

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, April 1, 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, Wendi Secrist, Matthew Thomsen

Guests:

Call to Order at 1:30 pm

Roll call - quorum met

Review Agenda

No additions to the agenda.

***Approve March 4, 2020 Meeting Minutes**

Motion by Mr. Van Vleet to approve the March 4, 2020 meeting minutes as written. Second by Ms. Buenrostro. Motion carried.

Outreach Project Balance Update

At the last meeting the Committee was close to warding the total amount of available dollars left in the Outreach Committee budget. A few things have changed since then. The AFL-CIO IWON project is not going to be continued. The staff member in charge of IWON has left the organization. AFL-CIO feels that at this time they are not able to support the project. AFL-CIO will continue the IWON program once they are able to get more industry support. The outreach dollars from the IWON project will be return back into the pool of funds. This will bring the balance of the outreach funds to \$92,586. Ms. Solace and Mr. Young feel this will be enough to fund outreach projects through the end of June.

Is it \$12,456 that is being returned by AFL-CIO?

- That is how much has already been reimbursed to AFL-CIO. The amount being returned will be the difference between the amount reimbursed and the grant amount of \$63,300.

Economic Development Professional Project

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Last fiscal year the Committee approved about \$33,000 for the WDC staff to engage the Economic Development Professionals in workforce development efforts. The Committee also approved the WDC staff an additional \$15,000 for the project for FY20. That gives a total of about \$45,000. The WDC is working with IACI on a project sponsored by the US Chamber Foundation that is going to train 30 Idahoans statewide to facilitate a Talent Pipeline Management (TPM) methodology. TPM is going to help create a better flow of information and data. The Economic Development Professionals are going to be a key part of this program. The WDC staff would like to request to use some of the funds to help offset travel costs for the Economic Development Professionals to attend sessions for the TPM project. These funds would also be used to support travel costs for individuals from the Workforce Training Center and an individual from the Nez Perce Tribe. Ms. Secrist and Mr. Thomsen wanted to ensure that the Committee was comfortable with the funds being used for this activity.

Are the 30 individuals going through the TPM program regional?

- Yes, they are going to be from all across the state.
- Is the person from the Nez Perce Tribe going to represent the Lewis-Clark Valley?
 - The people representing the Lewis-Clark Valley are two people from LCSC, one person from Clearwater Economic Development, and one person from the Nez Perce Tribe. The WDC staff and IACI are ensuring that there is regional representation in the project, but also specific representation from certain entities. Nothing has been confirmed with the Nez Perce Tribe yet.
- Are chambers going to be sending people to TPM?
 - IACI, CTE, and the WDC staff created the list of participants for the initial cohort of 30 individuals. 3-5 of the first cohort will be trained to then train other individuals to deploy the program past the first 30 individuals.
 - This program was advertised as being business led, but only one of the entities listed is a business.
 - IACI felt that the process should start with the Economic Development Professionals (EDP) and then give the EDP's the ability to facilitate the program among businesses. IACI and the WDC staff are working to find the right balance between business and economic development.

Many businesses have internal trainer and professionals who need to be engaged in the TPM program. The businesses have the capacity to send people around the state to implement the program. These individuals should not be forgotten in this process.

The WDC will continue to work with the Economic Development Professionals who will not be part of the first TPM cohort.

Idaho State Board of Education Outreach Project

At the last committee meeting, the Committee requested that the Idaho State Board of Education Outreach Project proposal be returned to the State Board of Education. Ms. Solace, the outreach team at the State Board of Education, and Strategies 360 spent a significant amount of time reworking the proposal. Ms. Solace reviewed the new application. Please see attached document.

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In the previous application in the research phase of the project, previous scholarship recipients were not being utilized as a source of data and information. In the new application the research phase reflects that the research will drive the work that will occur after the research phase is complete. More of the dollars will be going towards the actual campaign that will go out to a focused group as well as a larger digital campaign (the digital campaign will be similar to the campaign run last year).

The State Board of Education included in the new application that they will make sure to reuse assets that were previously created from the first campaign. The assets will be updated with new knowledge and research and then distributed.

A reminder to the Committee that this funding request will not come out of the pool of the general outreach funds. Funds were set aside at the beginning of the year to help fund this project if the Committee chose to fund it.

Outreach Project Request: \$80,000

Looking at the metrics creates a little bit of concern. In 2019-2020 the State Board only had 21 scholarship disbursements. If the numbers are the same going forward or even 50%, it would cost \$1,000 to \$700 per scholarship recipient. The return on investment would not make sense. The plan should present a better return on investment.

- It comes down to whether the Committee finds value in learners finishing their education and going on to work in higher-level jobs. That is the full picture value of the scholarship.

COVID-19 has created a different landscape. COVID-19 is making a large impact on budget across education and business. This scholarship is great, but it has to get traction. Since the landscape has changed so drastically, the currently dynamics of Idaho need to be factored in on how that could affect the scholarship. When economics times are in question as a society, people wait to see what is going to happen before deciding if they want to continue pursuing their education.

There is a chance that the country will be thrust into a recession and people will begin taking advantage of education quickly.

- The people who will be seeking out education will already know about scholarship opportunities and will not need to be marketed to.

Idaho institutions are gearing up for major cutbacks and decreased enrollment numbers with parents choosing not to send their students back to out of state school.

Another option is to table this project another month to see where the economy is heading. This is a rapidly evolving situation.

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- It may take more than a month to determine what the economic climate is going to be. It is important to have a clear picture of how the 4th quarter is going to end and what projections are going into the new fiscal year.

The Committee would like to table the project until the economic situation is more clear.

Update on Ongoing Projects

Ms. Solace provided updates on projects being affected by COVID-19.

Ms. Solace has been in communication with all of the outreach project awardees. The Boise School District has cancelled their trip to ISU Pocatello. The district is looking for other ways to engage the students. It is possible that the Boise School District will return a small amount of their funds.

Boise State currently has all of their veterans events scheduled out over the course of the next year. Boise State is planning to do an in-person event for veterans once it is safe to have in-person activities.

Other grantees Ms. Solace spoke with are in the process of figuring out how COVID-19 is going to affect their work. Ms. Solace will provide any updates on the SharePoint site.

Next Steps is moving forward full steam. Next Steps is going to be a very needed resource due to COVID-19. Strategies 360 is working on some final design work. A soft launch of next steps is planned for July and a full launch sometime after that.

Ms. Solace is working on the Idaho Launch campaign. Launch is a project to reach people and connect them with training programs that lead to in-demand jobs. Ms. Solace is finding there is opportunity to run the campaign digitally since people are spending a lot of time online. Ms. Solace will put some materials on Launch on the SharePoint site.

The LEADER site should be finished by June. The website development will be finished in May. The WDC has signed on to a CRM that will allow the staff to automate a lot of the LEADER work that Mr. Thomsen has been doing. The CRM will allow for the WDC staff to create communications that will lead people to the LEADER continuum and notify staff when the individual needs personal contact.

Ms. Solace has been dedicating her time to LEADER, Launch, and Next Steps to move the projects along quickly so they can support everyone with possible economic changes in the future.

Ms. Solace will send an e-mail to the Committee when she has made updates to the SharePoint site.

Motion by Mr. Park to adjourn. Second by Mr. Van Vleet. Motion carried.

Adjourned at 2:17 PM