

## **Workforce Development Training Fund Outreach Project Funding**

### **Goals of the Idaho Workforce Development Training Fund (WDTF) Grant Programs:**

- Support growth of the economy by assisting employers with job creation and integration of technology, specifically through the development of skills in their existing and/or new employees.
- Increase the economic mobility of Idahoans through training that leads to wage gains and retention.
- Provide timely assistance to businesses while shifting focus to broader talent pipeline development strategies that serve multiple employers.
- Encourage replication of best practices in talent pipeline development.
- Provide a return on investment to Idahoans as evidenced by increased wages, job creation, capital investment, retention of Idaho's workforce, credential attainment and/or customer satisfaction (employer and trainee).
- Promote innovation in talent development.

### **Rationale**

#### **Workforce Development Task Force Recommendation**

Public Engagement – Develop and implement a comprehensive statewide public engagement initiative utilizing technology and other engagement strategies to increase awareness of career opportunities for all Idahoans.

### **Legislation**

72-1203. WORKFORCE DEVELOPMENT TRAINING FUND. (1) There is established in the state treasury a special trust fund, separate and apart from all other public funds of this state, to be known as the workforce development training fund, hereinafter "training fund." Except as provided herein, all proceeds from the training tax defined in subsection (7) of this section shall be paid into the training fund. The state treasurer shall be the custodian of the training fund and shall invest said moneys in accordance with law. Any interest earned on the moneys in the training fund shall be deposited in the training fund. Moneys in the training fund shall be disbursed in accordance with the directions of the council.

(2) All moneys in the training fund are appropriated to the council for expenditure in accordance with the provisions of this section. The purpose of the training fund is to provide or expand training and retraining opportunities in an expeditious manner that would not otherwise exist for Idaho's workforce. The training fund is intended to supplement but not to supplant or compete with moneys available through existing training programs. The moneys in the training fund shall be used for the following purposes:

(a) To provide training and retraining for skills necessary for specific economic opportunities and industrial expansion initiatives;

(b) To provide innovative training solutions to meet industry-specific workforce needs or local workforce challenges;

(c) To provide public information and outreach on career education and workforce training opportunities, including existing education and training programs and services not funded by the training fund; and

(d) For all administrative expenses incurred by the council, including those expenses associated with the collection of the training tax and any other administrative expenses associated with the training fund.

(3) Expenditures from the training fund for purposes authorized in paragraphs (a), (b) and (c) of subsection (2) of this section shall be approved by the council based on procedures, criteria and performance measures established by the council.

### **Policy Recommendation**

#### **Eligibility**

Eligible applicants include:

- State Agencies
- Educational institutions
- Non-profit organizations
- Employers

#### **Fund Availability**

The Council approves an earmark of training funds annually for Outreach Projects. The Outreach committee will follow the proposal procedure to determine awards.

#### **Proposals**

Applicants must provide at a minimum:

- Organizational capacity resume
- Resume or bio for the proposed project manager
- Project timeline
- Project description
- Budget (including in-kind and matching funds)
- Description of how the project increases awareness of career opportunities for Idahoans
- Break down of project audience reach
- Anticipated outcomes
- What metrics and reports will be delivered, and when

#### **Contractual Terms**

- Project terms are up to 3 years.
- Data, metrics, and campaign assets may be retained by the Workforce Development Council to share with other partners statewide.

#### **Performance Metrics**

The return on investment shall be measured by:

- Number reached.
- Number engaged.
- Number recruited.
- If hard-to-reach individuals are engaged
- Metrics identified in initial proposal