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Chair

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Executive Director

Sarah Griffin
Vice Chair

WORKFORCE DEVELOPMENT COUNCIL

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

Outreach Committee Meeting Minutes

Date: Wednesday, April 23, 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: Sherawn Reberry, Denise Hill, Matthew Thomsen

Guests: Andi Gordon, Channel 6; Sarah Joy, GoJoe Patrol

Call to Order at 1:30 p.m. **Bill Reagan, Chair**

Roll call – quorum met

Review Agenda – Move Share Apprenticeship Idaho Annual Report to front of agenda

Motion by Ms. Clark to adjust the agenda to reflect moving Share Apprenticeship Idaho Annual Report before the Discussion for Additional Tools to share about WDC offerings, success stories, etc. Second by Ms. Butler. Motion carried

****Approve January 22, 2025 Meeting Minutes***

Motion by Ms. Butler to approve January 22, 2025 Meeting Minutes as written. Second by Ms. O'Rourke. Motion carried.

Share Apprenticeship Idaho Annual Report — Matthew Thomsen

- Established 2020
- Partial funding through federal grants ($6M)
- October 2024 began with partnerships
- Report:
  - Long overdue, we had a need to share information out with everyone
  - Meet monthly
  - Report initially published early April 2025
  - Will soon be available on the WDC website
  - Chair, Matthew Thomsen; will change year by year
  - Strategic plan recently created
  - $13M invested since 2016
  - $23 per hour average wage of participant upon completion
  - 3 yrs average length of an apprenticeship
  - 273 sponsors in Idaho

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- 1317 participants have completed apprenticeships since 2014
- Report provides participant and employer experience stories

Discussion for Additional Tools to share about WDC offerings, success stories, et. — Bill Reagan/ Sherawn Reberry

- So much we could be doing
- A great article in North Idaho Business publication prompted additional ideas
- How to engage by providing additional information about WDC, apprenticeships, and other outreach opportunities
- Let's pitch ideas to the newspapers, we may need to provide the details
- KTECH, great example of outreach through Hard Hats, Hammers and Hot Dogs event
- Hands-on experiences are extremely valuable
- What can we do to help?
- Sherawn information
  - Reg 5&6 College & Career Fair included industry partners
  - Need additional info on Workforce training partners
  - Kuna Region 3 Spring Meeting, interviews with students about LAUNCH by the school video club
  - Presentation to the Bise Chamber of Commerce, would like to do more Chamber events and provide other Council members with the information needed to do so
  - We should be attending other community groups with these presentations, Rotary, Kiwanis, Lions
  - Is the goal LAUNCH or career pathways, Both
  - Get the word out about LAUNCH and apprenticeships, as well as other opportunities
  - Basic communication that there are funds available
- Counselors and kids say not everyone knows about LAUNCH, we do need to do more
- Thank you letters from students to legislature are still being discussed by counselors
- Main counselor connection is with public schools
- Lots of turnover rate with college and career counselors, academic counselors tend to stay
- Where are the targeted gaps? A specific part of the state or industries lacking interest
- Sherawn has reached out to all counselors and created information in Basecamp software that can be utilized by them
- In-service days are a great opportunity along with Waypoint
- Go-on is up 15% overall this year (public only)

Update from the Building Future's Grant — Sherawn Reberry/ Andi Gordon

- Recipients of Outreach Grant
- Meeting monthly, working in partnership with IPTV and team
- Grateful for WDC support
- Focus
  - Construction
  - Healthcare
  - Transportation
  - Utilities

- The objective is to tell stories about young Idahoans that are working in these industries
- What led them to the career they are in it
- What kind of education they undertook, what growth do they see
- Satisfaction to build a sustainable future
- Plan for 20 stories
- Goal $556,000, currently at $398,000
- Need 5 more partners to meet goal

Motion by Ms. Duman to adjourn. Second by Ms. O'Rourke. No objections.

Adjourned at 2:16 p.m.