



## WORKFORCE DEVELOPMENT COUNCIL

317 West Main Street, Boise, Idaho 83735-0510

### Apprenticeship Committee Meeting

**Date:** Wednesday, January 23, 2019

**Time:** 2:00 PM – 3:00 PM

**Location:** Idaho Department of Labor  
2<sup>nd</sup> Floor – 2 West Conference Room  
317 W. Main Street  
Boise, ID 83702  
Call In: 1-720-279-0026  
Guest Passcode: 470642

**Meeting Conducted By:** Angelique Rood, Chair of the Committee

**Committee Members:** Angelique Rood, Ed Huskey, Audrey Fletcher, Dave Hannah, Ethan Secrist, Bill Kober, Kelly Kolb, David Moore, Wendy Lundberg, Scott Rasmussen, John Russ, Travis Woolsey, Jamie Major, Adrian San Miguel, Davy Gadd

**Guests:** Michelle Holt

**Staff:** Wendi Secrist, Paige Nielebeck, Caty Solace, Matthew Thomsen

**Call to Order 2:02 pm**

**Roll call** - quorum not met

**\*Approve Minutes from November 28, 2018 Meeting**

This item has been moved to the next meeting due to not meeting a quorum.

**Follow Up from January 10 Meeting**

The WDC Staff will get back to the committee once a call with Ivy Tech has taken place and talking points have been created for reaching out to companies with registered apprenticeship programs.

**Apprenticeship Outreach Discussion**

One of the goals from 2018 was to increase outreach and overall knowledge on apprenticeship. At the January 10 meeting there was discussion on what options were available to market apprenticeships. It would be a good idea to start with creating goals and then work from there to create a proposal for the Outreach Committee. There were some goals outlined in the taskforce recommendation for apprenticeship programs; however, they are a little more generic than the types of specific goals that would drive an outreach strategy.



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### Outreach Goals:

- Increase awareness
  - Setting a goal of a specific number of students you are reaching can be difficult.
  - You could start by tracking how many are being reached out to about apprenticeship programs. This would give the committee a baseline number and then goals can be set from there.
  - It is important to make your category of audiences broad and then have subcategories that are more specific.
  - Audiences
    - Employers
    - Students/Individuals
    - Career Advisors (influencers)
- Level of integration with partners
- Building messaging into NextSteps branding

Ms. Solace shared the scope of work for the ApprenticeshipIdaho site rebuild. This is where all inquiries about apprenticeship would be pointed. Ms. Solace will report back to the Committee on what each re-design package entails and find out if they will include a social media launch plan with the package. Ms. Solace will also talk with the Idaho Department of Labor to see if they would allow employers to advertise on the site. This would give the site some revenue for upkeep expenses.

At the February meeting the Committee would like to discuss defining who the audiences are, the metrics we currently have, and coming up with a messaging strategy.

The private sector Committee members have been tasked with gathering information from other businesses who have registered apprenticeship programs to better quantify interest in apprenticeship to college degrees.

It would be beneficial to also ask employers the following questions:

- What resources are you using?
- What outreach efforts are you conducting?
- Which outreach efforts are working and which are not?
- What obstacles are you facing (recruitment, etc.)?
- Are you planning to expand your apprenticeship programs to include other types of positions?
- Are you interested in offering your program for college credit?
- Are you interested in expanding your program to a STRAP?
- What is the outreach/attraction to veterans?
- Are you interested in expanding to pre-apprenticeship programs?

This will help the Committee develop the message they want to send out to employers/the public.



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There is also a disconnect between employers and colleges. Employers may not realize that even if the college does not offer the program they can help them get connected to training opportunities (e.g. CEI does not offer lineman degree but can help employers get connected to lineman training programs).

It might be beneficial to ask the employer if they would be comfortable with their information being shared with people who can offer them additional training opportunities.

Should we ask the industry members on this committee to reach out to industries who have apprenticeship programs (industry to industry)?

- This may encourage more participation. It is more personal than a survey.
- We could consider doing both a survey and having industry reach out to other industries. We have the list of the 300 registered apprenticeship programs in Idaho.
- The Committee would like to start with the one-to-one approach and then discuss the option of a survey.
- Some talking points will be created for the Committee and then the Industry Committee members will begin working on reaching out to other industries who have registered apprenticeship programs.

### **Ironworker programs**

- Share the strategies that the ironworkers are using in their programs.
- Mr. Woolsey will be asked to share on these items at the February meeting.

Mr. Russ and Ms. Secrist will work on getting a meeting scheduled with Ivy Tech. They will report back dates and times to the Committee to see if a meeting can be scheduled (would like to try to line up with February Committee meeting).

### **Workforce Development Training Fund Apprenticeship Committee Policy Recommendation**

At the last meeting there was conversation on how grant applicants are scored, and should we be providing grants to companies who are not part of registered or industry recognized programs.

The Policy Committee is reviewing the scoring model. Currently the employer can earn up to 30 points for the type of training they are providing. Degrees and registered apprenticeships are at the top of the scale. In the middle of that scale are points for occupational licenses and personnel certifications. The personnel certifications have opened the door for certificates of completion. The priority of the training fund is that the employees earn something that give them employability. This is where things could be tightened up in the funding model. Certificates of completion may not be of value to the next employer the employee goes to. This is something that would be easy to remove from the scale or move it farther down on the scale.

- It would be beneficial to see how the certification down the road would benefit the employee.
- There could be an issue with removing it completely. If a business is unique in its industry and creating a brand-new training program, they could view the training as valuable, but currently it is not a transferrable credential since they are the only business offering it.

C.L. "BUTCH" OTTER  
GOVERNOR



Trent Clark  
*Chair*

B. J. Swanson  
*Vice Chair*

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- It would be a good idea to make those types of certifications worth less points on the scale.
- The Committee has agreed that the company should be offered preferential scoring if the training is part of a registered or industry recognized apprenticeship program.

**Motion by Ms. Lundberg. Second by Mr. Moore. Motion carried.**

**Adjourned at 3:01 pm.**

DRAFT