

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, March 3, 2021

Time: 1:30 PM – 3:00 PM

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

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

Guests: Erin Gorringe

Call to Order at 1:31 p.m.

Roll call - Quorum Met

Review Agenda – No changes to the agenda

***Approve February 3, 2021 Meeting Minutes**

Motion by Mr. Van Vleet to approve the February 3, 2021 meeting minutes as written. Second by Mr. Tucker. Motion carried.

Idaho Veterans Chamber of Commerce (IVCC) - Customer Relationship Management Implementation

Ms. Solace reviewed a spreadsheet she created to track outreach project awards. The spreadsheet is organized according to region to and where the project fits into the Outreach Committee's mission. Please see attached spreadsheet.

IVCC is seeking funding to support the launch of an infrastructure to support military connected members' needs and creating partnerships with civilian employers in the State of Idaho through their veteran friendly employer designation program. The Outreach Project would support the implementation of a CRM, and the initial staffing of a part-time administrative assistant and project manager. Through the HubSpot CRM, IVCC will be able to manage a database to provide further information, workshops, education, and training delivery.

WDTF Request: \$25,000

Discussion:

If IVCC is going to use the funds for one year of salary, what is their plan for sustainability?

- IVCC is working on getting their 501(c)3 and are looking to replace the startup funds with employer support, donations, grants, etc.

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The IVCC program sounds like the Talent Pipeline Management (TPM) program that is already in place. Is there overlap or opportunity to connect the two?

- IVCC is using their own CRM because they are approaching it from a veterans' specific lens. They are not focusing on the bigger picture like TPM.
 - TPM should be involved in this program.
- The designation IVCC is offering (veteran friendly employer), is one of the tools TPM should be advocating for as they are meeting with employers.
- HubSpot is a CRM that many of our projects are using. This will open the opportunity to make connections in the future.

Has the WDC provided seed money to other organizations or projects?

- Not for an organization that is just getting started.
- This would set a precedent for future outreach project applications.
- This could be risky because the organization is brand new.

There needs to be an outreach component to the proposal.

- The outreach is matching employers to veterans who have the skills the employer is looking for. The employer will then be able to receive the veteran friendly employer title.

The Committee requested Ms. Solace go back to IVCC for clarification on their project.

Motion by Mr. Van Vleet to table the IVCC Outreach Project discussion while Ms. Solace collect additional information from them. Second by Ms. Smith. Motion carried.

College of Western Idaho - CWI Work-Based Learning Center (Demonstration Project)

CWI desires to develop an innovative approach to connecting students to businesses/companies/organizations using the Idaho LEADER Initiative framework and the Workforce Development Council work-based learning definitions of Learning about Work, Learning through Work, and Learning at Work. The intent of the Work-Based Learning Center (CWI-WBLC) is to connect students work-based learning experiences. The innovative approach is a twist on the traditional career center by connecting all CWI students (credit, non-credit, Adult Basic Education students) to work-based learning opportunities aligned to their academic experience at CWI. The center will connect business and industry to offer and embed Learning about Work (job shadow, externship, work experience, mentorship), Learning through Work (internship, clinical, co-op) and Learning at Work (on the job training, apprenticeship, federal registered apprenticeship) into courses and programs. The center would engage employers early in the student education experience, rather than at the end of their time on campus.

WDTF Request: \$125,000

Discussion:

CWI is applying for only the first year of the program. This would be the first grant the WDC has awarded to CWI in the history of all the WDTF grant programs.

CWI is going to use their workforce training center funding to support the remainder of the funding.

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Did CWI provide metrics on what they hope to accomplish in the first year?

- The only specific metric provided was out of the 92 programs, CWI will tackle 25 of them in the first year.

It is hard to see how this program will be different than career services already offered by other institutions. It may not be the WDC's responsibility to fund career services departments for educational institutions.

This program helps get partnerships started and help other educational entities get their own WBL programs started. This is an opportunity to help Idaho's WBL system improve.

This again seems like the startup of infrastructure and not direct Outreach.

It would be nice to see a proposal to setup a statewide program and not just for CWI.

Motion by Mr. Hannah to deny the CWI Work-Based Learning Center Outreach Project proposal. Second by Ms. Lenz. Motion carried.

Outreach Project Proposals

It has been difficult this year to find outreach projects that fit the Committee's mission.

Discussion

What kinds of projects is the Committee looking for?

- The Committee is looking for pure outreach projects (e.g. digital campaigns, outreach videos, etc.).
- It would be nice to see more specific outreach projects rather than startup funding for positions and programs.

If anyone has thoughts on the types of proposals they would like to see before the Committee, please send them to Ms. Solace.

Youth Apprenticeship Grant Idaho Business for Education Update

Ms. Gorringer provided an update on the Idaho Business for Education Youth Apprenticeship Grant. Please see attached presentation.

Discussion

IBE's outreach tactics have been cold calls and relying on established relationships to spread the word.

Everything is going great with their grant and things are looking great for getting apprentices.

IBE has worked from the ground up on this project and appreciates the support of all their partners.

Idaho WDC Outreach Update

Ms. Solace is hoping next month the Committee can work on updating the Outreach Committee guiding document. It is full of to-do items from 2020. Ms. Solace asked the Committee to look at the current guiding document and provide feedback to her.

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If anyone has questions or wants updates on other outreach projects, please reach out to Ms. Solace

Motion by Mr. Tucker to adjourn. Second by Mr. Van Vleet. Motion carried.
Adjourned at 3:01 p.m.