

BRAD LITTLE
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: Monday, July 8, 2019

Time: 10:00 AM – 11:30 AM

Committee Members: John Young, Shelli Bardsley, Donna Butler, Dave Hannah, Marie Hattaway, Angela Hemingway, Eli Brown, Kate Lenz, Georgia Smith, Sarah Buenrostro, Janelle Culley, Jeff Tucker, Doug Park, Ethan Secrist, Linda Clark, Matt Van Vleet

Staff: Paige Nielebeck, Wendi Secrist, Caty Solace, Shannon Andrade

Guests:

Call to Order at 10:02 am

Roll call - quorum met

Review Agenda

No additions to the agenda

***Approve June 5, 2019 Meeting Minutes**

Motion by Mr. Park to approve the June 5, 2019 meeting minutes as written. Second by Ms. Smith. Motion carried.

Boise School District Outreach Project

The Boise School District developed programs that provide students with options to help fulfill the significant need for healthcare professionals. The Boise School District requests \$14,733.70 to provide a year-long robust outreach campaign for high school students in the Treasure Valley. The students will participate in and gain exposure to a variety of training and professional experiences in the sector.

Mr. Park did note that he has been involved with these projects. He is mentioned in the application.

This is a great application. It is clear they did a lot of research into the data and this is the type of project we should be funding. This is a great opportunity for other districts to replicate the project.

Will this eventually be offered to Capitol High School?

- The budget does not mention them, but they will be working with students from all 5 schools.

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This project is a good support of the goals of the K-12 Taskforce put together by the Governor. There needs to be a greater link between College and Career advising and the Workforce Development Council in general. This is a great opportunity to start strengthening this partnership.

One of the things that the Committee should consider is that their final report includes building a handbook that tells how they put together this program.

What are they doing for future funding?

- They did not say what they were doing in future years of funding. There may not be a funding source that comes available to them to keep this program going. This could also be viewed as a pilot.

Motion by Mr. Park to approve the Boise School District Outreach Project in the amount \$14,733.70 of pending approval of the FY20 Outreach Budget. Second by Ms. Smith. Motion carried.

Objectives for Full Council Meeting

The Committee will be bringing objectives to the Full Council at the Council Meeting next week. This is the opportunity for the Committee to look at the objectives below and discuss if the Committee feels that something is missing or if something is being overstated. Many of the goals below are already in process or are already working on projects that support these objectives.

1. Build, Plan and prepare for the launch campaign of Future Next Steps.
 - a. Integrate a marketing/media process that assists WDC, partners, and all Idahoans to talk about connecting with careers in everyday life
 - We are going to need to engage a lot of people to ensure that they are aware of Next Steps. This would be part of the launch campaign of Future Next Steps. We need to ensure that Next Steps is useful to the people who are going to be using it.
 - b. Research and identify strategic local and regional partners to carry messages
2. Develop relationships with HR Associations, industry associations, and industry leaders.
 - a. Connect associations and employers to community workforce data.
 - See objective 3
3. Work with our partners to build and distribute local job pathways
 - It is critically important the we don't not take advantage of the important work of our partner agencies. This also applies to objective #2.
 - The Committee requested that Ms. Solace combine objectives 2 and 3 into one item and in language about utilizing other agency projects.
 - Does this include educational partners?
 - We can call them out, but our education partners are definitely included in this.
4. Finish and launch asset map
 - The asset map is something that is being created as part of the NGA Policy Academy Grant. Ms. Solace was able to see the first iteration of it last week. It is a geographical map of the LEADER

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Initiatives with their geographic locations around Idaho. It will include toolkits, how to replicate them, etc. This is connected to objective #1.

- The Committee has requested that Ms. Solace move this as a sub-item under objective 1.
- Who would be responsible for updating the data for this project?
 - Ms. Nielebeck will be responsible for ensuring that the data is accurate and up-to-date.
- Is Next Steps being tested and including College & Career advising?
 - Yes, they are part of our test group and they have a whole segment on the Next Steps site for those who are helping others on their path.
- 5. Explore and create a meeting planning and execution process that utilizes the scarce resource of time in our committee meetings to focus on more strategic topics.
 - a. Outreach committee should review, discuss, consider, and integrate learning from the published or soon to be published strategic documents that might provide guidance to our efforts. These include the Albertson's Foundation report entitled Idaho at Risk, the People's Perspective published by the Idaho Ed News and the soon to be published HP/IBE study. This review could also include updates from the Governor's Task Force which is targeted for completion prior to the start of the new Legislature.
 - It was suggested to have a small group of volunteers to work on this. Then they can bring it to the full Committee. There are ways to make this more strategic. This would be a great tactic.
 - Ms. Smith requested moving the reporting portion of this objective under objective 2.
- 6. Revisit grant award strategy, process, metrics, and outcomes.
 - a. Create a forum where that can be shared- possibly on our website, under a "awarded grants" page.

After this meeting Ms. Solace would like to craft these according to the edits and then send them out the Committee for last comments before the objectives are presented to the Full Council.

Motion by Mr. Tucker to adjourn. Second by Mr. Van Vleet. Motion carried.
Adjourned at 10:51 am.