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, April 1, 2026
Time: 9:00 AM – 10:00 AM

Committee Members: Cathleen McHugh, Cate Collins, ~~Senator Carrie Semmelroth~~, Lori Barber, Craig Shaul, Henry Nguyen, Chet Andes

Staff: Kimberly Gardner, Denise Hill, Sherawn Reberry, Wendi Secrist, Tina Polishchuk, Dee Mooney, Jan Whiting, Stacy James, Wilma Robertson

Guests: Rick Stoddard, Micro credential Coordinator, CTE

Call to order at 9:00 a.m.

Welcome — **Lori Barber, Acting Chair**

Roll Call

Review Agenda

Approve Meeting Minutes February 4 & March 4, 2025, tabled until April meeting

Motion by Mr. Andes to approve the February 4 & March 4, 2026 Meeting Minutes as written. Second by Mr. Nguyen. Motion carried.

Overview of CTO Challenge — Rick Stoddard, Microcredential Coordinator, CTE

- Links
  - IDAHO CTO Challenge Overview: https://idcte-my.sharepoint.com/:b:/g/personal/taylor_stump_cte_idaho_gov/IQBHB1wcpQo-SJbOtNDf2g-XAd5QlpRtKL5J7BwUMFKLCSA?e=WFAk4d

    CTO Challenge website: https://www.cto-challenge.com/

    Idaho CTO Challenge Timeline: https://idcte-my.sharepoint.com/:i:/g/personal/taylor_stump_cte_idaho_gov/IQC8c8U2FOiXQJ0J14MFx

qD0AaDAv-z1PCTzLunvlytnqTg?e=v7tRm1

Talent Marketplace Example Alabama Triad: https://www.alabamatalenttriad.com/

Key definitions:
https://drive.google.com/file/d/1JX1X0bG4o51H5PP6_MV7el4KqyIJOku2/view

- Federal program to help create a talent marketplace
- 3 phases
- 10 finalists
- Collaboration across state agencies
- Submitted from Governor's office
- CTE would act as financial agent
- Gives Idahoans a clear way to show what they can do
- Simplistic: job board
- Integrates AI
- Idea is that everything is inter-operable
- Due date for first submission is April 30th
- Next meeting April 2nd
- Example in links from Alabama "Talent Triad"
- Idaho has been working in this space, good candidate
- Questions/ Discussion
  - Intersect with Credentials of Value
  - Ability to publish verifiable credentials
  - Define what skills are
  - Not meant to fund the whole project, will need buy in for go forward
  - Rick's email: rick.stoddart@cte.idaho.gov

COV framework

Senator Carrie Semmelroth, Kimberly Gardner

- Identify 3 -4 priority domains for the COV framework
- Build from shared values actoss agencies
- Begin thinking about measurements
- Present to Council in June
- Survey results

By Tiers

Domains	# Top 3	# Top 4
Wages	4	5
Economic Moblity and Resilience	4	4
Employment Outcomes	4	4
ROI	3	5
Industry Validation	3	3
Labor Market Value	2	3
Social and Public Value	2	3
Learning and Skill Value	1	2
Learner Outcomes	1	2

- What do we want to focus on
  - ROI is tricky, involved in all, should be a part of each
  - If not, a positive ROI shouldn't be doing it

        - Learner view CTE– grouped, kept ROI separate
            - ROI could have metrics from each – Labor, Learner, Social, ROI Buckets
            - As it is in the state



            - Who gets the value of the wage, can affect multiple
    - Outcomes are the ROI
    - What are we defining ROI as
        - Need measure of the cost
        - Similar to what is being done with gainful employment
    - Mixing things with complex definitions with outcome measures
    - Social, public value may not have the high wage affecting positive ROI
    - In-demand careers, do you consider if the participants ROI is low
        - Currently we don't take social impact but look at demand
        - Have metrics to offset
- Change categories
    - Return on investment to self, employer, state
    - Return is going to be non-monetary as well
    - Credential is any type
    - Can work toward 3 types of ROI
    - Being asked to work on ROI for the state first
        - Which domains key into this, start here
        - Wages fit into multiple and may be subset and not stand alone
        - May lead down the path to build out the others
        - This group is driving the initiative
        - Being pressed to develop how to measure for COV
- This work will assist work being done in other groups like OSBE
- Focus on "state"
    - ROI should focus on all three eventually
    - Focus on what is measurable now
    - Re-educate legislators that there is more to it going forward
    - Now focus is "are we getting our money back", should we be investing in this
- Re-categorize domains, wage is directly tied to the skills
- Success unknown first 2 years, should heavily subsidize, information is lacking, resiliency is missing in some
    - What can we do to help them with early courses to be successful
    - Institutions have some responsibilities
- New Categorization, next meeting we will discuss how to measure

Credentials of Value ROI to:
-Self
- Wages
-Social Public Value
- Employability
- Economic Mobility and Resilience
- Labor Market Value/Demand
- Learning and Skill Value
- Learner Outcomes

-State
- Program across state, which ones do we use?
- Wages
- Investments made by legislature
- Projections to higher wages
- Econoic **Mobility** and Resilience
- Employment Outcomes (employed, unemployed, underemployed)
- Industry Validation (how will we measure this?)
- Labor Market Value/Demand
- Social/Public Value
- Learner Outcomes (Completion rates)

-Employer
- Wages (as input, not output)
- Employment Outcomes
- Industry Validation
- Learning and Skill Value

○

Unanimous consent motion to adjourn by Ms. McHugh. No objections.
Meeting adjourned 10:00 a.m.