

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.

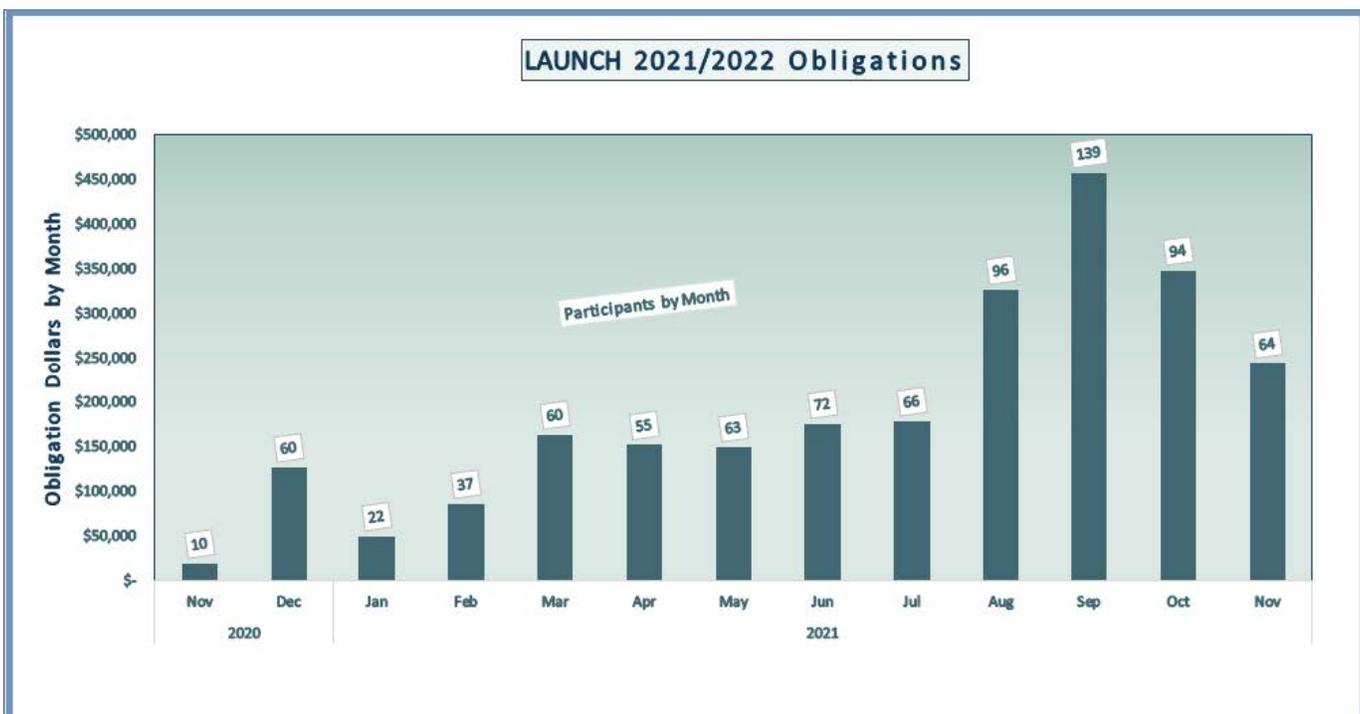
The program’s start was bolstered through \$1,000,000 in CARES Act dollars that allowed Idaho Workforce Development Council (WDC) to:

- 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.

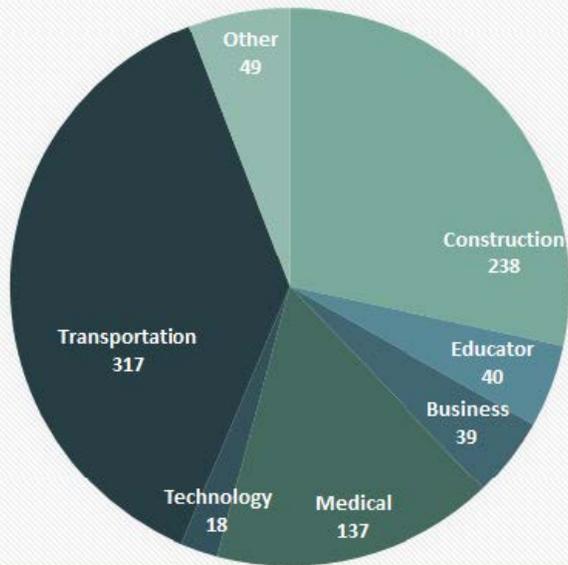
WDC simultaneously, and also under the Launch brand, started a program supported by the WDC *Financial Assistance for Short-Term Training* policy approved in 2020. This program covers 75%-90% of tuition costs through the WDTF for any Idaho resident, who plans to use the benefit to work in Idaho, to take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

The FY 2022 funding was \$1.5 million. The programs success has lead to an additional \$500,000 funding authorized in October 2021.

Obligated through 11/23/21	\$2,481,148
Average cost per month since inception	\$190,858
Participants	838
Average training cost per participant	\$2,960



LAUNCH Courses by Participant



Forecasted FY22 Obligation based on current activity: **\$3,611,900**

Participants based on 3-month average (9/1-11/23/21):

- 1,190 participants @ \$2,960 each = \$3,522,400
- 1,190 participants @ \$50 (administration) = \$59,500
- Up to \$30,000 in direct digital/traditional marketing