

Project Description: Apprenticeship Outreach Plan

Recognizing the Idaho Workforce Development Council is a representative body of the agency, education, and employer partners involved in ApprenticeshipIdaho, and other work-based learning initiatives, we believe it's the Apprenticeship Committee's responsibility to have an active and integrative outreach plan.

The initial phase of the outreach strategy will be directed at Idaho's employers, youth, influential adults, and those who work in the sphere of education. It will be designed to both amplify the council's ability to voice the value of apprenticeship, while supporting the labor unions and agencies already engaged in outreach efforts.

Goal: Amplify the council's ability to voice the value of apprenticeship to employers, youth, and education.

Actions:

Externally sourced (**Outreach project request** see attached scope of work):

- Work with Strategies 360 to create:
 - Slideshows for council members to present to key audiences
 - Handouts for council members to provide to key audiences

Internally sourced (conducted by staff and committees):

- Collect and curate existing assets such as video, photos, and materials created by partners who are willing to share.
- Produce a short video for council members that explains talking points for the three key audiences, how and when to use both the slideshows and materials, and highlights already existing resources.
- Find, act, and track presentation opportunities for the council.
 - Find: Research and curate opportunities for presentations to occur.
 - Act: Find the appropriate council person to present at that event.
 - Track: log notes from event to event to heighten effectiveness at similar opportunities, and at annual events.

Goal: Support and expand partner entities and agency's existing outreach efforts.

Actions:

- Include apprenticeship as a component of Workforce Development Council's first proposed large outreach effort. (This effort focuses on matching those in counties with relatively low go-on rates and relatively high unemployment with training for in-demand careers. It will include an extensive use of both traditional and digital media.)
- Work with Department of Labor on their outreach plans to support ApprenticeshipIdaho
- Work with partners to create proposals* for the Outreach committee that will heighten and expand apprenticeship outreach efforts.

***Note:** This plan is complimented by the attached proposal submitted by AFL-CIO to support the continuation of their Idaho Workers Opportunity Network position. The position provides statewide boots-on-the-ground outreach supported by digital strategy to connect Idahoans with apprenticeship opportunities; for example, they have already reached out to every career counselor in the entire state. Their proposal would allow for this position to continue and expand their work while alternative funding is located. WDC will work in partnership with the position to maximize reach and effectiveness.

Budget: \$4,750 (please see attached scope of work)



WDC Scope of Work Memo

TO	Caty Solace
FROM	Casey Bender
CC	Brian Cronin, Kipepeo Brown, Mary Menke, Brick Kane
RE	Cost Estimate
PROJECT	Idaho Apprenticeship - Outreach Tools

Project Purpose

The main purpose of this project is to increase awareness of and participation in existing apprenticeship programs offered in the state of Idaho, and the adoption of new apprenticeship programs by employers statewide.

This outreach campaign is designed to empower advocates for the program by providing materials and messaging they can distribute in their local and regional areas. The three main target demographics are employers, educators and influencers to perspective apprentices.

Deliverables

We propose creating presentation documents, with separate versions that address each target demographic. The general information slides will be consistent throughout all versions.

Additional deliverables include creating 3 separate flyer handouts, also targeted to the aforementioned demographic groups.

Scope of Work

S360's scope of work would include concept development, copywriting, and design of (3) MS PowerPoint presentation deck, including up to (15) unique slides, the copywriting and design for (3) single-page flyers, as well as project management services for the campaign. Initial design concept and 2 rounds of revisions per each discreet deliverable is included.

Final output files for presentation document will be in MS PowerPoint and the flyers in print-ready PDFs with crop marks and bleeds and a version without crop marks and bleeds for non-professional printing.

Projected Cost

Presentation documents – 3 versions

\$ 3,000

Hand-out flyers – 3 versions

\$ 1,750

Total

\$4,750