

**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, June 3, 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:** Caty Solace, Paige Nielebeck, Matthew Thomsen

**Guests:**

**Call to Order at 1:31 p.m.**

**Roll call** - quorum met

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

**\*Approve May 13, 2020 Meeting Minutes**

**Motion by Mr. Van Vleet to approve the May 13, 2020 Meeting Minutes as written. Second by Ms. Brown. Motion carried.**

**\*SWIMA – Manufacturing Careers Outreach**

SWIMA has planned and executed the Made Here Manufacturing Expo & Job Fair for five years. The event is in conjunction with National Manufacturing Day (mfgday.com) and educates students and the public on the opportunities in manufacturing, as well as the companies who are the makers in Idaho. This event has been extremely successful, and SWIMA would like to bring this resource to Idahoans throughout the state through an on-demand resource. Not all schools and residents can make it to the expo, so SWIMA wants to bring the information to them.

This project will develop the foundation for a formalized manufacturing recruitment and training 'brand' under SWIMA's management. This request will fund the initial website and app, plant tour and job videos, career fair booth items and the initial brand marketing collateral. These tools are intended to be a one-stop-shop to educate students and the public about manufacturing and manufacturing careers in Idaho.

**Outreach Project Request: \$47,500**

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Could the Committee choose not to approve the funding for the tradeshow booth, but approve the rest of the request since so many events have been cancelled for 2020?

- Yes.

What in-kind match and match is SWIMA offering?

- Most of it is staff time. SWIMA is counting their teacher extern as part of their in-kind. The breakdown of in-kind and match is below.
  - \$5,000 teacher extern time
  - \$5,000 SWIMA staff time
  - \$5,000 donated time from Tech Help

**Motion by Ms. Lenz to approve the SWIMA Manufacturing Careers Outreach project excluding the funds for the tradeshow booth. Second by Ms. Hattaway.**

The Committee asked Ms. Solace to tell SWIMA they are open to reviewing a new application for the tradeshow booth once reopening plans are more concrete. SWIMA could also submit an amendment to their project request.

Has the Outreach Committee given funds to 501c6 entities before?

- The Committee has given SWIMA a grant before.

**Motion carried.**

### **\*2020-21 Revised Budget Proposal**

Ms. Solace reviewed a few revisions that had been made to the 2020-2021 Outreach Budget Proposal. Please see attached document.

If approved by the Committee, this budget will be reviewed at the July Council meeting.

**Motion by Mr. Van Vleet to recommend approval of the revised 2020-2021 Outreach Budget to the Full Council. Second by Ms. Lenz. Motion carried.**

### **Strategic Plan Survey and Updates**

Ms. Solace sent out a survey to the Committee requesting feedback on the WDC Strategic Plan objectives assigned to the Outreach Committee. Ms. Solace reviewed the Outreach Committee guiding document. Please see attached document.

An Ad Hoc Committee is being created from members of each committee to review the overarching WDC Strategic Plan. This Committee will bring recommendations to the Council on changes that need to be made to the plan. Having members from each committee on the Strategic Plan Ad Hoc Committee provides a broad look

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at the strategic plan. Ms. Solace asked the Committee for two volunteers of Outreach Committee members to serve on the Strategic Plan Ad Hoc Committee. Doug Park and Georgia Smith were nominated.

### **Survey**

Mr. Young reviewed the results of the strategic plan survey. Please see attached document.

### **Future Next Steps**

Next Steps has evolved into more than just an outreach effort. The Executive Committee has discussed having Next Steps become its own committee with representations from each WDC committee to push the project forward. Next Steps is one of the biggest projects the WDC is executing over the foreseeable future. Next Steps needs to be integrated into everything the Council does. With Council approval in July the budget for Next Steps will be moved under the general WDC budget to ensure that it is not using exclusively outreach funds since it now has a broad focus..

### **S360 Project Updates**

Ms. Solace reviewed the updates provided by S360. Please see attached document.

**Motion by Mr. Van Vleet to adjourn. Second by Ms. Smith. Motion carried.**

**Adjourned at 2:37 p.m.**