Two-Year Leadership Call  
January 29, 2015


MT Department of Corrections Discussion
- Possibility for new opportunities in conjunction with the MT Department of Corrections
- MT Correctional Enterprises (MCE) focuses on prison industries: Re-entry of offenders into our communities
  - Fine furniture, garments, license plates, print shop, etc.
  - Deer Lodge-450 inmates involved in program
    - Dairy, prison ranch, food service, motor vehicle maintenance, electrical, plumbing, apprenticeship
  - Billings-200 women inmates involved in program
    - Garmenting, embroidery, screen printing, custom work, dog training
  - Inmates are paid a wage toward their repayment programs, can also save a portion of proceeds for when they re-enter communities
  - Inmates learn soft skills, job skills, work ethic, sense of accomplishment; it is important that the inmates can attach to a viable job upon their release
    - Possibility to partner with Cisco grant and City College for computer skills
    - Have also partnered with FVCC for marketing sales and Dawson for welding
    - Would like to partner with other two year colleges, but lack of funding is a challenge
    - Eight teachers at Montana State Prison
      - Diesel mechanics, gas engines, auto body repair, computer science
      - Very interested in acquiring a welding program
        - Inmates receive a certificate (not certified) documenting number of hours completed
  - Trying to pursue technology exposure for inmates, have purchased computers for inmates with some grant funds
- Questions:
  - Have you thought about partnering with two-year colleges for an offsite program?
  - How do two-year colleges move forward if employment opportunities for felons are unknown?
    - Job Services have a listing of employers that will hire felons
- Sue will send out contact information for the MT Department of Corrections guests

US DOL Grant Discussion
- MUS and MTDOL are working with MSU Northern to complete a grant proposal to submit
- Project abstract will involve innovation and expansion of apprenticeship programs
  - Creation of registered apprenticeship clearinghouse for use by employers, schools, and connect to MCIS, dual credit opportunities
Funding and expansion of distance learning platforms

- MSU Northern looking to expand current training and apprenticeship programs
  - Currently have plumbing and electrical programs
  - Live inter-active video would be a much better option
    - Audio/video quality lacks due to broadband/bandwidth service
    - Would like to work with content experts and other two-year colleges to build a platform that will reach more of Montana
- Marketing apprenticeship program funding of competency-based programs for targeted occupations
  - Connections with TAACCCT 3 and TAACCCT 4 programs
  - Trying to gauge interest and capacity of other two-year colleges that would like to be involved

RevUp Montana Marketing Strategy Discussion

- Working with Montana Marketing Group (MMG)
  - Total budget for media plan is $80K
  - Anticipated campaigns
    - Summer/Fall 2015 enrollment campaign
      - Utilize social media such as Facebook posts
    - Digital campaign
      - Focus on older males and veterans
      - Utilize social media, keyword targeting, YouTube videos, Pandora radio, news websites, and Montana Broadcasting Association
    - 2016 enrollment campaigns
      - Utilize similar tactics
  - Print materials will be sent to workforce navigators/marketing departments, PR campaign for RevUp logo use

Next conference call: Thursday, February 12, 2015

Meeting minutes taken by Katie Spalinger