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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:** Wednesday, June 5, 2019

**Time:** 1:30 PM – 3:00 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:** Paige Nielebeck, Caty Solace, Wendi Secrist, Amanda Ames

**Guests:**

**Call to Order at 1:31 pm**

**Roll call** - quorum met

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

**\*Approve May 8, 2019 Meeting Minutes**

**Motion by Ms. Brown to approve the May 8 Meeting Minutes as written. Second by Dr. Clark. Motion carried.**

**FY2019 Budget Update**

- Agenda,
- Survey Results for Outreach
- This info:

Prior Outreach Funding Approval:

- \$123,000—OSBE, Adult Opportunity Scholarship

To date the committee has approved:

- \$50,000 ~~\$25,000~~ – STEM Action Center, Teacher Externships
- \$35,000—Lewis Clark State College, Outreach for Adult Learning Program
- \*\$15,000 ~~\$25,000~~—up to WDC, printing and editing costs for CTE promotion (question regarding scope outlined in attached Project Update)
- \*\$10,000—up to WDC, regional work-based learning summits
- \$30,300—WDC, EDP Summit
- \$25,000—CTE, REACH Guidance Track Scholarships
- \$26,292—Idaho Youth Ranch, YouthWorks program

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- \$442—Silver Valley Economic Development, bussing
- \$125,000—WDC Statewide Interim Outreach Application, \$125,000
- \$27,500—RISE Collaboration for Careers Data Outreach Project, \$27,500
- \$11,000—Boise State University, Workforce Development for Active Duty National Guard, and Reserves

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\$468,534 awarded in FY2019

\*These items were awarded as an up-to amount.

Regarding the CTE assets request, we have an opportunity to support all of the CTE teachers in Idaho by creating jump drives with the CTE promotional materials created through the Advance CTE grant on them and distributing those at the REACH Conference. Does this fit within the original scope of work? These materials would then be available statewide.

- It is important to support CTE in whatever ways we can. There are around 1,000 teachers who come to the conference, so this is an easy way to get information out.
- It is possible to download the files online, but they are design files, so they are large in size which is prohibitive.
- Mr. Young recommended that the Committee put a cap on the amount of funds spent on this project.

**Motion by Ms. Brown to fund the project but not to exceed \$7,000. Second by Mr. Park.**

Micron did donate jump drives to STEM Action Center for an event they held so CTE may reach out to them or see if there is a company that would be willing to donate some, but they would need to be pre-loaded as the materials take about 45 minutes to load per drive.

**Motion carried.**

### **FY2020 Budget Request**

Future Next Steps - \$125,000

Strategies has not yet been able fully formally scope this project out. The number that they gave us was very conservative. It is recommended that some cushion be given for this project (double it). An up to \$250,000 ask for the Next Steps Project would be appropriate.

We have not been asked to fund any additional dollars for the Adult Opportunity Scholarship. This is a topic of discussion at the Executive Committee meeting with the State Board of Education. Did we get the metrics back on this project?

- Yes, but the results were fairly small. It is expected that not a lot of people will apply for the scholarship the first time they are exposed to it, but because it is an older audience they will need to plan to go back to school over the course of a few years.

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- The funds were used to help create a social media campaign for this scholarship and the creation of assets for the colleges.

If the State Board asks us to support this project again based on the metrics, would this committee support this project again?

- The scope of reach that we had in this project was very powerful.
- If the need is going to be different it could cut that request in half.
- The Committee would be willing to fund up to \$80,000 to support the Adult Opportunity Scholarship if the State Board makes a request of the Committee and the council approves.

What happens to unexpended funds?

- They go back into the pool. We give a 1-year time period on these projects for the money to be spent and if any funds are left they would go back into the Outreach funds.

**Motion by Ms. Brown to be willing to fund up to \$80,000 for the Adult Opportunity Scholarship if a request is made by the State Board of Education. Second by Ms. Culley. Motion carried.**

Is there going to be an ongoing cost for the EDP Summits?

- The funds this time were used to help start up this summit. There may be some costs to keep up the program, but the costs would shrink. If there is another request, \$15,000 would be enough. The initial investment will decrease the amount needed over future years.

Is the Statewide Interim Outreach Project ongoing?

- As soon as the Future Next Steps is finished, we will not need this campaign anymore, but we will need funds for a new campaign to support the launch of Future Next Steps. The request for this Interim Outreach Project came in this fiscal year, but the funds will be spent over the next few months.
- Ms. Solace will not be submitting another large project request until 2020. When there will be a need to create/fund a campaign for Future Next Steps.

Based on the conversation above, our new number is \$320,000 for the rest of the grants that we funded for this last year. Mr. Young suggested that we keep \$350,000 unobligated in our new budget. We would then have additional request for \$250,000 (Future Next Steps). This would bring the total to \$680,000.

**Motion by Mr. Park to fund general outreach projects at \$350,000. Second by Ms. Bardsley. Motion carried.**

We have been working very closely for along time with the State Board of Education to do the research in preparation for the creation of *Future Next Steps* as one place for Idahoans to go to learn about careers and career training. The Future Next Steps is not going to house all the information but provide access to everyone to the information that is pertinent to them. It also gives us a mechanism to more efficiently use the limited outreach dollars that we have access to. We can use them in a more effective and fiscally responsible way. This

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will be a multi-phased project. We are using the interim outreach project as a testing ground for Future Next Steps. The project is taking longer than we initially hoped, but there is an enormous advantage to having education and workforce development working so closely together. This project ties directly to one of the taskforce recommendations.

This piece of infrastructure is critical to keep moving forward with this work in Idaho. We have to start building this trust and continuity with Idahoans. If they are learning about it and trusting it as a resource in Middle school and High School, they will likely continue to visit the site for the rest of their lives.

What is the timeline?

- This will be in the formal scope from Strategies 360. The hope is that the build would be this year. This would put us in a position to build what the campaign would look like while the site is being built and then start thinking about what funds we want to put towards the launch in late summer 2020.

We are tasked with supporting workforce development and this is a tool that is going to support this task.

The State Board of Education will always own Next Steps, but the partnerships between the agencies will help ensure the site serves all Idahoans.

**Motion by Ms. Brown to add \$250,000 to support Future Next Steps Project in the next fiscal year. Second by Mr. Park.**

It is important to ensure that this platform is going to be maintained and updated regularly. This is a very big commitment. It does not stop with build or launch. State Board staff does have a plan in place.

**Motion carried.**

We can't expect all our volunteers to be the face of workforce development across the state. They get burnt out and may not have time to spend solely on this issue. We have to have regional representation for workforce development. They would be committed full time to do what we are talking about. They would help make everyone aware of the opportunities that are available. Realistically this is a \$900,000 ask. One of the best options might be to put out an RFP and have agencies, non-profits, etc. find the best person for each region.

The job of these people would be to be the liaison between education and businesses. For us to scale anything that we want to do, we need to have people who are helping make those connections outside of Boise. Talking with a lot of Council Members this seems to be a good option to do the work we want to accomplish.

The amplification that this committee would get from these liaisons would be huge.

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The money that is being invested in college and career advisors is needed in this state and these liaisons would work hand in hand with these advisors. It would be important to meet with all these folks to ensure that we are duplicating efforts. We could run some risk from policy makers if we are duplicating these efforts.

We cannot reach everyone, and we are missing a lot of targets. There are a lot of volunteers out there who are tasked with this type of work, but they are unsure of how to get this conversation started.

It is important to ensure that these people are going to collaborate with the other entities in their efforts.

The Committee is supportive of Mr. Young presenting a concept to the Executive Committee of implementing these local/regional workforce development liaisons.

### **Objectives Collected from Survey**

Ms. Solace went through the survey answers and organized them into strategies that pertain to the Outreach Committee. The goal for the Committee is to come up with a list of what we can accomplish in the next 12 months, as well as some longer-term goals.

Ms. Solace, Mr. Young, and Ms. Nielebeck will put together an electronic rating system to allow the Committee members to go in and rank the priorities. The Outreach Committee has the luxury of meeting again before the July Council Meeting, so we have time to work on this more. The goal is to have a list of goals to present at to the Full Council.

The Committee has requested that Ms. Solace take the grouped objectives and combine them into one objective and use that in the rating system. She will also clarify some of the objectives and send them out to the committee.

Ms. Nielebeck will send out a doodle poll to find a new time to hold the July meeting.

**Motion by Ms. Brown to adjourn. Second by Mr. Park.**  
**Adjourned at 2:52 pm**