

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 Minutes

Date: Wednesday, January 24, 2024

Time: 1:30 PM – 3:00 PM

Committee Members: John Young, Anna Almerico, Donna Butler, ~~Linda Clark~~, Janelle Culley, Allison Duman, Megan O'Rourke, ~~Georgia Smith~~, ~~Jeff Tucker~~, Caty Solace, Bill Reagan

Staff: Wendi Secrist, Sherawn Reberry, Denise Hill, Elaine Zabriskie, Cassie Mansour

Guests:

Call to Order at 1: p.m.

Roll call - Quorum Met

Review Agenda – No changes to the agenda

***Approve September 6, 2023 Meeting Minutes**

Motion by Ms. Donna Butler to approve the September 6, 2023 Meeting Minutes as written. Second by Ms. Anna Almerico. Motion carried.

***Outreach Guiding Document**

Sherawn Reberry

Collaboration and Discussion of Outreach Guiding Document

- Review – high level
 - Mission ties directly to larger strategic plan of the Council
 - Responsibility statement – should possibly tie back to Council's mission?
 - Add "Councils" mission below title, also change Committee to Council in responsibilities statement.
 - Strategic Planning Objectives – good
 - Outreach Activities – communication strategies?
 - Rephrase to WDC sponsored platforms – make it generic remove "Leader."
 - Remove LAUNCH
 - Restate Initiatives/Investments statements.

Motion by Ms. Anna Almerico to approve the Updated Outreach Guiding Document as presented. Second by Mr. Bill Reagan. Motion carried.

Efforts and Opportunities

Wendi Secrist

- WIOA State Plan
 - 2 focus areas that tie to this committee's guiding document.
 - Improve public awareness of resources.
 - Youth focus

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- Propose this committee engage in these efforts.
 - Committee agrees these align with our mission and that of the Council.
 - Revisit in April after public comment and review by Council in March
- Launch survey and data collection.
 - Assist with creation and help analyze and interpret.
 - New outreach campaign coming to focus on workforce training.
 - Need communication with our stakeholders on issues.
 - Get into the weeds on the marketing and where to go from here.
 - Data is coming on the current campaign success.

Success Stories

Sherawn Reberry/Elaine Zabriskie

- Currently 3 stories on the WDC website under Grants
- Also posting to social media and using social media tracking software
- We want to show value on all sides.
- Suggestion: Printability - yes, we will make that happen
- Another success story would be the externship program.

Updates and Potential Projects

All

- Feb is CTE month.
 - 21st showcase at Capital CTSO
- March is STEM matters month.
 - Proclamation on Feb 28th at Hoff building invites coming.
- March & April Idaho Out of School trainings & roundtables
 - Idahooutofschool.org

Unanimous consent motion by Ms. Caty Solace to adjourn. Motion carried.
Adjourned at 2:38 p.m.