

**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, February 6, 2019

**Time:** 1:30 PM – 2:30 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

**Guests:**

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

**Call to Order at 1:32 PM**

**Review Agenda**

No changes to the agenda.

**Roll call** - Quorum Met

**\*Approve January 10, 2019 Meeting Minutes**

**Motion by Ms. Brown to approve the minutes as written. Second by Ms. Bardsley. Motion carried.**

**Lewis-Clark State College**

LCSC is starting a program that will serve adult learners. They are looking at partnering with several businesses for this project. They are going to be offering flexible hours for this program so adults can make time for class. We are not supporting the programmatic side of this project.

What would they have done without this money?

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- LCSC is moving forward programmatically with this project, whether or not the outreach is funded or not. If they do not get this money, they will not have outreach money allocated to promote this program.
- If a way to sustain this program has not been built into the plan there is concern with them just coming back for more money over many years.

Upon approval Workforce Development Council will add in to their contract that they share any assets or lessons learned with other institutions. That is an overall expectation for all WDTF projects.

The Committee could make a stipulation that this would-be one-time funding. LCSC will need to integrate outreach funding into the next year's budget.

Ms. Solace went through the rubric with the Committee.

LCSC needs to come up with measurable and viable outcome-based metrics to provide back to us. Ms. Solace has discussed this with them and they are willing to work on coming up with more in-depth metrics. We can put together an agreement that has those adjusted analytics. The Committee is comfortable with the WDC staff working with LCSC to come up with the analytics.

The hope is that they will have a specific call to action for this project and in turn pull some meaningful metrics that they can share with the Committee.

**Motion by Ms. Smith to approve the LCSC Outreach Project for \$35,000 with the additional requirements that they have clearly defined metrics and that this is a one-time seed money for this project. Second by Ms. Bardsley.**

Mr. Young requests that the motion be amended to include that LCSC share the model and process with other state institutions.

**Ms. Smith amends her motion with the inclusion that LCSC share the model and process with other state institutions. Second by Ms. Bardsley. Motion carried.**

### **Workforce Development Council Regional Summits**

This is for additional support for the regional summits that are taking place across the state from the Age of Agility Summit. Region 3 has already held their summit, but they would be still be eligible for reimbursement. These funds would be used to help with the hosting of these summits. Region 3 spent above what was originally allocated for this summit, so we want to be able to help them with these summits.

The request is for up to \$10,000 for all the regions based on reimbursements. This is for if a regions event is going to surpass the \$1,000, not to provide each region with a set extra amount of money that they can spend.

Why is there a need for the rubric on this request?

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- We publicly at the Age of Agility announced that we would host these summits. It is important that we are following up on this conference.
- This is to maintain a sense of transparency. We are using the rubric for all other grants, so it should be applied here as well.

**Motion by Mr. Park to approve the \$10,000 request for the Regional Age of Agility Summits. Second by Mr. Tucker. Motion carried.**

### **Workforce Development Council Regional CTE Outreach**

This was a statewide outreach grant to help promote and recruit two CTE programs in 7 different districts. Ms. Solace has gone to help create a communications plan and asset package for each region. Our districts have varying access to both printing budgets as well as availability for expertise in someone who can adapt those files. This request is for up to \$25,000 that those districts can request as needed to assist them with printing (this amount would allow for every district to print, but not every region will need to print).

Is this for any school district who wants to print workforce materials?

- This is for the initial 17 districts who partnered in this grant. All of these districts have undergone a communications plan and meeting with Ms. Solace to discuss their plans since June.
- These files will be adapted to be available statewide for any district who would like to take them on as their own. These files will also be distributed to CTEI members and CTEI may have funding to supplement printing costs.

Is there a reason why CTE is not applying for this money?

- Ms. Solace has been managing this project and it moved with her to the Workforce Development Council.

**Motion by Mr. Park to approve this project request of up to \$25,000 to provide printing support for the 17 regions who have been participating in the CTE Grant. Second by Ms. Bardsley. Motion carried.**

### **WDC Outreach Strategy – E-mail Update**

#### **Regional Summits Update**

North Idaho has a date set. They are ready to get started.

The Lewiston area is taking a different approach. They are doing a series of meetings with their stakeholders. Pocatello is following this same model.

The Idaho Falls area is still planning their summit, but one will be taking place.

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We are still working to get some more information on what is happening in the Twin Falls area.

### **Asset Mapping Project Update – E-mail Update**

Ms. Solace will send out an e-mail update on the Asset Mapping Project and the WDC Outreach Strategy

**Adjourned at 2:35 PM**