



# Mississippi Valley Workforce Development Board

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## **Youth Committee Meeting**

Monday, July 13<sup>th</sup>, at 5:00 p.m., via Zoom

**Members Present:** Jacob Nye, Heather Halbrook, Tasha Beghtol, Carrie Nudd, Rebecca Ruberg, Regina Matheson, and Ron Schaefer

**Members Absent:** Patrick Stock

**Staff Present:** Miranda Swafford, Executive Director and Phyllis Wood

**CEO Present:** None

**Equus Staff:** Cherisa Price-Wells, Kendra Schaapveld, Shannon Weaver and Robert Ryan

### **CALLED TO ORDER**

Nye called the meeting to order at 5:00 p.m.

### **QUORUM**

There was a quorum to conduct business.

### **EXCUSED ABSENCES**

Schaefer made a motion to approve Stock's absence, seconded by Ruberg, motion carried.

### **APPROVAL OF AGENDA**

Halbrook made a motion to accept the agenda, seconded by Schaefer, motion carried.

### **APPROVAL OF MINUTES**

Schaefer made a motion to approve the meeting minutes, seconded by Nudd, motion carried.

### **EQUUS MAY YOUTH REPORT**

Schaapveld reported that there were 180 contacts with potential participants in the month of May, there was \$745 paid in incentives, and \$5,941 for WBL. There were 0 ISY and 5 OSY enrollments during the month of May, and the average caseload is 24.25. Two work experiences started during May. Three participants completed iLegacy virtual classes. Outcomes included two OSY moved to unsubsidized employment and two OJT's moved to unsubsidized employment.

### **EQUUS JUNE YOUTH REPORT**

Schaapveld reported that there were 116 contacts with potential participants in the month of June, there was \$640 paid in incentives, \$1,481 in OTJ wages, and \$8,690 in WEX wages. Added Winegard as an OTJ work sight. There were 0 ISY and 3 OSY enrollments during the month of June, and the average caseload is 30.7. One work experience started during June. Outcomes included two OSY gained unsubsidized employment, two ISY gained unsubsidized employment, 1 ISY and 1 OSY earned credentials in the form of a bachelor's degree and an associate degree. Some challenges identified are around participants in general and their follow through,

has always been an issue but is worse than usual right now, unrealistic work goals and expectations, and competing with hiring bonuses as opposed to enrolling in one of the programs.

Nye asked about internet being a barrier and how often they hear about it as a concern of participants. Rural southeast Iowans do struggle with internet accessibility with cost being a consideration for individuals who are struggling to make ends meet. Schaapveld responded it is not common as most participants accept that the internet is necessary. They take all barriers into consideration when working with a participant. There is a need to figure out what participants want and how to market the programs.

### **SOCIAL MEDIA DATA REPORT**

Schaapveld gave a high-level overview of the report provided by Media Link. Ten-thousand-dollar social media campaign did better than expected in most target markets, reaching over 35,000 users, mostly on mobile devices, but were unable to utilize Facebook. Marketed on Gmail, Google, Pandora, Spotify, YouTube, and Snapchat platforms.

Halbrook questioned why we were unable to use Facebook and Instagram. Schaapveld explained a business Facebook page is necessary. IWD will not allow Title 1 programs to have their own Facebook pages but the board could. IWD controls the Facebook page and would not let Media Link in to administer a campaign. TikTok is a newer platform that IWD does not even allow to be visited on their equipment, but it could be something to look into in a future campaign. Price-Wells added TikTok is becoming more popular with adults as well and believes it will only grow in its reach and use as a professional development tool.

Swafford offered to put a board Facebook page on the Executive Committee's agenda if the committee felt it would serve to reach more participants. Schaefer responded it couldn't hurt. Nye offered that it may not be a priority for this committee but the board in general could use one. Added Instagram as a social media platform that may have better reach for the committee. Instagram is a Facebook owned app and having the Facebook account would allow for an Instagram.

### **LAPTOP CHECKOUT**

Schaapveld shared that carryover funds were used to secure lending laptops. They are equipped with GPS and wipes the data with each restart. Can be remotely wiped as well. Other policies were reviewed to develop a Laptop Checkout Policy and Procedures document. Halbrook suggested adding a specific cost for unreturned charging cables. Ruberg added the library also lists charging cables separately as a cost. Halbrook asked if there was a bag the units went out in and suggested it also had a specific cost to the user if damaged or lost. Swafford acknowledged the specific costs for the charging cable and the bag can be added to the policy listed separately from the overall cost of the unit.

### **OUTREACH STRATEGIES**

Swafford asked what other boards might be doing in response to the changing demands of the job seeker. Price-Wells responded that what we were doing in the past may not align with today's job seeker. Job seekers are prioritizing different things, so we have to do things differently. The past performance of a program is not an indicator of its success today. Looking at creating a separate space for the youth program within the Davenport office. Schaapveld offered a review of the incentives for the youth programs may be necessary. Starting a strategy which creates a letter for participants to take to interviews that would provide potential employers with some high-level information about the benefits of hiring the individual and working with the program. Schaapveld has a youth outreach specialist position in her PY21 budget request.

**OTHER BUSINESS**

Ruberg announced the Burlington Public Library has returned to pre-pandemic hours and availability of services. Meeting rooms and computer labs are open and available for public use. Hours are Monday through Thursday 9:00 a.m. to 8:00 p.m. and Friday and Saturday 9 a.m. to 5:00 p.m.

**PUBLIC COMMENT**

There were no public comments.

**ADJOURN**

Nye adjourned the meeting at 5:45 p.m.