

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, October 23, 2024

Time: 1:30 PM – 3:00 PM

Committee Members: Anna Almerico, Donna Butler, Linda Clark, Janelle Culley, Allison Duman, Megan O'Rourke, Jeff Tucker, Bill Reagan

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

Guests:

Call to Order at 1:32 p.m.

Roll call - Quorum Met

Review Agenda – No changes to the agenda

***Approve January 24, 2024 Meeting Minutes**

Motion by Ms. Almerico to approve the January 24, 2024 Meeting Minutes as written. Second by Ms. O'Rourke. Motion carried.

Building Futures Campaign

Wendi Secrist

- Concept for 2025 to start a program – public service initiative
- Series of 18 segments focused on trade professions starting with construction
- Targeted to young Idahoans showing successes of peers, trying to provide career pathway information
- No ask at present
- Asked how we want to be involved (LAUNCH)
- This mirrors what we are trying to do – providing more information about careers
- Ways we can engage
 - Encourage application for outreach grant
 - Tie it to the LAUNCH advertising we are doing
- We currently work with IPTV and others
- Thoughts:
 - Committee list of priorities, does it tie into them (Outreach guiding doc)
 - Seems to align, what would the grant be for versus aligning with partnership

 - Segments would discuss path, earning potential, successes
 - Stories out there to be told
 - Need to ensure public outreach shows true options
 - WDC Staff is meeting next week with them to discuss, ask if possibly taking a broad view to start and then use the segments to address more than one
 - Need to see industry behind the project

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LAUNCH Update

Sherawn Reberry

- Adult
 - 80% up to \$3500
 - Adults are increasing their wages consistently
 - Popular throughout the state
 - Just added \$914K, working through August applications received
 - Funding:
 - Executive committee pre-approved \$10M transfer after Nov 1st from available student funding
 - Policy committee decided to keep \$3500 and remove industry %
 - 2200 grants should be available
 - Will open in November
 - Student
 - 2024
 - 14K offers
 - 6602 active awards
 - 282 declined
 - 7184 started not finished
 - 660 extensions – 290 approved, 77 declined,
 - October 31 offer ends, dollars transferred to adult
 - 660 extensions, 290 app, 77 declined, 293 pending
 - 2025
 - Eligibility is the same
 - What is an in-demand career
 - Job openings (projected and annual), wages, Idaho economic strength, Education/ Training Expectations for Career
 - Information on Next Steps Idaho
- Working with IPTV “American Graduate Jobs Explained”, looking at how we can work on “Idaho Jobs explained”

Open Discussion

- Review of Mission statement of committee

Committee chair requested unanimous consent to adjourn. No objections.

Adjourned at 2:15 p.m.