

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, April 6, 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: Paige Nielebeck, Caty Solace, Matthew Thomsen, Jeffrey Bacon

Guests:

Call to Order at 1:32 p.m.

Roll call - Quorum Met

Review Agenda – No changes to the agenda

***Approve March 2, 2022 Meeting Minutes**

Motion by Mr. Van Vleet to approve the March 2, 2022 Meeting Minutes as presented. Second by Mr. Hannah. Motion carried.

***State Board of Education – Online Idaho**

Online Idaho functions as a statewide digital learning consortium—a collaborative statewide consolidation of online learning infrastructure into a single "digital campus" that better supports the academic pursuits of postsecondary students/faculty, showcases fully-online learning opportunities at our public institutions, and sponsors innovation in educating Idaho's professionals no matter where they live. Best known for its online course exchange at online.idaho.edu, the consortium has made investments that improve the quality of online courses, align educational technology across institutions, and increase transparency about the cost/value of pursuing higher education in the 21st Century. The public launch and further alignment of Online Idaho with other Workforce Development investments will increase career and training fund awareness.

WDTF Request: \$60,000

Discussion:

The vision and recommendation for an online learning site for Idahoans came out of a higher education taskforce. The idea was to provide access to education to anyone in Idaho. The beginning stages of Online Idaho have been tremendous. We have seen great collaboration between the institutions to make Online Idaho work. Idaho has a unique governance structure for education. It is a big asset to Idaho to create a system that allows students to move step-by-step through education. Having a campaign will be vital to getting Online Idaho out to all Idahoans.

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What is Online Idaho? Who would find this site, how would they find this site, and who would use this site?

- The site is intended to be a repository of courses that are offered online by Idaho institutions. These courses would enable anyone in Idaho to sign up for the courses. They would be able to take the courses online.
- It is important to campaign to let people know this exists.
- Some of the search terms might need to be more accessible.
- There also needs to be something on the front page that explains exactly what Online Idaho does.
- The more rural areas of Idaho where there is not easy access to a campus are the targets of the campaign.

Do the individuals have to apply to the institution before taking the online course?

- This would be a big barrier to many individuals.
- The individual would not have to apply to the institution. The individual would only apply to an institution if they want to use the course towards a degree program.
- This is something that needs to be clear on the front page of the site.

Have there been previous campaigns for Online Idaho?

- The State Board of Education has not been able to do this kind of outreach yet. The funding for Online Idaho was restricting on outreach campaigns.

There are a lot of pieces around enrollment and financial assistance that need to happen in order for anyone to apply for a class. The logistics need to be on the site.

- The optimization of the site will happen prior to the launch of the Online Idaho campaign.

There is some responsibility that falls to the higher education institutions to be clear on their websites about online courses. It is great to have a one-stop shop for online courses, but the institutions need to be accountable for updating their own websites.

Why are not all online courses listed on the site?

- The State Board of Education had to start somewhere. It is a work in progress. There is a massive number of online courses available in Idaho and it will take a while to get them all listed.
- It should say on the site that not all online courses are listed.

If the Committee would like to split the funding, the State Board really needs the \$15,000 to optimize the site.

Motion by Mr. Van Vleet to approve the Online Idaho site optimization in the full amount of \$60,000 with \$45,000 pending completion of site optimization. Second by Ms. Pretti.

Motion amendment by Mr. Van Vleet to change the above motion to include the second half of funding will be based on a presentation of the site optimization to the Committee. Motion amendment accepted by Ms. Pretti.

Ms. Clark abstains from voting.

Motion and amendment carried.

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Initial Budget Discussion

Ms. Solace reviewed the budget request from last year. Please see attached document.

Ms. Solace would like to put together a similar document for next year's budget to present at the next meeting. Right now, the Committee has \$141,000 (minus the amount approved for the State Board above) left in the outreach funds.

The Committee would like to review a draft budget at the next meeting.

Updates and Potential Projects

There is a grant application going before the Executive Committee next week that involves many projects in North Idaho. Hopefully the Committee will decide to fund the project.

The Idaho STEM Ecosystem is having their first in-person meeting in Lewiston on April 29. It is open to business owners. If anyone is interested in attending, let Ms. Maguire know.

Motion by Mr. Van Vleet to adjourn. Motion carried.
Adjourned at 2:36 p.m.