

**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

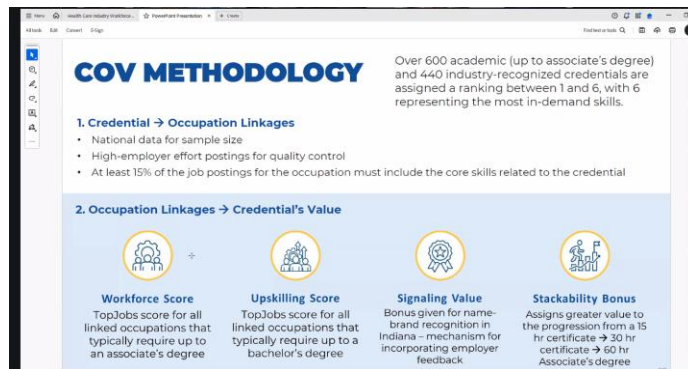
- Research across WDC
  - Education to career pathways
    - Visualization/mapping tools for pathways
    - Visualizing and mapping the Idaho workforce ecosystem
  - Credentials of value
    - Traditional college degrees and short-term, non-credit credentials
  - Apprenticeships
    - Discovering successes 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.**