

**BRAD LITTLE**  
GOVERNOR

**Wendi Secrist**  
Executive Director

**Deni Hoehne**  
Chair

**B. J. Swanson**  
Vice Chair

**WORKFORCE DEVELOPMENT COUNCIL**  
317 West Main Street, Boise, Idaho 83735-0510

## **Outreach Committee Meeting**

**Date:** Wednesday, October 7, 2020

**Time:** 1:30 PM – 3:00 PM

**Committee Members:** John Young, Shelli Bardsley, Donna Butler, Dave Hannah, Marie Hattaway, Angela Hemingway, Kate Lenz, Georgia Smith, Sarah Buenrostro, Janelle Culley, Jeff Tucker, Doug Park, Linda Clark, Matt Van Vleet, Marilyn Whitney, Megan O'Rourke, Janet Pretti, Elli Brown, Anna Almerico (proxy for Marie Hattaway)

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

**Guests:**

**Call to Order at 1:30 PM**

**Roll call** - quorum met

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

**\*Approve September 2, 2020 Meeting Minutes**

**Motion by Dr. Clark to approve the September 2, 2020 Meeting Minutes as written. Second by Mr. Park. Motion carried.**

**\*Regional Outreach Support Program**

A few changes were made to the Regional Outreach Support Program proposal. Ms. Solace reviewed the changes. Please see attached document.

This proposal is not for a single contractor. There would be a different contractor for each of Idaho's six regions. It is important to find the best entity in each region to provide the outreach support.

**Motion by Mr. Park to recommend approval of the proposal with the above changes to the full council. Second by Ms. Brown. Motion carried.**

**Next Steps Outreach Update**

This morning there was an interview with Boise State Radio about Next Steps Idaho.

There are a few priorities for Next Steps Outreach.



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1. State Agency Integration – Ensure state agencies are able to embrace Next Steps as the place to send Idahoans for career exploration. Next Steps will house toolkits, customizable materials, webinars for staff, grant opportunities centered around Next Steps advertising campaigns, etc. for our agency partners.
2. Key Stakeholder Adoption – Get connectors to use the site, understand the site, promote the site to their members, etc. They will also have toolkits, Ms. Solace will present at meetings/conferences, support materials for Next Steps professional development.
3. Train the Connectors – It is important the connectors have the information they need to utilize the Next Steps tools and know how to talk to their audiences about Next Steps.
4. Primary Audience Outreach – Earned media campaigns and maintaining a consistent PR presence throughout the year. The WDC is exploring hosting mobile hotspots associated with Next Steps. The WDC is getting creative and ensuring equity issues are being taken down while promoting Next Steps.

The focus is getting Next Steps into the hands of those who are going to spread the word and those who are going to be using it themselves. Ms. Solace will send out a detailed draft of the strategy middle of next week.

### **Working with OSBE Staff**

Ms. Solace has been attending OSBE's weekly outreach group meetings. This has enabled Ms. Solace to work in tandem with the State Board of Education. This has been a very fruitful partnership.

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

**Adjourned at 2:00 PM**

