

BRAD LITTLE
GOVERNOR

Wendi Secrist
Executive Director

Deni Hoehne
Chair

John Young
Vice Chair

WORKFORCE DEVELOPMENT COUNCIL

514 W Jefferson St, Ste 136, Boise, Idaho 83702

Outreach Committee Meeting

Date: Wednesday, September 6, 2023

Time: 1:30 PM – 3:00 PM

Committee Members: John Young, Anna Almerice, Donna Butler, Linda Clark, Janelle Culley, Allison Duman, Megan O'Rourke, Janet Pretti, Georgia Smith, Caty Solace, Jeff Tucker,

Staff: Wendi Secrist (acting chair), Sherawn Reberry, Denise Hill, Matthew Thomsen, Joy Parsons, Cassie Mansour

Guests: Matt Baltzell, IPTV

Call to Order at 1:32 p.m.

Roll call - Quorum Met

Review Agenda – No changes to the agenda

***Approve May 3, 2023 Meeting Minutes**

Motion by Ms. Megan O'Rourke to approve the May 3, 2023 Meeting Minutes as written. Second by Ms. Donna Butler. Motion carried.

Updates and Potential Projects

- **Report from IPTV on Outreach Grant** **IPTV Staff**
 - 2015 College Access Grant
 - 2018 American Graduate Grant
 - Population reached critical to changing thinking about successful pathways in education.
 - 2020 Industry Career Pathways in 360 VR
 - 2021 – 2023 Age of Agility
 - Career Exploration in 360 (link to be sent)
 - Linear video in 360
 - Stories by professionals in high demand industries
 - Visual and Interactive
 - Numbers Nov-Dec
 - Great partnerships created.
 - American Graduate Jobs Explained – social media (Mathew Baltzell)
 - Vertical web series
 - Teens and young adult's main focus
 - 10 versions focused on high in-demand industries.
 - In Idaho focus is construction
 - Several thousand views
 - Introduce them to jobs they might not be aware of

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- 4-year college is not the only route
 - Focus on apprenticeship educations.
 - Helping with understanding the broader definition of jobs that aren't understood.
 - Understanding what is needed to do these jobs like math and how they tie into the actual job function.
 - Reach is nationwide because of social media.
 - Interactive network
 - Focus on specific focus and need of state for focus industry.
 - Primarily Instagram reels – Construction Jobs Explained
 - 2-year project

- **Outreach Committee Guiding Document** **Wendi/ Sherawn**
 - Big Picture Strategy
 - Review Outreach Success
 - Share Ideas
 - Brainstorm
 - Revise Guiding Document
 - What is needed and who should do it?
 - Need to think what the specific things does the committee need to act on
 - Send it out to committee.
 - original from 2019
 - notes and what's next.

- ***Approve 2023 Outreach Committee Guiding Document** **All**

Motion by Mr. Jeff Tucker to approve the Outreach Guiding Document as presented. Second by Ms. Caty Solace. Motion carried.

Motion by Mr. Jeff Tucker to adjourn. Second by Ms. Janet Pretti. Motion carried.

Adjourned at 2:47 p.m.