

**BRAD LITTLE**  
GOVERNOR

**Wendi Secrist**  
Executive Director



**Deni Hoehne**  
Chair

**B. J. Swanson**  
Vice Chair

**WORKFORCE DEVELOPMENT COUNCIL**

317 West Main Street, Boise, Idaho 83735-0510

**EXECUTIVE COMMITTEE MEETING MINUTES**

**Date:** Thursday, November 19, 2020

**Time:** 3:30 p.m. – 5:00 p.m.

**Council Committee Members:** Deni Hoehne, BJ Swanson, John Young, Joe Maloney, Elli Brown, Kelly Kolb

**Staff:** Paige Nielebeck, Wendi Secrist, Matthew Thomsen, Amanda Ames, Caty Solace, Jeffrey Bacon

**Guests:** Casey Bender, Kevin Patnik

**Call to Order at 3:33 p.m.**

**Roll Call – Quorum Met**

**Review Agenda – No changes to the agenda**

**Review October 8, 2020 Meeting Minutes**

**Motion by Mr. Maloney to approve the October 8, 2020 meeting minutes as written. Second by Ms. Swanson.**

**Motion carried.**

**Budget Report**

WORKFORCE DEVELOPMENT COUNCIL OPERATING BUDGET - September 30, 2020										
STATE EXPENDITURE CATEGORY	WDIF Budget	Total WDIF YTD Spent	Total Ending WDIF	WIOA Budget	Total WIOA YTD Spent	Total Ending WIOA	TOTAL BEGINNING BUDGET	TOTAL YTD Spent	TOTAL YTD Spent %	TOTAL ENDING BALANCE
Salary & Benefits	\$395,300	\$128,873	\$266,427	\$96,700	\$33,603	\$63,097	\$492,000	\$162,475	33%	\$329,525
<b>PERSONNEL</b>	<b>\$395,300</b>	<b>\$128,873</b>	<b>\$266,427</b>	<b>\$96,700</b>	<b>\$33,603</b>	<b>\$63,097</b>	<b>\$492,000</b>	<b>\$162,475</b>	<b>33%</b>	<b>\$329,525</b>
Administrative Services & Supplies	\$6,000	\$620	\$5,380	\$1,000	\$4	\$996	\$7,000	\$624	9%	\$6,376
Communication Costs	\$4,000	\$1,439	\$2,561	\$0	\$0	\$0	\$4,000	\$1,439	36%	\$2,561
Computer Services & Supplies	\$26,500	\$13,262	\$13,238	\$0	\$0	\$0	\$26,500	\$13,262	50%	\$13,238
Employee Development, Memberships & Subscriptions	\$7,500	\$206	\$7,294	\$21,500	\$5,383	\$16,117	\$29,000	\$5,589	19%	\$23,411
Employee Travel Costs	\$25,000	\$0	\$25,000	\$0	\$0	\$0	\$25,000	\$0	0%	\$25,000
Contracts, Events, & Other Council Activities	\$528,500	\$32,652	\$495,848	\$24,300	\$0	\$24,300	\$552,800	\$32,652	6%	\$520,148
Rentals & Operating Leases	\$8,500	\$2,036	\$6,464	\$0	\$0	\$0	\$8,500	\$2,036	24%	\$6,464
<b>OPERATING</b>	<b>\$606,000</b>	<b>\$50,214</b>	<b>\$555,786</b>	<b>\$46,800</b>	<b>\$5,388</b>	<b>\$41,412</b>	<b>\$652,800</b>	<b>\$55,601</b>	<b>9%</b>	<b>\$597,199</b>
<b>Grand Total</b>	<b>\$1,001,300</b>	<b>\$179,086</b>	<b>\$822,214</b>	<b>\$143,500</b>	<b>\$38,990</b>	<b>\$104,510</b>	<b>\$1,144,800</b>	<b>\$218,077</b>	<b>19%</b>	<b>\$926,723</b>
<b>STATE EXPENDITURE CATEGORY</b>	<b>TOTAL BEGINNING BUDGET</b>	<b>TOTAL YTD Spent</b>	<b>TOTAL ENDING BALANCE</b>							
TRUSTEE AND BENEFITS (Spending Authority for Grant Reimbursements)	\$11,750,000	\$553,831	\$11,196,169							

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WDTF Financial Summary - October 31, 2020	
WDTF Cash Balance 10-1-20	\$14,658,664
Revenue	\$306,682
Interest	\$5,828
Payments	\$150,435
<b>WDTF Cash Balance 10-31-20</b>	<b>\$14,820,740</b>
Obligated Employer Grants	\$1,198,508
Obligated Industry Sector Grants	\$2,726,600
Obligated Innovation Grants	\$172,468
*Obligated Outreach Projects & Allocated Budget	\$674,097
Short Term Financial Assistance Program	\$2,000,000
FY 20 WDTF Admin Costs	\$822,214
<b>WDTF Obligated Balance</b>	<b>\$7,593,887</b>
<b>Unobligated Balance</b>	<b>\$7,226,853</b>
Proposals Under Review	\$543,200
<b>Unobligated Balance if all funded</b>	<b>\$6,683,653</b>

\*Includes all Outreach funding made available for the Committee to allocate for FY21.

WDTF FY21 Revenue	Transfer In	Interest	Collection Cost
July	\$288,860	\$9,995	
August	\$735,854	\$8,536	
September	\$8,499	\$6,072	
October	\$306,682	\$5,828	
November			
December			
January			
February			
March			
April			
May			
June			
<b>FY21 Totals</b>	<b>\$1,339,895</b>	<b>\$30,430</b>	<b>\$0</b>

**Idaho Rural Water Association – Industry Sector Grant**

This project provides opportunities for incumbent workers and those interested in entering the Drinking Water and Wastewater industry. IRWA offers an Apprenticeship program for Class I or Class II operator’s license and continuing education for incumbent workers throughout the state. There are 20 training/certification activities offered by the IRWA. The IRWA has cited in their application that many of the trainings offered are required by state and federal law or they are required as part of the registered apprenticeship program. The grant monies will go towards expanded equipment (Clevertouch Screen & Mobile Cart, two cameras in training room & warehouse, and microphones) to be housed in the Boise training center allowing for virtual delivery of hands-on and classroom training. This grant will also help support a full-time instructor, mentor wage reimbursement, tuition scholarships, study materials, travel expenses (as needed), and some loaner laptops. Expanded technology will allow IRWA to provide a more robust schedule of classes where participation is not limited by locale.

**WDTF Request: \$499,675**

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**Motion by Mr. Maloney to approve the Idaho Rural Water Association Industry Sector Grant in the full amount of \$499,675. Second by Mr. Young.**

The proposal notes that Idaho Rural Water has 112 employer partners in Idaho with 175 employees. Does Idaho Rural Water anticipate a larger reach or just within that scope?

- Idaho Rural Water expects the reach of the project to be well beyond the listed employers and employees.

**Motion carried.**

### **Palouse Pathways – Innovation Grant**

Palouse Pathways is requesting \$21,580.00 to fund the Aligning Self Awareness with Career Exploration program. The grant will help develop and pilot a self-awareness and career exploration course that will be delivered virtually to underserved youth in the Palouse region of Idaho. The program will help guide youth and prepare them for post-secondary programs they are passionate about and in which they can make a livable wage. During the program students will have an opportunity to:

- identify and describe their unique strengths, values and interests,
- explore career possibilities based on strengths, values and interests,
- explore current career trends in the job market,
- explore college and training options related to careers of interest,
- and gain an understanding of the importance of networking and the complexity of careers.

**WDTF Request: \$21,580**

**Motion by Ms. Swanson to approve the Palouse Pathways Innovation Grant in the full amount of \$21,580. Second by Ms. Brown. Motion carried.**

### **Statewide One-Stop Operations MOU**

A few months ago, Ms. Secrist brought the Statewide One-Stop Operations MOU before the Executive Committee for approval. Idaho Department of Health and Welfare will be decommissioning the Live Better Idaho website in March and it would be better to delete those references before getting all the partners to sign the MOU. The One-Stop Committee also noted a few other minor changes they would like made to the MOU.

Ms. Secrist reviewed the updated One-Stop Operations MOU. Please see attached document.

**Motion by Ms. Brown to approve the revised Statewide One-Stop Operator MOU. Second by Ms. Swanson. Motion carried.**

**Update – Meeting with Governor Little**

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Ms. Hoehne and Ms. Secrist had the opportunity to meet with Governor Little to provide an update on the WDC, WDTF Grants, and the WDC's efforts to initiate best practices (e.g. apprenticeships). Governor Little provided Ms. Hoehne with his goals and ideas for the WDC.

The main message Ms. Hoehne came out of the meeting with is to focus on what the WDC can do to help build jobs in areas where there are higher unemployment rates and more housing options. Housing prices are rising and people in rural areas might not have the job opportunities as individuals in urban areas.

Governor Little would also like the WDC to invest in board development. Ms. Hoehne shared with Governor Little the WDC Members are struggling to articulate what the WDC does and how the WDC's projects all connect. Governor Little does not have the expectation that all council members think the same, but there needs to be unity in purpose. Council members should feel empowered to do outreach and share the WDC's message. Ms. Buxton, from Division of Human Resources, is a great resource for board development training.

What can the Council work on at the January council meeting?

- The WDC has a lot of new council members. A refresh on programs and WDC projects would be beneficial.
- Combine the S360 branding work with board development. It is important to align S360's work with the board development training.
  - Ms. Secrist met with Ms. Meuleman to discuss Representative Syme's concern with S360's work. The Governor's Office recognizes the WDC is a small agency and does not have the internal capacity to do branding work. The Governor's Office is not going to tell the WDC how to spend their money. Ms. Meuleman understood why questions were raised, but this is work the WDC needs to do and the staff does not have the capacity to do it.
- If the Governor suggested the Council do board development training, then it is an important thing to execute. The staff should rely on Ms. Buxton's expertise to guide choosing the best board development training fit.
- Ms. Secrist will meet with Ms. Buxton and bring back her recommendation to the December Executive Committee meeting.

### **WDC Elevator Speech and About Us**

Strategies 360 presented on the WDC Brand Messaging. Please see attached presentation.

Elevator Pitch:

- Our message needs to be clear to almost anyone. This may not be completely clear to someone who is not involved in our work. Is there any way that we could make the list at the beginning shorter? Those can be meaningful but very broad words.
- Is there a way to phrase the second two sentences to show that those things are connected? We accomplish the things by working with education and industry.
- Critical insight can be difficult to understand/define.

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- The last statement it is as critical as the first statement. The two statements need to be equal in whatever way they are presented. The two messages need to not feel like a hierarchy.
- An elevator pitch needs to be quick and easily understood. We must start with something that defines what we are. The words currently used do not define us. We need to be a little more direct.
- Saying we make sure Idaho works make it seem like we are physically going out and fixing something with tools.
  - This statement can have very different meanings.
- The first sentence does not distinguish the council. It does not make us different than anyone else. Those four verbs would apply to any agency. We are a facilitator and supporter of the agencies/entities that are already engaged in workforce development. This seems like the most important aspect of the WDC.
- We also should change the words "Idaho Business and Industry" to employers.

### About Us:

- This catches the big picture of what we do and how we came about. It would be nice to see construction thrown in there.
- Have we done anything for agriculture?
  - We have provided a few grants to the milk products industry. We are also looking at a project creating a pipeline for the agriculture drone sector.
  - The sectors called out can be changed.

If anyone has additional comments or thoughts, please send them to Caty.

### **Outreach Committee Discussion**

Wendi, John, and Caty spent some time talking with Bobbi-Jo about the Outreach Committee proposal. The Governor recognizes what the Council is trying to do to increase outreach, but it looks like full time employees being added instead of leveraging existing resources. The committees feel very strongly about doing something like this project. This is about being able to reach the areas that need the help the most. An alternative approach was discussed to solicit grant requests from partners with a basic outline of the need we see in different areas of the state.

Ms. Secrist shared some data on the distribution of WDTF Grants as one way of looking at where there may be higher needs. Please see attached document. She pointed out that we are starting to see many projects that have a statewide impact.

Idaho is a rural state. We have to figure out a way to take our programs and make them available to the rural communities. This is why the Governor has asked us to identify ways to help areas of Idaho that have available workforce and available housing.

Mr. Young will go back to the Outreach Committee in December and ask them to look at it differently and look at targeted areas where we could work with a local organization and encourage them to apply for an outreach

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project or a WDTF grant to help them become that workforce guide. It is obvious that what we proposed was a one-size fits all. This is not a one-size fits all project.

### **Executive Director Updates**

- We submitted the H-1B One Grant for \$9.99 million.
- Earlier this week we cohosted a two-day apprenticeship training across the three apprenticeship grants. Ms. Hoehne requested Ms. Secrist send an email to the Committee with more details on the training.
- Our JFAC presentation is on February 10.
- TPM is wrapping up. They have one more virtual call.
- At the directors meeting DHW presented on COVID in Idaho. Today's message from the Gov's office and DHW is that we are not in a good spot in this state. We have a 17.8% positivity rate and we are testing over 30,000 a week. We have over 400 in the hospital and over 90 are in intensive care. There is deep concern for the direction we are heading. The two vaccines are showing about 95% effectiveness. They think the first doses should be available mid-late December in Idaho focused on healthcare workers.

**Motion by Ms. Swanson to adjourn. Second by Mr. Young. Motion carried.**  
**Adjourned at 5:02 p.m.**