging, full of how-to content, and provide clear actions for employers. The opt-in item needs to be straight forward, quick, and item specific. We will separately pair the new site with a Customer Relationship System that will allow us to manage customer journeys even with our limited staff.

If updated this site will nestle into the future Next Steps site. This will give employers a true and actionable space on the site and allow for the most effective and comprehensive use of outreach efforts to promote them.

WDTF Request: \$33,000

The LEADER site needs to be retooled to be more user-friendly. Industry is anxious to start making partnerships and creating a future workforce. The LEADER process needs to be simplified.

Motion by Ms. Brown to approve the LEADER Initiative Portal Update in the full amount of \$33,000. Second by Ms. Culley. Motion carried.

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***Outreach Application Process Review**

Ms. Solace sent out a survey to get feedback on the Outreach Project application process. Ms. Solace reviewed the survey results with the committee. Please see attached document.

Should outreach projects be eligible for renewals?

- There is a desire to have this kind of flexibility. Renewing Outreach Projects is different from projects that are applying for multi-year projects. Some projects take more than a year to complete. This should be clear in their application if it is a multi-year project. Renewals would be for a project that has been completed and then the applicant submits another application for the same project. The Committee has already seen a few renewal applications (Economic Development Summit, Idaho Adult Opportunity Scholarship).
- To make the differentiation between the two maybe language could be added in the instructions that says "The Outreach Committee encourages applicants to look towards long-term funding outside of the outreach project funds. However, multi-year projects will be considered, and renewal of projects will be accepted depending on how they fit into the Outreach Committee's goals and objectives."
 - Edit application and rubric: *How else have you sought to fund this program? And, why do you think WDTF is a good source of funding for your project?*

Should outreach project dollars support salaries?

- Only partial salary and not full salary seems a more appropriate use of funds. Being able to put parameters around this would make applications like this feel more comfortable.
- The committee could put this into the rubric. The committee can establish a grey area.
- This is a big sustainability piece. There needs to be more emphasis on what they are going to do about these salary dollars in the future.
- This could be situational. Some applications may merit full funding of salary.
- This should be called out separately from matching funds.
 - Edit application and judging rubric: Weight the percentage of salary in the funding request.

Should dollars be used for outreach regarding WDTF Programs?

- One of the objectives in the WDC strategic plan is to support a communication outreach effort for the WDTF. The policy committee would be coming and asking for a specific allocation of funds to support this effort. If this is going to be something that is going to be ongoing, it would eventually just be moved up into the Council's budget.

Should the committee review metrics from each project?

- The Outreach Project contracts require all of the grantees to submit quarterly reports to the WDC Staff. The WDC Staff can make those available to committee members.
- Could a subcommittee be created to look at the metrics?

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- The Outreach committee just committed to a lot of projects and a subcommittee might take away for time dedicated to those items.
 - The council staff will provide a SharePoint site for the committee to access reports whenever they would like.

Is the rubric working as a tool to organize thoughts about proposed projects?

- Are there direct changes that the committee want to be made to the rubric?
 - Edit judging rubric: With changes discussed today

Should we require more detail on how the project will be supported?

- The committee said yes. This could be incorporated into the application.
- The committee had talked about having a narrative written about how the organization would support the project internally. Right now, the committee just gets their organizational resume.
 - Edit application and judging rubric to include: Please describe how your organization will support the workload of this project. Include staffing, hours, and other considerations.

Should the committee require the applicant to include a list of partners?

- The committee said yes. This will be included in the application.
 - Edit application and judging rubric to include: List of partners (specific to this project)

Should the committee add a section on what the applicant learned?

- The committee said yes.
 - Edit final report to include: What lessons did you learn, what would you adjust if you were to engage in the project again?

Motion by Ms. Smith to approve the Outreach Application process with the above edits. Second by Ms. Culley. Motion carried.

The application, rubric, and reports needs to be updated. Ms. Solace will update the rubric with the comments above and then send it out to the committee for review. Ms. Solace will also update the application and create new forms for review by the committee.

Southwest Idaho Manufacturers' Alliance Update

SWIMA recently hosted their 5th Made Here Expo & Job Fair. This event is dedicated to exposing students and the general public to manufacturing. SWIMA's goal is to change the public's perception of manufacturing and to encourage the next generation to consider careers in manufacturing. The expo highlights manufacturers and the awesome products that are "Made Here" in Idaho's backyard. SWIMA was thrilled to have the support from the WDCs Outreach Committee this year and in addition to providing expo funding, it allowed SWIMA to offer \$2,500 in bus scholarships to school groups. The educators and students were so thankful for the opportunity!

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This year's attendance grew with having a total of 1,100 come through in student groups and a total of 1,500+ through the doors of the Idaho Center. This year was a great success and are looking forward to 2020's expo!

SWIMA is actively working toward four Federally Registered Apprenticeship Programs. SWIMA has partnered with John Russ to help drive SWIMA toward their goal in registering the following apprenticeship programs: 1. CNC Operator, 2. Machine Operator, 3. Industrial Maintenance Technician, and 4. Machinist. SWIMA has numerous companies interested in participating and expect to have commitments from both apprentices and companies by end of 2nd Quarter 2020. The goal is to continue rolling out additional apprenticeships as funding allows.

SWIMA has taken over the management of the Idaho Aerospace Alliance and look forward to increasing their Workforce Development footprint to other regions in the state. SWIMA is working on developing relationships with the partners in other regions and will look forward to offering their apprenticeships to employers throughout Idaho.

Finally, as food for thought, SWIMA is looking to formalize their secondary and post-secondary education relationships with a program tentatively named Forging Futures. This 'arm' of SWIMA's organization envisions serving as a liaison between the manufacturing industry and education by facilitating apprenticeships, as well as helping match educators and students to organize site tours, mock interviews, job shadows, equipment and monetary donations, internships, recruit Technical Advisory Committee members, etc.

Idaho Associated General Contractors (AGC) Update

AGC has been engaging in a project supported by the WDC. The project has a large outreach component. The project is called CareerLauncher. AGC recruits a group of students who might be interested in the construction trade and provide basic training. Trainees are able to get their OSHA 10 card, blueprint reading, leadership training, types of construction careers available in their area, etc. The program ends with an introduction to construction companies in the trainee's area. Mass outreach was done by AGC regarding the opportunities available in the local area as well as Twin Falls. Two programs took place at College of Western Idaho and one at College of Southern Idaho. Ms. Solace was able to learn a lot from AGC's outreach efforts. AGC used Pandora as one of their marketing opportunities. Ms. Solace was able to look at AGC's marketing statistics. Every single outreach connection made was through mobile outreach efforts.

AGC is going to adapt the second portion of the project to be a rural delivery model. AGC is going to be looking to serve McCall and outside of Idaho Falls with similar versions of the project. AGC will be building handbooks so the model can be replicated.

IDOL

IDOL received a grant from the US Department of Labor (USDOL) to develop a robust service delivery hub. IDOL started by working on the IDOL website. IDOL is doing a soft launch of their outreach campaign which includes spots running on YouTube. IDOL will have some social media and e-mail templates created to be used by other

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entities. IDOL has created a training video on how to use Job Scape. Ms. Smith will send a link to the committee that will link to the place where IDOL will be storing assets being created.

January Meeting

Ms. Nielebeck will send out a doodle poll to find a time to reschedule the January meeting for the week of the 13th.

Adjourned at 11:17 pm

DRAFT