IDAHO
DEPARTMENT OF LABOR
C.L. "BUTCH" OTTER, GOVERNOR
KENNETH D. EDMUNDS, DIRECTOR

TRANSMITTAL #3

MEMORANDUM

September 4, 2014

TO: Workforce Development Council

FROM: Kenneth D. Edmunds, Director

SUBJECT: Virtual Business Tour Project

ACTION REQUESTED: Approve/Deny Funding Request

BACKGROUND:

The Workforce Investment Act (WIA) authorizes a Governor's reserve fund, or "set-aside," be established based on a percentage of the Adult, Dislocated Worker and Youth allocations to the State. The law sets the framework for use of these funds by describing a set of required and optional activities that the funds may support, specifically designed to carry out statewide employment and training activities for youth, adults and dislocated workers. In addition to funding required activities, governors are also given the authority to use the funding for initiatives and innovations that address state-specific needs.

Allowable activities for the Governor's WIA Reserve funds are listed in Section 134(a)(2)(B) and (3) of the WIA act and include among other items:

- Capacity building and technical assistance to local areas,
- Additional activities to assist local areas in carrying out employment and training goals.

In North Idaho, representatives from several entities including AMN Solutions, Tech Help, Idaho Forest Group, Encoder Products, Aerocet, Idaho District Export Council, Idaho Dept. of Labor, AGC Aerocomposites, formed a team to establish and demonstrate a broader use of video technology for supply chain growth for regional businesses through the implementation of virtual business tours. The goal of this project aims to improve supply chain development by capturing the primary drivers that lead to manufacturing growth including markets, operations, workforce and finance.

The vision for this project is the development of a high quality proof of concept/prototype product that will be instrumental in obtaining additional funding to take the next step in the implementation of virtual business tours in an Advanced Supply Chain Directory. The team has submitted and received initial funding for this proof-of-concept project which will be active for the 6 month period from July 1, 2014 through December 31, 2014. Although the team received initial funding for the VBT project proof-to-concept, they are finding that the original scope was too narrowly defined. By making a small increase in the planned content, the VBT can be utilized for other purposes, such as using the production process content to show job seekers what a particular process really looks like (e.g. what does "hand lay-up of composites" look like; what does "deburring" really mean, etc.), regional marketing, and hiring events. Also, the amount of effort required to produce a high quality video (e.g. high definition, professional editing services, professional narration, etc.) is greater than initially anticipated. To

facilitate the process of creating a high quality product, the team requests the council's assistance in the amount of $2,000.

The four-phased concept breaks down as follows:

- Prototype Concept Development: Consult with manufacturers and stakeholder agencies to define the VBT parameters deemed to be of most value to supply chain growth and business benefits;
- Prototype Production: One VBT prototype will be created at a selected manufacturing location. Live interviews will be conducted and recorded in segments. Shooting is scheduled to begin during the month of September. Offsite video editing will be performed to develop the prototype in accordance with design parameters. The prototype structure will include up to nine video segments with a planned video length of up to two minutes and 15 seconds:
  1. Intro
  2. Overview
  3. Value Proposition Segment
  4. Workforce Segment
  5. Production
  6. Supply Chain Segment
  7. Export segment (not for all industries)
  8. Repository
  9. Summary
- Implementation Plan: The VBT prototype will be test marketed to at least thirty (30) manufacturers with fifteen (15) of the manufacturers located in the project impact target area. Test marketing will be done with face-to-face presentations or electronic-based presentations; Analysis of test marketing results will be used to create the plan for implementing VBT in an Advanced Supply Chain Directory.
- Final Project Report: The final report will include the challenges and success of each project phase, success rate of the VBT marketing, and a recommendation of next steps.
- Measurable Performance Outcomes: The following metrics are derived from AMN's experience developing, launching and operating the manufacturer G2B network. We are confident these metrics will thoroughly report the network status and the efficacy and impact of this pilot project on the target manufacturing clusters.
  1. Prototype created and web site format tested
     a. Searchable opportunity database table
        Searchable capability database table
        Searchable production process description table
     b. User friendly portals to post capabilities and opportunities
     c. VBT viewing tested
     d. Traffic statistics of hosting web site tested
     e. Presentations of Prototype via recorded webinars tested
  2. Prototype presentation webinar attendance and viewings statistics
  3. Post-project marketing and operational survey results
  4. Final number of interested parties
  5. Final number of opportunities presented

Discussions are currently underway between the U.S.DOL and the Gates Foundation to establish a resource repository that would house a multitude of resources, including documents, databases and videos such as the one produced through this project so that it may be accessed by interested parties across the globe, essentially marketing Idaho products without additional expense. By networking and showcasing the industries in targeted areas through this project, the final product will help local economies, allowing improved access to resources through collaborative efforts through a team approach, all leading to more efficient business, high growth and increased profits, providing multiple opportunities for many Idahoans across the state.

Staff Recommendation: The staff recommends Workforce Development Council approve the requested funding.

Contacts:	Primary:	Ricia Lasso	(208) 332-3570, ext. 3316
	Secondary:	Sue Simmons	(208) 332-3570, ext. 3361