

**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, November 6, 2019

**Time:** 1:30 PM – 3:00 PM

**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, Linda Clark, Matt Van Vleet

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

**Guests:** Luke Kilcup, Gloria (for Sarah)

**Call to Order at 1:35 pm**

**Roll call** - quorum met

**Review Agenda** – no changes to the agenda

**\*Approve October 21, 2019 Meeting Minutes**

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

**\*Clearwater Economic Development Association**

Clearwater Economic Development Association (CEDA) and the Northwest Intermountain Dream It Do It (DIDI) Council seek to further career education by engaging north-central Idaho, 8th grade students and inciting student passion in future Idaho career options that fit students' personal interests.

This career education pilot initiative staggers two major outreach efforts over a 2.5-year time period. It consists of 1.) localized career awareness events, bringing a ½ day program to a minimum of 15 middle/junior high schools in the 16 public school districts of Region II Idaho (the Idaho counties of Latah, Lewis, Nez Perce, Idaho, and Clearwater); 2.) a local manufacturing-based STEM competition at each school culminating in a regional event (helping to connect students to jobs in our highest growth industry). Both initiatives will focus on the most in-demand occupations in our region's future to include manufacturing, construction, and healthcare as well as other industries specific to the locale.

**WDTF Request: \$53,155**

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This project would be for two years. The funding would come out of this year's funding and then the contract would extend until 2022. This does take up 25% of what is left allocated in our funds.

This is able to reach some of those rural school districts where outreach is very critical. These school districts do not get as many opportunities like this. We need models for rural and remote districts. The Clearwater Economic Development Association has been doing this type of work for a long time and are a great entity to work on this project.

Clearwater has also agreed to invest in a major WDC initiative by bringing 30 employers into the LEADER Initiative.

**Motion by Ms. Smith to approve the clearwater economic in the full amount of \$53,155. Second by Mr. Park. Motion carried.**

### **"WDC Mission Outreach" – Sharing the WDC's Mission, Grant Opportunities, and Partnership Relationships**

How much of our mission should we be focusing on Outreach for the Workforce Development Council? The LEADER initiative is a great tool to connect educators and industry and it is not being utilized.

Nobody in North Idaho knows about the externship program until after the program was done. Mr. Young has been doing some outreach around the state to promote some of the initiatives.

How much should we focus on grants and how much should we start focusing on making the mission of the WDC and everything we do known around the state?

- We have had conversations among staff about balancing how we promote ourselves as an agency and promoting our partners and projects. We have been working to find our way. Specifically, around LEADER, we need to build a communication strategy. We are missing out on opportunities because no one is aware of this tool. The time is right to look down the road and figure out what we want to be different a year from now.
  - LEADER also needs to be beefed up before that communications strategy is going to be effective. The portal needs an update/overhaul. It should be nested into the Future Next Steps project. Employers would then have a place and role within Future Next Steps to be able to plug in. The project was put together quickly to be ready for Age of Agility 2018. It needs an update.
  - This would not be part of the big launch of Future Next Steps, but more as of a side addition to the site.
- The taskforce should be taken into account now that it has outlined its goals. There are so many groups across Idaho working on these items. This can connect all different types of organizations. We need to find a way to help people connect. We need to be seen as an advocate for collaborative process across the state.

The Committee has asked that WDC Staff put together a plan of how we can provide outreach for the Workforce Development Council can be spread across the state.

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- It is important for the Committee to see what the goals are going to be of this project.
- Ms. Solace would put together a communications strategy that would include any upfront costs in the proposal.
  - The Council did put a communications strategy for the Outreach Committee in the strategic plan so the Council may be able to shift some money to use for this specific project, so the Committee is not having to use its limited funds.

Ms. Solace has been asked to have this item ready for the next Outreach Committee meeting.

### **Outreach Application Process Review**

Ms. Solace would like to send out the feedback collected via email prior to the meeting in a survey to get feedback on what the Committee feels is a priority for the evolution of the grant process.

### **Partner Update – RISE – Senior Exit Survey Data**

Ms. Solace shared some slides from a presentation that RISE presented on the Senior Exit Survey. Please see attached presentation.

There is a gap between how students think they are going to pay for college and in reality, how they are going to pay for college.

A lot of students look at debt differently. The value and fear of school debt is very different than the debt of things that they can buy (car, house, etc.).

It would be nice to have the committee be present at some of the meetings since we are helping fund part of the project.

- We do have some representation at RISE from this Committee. If we are funding an event does the Committee expect an invitation?
  - Having us included in the events can provide them with opportunity lead in their communities and expand this to other communities across Idaho. They could make more connections with the committee members or other industry members.
  - A lot of times the organization is invited and not down to the committee level. The Council should at least be extended an invitation and then it could be determined what level of people would be invited.

Ms. Solace is looking into a possible way for the committee to have a longer amount of time for the Committee to discuss applications ensuring that we are following open meeting laws.

**Adjourned at 2:47 pm**