

BRAD LITTLE
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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, September 1, 2021

Time: 1:30 PM – 3:00 PM

Committee Members: John Young, Donna Butler, ~~Dave Hannah~~, Kaitlin McGuire, Kate Lenz, Georgia Smith, Sarah Buenrostro, Janelle Culley, Jeff Tucker, ~~Linda Clark~~, Matt Van Vleet, Marilyn Whitney, Megan O'Rourke, Janet Pretti, ~~Anna Almerico~~, Liza Leonard

Staff: Paige Nielebeck, Matthew Thomsen, Jeffrey Bacon, Caty Solace

Guests:

Call to Order at 1:30 p.m.

Roll call - Quorum Met

Review Agenda – No changes to the agenda.

***Approve July 7, 2021 Meeting Minutes**

Motion by Mr. Tucker to approve the July 7, 2021 meeting minutes as written. Second by Ms. Smith. Motion carried.

Idaho Association of Collegiate Registrars and Admissions Officers (IACRAO) – Higher Education Booklet

The higher education booklet is a project set forth by IACRAO- Idaho Association of Collegiate Registrars and Admissions Officers. This project aims to create a resource for high school students, sent to approximately 23,000 students- primarily juniors and seniors, as well as career and college counselors within high schools which outlines updated admissions requirements for the upcoming academic year as well as certificate/license opportunities and degree options from 12 public and private institutions in Idaho: Boise Bible College, Boise State University, Brigham Young University-Idaho, College of Eastern Idaho, College of Southern Idaho, College of Western Idaho, Idaho State University, Lewis-Clark State College, North Idaho College, Northwest Nazarene University, The College of Idaho, and University of Idaho. This project also works to highlight Next Steps Idaho as another resource for students, parents, counselors, and admissions professionals. This year IACRAO is making a greater effort to present all these universities at an equal level, removing supplementary advertisements from colleges which normally help to cover production and disbursement costs. These booklets will be sent to public and private high schools across Idaho, also available via request dependent on remaining available copies post-disbursement.

WDTF Request: \$15,000

Discussion:

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The WDTF request is up to \$15,000. IACRAO would like WDTF funds to pay to produce the booklet and the ability to mail them directly to the high schools. In the past, IACRAO has depended on volunteers to deliver the booklets to the high schools, the booklet will also be linked on Next Steps.

This booklet will reach 23,000 high school juniors. The biggest outcome is the increase of college and career awareness and preparedness for high school students.

Would the booklet go to productions prior to IACRAO receiving feedback?

- IACRAO is creating a small feedback loop with the high school career counselors. The feedback from the counselors will not affect the production of this year's booklet but would be used moving forward.

IACRAO is looking to support the booklet moving forward using grant monies (whether from the WDC or other entities).

IACRAO could have business advertise in the booklet and that could help fund the project long-term. Industry needs to be involved.

- It would be great to provide IACRAO guidance on how to be more interactive with business.
- Having business involved in the booklet provides credibility to the information being provide. The WDC is a good conduit to connect IACRAO with businesses in the state.
- Maybe a list of business sponsors could be incorporated into the booklet.

It might be beneficial to get post-secondary entities involved from a graphic design perspective to provide students with real world experience.

The booklet is title the "Higher-Education Booklet." Using that terminology is going to dissuade a group of people from even looking at it (individuals who may not want to go on to a four-year entity).

Is the booklet already complete?

- IACRAO is targeting production for sometime this fall.

Maybe IACRAO could include a half page that says what CTE is and put a QR code that link to Next Steps where the CTE programs are listed.

The booklet is not a directory of every single educational institution in the state. There are some missing. Inclusion is based on membership in IACRAO.

This is a good investment that reaches a wide scope of individuals.

Motion by Ms. Whitney to recommend approval of the IACRAO Higher Education Booklet with the above changes. Second by Mr. Tucker.

Asking IACRAO to change the name of the booklet is a lot to ask. The current name is familiar and something people are expecting.

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If IACRAO is not comfortable with any of the requests, they can provide that feedback to Caty, and she can bring it back to the Committee for discussion.

Motion amended by Ms. Pretti to recommend approval of the IACRAO Higher Education Booklet outreach project in an amount of up to \$15,000 with the stipulations that the title be adjusted to better reflect all options of education, training, and career pathways, the booklet be expanded to encompass a wider variety of career exploration and education tools, and IACRAO include a way for business to connect with education (e.g., ads for businesses) and look to business as a sustainable funding source. If IACRAO is unable to complete the above stipulations, this will be communicated to Ms. Solace who will bring it back to the Committee for discussion at a future meeting. Second by Mr. Van Vleet. Amended motion carried.

Potential Projects

At a past meeting, Mr. Van Vleet brought up a need for LCSC to do outreach for CTE programs. LCSC applied for an industry sector grant back in June and was awarded the grant funds. CTE outreach was included as part of their application. It is great to see an idea from Outreach come to fruition.

NIC's Workforce Training Center is working with local construction companies to put together apprenticeship programs. Mr. Young's company is involved in this project and is hopeful to find participants.

Motion by Ms. Whitney to adjourn. Motion carried.

Adjourned at 2:41 p.m.