



Update Webinar

January 14, 2020

Agenda

Share early impact data

- Program development and expansion

How to apply for Career Launch endorsement

Marketing & Technology Update

- Marketing toolkits
- Directory of programs

Governor's 2020 Supplemental Budget

Career Connect Washington by the numbers

14 Intermediaries funded to build new / expand existing student programs

9 Regional Networks established statewide

\$3.7M Grants distributed to networks and programs

Career Connected Learning Experiences



78,190 career experiences over 2 years
~10,000 students enrolled in Career Launch programs¹
Over 400 projected Career Launch enrollees from grant recipients²

Higher Education
(2 and 4-year)



10 Career Launch endorsement applicants
3 Career Launch programs endorsed as of January 2020

Registered Apprenticeship



22% growth in active apprentices (<30 y.o.) since January 2018
19 Registered Apprenticeship programs approved³

1. Includes 9,684 active apprentices under 30 years old as of September 1, 2019; 2. Projected enrollment across all Career Launch grantees after 2 years of operation; 3. Active Registered Apprenticeship programs approved in or after January 2018

We've established 9 Regional Networks across the state...



Network: Kareen Borders
borders@skschools.org

CCL Coordinator: Kimberly Hetrick
khetrick@oesd114.org

Counties: Clallam, Jefferson, Kitsap, and Mason



Network: Joy Emory
joy.emory@workforcesnohomish.org

CCL Coordinator: Bre Urness-Straight
burnessstraight@nwesd.org

Counties: Island, San Juan, Skagit, Snohomish, and Whatcom



Network: Sue Kane
suek@ncesd.org

CCL Coordinator: Tami McBride
tamim@ncesd.org

Counties: Chelan, Douglas, Grant, and Okanogan



Network: Phyllis Harvey-Buschel
phyllis@wabsalliance.org

CCL Coordinator: Walter Jackson
wjackson@psesd.org

Counties: King and Pierce



Network: Cassidy Peterson
cpeterson@greaterspokane.org

CCL Coordinator: Dennis Conger
dconger@esd101.net

Counties: Adams, Ferry, Lincoln, Pend Oreille, Spokane, Steven, and Whitman

Network: Lorie Thompson
lthompson@esd113.org

CCL Coordinator: Pat Lange
plange@esd113.org

Counties: Grays Harbor, Lewis, Mason, Pacific, and Thurston



Network: Debra Bowen
deb@STEMlearning.org

CCL Coordinator: Greg Fancher
gfanher@esd123.org

Counties: Asotin, Benton, Columbia, Franklin, Garfield, and Walla Walla

Network: Vickei Hrdina
vickei.hrdina@esd112.org

CCL Coordinator: Vickei Hrdina
vickei.hrdina@esd112.org

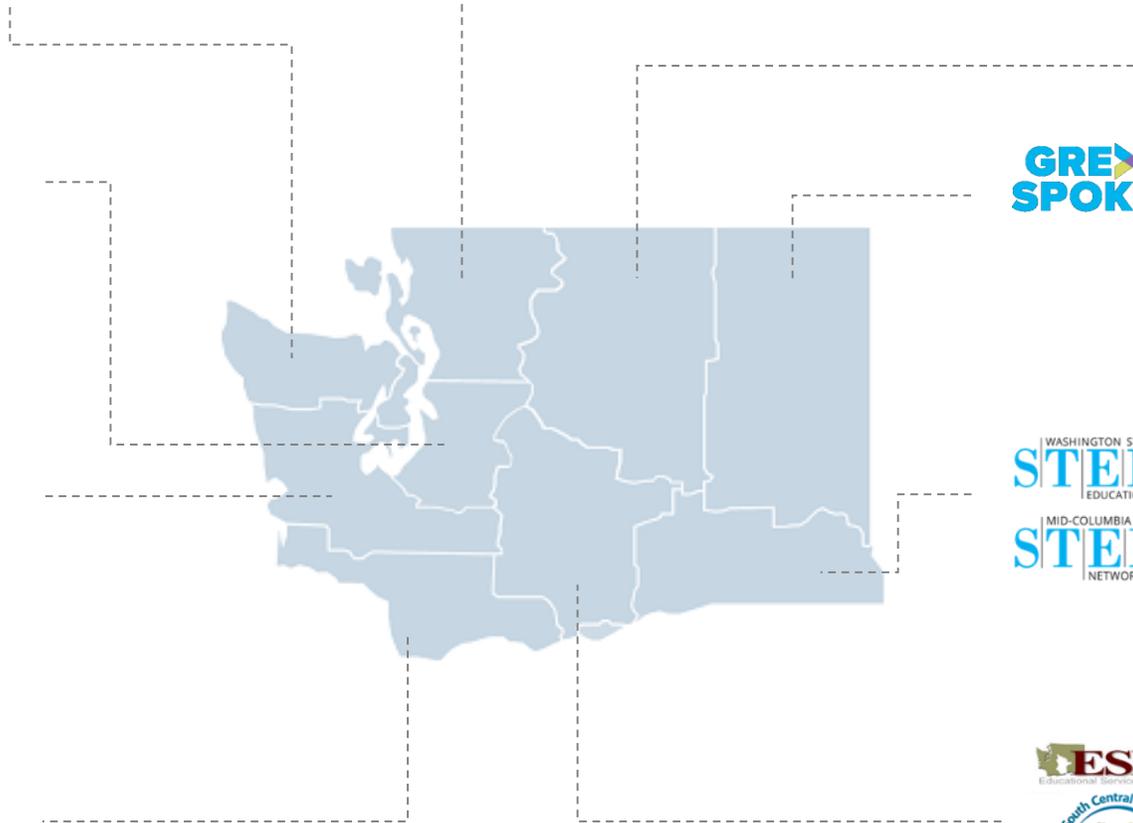
Counties: Clark, Cowlitz, Klickitat, Pacific, Skamania, and Wahkiakum



Network: Mark Cheney
mark.cheney@esd105.org

CCL Coordinator: Hugo Moreno
Hugo.moreno@esd105.org

Counties: Grant, Kittitas, Klickitat, and Yakima



... and funded 10 intermediaries in our first grant round...

	Aerospace	Agriculture / Food Processing	Automotive	Construction	Health care	Hospitality	Information Technology	Manufacturing	Maritime
 <p>Construction trades <u>Career Preparation</u> / pre-apprenticeship (King)</p>				✓					
<p>Computing for All</p> <p>Develop <u>Career Preparation</u> / pre-apprenticeship program to prepare students for Apprenti and similar programs (King)</p>							✓		
 <p>Expand General Service Technician <u>Registered Apprenticeships</u>; Master Service Technician <u>Registered Apprenticeships</u> (Pierce)</p>		✓							
 <p>Develop new construction trades and maritime (specifically marine construction, fisheries, maritime logistics) <u>Career Launches</u> (Kitsap)</p>			✓					✓	
 <p>Create new Central Sterile Processing Technician and Pharmacy Technician <u>Reg. Apprenticeships</u>; Expand Medical Assisting <u>Reg. Apprenticeship</u> programs (King)</p>				✓					
 <p>Develop new <u>Career Launch</u> in aviation maintenance and hospitality mgmt.; Expand existing IT support <u>Registered Apprenticeship</u> (Chelan/Grant/Adams)</p>	✓				✓	✓			
 <p>Expand existing manufacturing <u>Registered Apprenticeship</u> programs, with AJAC as one of the primary partners (Spokane)</p>							✓		
 <p>Expand AJAC manufacturing <u>Youth Registered Apprenticeships</u>, including expansion to food processing and agriculture industries (Southcentral Region/Yakima)</p>		✓					✓		
 <p>Develop new <u>Career Launch</u> programs with T-Mobile, focused on data management, advanced analytics, artificial intelligence, etc. (King)</p>						✓			
 <p>Expand semiconductor <u>Career Launch*</u> program; Develop a new medical assisting <u>Career Launch</u> (Clark/Cowlitz)</p>				✓			✓		

*Program has not yet received formal endorsement

...with 4 additional intermediary grantees just announced last week!

	Aerospace	Agriculture / Food Processing	Automotive	Construction	Health care	Hospitality	Information Technology	Manufacturing	Maritime
 WASHINGTON STATE UNIVERSITY Design and deliver <u>Career Awareness</u> program for middle school students health sciences and healthcare delivery sectors (Stevens)					✓				
 WENATCHEE VALLEY COLLEGE Develop <u>Career Launch</u> engineering / machining production program (Chelan/Douglas/Okanogan)							✓	✓	
 Elements of Education Partners Develop <u>Career Launch</u> program to provide classroom learning and paid OJT for Certified Nursing Assistant certification (Pierce)					✓				
 P-Tech supported by Develop Career Connected Technology Information Academy based on IBM's P-Tech High School Program to be scaled aligned to <u>Career Launch</u> (King/Franklin/Snohomish)					✓		✓		

Career Launch endorsed programs growing every month

Enrollment funding recipients



Clark College / SEH America

Semiconductor and Electronics Manufacturing (Mechatronics Technology) Program

Clark County



Clover Park Technical College / Washington State Association of U.A. of Plumbing and Pipefitting of the United States and Canada

Heating and Air Conditioning Refrigeration (HVAC/R) Technician Program

Pierce County



Spokane Community College /Toyota Corporation

Automotive: Toyota T-Ten Program

Spokane County

**More applications coming in every month –
we need your help to spread the word!**

Quality Control: Industry and Education-Led endorsement process for Career Launch



Career Launch Programs will be endorsed in a rigorous CCW-led process including:

- Industry-validated (e.g. students work-ready, critical mass of employers participating, valued across industry, high-potential career pathway)
- Academically-validated (e.g. state-wide recognition and transferability, aligned with high-quality academic standards)
- Endorsement will be reviewed periodically based on student outcomes

Only endorsed Career Launch Programs will have access to increased support (including capacity funding) and count towards CCW goal

How to apply for Career Launch endorsement

Career Launch endorsement process open

- Application is available on [SBCTC website](#) – applications are evaluated monthly
 - Sample [applications](#) are available for review
 - Programs can be offered at community and technical colleges, training centers, universities and K-12 schools that partner with higher-education institutions



Career Launch enrollment funding is available now

Marketing: Messaging toolkit launching later this month

After extensive workshopping with students, families, and educators throughout the state, we're ready to launch our CCW messaging toolkit

Toolkit includes several key elements to help you spread the word about CCW and career connected learning opportunities available statewide:

- Talking points, differentiated by stakeholder (e.g. families, educators, businesses, etc.)
- New logos (including Career Explore, Prep, and Launch)
- Social media tags
- Website banners

Later this year, we plan to launch pilot campaigns in three regions across the state

Please contact Annie Graham (annie@careerconnectwa.org) if you would like to be added to our toolkit recipient list

Toolkit to include our new logos and style guide



Technology: In-development CCW Directory will help students, educators, industry find career-connected learning programs across the state

Directory will use existing state data systems to create simple platform for students, educators, and industry to find program information



Governor's supplemental budget includes additional \$2.4M for Career Connect Washington in FY2021



Spreading the word - \$1.4M

Provides necessary support to build awareness among students, families, and educators for CCW and career connected learning programs available statewide. Funding will go towards marketing and communications efforts and the creation of a new, statewide program directory. Additional support provided for ERDC to aggregate and report on CCW outcomes.



Growing career connected learning programs - \$0.9M

Additional funding to create new and expand existing career connected learning programs, with an emphasis on Career Launch



Scaling student enrollment and supports - \$0.2M

Funding for new CCW tribal liaison position at OSPI to support tribal youth access to and enrollment in career connected learning programs

CCW supplemental budget is part of broader continuum of workforce funding proposed for FY2021¹

*Note: Budget summary includes proposed funding for the Workforce Education Investment Account only; totals are rounded
1. Funding for incumbent worker training, contingent worker safety net, secure scheduling, and domestic worker protections*



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