

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: Wednesday, April 3, 2019

Time: 1:30 PM – 3:00 PM

Location: Idaho Department of Labor or Teleconference

2 West Conference Room

317 W. Main Street

Boise, ID 83735

Call In: 1-720-279-0026

Guest Passcode: 470642

Web Sharing Link:

<https://stateofidahowpm.centurylinkccc.com/CenturylinkWeb/WendiSecrist>

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

Staff: Caty Solace, Paige Nielebeck

Guests: Gloria (filling in for Sarah)

Call to Order at 1:33 PM

Roll call - Quorum Met

Review Agenda – No Changes

***Approve March 6 & 14, 2019 Meeting Minutes**

Motion by Mr. Park to approve minutes as written. Second by Shelli Bardsley. Motion carried.

Budget Update

Prior Outreach Funding Approval:

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

To date the committee has approved:

- \$25,000 – STEM Action Center, Teacher Externships
- \$35,000—Lewis Clark State College, Outreach for Adult Learning Program
- \$25,000—up to WDC, printing and editing costs for CTE promotion
- \$10,000—up to WDC, regional work-based learning summits

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- \$30,300—WDC, EDP Summit
 - \$25,000—CTE, REACH Guidance Track Scholarships
 - \$26,292—Idaho Youth Ranch, YouthWorks program
 - \$442—Silver Valley Economic Development, bussing
-
- \$300,034—approved to date out of \$500,000 through fiscal year – (\$199,966 accessible through end of June)

Externships

This was the very first project the Committee approved for \$25,000. This was for stipends for teachers who are spending 5 weeks in the workplace as an extern. At that point in time the Committee had expressed the desire to fund more externship opportunities if there were more teachers available than what we expected. The ultimate reach of these opportunities is huge. They can take this experience back with them to the classroom.

We would like to ask the committee to fund an additional 10 teacher externs at the cost of \$50,000.

Are these externships being spread across the regions of the state or is it being concentrated in one area?

- We were not sure who would be interested in and available to commit to this program. To our delight we have 22 educators who have put their name in for serving as an extern this summer. There are a number of businesses who are interested in having an extern. The opportunities are spread throughout the state. There is a small concentration in the Treasure Valley.
- The request would be up to \$50,000 and we will be asking businesses to do matches if they are able.

Next month the Workforce Development Council staff will present an update budget for this project. This will give us additional time to gather information on exactly how many teacher externs will need funding and if there are matches.

CTE Program Recruitment

The grant that this was associated with, has been turned in and is now finished. The feedback we got back on this project was that Idaho will be used as a model and would like us to come and speak to other states whenever possible. They want us to share best practices with others to help them along with the same process.

WDC – Interim Statewide Outreach

During the research and development phases of nextsteps.idaho.gov the Workforce Development Council and Outreach Committee still have an opportunity to begin a statewide approach to connecting Idahoans to training that will lead to in-demand careers. We would like to begin these efforts through a campaign focused on advertising training opportunities that lead to locally in-demand careers to communities with relatively low go-on rates and high unemployment. The efforts would consist of a mix of digital and traditional media (radio, print, etc.) to ensure that those unable to access the internet are still provided exposure to the opportunities. For instance, in north Idaho there is a large need for respiratory therapists this campaign would highlight the

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opportunity to get this training at North Idaho College for local residents. This campaign would have a statewide reach, and be designed to dovetail directly into future campaigns that feature nextsteps.idaho.gov

Total Requested Amount: \$125,000

It will be important for this effort to be coordinated with partner agencies, and the education system. That work has already begun.

Why are Region 6 and 5 not included?

- Ms. Solace picked based on the criteria that was laid out. We were looking at regions that were struggling the most with some of these areas (unemployment, etc.). These regions were the low hanging fruit. The plan is to come back to the committee once we have results from this first phase and ask for funds to support those other regions.

How did you get the percentage breakdown for each region? Why is 30% Direct Mail going to Urban?

- This is based on successes S360 has seen in other campaigns. We may do less in the urban areas than 30%.

Some of the jobs that are the in-demand occupations in these regions are not the most glamorous of jobs. Truckers are widely sought after in each of these regions. Does the Committee want us to focus on more glamorous opportunities or focus on what is available in their region glamorous or not?

- Our job is to connect people to the need and where the jobs are. We need to focus on what is available to them regardless if they are glamorous or not. They are well paying jobs.
- Some of this may come down to who the audience is. Is it kids who will be entering the workforce over the next few years or is it people who are looking for a job now. If it is students, it is important to highlight that these options are just a few pathways that are available to them.
- It comes down to presentation. People hear the buzzword hot jobs and they do not know what it takes to be in those jobs. It is about what information is provided to them and how it is presented. Ensure that they have all the information for the jobs. Not all trucking jobs require you to travel a lot and be away from home all the time. There are normal 8-5 trucking jobs.

This is a great project and can open the door to so many possibilities.

Motion by Mr. Park to approve the WDC Interim Statewide Outreach Outreach Project in the amount of \$125,000. Second by Ms. Culley. Motion carried.

RISE (Treasure Valley's Education Partnership) Collaboration for Careers Data Outreach Project
Add in summary

Total Requested Amount: \$27,500

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What is the \$10,000 for workshop being used for?

- The Committee asked Jean from RISE to join the call and answer a few questions.
- Materials for participants, the room rental, the melas, and the support needed to setup an online registration and an individual to track the registration, setup transportation, and handle other logistics.

We would be helping minimize measurement variabilities, so they can be measured into regions and statewide, so we can gather accurate data.

Mr. Park and Ms. Culley are volunteers for RISE but are in no way involved with the senior exit survey.

Motion by Mr. Secrist to approve the RISE Collaboration for Careers Data Outreach Project in the amount of \$27,500. Second by Mr. Park. Motion carried.

Future Next Steps Update

Last Thursday a group got together and met for 3 hours to hone in on audience, etc. We are going to get the opportunity to have a presentation from S360 on April 10 for a deep dive on the work that has been done. This is a great opportunity for the Committee to give feedback on what is being done. This is going to be a much larger presentation than what the full council will be getting on the next day. The Committee will serve as points of contacts for the rest of the council on the Next Steps project. S360 should have something for us to take a look at. IPTV will also be at the meeting on April 10 to share about the American Graduate Project.

The Committee would like to see the slides before the meeting to prepare for questions they may have.

Ms. Solace will look into recording the presentation for those who are not able to attend.

Motion by Mr. Park to adjourn. Second by Mr. Secrist. Motion carried.
Adjourned at 2:41 PM