

Idaho Launch is the pathway for all Idahoans seeking to work in Idaho to receive tuition support through the Workforce Development Training Fund (WDTF) for short-term training that will allow them to attain in-demand, employer requested, skillsets.

The program's start was bolstered through \$1,000,000 in CARES Act dollars that allowed Idaho Workforce Development Council (WDC) to:

- Complete a large-scale survey of employers to ascertain the skillsets they are, and plan to, hire for in the coming years (845 respondents).
- Pay for 100% of training for those whose employment was affected by COVID-19 through the end of May 2021.
- Run a comprehensive outreach campaign to create awareness for the program.

WDC simultaneously, and also under the Launch brand, started a program supported by the WDC *Financial Assistance for Short-Term Training* policy approved in 2020. This program covers 75%-90% of tuition costs through the WDTF for any Idaho resident, who plans to use the benefit to work in Idaho, to take approved short-term trainings.

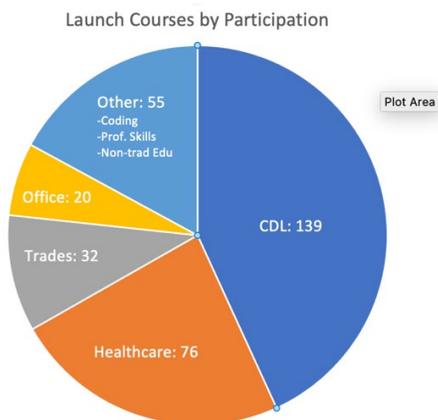
idaholaunch.com went live in mid-October, 2020 and has had over 22,500 visitors with an average session duration of 2:18.

Program costs:

Obligated through 5/31/21	\$772,485
Average cost per month	\$110,355
Estimated annual program cost	\$1,324,260
Administration cost per person	\$50

Participant information:

Participants through 11/16/20-5/31/21	322
Average training cost per participant	\$2,399.02



Proposed Budget for FY22: \$1,500,000

- 600 participants @ \$2,400 each = \$1,440,000
- 600 participants @ \$50 (administration) = \$30,000
- Up to \$30,000 in direct digital/traditional marketing