

**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

### **Work-Based Learning Committee Meeting**

**Date:** Wednesday, September 23, 2020

**Time:** 2:00 PM – 3:00 PM

**Committee Members:** Audrey Fletcher, Dave Hannah, Kelly Kolb, David Moore, Wendy Lundberg, Scott Rasmussen, Travis Woolsey, Doug Park, Michelle Holt, Sean Kelly, Ed Husky, Gina Robison, Marie Price, Maureen O'Toole, Gina Cabrera

**Guests:** Chet Andes, Lorraine Dennis, Sarah Nash, Gary Salazar, Timothy Blonsky

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

**Call to Order at 2:01 PM**

**Roll call** - Quorum Met

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

**Approve August 26, 2020 Meeting Minutes**

**Motion by Ms. O'Toole to approve the August 26, 2020 Meeting Minutes as written. Second by Mr. Park. Motion carried.**

#### **Refining Strategic Plan Objectives**

At the last meeting, the Committee discussed several issues, ideas, and concerns surrounding the adoption of a broader definition of work-based learning (WBL). Ms. Secrist reviewed the ideas from the last meeting. Please see August 26, 2020 meeting minutes.

The Committee needs to come to a consensus on two or three objectives to work on for the next 12-18 months. The three apprenticeship grants are building part of the WBL infrastructure and addressing some of the WBL system issues, but there is a big opportunity ahead of the WDC to promote other forms of WBL to employers. It is important to leverage existing employer successes in WBL and to encourage other employers to participate in WBL.

What can the committee do, with a new broad definition of WBL, to support all WBL efforts?

- As work is being done across the three apprenticeship grants, it is important the Committee understand the different goals and populations/industries they are serving. The committee needs to continue providing input on the grants.

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- Mr. Park will ensure the Committee is involved and providing input on the strategic plan working group's work.
- As the Committee expands to the other areas of the WBL continuum, there will be a series of items driven by small, remote, local needs. These individuals may not have access on a daily basis to the WBL being done at the colleges. The Continuum needs to be strategically developed to support everyone down to the small communities.
- The Committee needs to address WBL struggles due to COVID-19. Many people in the state have lost their jobs and will need training if they are going to become gainfully employed in a new job or new career.

### **Objective Ideas:**

- Evaluate offering training opportunities (that align to WBL programs) remotely/virtually to all of Idaho.
- Ensure customizable models are available for local employers/educators to adapt.
- Communication among stakeholders, employers, and individuals.
  - Understand where information is coming from and what information is available.
  - Increase collaboration and identify overlap and gaps.
  - Data sharing beyond just grantee staff (JFF and PAYA may have information the WDC can use).
    - The WDC staff is looking at using a CRM to share information between the three apprenticeship grants staff.
- Advocate for expansion of the 60% goal to include WBL successes (and thus value them equitably).
  - State Department of Education survey on WBL going on in schools.
- Longitudinal data – track where individuals enter the continuum and how they move across the continuum.

Mr. Thomsen and Ms. Secrist will take the above objective ideas and create a few succinct objectives for the Committee. These objectives will be sent to the Committee via e-mail for feedback.

### **Youth Apprenticeship Update**

Ms. O'Toole provided an update on the Youth Apprenticeship Program. Please see attached slides.

Idaho Business for Education is hoping to have the Youth Apprenticeship project fully staffed by early October.

### **Idaho Department of Labor**

#### **Apprenticeship Outreach Campaign**

IDOL had funds available from their previous Apprenticeship Idaho funding. They are planning to use the funds to refresh some of the apprenticeship videos/content in preparation for National Apprenticeship Week. IDOL is working on three different advertorial segments to promote the benefit of apprenticeship to business. It will provide information on how to reach out and gather more information on starting an apprenticeship program. Ms. Robison is recruiting businesses in high demand industries to participate in National Apprenticeship Week.

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and provide interviews for the advertorial segments. The segments will be shown on KTVB. IDOL will run ads on Facebook, Instagram, and LinkedIn. IDOL will have more information on their website.

USDOL has not confirmed dates for National Apprenticeship Week yet. There might be an opportunity to modify some of the messages for National Apprenticeship Week to fit the current state of the nation.

**Motion by Ms. O' Toole to adjourn. Second by Ms. Robison. Motion carried.**  
**Adjourned at 2:48 PM**

DRAFT