

Workforce Development Council Outreach Committee Guiding Document

Committee Mission: The Outreach Committee is responsible for increasing public awareness of, and access to, career education, work-based learning, training opportunities, and support knowledge of workforce development training fund programs. The committee will drive the coordination across state agencies, education and the private sector to meet these objectives.

Responsibility Statement: To review outreach proposals based on their ability to fulfill the committee's mission and reach the designated audiences. To coordinate outreach efforts that support the committee's mission.

Audiences and definitions:

Employers: All Idaho employers.

Pipeline: Anyone engaged in a career pathway (exploration, planning, & training) that will lead to a job and advancement.

Work-Challenged: Those with obstacles, (such as being under-employed, regionally, culturally, or personally challenged) between them and gainful employment.

Partners: Those with programs and resources that complement the council's workforce development strategies.

WDC Strategic Planning Objectives:

1. Build, plan, and prepare for the launch of the *Future Next Steps*.
 - a. Integrate an outreach process that assists WDC, partners, and all Idahoans to talk about connecting with careers in everyday life
 - b. Research and identify strategic local and regional partners to carry messages
 - c. Finish and launch asset map
2. Develop and deepen relationships with our partners including: HR associations, industry association, community leaders, education, and agencies.
 - a. Review data and information collected through established channels and reports
 - b. Connect associations and employers to community workforce data.
 - c. Build and distribute local job pathways
3. Explore and create a meeting, planning, and execution process that allows our committee to focus on more strategic topics.
 - a. Revisit Outreach Project award strategy, process, metrics, and outcomes
 - b. Create a forum to share Outreach Projects

Outreach Activities 2020:

- Prepare and plan for the launch of the future Next Steps project.
- Research and engage a customer relationship management system (CRM) with a marketing component that can assist in automating audience journeys ensuring that relevant information flows between WDC and its audiences at appropriate times. This system will help WDC with all ongoing communications and outreach such as:
 - Targeted newsletters, updates, and action items for a variety interested parties
 - Provide initiation, support, and new content for LEADER participants
 - Accepting and managing contact information and engaging interested parties

- Re-tool and re-launch <https://leader.nextsteps.idaho.gov/> The re-launched site will act as an employer bubble to the Future Next Steps project giving employers a meaningful way to engage. It will have clear content and meaningful steps for interested parties to take. The asset map will be included as a component of this launch.
- Re-tool and re-launch the Workforce Development Council brand.
 - New and improved wdc.idaho.gov to showcase existing projects, and provide better information on how to get involved in workforce development programs.
 - A presentation packet for council and committee members including slides and materials to give during meetings.
- Facilitate a live presentation sign-up sheet for council and committee members.
- Partner with Idaho Business for Education to present *The Governor's Conference on the Future of Work: Age of Agility*.
- Continuation of the Economic Development Professionals workforce development professional development program.
- Ensure that data sources and sharing are optimum.