

**Project Description: Workforce Development Council – Outreach Webpage (Council Hub)**

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.

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.

**Budget:** Up to \$33,500 Workforce Development Outreach Funds

**Outcomes:**

**Entity responsible for tracking and reporting:** Workforce Development Council

**What is the potential for increasing the awareness of careers for Idahoans?** The Council and its partners have access to audiences with a high level of influence and large reach. A Council that can easily communicate WDC initiatives and programs to their networks could have a huge impact in Idaho.

**What is the Anticipated Reach of the Project?** The networks of the Council and its partners with ripple effects reaching well beyond that circle.

**What are the anticipated project outcomes?** The Council and its partners are empowered to spread the word about WDC programs and partnerships. There is an easily accessible place for them to gain access to the tools they need when they need them. Staff resources are used more efficiently.

**What metrics and or reports will be delivered to the committee,** Usage reports and anecdotal evidence from users.

*Presented to the Outreach Committee on February 2, 2022*