

**\*FY22 Budget Request**

**\$350,000—General Outreach Projects Applications Pool**

In 2020-21 the Outreach Committee saw a drastic downtick in the number of applications due to the Covid-19 pandemic. This request reflects the Committee's desire to be able to support Outreach needs as the state rebounds.

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**FY21 Budget Request**

**\$350,000—General Outreach Projects Application Pool**

FY21 Outreach Award Summary - \$62,500 (*Update*)

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**FY20 Budget Request**

\$350,000—General Outreach Projects Application Pool

\$250,000—Future Next Steps project

\$80,000—Adult Opportunity Scholarship Promotion (not awarded)

\$15,000—Economic Development Professionals-Workforce Development engagement

**\$695,000—Total Outreach Committee FY20 Request**

FY20 Outreach Award Summary - \$279,538.06 (General Pool Awarded)

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**FY19 Budget Request**

\$500,000—General Outreach Projects Application Pool

FY19 Outreach Award Summary - \$478,534

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**Outreach Project Detailed Summaries:**

**FY21 Outreach Award Summary - \$62,500 (awarded to date) out of \$350,000**

- \$10,000 Office of the State Board of Education – Next Steps Month (specifically college fair) FB campaign
- \$52,500 – STEM Action Center – Extern Program

**FY21 Award Updates **Update Before Council Meeting****

- \$10,000 Office of the State Board of Education – Next Steps Month (specifically college fair) FB

Outreach project paid to promote the college fair on Facebook. 4,026 students attended the virtual college fair.

- \$52,500 – STEM Action Center – Extern Program

Update with results of placement

**FY20 Outreach Award Summary - \$279,538.06 (total awarded)**

- \$14,733.70 - Boise School District – Building Tomorrow's Healthcare Workforce
- \$76,750 - STEM Action Center – Externship Program 2020
- \$4,750 – WDC – Apprenticeship Committee's Outreach Plan
- \$7,500 – SWIMA – Manufacturing Day
- \$10,000 - Veteran's Services – Outreach to Recent Veterans to Fill Critical Employment Vacancies
- \$12,456.52 - AFL-CIO – Idaho Workers Opportunity Network (Revised)
- \$53,155 - Clearwater Economic Development Association – Stimulating the Dreams of North Central Idaho Students for Future Idaho Careers
- \$33,000 – WDC – LEADER Initiative Portal Update
- \$45,068 – Idaho Public Television – VR Tours and Campaign
- \$22,124.84 – University of Idaho – Integrating Education and Careers

**2019-20 ACTIVE Outreach Pool Award Summaries and Updates:**

- \$76,750 - STEM Action Center – Externship Program 2020

This summer 28 externs had opportunities to spend 6 weeks working and learning with Idaho employers. Host sites include: Idaho Public Television, Boise Watershed Environment Education Center, Idaho Drone League (UofI), Workforce Development Council, St. Luke's (2), STEM Action Center, Allata, Idaho Technology Council, INL (4), The Sandbox Group (IBE), Voc Rehab, HDR Engineering, Idaho Business for the Outdoors, Children's Museum of Idaho, SWIMA, HomeCU, Franklin Building Supply, ACHD Commuteride, House of Design, Clif Bar, Gravis Technology, Idaho Central Credit Union, Idaho Forest Group and Schweitzer Engineering.

- \$53,155 - Clearwater Economic Development Association – Stimulating the Dreams of North Central Idaho Students for Future Idaho Careers

Requesting a contract modification due to COVID-19: CEDA and *Dream It. Do It. partners* are working on career awareness workshops for 8<sup>th</sup> grade students in 19 schools in Region II, North Central Idaho. They have requested accommodations due to COVID-19. CEDA and the Northwest Intermountain Dream It. Do It. Council have determined that the best method of providing similar outreach is to convert the ½ workshops to 1.5 hour online workshops that are specific to the school and change the timeline to push out the Dream It. Do It. 500 STEM Competitions. They have completed a modification that will allow them to extend the project length and use available resources to create a library of industry occupational videos that can be used during the online workshops and then made available on the DIDI webpage for use by area schools.

- \$33,000 – WDC – LEADER Initiative Portal Update

In order to engage hundreds or thousands of employers we needed to update this site. The site needs to be engaging, full of how-to content, and provide clear actions for employers. The opt-in item needs to be straight forward, quick, and item specific. We will separately pair the new site with a Customer Relationship System (since implemented) that will allow us to manage customer journeys even with our limited staff. This project was put on hold due to the required staff resources for Launch. Work is resuming in February, and nearly complete.

- \$45,068 – Idaho Public Television – VR Tours and Campaign

Idaho Public Television is completing a series of 360-degree videos highlighting a selection of industries/professions and educational outlets from across the state. The highlighted industries/professions will be based on a list of priority industries/professions compiled by the Idaho Workforce Development Council, Idaho State Board of Education, Idaho Department of Labor and Idaho CTE. An example of these videos can be seen here: <https://youtu.be/UgO5cuVh0g4> IPTV has extended the timeline of this project to allow them to be able to be physically present in more employers. They have filmed for a video featuring the logging industry, and are making plans with a few other employers.

- \$22,124.84—University of Idaho—Integrating Education and Careers

Modification requested: University of Idaho has had to significantly adapt their program due to COVID-19. Due to COVID-19 restrictions, group tours were limited to fewer participants than originally planned for. Therefore, additional groups will be added in the summer 2021 for physical or virtual tours and collaboration with industry partners.

#### **2018-19 ACTIVE Outreach Pool Award Summaries and Updates:**

- \$125,000—WDC Statewide Interim Outreach Application, \$125,000
- This campaign was used as the bones for Launch. <https://idaholaunch.com/> The campaign itself was paused due to COVID-19 and the approval of CARES Act funding to extend the training dollars to those directly affected by COVID-19. In the first 60 days, we approved nearly \$175,000 in training vouchers to 77 individuals through Idaho Launch. Over 800 Idahoans have started the process to connect to the program. Many of those individuals qualified or will qualify for other programs such as WIOA. Nearly all of those funded were through the CARES Act which means we were able to pay the full cost of training. We have an extension to spend the remaining

\$300,000 of CARES funding through the end of the fiscal year. This means we can still cover 100% of training costs for individuals whose employment was affected by COVID-19.

- \$27,500—RISE Collaboration for Careers - Data Outreach Project  
Due to the COVID-19 crisis local superintendents opted not to engage in a Senior Exit survey for 2020. The contract modification will allow the survey to take place in 2021. All other elements of the project have been completed as planned.
- \$11,000—Boise State University, Workforce Development for Active Duty National Guard, and Reserves This project is to connect veterans and service members with programs at BSU that lead to in-demand careers. WDC is working with Boise State to ensure they are connected with other state and community resources. Since launching this campaign Boise State had a YOY growth of 36% in total military tuition assistance credit hour usage. In addition, they specifically targeted using military benefits in Boise State online degree programs. This resulted in a 95% growth YOY in those programs. In total, over \$350,000 of Boise State education was delivered to military servicemembers at no cost to those students. This is a ~53% growth in funding usage by military servicemembers at Boise State. We have entered into an extension with Boise State they will move the majority of their events online due to the COVID-19 crisis. They have seen success using incentives in combination with an online format.
- \$30,300—WDC, Economic Development Professionals Summit  
To connect and empower economic development professionals to support local workforce development initiatives. It will be held on October 7, adjacent to the Age of Agility: The Governor's Summit on the Future of Work. The committee allowed the remaining funds to be used to support Talent Pipeline Management convenings.

#### **2019-20 COMPLETE Award Summaries and Updates:**

- \$10,000 - Veteran's Services – Outreach to Recent Veterans to Fill Critical Employment Vacancies

Veteran's Services decided they could not prioritize this work during the pandemic.

- \$14,733.70 - Boise School District – Building Tomorrow's Healthcare Workforce

The Workforce Development Council Outreach Grant funding supported a year-long environment of student and community engagement for Boise School District health profession students. Hundreds of students and countless community members participated in activities and events that promoted career insight/readiness, leadership, and "eye-opening" experiences, all leading to a better informed, better prepared future workforce. Thanks to this funding, students, staff, community leaders, and health professionals have altered and enhanced their perspectives on each other, current and future professionals, and current and future career pathways. Due to COVID-19 the project was unable to complete the final visits which were cancelled again in 2021. Reach: 770.

- \$12,456.52 - AFL-CIO – Idaho Workers Opportunity Network (Revised)

Support of the IWON program to serve as a bridge between the job-seeker, with an emphasis on youth and under-served populations, and Registered Apprenticeship programs around the state.

This project was discontinued, and no further dollars will be reimbursed. We are awaiting a final report.

- \$7,500 – SWIMA – Manufacturing Day

Support of Southwest Idaho Manufacturers' Alliance 2019 Made Here Expo & Job Fair. There were 70 exhibitors (34 participated in the job fair), 1568 attendees (1043 in student groups). They held 5 demonstrations at the demonstration stage as well. They were able to offer \$2,557 in bus scholarships for area schools to attend, a total of 1043 students were able to attend.

- \$4,750 – WDC – Apprenticeship Committee's Outreach Plan

We created sets of presentation materials to help advocates give presentations to Connectors, Employers, and Educators to understand apprenticeship and its benefits. These were shared with the apprenticeship committee and Idaho Department of Labor. The materials can be viewed here, and are free for use for anyone wanting to advocate for apprenticeship:

<https://wdc.idaho.gov/apprenticeship-outreach-tools/>

## 2020 Annual Report Highlight

### Boise State University – Workforce Development for Active Duty, National Guard and Reserves – Outreach Grant

**Period of Performance: May 2019 to Spring 2021**

**Total Dollars Awarded: \$11,000**

**Estimated Number of People Reached: 76,755**

Idaho's nearly 8,600 military service members – those on active duty, in the National Guard and Reserves – are eligible for postsecondary tuition assistance (TA). But not all are aware of this benefit. With the aid of an \$11,000 outreach grant, Boise State University has promoted the military and financial benefits, and support of the program at the university. The overall objective is to increase the number of Idaho military service members who start or complete some form of postsecondary education or professional development so that they are more prepared for career opportunities after military service.

Boise State has committed to the federal government's TA rate of \$250 per credit in select



undergraduate online degree programs for service members. A series of events, starting in May 2019, spread awareness of the Boise State's newly-approved tuition reduction model for service members. Local military leadership, governmental officials, student referral sources, along with other influential community members attended to learn about the efforts and partnerships of Idaho organizations that meet the educational needs – access, support, cost and quality – of the modern military student. They also demonstrate the state's commitment to education and workforce development.

Several other outreach events took place over the next several months of 2019 to promote the program, including:

- An education fair at Mountain Home Air Force Base in May.
- An Idaho Air National Guard Chief's Golf Scramble in July.
- A National Guard Family Day in September.
- A military education recognition at Boise State vs. Air Force football game in September. The program was showcased at half-time. Information was printed inside the football program and featured on the jumbotron throughout the football game.
- A National Guard Leadership Conference and workshop in the fall, engaging with a senior Air Force leader, to promote higher education and professional development pathways for airmen in the service.
- Tuition assistance seminars from November through January 2020. Army National Guard Education Services officers and the Boise State Military Programs coordinator hosted several TA application seminars. During the seminars, military students received support on how to complete and submit the TA application, what to expect, and how to prepare for higher education at Boise State.
- Development of a social media military program awareness campaign. The social media campaign gained momentum when all in-person events planned for 2020 were sidetracked by the COVID-19 pandemic. With an all-digital approach, the military education team has relied on its strong social media presence on Facebook, LinkedIn, Instagram, and Google search for promotion.



Social media metrics from July through November 2020 indicate that the team has increased awareness and is reaching the intended audience. And, it has been paying off with a significant uptick in participation in the TA program at Boise State, according to Sean Hunter, Director of Community-Based Educational Outreach at Boise State, and a member of the Idaho Army National Guard.

Campaign Totals	Impressions	617,690
	Reach	76,755
	Ad Clicks	3,447
	Link Clicks	1,726
	Click-Through Rate	0.56%

Hunter said the program participation rate increase was on an upward trajectory. In 2020, Mountain Home Air Force Base had a 101% year-over-year increase in tuition assistance usage at Boise State University.

Though the Boise State program sees participants from Mountain Home AFB and Idaho Reserve and Guard members, eligible service members can attend Boise State's online program from anywhere their military career takes them.

DRAFT