



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.

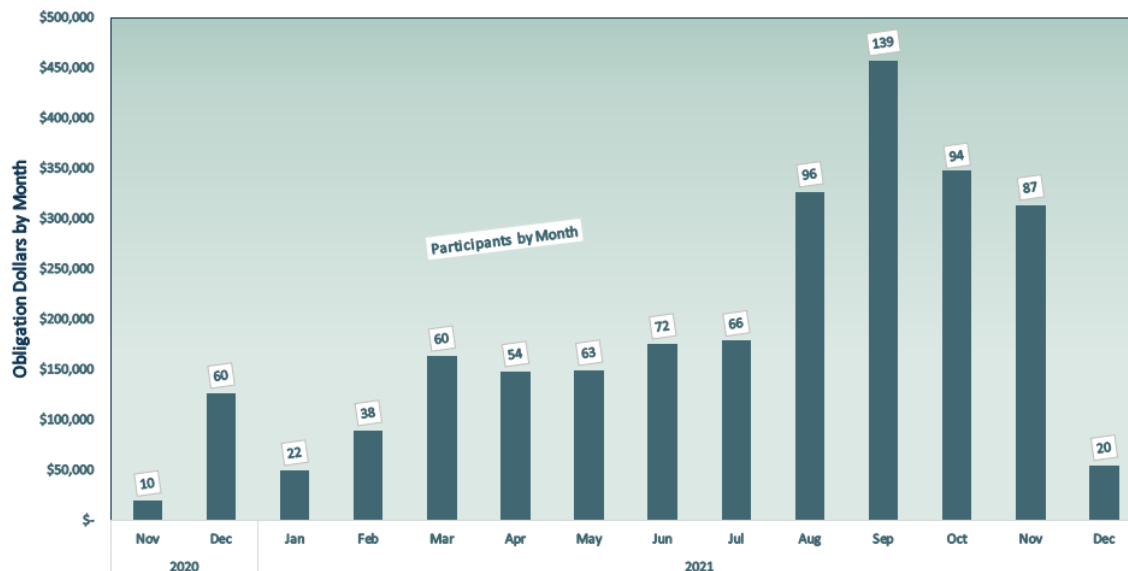
WDC simultaneously, and also under the Launch brand, started a program supported by the WDC *Financial Assistance for Short-Term Training* policy approved in 2020. This program covers 75%-90% of tuition costs through the WDTF for any Idaho resident, who plans to use the benefit to work in Idaho, to take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

idaholaunch.com went live in mid-October, 2020 and has had over 29,734 visitors with an average session duration of 2:25.

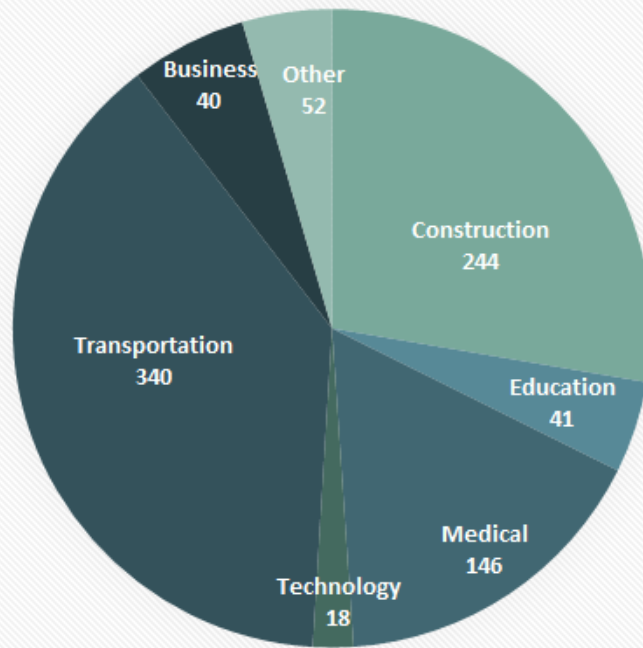
Program Cost through 12/6/21:

Obligated through 12/6/21	\$2,605,202
Average cost per month since inception	\$200,400
Participants	881
Average training cost per participant	\$2,950

LAUNCH 2021/2022 Obligations



LAUNCH Courses by Participant



Forecasted FY22 Obligation based on current activity: **\$3,870,000**

- 1,280 participants @ \$2,950 each = \$3,776,000
- 1,280 participants @ \$50 (administration) = \$64,000
- Up to \$30,000 in direct digital/traditional marketing

Assumptions:

- 502 participants enrolled FY22 through 12/6/21
- Use average training cost per participant since inception - \$2,950
- Annualized the average participants using the 3-month period ending 11/30/21
 - (320 participants divided by 3 months multiplied by 12 months equals 1,280 participants FY22)
- Project participant enrollment to be lower in the months December, January, February