

**BRAD LITTLE**  
GOVERNOR

**Wendi Secrist**  
Executive Director

**Deni Hoehne**  
Chair

**John Young**  
Vice Chair

## **WORKFORCE DEVELOPMENT COUNCIL**

317 West Main Street, Boise, Idaho 83735-0510

### **Outreach Committee Meeting**

**Date:** Wednesday, March 2, 2022

**Time:** 1:30 PM – 3:00 PM

**Committee Members:** John Young, Donna Butler, ~~Dave Hannah~~, Kaitlin McGuire, 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, Amanda Ames, Jeffrey Bacon

**Guests:**

**Call to Order at 1:31 p.m.**

**Roll call** - Quorum met

**Review Agenda** – No changes to the agenda.

**\*Approve October 6, 2021 Meeting Minutes**

**Motion by Mr. Tucker to approve the October 6, 2021 Meeting Minutes as written. Second by Ms. McGuire**  
**Motion carried.**

**\*WDC Outreach Webpage – WDC**

Council staff is requesting Outreach Funds to create an Outreach Webpage or Council Hub for Idaho Workforce Development council members, committee members, and other interested parties. This Hub will empower council members and partners to distribute information about the Council's programs and partnerships, and give them access to the tools they need, when they need them, while automating some staff communications processes:

The Hub will feature:

- Basic and distributable information about the core mission of the Council
- Comprehensive summaries of the Council's key programs (including the Workforce Development Training Fund) and partnerships
- Slides, fliers, outreach materials (or associated links), and existing/new press releases for the Council's programs and partnerships
- Regularly updated "what's new/top 3-5 things I should be sharing now" type of content that is easily refreshed by Council staff
- Easy access to meeting materials and calendars
- Notifications of updates based on interest/committee etc.

**WDTF Request: \$33,000**

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Discussion:

How would WDC partners make sure their information is on the site?

- The WDC staff would ensure the information from WDC partners is loaded into the site.
- Right now the WDC gets a lot of information from partners. These pieces currently have no place to live other than forwarding them to WDC members via e-mail or during a committee meeting. This will provide a place for this information to reside.

Who is going to build the site?

- The site would be built by Strategies 360. The staff will not be responsible for building the site.

**Motion by Dr. Clark to approve the WDC Outreach Webpage Outreach Project in the full amount of \$33,000. Second by Ms. Smith. Motion carried.**

### ***IACRAO Project Plan Update***

The IACRAO booklet was approved this fall by the Committee with some contingencies. The contingencies were as follows:

1. Come up with a new name for the booklet.
2. Have employers review the draft project plan.
3. Better integrate additional pathways to careers into the booklet.

The booklet has been renamed to "Idaho After Graduation." This name better encompasses the theme of the booklet. IACRAO has added several pages dedicated to Next Steps Idaho and its resources.

IACRACO is ready with a draft of the booklet. The Committee had mentioned that a few members of the Committee would be willing to review the draft. Ms. Solace is looking for a few volunteers. The following individuals volunteered to review the draft booklet.

- Dr. Linda Clark
- Janet Pretti
- Megan O'Rourke

### ***Next Steps Idaho Connections***

At the last Committee meeting, the Next Steps Idaho Connections white label was approved. Ms. Solace shared the new Next Steps Idaho Connections site.

Everyone on the site should sign up for Next Steps Idaho Connections.

IBE ran a competitive grant process for schools across Idaho to get access to Next Steps Idaho Connections. The Office of the State Board of Education heavily advertised the grant opportunity. About 30 schools put in a grant application. IBE does not have funding for all the schools. IBE and the WDC has been working to find additional funding, so schools do not have to be turned away. As of yesterday, IBE and the WDC had raised \$80,000 to fund all the schools. Several employers stepped up to fund school grants. Next week, Ms. Solace will present to the ITC Board of Directors on this project. ITC is interested in taking the process of fundraising on. Ms. Solace is going to talk with them about how to get employers to buy-in to the program and get Idaho up to the 200-school mark.

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Right now, IBE is setting up a drop-page so that interested employers can be directed to information. Ms. Solace is working on a flyer that has all the information on it. Ms. Solace will send out the flyer to the Committee.

Discussion:

An employer can sponsor a school at the price range or a school can pay for its own contract.

Some of the partners are working with their Chambers of Commerce to get funding for schools to participate in the project. The school districts need to be the ones to go to the chambers to request the funding. Having the schools go directly to the chambers has worked well in certain areas of Idaho. Dr. Clark and Mr. Van Vleet are happy to help with these efforts.

28 schools is a start. There are a significantly more schools in Idaho. The vision is to get Next Steps Idaho Connections into the hands of every school in Idaho. In order for the white label to free, the WDC has to get 200 schools signed up over the next 2 years.

Are the 28 schools spread across the state?

- Yes, they are all over the state.

### ***Potential Projects***

Discussion:

There is potential for a project with the Nez Perce Tribe. Mr. Van Vleet is going to talk to Ms. Secrist about this possibility.

CSI has been doing a lot of outreach through e-mail campaigns, social media, etc. The outreach has been focused on the Food Processing industry. CSI has had a number of hiring and career fairs that went well.

IDOL has three big outreach campaigns they are working on. IDOL is also working on their website to incorporate the new Equus staff.

The Idaho STEM Action Center has reframed their messaging to help get people involved in STEM. STEM will have a few campaigns going out with the new messaging. They are also working on updating their website to reflect the changes.

Could Ms. Solace work with Andy Lawless from IPTV to create a video highlighting WDC grant programs and what kinds of projects the WDC is looking for?

- That is a great idea. Ms. Solace will reach out to Andy.

State Department of education is working with IDLA to redo their parent portal. SDE hears from parents that they want to know what resources are available for their students and are having trouble navigating the places to find the information. The update to the portal is going to send the parents to Next Steps, STEM, etc. SDE's goal is to not duplicate efforts and to streamline the information available to parents and students. SDE is also going to have weekly newsletters that go out to the schools. The hope is that enough people are looking at the newsletter to gather the information being shared. SDE will be touring the state to talk about these developments. It would be great to talk about the Nepris project during the sessions.

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CTE month just ended. CTE posted stories from their annual reports and share them out. They are working on CTSO conferences, which take a lot of work to organize. There is talk of wanting to start a widespread CTE awareness campaign, but it is in the early stages of discussion.

TRIOS just complete annual reporting. They are starting to discuss future needs for outreach.

The Idaho Out-of-School Network is launching a grant program to help entities who want to participate in summer programs. They are looking for creative programs to help kids with unfinished learning. ION is working with entities on staffing needs (e.g., Boys and Girls Club apprenticeship program). They are doing a lot of STEM nights for students. ION would like to get their programs on the Next Steps calendar.

Right now, the shoot for the Next Steps Idaho campaign is being done. The photos and videos are being taken all over Idaho. It will be a cool concept.

**Motion by Mr. Tucker to adjourn. Second by Ms. O'Rourke.**

**Adjourned at 2:17 p.m.**