

**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, September 2, 2020

**Time:** 11:00 AM – 12:30 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, Megan O'Rourke, Marilyn Whitney, Anna Almerico (proxy for Marie Hattaway)

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

**Guests:** Gina Cabrera, Janet Pretti

**Call to Order at 11:00 a.m.**

**Roll call** - Quorum met

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

**\*Approve August 5, 2020 Meeting Minutes**

**Motion by Ms. Clark to approve the August 5 2020 meeting minutes as written. Second by Mr. Park. Motion carried.**

**Idaho State Board of Education – Next Steps Idaho Virtual College Fair Facebook Campaign**

The WDC allocated \$200,000 to Next Steps. The State Board of Education is requesting funding for social media marketing for the virtual college fair and Next Steps Month.

- The current plan is for the event to take place September 20, 30, and 31, 2020.
- The universities have done a lot of planning to move the event to a virtual platform. There should be no issues putting together a virtual career event. Most parents have their children attending virtual classes and so the school districts will be able to provide students access to the event and ensure they are receiving the information.
- The event needs to link students and parents back to Next Steps.

**Motion by Ms. Clark to approve the Idaho State Board of Education - Next Steps Idaho Virtual College Fair Facebook Campaign in the amount of \$10,000 with the stipulation that there is a strong tie back to Next Steps. Second by Ms. Bardsley. Motion carried.**

**Regional Outreach Support Program**

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Please see attached document. If the Committee is in support of the proposal, Mr. Young would like to take it before the Full Council.

Ms. Solace requested help from the Committee filling in a few items on the draft proposal. The initial suggested allocation for the program is \$750,000 for salaries. Should a defined timeframe be set for this project so the Committee can define the matrix?

- Mr. Young proposed a three-year time frame for the project.

Mr. Young requested that the Committee members respond to the e-mail Ms. Solace sent with the draft proposal, providing any comment, questions, or concerns before the October meeting.

### **Strategic Planning Committee Meeting Report**

The next Strategic Plan Work group meeting will have a different format. A facilitator is joining to help tie all of the WDC's efforts together.

The working group is hoping to have the work completed by January, but will provide an update to the Council at the October meeting.

### **Launch Update**

A survey was sent to Idaho employers about their workforce training needs. The first set of results came back with 945 employer responses. 11 distinct industries were represented in the data. The data showed 4 out of 5 employers have tried to hire employees since the beginning of the COVID-19 pandemic. 3 out of 4 employers said the COVID-19 pandemic has had a negative impact on their business operations. Healthcare, Tech, and Transportation are the industries hiring the most.

### **Next Steps Outreach Update**

Next Steps is entering the outreach phase of the project. The site is now published for everyone to see. So far there has been positive feedback on the site. Next Steps outreach is being integrated into the outreach plans of our partners to spread the word to their customers.

**Motion by Mr. Van Vleet to adjourn. Second by Mr. Park. Motion carried.  
Adjourned at 12:29 p.m.**