

**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, February 2, 2022

**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, Jeffrey Bacon, Matthew Thomsen, Stacy James

**Guests:**

**Call to Order at 1:30 PM**

**Roll call** - Quorum Not Met

**Review Agenda** – No changes to agenda

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

**Motion by Mr. Van Vleet** to approve the October 6, 2021 meeting minutes as written. Second by **Mr. Tucker**.  
**Motion carried.**

**\*WDC Outreach Webpage - WDC**

Brainstorm a need for council and partners to access information on all the programs – one stop shop – to do the advocacy part of their role. Small staff can hang up is keeping up to date and refreshed.

Morphed how do we build in automated processes for staff. Let council and other know when updates occur.

Website will have council, slides, meetings, calendars, handouts, press releases instead of individual emails. Notification piece will keep the website fresh and useful. Connecting hub to cloudware, zapear, as things are updated the subscribers would get a notice via email. Reduce staff workload. Could connect to other hubs such as Next Steps and when that hub is updated the council hub will generate a notice.

Need to create a space so council can include the readily available resources in their meetings, presentations, etc

This project directly aligns with several elements of the Outreach Committee Mission:

The Outreach Committee is responsible for **increasing public awareness of, and access to, career education, work-based learning, training opportunities, and support knowledge of workforce development training fund programs.** The committee will support the coordination across state agencies, education and the private sector to meet these objectives.

**Outcomes:**

Council communicate clearly without staff touchpoints/limit touchpoints. Identify needs for additional resources to load to hub.

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Allow plug talking points easily

Price tag - \$33,500 for base materials/project

Already use things in existence and also create materials gap. So use Launch but may need to create for youth project. Communication queues with technology.

Discussion: grab and go and current. Need navigation system to make easily identifiable search. Not 100% outreach, really may be a foundational WFC ask. Repository. Will be 100% publically available.

Deployed similar, Idaho launch.toolkit, to give anyone who wants to spread the word to pull down materials. Staff size need to lean on partners to spread the word. Next Step has a public facing website with marketing

Stem action center is a great outreach resource.

Will outreach need annual funds? Intent is price tag is includable staff can update web site. Maybe where WFC goes deep on a project and needs funding for promotional materials.

Why outreach project?

Deni breakouts are trying to help council members have access to all the members. Manage project status by region, type, etc.

Electronic leashed, business has changed, forward thinking to use technology not human resources.

Operations behind the WFC...how would this be different than the existing platforms? Who updates the other platforms? Idaho Launch and Next Step created their web under their budgets. Next step gets funding each year to update their platform.

Ex creating one space, one bookmark, find materials for Idaho Launch, would not have to remember Idaho Launch has a toolkit. Infrastructure boost. Awareness on the fly to do the "promotion". It will not eliminate discussion emails.

Ex. If a grant is funded this notice is loaded in a lot of different places. You may not know the business next door got a grant.

Stem ecosystem builds, how control updates? QC component. Already an existing double check with partners to ensure message that involves others, need to find a way to get out to the closely related.

Improve ambassadorship.

Perhaps set up meeting 2/23 for meeting.

***Next Steps Idaho Connections***

***Potential Projects***

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**Adjourned at 3:00 PM**

DRAFT