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Chair

Wendi Secrist
Executive Director

Sarah Griffin
Vice Chair

WORKFORCE DEVELOPMENT COUNCIL

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

Outreach Committee Meeting Minutes

Date: Wednesday, January 22, 2025
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 1:31 p.m. **Bill Reagan, Chair**

Roll call – Quorum (5) Met

Review Agenda – Remove Outreach Grant: Idaho Academy of Physicians

****Approve October 23, 2024 Meeting Minutes***

Motion by Ms. Clark to approve the October 23, 2024 Meeting Minutes as written. Second by Ms. O'Rourke. Motion carried.

****Review Outreach Grant: E.W. Scripps Company*** ***Sherawn Reberry***

KIVI-TV's creative and production teams will develop 18-20 content :90-second vignettes over the course of 12-months (3-4 every other month). Industry focus on healthcare, transportation, construction/utilities, education, goods production and technology. Segments will then be hosted on a dedicated "Building Futures" space on idahonews6.com, as well as distributed via social media, YouTube, Idaho Public Television, KIVI-TV, KSAW-TV and shared with WDC. Distribution of this content will be supported by marketing and promotion to the intended audiences, directing them to the content and resources for getting more information
Requested amount: $100,000

Discussion:

- Overall toolkit for teachers, end goal will include content created with this grant
- Includes K-12
- Rubric reviewed and scored
- Building futures – showcasing in demand careers
- Idaho Jobs explained
- How are we measuring success?
- What do we want them to do with this information
- Need to measure backlinks to Next Steps from landing page that KIVI posts the content to
- Broader connection in reg 3/ 4, others via stream
- Content can be used by WDC and Next Steps to reach farther
- Changes to in-demand careers will be continuous, focus on those that remain consistent

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- Outcome is increasing awareness, ensure system-wide
- Good place to start increasing awareness
- Gather information on the call to action (i.e. clickthroughs)
- Future projects should compare data for different types of outreach projects
- After period of use, possible feedback survey in teacher's "toolbox" for teachers, students. counselors

Motion by Ms. Almerico to approve the Outreach Grant request from E.W. Scripps Company for $100,000. Second by Ms. Clark. Motion carried. Mr. Tucker abstained.

Motion by Mr. Tucker to adjourn. No objections.

Adjourned at 2:26 p.m.