**BRAD LITTLE**
*GOVERNOR*

**Wendi Secrist**
*Executive Director*

**Deni Hoehne**
*Chair*

**Sarah Griffin**
*Vice Chair*

# WORKFORCE DEVELOPMENT COUNCIL

514 W Jefferson St, Ste 131, Boise, Idaho 83702

**Program Impact & Evaluation Committee Meeting Minutes**

**Date:** Wednesday, October 1, 2025
**Time:** 9:00 AM – 10:00 AM

**Committee Members:** Cathleen McHugh, Cate Collins, Carrie Semmelroth, Lori Barber, Craig Shaul, Henry Nguyen

**Staff:** Kimberly Gardner, Denise Hill, Sherawn Reberry, Wendi Secrist, Ellen Upton

**Guests:** Shannon Atkins

**Call to order at 9:02 a.m.**

**Welcome** **Senator Carrie Semmelroth, Chair**

Roll Call, Introductions
Review Agenda

***Approve Meeting Minutes September 3, 2025***

**A motion by Ms. Collins to approve the September 3, 2025 Minutes as presented. Second by Mr. Nguyen. Motion carried.**

Overview of Research Questions Across WDC Programs Kimberly Gardner

- Research across WDC
  - Education to career pathways
    - Visualization/mapping tools for pathways
    - Visualizing and mapping the Idaho workforce ecosystem
  - Credentials of value
    - Traditional college degrees and short-term, non-credit credentials
  - Apprenticeships
    - Discovering successes and challenges
  - Workforce Training Investments
    - ROI measures for different programs
    - Impacts on economic well-being of families in Idaho
    - Impacts on the use of state assistance programs such as SNAP
  - Skills taxonomies and alignment with occupation and industry needs

        - Operationalizing/ measuring skills consistently and skills gained
    - The future workforce
        - Addressing population and demographic changes
        - Addressing shifts in the workforce resulting from AI
    - Creating new and assessing existing performance metrics across WDC programs
        - Ex: STEM Action Center programs

Brainstorming Potential Projects Senator Carrie Semmelroth, Chair

- Walk through example ideas and generate additional project concepts.
    - List of ideas, research topics, project ideas
        - Out of previous topics do any align with OSBE & WDC
            - ROI, outcome-based funding
                - What is in the labor data and how to use it and measure value to students
                - Include state aid
                - Tie link of individual data to WDC i.e. Launch
            - Value of Degrees, college cost, increase in earnings
            - WDC 100% supportive
            - Credentials of Value, national level American talent strategy
            - BGI, Chief Innovation Officer at USDOL will connect, starting point discussion; if you are taking lead in identifying or methodology identifying "credentials of value"
            - Indiana workforce webinar, should invite them to a call to show us what they are doing
                - 

                - Indicators created and used to determine how funding is utilized
                - Data and descriptive indicators
                - Their template would save us time
                - Argument that employers are making to us; non-economic is economic, if they don't have the combination they are passed over….
                - "occupation" level data. Idaho does not have this.
            - Any idea how to measure non-economic return to college?
                - Outcomes based funding mtgs
                    - What does ROI mean beyond economic
                    - Skills beyond certificates

            - ROI includes all these other things that are included in getting a good job
        - What is an outcome of economic impact
        - Future of workforce with AI impact; can't anticipate what impact it will have to jobs in 5 years
    - Visibility during meeting of what our standard projects are so we can approach collaborations with each other
    - Standing agenda
        - Time for projects and conversations
    - Where do we see the role of education in the future and its value
- What are some things WDC is not considering
    - Defining value of higher education
    - No limits, what question to explore, insights to uncover
        - In what way does it shape future direction?
            - List of where this committee is going to go
    - What are some key goals
        - Align with the purpose of the committee
        - Committee determines direction
    - Committee
        - ROI of higher education degree
        - Credentials of Value, short term to PHD
            - We want to look at all the pathways to careers
            - Help give us ROI, how to help the kids decide on what is right for them
        - Undergraduate medical professions? Very big in scope
            - What do we all bring to it and how do we tie it together
            - Pilot within an industry?
            - Understanding demand, AI impact
            - Sample from all bullets under the health care umbrella then apply to other industries through replication
            - Grow your own in rural areas, how do we support those types of problems
            - Industry approach, what support has been contemplated? Rural profiles
            - General concept, large lift, pen to conversation, hard to commit until further discussion on time and funding
            - Some things are part of current work, leery of research that directs to policy
                - Looking for consistent methodology for all to utilize
            - This year is refresh for long term industry demand, low lift
                - Long term industry and occupational projections
                - Used to develop in demand job projections
                - Data filtered by department need
        - "shape future direction"
            - Committee is the "doers"
            - What each agency is already doing and are there overlapping projects?

Ongoing Collaboration & Standing Agenda Items Senator Carrie Semmelroth, Chair

- Explore opportunities to learn from each other
- Explore opportunities to learn from external examples
    - Agencies provide what they are working on and updates, strengths & weaknesses
    - Build skills and integrate
    - Help through collaboration
    - Important to discuss and understand strengths and weaknesses
- Next meeting
    - Indiana presentation
    - Craig overview of his team
- Following month
    - Cathleen

**Unanimous consent motion by Ms. Barber to adjourn. No objections**
**Meeting adjourned 10:02 a.m.**