

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

Apprenticeship Committee Meeting

Date: Wednesday, February 27, 2019

Time: 2:00 PM – 3:00 PM

Location: Idaho Department of Labor
2nd 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, Audrey Fletcher, Dave Hannah, Bill Kober, Kelly Kolb, David Moore, Wendy Lundberg, Scott Rassmussen, John Russ, Travis Woolsey, Jamie Major, Adrian San Miguel, Davy Gadd, Ethan Secrist, Michelle Holt, Sean Kelly, Ed Husky, Doug Park

Guests: Jason Hays, Georgia Smith

Staff: Paige Nielebeck, Matthew Thomsen, Wendi Secrist

Call to Order at 2:03 pm

Roll call - quorum met

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

It has been requested that Wendy Lundberg be marked as in attendance on the November 28, 2018 minutes.

Motion by Mr. Russ to approve the minutes with the above change. Second by Mr. Kolb. Motion carried.

Private Sector Interest in Apprenticeship to College Degree Follow Up

CSI has been working with Idaho Power on mapping the Lineman program curriculum to degree requirements. Last week the registrar approved the proposal and it has been sent to the curriculum committee. Next Wednesday the first reading will take place. The goal is to create this program to then replicate the model for other programs.

The Deans of the Technical Colleges came to an agreement that they would move forward in their own institutions as soon as CSI's program receives approval from the State Board of Education. This will ultimately

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create a statewide apprenticeship AAS degree that any apprenticeship program could fit into. This cuts 9-12 months out of the process by having the State Board approve the model/framework and then having them go to Idaho Career & Technical Education for approval of the specific programs.

What would help in expediting that process?

- Sending new standards to CTE or one of the 6 technical schools. Then the standards can be matched up to the framework of one of the programs.

Can they facilitate a way for remote location students to receive the degrees?

- It is really important for rural Idaho kids to not have to travel to gain seat time in the classroom.
- This is being built into the model.

What is a Form B?

- It is part of the typical state board of education approval of process that is sent through ICTE. It lists all the course work, hours required, and credits. Any time an AAS Degree is created a Form B is filled out.

This process does encompass the JATCs as well.

Do we want to wait to communicate this broadly?

- Theoretically CSI's program will be approved by the end of this school year. Once CSI's framework is complete, work on the statewide framework can begin. Potentially both options could be available by the start of next school year.
- Once the CSI model is approved we can begin to talk about it.

Review Outreach Goals from January 23 Meeting

Below are the goals that the Apprenticeship Committee came up with at the January 23 meeting:

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

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Outreach Brainstorm

Ms. Solace provided a list of possible audiences for the Apprenticeship Committee. The goal is to create a proposal to take to the Outreach Committee.

- A. Businesses & Employers (demand)
- B. Education (support)
- C. Job Seekers (supply)
 - 1. Underemployed
 - 2. Disadvantaged & Dislocated Adults
 - 3. Women
 - 4. Veterans
- D. Youth (supply)
 - 1. Secondary (High School Juniors & Seniors)
 - 2. Postsecondary
 - 3. Parents (supply)
 - 4. Disadvantaged Youth
- E. Thought Leaders (support)
 - 1. Policy-makers, elected officials (support)
 - 2. Community –Based Organizations (support)
 - 3. Government Agencies
 - 4. Families (supply, support)

Are there any missing audiences?

- Counselors (Education)
- Administrators (Education)
- Refugees (Youth, Job Seekers)
- Disabled

It has been requested that an operational definition be created for “support” (policy/programmatic).

Each member voted for their top 3 priorities and the results were:

- 1. Business and Employers
- 2. Youth
- 3. Education

Methods for Outreach

- Businesses and Employers
 - Group presentations (connecting with other current programs)

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- Media to generate interest and understanding (infomercial)
 - It is important to use public avenues to create that top of mind awareness
- Examples of what apprenticeships look like to other businesses (business to business)
 - Videos
 - In-person conversations
 - Events
- We could put forward a request to the Outreach Committee that collateral be created (slideshows, videos, etc.) to be share with employers. This helps ensure that the same message is being delivered.
- Message needs to be clear about the benefit to employers
- It is also important to reach out to the employee base in the companies, not just policy and decision makers
 - Employees may be looking for new learning opportunities
- The message needs to explain how easy it is to setup an apprenticeship
- Youth
 - Go-on opportunity relates more to what apprenticeships are available now
 - Also supports the 60% goal
 - Apprenticeships = Go-on
 - Social Media
 - Parents
 - Videos
 - When we are talking about youth we mean accessing the youth through their family. It is hard to get straight to the student.
 - Presentations to schools
 - Survey after presentations to find out what students are interested in
 - Students want to know how long they must go to school and how much it is going to cost

Due to time constraints Ms. Solace will send out an Outreach Proposal for the 3 items above and has asked the committee to provide feedback.

Outreach Activities/Strategies

Ironworkers

- Ironworkers has been working on reaching out to the youth especially through the parents.
- They have an international program that helps them with the messaging. Everyone is getting the same information. This is very important for Idaho.
- The biggest message to employers is retention. The Apprenticeships programs helps with this retention. Businesses are struggling to find qualified workers to stay in the company. This should be an important concept to share with the employers.
- They do a lot of advertising on the web (websites, video presentations, etc.)

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- They do some door-to-door recruitment when they are in the high schools
- Ironworkers also attends quite a few job fairs. They are a good opportunity for them to meet with counselors, teachers, and instructors.

Idaho Department of Labor

- They are sharing videos on social media (Idaho Public Television, AFL-CIO)
- Business Calculator
 - Allows you to enter variables and calculate the return on investment for apprenticeship
- Labor has developed an outreach plan for ApprenticeshipIdaho for the grant that they received from US Department of Labor. The ApprenticeshipIdaho website is going to be redesigned. The redesign list has been sent to the Committee to look at and have been asked to provide feedback on anything they feel should be included on the site. The site will also be searchable to make it easier for parents and students to find information they need.
- Department of Labor is looking for opportunities to sponsor events and share at those events about apprenticeships.
- They have also been writing news releases, media releases, and blog posts for relevant stories.
- Please see attached outreach documents

AFL-CIO

- Go straight to the counselors (what is an apprenticeship, etc.)
- Go to career fairs. They are not the most ideal place to have one-on-one conversations with students. It is a great way to meet principals and teachers who then invite you into the classroom.
- The message needs to stay on key with the Registered Apprenticeship College Consortium.
- Social media to reach youth

Motion by Mr. Park to adjourn. Second by Mr. Moore. Motion carried.

Adjourned 3:10 pm