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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, March 4, 2020

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, Linda Clark, Matt Van Vleet, Marilyn Whitney

Staff: Paige Nielebeck, Wendi Secrist, Caty Solace, Matthew Thomsen

Guests: Casey Kron

Call to Order at

Roll call - quorum met

Review Agenda

Motion to approve the agenda as presented by Ms. Smith. Second by Mr. Tucker. Motion carried.

***Approve December 12, 2019, January 13, and February 5, 2020 Meeting Minutes**

Motion by Mr. Van Vleet to approve the December 12, 2019, January 13, and February 5, 2020 meeting minutes as written. Second by Mr. Tucker. Motion carried.

STEM Action Center Outreach Project

The STEM Action Center's original budget request for the Teacher Externship program was \$50,000 (\$45K for extern stipends, \$5K for marketing) which reflected the STEM Action Center's belief that 18 externs would enroll in the program (based on the 2019 pilot year). The number of externs and interest in the program was significantly underestimated. Currently 34 businesses have agreed to take an extern (37 placements due to businesses wanting more than one) and 41 applicants. Fortunately, 16 of the participating businesses have contributed a total of \$58,250.00 to the program which has made much of the growth possible. Additionally, since marketing was not necessary, those funds (\$10K) dedicated by both STEM and the WDC can be used to cover stipends. Nevertheless, the STEM Action Center currently has a deficit of \$26,750.00. The STEM Action Center is requesting that the WDC Outreach Committee increase their contribution from \$50,000 to \$76,750.

Outreach Project Request: \$26,750

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This request aligns with the WDC's mission. It is very pleasing to see how much progress the externship program has made in such a short time. It is encouraging to see the employers putting forward funds for the teacher externs.

Motion by Ms. Whitney to approve the STEM Action Center Outreach Project in the full amount of \$26,750. Second by Mr. Park. Motion carried.

Idaho Public Television Outreach Project

Idaho Public Television is proposing to complete a series of 360 degree videos highlighting a selection of industries/professions and educational outlets from across the state. The work will complement work being completed by IdahoPTV for the American Graduate – Getting to Work (Am Grad) grant from the Corporation for Public Broadcasting (CPB) and allow IdahoPTV to dedicate additional staff to career readiness issues. The American Graduate grant focuses on removing the stigma surrounding skilled jobs that don't require a full four-year degree and on helping young people identify practical pathways to obtaining the skilled jobs that interest them, without acquiring significant debt.

Since the Am Grad grant concentrates on standard High Definition videos, which are best for broadcast and social media, this request will allow us to also have a wider selection of 360-degree videos to go along with our current work. These immersive videos offer young people, influencers and mentors a unique way to get inside the reality of a workplace all told by authentic industry voices as well as engaged educators. In addition, this funding will allow us to work outside of our current grant requirements to fulfill more of what is currently needed by our partners.

Idaho Public Television will promote these videos through broadcast spots, a social media campaign and through partnerships with the IWFDC, SDE, SBOE and IDOL. We will generate additional interest in these videos using VR headsets to view the videos at events and through giveaways of 360 headsets for use with smartphones.

Outreach Project Request: \$45,068

Motion by Mr. Park to approve the Idaho Public Television Outreach Project with the condition that IPTV expand audiences and build opportunities to look for employer investment be included in the contract. Second by Mr. Van Vleet. Motion carried.

University of Idaho Outreach Project

During this project a team will participate in a 2-day, hands-on workshop in multiple Idaho cities, including, Boise, Meridian, Nampa, and Twin Falls, during this summer to stimulate Idaho youth by helping students experience drone building, coding, and safe flights in the national airspace. Events will occur under the supervision of Federal Aviation Administration (FAA)-certified pilot. During the workshop, local UAS professionals will be also invited to interact with students to brainstorm how the fast-moving drone technology can be used to solve real-world problems, including but not limited to rescue missions, delivery services, real estate, environmental monitoring, precision agriculture, and more. Since the team has experienced running a

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similar program known as Idaho summer camp 2019 (See the link at <https://www.kivity.com/news/university-of-idaho-hosts-summer-drone-camp-for-kids-in-boise>). The proposed outreach activities can be easily achievable.

Outreach Project Request: \$84,491.40

The University of Idaho program seems expensive. It is almost \$1,900 per student to participate in the camp. The grant would support 90 participants for 2 days.

Motion by Dr. Clark to deny the University of Idaho Outreach Project request. Second by Mr. Park. Motion carried.

After approving the above grants, there is approximately \$41,728 left in the Outreach Project budget. Ms. Solace and Mr. Young will have a discussion with the Executive Committee on if the Outreach Committee will need to request more funds at the April council meeting. Ms. Solace and Mr. Young are not able to guarantee that the Executive Committee or full Council would agree to grant the Committee more funding.

Idaho State Board of Education Outreach Project

The funding that would be used for the Idaho State Board of Education Outreach Project comes from a separate funding pool specifically set aside to continue the work to promote the Adult Opportunity Scholarship that began last year with a statewide campaign.

The Idaho State Board of Education is requesting funds for the next phase of the project. The next phase is going to include a lot of research. The research would be used for the Adult Opportunity Scholarship and Future Next Steps. The State Board of Education is going to work hand-in-hand with the education institutions to get access to students who started programs and would be good candidates for the scholarship.

Outreach Project Request: \$80,000

Dr. Clark will abstain from voting.

The Committee requested more in-depth explanations and a timeline of the research to campaign ratios, and or a revised application with a clear outline of how the campaign will work.

The Committee expressed interest in The State Board continuing to explore options for making the scholarship more accessible to Idahoans.

How much funding can as student receive under the Adult Opportunity Scholarship?

- \$3,500 per year is the normal award amount for the scholarship.

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The Committee requested that Ms. Solace and return the application to the State Board of Education and S360 with the Committee's concerns expressed above for revisions.

Calendar Feature in SharePoint

Ms. Solace added a calendar function to the Outreach Committee SharePoint site. This will allow committee member to add events to the calendar (e.g. committee meetings, workforce development events, etc.).

The Committee expressed interest in putting together a place on the site where opportunities for committee members to do presentation to support the WDC's work could be listed. The apprenticeship materials are complete which will include presentation materials on apprenticeships. If there are opportunities a committee member comes across and would like someone to speak at the event, they have been asked to send information to Ms. Solace and she will add the opportunity to the calendar. Ms. Solace will add opportunities that she comes across and let committee members via e-mail to ask for volunteers to make presentations.

AGC – We Build Idaho Career Launcher Program

AGC is experimenting with scale for We Build Idaho Career Launcher Program. The first cohort is being planned for McCall. AGC plan to do a May offering. AGC is waiting to hear from insurance on how students can be covered during classes. AGC wants to start with a mini construction combine and kick it off with an event. The OSHA 10 certification will be assigned as homework to the students. The students will also have the opportunity to gain First Aid and CPR certifications. The students will have the opportunity to meet with contractors and go to a job site (in McCall the students may be able to visit the site where the new hospital is being built). 6 different industry partners are already on board with providing hands on experience and basic skills (math, etc.). The program will be a month long. The goal of the program is to be deliverable anywhere in the state and not rely on local junior colleges to run the program. The target audience of the program is high school students graduating in May and adult learners.

Motion by Ms. Whitney to adjourn. Second by Mr. Park. Motion carried.

Adjourned at 2:35 PM