

**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, July 6, 2022

**Time:** 1:30 PM – 3:00 PM

**Committee Members:** John Young, Donna Butler, Dave Hannah, Kaitlin McGuire, Georgia Smith, Janelle Culley, Jeff Tucker, Linda Clark, Matt Van Vleet, Marilyn Whitney, Megan O'Rourke, Janet Pretti, Anna Almerico, Liza Leonard

**Staff:** Paige Nielebeck, Caty Solace, Rebecca Watson, Matthew Thomsen, Amanda Ames

**Guests:**

**Call to Order at 1:30 p.m.**

**Roll call** - Quorum Met

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

**\*Approve May 4, 2022 Meeting Minutes**

**Motion by Dr. Clark to approve the May 4, 2022 Meeting Minutes as written. Second by Ms. Whitney. Motion carried.**

**\*Building the Workforce of Tomorrow - North Idaho College, CTE**

Currently, North Idaho College separates Career and Technical Education into two main categories, Career and Technical Education (CTE) and Workforce Training. CTE refers to credit bearing programs, while Workforce Training refers to non-credit bearing programs, apprenticeships, and short-term training opportunities offered through the NIC Workforce Training Center.

While there are important reasons for this distinction internally, this separation can be confusing for regional employers, community members and potential students who are seeking information on the availability of all CTE and workforce training education offered at North Idaho College and may not be well versed in the credit versus non-credit or CTE versus Workforce Training language.

As a result, this confusion leads to missed opportunities for employers who may be interested in partnering with NIC as a training provider for incumbent workers, the recruitment of prospective employees, or the utilization of services NIC offers to area employers such as facility, equipment, and lab space use. Future NIC students may not understand the difference between CTE and workforce training and may not find all program offerings which fall under these categories due to the separation of CTE and workforce training at NIC.

To assist in combatting this public confusion and increase public awareness of the career education and work based learning opportunities offered at NIC, the proposed project aims to blur the lines between credit and non-

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credit, CTE and workforce training, and create a unified message to promote awareness of all CTE and workforce training education and services available at North Idaho College.

### **WDTF Request: \$54,650**

Discussion:

This is something all institutions should be doing. NIC is a good pilot for Idaho. This has potential to become a standard throughout the state.

It will be interesting to see how this will all be aligned, not just from a marketing standpoint but also from the competencies, badges, ability to stack, and CPL.

Is there a plan to create pathways and align credentialing?

- No, this is purely marketing.

Mr. Young sits on the oversight board for the Workforce Training Center at NIC. One of the things discussed at the last meeting was Idaho launch. NIC is talking about utilizing Launch for the WTC programs and the different CTE programs. The goal is to tie the pathways together.

One perk to keeping them separated is that workforce training for non-credit is not FAFSA eligible but CTE programs are. That needs to be clearly communicated to the students.

**Motion by Dr. Clark to approve the Building the Workforce of Tomorrow Grant at North Idaho College, CTE in the full amount of \$54,650. Second by Ms. Whitney.**

Mr. Young abstains from the vote.

**Motion carried.**

### ***Updates and Potential Projects***

#### **WDC**

Ms. Nielebeck and Ms. Solace had an opportunity to preview the new WDC website. Ms. Nielebeck is working on providing note back to S360 by the end of the week.

The WDC is going to be doing a series of engagements to get the word out about different things the Council is doing. Next Steps Idaho is a premier sponsor at the IASA conference. The WDC will be presenting at the event. The WDC is also going to be at all of the CTE Connect conferences that are happening around the state. The WDC will share about TPM and Next Steps. The Idaho Launch campaign will begin running again soon. With the ARPA funds, Idaho Launch is able to fund up to 90% of training costs.

There are quite a few draft Child Care Expansion Grant applications. There has been a lot of interest in the program. The first round of applications will close in August.

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### **Idaho Out-of-School Network**

The Idaho Out of School Network is putting out a grant program for community-based organizations or school districts. It will open in August.

### **STEM**

There are 27 Teacher Externs places throughout the state and the program is going very well. STEM has implemented a new reporting measure so they can learn what externs are taking from their externships and implementing in the classroom.

**Motion by Ms. Maguire to adjourn. Motion carried.**

**Adjourned at 1:55 p.m.**

DRAFT