

Public Engagement

Recommendation – Develop and implement a comprehensive statewide public engagement initiative utilizing technology and other engagement strategies to increase awareness of career opportunities for all Idahoans.

Principle

A statewide communications plan employing a targeted digital approach that directs audiences to a single point for information - a platform - should be developed and implemented, which includes messaging targeted to multiple stakeholders with an emphasis on diversity and equity. Collaboration across state agencies and educational institutions is critical to these efforts to ensure integration. This initiative requires dedicated resources that are not impacted by economic conditions.

Short-term Actions

1. Seek changes to the Workforce Development Training Fund allowing it to be used for the implementation of a public information initiative.
2. The State Board of Education, Idaho Department of Labor, Idaho Career & Technical Education, Idaho Department of Commerce, Idaho Digital Learning, Idaho Commission for Libraries and the Idaho State Department of Education should assign senior-level staff to coordinate existing resources that could be directed to this effort. At a minimum, existing resources should be accessible through a single sign-on portal until a more comprehensive platform is available.
3. Implement a single platform for career exploration and post-secondary planning.

Long-term Actions

1. With guidance from the Workforce Development Council and the State Board of Education, develop and implement a statewide public information initiative to increase awareness of career opportunities and the training/educational pathways to access them.
2. Continue development and launch of platform. Ensure content is current and maintained.
3. Promote equitable access through statewide broadband access.

Owner

Workforce Development Council staff with support from the cross-agency leadership team identified above.

Industry's Role

Industry should play an active role in the development and execution of a comprehensive public information initiative. The career awareness and post-secondary planning platform should include opportunities for two-way communication – allowing industry to provide content and engage with local efforts at the secondary and post-secondary level.

Government's & Education's Roles

Government and education should collaborate and develop a single point of access for these efforts. Government and education should also execute the public information initiative under the guidance of an industry-driven Workforce Development Council.

Outcomes

Idahoans are informed of the career opportunities available to them in their local communities and the state. A single point of access provides timely, user-specific, relevant guidance on training options that will prepare them for their chosen career. Industry is engaged locally and at the state level in highlighting opportunities and providing experiences to youth and adults. Specific metrics include:

- A single platform and the absorption or elimination of duplicative efforts.
- Increased enrollment and completions in training programs tied to in-demand occupations.
- Industry links to the platform.
- Platform utilization by schools districts, individuals and industry, tracked via web analytics.
- Customer response to a tailored, dynamically curated experience made possible by leveraging advanced attribution and analytic methods.
- Increased business expansions/relocations to Idaho.