

## **Workforce Development Council Outreach Committee Guiding Document**

*We champion strategies that prepare Idahoans for careers that meet employers' needs.*

**Committee Mission:** The Outreach Committee is responsible for increasing public awareness of, and access to, careers, work-based learning, training opportunities, and workforce development training fund programs. The committee will coordinate and connect across the state agencies, education, and the private sector to meet these objectives.

**Responsibility Statement:** To connect and coordinate outreach efforts that support the Council's mission. To review outreach proposals based on their ability to fulfill the committee's mission and reach designated audiences.

### **Audiences and definitions:**

**Employers:** All Idaho employers.

**Pipeline:** Anyone engaged in a career pathway (exploration, planning, & training) that will lead to career and opportunities, including students and adults.

**Work-Challenged:** Those with obstacles, (such as being under-employed, regionally, culturally, or personally challenged) between them and appropriate employment / desired career pathway.

**Partners:** Those with programs and resources that complement the council's workforce development strategies.

### **WDC Strategic Planning Objectives:**

1. Support the Workforce Development Council's career planning platforms.
  - a. Integrate an outreach process that assists WDC, partners, and all Idahoans to talk about connecting with careers in everyday life.
  - b. Research and identify strategic local and regional partners to carry messages.
  - c. Finish and launch asset map.
  
2. Develop and deepen relationships with our partners including: HR associations, industry association, community leaders, education, and agencies.
  - a. Review data and information collected through established channels and reports
  - b. Connect associations and employers to community workforce data.
  - c. Develop, build, and share career continuums that begin in K - 12 through career for lifetime learning.

### **Outreach Activities 2023-2024:**

- Continue the development of career planning platforms.
- The WDC Communication Strategies:
  - Targeted newsletters, updates, and action items for a variety of interested parties.
  - Provide initiation, support, and new content for WDC platforms.
- Accepting and managing contact information and engaging interested parties.
- Communicate the Workforce Development Council brand through tools and resources.
  - New and improved [wdc.idaho.gov](http://wdc.idaho.gov) to showcase existing projects and provide better information on how to get involved in workforce development programs.
    - Resource Hub
    - Success Stories
    - Articles
  - A presentation packet for council and committee members including slides and materials to give during meetings.

- Continue the Partnership with Idaho Business for Education to present *The Governor's Conference on the Future of Work: Age of Agility*.
- Ensure that data sources and sharing are optimum.
  - Committee responsibility to review the metrics and data available for the Council's platforms in order to provide strategic recommendation to the Council for growth and opportunities.
    - Predictive Analytics
    - Research and share the return on investment for Council directed Idaho state investments and/or initiatives
- Create alignment and widen audiences through Outreach towards Council priorities.