

BRAD LITTLE
GOVERNOR

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, October 6, 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: Caty Solace, Paige Nielebeck, Wendi Secrist, Jeffrey Bacon

Guests:

Call to Order at 1:32 p.m.

Roll call - Quorum Met

Review Agenda – No changes to the agenda

***Approve September 1, 2021 Meeting Minutes**

Motion by Mr. Van Vleet to approve the September 1, 2021 meeting minutes as written. Second by Mr. Tucker. Motion carried.

Idaho Technology Council – Nepris White Label

We would like to assist Next Steps Idaho in connecting to the power of Nepris through a white label. With the goals of:

- Increasing line-of-sight for students to a variety of careers.
- Providing an easy connection for employers to the classroom while maintaining Next Steps Idaho as the one-stop for career information in Idaho.

A White Label of Nepris is a centralized hub for all education and employer partners across the state to connect, engage, and inspire. This would be a Next Steps branded, resource that prepares today's learners of all ages to become tomorrow's workforce through unlimited virtual connections with organizations and employers – both locally and across the globe. By bringing real-world application and local relevance to classroom learning, this platform not only helps keep local talent in the area but can also attract outside talent to your region. The White Label also comes with a variety of benefits and features to ensure overall program success, including:

- Experienced Program Managers to work with your various educational partners and institutions, while also engaging and onboarding employers and industry partners.
- Custom events and World of Work series designed and built according to local needs and priorities, with full support for creation, training, marketing, technology, etc.

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- Ability to add Partner Pages for any employers, universities, intermediaries, etc., showcasing each organization's impact and reach, as well as their general information and mission, careers, video content, and various opportunities.
- Admin Dashboard with full tracking and reporting to show efficacy and pinpoint previously unknown gaps, all while expanding and scaling the program year-over-year.

WDTF Request: \$150,000

Discussion:

Local employers and chambers of commerce should jump at the chance to contribute to this project.

Nepris is a library of occupations and professions. Businesses can sign up to be videoed by Nepris and be added to the library. Students can watch the videos and see what occupations are available in their area. It is a great resource to put in front of teachers to enable them to bring those occupations and professions to the classroom. Nepris is also able to connect teachers to live experiences for the classroom.

With the White Label, Nepris would look at utilizing Idaho businesses first.

How do the businesses get videoed?

- The video is included in the Nepris White Label service fee. Nepris will do the video production for the business and training for the educators.

The cost per school is not prohibitive for any school district. The goal is to have businesses also sponsor schools.

STEM Action Center has had Nepris on their radar for quite some time. Nepris can fulfill a need that has been identified. STEM would love to have Nepris present at their I-STEM conference.

Is the fee for the school a one-time or annual fee?

- It is an annual fee for each individual school.

Do businesses have to pay a fee to sign up for the videos?

- They do not have to pay a fee.
- The video is done through digital means and not an on-site shoot.

Have any other states rolled out Nepris at this level and built it into an existing system?

- Oregon has done the program already. It is called Oregon Connections.

Where would the schools get funding for Nepris?

- Schools get funding for college and career advising that they can utilize.

If by the third year, 200 or more schools have signed up to participate, Nepris will not charge Idaho the \$75,000 fee.

- The \$75,000 is the price for the white label.

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Motion by Ms. Whitney to approve the Nepris outreach project in an amount up to \$150,000 for a maximum of two years of the program. Second by Mr. Van Vleet. Motion carried.

Launch Update

Launch has continued to grow. The WDC has allocated up to \$1.5 million for Idaho Launch. In January there were 22 Launch participants. In September, that number grew to 141 participants. The WDC is going through the \$1.5 million in funding very quickly. Many of the participants are going through CDL training but there is also a good mix of medical and construction as well.

A refresh of the survey data, that backs up Launch, has begun. The new survey will look at the 42 skills initially identified and make sure they are still relevant, if there are additional skills that are in-demand, and will assess the value of the courses currently being offered. It is important to ensure that the courses being offered through Launch are valuable to employers and are making a difference in their hiring practices.

Ms. Solace is going to be requesting additional funding from the Council for the Launch program. Launch is being promoted but it is being done in the easiest most cost-effective ways.

It is still too early to have solid data on the results of Launch. There are a lot of factors that go into an evaluation of the program. Some of the initial information the WDC has collected is looking good.

IDOL shared a letter with WDC staff from a Launch participant. Ms. Solace will send it to the Committee.

Potential Projects

There has been discussion around setting up a training program at the Tribe to train young students in machining positions to be able to work at the Clearwater papermill. This is in the early stages of discussion. There might be an opportunity in the future to engage in this project.

Age of Agility is on October 12. So far there are 477 registrations. Ms. Solace asked the Committee to share the invitation out to their networks.

The Committee asked Ms. Solace for an update on the Boys and Girls Club apprenticeship program. Ms. Solace will send an update via e-mail.

Adjourned at 2:21 p.m.